

ABOUT THE PROJECT

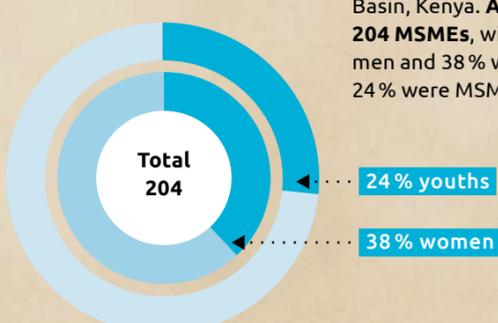
Expected MSMEs



Actual MSMEs



Proportion of youths and women



In 2018, GOALAN initially targeted 140 horticultural MSMEs at Lake Naivasha Basin, Kenya. **As of 2019 it had reached 204 MSMEs**, with a composition of 62% men and 38% women. Out of the 204, 24% were MSMEs led by youths.

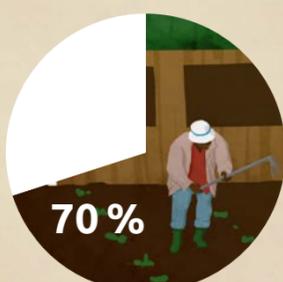
Project duration: 2018–2022

The average age of a farmer in GOALAN project is 48 years old which is relatively young compared to the average age of a farmer in Kenya which stands at 60. The youngest project beneficiary is 25 years old whereas the oldest is 79.

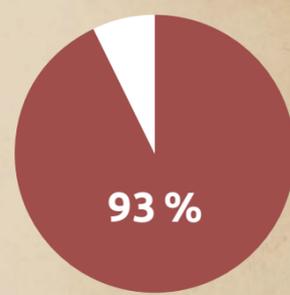


TRAINING AND CAPACITY BUILDING ON SCP

190 MSMEs trained on SCP

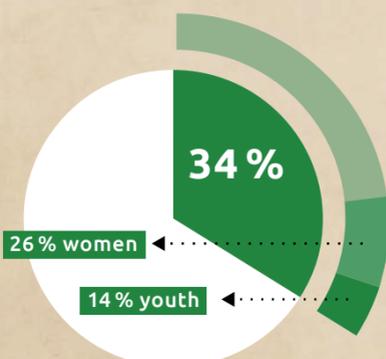


About 190 MSMEs were trained and 70% of the MSMEs had adopted SCP practices in horticulture.



Building local capacity: As of 2019, 93% of the beneficiaries (190 MSMEs) had their capacity built to apply SCP practices in horticulture.

Number of borrowers (for horticultural activities)



ACCESS TO FINANCE

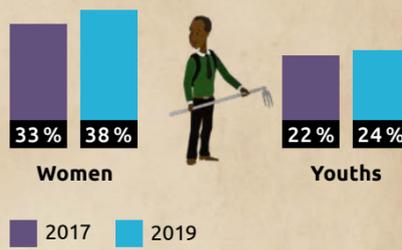
Satisfactory progress had been made to link MSMEs to credit providers. However, only 34% of the beneficiaries eventually accessed credits for farming activities, mainly due to lack of collateral. Out of the 34%, 26% were women and 14% youths.

MSMEs learned to keep farm records (farm input, sales, prices) and write bankable business plans. These will enhance the MSMEs' credibility with the financial institutions.



WOMEN AND YOUTH EMPOWERMENT

GOALAN contributed to an increase in participation of women and youths in vegetable production. The proportion of women and youths in producer groups' activities increased between 2017 (before the project) and 2019, rising from 33 to 38% and 22 to 24% respectively.



ACCESS TO MARKET

Improved access: GOALAN linked MSMEs to reliable contract markets. The MSMEs were able to sell about 90% of their produce compared to 50% at the beginning of the project. In 2019, 153 MSMEs had sold their fresh vegetables via contract-based markets.

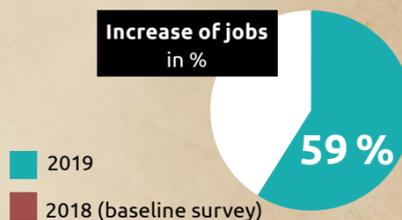


Job creation: The MSMEs have contributed to job creation in the Basin, especially among casual farm labourers. Before the project was started in 2018, MSMEs employed 4 paid workers in average. In 2019, an enterprise could employ an average of 6 workers. As such, a total of 1,224 jobs were created by 204 MSMEs. This is an increase of about 59% compared to the 2018 baseline with 772 jobs.

Increase of jobs

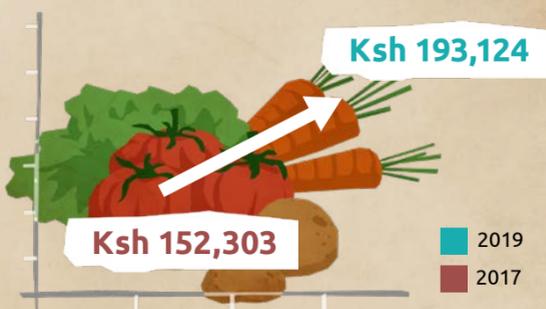


Increase of jobs in %



Increase of welfare per year

Increased income / improved welfare: With an increase in cultivated land, incomes from vegetable production increased by 27% from an average of Ksh 152,303 per year in 2017 to Ksh 193,124 per year in 2019 among project beneficiaries.



THE WAY FORWARD

Sustainable consumption

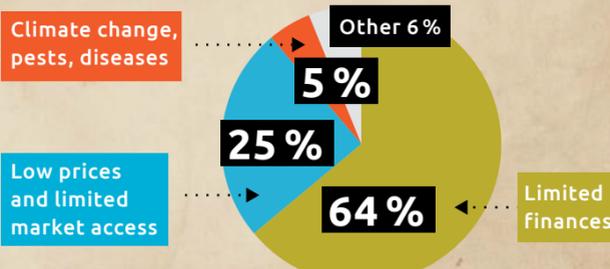
- Increasing public awareness is vital in promoting sustainable consumption of fresh fruits and vegetable.
- Implementing a green public procurement (GPP) policy on the county level will bolster both sustainable consumption and production of horticultural products locally.

"Majority of the consumers in the Basin are however not safe food conscious. As such, more awareness is need to change the attitude of local consumers towards sustainable products, so they will consider asking for safe and traceable fresh produce."

Sustainable production

- Improving access to finance and access to market are key to realise SCP patterns in Kenya's horticulture sector. About 64% of MSMEs reported on limited access to finance when buying necessary farm inputs (e.g., certified seeds and fertilisers) and 25% of MSMEs on limited access to market (and low prices) as main challenges. A small proportion of MSMEs (5%) also mentioned climate change along with problems with pests and diseases as serious challenge.

Challenges



Source: GOALAN Project's Midterm Review Report (2020), WWF Kenya.