

Kenya's Water Towers Protection and Climate Change Mitigation and Adaptation (WaTER) Programme

Component 4: Science to Inform Design of Community Level Actions and Policy Decisions

Linking Community Members from Each of the Two Ecosystems (Mt. Elgon and Cherangany Hills) to Existing and Potential Markets for Nature-Based Enterprises (NBEs)

July 2018



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Kenya Forestry Research Institute
(KEFRI)

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CHAPTER 1: BACKGROUND

1.1 About the assignment

One of the most common challenges of smallholder farmers is access to formal and structured markets. Smallholder farmers also lack the skills and knowledge to trade effectively yet most of them are fully dependent on farming for their income. A key lesson drawn from past programmes on linking farmers to markets has shown that smallholder farmers with access to structured markets having a predictable demand and supply will produce more and have higher incomes¹. There has been a deliberate effort to develop sustainable market linkages for farm outputs between farmers and private sector traders, exporters, retailers and agro processors. The choice of the most appropriate market linkage has also been identified as critical in the success and sustainability of market linkages².

The KEFRI Water Towers Project (Component 4) aims at developing and promoting profitable value chain enterprise anchored on Nature-Based Enterprises that potentially provide increased community incomes at household level, creates more employment opportunities and has a spin-off effect on the local economy. This would be achieved by removing the barriers to market access for community NBEs products which would enhance their competitiveness and create a multiplier effect throughout the value chain.

In the wake of this background, this assignment sought to facilitate the linking of farmers (at least 15 individuals per ecosystem) to sustainable markets for specific non-wood products. The assignment also entailed capacity building of the 30 farmers on market linkages, identification of potential markets and entrepreneurship skills among others.

1.2 Objectives of the assignment

The main objective of this consultancy was to build capacity and mentor 30 individuals across the two ecosystems on marketing and developing market linkages that can easily spur business growth. A special focus was given to women, the youth and people with disabilities. The individuals were then supported in setting up Local Marketing Committees (LMCs) which would then support in identifying markets and creating linkages for their respective groups and communities. Overall, the initial market linkages will be expected to have a ripple effect to the communities in future.

1.3 Scope and tasks

The capacity building and mentoring and the market linking was focused on 30 individuals selected from groups involved in NBEs across the two ecosystems (15 per ecosystem)-Cherengany Hills and Mt. Elgon. Selection of the individuals also took a special consideration for special groups-women, youth and people with disabilities. The selection of individuals also targeted already established NBEs across the two ecosystems.

To achieve this, Maier Consulting team worked in collaboration with the WaTER Towers Project team and their partners in undertaking the following activities:

¹ Mbatia, Z, & Fossi, L. (November 2015). Kenya: Linking smallholder farmers to markets. World Food Programme

² An Agricultural Management, marketing and Finance Occasional Paper by Shepherd, A.W. (2012). Approaches to Linking Producers to Markets: A review of experiences to date.

- i) Facilitating an inception and planning meeting with the WaTER project team and partners and develop an inception report detailing the agreed upon methodology, work plan and logistical arrangements;
- ii) Undertaking a thorough desk review on the existing Nature based Enterprises (NBEs), markets for NBEs, gaps and in challenges and best business practices;
- iii) Mobilizing and selecting individuals from existing groups to be trained and linked to markets with a preference to women, youth and people with disabilities;
- iv) Undertaking capacity needs assessment of the selected individuals, profiling them and ascertaining their capacity/training needs to inform development of a training manual and curriculum;
- v) Developing a training manual and program on marketing of NBEs and developing and sustaining market linkages;
- vi) Planning and organizing for trainings for a total of 30 selected individuals on marketing of NBE products and establishment of market linkages;
- vii) Mapping out suitable and appropriate markets for NBEs across the two ecosystems;
- viii) Developing market linkages with retailers, traders, agro processors among other buyers of NBE products in each respective value chain;
- ix) Developing a final report on the process of establishing market linkages and presenting it to stakeholders for validation.

1.4 Deliverables

The consultancy delivered the following outputs:

- i) Inception report defining the methodology, approach and work plan;
- ii) Training Manual and program;
- iii) Training Report;
- i) Final Report detailing the whole process and deliverables achieved, including the deals signed, possible volume sales of key NBE products, markets visited among others;

CHAPTER 2: CONTEXT AND PROCESS

2.1 Context to market linkages

Marketing has undergone notable transformation with traditional marketing channels which had ad hoc sales being replaced by coordinated links between farmers, processors, retailers and others³. This is the genesis of sustainable approaches like market linkages which link farmers to markets, creating long-term business relationships. These approaches have enhanced production with farmers increasingly producing to meet requirements and volumes of buyers rather than relying on markets to absorb what they produce. There are several types of market linkages:

- a) **Farmer to domestic trader:** This is where the farmers will sell directly to the domestic or local traders. As long as the traders are able to access the produce at their preferred quantities, this linkage is sustained efficiently.
- b) **Farmer to retailer:** These involves large retailers forging a relationship with either a group of farmers or individual farmers who can consistently supply them produce of the specified quality and quantity. This is however, not a preferred linkage for most retailers on long term basis.
- c) **Linkages through a leading farmer:** This entails a large farmer coordinating supply of a produce from other farmers in their locality. Such a farmer plays the role of a coordinator and liaison person with other suppliers, transporters or buyers of the produce.
- d) **Linkages through cooperatives:** This is where well-functioning marketing cooperatives coordinate the marketing of their members' produce. The challenges with this type of linkage is that the cooperatives have been prone to many challenges including: nationalization, elite capture, mismanagement etc.
- e) **Farmer to agro processor:** Entails processors linking with farmers or farmer groups for supply of a certain produce for example milk. In such a linkage the produce must meet the quality, quantity and specifications of the processor or else it would not be accepted.
- f) **Farmer to exporter:** This is usually formed for export produce which means they are of high quality, safety and logistical standards as required by exporters. Thus, this is usually common with highly specialised and commercial farmers with resources to produce under such conditions. Otherwise the smallholder farmers would be unable to meet such standards.
- g) **Contract farming:** This is an arrangement between a group of farmers or individual farmers that they will produce certain quantities of specified quality and standards for a given company for a given duration. This is a good practice for the farmers as they benefit from inputs and technical assistance during production.

It is evident that most farmers lack knowledge on these types of linkages or arrangements, how to identify markets, costs of marketing and how to create markets for their produce. The KEFRI Water Towers Project identified market access for community NBEs products as a key barrier to communities enhancing their competitiveness and creating multiplier effects throughout the value chain. As such, the project's component 4 has an objective in developing and promoting profitable value chain enterprises anchored on NBEs that potentially provide increased community incomes at household level, create more employment opportunities, and have important spin-off effects on the local economy.

³ FAO. (2007). Approaches to linking producers to markets: A review of experiences to date. P viii

2.2 Approach used in the assignment

Linking farmers to market demand or linking farmers to markets is an effective strategy to developing long-term business relationships that are sustainable in enhancing market access and increasing farmer incomes. This has been a good approach to ensuring farmers produce to meet requirements of buyers rather than relying on markets to absorb what they produce. Therefore, the “bottom-up” approach has been widely used especially in when dealing with smallholder farmers⁴. Maier consulting utilized this approach based on its proven effectiveness in sustaining skills among the communities as well as the linkages established.

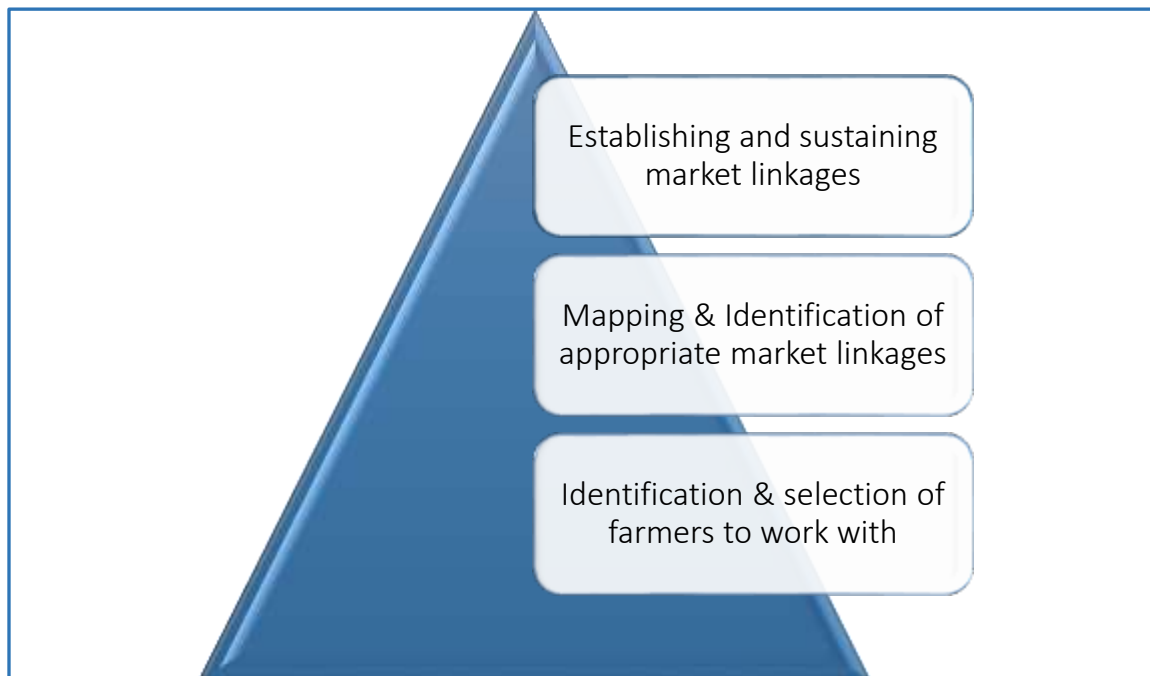


Figure 1: Summary of the Bottom-up approach to developing market-linkages

The bottom-up approach as described in figure 1 entails identifying farmers to work with and the nature of products they produce, then finding ready markets that they could supply. Thus, based on our past experience, the process of establishing sustainable market linkages is usually participatory and collaborative.

This approach was referred to when developing the training modules and when training the various individuals on marketing. It was also used in establishing the market linkages where the Local Marketing Committees (LMCs) were supported in starting with local markets, then the county level markets and finally the national level markets. This is a sustainable model for establishing the markets.

⁴ FAO. (2007). Approaches to linking producers to markets: A review of experiences to date. P 25

CHAPTER 3: CAPACITY BUILDING AND ESTABLISHMENT OF MARKET LINKAGES

2.1 Training of the selected individual

The marketing and linkages training was organized to enhance capacity of NBE entrepreneurs in Mt. Elgon and Cherangany Ecosystems marketing and forming market linkages under the KEFRI WaTER Towers Project. The training aimed at helping the selected small-scale entrepreneurs to improve their business productivity through better marketing. Effective marketing is the difference between failure and success.

The training approach used was geared towards providing basic marketing training to conduct successful business in the rural areas. The skills delivered equipped participants to effectively identify, engage and transact with local, regional and other markets accessible to them. The three days training was conducted at the **Manor House Agricultural Training Centre, Kitale** from **25th to 27th June 2018** (*see training agenda in appendix 2 and pictures in appendix 7*).

Most importantly, the training was anchored on a Participatory Rural Appraisal Model (PRA). This was majorly informed by the need for the participant to immediately apply skill gained and thus using what they knew prior became paramount. This was coupled with tested modern theoretical approaches in the sales and Marketing sector relevant to NBEs. The pattern that formed in all sessions were; **Brainstorm-New Knowledge- Case scenarios- Attempt- Adopt**. The participants were able to relate with the content and co-create situations to best apply locally. They eventually owned up marketing as a core function in their NBEs.

The participants were trained on various modules drawn from best practices in development of marketing linkages and entrepreneurship. The modules included:

- Module 1: Introduction to marketing and marketing linkages
- Module 1: Pricing of products
- Module 2: Market chains and linkages
- Module 3: Crowd Marketing
- Module 4: Promotion and marketing communication
- Module 5: Negotiation skills
- Module 6: Post-harvest management and value addition
- Module 7: Contract management
- Module 8: Marketing practice

A total of 30 individuals (*see appendix 1*) were trained and supported in forming Local Marketing Committees which would take lead in creating markets for their respective groups and communities at large. From the 30 individuals, 4 LMCs were formed and officials elected by the committee members (*see appendix 3*). The LMCs then developed their work plans to enable them kick-start their activities and receive coaching and mentorship from the Maier Consultants (*see work plans in appendix 4*).

2.2 Coaching and mentorship

To ensure the LMCs were effective in delivering on the marketing responsibilities for themselves, their communities and groups, coaching and mentorship was necessary. In this assignment's context coaching and mentorship were take to be:

Coaching: a process that involves removal of obstacles to optimal development and performance, and focusing on accelerated learning based upon the achievement of specific outcomes. It focuses on self-

awareness and self-mastery within the business context. It is not teaching, but facilitated learning that takes place in a fixed-term programme with regular scheduled sessions to achieve specific outcomes.

Mentorship: Process of providing expertise to less experienced person with the aim of to helping them to enhance their knowledge and build their networks. This is normally a continuous process that can take-on the form of developing certain (hard) skills through individual or group sessions which are tailored to some specific environments.

The LMCs from the four regions were supported in developing their job description which would guide their activities as committees. Their key activities included:

- Marketing identification for their respective groups, communities or individuals;
- Development of market linkages for the specific products in their groups and communities;
- Contract negotiation and management on behalf of their groups;
- Capacity building of other group members or communities members on marketing aspects

Their job descriptions were then aligned to the work plans developed during the training to ensure they are achieving the expected outputs. The LMCs' management were also required to document their meetings by writing minutes of their meetings. As the first task, the LMCs were required to develop local market linkages for their dominant products with facilitation from the consulting team.

Maier Consulting team made two visits to the LMCs during their meeting days to monitor, coach and mentor the LMCs to bridge any competence and knowledge gaps that were evident. In these meetings, the following was undertaken:

- Review of the achieved outputs as per the work plans (*sample work plans in appendix 4*);
- Verification of the signed local MoUs/Contracts for the LMCs;
- Signing of new MoUs/Contracts at regional/County level;
- Revision of the work plans;
- Additional skills and knowledge on developing relationships and contract negotiation and management

The second meeting also signaled the handover of the LMCs given the time duration of the assignment. The LMCs are now functional and running (*sample minutes on appendix 4*), but more support would be required in monitoring and additional coaching and mentorship to ensure they operate and deliver for at least 6 months. This would ensure the assignment's goals is achieved fully.

2.2 Participatory establishment of market linkages

The linkages were established in a collaborative and participatory approach grounded on a well-designed process to two reasons: to ensure the LMCs learn 'on-job' and to ensure continuity and sustainability. The process followed is as summarized in Figure 2. The first step entailed mapping out the key priority products for the various ecosystems and validating them with the LMCs. Accordingly, the identified honey, tree seedlings and mushrooms as their key products⁵-individually, for their groups and communities. This was followed by the identification and analysis of the potential markets for these products. Local markets

⁵ This is also in line with the "*Baseline Survey report on identification and prioritization of NBEs 2016*" done by KEFRI which identified these as key NBEs in the two ecosystems. It was also in line with the "*Baseline Survey Report on Capacity Assessment 2017*" done by KEFRI in the two ecosystems to establish the viability of various NBEs.

were deemed very critical because of their ease of access and low costs of access while county and national markets were also identified as potential markets.

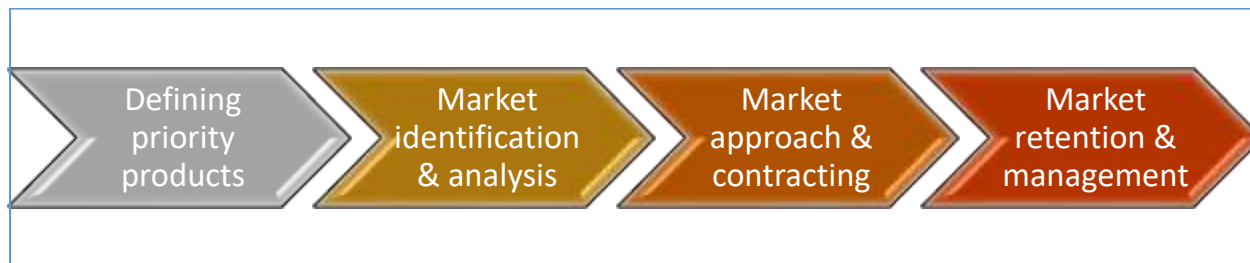


Figure 2: Approach to developing and sustaining market linkages

The step on market approach and contracting entailed mapping out the best approach to engaging with the mapped markets as well as approaching them for negotiations and contracting. This was done in close collaboration and participation of the LMCs. They were also required to apply the same in establishing the local markets. The final step entailed servicing the contracts/MoUs within the stipulated terms while also ensuring continuous client engagement and relationship management. This is process was customized to the standards and situation of the LMCs and the 30 individuals after profiling them during the capacity assessment and selection process.

CHAPTER 4: MARKET LINKAGES ESTABLISHED

In determining the various options available, the LMCs were taken through the various factors to consider in determining the best linkage to pursue. They include:

- The cost involved in marketing – transport, packaging and labour;
- Physical losses due to shrinkage and deterioration (especially during transport);
- Expected prices for the products;
- Sustainability of the market;
- Type of product;

After understanding these factors, the following types of linkages were agreed upon with the LMCs as viable and feasible in their different regions and contexts:

Farmers selling directly to consumers in their local markets: This was deemed a good linkage because the farmers eliminate the middlemen., reduce on costs like transport and packaging. However, they have to bear the risk of price fluctuation and time used in marketing or selling the produce.

Farmers selling to Traders: The traders will visit the farmers and agree on the quantity of produce required and the prices. However, the farmer may fetch a slightly lower price since the trader has to cover for transport costs and other risks.

Farmers selling directly to retailers: This means the farmers supply the large retailers directly. This was especially deemed appropriate for honey and mushrooms. However, the challenge on transport and who bears the costs will be expected.

Farmers selling to lead farmers: This is especially appropriate for mushroom farming. This entails a well experienced farmer buying from other farmers or groups and selling to the other markets.

The above linkages were identified as reasonable and viable for the three products. Contracts and MoUs were then signed after approaching the markets through these linkages (***Refer to Market Linkage MoUs and Contracts submitted separately-sample in appendix 6***).

CHAPTER 5: WAY FORWARD

5.1 Key deliverables delivered in this assignment

The assignment was commissioned on April 16th 2018 through an inception meeting that sought to harmonized KEFRI's and our understanding of the assignment. Since then, the following deliverables have been delivered and approved by KEFRI in implementing this assignment:

- Inception Report –April 26th 2018
- Capacity and training needs assessment – June 13th 2018
- Market linkages Training Manual - June 13th 2018
- Training Report – July 6th 2018

This therefore is the Final Market Linkages Report which also details the MoUs and Contracts on established market linkages as the final deliverable of this assignment.

5.2 Conclusion and recommendations

Rural products have mostly been thought of as products that satisfy the rural markets. However, there has been a shift in this thinking especially with the deliberate efforts by most actors to develop sustainable market linkages with farmers. As such, this assignment sought to develop such linkages with rural farmers engaging in nature-based enterprises – honey, mushrooms and tree seedlings.

The approach to developing the linkages was grounded on the “learning by doing” principle which ensured that the LMCs were empowered in training others and developing skills, management capacity and interdependence as well as a memorable learning experience. The LMCs were trained and then mentored and coached on identifying markets, approaching them and negotiating for agreements. Thus, they took part in developing the MoUs at local levels. Various lessons and recommendations were drawn from the implementation of this assignment. These include:

- The LMCs demonstrated effectiveness in identifying and developing local market linkages. However, their continued delivery of the same and their sustainability is highly dependent on the long-term support and mentorship from the project and other key actors. The project therefore needs to consider increasing their mentorship support for at least another 6-12 months.
- Most importantly, identification of the right market is a critical element emphasized throughout the assignment. This is because it reduces the risk encountered in developing markets and providing for them. These include risks on quality and quantity, marketing and production costs and other factors like impacts of climate fluctuations or natural factors which may cause loss of produce.
- Price volatility is going to be a key challenge for the LMCs which can be managed through the MoUs established. The price volatility is a function of the brokers and season for the products. Even with the contractual agreements, there exists a risk when brokers or other buyers come with a higher price than the agreed upon contract price and thus, the famers have to make the choice. However, the long-term contractual agreement should be a consideration for the farmers.
- Even with the LMCs functional and working towards developing markets for themselves, their groups and their communities, their levels of commitment, motivation and ambition may fade with time. Thus, there may be need for deliberate monitoring and coaching to keep their commitment and ambitions as high as they are now.

- In operating the LMCs, they were supported in doing bi-monthly work plans. This is a critical aspect that helps them pursue and achieve certain objectives in marketing and enhancing production in their groups. Thus, this is an activity the project may need to keep supporting in on bi-monthly basis to ensure they don't lose focus. Additionally, it keeps them active and focused.
- The importance of market and production knowledge cannot be downplayed. Information and knowledge is everything. Therefore, there may be a need to cascade the trainings to the various groups especially the ones producing the products. This is because they also need to understand the market dynamics, production and risk factors. With adequate knowledge, the LMCs will have an easier time driving the production and linking it to markets. The project may consider extending the trainings to several selected groups in the LMCs regions.

APPENDICES

Appendix 1: Trained Participants' list

NO	NAME	AGE	GENDER	EDUCATION	NBE	ECOSYSTEM
1.	VICTOR ELI PAPA	50	M	DIPLOMA	BEE KEEPING	MT. ELGON
2.	MARTIN OTUDO	24	M	O LEVEL	BEE KEEPING	MT ELGON
3.	EMMANUEL MASEKE	60	M	DEGREE	FISH/BEE KEEPING	MT. ELGON
4.	AMOS CHEMININGWA	44	M	O LEVEL	TREE SEEDLINGS	MT. ELGON
5.	PETER AGOYA	27	M	DIPLOMA	HONEY TRADER	MT. ELGON
6.	EUGENE PEYWA	39	M	O LEVEL	TREE SEEDLINGS	MT. ELGON
7.	FREMA KERUBO	31	F	O LEVEL	TREE SEEDLINGS	CHERANGANY
8.	JANEPHRICE TALIAN	44	F	O LEVEL	TREE SEEDLINGS	MT. ELGON
9.	ROSE CHEBEN	39	F	O LEVEL	TREE SEEDLINGS	MT. ELGON
10.	MALINGA BERNARD	37	M	DIPLOMA	BEE KEEPING	MT. ELGON
11.	ATYLINE CHEMTAI	38	F	O LEVEL	FISH/BEE FARMING	MT. ELGON
12.	DENNIS SIYA	25	M	O LEVEL	BEE KEEPING	MT. ELGON
13.	STERLINE CHEMTAI	35	F	O LEVEL	FISH/ BEE KEEPING	MT. ELGON
14.	BERNARD OTWANE	22	M	O LEVEL	TREE SEEDLINGS	MT. ELGON
15.	JULIUS KIRONG	31	M	O LEVEL	BEE KEEPING/BAMBOO	MT. ELGON
16.	JOSEPH KOSGEI	40	M	DIPLOMA	TREE SEEDLINGS	CHERANGANY
17.	EVANS KISUT	26	M	DEGREE	BEE KEEPING	CHERANGANY
18.	BRIAN WANYAMA	44	M	DIPLOMA	HONEY TRADER	CHERANGANY
19.	THOMAS KIMWETICH	37	M	DIPLOMA	TREE SEEDLINGS	CHERANGANY
20.	JOYCE SANGUT	33	F	DIPLOMA	TREE SEEDLINGS	CHERANGANY
21.	JOSEPH NJOROGI	46	M	DIPLOMA	TREE SEEDLINGS	CHERANGANY
22.	RICHARD REDUROT	22	M	O LEVEL	TREE SEEDLINGS	CHERANGANY
23.	DUNCAN KABIRU	62	M	O LEVEL	FISH FARMING	CHERANGANY
24.	ANDREW TOROITICH	32	M	DIPLOMA	BEE KEEPING	CHERANGANY
25.	PETER MALONZA	22	M	O LEVEL	TREE SEEDLINGS	CHERANGANY
26.	WILLIAM SUTER	44	M	O LEVEL	BEE KEEPING	CHERANGANY
27.	ISAAC KOSGEI	33	M	DIPLOMA	TREE SEEDLINGS	CHERANGANY
28.	ANTHONY KAIRU	52	M	O LEVEL	TREE SEEDLINGS	CHERANGANY
29.	DANIEL KIMARU	38	M	O LEVEL	HONEY TRADER	CHERANGANY
30.	DANIEL KANDA	45	M	DIPLOMA	NBE/NRM TRAINER	CHERANGANY

Appendix 2: Training Agenda

Day one		
TIME	SESSION	FACILITATOR
0830-1030	Introduction to Marketing	Maier Consulting
1030-1100	TEA BREAK	
1100- 1300	Pricing of NBE products	Maier Consulting
1300-1400	LUNCH BREAK	
1400-1600	Market Chains & Linkages	Maier Consulting
1600-1630	Q & A, Closure	
Day Two		
0830-1030	Crowd Marketing	Maier Consulting
1030-1100	TEA BREAK	
1100- 1300	Marketing Communication	Maier Consulting
1300-1400	LUNCH BREAK	
1400-1600	Negotiation Skills	Maier Consulting
1600-1630	Q & A, Closure	
Day Three		
0830-1030	Post-Harvest Value Addition	Maier Consulting
1030-1100	TEA BREAK	
1100- 1300	Contract Management	Maier Consulting
1300-1400	LUNCH BREAK	
1400-1600	Marketing Practice	Maier Consulting
1600-1630	Way Forward. Action plan & Closure	

Appendix 3: Members of the Local Marketing Committees' established and functional

	NAME OF LMC MEMBER	ROLE	GENDER
CHEPTAIS LMC			
1.	Janeprhice Talian	Chairperson	F
2.	Emmanuel Masake	Co-ordinator	M
3.	Victor Eli Papa	Treasurer	M
4.	Bramwel Otwane	Member	M
5.	Amos Maywa	Member	M
6.	Rose Cheben	Member	F
7.	Martin Peter	Member	M
8.	Martin Otudo	Member	M
MARAKWET LMC			
9.	Thomas Kimwetich	Chairperson	M
10.	Andrew Toroitch	Coordinator	M
11.	Joyce Sangut	Treasurer	F
12.	Joseph Kosgei	Member	M
13.	Abraham Kisang	Member	M
14.	Rodah Suter	Member	F
15.	Daniel Kanda	Member	M
16.	Brian Wanyama	Member	M
17.	William Suter	Member	M
18.	Evans Kisut	Member	M
MT. ELGON EAST LMC			
19.	Mr. Benard Malinga	Chair person	M
20.	Mr. Dennis Siya	Coordinator	M
21.	Mrs. Sterlin Chemtai	Treasurer	F

Appendix 4: Local Marketing Committees' workplans

KABOLEI LMC ACTION PLAN FOR 1st		GROUP JULY 2018	RESPONSIBLE PERSON	COMMENTS
DATE	ACTIVITY			
Monday 2/07/18	LMC meeting at Kapsara	Joseph Njoroge - 0710522795 Isaac Kosgei - 0728519029	To discuss way forward	
Thursday 6/06/2018	farmers General meeting / LMC	Joseph Njoroge Farmers - 0710522795	To Inform them on LMC Activities	
Friday 6/06/2018	Sending LMC report to (KEFCA) facilitator	Co-ordinator (Lmc) Isaac Kosgei - 0728519029	Sending AE feedback	
Tuesday	2nd LMC meeting at Kapsara	Committee member Joseph Njoroge - 0710522795	follow up on LMC Activities	
Friday 29/06/2018	- LMC - 3rd meeting in Kapsara. - Assessing tree Nursery	Production - LMC Sub Committee Anthony Nairo - 072132666	Visitor from (KEFCA)	
JOSEPH NJOROGIE - CHAIR		- 0710522795		
ISAAC KOSGIEI - Co-ordinator		- 0728519029		
RACHIEL NJOROGIE - TREASURER		- 0710280677		

WORKPLAN,
LMG,

NAME: CHEPTAI

EXECUTIVES

- 1. CHAIRPERSON - JANEPRILE TALIAN.
- 2. TREASURER - VICTOR PAPA
- 3. COORDINATOR - EMMANUEL MAAKIE.

SUBCOMMITTEE MEMBERS

- 1. PRODUCTION - PAPA VICTOR & JOAN LANGATI
- 2. TREASURER - AMOS NATHA & BRAMNIEL OTHANE.
- 3. DISTRIBUTION - EMMANUEL MAAKIE & JANEPRILE TALIAN
- 4. CUSTOMER EXPERIENCE - MARTIN PETER & MARTIN OTODO.

NO	ACTIVITY	TIME	VENUE	PERSON IN CHARGE	CONTACT,
1.	1 st LMG MEETING	14 th JULY 2018	KAREU OFFICE	JANEPRILE TALIAN	07 27 265844.
2.	IDENTIFICATION & RECRUITMENT OF HONEY & TREE SEEDLING ACTORS	13 th JULY 2018	KAREU OFFICE	JANEPRILE TALIAN	07 27 265844.
3.	EVALUATION OF HONEY & SEEDLING PRODUCTS.	17 th JULY 2018	KAREU OFFICE	EMMANUEL MAAKIE	07 27 484914

KAPITAMA L.M.E FOR THE MONTHS OF JULY		ACTION PLAN		RESPONSIBLE PERSON		COMMENT	
NO	TIME	ACTIVITY	STRATEGY	VENUE			
1	6/12/2018 9am-11am	L.M.E Meeting	Members meeting	Chair's home	Chairperson Mr Bernard 0710321792		
2	6/12/2018 9am To 12:00pm	Scouting for clients	Task all members to visit clients	Local centers, schools and hospitals, shops	Coordinator Mr Dennis: 0711553392		
3	18/7/2018 9am To 12:00pm	Sensitization	Organize public meeting	Single demo plot	Chairperson Mr Bernard 0710321792		
4	20/7/2018 9am To 12:00pm	Recruitment of more members	Advertisements through posters to recruit members	Single demo plot	Treasurer Ms Staline 0715002243		
5	26/7/2018 9am To 12:00pm	Evaluation Meeting	Invite facilitator from support organization to assess project progress	Chairperson home	Coordinator Mr Dennis 0711553392		

Marakwet LMC Action Plan for the months of July, 2018.

Sub-locations	Where	Who	By When.	Comment
KAPSOWAR WARD	① Kababar pri. ② Kipsinot pri. ③ Kosubwa pri.	- Evans Kibut 0723340955	16/7/2018	
KUSERWO WARD	① Kapkoros pri. ② Cheptulon pri. ③ Chesingeet pri. ④ Seret pri.	- Daniel Kanda 0724741069	16/7/2018	
LELAN WARD	① Chemulany pri. ② Koisungur pri. ③ MBSOP parish.	- Brian Wanjawa 0727473466.	16/7/2018.	
SAMBIRIR WARD.	① Nyirat pri. ② Kibisobul pri.	- Abraham Kisang 0727355366.	16/7/2018.	
SENDING LMC STRUCTURE & MARKETING PLAN	- To Nairobi Consultants	- Co-ordinator (Toraitich Andrew) 0713594513.	28/6/2018	
1ST LMC MEETING	- Kapsowar.	- Members of LMC & sub-committee	3/7/2018.	
2ND LMC MEETING.	- Kapsowar.	- LMC Members.	17/7/2018	

**MARAKWET LMC GROUP HELD ON 25TH/07/2018 AT
KENYA FOREST OFFICE.**

Members Present.

- 1) Pst Thomas Kimwetich - Chairman
- 2) Mr .Andrew Toroitich – Coordinator
- 3) Mrs. Joyce Sangut – Treasurer
- 4) Mrs .Joseph Kosgei – Member
- 5) Mr. Daniel Kanda - Member
- 6) Mr .Evans Kisut – Member
- 7) Mr Joseph Githinji- In attendance (Maier Consultant)

Members with apology.

1. Brian Wanyama
2. Abraham Kisang
3. William Suter

Agenda

1. Reading the previous minutes
2. Arising matters as in report
3. Action Plan
4. A.O.B

Preamble

The Chairman called the meeting to attention and welcomes all members .He asked Mr Joseph Kosgei to open with a word of prayer after which, He asked the Secretary to read the previous minutes. Again he welcomed members to propose and second the minutes as true. Joseph Kosgei proposed and Joyce Seconded it as True minutes of a day .Motherless Kefri consultant in attendance and the Chairman welcomed.

Min 01/25/07/018: Arising matters

The Chairman welcomed the members on arising matters but first welcome the KEFRI consultant Mr. Githinji, which he accepted the welcome. However, we embarked on our arising matters .

- a) The members wanted to utilize the moisture content in the soils in plating of the tree seedlings which were required by the framers /Institutions .and therefore they INQUIRED Mr Githinji on the procurement procedures from the partner Miti Alliance.
- b) On membership, it was s agreed that Individual /group membership to register with Ksh 300/= being a registration fee for joining the LMC. The membership fee will assist the group to meet payment for venues and pay tea and snacks during meetings. The role of the Host organization (Mokoywo Honey Group) will be project coordination, and report writing /dissemination.
- c) The members discussed at length on the issue of Honey Value Chain production, It was noted that the production levels were low as a result of lack of modern bee hives and processing machines. They requested Mr Githinji to link them with Intuitions who will Loan the group or lease the group with bee hives which will help them increase in honey productivity. And the least bee hives will be repaid in installments after harvesting the honey this will increase honey productivity.

Finally the group also applauded to have honey processing machine (Centrifugal Machine) which will enable them start other honey bye-products members, waxes, and Candles .

Mr Githinji who was in attendance praised the move and supported with many ideas and finally said the group to have an achievable way forward –In terms of Action Plan .

Min 02/25/07/2018: Action plan .

Members resolved to submit copies of MOU to Mr Githinji within the next seven days from today, and this will enable Miti Alliances to Draft MOU and the Marakwet LMC on supply of tree seedlings.

Mr Githinji informed members that the signing of the MOU will be done in Nairobi and the LMC will send Three persons to sign the Memorandum of Understanding .He therefore advised the group to expertise the process.

Min 03/25/07/2018:A.O.B

There being no other business, the meeting was adjourned and then closed with a word of prayer from the Pastor who is the Chairman.

Confirmed by

sign

Chairman

Thomas Kimwetich..... 

Coordinator

Andrew Toroitich 

Appendix 6: Sample MoUs/Contracts signed with LMCs (more attached separately)

ELGON EAST TREE SEEDLING LOCAL MARKET COMMITTEE

TREE SEEDLINGS SUPPLY AND DELIVERY CONTRACT 2018

Elgon East Tree Seedling Local Market Committee is a team of people from the local market who have come together to market tree seedlings for the local community members who produce and market tree seedlings in order to get constant market and get better prices whose trust is bound by this marketing supply contract and for tree seedlings to pay better, the suppliers must meet all market standards which includes:

- i. The quality of tree seedlings will be good and of ready height for planting.
- ii. Delivery must be on time.

The market price will depend on quality of the tree seedlings and the prevailing market prices. Payment will always be made on after delivery only through MPESA of contact person or cheque to the owner or group.

Labaa Wrua whose contact person is Peter Juma are willing to buy tree seedlings from our LMC a total of 25,000 assorted tree seedlings at 15/= each.

This contract is made between:

Consumers	Name	CONTACT PERSON	PHONE	SIGN	DATE
1	LABAA WRUA	PETER JUMA	0725714840	<i>PJ</i>	30/7/2018

Elgon East Tree Seedling LMC

POSITION	Name	PHONE	SIGN	DATE
Chairperson	BENARD MALINGA	0710381398	<i>B Malinga</i>	30/7/2018
Coordinator	DENNIS SIYA	0711152392	<i>DS</i>	30/7/2018
Treasurer	STERLIN CHEMTAI	0715003843	<i>Stemku</i>	30/7/2018

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- ii. Delivery must be on time.

The market price will depend on quality of the tree seedlings and the prevailing market prices. Payment will always be made on after delivery only through MPESA of contact person or cheque to the owner or group.

Sirgoi Wrua whose contact person is Esther Nyarikin are willing to buy tree seedlings from our LMC a total of 25,000 assorted tree seedlings at 15/= each.

This contract is made between:

Consumers	Name	CONTACT PERSON	PHONE	SIGN	DATE
1	SIRGOI WRUA	ESTHER NYARIKIN	0712885981	<i>Esther Nyarikin</i>	30/7/2018

Elgon East Tree Seedling LMC

POSITION	Name	PHONE	SIGN	DATE
Chairperson	BENARD MALINGA	0710381398	<i>B. Malinga</i>	30/7/2018
Coordinator	DENNIS SIYA	0711152392	<i>D. Siya</i>	30/7/2018
Treasurer	STERLIN CHEMTAI	0715003843	<i>S. Chemtai</i>	30/7/2018

MARAKWET LOCAL MARKET COMMITTEE

P.O Box 30-30705 ,Kapsowar

TEL:07135594513

Email: andrekibs@gmail.com

MEMORANDUM OF UNDERSTANDING (MOU)

Background:

Production and marketing of tree seedlings and honey has been a challenge for community members in this region for a long time. The producers of the materials and goods have not been certain of the marketing of their produce. The LMC hosted by (**Mokoiywo Honey Group**) was established to link up the producers and the buyers of these commodities. It is upon this realization that necessitated this partnership. It is envisaged that this business trade (**NBE**) will empower the communities economically and will address the issues of conservation of community natural resources and initiatives for enhanced environmental management and governance.

Purpose:

The purpose of this MOU is for LMC to link up the supply of tree seedlings, honey and other products to the consumers of such goods and materials. The following are the specific goods that may be transacted in this agreement:

- (i) Tree seedlings and includes both exotic, indigenous and fruit tree seedlings.
- (ii) Honey, and includes processed and raw honey and all other bee products.
- (iii) Any other farm produce that the Parties shall deem necessary to enter into business for economic prosperity of the partners

Parties

This Memorandum of Understanding (MOU) is between Marakwet (LMC) hereby also referred as First Party and M.T.SOKOMO hereby also referred as Second Party. This MOU sets for the terms and understanding between Marakwet LMC and M.T.SOKOMO of P.O.Box 31 Kapsowar [Tel:0786690112](tel:0786690112) Email N/A to transact the business of tree seedlings for purposes of transforming materials or goods into money for economic prosperity of the partners.

For this particular agreement:

- (i) I Andrew Toroitich of Marakwet LMC shall supply 2000 Exotic tree seedlings at Ksh.25 per seedling totaling Ksh.50,000 for a period of 3 Month (Duration).

Reporting:

Parties to this agreement shall be responsible to ensure that the transactions of all the operations are well documented and proper records of accounts are kept by both parties for purposes of good accountability and transparency.

M. T. SOGOMO
KAPTOROR CENTRE
P. O. BOX 30, KAPSOWAR

Funding:

This MOU is not a commitment of funds. This is an arrangement where the LMC shall strive to have the goods and materials from the producers reach the consumers. The LMC shall be the link agent for all this business trade among its contracted partners.

Duration:

This memorandum is at will and may be modified by mutual consent of the authorized officials of both parties. This MOU shall become effective upon signature by authorized officials from the partners and will remain in effect until modified or terminated in writing by one of the parties by mutual consent. In the absence of mutual agreement by the authorized officials from the partners this MOU shall end on the end date of the partnership.

Contact Information:**First Party**

Marakwet Local Market Committee
 Authorized Representative: Andrew Toroitch
 Position: LMC Coordinator
 Address: P.O.Box 30 -30705,Kapsowar
 Telephone: 0713594513
 Fax: N/A
 E-mail: andrekibs@gmail.com

Second Party:

Name: Branabas Kimosop of LITEI PRIMARY SCHOOL
 Status (Supplier/ Buyer): Buyer
 Position: Head teacher
 Address: 30-Kpaowar
 Telephone: 0723224774
 Fax: n/a
 E-mail: joe.kaino@yahoo.com

Done in English in two originals, one original being for the Contracting authority (LMC) and one original being for the Beneficiary (Second Party)

Signed for the First Party by:

	FULL NAME	POSITION	SIGNATURE	ID.No.	DATE
1.	ANDREW TOROITCH	COORDINATOR		24058585	08/07/2018

Signed for Second Party by:

	FULL NAME	POSITION	SIGNATURE	ID.No.	DATE
2.	BARNABAS KIMOSOP	H/TEACHER		12682427	08/07/2018

LITEI PRIMARY SCHOOL
 P.O.Box 30 #
 KAPSOWAR
 DATE: 08/07/2018

Appendix 7: Pictures taken during the trainings



Picture 1: The market linkages participants posing for a group photo at the training venue



Picture 2: Maier team facilitating the training



Picture 3: Participants during the training



Picture 4: A participant responding to a question



Picture 5: Participants listening keenly

