

AGRIBIZ PROGRAMME



SITUATIONAL ANALYSIS REPORT Kilifi County

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MINISTRY OF FOREIGN AFFAIRS
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P.O. Box 51090-00100
Nairobi, Kenya
Golf View Office Suites
Muthaiga.
Email: info@kcicconsulting.com
Phone No: +254 (0) 76 281 2276/77

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LIST OF ABBREVIATIONS AND ACRONYMS

AFC	Agricultural Finance Corporation
AfDB	African Development Bank
AGF	Africa Guarantee Fund
ARD	Agricultural Research and Development
ASDS	Agriculture Sector Development Strategy
ASDSP	Agricultural Sector Development Support Programme
ASTGS	Agriculture Sector Transformation and Growth Strategy
ATC	Agricultural Training Centre
AU	African Union
BIHs	Business Incubation Hubs
CARDEP	Community Agriculture Resources Development Program
CARITAS	Catholic based organization
CBOs	Community Based Organizations
CIDP	County Integrated Development Plan
CoG	Council of Governors
CONSUL	Cocoa for New and Sustainable Livelihoods
Danida	Danish International Development Agency
ESP	Economic Stimulus Program
EU	European Union
FAO	Food and Agriculture Organization
FGDs	Focus Group Discussions
FIs	Financial Institutions
GDI	Gender Development Index

GDP	Gross Domestic Product
GII	Gender Inequality Index
GNI	Gross National Income
GPS	Geographic Positioning System
HDIs	Human Development Indicators
IHDI	Inequality-adjusted Human Development Index
JKP	Jumuiya ya Kaunti za Pwani
KALRO	Kenya Agriculture and Livestock Research Organization
KAM	Kenya Association of Manufacturers
KCB	Kenya Commercial Bank
KCG	Kilifi County Government
KCIC	Kenya Climate Innovation Center
KEBS	Kenya Bureau of Standards
KEPSA	Kenya Private Sector Alliance
KIIs	Key Informant Interviews
KIs	Key Informants
KIRDI	Kenya Industrial Research and Development Institute
KTBH	Kenya Top Beehives
MESPT	Micro Enterprises Support Programme Trust
MFIs	Micro Finance institutions
MOU	Memorandum of Understanding
MPI	Multidimensional Poverty Index
MoALF	Ministry of Agriculture Livestock and Fisheries
MSMEs	Micro Small and Medium Enterprises
NDMA	National Drought Management Authority
NEMA	National Environmental Management Authority
PGs	Producer Groups
PWDs	Persons living with disabilities
PPPs	Public Private Partnerships
SCAO	Sub County Agricultural Officer

SDGs	Sustainable Development Goals
SMEs	Small and Medium Enterprises
SPSS	Statistical Package for Social Sciences
TOR	Terms of Reference
TVC	Technical and Vocational Centre
TVET	Technical Vocational Education and Training
UN	United Nations
UNDP	United Nations Development Programme
USAID	United States Agency for International Development
VC	Vocational Centre or Value Chain
VTC	Vocational Training Centre

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EXECUTIVE SUMMARY

Kenya Climate Innovation Center (KCIC) is currently implementing the AgriBiz Programme with a focus of mainstreaming youth and women in the agribusiness sector. The overall objective of this programme is to ensure that inclusive and sustainable growth is promoted in the rural economy in line with the priorities of the Government of Kenya. As a precursor to implementation of the programme in Kilifi, an analysis of strategy was carried out.

The overall objective of the situational analysis was to conduct a county scoping study and provide a detailed report about the general findings as well as individualized findings as per the scope of work (SOW). The SOW covered: i.) mapping of existing agribusiness value chains; (ii.) carrying out physical assessment of Agricultural Training Centers (ATCs) and existing Technical and Vocational Education and Training Centers (TVETs); (iii.) establishing the commitment of Kilifi County Government to the programme; and (iv.) drafting a detailed situational analysis report that includes the baseline findings.

Although the selection of Kilifi was through purposive sampling, identification of potential facilities for hosting the Business Incubation Hubs (BIHs) and respondents ranging from youth, women, and county government officials was random. Data were collected from primary and secondary sources. Quantitative data collected were analysed using Statistical Package for Social Sciences (SPSS). Qualitative data were coded and tabulated using open coding methodology.

The findings of this study offer a better understanding of the current state of Agriculture Value Chains (VCs) in Kilifi County and provide an entry point to exploiting the potential therein based on sound analysis of strategy. From this research, dairy, mango, cassava, coconut and cashew nuts VCs present the most sustainable options for a full scale, sector wide VC development. These value chains have the potential of stirring up innovations and upscaling. The assessment of facilities for hosting the BIHs showed that ATC Mtwapa is the most strategic to host the BIHs within the county. While this situational analysis reports commitment of Kilifi County Government to the AgriBiz programme, there's need for strategic positioning and assessment of considerations and recommendations presented prior to implementation of the programme.



1.0: INTRODUCTION

1.1: Agribusiness in Kenya

Agriculture is the mainstay of Kenya's economy, with 33 % direct contribution to the country's Gross Domestic Product (GDP) and 27 % indirectly through linkages with other sectors. Agriculture, additionally, employs approximately 62% of the total population in Kenya, with 60% in export^{1,2}. Notwithstanding these statistics, this sector has not realized its maximum potential in terms of upscaling livelihoods of the various industry players and specifically farmer-led producer and marketing groups.

At the primary production level, alongside providing gainful employment, the sector plays an important role in maintaining the country's food security and improved nutrition status. This is by ensuring continued production of safe, diverse and nutrient dense foods for the local consumption and foreign exchange especially for industrial and horticultural crops subsectors. In addition, non-agricultural economy including manufacturing, which is a source of raw materials as well as market for their end products is supported by Agriculture. With this in perspective, the agricultural sector is unparalleled in driving non-agricultural operations such as building/construction,

transportation, tourism, education and other social services.

The sector also contributes significantly to key national and global development agenda. According to the Kenya Vision 2030 strategy, the country foresees a 10% annual growth rate using agriculture as the conduit³. This is through smallholder farmer inclusion and subsequent transformation of the hitherto piecemeal subsistence farming, marked by low productivity and low value addition, to full scale commercialization. This is envisioned to not only reduce the food scarcity situation but additionally spur innovation. Leveraging on this, the Agricultural Sector Development Strategy (ASDS) was drafted with an overarching objective of guiding national policy for rural development. On this backdrop is the development of the Agriculture Sector Transformation and Growth Strategy (ASTGS: 2019-2029). The ASTGS encompasses the medium-term national agriculture sector priorities including Medium-Term Investment Plan III, 100 % food and Nutrition Security Aspiration in the Big Four Agenda, African Union (AU) Agenda 2063 and Sustainable Development Goals (SDGs)⁴.

¹ Government of Kenya (2018). Agricultural Sector Transformation and Growth Strategy 2019-2029, Nairobi, Kenya.

² Ministry of Agriculture, Livestock & Fisheries (2017). Kenya Youth Agribusiness Strategy 2017 – 2021. Positioning the youth at the forefront of Agricultural Growth and Transformation

³ Government of Kenya (2007). Kenya Vision 2030 – The Popular Version, Nairobi, Kenya

⁴ Boulanger, P., Dudu, H., Ferrari, E., Causapé, A. M., Balié, J., & Battaglia, L. (2018). Policy options to support the Agriculture Sector Growth and Transformation Strategy in Kenya. *A CGE Analysis, EUR, 29231*.

Agribusiness, in the context of value chain development, is defined as all businesses involved right from the provision of specific inputs for primary production, transformation, marketing, and up to the final sale of a particular product to consumers. According to the World Bank, processed agricultural exports from Kenya account only for 16% of imports, in comparison to food imports which is 57 %⁵. This starkly reveals the untapped potential of the sector and how youth involvement with a focus on value addition could result in a turn around. This sector if leveraged, especially using the value chain approach, has the potential of fostering economic development and alleviating poverty especially so, with respect to youth, women and persons living with disabilities (PWDs). Therefore, Kenya Youth Agribusiness Strategy (KYAS): 2017-2022 drafted by the MoALF in consultation with county governments and development partners plugs in these gaps. The KYAS has an overall goal of achieving food and nutrition security, creating employment and generating income for youth in Kenya. However, it is evident from the strategy that approximately 64% of youth in Kenya are unemployed⁶. This Agribusiness sector, as it is, offers the best opportunity to bridge this gap and subsequently, absorb the youth, women and common interest groups (CIGs) in active employment to ensure continued food security.

1.2: Kenya Climate Innovation Center

The Kenya Climate Innovation Center (KCIC) was established in 2012. Currently, the entity is registered as a company. Originally, KCIC was managed by a

consortium of local and international institutions. However, currently, KCIC is a local, independent, non-profit company by guarantee. KCIC provides incubation, capacity building and financing to start-ups and SMEs that are developing innovative solutions in agribusiness, energy and water to sustainably address climate change challenges. This is through a holistic, country-driven approach aimed at accelerating the development, deployment and transfer of locally relevant climate change mitigation technologies. KCIC's niche(s) are renewable energy, bioenergy, climate-smart agriculture, water and low carbon services to entrepreneurs and enterprises addressing effects of climate change. The KCIC's support includes competitive financing covering proof of concept grants, early stage financing, matching grants, seed capital investments and syndicate financing. Subsidiaries of KCIC are, Kenya Climate Ventures, an early stage financing facility aimed at helping clean-tech entrepreneurs move from proof of concept to commercialization and KCIC Consulting, a special projects and new ventures arm. KCIC is currently implementing the AgriBiz Programme whose focus is mainstreaming youth and women in the agribusiness sector.

KCIC's vision is "To be the one stop shop supporting innovative climate change solutions in Kenya". The organizations mission is "To provide incubation, financing and awareness that empower the private sector to deliver innovative climate change solutions".

⁵ World bank (2019). Kenya Economic Update. Unbundling the Slack in Private Sector Investment. Transforming Agriculture Sector Productivity and Linkages to Poverty Reduction

⁶ Ministry of Agriculture, Livestock & Fisheries (2017). Kenya Youth Agribusiness Strategy 2017 - 2021 Positioning the youth at the forefront of Agricultural Growth and Transformation

1.3: The AgriBiz Programme

AgriBiz is an economic programme that aims to create decent jobs for women and youth in the agricultural sector. It primarily targets rural and peri-urban youth and women who are underemployed and lack the financial resources and skills necessary to create viable sustainable businesses.

As articulated in the AgriBiz programme document, challenges facing youth and women involvement the agribusiness sector include:

- i. Negative perception of the sector
- ii. Lack of capacity to design and implement a business
- iii. Limited access to land and other natural resources
- iv. Lack of access to finance

AgriBiz programme, therefore, seeks to facilitate increased involvement of these vulnerable groups in active agriculture value chain development through full-scale, sector-wide VC development from input supply, pre-production, production, harvest and post-harvest, aggregation to marketing. The primary focus of the programme is to provide a range of services needed for women and youth owned early stage agribusiness enterprises as well as Small and Medium Enterprises (SMEs).

1.3.1: Objective of the AgriBiz Programme

The overall objective of the AgriBiz programme is to ensure that inclusive and sustainable growth is promoted in the rural economy in alignment with the priorities of the Government of Kenya. The specific objective is to ensure that sustainable job opportunities for youth and women are created in agricultural value chains.

To achieve the above objective(s), the program has established eight business incubation Hubs (BIHs) across eight counties in Kenya namely: Isiolo, Meru, Kiambu, Machakos, Bungoma, Uasin Gishu, Kisii and Kilifi. The hubs will offer the following services:

- i. Access to incubation and acceleration services and facilities
- ii. Access to finance
- iii. Business advisory and technical assistance
- iv. Access to information

Key Result Areas

- **Result 1:** Sustainable business and employment opportunities in agribusiness for youth and women are identified, promoted and supported.
- **Result 2:** Access to natural resources critical to the successful creation of sustainable jobs opportunities for youth and women is facilitated.
- **Result 3:** A blending mechanism to facilitate youth and women's access to finance at appropriate conditions is established.

Target Groups

- Youth and women agricultural entrepreneurs in rural and peri-urban areas.
- Common Interest Groups (CIGs) / Producer Groups (PGs)
- "Step-up" or "Next-step" projects.
- County Governments

1.4: AgriBiz Programme Implementing Partners

The AgriBiz programme has several implementing partners, including, the European Union (EU), Danish International Development Agency (Danida), Food and Agriculture Organization (FAO), African Development Bank (AfDB), Africa Guarantee Fund (AGF) and Kenya Climate Innovation Center (KCIC). The programme will work with local financial institutions to obtain KES. 17.6 billion in loans for agribusiness and it will be implemented jointly with selected county governments.

Danida and KCIC are jointly implementing the first component which involves identification, promotion and supporting sustainable businesses and employment opportunities in agribusiness for youth and women. As per the Agribiz Document, the component "aims to address the perceived low returns of the agribusiness sector including the limited access to land and other factors of production which hinders the youth and women from accessing business opportunities in agriculture". It is expected that the programme will have a positive impact to the target interest groups, by spurring the adoption of innovations and investments, higher productivity and the capacity to successfully exploit profitable market opportunities.

1.5: AgriBiz Situational Analysis Research

This Situational analysis is as per the TOR "County Scoping Study for the Proposed AgriBiz Counties".

The Scope of this assignment covered the following:

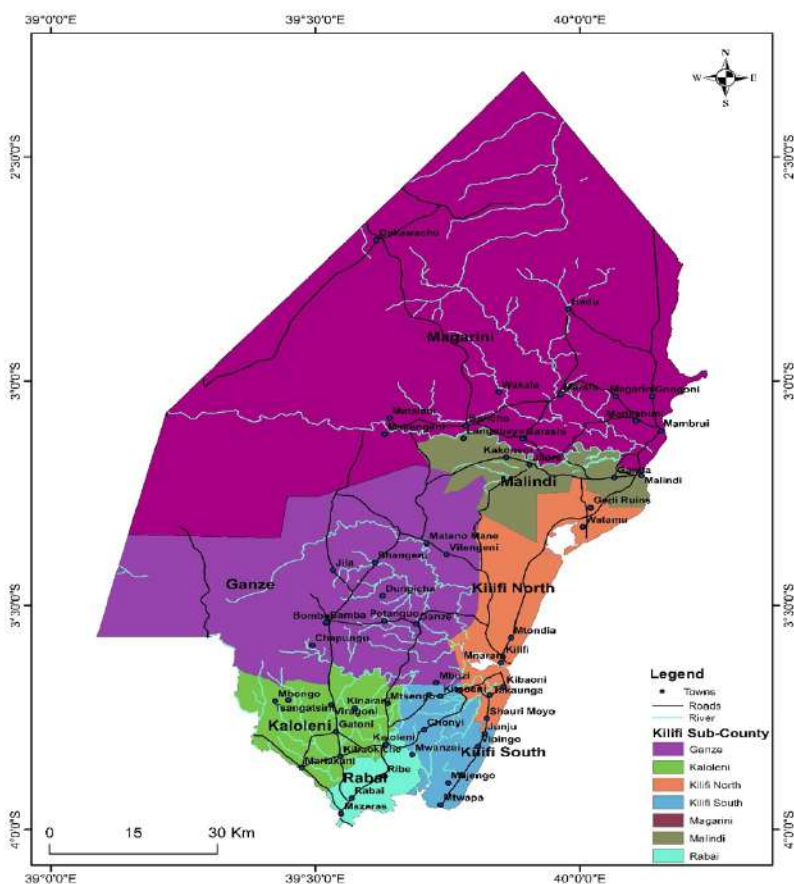
- a. Mapping of existing Key value chains in the county and elaborating how the AgriBiz programme can tap into each of them.
- b. Carrying out physical assessment of potential BIH incubation facilities in the county such as Agricultural Training Centers (ATCs) and existing Technical and Vocational Education and Training Centers (TVETs).
- c. Assessing the commitment of the County Governments to the AgriBiz Programme.
- d. Conducting a baseline survey on selected human development factors.



Figure 1. Sustainable development goals

2.0: KILIFI COUNTY

2.1: County Overview



Kilifi County is among the six counties in the Coast region of Kenya. The county covers an area measuring 12,370.8 Km². Kilifi County is composed of seven administrative sub-counties namely, Magarini, Kilifi South, Ganze, Rabai, Kilifi North, Malindi and Kaloleni.

Figure 2. Map of Kilifi County

Kilifi County borders Taita Taveta County to the West, Indian ocean to the East, Tana River County to the North, Kwale County to the South West and Mombasa County to the South.

The major inhabitants of Kilifi County are the Mijikenda. As at 2018, the county's population was approximately 1,498,647, comprising 723,204 males and 775,443 females with a projected

annual growth rate of 3.05 %⁷. The county has a bimodal rainfall pattern with average annual rainfall ranging between 900 mm and 1,300 mm. The annual temperatures range between 21 °C and 30 °C in the coastal belt⁸.

2.1.1 Agro Ecological Zones in Kilifi.

The county is divided into four key Agro-Ecological Zones⁹. The zones are classified as:

- i. CL 3: Coconut - Cassava Zone
- ii. CL 4: Cashewnut - Cassava Zone
- iii. CL 5: Coastal Lowland Livestock - Millet Zone
- iv. CL 6: Ranching Zone

i. CL 3: Coconut-Cassava Zone

The crops that grow in this zone include maize, sorghum, cowpeas, pigeon peas, potatoes, soya beans, chillies, almost all vegetables (aubergines, egg plants/brinjals, kales, Chinese cabbage, sweet pepper, pumpkins, onions, sweet water melons, cucumbers,

garlic, okra, spider plant), coconuts, banana, cassava, bixa, mangoes, pawpaws, avocados, guavas and sisal.

ii. CL 4: Cashewnut-Cassava Zone

The crops that grow in this zone include dolichos beans, sweet potatoes, simsim, soya beans, bambara groundnuts, guards, onions, okra, aubergines, egg plants, sweet pepper, garlic, chillies, watermelons, cucumbers, pumpkins and pawpaws.

iii. CL 5: Coastal Lowland Livestock-Millet Zone

The crops that grow in this zone include sorghum, pearl millet, chickpeas, soya beans, onions, drought resistant cassava and livestock.

iv. CL 6: Ranching Zone

This zone is used for ranching and pastoralism.

Table 1. Table showing Agro – Ecological Zones in Kilifi

Agro-Ecological Zone	Subzone	Altitude in m	Annual mean temp. in °C	Annual av. rainfall in mm	66% reliability of rainfall ¹⁾		60% reliability of growing period		
					1 st rainy season in mm	2 nd rainy season in mm	1 st rainy season in days	2 nd rainy season in days	Total ²⁾ in days ⁴⁾
CL 3 Coconut-Cassava Zone	m/l i s m i (s/vs) m/l i ³⁾	1-450	27.0-24.4	1100-1200 1000-1150 1050-1230	480-700 400-650 400-800	200-250 170-220 50-130	155-175 135-155 155-175	85-105 75-85 < 40	240-280 210-240 -
CL 4 Cashewnut-Cassava Zone	m i ³⁾	1-300	27.0-25.2	850-1100	320-600	50-130	135-155	< 40	-
	m i (vs/s)			940-1100	300-650	150-200	135-155	55-75	190-230
	m i (vs)			900-1100	320-620	90-200	135-155	40-55	175-210
	m/s i (vs)			920-1000	250-380	140-180	115-135	40-55	155-190
	m/s i ³⁾			850-1000	300-500	50-140	115-135	< 30	-
	m/s + (vu)			850-1100	270-600	80-140	115-135	< 40	-
	s/m i (vs)			780-950	220-350	130-180	105-115	40-55	145-170
	s/m i + vu			820-1000	220-500	50-150	105-105	< 40	-
	s/m + vu			800-1000	220-500	60-150	105-115	< 40	-
	s i (vs)			800-950	220-350	150-180	85-105	40-55	125-160
CL 5 Lowland Livestock-Millet Zone	s i ³⁾	1-300	27.0-25.2	800-900	250-350	50-130	85-105	< 30	-
	s/vs i (vs)			700-880	170-270	150-170	75-85	40-55	115-140
	(s/vs) + (vs)			700-750	180-200	150-160	75-85	40-55	-
	s/vs i ³⁾			750-820	220-260	100-140	75-85	< 30	-
	vs/s + (vs)			730-810	190-230	150-170	55-75	40-55	-
	(vs/s) + vs			640-810	150-220	150-190	55-75	40-55	-
	(vs/s) i ³⁾			650-760	160-200	130-140	55-75	< 40	-
	(vs) + (vu)			550-750	150-200	80-130	40-50	< 40	-
CL 6 Lowland-Ranching Zone	b r	90-300	27.0-25.2	380-700	100-150	50-130	30-40	20-30	-

One of the major cross cutting economic activities in the county is livestock keeping¹⁰. This farming is usually practiced at subsistence level by small holder farmers. Livestock kept include goats, cattle, sheep and poultry which

⁷ County Government of Kilifi (2018). Kilifi County Integrated Development Plan 2018 -2022

⁸ <https://d-nb.info/1097429628/34>

⁹ <https://d-nb.info/1097429628/34>

¹⁰ <https://d-nb.info/1097429628/34>

are majorly indigenous breeds. Bee keeping (apiculture) features prominently in this category, with the county recording a total of 14,192 beehives - 3,533 log hives, 6,870 Langstroth beehives and 3,789 Kenya Top Beehives (KTBH)¹¹.

Tourism, whether domestic and international is also an ardent income earner for the county. The county's major attraction sites include its exotic scenic views, sandy beaches, marine forests, archeological monuments, splendid landscapes and world heritage sites.

Kilifi county has an immense blue economy investment potential with a 265km long coastline. This is vital for mariculture. Consequently, the government of Kenya, through the Economic Stimulus Program (ESP) in 2011, established over 900 artisanal fishponds in Malindi, Kilifi, Rabai, Magarini, Kilifi North, Ganze, Kilifi South and Kaloleni sub-counties.

2.2: County Governance Structure for Agribusiness Related Activities

The County Government of Kilifi consists of:

1. The County Public Service Board.
2. The County executive committee; and
3. The County Assembly.

The County executive committee is headed by the Governor and consists of Deputy Governor, the County Executive members and the County Secretary. There are several subsectors related to agribusiness¹². These are Agriculture, Livestock development, Fisheries Development and Agricultural Research and Development (ARD). The county mission of the Agriculture Department is to promote competitive agriculture, sustainable livestock and fisheries development and commercializing agriculture. This is aimed at boosting agribusiness activities within the county and subsequently contributing to the achievement of the national agricultural and food agenda. Programmes in Agriculture are explored in section 2.3.

¹¹ County Government of Kilifi (2018). Kilifi County Integrated Development Plan 2018 -2022

¹² County Government of Kilifi (2013). First Kilifi County Integrated Development Plan 2013 -2017

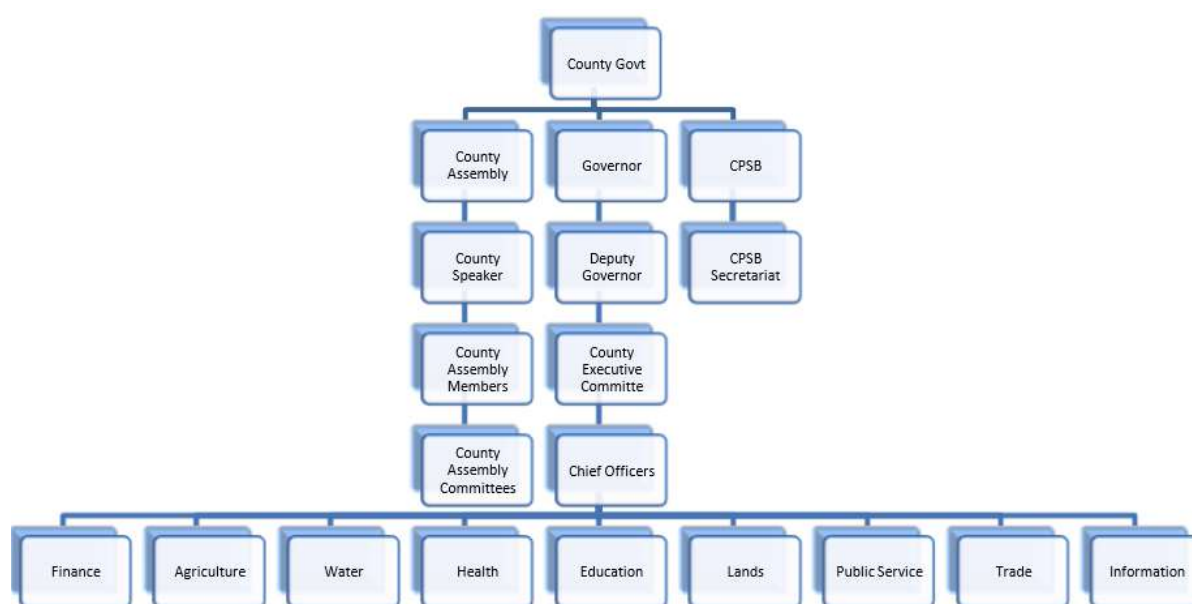


Figure 3. Kilifi County Organogram

2.3: County Performance in Agribusiness Related Activities

In Kilifi County, agribusiness related activities are split into two programmes:

- a. Agriculture programme
- b. Livestock programme.

These programmes have strategic sub programmes to address specific needs of the MSMEs within the county, for instance, the Agriculture programme is sub divided into sub programmes consisting of:

- i. Administration planning and Support services,
- ii. Food Sufficiency Initiatives,
- iii. Agriculture and Information Management,
- iv. Irrigation and Drainage Infrastructure.

Agribusiness related activities are handled simultaneously under the four sub programmes with each having independent outputs (Table 2). The execution of the Agriculture programme budget taking cognisance of FY 19/20 approved budget is 2.7%, 4.1%, 5.2% and 1.6% for each sub-programme (i-iv) respectively¹³.

On the other hand, the Livestock programme is subdivided into:

- i. Administration, Planning and Support Services,
- ii. Livestock Production and management,
- iii. Livestock Value Addition and Marketing,
- iv. Food Safety and Animal Products development,
- v. Livestock Disease, Management and Control.

With respect to budget execution 39.2%, 0.8%, 28.8%, 13.7% and 2.5% of approved budgets have been expensed in the livestock sub-programmes (i-iv) respectively¹⁴. This is also discussed in **4.3.1: Assessing the County Government's Agribusiness Related Priorities and Strategies** and **4.3.4: Assessing County's Financial and Budgetary Provisions for Agri-business Related Activities**.

Notably, Kilifi Microfinance kitty, Mbegu Fund, which uses basic minimum criteria to facilitate financial access to MSMEs and SMEs for BDS and market linkages, was allocated a budget of KES. 105 million with KES. 35 million disbursed, representing 33% utilization. This fund was constituted in accordance with article 207 (4)(b) of the Constitution and section 116 of the Public Finance Management Act¹⁵.

¹³ County Government of Kilifi (2018). Kilifi County Treasury

¹⁴ County Government of Kilifi (2018). Kilifi County Treasury

¹⁵ Controller of Budget (2020). "Consolidated County Budget Implementation Review Reports", <http://cob.go.ke/publications/consolidated-county-budget-implementation-review-reports/>

Table 2. Kilifi County, Budget Execution by Agriculture and Livestock Programmes and Sub-programmes in the First Half of FY 2019/20

Programme	Sub programme	Approved budget	Actual payments	Absorption (%)
Agriculture	Administration, Planning and Support services	628,693,052.00	17,165,745.75	2.7
	Food Sufficiency Initiatives	55,747,191.00	2,269,257.80	4.1
	Agriculture and Information Management	38,207,963.00	1,986,135.00	5.2
	Irrigation and Drainage Infrastructure	108,034,621.75	1,747,850.00	1.6
Livestock	Administration, Planning and Support services	9,100,764.00	3,582,156.00	39.4
	Livestock Production and Management	106,405,022.00	872,500.70	0.8
	Livestock Value Addition and Marketing	5,400,000.00	1,556,060.00	28.8
	Food Safety and Animal Products Development	4,305,000.00	588,080.00	13.7
	Livestock Disease Management and Control	41,951,667.36	1,040,080.00	2.5
	Grand Total	997,845,281.11	30,807,865.25	

2.4: Agricultural Value Chains

According to Andreas Springer-Heinze¹⁶ a value chain refers to a sequence of related business operations or functions right from the provision of specific inputs from primary production, transformation, marketing, and up to the final sale of the particular product to consumers. This is the functional view on a value chain. Further, he defines value chains as sets of enterprises and/or operators performing these operations, in this case producers, processors, traders and distributors of a product. As such these enterprises are linked by a series of business transactions in which the product is passed on from primary producers to end consumers.

Taking this in account, various crops grow in the different ecological zones (see section 2.1.1 Agro Ecological Zones in Kilifi) in the county.

Of interest are:

- Tree crops: Mangoes, citrus (lime, tangerine, lemons), cashew nuts and coconuts, pawpaw, guavas, apples and pears.
- Horticulture: Chillies, kales, tomato, eggplant, bell pepper/sweet pepper, cucumber, pumpkin fruit/leaves, leaf amaranth, moringa, African nightshade, spider plant, cowpeas, long cayenne, brinjals, okra, banana, passion fruits, pineapples and watermelons.
- Field crops: Maize, cassava, upland rice, green grams, sisal and millet.
- Livestock: Dairy and beef animals (incl. goat, sheep, cattle, indigenous chicken)

¹⁶ Springer-Heinze, Andreas. (2018). ValueLinks 2.0. Manual on Sustainable Value Chain Development, GIZ Eschborn, Vol 2.



3.0: APPROACH AND METHODOLOGY

3.1: Key Aspects of the Situation Analysis

The situation analysis seeks to provide the context and better understating of Kilifi County to facilitate efficient and effective program implementation. The situation analysis attempts to identify gaps, areas of intervention and the right strategies to be employed to realize the programs objectives. The situation analysis was guided by the following thematic areas:

3.1.1: Value Chain Mapping

Value chain mapping leverages on the definition of value chains as in section 2.4: Agricultural Value Chains , and assigns specific symbols to the aforesaid value chain stages, end markets, value chain operators, business linkages, relationships (subcontracting relations), Service provision (whether operational or support service linkages) and the service providers involved. This study referenced respondents' feedback in value chain mapping. This was used as a basis for identifying constraints, needs as well as any new opportunities that arise in the process. Apart from this, key documents, such as the Kilifi county government CIDP (2018 – 2022) among others were important materials of refence. The study adopted the value chain

approach to select out of the several potential value chains in Kilifi County (coconut, cashew nuts, cassava, pineapples, watermelons, mango and dairy) basing on feedback generated as discussed in section 3.2.

The study approach first determined the end market and the final product(s). Then the nodes were determined prescribing the processes and functions to be performed in these VC stages. The interactions of the actors/operators within the value chain stages was then outlined. The processes constituting the business linkages were also visualized to investigate and complement opportunities for engagement of all actors with special consideration for vulnerable actors. This is important to better understand the vertical business linkages among VC actors. Also, the organizational and support service providers were mapped and their interaction with the entire system analysed. A value chain map visualizing typical relationships between actors and subcontracting relations therein for dairy has been included (Figure 5). To achieve this key informant interviews, literature reviews and development of requisite value chain maps were employed to

interrogate the underlying subcontracting relations, if any.

3.1.2: Mapping and Physical Assessment of the ATCs

The suitability and readiness of the institutions in Kilifi to host the AgriBiz programme was assessed against a predetermined criteria that sought to interrogate the integrity, physical infrastructure, accessibility, availability of land, linkages to social amenities, management capacities and connectivity to communication infrastructure. To achieve this key informants, interviews and literature reviews were conducted. Semi-structured questionnaires (BIH assessment guides) were administered to the top management of selected institutions within Kilifi county.

3.1.3: County Government's Commitment

County government's commitment to agribusiness and implementation of the AgriBiz programme was determined by specific commitments towards development of agriculture and agribusinesses, budgetary allocations to agriculture and agribusinesses, aspirations as contained in key development documents to agriculture and agribusiness and finally plans/memoranda of understanding brought into effect that premise agricultural development. To this end, literature was reviewed of key development documents (such as the CIDP) and questionnaires were administered to KIs, in this case, the Kilifi Governments' Sub County Agricultural Officer (SCAO).

3.1.4: Baseline Surveys (HDI)

This study was restricted to establishing the development index of three basic dimensions: the ability to live a long and healthy life, the ability to acquire knowledge and the ability to achieve a decent standard of living. The robust tool that combines four other indices was employed. These indices include:

- i. Multidimensional Poverty Index (MPI),

- ii. Inequality-adjusted Human Development Index (IHDI),
- iii. Gender Inequality Index (GII),
- iv. Gender Development Index (GDI).¹⁷

These three dimensions were determined by examining the following indices: life expectancy at birth, literacy levels and Gross National Income per capita (GNI). Literature review of key documents was conducted to understand the HDI status in Kilifi County (see section 4.4).

3.2: Research Methodology

3.2.1: Data Collection and Analysis

The selection of Kilifi was done through purposive sampling as the county is considered for implementation of the AgriBiz Programme. Data were collected from primary and secondary sources. Primary data were taken from structured and semi-structured questionnaires, focus group discussions (FGDs), key informant interviews (KIIs) administered to respondents and from independent observations / checklists. Secondary data were collected from key publications, key development documents and literature review.

The respondents for this situational analysis covering youth producer groups (PGs), women producer groups (PGs) and a government representative were randomly selected. Interview guides were used to steer discussion(s) and generate tangible feedback from the PGs. Focus Group Discussions were also carried out, targeting representation from the youth, women and farmers from diverse producer groups youth and adults, male and female alike.

Qualitative and quantitative data collected were analysed using Statistical Package for the Social Sciences (SPSS). A matrix was further used to categorize, classify, code, summarize and tabulate data using open coding methodology. Thereafter, axial coding methodology was used to interconnect and link the categories identified from the various variables analysed for pattern recognition.

¹⁷ Human Development Indices and Indicators: 2018 Statistical Update (UNDP)

3.2.2: Study Area and target groups

The study area has been discussed in detail Chapter 2. The target groups (see annexes) included:

- i. Women led PGs - Coconut VC PG
- ii. Youth led PGs - Dairy VC PG
- iii. Government officials - SCAO
- iv. Hosting institutions – ATC, ATDC in Kilifi

4.0: FIELD FINDINGS AND INTERPRETATIONS

4.1: Value Chain Mapping and Analysis

From both functional or operational dimensions, there is an array of agricultural value chains in Kilifi and each constitute varied VC stages, target markets, operators, business linkages, relationships (subcontracting relations) and facilitators. Specific value chains have been prioritized KCG (Figure 4) and by different government organizations and development partners in the county. These programmes include:

Table 3. Table showing development organizations/programmes in Kilifi County

Organization	Roles and responsibilities
County government	Promotion of agriculture, livestock and fisheries for improved livelihood and sustainable development. Support policy formulation
Agricultural Sector Development Support Programme (ASDSP II)	Effective and efficient coordination of projects and programmes by sector stakeholders at the Counties. Perform Agriculturally related service delivery functions at the County
USAID – RTI International	Supporting youth and women in Agriculture - Harnessing opportunities & attracting youth in agriculture
MEDA	Equitable Prosperity Through Private Sector Development / Maendeleo Sawa (M-Sawa) Project
MESPT	Value Chain Development, Enterprise Development and Greening of selected Agriculture Value Chains
Kenya Climate Smart Agriculture	Value Chain facilitator in: Poultry, sheep and goat red meat and milk, sorghum, and green grams, sustainable food systems programme, promoting honey value chain, fish production, sweet potato(orange) farming and fodder production
Farm Africa	Climate resilience in Agriculture
World Bank	Support to the County Government by offering grants to women and Youth and capacity building, empowers women to savings, finances and rights

NDMA	Establishes mechanisms to ensure that drought do not become famine and that the impacts of climate change are sufficiently mitigated.
Plan International Inc	Resilience building through disaster risk management Youth employability
World Food Programme	Natural Resource Management Capacity building of MSMEs Value Chain Development
World vision	Natural Resource Management
CARITAS (Catholic based organization)	Natural Resource Management Capacity building of farmers
Red cross	Capacity building of MSMEs Natural Resource Management Disaster Response and preparedness
ADS Pwani	Integrated Food Security and sanitation Disaster response
Kenya Agricultural and Livestock Research Organization (KALRO)	Agricultural Research
Self Help Africa	Cassava Value Chain Development

4.1.1: Preliminary Assessment of Agribusiness Activities in the County

Kilifi County is committed to expand and grow the agriculture and agribusiness sector in the county to create employment, improve the livelihoods of many smallholder farmers and improve the contribution of Agriculture to the county's GDP. The County department of agriculture, livestock and fisheries has its vision as:

"Food security for all people in the County"

and mission as:

"To promote and transform agriculture, livestock and fisheries for improved livelihood and sustainable development."

The vision and mission have been promoted through various projects spearheaded by the department within the county.

Some of these projects include:

a. Kilifi County Irrigation Schemes Productivity Enhancement Project

In this project, the KCG earmarked and is supporting five sub-counties to access water for irrigation. A table showing instrumentality of the same is shown below. The overarching objective is to enhance agri-business.

Table 4. Table showing sub-counties considered under the Kilifi County Irrigation Schemes Productivity Enhancement Project

SN	Sub-County	Gross potential (Acres)	Existing acreage under irrigation	No. of Beneficiaries (Farm families)
1	Magarini	2403	1100	2200
2	Malindi	1559	75	150
3	Ganze	146	25	50
4	Kilifi South	18	50	100
5	Kaloleni	60	3	6
Sub-total		4,185	1,253	2,506
Galana Kulalu		4,000	0	0
Total Irrigation Acreage		8,186	1,253	2,506

Other pertinent projects by the county include:

Table 5. Other county projects in Kilifi

SN	County Project	Objective	Target groups
1	Kilifi County value-added Horticulture Project	To overcome the perennial horticultural market failures, price fluctuations and the losses that farmers incur due to perishability and during physical grading.	Small holder farmer project for dehydrated vegetables will benefit more than 20,000 small holder horticultural farmers in Kilifi County
2	Agricultural Development Center (Starch plant) Project	Promote Market access for Farm produce through Value Addition, Technology Adoption and Dissemination.	Small holder farmer
3	The Tree Crop Revamping and Rehabilitation project	Income generation, employment creation and poverty reduction. Target crops include Coconut, Avocado, Cashew nut and Mango tree crops	Small holder farmer

KCG in its CIDP aspires as a key result area to increase the total land area under crop production as a key strategy to enhance food security and support agribusiness formations in conformity to SDG 1 and 2. As a result, Kilifi county entered into a Memorandum of Understanding (MOU) with Kilimo Sasa Fund (KSF) and the Community Agriculture Resources Development Program (CARDEP) for a project dubbed "Cocoa for New and Sustainable Livelihoods (CONSUL)", with the sole purpose of promoting Cocoa VC and consequently improving the lives of farmers within the region.

4.1.2: Value Chain Selection

Sustainable options for value chain selection were considered when selecting value chains for Kilifi. The overriding strategy for value chain selection was derived from analysing aspects of economy, social integration, environment and institutional criteria against questionnaires, FGDs and interviews administered to KIs. The following dimensions and contributing factors were used to interrogate respondents' feedback.

Table 6. Table showing key dimensions and contributing factors used to interrogate respondent's selection of value chains in Kilifi County

Dimension	Contributing Factors
Contribution to GDP	Revenue generated Number of people employed
Alignment to key national development strategies	Vision 2030, Big Four Agenda, Agriculture Sector Growth Transformation Strategy
Alignment to regional development strategies	County integrated development Plans (CIDPs)
Sustainability	Economic (Viability in return on investments, growing economic systems and creation of sustainable jobs) Environmental (Biodiversity, ecological services and carbon footprints) Social (Impacts on actors, host communities, social acceptability, ethical considerations and equity) Scalability (Adaptability and growth)
Gender Mainstreaming	Creating opportunities for women and youth Adaptability to the needs of women and youth
Youth Engagement	Creating opportunities aimed at engaging the youth
Development Programmes	Interventions by other development partners with a view to create synergies
Geo-Scope	Agricultural land use practices (Present and future) Arable land under the target crop Suitability of climatic conditions
Value addition	Diversification of products at the various nodes Creating value of waste and biproducts generated
Public- Private Sector Partnerships (PPP)	Equity investment from the private sector/Entrepreneurship Enabling environment created by governments Policies and legal framework by the public sector

4.1.2.1: Key Informants Interview on Agribusiness

The following section presents analyzed results as per the interviews and FGDs of key informants relating to value chain selection. The interviewed key informants were as discussed in **section 3.2.2**.

Table 7. Table showing summary of data collected from key informants in Kilifi

Variable	Target group		
	Women led PG	Youth led PG	SCAO – Kilifi
Function/Participation	Aggregation, Processing	Processing and marketing	Extension
Value Chains	Coconut	Dairy Cashew nuts	Coconut Cashew nuts Mango Horticulture
Reasons for selection	-Global market for coconut -Growth of value addition industries East Africa	-Availability of market -Large scale production of milk	
Conducive agribusiness value chains for participation	All value chains	Dairy Poultry Beef	
New value chains of interest	Seaweed	Hides and skin Cashew nuts	Youth-cashew nuts and horticulture Women-maize and green grams
Whether Agribusiness meets the needs	-No Reasons- women are not adequately involved in modeling agribusiness programs	-No Reasons- No knowledge to utilize available agribusiness resources	Yes
Strategies to encourage individuals to Join agribusiness program		-Involving youth in decision making -Agribusiness training programs -Exposure to technology transfer -Providing technical support	Providing credit facilities
Agribusiness support programs	MESPT	Mbegu Fund	Providing technical support services
Opportunities In agribusiness that can be exploited	Value addition technology transfer	Hide and skin value chains should be supported	Incorporating agribusiness programs in county extension services

Factors to consider in before Establishing agribusiness hub	-Need analysis for agripreneur -Availability of raw material	-Locally available resources -Market availability -Needs of the youth -Well organized youth groups	Access to markets Infrastructure
Challenges in agribusiness value chains	-Poor technology transfer -Licensing	-Lack of stable market -Drought -Low prices	Inadequate staff Inadequate transport facilities
	-Limited access to market and finance access -Poor infrastructure	-Expensive certification processes -Poor infrastructure	
Minimizing agribusiness challenges	-Organic mechanization to boost production -Product differentiation	-Climate change awareness mitigation strategies -Rainwater harvesting	
Key partners that can be engaged in agribusiness programs	-MESPT -ASDSP -KCIC -KEBS -NEMA -KAM -Export Promotion Council -Kilifi County Government -Chambers of Commerce	-MESPT -NARIGP -KCIC -ADS Pwani -Plan International -Kilifi County Government	
Factors contributing to marginalization in agribusiness	Culture	Culture Drug abuse	
Curbing marginalization	-Improving women access to resources -Community mindset change	-Actively involving youth in agribusiness -Improving youth access to land	
Initiatives to promote participation in agribusiness	-Involving women in agribusiness -Empowering women financially -Equip women with agribusiness skills through extensive training	-Involving youth in decision making -Improving youth access to finance -Capacity building	Mbegu Fund offers youth and women startup capital for agribusiness

Increasing functionality of agripreneur hubs in creating more opportunities in agribusiness	<ul style="list-style-type: none"> -Understanding needs of women -Involving women in decision making -Facilitate affordable financing -Training and capacity building 	<ul style="list-style-type: none"> -By establishing demo farms -Training the youth on agribusiness -Engaging the youth in agribusiness within the county 	
Language and culture	Giriama Patriarchy- women work while men own the money Women provide labor	Mijikenda Men own everything in the family	

Information in Table 6 above was used to assess the value chains proposed from data analysis conducted from feedback received from the target groups (Table 7) as in **section 3.2.2**. Based on the proposed dimensions, the following VCs (Table 8) were arrived at.

Table 8. Value Chains with potential for exploitation in Kilifi

Variable	Coconut	Cashew nut	Dairy	Cassava	Mango
Contribution to GDP (County)	Revenue KES 899,093,958 Acreage 35,494 Yield 35,339MTs ¹⁸	Revenue KES 362,792,770 Acreage 13,775 Yield 16,750MTs ¹⁹	Revenue KES 908,634,370	Revenue KES 176,995,000 Acreage 3,781 Yield 35,399MT ²⁰	Revenue KES. 1,135,834,320. Acreage 9,699 Ha Yield 150,300 MT ¹⁹
Alignment to key national development strategies	Big Four Agenda, ASGTS, SDGs	Big Four Agenda, ASGTS, SDGs	Big Four Agenda, ASGTS, SDGs	Big Four Agenda, ASGTS, SDGs	Big Four Agenda, ASGTS, SDGs
Alignment to regional development strategies	CIDP, JKP	CIDP, JKP	CIDP, JKP	CIDP, JKP	CIDP, JKP
Sustainability Economic Environmental Social Scalability	Skilled and unskilled jobs Little impact and sinks Tardy consumption	Skilled and unskilled Little impact and sinks Sexual harassment	Skilled and unskilled Could have effects Exploitation of farmers	Skilled and unskilled Climate responsive Food security crop Well adapted	Skilled and unskilled Little impacts and sinks Exploitation of farmers

¹⁸ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

¹⁹ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

²⁰ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

	Viable plant populations	Favourable climate	Favourable conditions		Favourable conditions
Gender Mainstreaming	Women in value addition	Grading and sorting	Producer groups	Producer groups	Producer groups and VA
Youth Engagement	Youth in transport	Transportation	Value addition (VA)	Value addition/ Crisps	Value addition/ Crisps
Development Programmes	Several donor projects	KCG, Ten senses Ltd	MESPT, ADS pwani, Farm Africa	Remnan Africa, ASDSP II, MEDA	MESPT, Danida
Geo-Scope	Viable populations	Viable populations	Presence of improved and hardy traditional breeds	Viable populations	Viable populations
Value addition	Oils, Briquettes, Makuti, Brooms, Tardy, Nuts, Creams, Hats etc	Processed nuts, Juice, Butter	Diverse products	Peeling, drying and milling	Dried fruits, Mango pulp, Mango crisps, Mango powder
Public- Private Sector Partnerships (PPP)	Viable and ready	Viable and ready	Viable and ready	Viable and ready	Viable and ready

4.1.3: Value Chain Assessment

Further, the aforesaid value chains were subjected to assessment as previously described in ValueLinks²¹. The following table was generated as a result.

Table 9. Table showing variables and contributing factors used in value chain assessment

Variables	Contributing factors
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²¹ Springer-Heinze, Andreas. (2018). ValueLinks 2.0. Manual on Sustainable Value Chain Development, GIZ Eschborn, Vol 2.

Political	Alignment to key national development policies (vision 2030, Big Four Agenda, ASGTS). International development policies ratified by Kenya also guide the assessment of value chains (such as Sustainable Development Goals, Child Protection Guidelines and so on). County and regional development priorities as stipulated in CIDPs. Enabling political environment through the enactment of Mbegu Fund in Kilifi County. Advantages accorded by international and regional trade blocs. (African Continental Free Trade Area as well as Jumuiya ya Kauti za Pwani)
Economic	Value chain financing that addresses, cost of factors of production, access to affordable financing and risk evaluation. Evaluation of value created (added) at each node, enterprise development, sustainable jobs and complementing investment opportunities. Consideration of market driven demand, product diversification purchasing power in the target markets. Evaluation of the profitability of the enterprises, establishment of return on investment and contribution towards GDP at the macro and micro level.
Social	This addresses the ethical consideration throughout the value chains. Upholding of principles of equity, fairness and social acceptability while dealing with VC actors and specifically the vulnerable. Tastes and preference of the target markets are evaluated here as well as consumption patterns. Dynamic needs and wants, levels of awareness, changes in attitudes and lifestyles of the various VC actors are brought to view and how that influences the consumption patterns. Culture, value system, behaviour codes of host communities and VC actors are also to be considered. Recently, aspects of decent jobs and working conditions, living conditions and exploitations of producer groups have sort to guide policy in value chain development.
Technological	Technological advancements influencing/affecting VC development are critically examined. Growth and development of digital platforms, penetration of mobile (gadgets) and mobile applications are key enablers not only in ensuring access of information but also facilitates the interaction of VC actors. VC automation on the other hand presents opportunities to enhance value addition, standardization and improves quality of products. Technology can be tapped in developing newer distribution channels.
Ecological	Environmental stewardship is key in securing sustainability of VC for the present and future generations. Biodiversity, ecological services, pollution controls, air and water quality controls, carbon footprints, climatic feedbacks and solid waste management are assessed and used to premise VCs on sustainable production paths. Safety of actors and personal protective clothing are employed to achieve actors' safety.
Legal	The legal framework, this addresses compliance to laws and regulations, changes in legislations, employment legislations, consumer laws, occupational health and safety, certification and international trade and regulations.

4.1.3.1: Value Chain Potential

VC potential is ascertained by answering key questions. These include:

1. Whether the opportunities for growth and upscaling are within reach.
2. Competitive advantages of the VC, i.e., the value chain within five years of support.
3. Essential elements of the value chain that must change over the years.

Value chain potential was interrogated against ASGTS (Figure 3) and other requisite documents as shown in Table 8. The VCs selected and proposed have clear areas of interventions for full-scale, sector-wide VC development. This is with respect to market inclusion, creation of FTE jobs and income for poor people while fostering collaboration and competition of actors. This in turn has possibilities of stirring up innovations and subsequent upscaling. From the KILs, four major categories of interventions can be designed:

- a. Process upgrading: Involves improvement of the efficiency of production within the selected VCs,
- b. Product upgrading: Involves improvement of the quality of the intermediate or end products and/or services,
- c. Functional upgrading: Involves diversification into more complex and sophisticated business processes and activities,
- d. Intersectoral upgrading: Involves moving into other industries and value chains.

The potential of these VCs, i.e., coconut, cassava, dairy and mangoes are in the farmers ability to continue implementing on-farm initiatives, taking cognizance of the entire value chains proposed with respect to the dimensions employed in selection. This includes sustainability and responsiveness (adverse such as conditions climatic, investments, policy environment, economic, market), ease of implementation of interventions in the VC with respect to access to land, inputs, markets, resilience, donor programmes within the region, and the complementarity of the VCs. This will foster both collaboration and competitiveness of activities and actors within the VCs. This is discussed in detail in table 6 above.

		FLAGSHIP 1	FLAGSHIP 2	FLAGSHIP 3	FLAGSHIP 4	FLAGSHIP 5	FLAGSHIP 6	TRANSFORMATION PRIORITIES	TOP 3 ADDITIONAL OPPORTUNITIES IDENTIFIED BY THE COUNTIES
FRONTIER COUNTIES DEVELOPMENT COUNCIL (FCDG)	Garissa	●	NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE			NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE	●	 	 
	Isiolo	●					●	 	 
	Mandera						●	 	  
	Marsabit						●	  	  
	Wajir	●					●	 	  
SOUTH EAST KENYA ECONOMIC BLOCK (SEKEB)	Kitui	●	NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE			NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE	●	  	  
	Machakos	●					●	   	
	Makueni	●		●			●	  	 
JUMUIYA YA KAUNTI ZA PWANI (JKP)	Kilifi	●	NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE	●		NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE	●	  	  
	Kwale						●		  
	Lamu	●		●	●		●	  	
	Mombasa	●		●			●	    	
	T. Taveta	●			●		●	   	 
	Tana River			●	●		●	  	  
UNASSIGNED	Nairobi	●	NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE	●		NATIONAL PROGRAMME, ALL COUNTIES ELIGIBLE		  	
	Kajiado						●		 
	Narok	●						  	

Figure 4. County selection of flagships and value chains²²²² Government of Kenya (2018) Agricultural Transformation and Growth Strategy 2019 – 2029

4.1.3.2: Opportunities for Growth

Kilifi County is characterized by high poverty levels estimated at 71.7% and high food insecurity²³. Despite the poverty situation, there has been a steady growth in demand for agricultural produce that is particularly favourable to producer groups/farmers in Kilifi county. For instance, cassava is an essential traditional crop grown in Kilifi county especially for smallholder farmers. The crop is adapted to vast areas of the county and preferred because it is not labour intensive and has relatively lower cost of production. Additionally, it is considered a strategic crop to enhance food security and is more tolerable to climatic variabilities able to withstand extreme weather conditions, therefore, generating income to smallholder farmers. Urbanization also presents a unique opportunity for the smallholder farmers with the urban constellations opting to buy than grow own food.^{24,25}

Evidently, there are organized producer groups within the County working in various nodes of the value chains that can be stimulated to present opportunities for growth. It makes it easier to aggregate produce creating critical minimum supply quantities to attract off-takers of the produce. The producer groups can be better organized strategically as commercial villages to ensure efficient market penetration and that could easily grow and sustain the market demand of produce.

For the key value chains identified, enjoy favourable conditions that influence the availability of the raw material needed to support production. Availability of land (key factor of production), good climatic regimes, extensive natural resource capital (for example palm trees), fair well-conditioned transport infrastructure and so on present good opportunities for growth.

There is a favourable legal framework and political will, both at the national and county level. The Big Four Agenda, the government's development agenda (primarily food security and manufacturing) easily

provides the impetus for producer groups and opportunity to stimulate agro-processing plants.

4.1.3.3: Barriers

4.1.3.3.1: Access to Affordable Finance

Access to affordable business financing/credit was identified as a key barrier to many producer groups in value chain financing. Even with the influx of financial institutions (FIs) and micro-financial institutions (MFIs) in the county, financial inclusivity is still a pipe dream to many producer groups. Most of the producer groups lack the capacity to meet the thresholds to credit access and thus are systematically disqualified. Collateral, intricate data recording systems "know your customer" approaches are some of the provisions/conditions that have perpetually locked out producer groups (in most cases vulnerable groups) from accessing working capital that is essential to inclusive value chain development. There is need therefore to innovate/develop financial products that will be better suited to the needs of the producer groups.

4.1.3.3.2: Access to Information

Generally, there is inadequate information among the various players/actors in the value chains and the most disadvantaged are the producer groups. Inter and intra nodal informational gaps often create inefficiencies and often favour certain players over others. Ironically, with substantial reduction of cost of conveying information, penetration of mobile phones, fast paced development of mobile applications and digital platforms there are still information barriers that often exploit the vulnerable actors and contribute to system inefficiencies.

4.1.3.3.3: Access to Markets

It was observed that inaccessibility to markets was among the key challenge faced by many producer groups. Tariff and non-tariff barriers alike, lock out producer groups from global market participation. Additionally, the requirements in terms of quantity and quality, accreditation and certifications make access to

²³ Government of Kenya (2009). Kenya Population and Housing Census (KPHC). Government of Kenya, Kenya National Bureau of Statistics, Nairobi, Kenya

²⁴ Otekunrin, O. A., & Sawicka, B. (2019). Cassava, a 21st Century Staple Crop: How can Nigeria Harness Its Enormous Trade Potentials? *Acta Scientific Agriculture*, 3, 194-202.

²⁵ MoALF. 2016. Climate Risk Profile for Kilifi County. Kenya County Climate Risk Profile Series. The Ministry of Agriculture, Livestock and Fisheries (MoALF), Nairobi, Kenya.

more rewarding external markets makes out of reach to many local producer groups.

4.1.3.3.4: Cultural Aspects

It was noted that to a large extent, youth and women are systematically excluded from the decision-making structures of key variables that influence production. In Kilifi County, communities are patriarchal in nature and therefore, women and youth often lack ownership and control of factors of production albeit to some degree, they have access to the same resources. It was interesting to note that reproductive labour (which is indirect to value chain development) is not valued in this community and therefore, lessens the influence of the roles played especially by women in value chain development.

Joan, who runs an SME in the coconut value chain quips,

"The goals of agribusiness programmes do not always meet the needs of women agripreneurs in the county. This is mainly because women are not involved in formulation and modelling of these programs therefore creating a gap. This is eventually manifested in the failure of these programs to meet the needs of individual women. Therefore, there is a need to actively involve women in the formulation and implementation of these programs from "dusk to dawn". This will instil a sense of ownership and motivate agribusiness culture among women."

4.1.3.3.5: Inadequate Knowledge

It was observed that, in general, there is inadequate knowledge in agri-enterprise choice and development and, therefore, inadequate capacity among the various actors in value chains. Business development skills such as gross margin analysis, income and expenditure recording and computation, enterprise management and entrepreneurial skills are underdeveloped among the MSMEs. Thus, there is need for effective training and capacity building.

4.1.3.3.6: Inadequate Support

Unique to most producer groups, there is suboptimal support services within the VCs extended to them by NGOs and the county government. Field extension services that are essential in determining the quality

and quantity of production, are not readily available. These services were essentially provided with the government but are very inadequate with the devolved government. The available few private providers are very costly and thus, inaccessible to this producer groups especially the smallholders.

4.1.3.3.7: Licences and Permits

Actors involved in aggregation and processing cited the multiplicity of licences and permits required from various agencies within the county and national governments governance structures are costly and their bureaucratic nature present barriers for smaller players.

4.1.3.3.8: Infrastructure

Poor transport infrastructure was cited as a key impediment to access of markets. Produce not only take longer to reach the market but also considerably increases the price per unit, hence, making the products expensive and, therefore, chipping off the competitive advantage. Poor infrastructure largely disincentivises off-takers to venture into the hinterland and increases the susceptibility of perishable goods to go bad leading to colossal losses to the producer groups.

4.1.3.4: Strategies for Engagement in the Value Chains

It was observed that lack of access to affordable finance is a barrier to many producer groups in Kilifi County at the basic levels of the value chains. AgriBiz programme will go a long way in providing affordable and targeted value chain financing to these producer groups. Additionally, the business incubation hubs (BIHs) will be essential in developing the capacity of youth and women led enterprises to build businesses that are sustainable, and guarantee return on investment. Business mentorship will aid in creating the entrepreneurial aptitude that is most needed in developing businesses. The BIHs will also support and strengthen innovation and modify products and services at the diverse nodes that will be aimed at increasing the value of commodities and services. Focus should be directed on record keeping, portfolio management, gross margin analysis and so on to premise businesses on more sustainable paths. The programme will also be instrumental in creating a platform for sharing information. The various

users/actors of the BIHs will benefit through interactions which will increase sharing of information. The programme can also support the development of the business to business linkages. The various actors in the various nodes of the value chains will have an opportunity to interact while building synergies which will be beneficial for the entire business ecosystem. AgriBiz programme can also facilitate extension services which many producer groups pointed out as a missing link at the production level. AgriBiz programme can facilitate the county administration in formulating policies that will further support agribusiness in the county. For instance, KCG is in the process of developing Youth in Agribusiness Policy which the programme can support with a multiplicity of applications.

4.1.4: Value Chain Maps

A value chain map is a chart visualizing the different value chain levels, whether micro, meso or macro. It, therefore, consists of a functional map showing all the requisite value chain stages, the value chain actors and their relations²⁶. Often the maps are represented by

flow diagrams that show the nature interactions (process, actors and functions) of the value chain actors at all levels, their functions and the service providers (whether organizational or support). It is important to appreciate in tandem with the aspirations of the programme, the need for deliberate efforts to identify strategic value chain intervention points that offer advantages to women, youth and other vulnerable groups. For instance, the findings show that the proportion of youths engaged in the production nodes of the value chains development are fewer than those engaged in processing and marketing stages. Citing the fact that many of them have motorbikes for instance, specific targeting of their engagements can be defined. Value chain maps visualizing the proposed VCs are shown below.

²⁶ Springer-Heinze, Andreas. (2018). ValueLinks 2.0. Manual on Sustainable Value Chain Development, GIZ Eschborn, Vol 2.

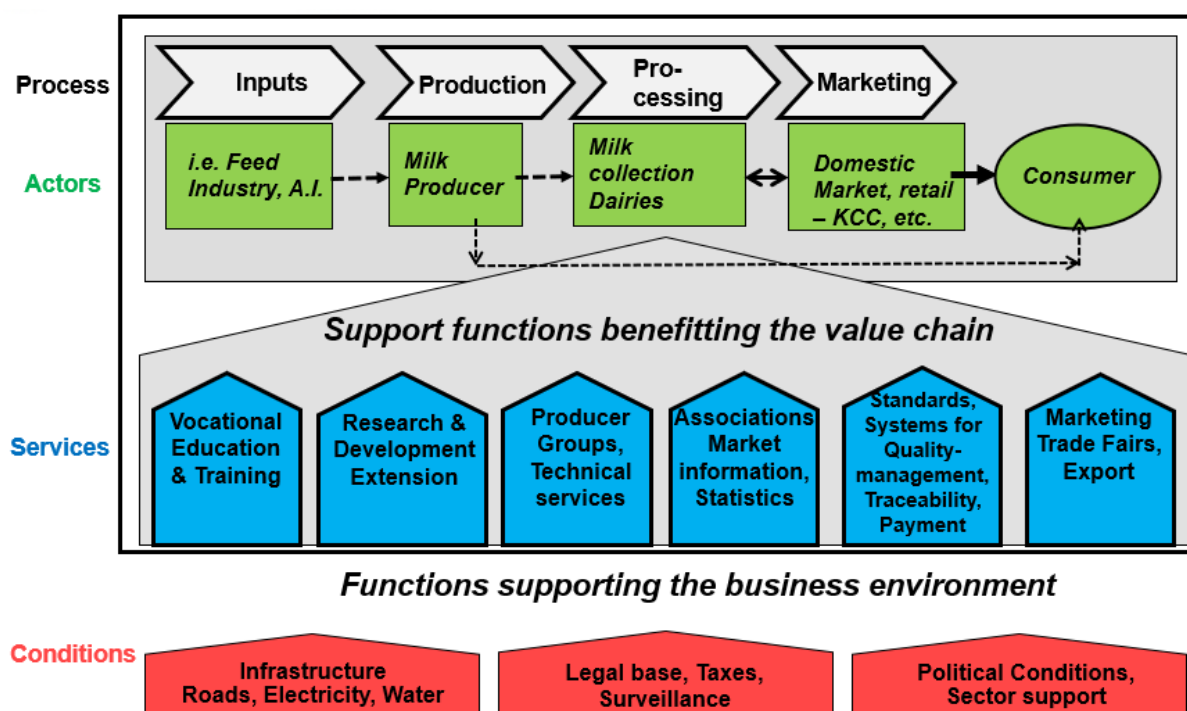


Figure 5. A typical dairy value chain map in Kilifi

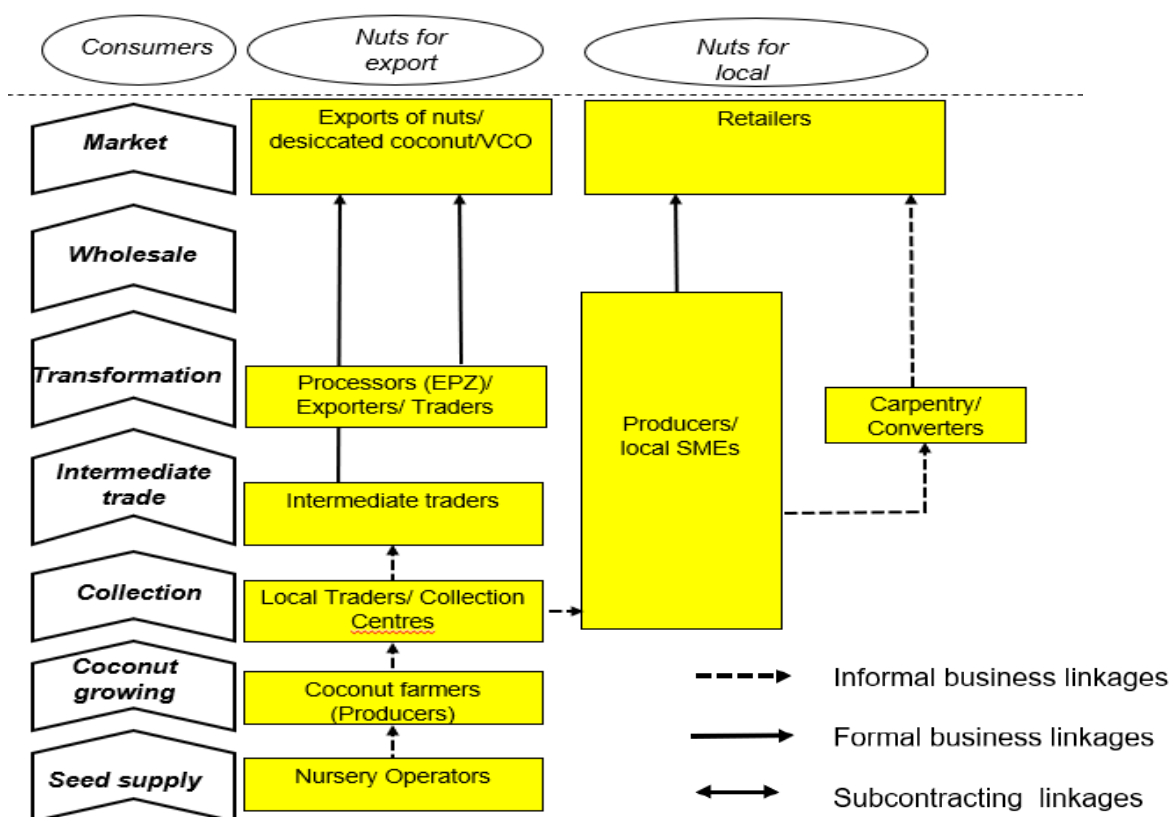


Figure 6. A typical coconut value chain map in Kilifi

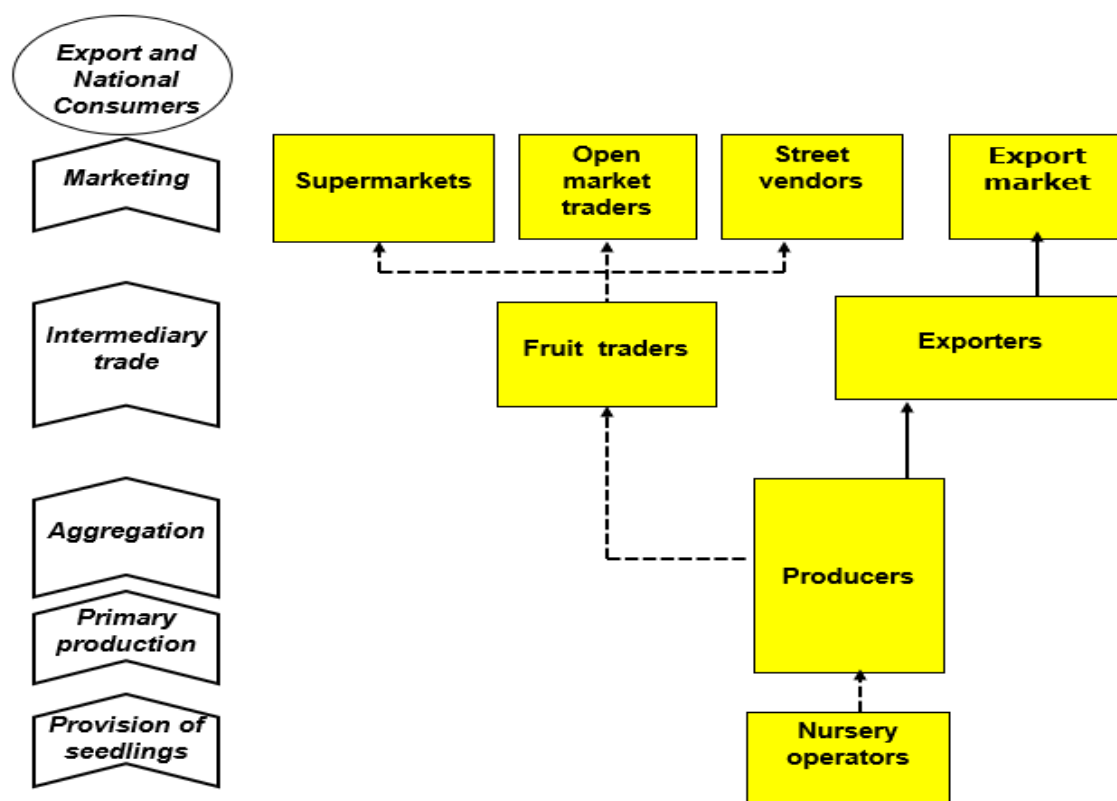


Figure 7. A typical mango value chain map in Kilifi

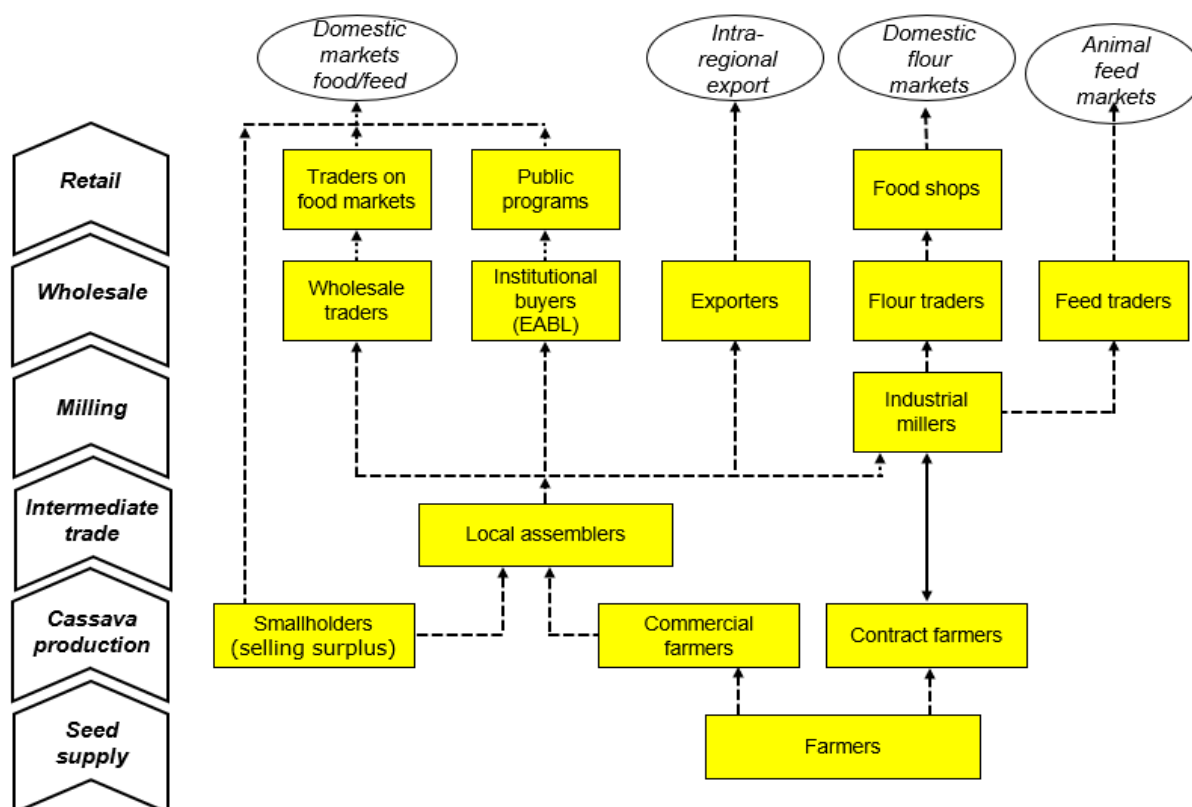


Figure 8. A typical cassava value chain map in Kilifi

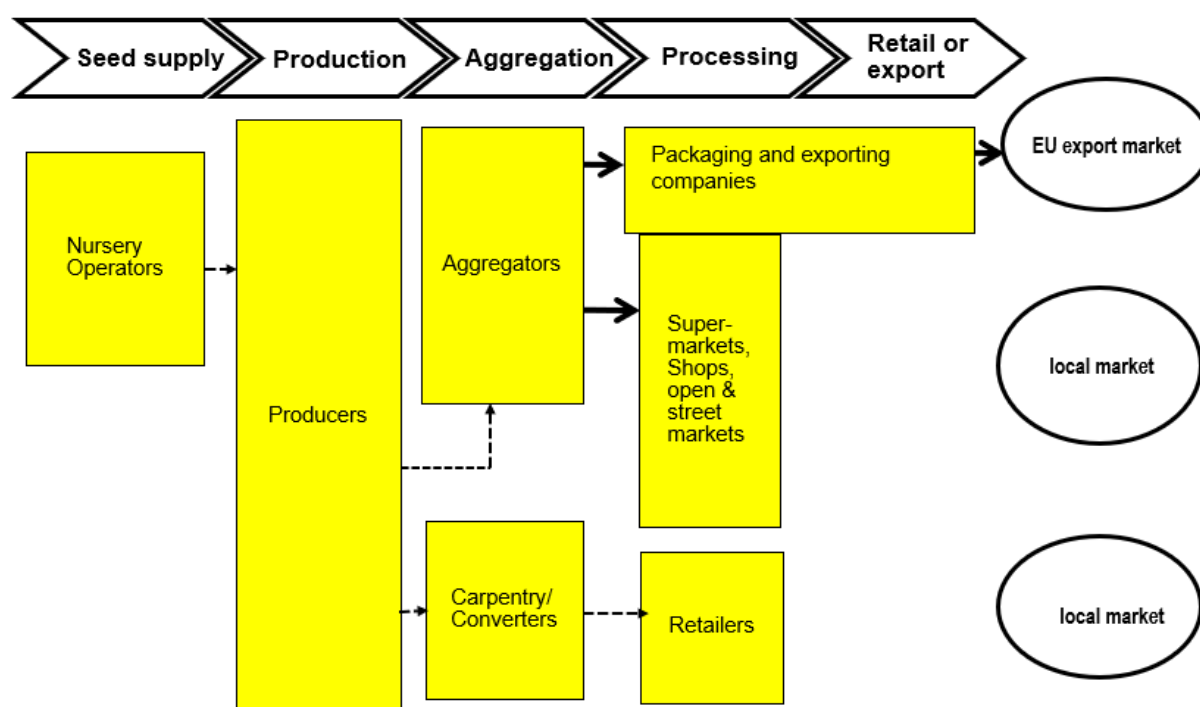


Figure 9. A typical cashew nuts value chain map in Kilifi

4.2: Mapping and Physical Assessment of the ATCs and TVETs

ATCs and TVETs were considered ideal to host the BIHs that will be instrumental value chain development and primarily support; access to services and facilities, access to finance, business advisory and technical assistance and finally access to information.

4.2.1: Number of ATCs and TVETs in the County

In Kilifi County, there is a total of 28 both private and public institutions which support agricultural development in the county. Of these, there is one ATC in the county and one ATDC that are both public. There are a total 12 VTC centers of which 10 are public and 2 are private and 14 TVCs of which 2 are public and 12 are private. All the institutions are registered and possess a valid operating licence.

Table 10: Status of ATCs and TVETs in Kilifi County

S/No	Name of Institution	Category	Type	Status
1	ATC Mtwapa	ATC	Public	Registered and Licenced
2	ATDC Mtwapa	ATDC	Public	Registered and Licenced
3	APSOLID- Vocational Training Center	VTC	Private	Registered and Licenced
4	Gede Vocational Training Center	VTC	Public	Registered and Licenced
5	Godoma Technical and Vocational College	TVC	Public	Registered and Licenced
6	Indian Ocean Maritime Training Centre	TVC	Private	Registered and Licenced
7	Jilore Vocational Training Center	VTC	Public	Registered and Licenced
8	Kakuyuni Vocational Training Center	VTC	Public	Registered and Licenced
9	Kilifi College of Accountancy	TVC	Private	Registered and Licenced
10	Kilifi Saidia College	TVC	Private	Registered and Licenced

11	Malindi Institute of Business Studies	TVC	Private	Registered and Licenced
12	Mapimo Vocational Training Center	VTC	Public	Registered and Licenced
13	Mariakani Vocational Education and Training Center	VTC	Public	Registered and Licenced
14	Meda Business College	TVC	Private	Registered and Licenced
15	Mkwajuni Vocational Training Center	VTC	Public	Registered and Licenced
16	Mombasa Aviation Training Institute – Malindi	TVC	Private	Registered and Licenced
17	Muyeye Vocational Training Center	VTC	Public	Registered and Licenced
18	Mwabanyundo Youth Polytechnic	VTC	Public	Registered and Licenced
19	Mwamutsunga Vocational Training Center	VTC	Public	Registered and Licenced
20	North Coast Institute of Professional studies	TVC	Private	Registered and Licenced
21	North Coast Training College	TVC	Private	Registered and Licenced
22	Nusra Vocational Training Center	VTC	Private	Registered and Licenced
23	Pwani Training Institute	TVC	Private	Registered and Licenced
24	River Galana Technical Training College	TVC	Private	Registered and Licenced
25	Virtus Institute	TVC	Private	Registered and Licenced
26	Vision Achievers Training Institute	TVC	Private	Registered and Licenced
27	Vitengeni Vocational Training Center	VTC	Public	Registered and Licenced
28	Weru Technical and Vocational College	TVC	Public	Registered and Licenced

The table below summarizes the various ATCs and TVETs in Kilifi County.

Table 11: Summary of ATC and TVETs in Kilifi County

S/No	Category	Classification	Number
1	ATC	Public	1
2	ATDC	Public	1
3	VTC	Public	10
		Private	2
4	TVC	Public	2
		Private	12
	Grand Total		28

4.2.2: Assessment Criteria

To determine the suitability of a facility to host the BIHs, a rapid assessment of the facilities was conducted through administering of semi-structured questionnaires to the key informants (officers in-charge of the respective facilities). The key indicators of the facilities suitability were evaluated on access and availability of various supporting factors and services as summarized in the table below.

4.2.3: Results

The assessment of the two premises revealed that the ATC facility is more suitable for hosting BIH programs because of the availability of the various amenities and services.

Table 12: Table comparing the ATC and ATDC Centres for Suitability to Host the BIH

Facility	ATC Mtwapa -Principal	ATDC Mtwapa Principal
Host category	ATC	ATDC
Experience in Hosting BIH	Yes	Yes
Accessibility to the premises	Fairly accessible	Highly accessible
Distance to the nearest town	0-10km	0-10km
Road condition	Fair	Fair
Space available	10 acres	-
Sanitary waste management approach	Satisfactory	Non-satisfactory
Status of washroom	Very clean	Slightly clean
Structural integrity (exterior)	Good	Excellent
Structural integrity (integrity)	Good	Excellent
Safety availability	Yes	Yes
Availability of air conditioning	No	Yes
Availability of power back up	No	No
Availability of internet infrastructure	Yes	No
Availability of phone network	Available	Available
Condition of fencing parameter	Good	Good
Security	Contracted	Contracted
Availability of CCTV	No	No
Availability of water and electricity(non-interrupted)	Yes	No-Water Yes-Electricity
Cleanliness of the premises	Very clean	Very clean
Willingness of the host to contribute to hub sustainability	Very willing	Very willing
Availability of office space	Yes	No
Availability of training room	Yes	Yes
If trainings are allowed in the rooms	Yes	Yes
Availability of land for demonstration	Yes	Yes
Availability of parking space	Yes	Yes
Parking at night	Yes	Yes
Any reported theft cases	Low	Low

4.2.4: Recommendations

The assessment of the two premises revealed that the ATC facility is more suitable for hosting BIH programs because of the availability of the various amenities and services. The facility, however, requires renovation.

4.3: County Government's Commitment to the AgriBiz Programme

KCG is strategically positioning itself to support the development of agriculture to create employment for its youthful population as well as grow its economy while improving the living standards of its citizenry in line with SDGs 1 and 2. The county is willing to align its budgetary allocations to AgriBiz VCs of interventions. This is demonstrated in the discussions with the SCAO and is detailed in the sections below:

4.3.1: Assessing the County Government's Agribusiness Related Priorities and Strategies

One of the strategies KCG has employed to promote agribusiness is Mifugo ni Mali, loosely translated livestock is wealth. In this initiative KCG through Public Private Partnership (PPP) signed an MOU with Kenya Commercial Bank (KCB) Foundation to enable farmers access interest-free loans. According to the CIDP, a total of KES. 10,662,250 has been advanced to dairy and beef farmers ²⁷.

Additionally, in 2016, KCG enacted Kilifi County Microfinance Fund (Mbegu Fund) Act for the purpose of providing seed capital to micro, small and medium enterprises and SMEs within Kilifi for business development and linkages to market and in accordance with article 207 (4) (b) of the Constitution and section 116 of the Public Finance Management Act as regards establishing of Funds and administration thereof ²⁸.

The County has also set aside some capital to invest in an Agro-processing Development Centre in Tezo. The state-of-the art facility seeks to leverage on technology transfer to promote market access of farm produce through value addition, technology adaptation and dissemination. The facility has three components: peeling, drying and milling components ²⁹.

KCG has initiated a tree crop project. This project targets three major tree crops in the county: coconuts, cashew nuts and mangoes. The project is also considering

expansion to avocados and jack fruits. The objective of the project is to create employment opportunities, income generation and reduction of poverty in Kilifi County. Through this the county has an ambitious plan to plant about 10 million trees in the next 5 years ³⁰.

Other strategies include, Kilifi County Irrigation Schemes Productivity Enhancement Project, Kilifi County value-added Horticulture Project, Mechanization of Agricultural Interventions and water harvesting/soil and water management ³¹.

4.3.2: Assessing the County's Policies and Legislative Environment (Gaps)

KCG has taken proactive measures in formulating 6 key bills and policy guidelines that aim at addressing challenges/gaps faced by various producer groups and actors in the various value chains to enhance and support economic development. These initiatives include: Agriculture Training Centres Bill, Subsidy Policy, Youth in Agribusiness policy, Crops Bill, Food and Phytosanitary Safety Policy and Agriculture Development Fund Bill ³².

4.3.3: Policy Regulatory Recommendations

The interventions and policies recommended should build the resilience of the poor producer groups and mainstream them into active VC development. The interventions, while cushioning the beneficiaries, should also be resilient to social conflicts and cognisant to the rather poor natural resources management standard within the region. Policy recommendations should be strategic and revolve around:

- i. Mainstreaming Food Safety and Phytosanitary Standards in a Full-scale, sector-wide VC development covering the target VCs.
- ii. Gendering the value chains with respect to access to finance. In Kilifi, a support guarantee scheme for producers (especially covering youth and women) is vital. This should be customized to the MSMEs (farmers) and producer groups (PGs)/ cooperatives.

²⁷ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

²⁸ County Government of Kilifi (2016). Kilifi County Microfinance Fund Act

²⁹ County Government of Kilifi (2020). County Department of Agriculture

³⁰ County Government of Kilifi (2020). County Department of Agriculture

³¹ County Government of Kilifi (2020). County Department of Agriculture

³² County Government of Kilifi (2020). County Department of Agriculture

- iii. For green/ asset financing, the products could include concessional loans tailored to match the specific farmer enterprises. For example, in agriculture, the loan should be spread over a given cropping cycles. This includes aspects of gendering the financial products. For green technology, guarantee schemes can be supported and promoted. This includes development of specific micro-credit lines coupled with support services for farmers and cooperatives wanting to adopt the clean energy technology, including instruments that hedge against production risk.
- iv. Prioritization of mixed public-private set-ups. Public-private partnerships should be prioritized as they are critical to sustainable provision of non-financial services which complement and support agricultural finance product delivery. This could be modelled (business models) with the end market in mind. This is critical to sustenance of the PGs and MSMEs.

4.3.4: Assessing County's Financial and Budgetary Provisions for Agri-business Related Activities

According to Kilifi County government treasury, the approved Supplementary Budget for FY 2019/20 was KES.14.72 billion³³. This comprises 42.5% for development and a further 57.5% for recurrent programmes. This was financed by the national government to the tune of KES. 10.44 billion (70.9%) as equitable share of revenue raised nationally, and through grants cumulatively adding up to KES. 2.24 billion (15.2%). The county is expected to generate KES.1.1 billion (7.5%) from its own income generating activities in 2020. Additionally, the county has KES. 936.51 million (6.4%) which is cash balance from FY 2018/19³⁴.

4.3.5: Establishing Hub Management and Financial Independence

From the questionnaires administered to both the ADTC and ATC principals, the hub will run independently of other activities run by the hosting institution. All budgets will operate independently without interference.

4.3.6: County Government Agribusiness Initiatives

In addition to the initiatives and programmes discussed in 4.3.1: Assessing the County Government's Agribusiness Related Priorities and Strategies and 4.3.4: Assessing County's Financial and Budgetary Provisions for Agri-business Related Activities, respectively, KCG further aims at increasing the acreage under agricultural development to support food security and agribusiness³⁵. The county is also keen to develop other value chains e.g. avocados and support value addition in the sub-programmes in the agricultural sector that are poised, among other things, to create more employment for the youth and women³⁶. The County administration has very deliberate initiatives to link producer groups in agribusiness to markets. According to the CIDP, in 2018, 231 farmers that were linked to new markets. In the 5 years of the operational period of the CIDP, the county government aspires to link and additional 2,050 MSMEs, representing more than 800% at the tune of KES. 100 million.

4.3.7: County Government-AgriBiz Partnership

It is important to establish proper baselines and well-defined quantitative and qualitative indicators for verifiable results and impact monitoring. This calls for a feasibility study to collect and interrogate assumptions based on up-to-date disaggregated data that allows baselines to be established and segment interventions at various value chain stages. This will be vital for measuring the performance of investments and on boarding technical assistance. This will also be vital for lessons learnt and tracking progress over the programme implementation period. Baseline surveys

³³ County Government of Kilifi (2020). Kilifi County Treasury

³⁴ Council of Governors (2019). County Governments Budget Implementation Review Report for The First Half of FY 2019/2020

³⁵ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

³⁶ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

for the selected VCs will be instrumental in designing intervention points. Discussion points have been highlighted in 4.1.3.4: Strategies for Engagement in the Value Chains. County government of Kilifi is willing and ready to partner with the AgriBiz programme to promote agricultural activities in the county.

4.4: County Human Development Indicators- Baseline Survey

The HDI were accessed based on the following three indices as used by United Nations Development Programme (UNDP): life expectancy at birth, literacy levels and Gross National Income per capita (GNI)³⁷.

4.4.1: Life Expectancy at Birth

Life expectancy at birth in Kilifi County stands at 56 years with the national average at 63 years.³⁸ The County annual crude mortality is at 10.5 persons per 1,000 individuals which is slightly above the national average.

4.4.2: Literacy Levels

The national net enrolment rate in primary school was reported at 83.12% in December 2012 up from 78.87% the same period in 2009. The adjusted national net enrolment was reported at 71.29% for the period between 1999 to 2012 taking 1999 as the base year. Although there is no significant difference between the male and female student's enrolment data, there were more female students enrolled in primary education than their male counterparts standing at 84.94% and 81.32% respectively. Their adjusted net enrolment rate being 71.74% and 71.13% respectively over the same period³⁹.

4.4.3: Gross Income per Capita

The gross income per capita in Kilifi County is USD 1,200⁴⁰ of which the national levels stood at USD 1,620^{41,42}. This implies that the GNI of an individual in Kilifi County is 25.93% lower than the national averages⁴³.

³⁷ UNDP. (2018). Human Development Indices and Indicators. Statistical Update

³⁸ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

³⁹ <https://www.ceicdata.com/en/kenya/education-statistics>

⁴⁰ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022

⁴¹ <https://www.macrotrends.net/countries/KEN/kenya/gni-per-capita>

⁴² <https://www.ceicdata.com/en/kenya/gross-domestic-product-nominal/ke-gdp-gni-per-capita>

⁴³ County Government of Kilifi (2018). County Integrated Development Plan 2018 - 2022



5.0 SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1: Summary of Findings and Recommendations

1. Producer groups (PGs) play a vital role in value chain development especially because they provide essential support services for the larger farming community. In Kilifi, building the capacity of these PGs to take over this function is integral for effective and efficient implementation of the AgriBiz programme.
2. The findings of this research show that Kilifi County Government, through its policies, legislative environment, financial and budgetary provisions and agribusiness projects, is ready for a symbiotic partnership with the AgriBiz programme. Strategic positioning of the programme leveraging on the agribusiness programmes and projects put forth by KCG will be instrumental in its success as it will ensure seamless integration into county government activities, consequently, having impact. The physical assessment of potential BIH incubation facilities in the county such as Agricultural Training Centers (ATCs) and existing Technical and Vocational Education and Training Centers (TVETs) revealed that ATC Mtwapa was most suitable to host the BIHs.
3. It is also evident from the report that a majority of the KIs considered dairy, coconut and mango as the most important value chains for agribusiness in the county. Important nodes were production, processing and marketing. It's also important to note that most farmers practice small scale farming. New value chains as put forth by the interest groups included cassava, maize and cashew nuts. This was validated with data from the ASTGS. The findings also reveal that most of the farmers are working without much exposure to many robust agribusiness programs. The MSMEs are, therefore, very receptive to interventions being fronted by this programme. Dairy VC for instance was cited as key especially in mainstreaming youth in active value chain development. Coconut VC on the other hand is important to mainstream women in

active value chain development. The youth are heavily involved in natural resource management activities including making artefacts and coco peats. Women participation in coconut production is mainly influenced by culture and are mostly involved in for making "makuti" which is used for roofing. Women are also key drivers in SME development in the coconut VC with most of them actively participating in virgin coconut oil processing. Cashew nuts VC on the other hand, attracts the participation of both women and the youth. Here, women are majorly engaged in value addition while the youth act as organizational service providers e.g. transporters.

4. Implications derived from the baseline survey of Kilifi county Human Development indicators (HDIs) call for deliberate inculcation of strategic considerations that are "pro-poor" by the AgriBiz Programme. The instrumentality of this is in strengthening the economic and financial viability of the operators in the AgriBiz Programme VC development strategy.
5. Guarantee schemes and lending will require very flexible financial products as the programme intends to mainstream women, youth and PWDs in active full scale, sector wide VC development. The challenge is that this target group is largely poor and are small holder farmers coupled with conflicting interests that might arise from the various partnering institutions especially MFIs. It is important to anticipate the challenges that will potentially arise as a result of this and proactively remedy them. Models should be onboarded where potential cash flow problems of the aggregators do not affect the farmers' remittances. This could mean clustering the farmers in economic blocks.
6. As discussed in section 4.4.2, there's need to build the capacity of the PGs the Agribiz programme intends to partner with. Since the AgriBiz programme is built on a partnership model, the need to model partner institutions visioning with a bias towards the Agribiz Programmes' objectives, is critical to minimize the learning curve duration while mitigating against a potential slow start.
7. Most of the PGs are producer and marketing groups. Building their capacity on financial literacy is of critical importance to them accessing finance and the overall the success of the programme. This includes but is of limited to capacity building on leadership and governance and instituting SOPs /internal control systems. Institutional gaps are likely to derail the momentum of the programme.
8. End to end technology design will be a key driver of this programme. Whether for data collection, management or knowledge sharing or interconnectivity between actors, functions, services and conditions as it were. This should be a priority as well.
9. A baseline survey aimed at setting up foundations and interrogating assumptions of the programme based on up-to-date disaggregated data in the county should be conducted prior to full scale implementation. This is discussed in section 4.3.7. This will be vital for tracking progress.

5.2: Conclusion

The success of this program in Kilifi will be based on:

- Promotion of "pro-poor" business model paradigm shift with aspects of technology design, workload and equal distribution of financial gains. This is rooted in the organization of the key value chain actors (PGs,

MFIs, competent authorities and end markets. Pro poor inclusion strategy will largely depend on chain strategy for the operators directly into the above value chains where the connection becomes visible. For instance, if a chain upgrading strategy seeks higher quality products, then, by introducing new food processing technology, the processors will have to invest into equipment and likely expand their scale of operations. This means that they not only have to improve the product itself but also the production processes and the use of resources. The resultant effects will be the MSMEs supplying the raw material to processors improving on the varieties to use and the quality of products generated.

- Technical and financial backstopping which includes hand holding both in technical implementation of the programme and initiating financial linkages. This will assist the MFIs develop and market savings products for farmers and processors.
- Mindset change programmes. This is in the context of the commercial villages approach that is a great model for providing market access to farmers, especially so in Kilifi. This will be instrumental in achieving tremendous success within a short period of time. It is important to note that, farmers in Kilifi are small holders and cannot overcome the bulking and quality challenges on their own. By brokering the link with buyers and mobilizing joint production and marketing within themselves in organized commercial villages (cluster of farmer groups), formal sales agreements can be made.
- Gender mainstreaming should be inculcated throughout the innovation process – concept development, research and development, piloting, early adoption/ distribution, market growth and wide-scale adoption. Women should be deliberately empowered. Two factors drive the inclusivity of youth and women. The first one is the commercial benefit of the end markets tending to the MSMEs and the second is the ethical and cultural commitment of entrepreneurs to working with the poor SMEs. This calls for the need for case by case incentivization – within the framework of the programme, of both the MSMEs and the end markets to achieve considerable impact.

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ANNEXES

Names and contacts of key county officials (incl. strategic programmes) and national government officials

	Name	Organization	Tel.	Mail
1	Chibudu A. Nyiro	NARIGP	0734734164	
2	Derrick Mwamachi	KALRO Mtwapa	0722696598	mwamachidm@gmail.com
3	Emanuel Muniu	RenMan Africa	0721261980	emmanuel@renmanafrika.com
4	Finyange Pole	KALRO Matuga	0712557178	finyange@gmail.com
5	Jane Kanamu	Principal ATC Mtwapa	0726788937	-
6	Dr. Josiah Siyanda	KEPHIS, Mombasa	072	
7	Kazungu Ngowe	Dept. of Agric	0711501107	
8	Kevin Mutuku	NDMA/UNDP	0729802925	kevenmutuku@ndma.com
9	Lucianah Sanzua	CECM Agriculture	0723994319	l.sanzua@gmail.com
10	Maureen Mwangovya	CECM Youth, Gender and Sports	0722886856	maureenkarisa@gmail.com
11	Mwangome Cyrilus	Dept. of Youth, Gender and Sports	0729941764	
12	Nahida Athman	CECM Trade Tourism and Cooperative Development	0701657231	nmohamed@kilifi.go.ke
13	Onesmus Mwanzau	ASDSP Kilifi	0722865465	momwanzau@yahoo.com
14	Opar Samuel	ATDC	0722764503	odopar@yahoo.com
15	Rose uzeli	KEBS	0722820866	uzeli@kebs.org
16	Samuel Ochieng'	Agriculture Finance Cooperation	0721897218	
17	Teddy M. yawa	AFA- NOCD	0721398977	mwangudza73@gmail.com

Interview Guides, FGD Guides, BIH assessment guides and KIs feedback

Interview Questions- County Government official

Name:

Age:

Gender:

Position:

Years Working with the CG:

1. According to you, which Agribusiness value chains do you consider as the most important in the County and why?
2. From the mentioned value chains, which one is the most supported by the county government?
3. What new value chains are of interest to the community? What have been the results of any ventures into new value chains?
4. According to you, which Agribusiness value chains mostly attracts the participation of women and youth and why?
5. Do the goals of the AgriBiz Programme meet the needs of youth and women agripreneurs in your county?
6. Do agribusiness support services exist in your county? If so, how would you describe their state (efficiency, relevance) in terms of engaging more youth and women in the Agribusiness Value Chain?
7. How do you describe the current status (and future) of youth and women driven agribusiness activities in your county? What gaps exist?
8. Do your county government have support programmes for women and youth in agribusiness? If so, what do they entail?
9. Has your government experienced any challenges in implementing support programmes for women and youth in agribusiness? Explain.
10. According to you, what does the agribusiness support entails and how well can we execute it if we are to realize its benefits?
11. Do you have any strategies on how the AgriBiz Programme can leverage on the County government budget provisions to enhance its activities and sustainability?
12. In your opinion, what other opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for women and youth?
13. What are some of the Key factors one needs to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for youth and women?
14. Are you aware of any existing county legislations or policies that favor women and youth agribusiness activities?
15. Can you suggest some county government interventions that can improve the youth and women participation in the county's agribusiness value chains?

Interview Questions- Woman Agripreneur**Name:****Age:****Occupation:****Sub-county:****Enterprise name:**

1. Give me a background of your agribusiness activity. At what node do you participate in your value chain? (Input, Production, Processing, Marketing?)
2. According to you, which Agribusiness value chains do you consider as the most important in the County and why?
3. Which Agribusiness value chains are more conducive for women's participation and how is this achieved?
4. What new value chains are of interest to women in the county?
5. Do the goals of the AgriBiz Programme meet the needs of women agripreneurs in your county? Elaborate.
6. Do you have any ideas on how to mobilize more women agripreneurs to join the AgriBiz Programme?
7. Are there any existing agribusiness support programs in your county for the women Agripreneurs?
8. In your opinion, what opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for women?
9. What are some of the Key factors to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for women agripreneurs?
10. Have you experienced any challenges as you engage in your county's agribusiness value chains? Explain.
11. What steps have you taken to minimize such challenges?
12. Can you recommend some key partners that can be engaged in facilitating a women agribusiness empowerment program in your county?
13. Which factors could contribute to women marginalization in the county's agribusiness value chains? How can they be minimized?
14. What initiatives can be undertaken to build support for a more productive women's participation in the county's agribusiness value chains?
15. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities for women in the county's agribusiness value chains?
16. Tell me more about the dominant language and culture in your county

Interview Questions- Youth Agripreneur**Name:****Age:****Occupation:****Sub-county:****Enterprise name:**

1. Give me a background of your agribusiness activity. At what node do you participate in your value chain? (Input, Production, Processing, Marketing?)
2. According to you, which Agribusiness value chains do you consider as the most important in the County and why?
3. Which Agribusiness value chains are more conducive for youth's participation and how is this achieved?
4. What new value chains are of interest to the youth in the county but are still underdeveloped?
5. Do the goals of the AgriBiz Programme meet the needs of youth agripreneurs in your county? Elaborate.
6. What are some of the strategies that can be employed to encourage more youth in your county to join the AgriBiz Programme?
7. Are there any existing agribusiness support programs in your county for the youth Agripreneurs?
8. In your opinion, what opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for youth?
9. What are some of the Key factors one needs to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for youth agripreneurs?
10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain.
11. What steps have you taken to minimize the above challenges?
12. Can you recommend some key partners that can be engaged in facilitating a youth agribusiness empowerment programs in your county?
13. Which factors could contribute to youth marginalization in the county's agribusiness value chains? How can they be minimized?
14. What initiatives can be undertaken to build support for a more productive youth participation in the county's agribusiness value chains?
15. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities for youth in the county's agribusiness value chains?
16. Tell me more about the dominant language and culture in your county

Interview Questions- Youth Agripreneur**Name:****Age:****Occupation:****Sub-county:****Enterprise name:**

1. Give me a background of your agribusiness activity. At what node do you participate in your value chain? (Input, Production, Processing, Marketing?)
2. According to you, which Agribusiness value chains do you consider as the most important in the County and why?
3. Which Agribusiness value chains are more conducive for youth's participation and how is this achieved?
4. What new value chains are of interest to the youth in the county but are still underdeveloped?
5. Do the goals of the AgriBiz Programme meet the needs of youth agripreneurs in your county? Elaborate.
6. What are some of the strategies that can be employed to encourage more youth in your county to join the AgriBiz Programme?
7. Are there any existing agribusiness support programs in your county for the youth Agripreneurs?
8. In your opinion, what opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for youth?
9. What are some of the Key factors one needs to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for youth agripreneurs?
10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain.
11. What steps have you taken to minimize the above challenges?
12. Can you recommend some key partners that can be engaged in facilitating a youth agribusiness empowerment programs in your county?
13. Which factors could contribute to youth marginalization in the county's agribusiness value chains? How can they be minimized?
14. What initiatives can be undertaken to build support for a more productive youth participation in the county's agribusiness value chains?
15. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities for youth in the county's agribusiness value chains?
16. Tell me more about the dominant language and culture in your county



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
Danish



Assessment of BIH Hosting Facilities

Date:

Category of Host:

- ATO
- TVET
- Other

Name of Interviewee: _____ Position: _____ Signature: _____

Notes

1. Experience in Hosting similar Programs (contacts of past hosts)

- Yes
- No

Notes

2. Accessibility of the premises (Tick)

- Highly Accessible
- Fairly Accessible
- Inaccessible

Notes



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3. Distance from the nearest town (Tick)

- 0–10 km
- 10–20 km
- 20–40 km
- Above 40 km

Notes

4. The condition of road infrastructure (Tick)

- Good
- Fair
- Bad

Notes

5. How much space is available for lease (in sq ft)?

Notes

6. Approach to sanitary waste management

- Efficient
- Satisfactory
- Non-satisfactory

Notes

18.



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7. Status of the washrooms (Tick)

- Very clean
- Slightly Clean
- Dirty

Notes

8. Structural integrity– condition of the exteriors, walls, roofs, windows, doors (Tick)

- Excellent
- Good
- Bad

Notes

9. Structural integrity– Status of interiors–floors, roof, ceilings, walls, pillars, staircases (Tick)

- Excellent
- Good
- Bad

Notes

10. Safety–Availability of fire fighting equipment and fire escape routes (Tick).

- Yes
- No

Notes

19.



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11. Availability of air conditioning system (Tick)

- Yes
- No

Notes

12. Availability of Power back-up system in case of black outs (Tick)

- Yes
- No

Notes

13. Is Internet Infrastructure available? (Tick)

- Yes
- No

Notes

14. Availability of phone network (Tick)

- Available
- Not available

Notes

20.



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Denmark



15. The condition of fences or perimeter walls (Tick)

- Excellent
- Good
- Bad

Notes

16. Security—is the security service contracted or self-provided? (Tick)

- Contracted
- Self-provided

Notes

17. Availability of CCTV on shared spaces? (Tick)

- Yes
- No

Notes

18. Availability of (non-interrupted) water and electricity in the premises (Tick)

- Yes
- No

Notes

21.



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OF DENMARK
Dundee



19. Cleanliness of the premises

- Very Clean
- Fairly Clean
- Not clean

Notes

20. Willingness of the host to contribute to hub sustainability

- Very willing
- Slightly willing
- Not willing

Notes

21. Availability of office space

- Yes
- No

Notes

22. Availability of training room

- Yes
- No

Notes

23. Are trainings allowed in their premises?

- Yes
- No

Notes

22.



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OF DENMARK
Danish



24. Availability of land for demonstration ($\frac{1}{2}$ acre and above)

- Yes
- No

Notes

25. Availability of ample parking space?

- Yes
- No

Notes

26. Can vehicles be safely parked overnight

- Yes
- No

Notes

27. Security of the premises– any reported theft cases?

- High
- Moderate
- Low

Notes

23.

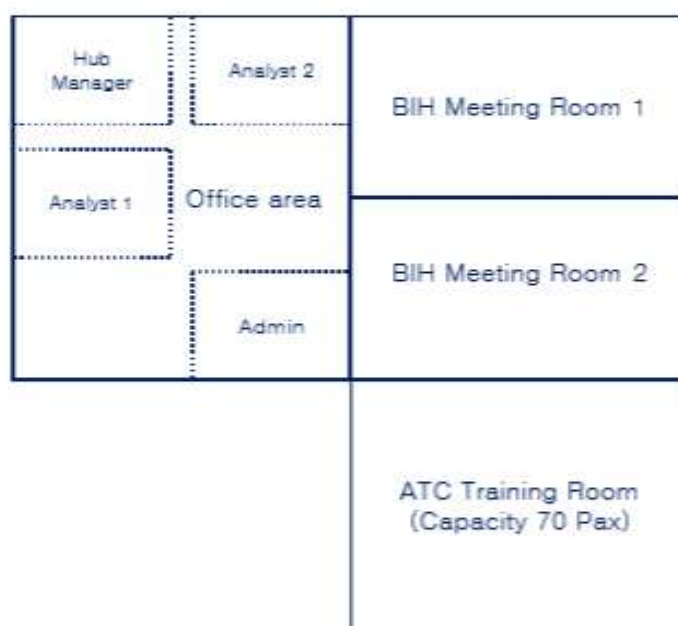
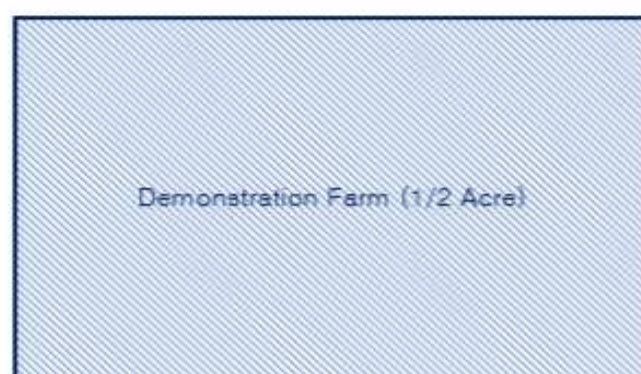


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AgriBiz Business Incubation Hub Facility Outline

1. Office Space for:
 - 1 Hub Manager
 - 2 Business Analysts
 - 1 Admin
2. Two meeting rooms (for closed door consultations)
3. One Training Hall
4. $\frac{1}{2}$ Acre land for demonstration purposes



Interview Questions- Youth Agripreneur

Name: SULEIMAN A JENIA

Age: 34

Occupation: DAIRY FARMER - VENTURING VALUE ADDITION

Sub-county: GRANGE

Enterprise name: WAZO JENIA

1. Give me a background of your agribusiness activity. At what node do you participate in your value chain? (Input, Production, Processing, Marketing?)

- We buy milk from farmers and value add into yoghurt, fermented milk and we also want to do pasteurised fresh milk

- processing and marketing

2. According to you, which Agribusiness value chains do you consider as the most important in the County and why?

Dairy - there is the willing heart for milk production supported by ownership of large herds of local breeds cattle

Cashewnuts - Recently, there have been a potential buyer who has stationed in the area so there is a ready market

3. Which Agribusiness value chains are more conducive for youth's participation and how is this achieved?

Dairy farming
Poultry farming
Beef farming
Sheep

} Capacity building on production, value addition and marketing
- Creating awareness on climate change and mitigation measures

4. What new value chains are of interest to the youth in the county but are still underdeveloped?

- Cashewnut production and processing
- Hides and skins processing

5. Do the goals of the AgriBiz Programme meet the needs of youth agripreneurs in your county? Elaborate.

NO. there are resources but no sufficient knowledge to utilize them

6. What are some of the strategies that can be employed to encourage more youth in your county to join the AgriBiz Programme?

- by involving youth in decision making and implementation of agribiz programmes
- Agribusiness training programmes
- provide technical support to the youth
- Taking them for exposure tours for technology transfer

7. Are there any existing agribusiness support programs in your county for the youth Agripreneurs?

Yes - The Mbege fund by Kilifi County government

8. In your opinion, what opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for youth?

Dairy, cashewnut, Hides and skins, food crops farming
plenty of coconut
high large number of youths and women willing
to venture into Agribusiness

9. What are some of the Key factors one needs to consider before establishing and Agribusiness Development Hub in your county so as to realize maximum benefits for youth agripreneurs?

- the locally available resources that are of economic importance to the community
- Market availability and accessibility
- Availability of organized youth groups
- the needs of the youths

10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain.

- Yes
- lack of stable market
 - Drought - lack of water for cattle
 - low prices for our products
 - Expensive air transportation processes
 - Poor infrastructure

11. What steps have you taken to minimize the above challenges?

- Sensitizing the community on the importance of rain water harvesting
- Creating climate change awareness and mitigation measures with the limited knowledge about the same

12. Can you recommend some key partners that can be engaged in facilitating a youth agribusiness empowerment programs in your county? yes

- Kilifi County government - KIC
- MAZPI
- Plan International - NARIG
- ADR Pwani

13. Which factors could contribute to youth marginalization in the county's agribusiness value chains? How can they be minimized?

- Drug abuse - Actively involving the youth in agribusiness activities
- Culture - Sensitization on effects of drug abuse
- Come up with a way the youth can also own land for farming

14. What initiatives can be undertaken to build support for a more productive youth participation in the county's agribusiness value chains?

- By involving them in decision making and implementation of productive agribiz activities
- provide linkages to finance to start their own agribusiness
- Market linkages, Capacity Building

15. How can agribusiness support centers or hubs at county level better contribute to creating more opportunities for youth in the county's agribusiness value chains?

- By establishing demo farms to train youths on agronomic practices
- Training the youth on agribusiness skills
- Engaging youths in agribusiness programmes within the County

16. Tell me more about the dominant language and culture in your county

Mijikenda - only men own everything in the family.

Focus Group Discussion Questions

Target: Youth Groups, Women Groups, Mixed

1. According to you, which Agribusiness value chains do you consider as the most important in the County and why? At what nodes do you actively participate in the County's Agribusiness value chains (e.g. inputs, production, processing, marketing etc.)

- Dairy - Production and processing
- because of high availability of cattle and communally owned land which favors pastoralism

2. From the mentioned value chains, what is the scale of production—smallholder, medium-holder, large-holder?

3. What new value chains are of interest to the community? What have been the results of any ventures into new value chains?

Cashewnuts - there have been a ready Market for the Cashewnuts to Macadamia nuts etc.

4. According to you, which Agribusiness value chains mostly attracts the participation of women and youth and why?

Dairy - youth and women have been interested in value addition which is a more profitable initiative
Cashewnut - youth participate actively in transportation and women in the grading during processing hence employment of poor women

5. Do the goals of the AgriBiz Programme meet the needs of youth and women agripreneurs in your county? NO

youth and women have not been involved in Agribiz programmes in Kilifi County

6. How can the AgriBiz Programme attract the interest of youth and women-led agribusiness entities in your county?

- By involving the youths in decision making and implementation
- Doing Agribusiness Trainings to the youths
- Supporting the youth with inputs

7. What communication channels can be employed to reach out to the women and youth agripreneurs to enhance their participation in the proposed BIHs?

- Through youth group leaders
- Through Agricultural officers (WAO) (SCAD)

8. According to you, which Agribusiness value chains do you consider as the most important to women and youth in the County and why?

Dairy
Cashew nut

9. In your opinion, what opportunities exist in your county that can be leveraged on by an Business Incubation Hub to create more employment opportunities for women and youth?

high availability of cashew nuts in the County which need to be processed hence creating employment for the youth
- Availability of willing youth groups

10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain.

Licensing - it has become expensive ~~since~~ due to many government bodies involved and each needs a licensing fee.
lack of expertise -
limited financing -

11. Can you recommend some key partners that can be engaged in facilitating a women and youth agribusiness empowerment program in your county? What are their strengths and weaknesses (if any)?

MEET
KCIC

Abd. Pwani
Samaritan Pwani

Kilifi County government

12. Which factors could contribute to women and youth marginalization in the county's agribusiness value chains? How can they be minimized?

Drug abuse - Can be minimized by engaging the youth in agribusiness activities

Culture - Attitudinal Training or Mindset change

13. What initiatives can be undertaken to build support for women and youth participation in the county's agribusiness value chains?

- Involving youth in decision making and implementation of agribiz programmes within the County
- Technology transfer as value addition

14. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities of women and youth in the agribusiness value chains?

By doing trainings on agripreneurship activities to give them the skills then supporting them with affordable finance to do agribusiness.

Focus Group Discussion Questions

Target: Youth Groups, Women Groups, Mixed

1. According to you, which Agribusiness value chains do you consider as the most important in the County and why? At what nodes do you actively participate in the County's Agribusiness value chains (e.g. inputs, production, processing, marketing etc.)

production, processing and marketing
 Dairy - Most of land in Garissa Subcounty is communally owned
 make only pastoralism easy.
 Coconut - Due to the wide variety of products coming out
 of the coconut tree there is income diversification

2. From the mentioned value chains, what is the scale of production - smallholder, medium-holder, large-holder?

Small holder

3. What new value chains are of interest to the community? What have been the results of any ventures into new value chains?

Maize
 Cassava
 Mango
 Cashewnut } They improve food security
 income

4. According to you, which Agribusiness value chains mostly attracts the participation of women and youth and why?

Youth ⇒ Dairy and Cashewnut - the youths are much interested
 in value addition eg in milk and grading as in Cashewnut
 Women ⇒ Coconut - High earning potential

5. Do the goals of the AgriBiz Programme meet the needs of youth and women agripreneurs in your county?

Youth and women are yet to be involved in any agribiz
 programme in the County

6. How can the AgriBiz Programme attract the interest of youth and women-led agribusiness entities in your county?

- Involving youth and women in decision making, planning and implementation of the Agribiz programmes so as to feel the ownership of the programme
- Supporting them with inputs and finance's and Trainings

7. What communication channels can be employed to reach out to the women and youth agripreneurs to enhance their participation in the proposed BiBs?

- Administration
- Local Selected leaders - village youths and women reps
- Sub county Agricultural officers

8. According to you, which Agribusiness value chains do you consider as the most important to women and youth in the County and why?

Young youth → Young, and Cashewnut

Women → Coconut.

As answered in no. 4

9. In your opinion, what opportunities exist in your county that can be leveraged on by an Business Incubation Hub to create more employment opportunities for women and youth?

- organised youth groups
- large population of coconut trees
- high availability of cashew nut which requires processing hence creating employment

10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain.

Lack of expertise - hindering value addition in milk and also

Expensive licensing - because of many parties involved each demanding a fee

11. Can you recommend some key partners that can be engaged in facilitating a women and youth agribusiness empowerment program in your county? What are their strengths and weaknesses (if any)?

MEEST

KIC

Kilifi County Government

Adc prami

Samalanga

NORA

12. Which factors could contribute to women and youth marginalization in the county's agribusiness value chains? How can they be minimized?

Drug Abuse - Can be minimized by engaging youth in County programmes such as Sports, Agribiz programs etc

Mijikenda Culture - In mijikenda women and youth have no voice when it comes to decision making in a family hence a mindset change training can minimize this

13. What initiatives can be undertaken to build support for women and youth participation in the county's agribusiness value chains?

- Identification and registration of youths and women groups within the county
- Actively involving the groups in County's Agribiz programme decision making and implementation
- Initiating women and youth empowerment programmes

14. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities of women and youth in the agribusiness value chains?

- By doing trainings and demonstrations on good agriculture practices
- Training on Agribusiness activities
- Supporting the youths and women with capital to set up their own Agribiz
- Educating on gender equality

Interview Questions- Woman Agripreneur

Name: Joan Atamba
 Age: 43
 Occupation: Entrepreneur
 Sub-county: Kelolani
 Enterprise name: Cacovita Ltd.

1. Give me a background of your agribusiness activity. At what node do you participate in your value chain? (Input, Production, Processing, Marketing?)

2. According to you, which Agribusiness value chains do you consider as the most important in the County and why?

1. Coconut - high earning potential for coconut underutilized
 - Coconut products are trading globally.
 - Growth of value added coconut product is expected in East Africa
 - Coconut tree is a naturally occurring resource that can be used for the benefit of local communities.

3. Which Agribusiness value chains are more conducive for women's participation and how is this achieved?

All value chains are conducive for women so long as they have access to resources that make the operation of the value chain possible i.e. finance, land, raw materials, access to market, knowledge of processing

4. What new value chains are of interest to women in the county?

- Sewage value chain - focused with Marine Sanitation and it is profitable.

5. Do the goals of the AgriBiz Programme meet the needs of women agripreneurs in your county? Elaborate.

is in regard to the County
 NO - Women agripreneurs are not involved in modeling these programmes therefore these programmes are not aligned to the needs of the women Agripreneurs

6. Do you have any ideas on how to mobilize more women agripreneurs to join the AgriBiz Programme?

- I work with women and I have access to quite a number of women who can be aggregated to pursue Agribusiness projects.

7. Are there any existing agribusiness support programs in your county for the women Agripreneurs?

TRC - NESPT.

8. In your opinion, what opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for women?

Technology transfer for value addition across the value chains for Coconut, Mango, Dairy, Poultry, Casava,

9. What are some of the Key factors to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for women agripreneurs?

- Do a need, analysis to understand the needs of the Agripreneurs and model the hub programmes to the needs.
- The major raw materials available

10. Have you experienced any challenges as you engage in your county's agribusiness value chains? Explain.

- Poor technology transfer - that make the product expensive and also to produce low volumes making me not meet the demand.
- Licensing - so expensive because every government body requires a licensing fee's before you start operations.
- Market & financing access.
- Poor infrastructure - electricity, water supply, bad roads.

11. What steps have you taken to minimize such challenges?

- ~~Do~~ organic Mechanization to improve quality and red. Cost of production and boost production capacity.
- For Market access - product differentiation, attractive branding, improved quality, use of social media

12. Can you recommend some key partners that can be engaged in facilitating a women agribusiness empowerment program in your county?

- MESRI
- AEDSP
- KCIC
- Kilifi County Government
- Export promotion Council
- KEBI
- NEMA
- Kenya Association of Manufacturers (KAM)
- Chamber of Commerce

13. Which factors could contribute to women marginalization in the county's agribusiness value chains? How can they be minimized?

- Culture - Women don't own the raw materials and resources as land
- It can be minimized by a community mindset change including integration of land ownership by women
 - Access to finance - promote financial inclusiveness

14. What initiatives can be undertaken to build support for a more productive women's participation in the county's agribusiness value chains?

- Involving women in policy making
- Empower women financially - making finance easily accessible to them
- Equipping women with skills of running a BPs

15. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities for women in the county's agribusiness value chains?

- First need to understand the needs of women Agripreneurs
- Tailor a support along these needs
- Facilitate women to be involved in policy making, and advocacy
- Facilitate affordable financing
- Training and capacity building

16. Tell me more about the dominant language and culture in your county

- Giriama-
- It is a patriarchal society where women work and men own the money.
- Reproductive labour (Cooking, cleaning, having babies) is not valued.

Interview Questions- County Government official

Name: JOSEPH ODITHAMBO OGALO

Age: 48

Gender: M

Position: SCAO

Years Working with the CG: 23

1. According to you, which Agribusiness value chains do you consider as the most important in the County and why?
 1. Coconut
 2. Cashewnut
 3. Mango
 4. Horticulture
2. From the mentioned value chains, which one is the most supported by the county government?
 1. Coconut
3. What new value chains are of interest to the community? What have been the results of any ventures into new value chains?
 1. Maize
 2. Green grammes
 3. Horticulture

Improved food security from Maize. Increase in income from Horticulture
4. According to you, which Agribusiness value chains mostly attracts the participation of women and youth and why?

Youth - Cashewnut & Horticulture
Women - Maize, Green grammer.
5. Do the goals of the AgriBiz Programme meet the needs of youth and women agripreneurs in your county? Yes
6. Do agribusiness support services exist in your county? If so, how would you describe their state (efficiency, relevance) in terms of engaging more youth and women in the Agribusiness Value Chain?

- Yes they exist.
- Currently they are not very efficient. There is

7. How do you describe the current status (and future) of youth and women driven agribusiness activities in your county? What gaps exist?

They need friendly credit facilities.

8. Do your county government have support programmes for women and youth in agribusiness? If so, what do they entail?

The County is mainly involved in providing technical extension Services.

9. Has your government experienced any challenges in implementing support programmes for women and youth in agribusiness? Explain.

There are inadequate staff and transport facilities for effective and efficient provision of Services.

10. According to you, what does the agribusiness support entails and how well can we execute it if we are to realize its benefits?

- Provide credit facilities through well organized groups.

11. Do you have any strategies on how the AgriBiz Programme can leverage on the County government budget provisions to enhance its activities and sustainability?

- The programme can be incorporated in the County government extension Services.

12. In your opinion, what other opportunities exist in your county that can be leveraged on by an Agribusiness support hub to create more employment opportunities for women and youth?

There already exists, Coconut, Mango, Cassava and Cashewnut crops in farms which need processing plants or factories that can create employment.

13. What are some of the Key factors one needs to consider before establishing an Agribusiness Development Hub in your county so as to realize maximum benefits for youth and women?

1. Access to Markets and prices.
2. Communication Infrastructure e.g roads, Internet, Telephones

14. Are you aware of any existing county legislations or policies that favor women and youth agribusiness activities? No

5. Can you suggest some county government interventions that can improve the youth and women participation in the county's agribusiness value chains?

- The County has Mbegu fund where the youth and women can get start up capital. The programme needs to be improved so that it can reach more beneficiaries.

Focus Group Discussion Questions

Target: Youth Groups, Women Groups, Mixed

1. According to you, which Agribusiness value chains do you consider as the most important in the County and why? At what nodes do you actively participate in the County's Agribusiness value chains (e.g. inputs, production, processing, marketing etc.)
 Coconut - It is of great importance ^{because} of the variety of products which can be made from it e.g. Biscuits, Maska, Coconut, Toddy, Wood for timber as compared to other value chains.
 Mango - It has a ready market.
2. From the mentioned value chains, what is the scale of production-- smallholder, medium-holder, large-holder?
3. What new value chains are of interest to the community? What have been the results of any ventures into new value chains?
 Cassava value chain - Up to now it is only used for home consumption.
 Dairy value chain - Dairy farmers have formed some groups according to clusters ~~to~~ with aim to get support from the county govt but they are yet to be supported.
4. According to you, which Agribusiness value chains mostly attracts the participation of women and youth and why?
 Coconut - According to their culture women have full responsibility to making Maska which used for roofing hence having a ready market.
 Toddy makers are more attracted by ready and easy to make money hence they actually participate in tapping of the coconut toddy which has a very marketable in the area.
5. Do the goals of the AgriBiz Programme meet the needs of youth and women agripreneurs in your county?
 Not aware of any agribusiness programme within the County.
6. How can the AgriBiz Programme attract the interest of youth and women-led agribusiness entities in your county?
 - By giving them chance to participate and give them the necessary support.
 - By making it specifically for women without mixing them with men.
 - Doing trainings to empower them knowledge wise.
7. What communication channels can be employed to reach out to the women and youth agripreneurs to enhance their participation in the proposed BIHs?
 - Administration - Chief → Sub-chiefs → village holders.
 - Selecting a women representative in each cluster to disseminate information.

8. According to you, which Agribusiness value chains do you consider as the most important to women and youth in the County and why?

Cocounts - it has a wider market as its products are now trending globally

Dairy - Gives them the feeling of ownership as the women and youth are mostly the only people responsible in dairy production as opposed to men

9. In your opinion, what opportunities exist in your county that can be leveraged on by an Business Incubation Hub to create more employment opportunities for women and youth?

- organized groups of farmers who can be capacity builded to employ them selfs
- high live stock population - milk processing plants could help create employment to youth and women

10. Have you experienced any challenges during your engagement with activities in the county's agribusiness value chains? Explain. -

- Price fluctuation - there is no standard price set for the value chain hence when the supply is high farmers record lower prices in all
- poor infrastructure - the poor roads makes it difficult to access market making products expensive hence low sales

11. Can you recommend some key partners that can be engaged in facilitating a women and youth agribusiness empowerment program in your county? What are their strengths and weaknesses (if any)?

- MESPT
- NCD
- KIC

12. Which factors could contribute to women and youth marginalization in the county's agribusiness value chains? How can they be minimized?

Illiteracy - Most of women in Agirama Community have basic knowledge as they never got any formal or informal education

Culture - it is the men who are responsible for the final decision making according to their culture. So women and youth have no space to share their views and make sound decision. The men's decision is always accepted may it be bad or good.

13. What initiatives can be undertaken to build support for women and youth participation in the county's agribusiness value chains?

- Awareness creation on human rights - Freedom of expression to curb male domination
- Financing women and youth
- Training women and youth on good agricultural practices and Entrepreneurial skills

14. How can agripreneurship support centers or hubs at county level better contribute to creating more opportunities of women and youth in the agribusiness value chains?

- Affordable financing to the women and youth agripreneurs
- Trainings and Capacity building

Assessment of BIH Hosting Facilities

Date:

Category of Host:

- ATC ✓
- TVET
- Other

Name of Interviewee:

JANE M. KARUMPA

Position:

Principal

Signature:

[Signature]

Notes

Incharge of the overall running and management of the institution

1. Experience in Hosting similar Programs (contacts of past hosts)

- Yes ✓
- No

Notes

Mainly organized by developers farmer us doing hosting of participants and provision of demonstration site.

2. Accessibility of the premises (Tick)

- Highly Accessible
- Fairly Accessible ✓
- Inaccessible

Notes

Only a small section of the road 1.5km. Access is fairly but accessible.

3. Distance from the nearest town (Tick)

- 0-10 km ✓
- 10-20 km
- 20-40 km
- Above 40 km

Notes

Near, Mtwapa town about 3km from Mtwapa town

4. The condition of road infrastructure (Tick)

- Good
- Fair ✓
- Bad

Notes

Some section tarmacked other rough road.

5. How much space is available for lease (in sq ft)?

Notes

10 acres for demonstration purposes.

6. Approach to sanitary waste management

- Efficient
- Satisfactory ✓
- Non-satisfactory

Notes

7. Status of the washrooms (Tick)

- Very clean ✓
- Slightly Clean
- Dirty

Notes

8. Structural integrity- condition of the exteriors, walls, roofs, windows, doors (Tick)

- Excellent
- Good ✓
- Bad

Notes

Need Requires renovation and factored in this year budget

9. Structural integrity- Status of interiors-floors, roof, ceilings, walls, pillars, staircases (Tick)

- Excellent
- Good ✓
- Bad

Notes

Requires renovation and factored in this year budget

10. Safety-Availability of fire fighting equipment and fire escape routes (Tick).

- Yes ✓
- No

Notes

Require servicing

11. Availability of air conditioning system (Tick)

- Yes
- No ✓

Notes

Necessary in the training halls.

12. Availability of Power back-up system in case of black outs (Tick)

- Yes
- No ✓

Notes

Though Institution has a small generator fixed for training upon power failure.

13. Is internet Infrastructure available? (Tick)

- Yes ✓
- No

Notes

14. Availability of phone network (Tick)

- Available
- Not available ✓

Notes

Necessary for office/room connections

15. The condition of fences or perimeter walls (Tick)

- Excellent
- Good ✓
- Bad ✓

Notes

Served with a chainlink.

16. Security—Is the security service contracted or self-provided? (Tick)

- Contracted ✓
- Self-provided

Notes

17. Availability of CCTVs on shared spaces? (Tick)

- Yes
- No ✓

Notes

18. Availability of (non-interrupted) water and electricity in the premises (Tick)

- Yes ✓
- No

Notes

Served by a well and fresh piped water.

19. Cleanliness of the premises

- ☒ Very Clean
- ☐ Fairly Clean
- ☐ Not clean

Notes

20. Willingness of the host to contribute to hub sustainability

- ☒ Very willing
- ☐ Slightly willing
- ☐ Not willing

Notes

21. Availability of office space

- ☒ Yes
- ☐ No

Notes

Need refurbishment

22. Availability of training room

- ☒ Yes
- ☐ No

Notes

23. Are trainings allowed in their premises?

- ☒ Yes
- ☐ No

Notes

24. Availability of land for demonstration ($\frac{1}{2}$ acre and above)

- Yes ✓
- No

Notes

25. Availability of ample parking space?

- Yes ✓
- No

Notes

26. Can vehicles be safely parked overnight

- Yes ✓
- No

Notes

27. Security of the premises— any reported theft cases?

- High
- Moderate
- Low ✓

Notes

Assessment of BIH Hosting Facilities

Date:

Category of Host:

- ATC
- TVET
- Other

Name of Interviewee: Samuel Opar Position: ATSC Manager Signature: [Signature]

Notes - Manager for the last 7 yrs
We work closely with ATC in most of programmes in terms of sharing facilities

1. Experience in Hosting similar Programs (contacts of past hosts)

- Yes ✓
- No

Notes Also associate regulator in East region for East Africa green Council

2. Accessibility of the premises (Tick)

- Highly Accessible ✓
- Fairly Accessible
- Inaccessible

Notes in terms of vehicles it is notable accessible

3. Distance from the nearest town (Tick)

- 0-10 km ✓
- 10-20 km
- 20-40 km
- Above 40 km

Notes

8km

4. The condition of road infrastructure (Tick)

- Good
- Fair ✓
- Bad

Notes

Some disturbing sandy roads
no tarmac within 10km

5. How much space is available for lease (in sq ft)?

Notes

6. Approach to sanitary waste management

- Efficient
- Satisfactory
- Non-satisfactory ✓

Notes

Lack of enough water
only have a septic tank in place for
sewage waste input

7. Status of the washrooms (Tick)

- Very clean
- Slightly Clean ✓
- Dirty

Notes

- Could be clean if fully connected to the direct water

8. Structural integrity- condition of the exteriors, walls, roofs, windows, doors (Tick)

- Excellent ✓
- Good
- Bad

Notes

Well Maintained

9. Structural integrity- Status of interiors-floors, roof, ceilings, walls, pillars, staircases (Tick)

- Excellent ✓
- Good
- Bad

Notes

Well Maintained

10. Safety-Availability of fire fighting equipment and fire escape routes (Tick).

- Yes ✓
- No

Notes

- Strategically fitted

11. Availability of air conditioning system (Tick)

- Yes ✓
- No

Notes

- only fans

12. Availability of Power back-up system in case of black outs (Tick)

- Yes
- No ✓

Notes

~~they~~ Using a 3 phase lines Connection

13. Is internet infrastructure available? (Tick)

- Yes
- No ✓

Notes

14. Availability of phone network (Tick)

- Available ✓
- Not available

Notes

Availability of good phone network

15. The condition of fences or perimeter walls (Tick)

- Excellent
- Good ✓
- Bad

Notes

Using wire chain link

16. Security—is the security service contracted or self-provided? (Tick)

- Contracted ✓
- Self-provided

Notes

Using Vinto Security Services

17. Availability of CCTVs on shared spaces? (Tick)

- Yes
- No ✓

Notes

18. Availability of (non-interrupted) water and electricity in the premises (Tick)

- Yes - Electricity
- No - water

Notes

N/A

19. Cleanliness of the premises

- Very Clean ✓
- Fairly Clean
- Not clean

Notes

Get some workers to do cleaning regularly

20. Willingness of the host to contribute to hub sustainability

- Very willing ✓
- Slightly willing
- Not willing

Notes

21. Availability of office space

- Yes
- No ✓

Notes

only available for the ATAC staff

22. Availability of training room

- Yes ✓
- No

Notes

Available but hired

23. Are trainings allowed in their premises?

- Yes ✓
- No

Notes

24. Availability of land for demonstration ($\frac{1}{2}$ acre and above)

- Yes ✓
- No

Notes

Yes. there is adequate space for demonstration

25. Availability of ample parking space?

- Yes ✓
- No

Notes

26. Can vehicles be safely parked overnight

- Yes ✓
- No

Notes

There is enough security for this

27. Security of the premises- any reported theft cases?

- High
- Moderate
- Low ✓

Notes

Fieldwork Photos



Figure 10. Sample photos taken during the Kilifi County situational analysis research

[illegible]

COUNTY: Kilifi
MEETING POINT: Bambu
CATEGORY (Women only/ Youth only/ Combined):
DATE: 28/2/2020

[illegible]