

DEVELOPMENT ASSESSMENT OF KENYA'S AGRICULTURAL SECTOR

MISSION STATEMENT

To assess the potential for development at the community level in Kenya's agricultural industry, the prospects for adding value to smallholder crops through the promotion of fair trade and organic farming, and to assess the problems and challenges facing rural farming communities.

TEAM MEMBERS

Blake Hanacek and Richard Damianopoulos met in Lund, Sweden in January of 2001. At the time, Blake was studying landscape planning for sustainable rural development and biotope design and construction at *Sveriges Lantbruks Universitet* and Richard was a student of political science, with a focus on international development, at Lund University. During time spent in Sweden, Blake and Richard spoke about creating an international NGO that would address issues of international development drawing on their respective fields of expertise. In 2003 Richard and Blake met again at the University of British Columbia in Vancouver, Canada. Richard was studying for a Masters degree in Political Science and Blake was earning a Masters Certificate in Watershed Management. During this time Richard and Blake built their relationship and remained committed to forming an international development organization. In 2004 Richard accepted an internship in Nairobi, Kenya, with a Kenyan NGO, the Africa Peace Forum, and Blake went to Japan to study and teach. In February of 2005, after the completion of their initial work contracts, Blake and Richard met in Dubai to discuss the future location and focus of a development organization. Richard and Blake agreed that Kenya's agricultural sector presented unique and innovative opportunities for international development.

PROJECT

To analyze the agricultural sector in consultation with local stakeholders and to gain insight on how to direct agricultural initiatives to promote rural development in Kenya.

PROBLEMS

- Over complex value chain and inefficient marketing structures in most sectors of agriculture
- Collecting data and industry information in closed and bureaucratic environment
- Building a network in a divided, complex, and contradictory industrial environment
- Lack of market industry information from governmental coordination institutions
- Lack of transparency and accountability structures in the agricultural sector
- Lack of trust and internal rivalries
- Scattered nature of cooperative societies and farming communities
- Poor rural infrastructure

- Difficulties communicating industry trends with smallholders pertaining to fair trade, organic production, and issues of general sustainability
- Difficulty of establishing credibility in an industry plagued by cronyism and opportunism, in the quest for financial gain

TACKLING THE PROBLEMS

The range of problems will be tackled by facilitating the following project objectives:

- Tracking agricultural products from the farmgate to the consumer
- Educating and creating awareness of the benefits of fair trade and organic farming
- Creating effective and efficient means of organizing small farmers
- Creating accountability structures at the cooperative level
- Creating better business practices at the cooperative level
- Creating a forum for direct communication between producers and consumers
- Encouraging the implementation of direct sales, also called the second window, in Kenya
- Improving access to inputs and equipment necessary for sustainable growth and development
- Creating more efficient finance structures to ensure that farmers are paid in a timely fashion and have access to reasonable capital to sustain growth

PROPOSED PROGRAM

The creation of a registered organization to administer international development funds in pursuit of the objectives stated above, to promote research and development in the agricultural sector, to promote international dialogue on issues of sustainable agricultural development, to facilitate intercultural exchange, to link producers directly with consumers, to represent agricultural development in Kenya to the Canadian and American governments.

METHODOLOGY

Our methods of achieving these goals will be accomplished by collaborating with the government and development partners, working together towards developing effective long-term development strategies that enhance the life of people living in rural agriculture based communities. This will be achieved through consultation with the relevant stakeholders at four levels: international, national, regional, and grassroots. We will consult with international donors and international certification boards to acquire information pertaining to industry standards and fair trade/organic certification. At the national level we will consult with the relevant departments of the Kenyan government to acquire knowledge of the NGO community in Kenya and the requirements for registering a NGO. Also at this level we will meet officials from important regulatory institutions in the agricultural sector. At the regional level we will meet with officials from major cooperative societies that represent smallholder farmers. At the grassroots level we will meet with the small farmers themselves, the direct beneficiaries of this project, to

determine issues facing rural farming communities, raise awareness of our mission, and develop a grassroots partnership.

BENEFICIARIES

The benefits of this project would be directly seen and felt in the rural communities by increasing communication between development organizations and individuals living in areas of extreme poverty. It will also create a forum where foreign and local experts can collaborate on small-scale projects that will have long lasting effects on those involved. The Government of Kenya will benefit by having documentation and publications on the industries under stress and programs to help alleviate foreign debt and dependence on imports for production such as fertilizers and pesticides. Women will have the opportunity to work and take part in the organizational structure of the organization and all of its operations. Children will be provided with education and the opportunity to start mapping out their future within the framework of sustainable development. Environmental issues will be given priority when placed next to economic incentives producing communities with proper management of water and other natural non-renewable resources.

QUANTITATIVE MEASURES OF SUCCESS

- Collection of important project data
- Discovering guidelines for registration of a NGO in Kenya
- Successful registration of a Kenyan NGO
- Successfully conducting an awareness campaign for smallholders on fair trade and organic growing

QUALITATIVE MEASURES OF SUCCESS

- Building relationships and a network with important stakeholders
- Establishing trust and long-term relationships with smallholder growers and estates

PROJECT OUTCOMES

- Data collected from meetings with cooperative officials
- Data collected from research institutions and regulatory boards
- Data collected from international donors
- Information collected from international development organizations in related fields
- Meetings with smallholder farmers on their farms
- Key agricultural data collected on agricultural growing and processing
- Production-specific data collected
- Research, understood, and adhered to the requirements for registering an NGO
- Established an NGO constitution
- Composed a board of Directors

- Researched and choose a name for a new NGO
- Conducted international market research
- Filed to register an NGO in Kenya in accordance with the Non-Governmental Organization Coordination Bureau's requirements for the registration of a local NGO
- Developed a network of skilled individual and created partnerships for agricultural development
- Partnered with small estate and cooperative organizations
- Built relationships with smallholders at the grassroots level
- Initiated an academic study of the political economy of the coffee industry in Kenya and Uganda at the University of British Columbia in Vancouver, Canada
- Developed field-based knowledge and awareness of our target communities