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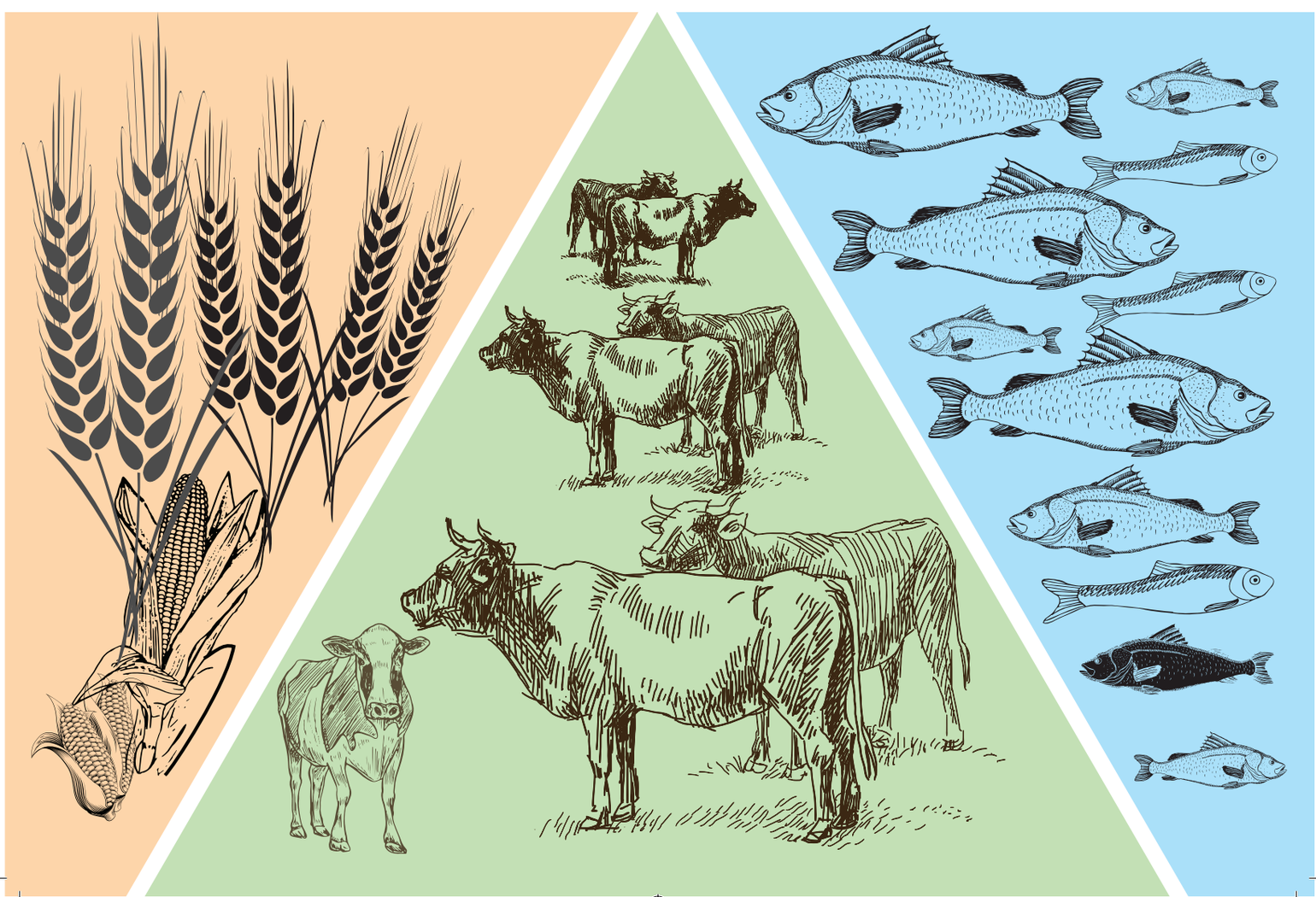
YOUTH GROUP PROFILES

Empowering Youth in Agribusiness in Kenya



Vijabiz

Empowering Youth in Agribusiness in Kenya

VALUE CHAIN

Forward

Agriculture is the backbone of Kenya's economy. Agriculture presents an opportunity for creating employment to absorb the huge unemployed youth population and improve their livelihoods. However, there is still a negative mindset about agriculture among the youth, an issue this project hopes to address.

The Technical Centre for Agricultural and Rural Cooperation (CTA) and Ustadi Foundation are collaborating to implement the Youth Economic Empowerment Through Agribusiness project in Kenya.

The two-year project dubbed Vijabiz is funded by the International Fund for Agricultural Development (IFAD), CTA and Ustadi Foundation. It is being implemented in Nakuru and Kilifi counties and is focusing on three value chains in agriculture: fisheries, cereals and dairy.

The project aims to develop and enhance entrepreneurial skills of youths in the selected value chains, strengthen their involvement in agribusiness and reduce rural unemployment. These aims will be achieved through building capacities of the youth groups through training individual young farmers, design clinics, boot camps, mentorship and incubation programs.

The project focuses on innovative, rural youth "Agripreneurship" as a way to make agriculture more interesting for the youth by creating sustainable rural employment and wealth. It is aligned to the government's *Kenya Youth Agribusiness Strategy 2017–2021* that aims to provide new opportunities for youth in agriculture value chains and address challenges.

Project Vijabiz is facilitating linkages to access capital and markets, and participation in learning and knowledge sharing forums and workshops. The project also supports the design, issuance and management of competitive grants to 50 successful and innovative "agripreneurs" to ensure continuous growth of their agribusinesses with an aim of scaling up innovative ideas.

Project Vijabiz employs a mix of skills, workshops, peer learning and mentorship to help youth-led enterprises navigate the perils of starts-up in order to thrive.

Over 160 youth groups with over 2,300 members engaged in agriculture value chains have benefited from entrepreneurship and training in the use of information communication technology (ICT) and mentorship conducted by the project.

This document is a compendium of baseline profiles of the youth groups that are participating in the project. The profiles highlight the activities of the youth groups, the challenges they face and their future plans and how they have started implementing what they have learned from the initial training and mentorship.

Out of the 162 youth groups trained, 141 were available to have their baseline profiles documented.

We thank Health and Development Innovations (HDI) for compiling these baseline profiles. We also thank youth group members who volunteered to provide information about their activities. Special thanks go to Morgan Siguda and Noel Kasololo of Ustadi Foundation for coordinating field work during the documentation of these profiles.

George Mazuri, CEO
Ustadi Foundation

Ken Lohento, Programme Coordinator
CTA

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PROFILES

Vijabiz

Empowering Youth in Agribusiness in Kenya

CEREALS VALUE CHAIN

PROFILE

Name of group:
Agritech Memar Solutions SHG
County: **Nakuru**
Subcounty: **Naivasha**
Ward: **Hell's Gate**
Village:
Number of Members: **11**
Male **4**
Female **7**
Contact: **Mercy Mwihaki**
Tel: **0724221161**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Agritech Memar Solutions SHG

Group moves to cereals farming for higher profit

Agritech Memar Solutions SHG has thirteen members: four men and seven women. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services. The group was formed in 2018 and is based in Hell's Gate ward in Nakuru County.

Context

Hydroponics farming is a new practice in Kenya. Learning how to grow hydroponic fodder at home is essential for plentiful fodder production, regardless of the season. Besides, the technology achieves predictable vegetable yields not affected by adverse weather changes. Hydroponics will lower the severity of food insecurity across Africa and beyond if implemented to its capacity.

11

The group currently has 11 members: 4 men and 7 women

"We decided to venture into the business because drought was a problem in the region. We saw potential in the business, and hence we chose to focus on it," says Mercy Mwihaki, Chairperson of Agritech Memar Solutions SHG.

Project idea

Agritech Memar Solutions SHG was started to improve the standards of living of youths and group members. The group

was initially involved in a merry-go-round (table banking) and rabbit rearing.

When the group joined Project Vijabiz they chose to concentrate on cereals farming. The group started with Kenya shillings (KES) 50,000 which was contributed by members.

Implementation

Initially the group started with 5 pallets. Currently the group has 27 pallets, but it is yet to make profit because it is facing challenges with their hydroponics farming.

Project Vijabiz recently trained Agritech Memar Solutions SHG in the use of information communication technologies (ICT), record keeping, customer service and group dynamics.

"We have improved in the way we relate with customers and the way we offer our services following training by Project Vijabiz," says Ms Mwihaki.

This group is facing various challenges in the business which include:

- Lack of technical training in hydroponics
- Financial constraints
- Lack of quality seed

"We have been liaising with Kenya farming system to get assistance in technical training," says Ms Mwihaki.

The group plans to progress to a firm that will be consulted on hydroponics.

Achievements

- Through Project Vijabiz the group ventured into the hydroponics business
- Following the training, the group has learned more about the cereals value chain

PROFILE

Name of group:
Amka Youth Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kapkures**
Village: **Kwenet**
Number of Members: **12**
Male **7**
Female **5**
Contact: **Shadrack Kilel**
Tel: **076017838**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Amka Youth Group

Cereals help group form a supportive system

Amka Youth Group was formed in 2011. It focuses on selling cereals. The group is based in Kapkures area in Nakuru County and specializes in maize production. Amka Youth Group is registered under the Ministry of Youth, Gender and Social Services and has twelve members: seven men and five women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. One of the main crops produced in the county is maize. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion. According to Nakuru County's Ministry of Agriculture, Livestock and Fisheries this tonnage can be increased were modern farming methods applied.

Mr Shadrack Kilel, Chairperson of Amka Youth Group, says that the members had been cultivating maize before in their individual farms, thus the decision to continue with the enterprise.

12

The group currently has 12 members: 7 men and 5 women

Project Idea

Mr Kilel says that Amka Youth Group initially started as pro-conservation group and later ventured into rabbit rearing, a venture that did not succeed. The group continued with table banking to achieve their goal. After joining Project Vijabiz the youth group decided to focus on cereals, specializing in maize production.

Members of Amka Youth Group during harvest time in shamba

"The group was formed to bring about togetherness, as well as act as a support system for the community," Kilel adds.

According to Mr Kilel, the group started with KES 60,000, which it used to buy a maize grinder.

Implementation

Project Vijabiz training helped the youth group improve their record keeping. Mr Kilel says the group can now access up-to-date records and also keep track of the records.

The group also benefited from ICT training where they learned about social marketing.

In 2018 Amka Youth Group made a profit of KES 200,000. In 2019 the group did not make a profit from maize production because payment was delayed by the National Cereals and Produce Board.

The group faces the following challenges:

- Late payment for their produce
- Unpredictable weather patterns
- Financial constraints

Mr Kilel also mentions that the group attended the trade show held in Nakuru that was organized by Project Vijabiz and gathered useful information that has helped them improve the maize business.

"We want to have our own maize and wheat columns. We want to own a company where we supply maize, mill, package and sell flour," says Mr Kilel.

Achievements

After Project Vijabiz training:

- the group can now manage their financial records
- group members have learned more about the cereals business

Amka Youth Group Chairman checks on maize production in the shamba

Sun-drying maize

Harvested maize grain filled into sacks, ready for the market

PROFILE

Name of group: **Arise and Shine Kapkures SHG.**
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Nakuru West**
Village: **Kwenet**
Number of Members: **15**
Male **14**
Female **1**
Contact: **Emily Chepkemoi**
Tel: **0723521849**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Arise and Shine Kapkures SHG

Group turns to cereals business for employment

Arise and Shine Kapkures SHG was formed in 2016. It has fifteen members: one man and fourteen women. The group is based in Nakuru West ward in Nakuru County. It specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

The group ventured into farming on two and a half acres of land

Context

Maize is adaptable to a range of climate conditions, and is the most extensively grown crop in Kenya. The chief growing areas are Trans Nzoia, Nakuru, Bungoma, and Uasin Gishu counties.

"The group ventured into cereals farming because it was easy to start and the climatic conditions were favorable," says Ms Emily Chepkemoi, Chairperson of Arise and Shine Kapkures SHG.

15

The group currently has 15 members: 1 man and 14 women

Project idea

Arise and Shine Kapkures SHG was formed with the aim of empowering members financially. The group was involved in merry-go-round (table banking) to achieve their goal. The group ventured into cereals farming upon joining Project Vijabiz.

Implementation

The group initially started with two and a half acres of land and produced 5 bags. One 90-kg bag was going for KES 3,000.

The group is farming on two and a half acres of land and has harvested eight bags of beans

The group is still farming on two and a half acres and has harvested eight bags of beans.

The group recently attended a field visit in Laikipia that was organized by Project Vijabiz and learned a lot about milling. The group is planning to buy a miller following the tour.

Project Vijabiz recently trained Arise and Shine Kapkures SHG in record keeping, group dynamics, and use of ICT.

"There were several misunderstandings among members but after Project Vijabiz trained us in group dynamics, group members now relate with each and get along well," says Ms Chepkemoi.

Arise and Shine Kapkures SHG is facing various challenges in the business which include unpredictable weather and pests and diseases.

"We are looking for the most effective pesticides to spray to avoid pest attacks," says the Chair.

The group members plans to buy their own land to increase production, and to buy a miller to process maize to flour.

Achievements

- The group has benefited from the training and has learned a lot about cereals farming
- Following training in group dynamics, members are getting along well

PROFILE

Name of group:
Amazing Grace Group
County: **Nakuru**
Subcounty: **Nakuru East**
Ward: **Nakuru East**
Village: **Lanet**
Number of Members: **10**
Male **3**
Female **7**
Contact: **Grace Wangari**
Tel: **0724493761**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Amazing Grace Group

Cereals business empowers group members

Amazing Grace Group is registered under the Ministry of Youth, Gender and Social Services. It has ten members: three men and seven women. The group was formed in 2017 and is in Nakuru East ward, Nakuru County. The group specializes in buying and selling cereals under Project Vijabiz.

Context

Maize is adaptable to a range of climate conditions, and is the most extensively grown crop in Kenya. The chief growing areas are Trans Nzoia, Nakuru, Bungoma, and Uasin Gishu counties.

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area. The main crops produced in the county include maize, beans, Irish potato and wheat.

"Amazing Grace Group decided to focus on cereals because the land in Nakuru East is good for maize farming," says Grace Wangari, Chairperson of the group.

Project Idea

Amazing Grace Group was formed to empower members in the group. Initially, the group had a merry-go-round (table banking) and farmed vegetables.

The group started with KES 50,000 partly contributed by members and partly from the sale of vegetables.

10

The group currently has 10 members: 3 men and 7 women

Catherine Wambui of Amazing Grace Group attending to a customer in their cereals shop.

Implementation

The group has attended various training sessions conducted by Project Vijabiz and has learned about entrepreneurship, record keeping and use of ICT. From the ICT training, the group is now marketing its products online. In 2018, the group made a profit of KES 48,000.

Amazing Grace Group is encountering various challenges in their business including financial constraints.

"We are hoping the harvest will be good this year to boost profits," says Ms Wangari.

"In future we plan to get into value adding and also own a posho mill and sell our maize as flour," says Ms Wangari. The group also plans to venture into other cereals besides maize.

Achievements

- Group members are learning more about the cereals value chain
- Project Vijabiz training has helped group members to relate well with each other
- The group is now marketing their products online following training

PROFILE

Name of group:
Bahatika Youth Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Lanet**
Village:
Number of Members: **8**
Male **1**
Female **7**
Contact: **Susan Wangari**
Tel: **0726567249**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Bahatika Youth Group

Group grows financially with cereals business

Bahatika Youth Group was formed in 2018 by eight members: one man and seven women. It specializes in planting and selling cereals. The group is based in Nakuru County, Lanet ward, and is registered under the Ministry of Youth, Gender and Social Services.

Context

Maize production in Nakuru County has been declining due to several factors such as prevalence of pests and diseases, climate risks, and problems along the value chain.

Susan Wangari, Chairperson of Bahatika Youth Group, says maize is a staple food in the region and they group saw potential in it. There was a ready market for the venture, adds Ms Wangari.

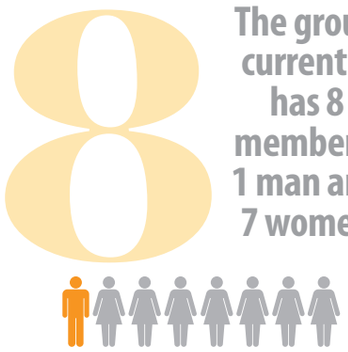
Project Idea

The group was started mainly to bring about togetherness in the community and help group members grow financially. The group participated in merry-go-rounds and saving member contributions.

The group decided to specialize in maize production after joining Project Vijabiz. Members plant maize, mill it after harvest and sell it as maize flour in the community. The group started the cereals business with KES 25,000 contributed by members.

Implementation

Project Vijabiz trainied the group in record keeping, how to relate with customers, and how to manage their business.



"We can now keep track of our records, which was big a challenge for us before," says Ms Wangari.

The group made a profit of KES 40,000 in 2018.

Maize ready for harvesting

Bahatika Youth Group is facing challenges in their cereals business such as price fluctuations and lack of funds.

"We decided to plant maize, mill it and sell it as maize flour to avoid price fluctuations in maize grain," says Ms Wangari. She adds, "We are also hoping that Project Vijabiz will grant the group funds so that we have our own posho mill".

The group plans to buy a posho mill to reduce the costs it incurs when they access posho mill services.

Members had a chance to attend the trade show in Nakuru organized by Project Vijabiz and benefited from the exposure to services providers and potential clients.

Achievements

- From the training the group has learned more about the cereals value chain and members are considering venturing into the dairy value chain.

PROFILE

Name of group:
Banita Boda Boda
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Soin**
Village: **Banita Gichagi**
Number of Members: **23**
Male: **13**
Female: **10**
Contact: **Joseph Mburu**
Tel: **0724 996 565**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Banita Boda Boda

Group moves to cereals business for employment

Banita Boda Boda was formed in 2016 by twenty-three members: thirteen men and ten women. The group is based in Nakuru County, Soin ward and specializes in cereals. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population. Its average per capita consumption is 103 kilograms per person, and is relished by the rich and poor alike.

The main crops produced in Nakuru County include maize, beans, Irish potato and wheat. The county has the potential to produce over 500,000 tons of maize annualy were modern farming methods applied to increase production per unit area.

23

The group currently has 23 members: 13 men and 10 women

"We decided to choose the cereals value chain because it was an easy enterprise to start and there was a ready market in the region," says Joseph Mburu, Chairperson of Banita Boda Boda.

Maize farm owned by members of Banita Boda Boda

Project idea

Banita Boda Boda was formed with the mission to assist group members and create job opportunities for the community. The group made monthly contributions to buy a piece of land to attain their goals.

The group ventured into cereals production upon joining Project Vijabiz. It started with KES 70,000 raised from member contributions.

Implementation

Initially the group started with one acre of land that produced 23 bags of maize selling at KES 1,800 each. Currently the group has two acres of land and projects to harvest 40 bags and sell each at KES 2,500.

Group members had a chance to make field visits to Laikipia and Kitale and familiarized themselves with maize processing and production, and machinery used in farming.

The group wants to crossbreed maize and set up a shop to share with members of the community the information they learned from the field visit.

Project Vijabiz recently trained Banita Boda Boda in the use of ICT, record keeping, customer service and group dynamics.

"When we started the group, we were not keeping records. After the training we are now keeping up-to-date records and there is accountability," explained Mr Mburu.

Following the training, the group has set up a Facebook page that it uses for marketing and interacting with prospective clients.

The group made a profit of KES 50,000 in 2018 from selling 21 bags of maize.

Banita Boda Boda is facing various challenges in the business which include pests and diseases.

The group is striving to construct a storage for maize, buy a piece of land and also venture into the value chain and benefit from it.

Achievements

- The group has set up a Facebook page
- It has increased the number of acres to two
- The group has ventured into the business of renting tents

PROFILE

Name of group:
Barut East Tuinuane
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Barut**
Village: **Barut**
Number of Members: **18**
Male **1**
Female **17**
Contact: **Karen Chebet**
Tel: **0723731533**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Barut East Tuinuane

Group moves to cereals business to improve standard of living

Barut East Tuinuane was formed in 2006 with eighteen members: one man and seventeen women. The group is based in Barut ward of Nakuru County. It specializes in planting and selling cereals, and is registered under the Ministry of Youth, Gender and Social Services.

Context

Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population. Average per capita consumption is 103 kilograms per person, and is relished by the rich and poor alike.

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area. The main crops produced in the county include maize, beans, Irish potato and wheat.

18

The group currently has 18 members: 1 man and 17 women

"We chose the cereals value chain because the business was easy to start and manage," says Karen Chebet, Chairperson of Barut East Tuinuane. Maize is a staple food in the region, adds Ms Chebet.

Members of Barut East Tuinuane weed their beans and maize farm

Project Idea

Barut East Tuinuane was formed with the mission of improving the living standards of the community and creating employment for members. The group was carrying out table banking by making monthly contributions and saving to attain their goals. When the group joined Project Vijabiz, it decided to specialize in cereals.

Implementation

Project Vijabiz recently trained Barut East Tuinuane in the use of ICT, record keeping and group dynamics.

From the ICT training, the group has opened a Facebook page that they use to market their produce online.

Barut East Tuinuane is encountering various challenges in the business which include:

- Financial constraints
- Unpredictable weather patterns
- Price fluctuations
- Expensive transport
- Lack of storage

The group aims to buy a vehicle for transport and to lease more land for planting.

"We are planning to get into value addition, own a posho mill and venture into dairy farming in future," adds Ms Chebet.

The group recently attended a trade show in Nakuru organized by Project Vijabiz and interacted with farmers who advised them on the best fertilizers to use when planting.

Achievements

- The group has set up a Facebook page for online marketing
- Following has learned more about cereals
- The group has added an acre of land under maize production
- The group has improved its record keeping

Members of Barut East Tuinuane their beans and maize harvest for sell.

PROFILE

Name of group:
Bidii MTN Youth Group
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Tezo**
Village: **Soyosoyo**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Michael Baya**
Tel: **0733 691 191**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Bidii MTN Youth Group

Group hopes to provide cheap source of nutrition to community with cereals business

Bidii MTN Youth Group based in Soyosoyo village of Tezo ward, Kilifi North, is involved in the cereals business. The group mills maize and packs and sells flour to community members in Kilifi North. The group currently has 10 members: five men and five women. It was formed in 2011 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

Ugali is the staple food in Kenya and at least 4.2 million 90-kg bags of maize flour are consumed monthly. That means about 12,427 tons of maize is consumed in Kenyan households each day.

However, farmers cannot meet the high demand as they only produce 40 million bags of maize annually, which is below the annual consumption of 52 million bags.

Bidii MTN Youth Group is hoping to close this gap in their community by producing and packaging flour for sale.

10

The group currently has 10 members: 5 men and 5 women.

"We are targeting to sell our flour for as low as KES 50 a kilogram so that everyone in our community can afford it," said Michael Baya, Coordinator of Bidii MTN.

Project Idea

Bidii MTN was established to help address the problem of costly food in the community. The group started out with a greenhouse project; they plant tomato for sale and for members' consumption. The group moved to the cereals value chain once they joined Project Vijabiz.

The group started their business with KES 40,000, raised from member contributions and with money from their tomato business.

The farm owned by Bidii MTN Youth Group

A maize harvest from the farm owned by Bidii MTN Youth Group

Implementation

Project Vijabiz recently trained Bidii MTN Youth Group in business management, use of ICT and entrepreneurship. As a result, group members now keep proper records. The group also started a Facebook page to market their products and expand their customer base.

Their biggest challenges in their cereals business include: a hike in maize prices, making it expensive to buy; a drought, which is influencing the growing of maize; and a problem with transport as it is expensive.

"For us to solve these problems, we are hoping to raise enough capital to buy maize in bulk so that we can store it. With enough capital we will also be able to meet the transport costs," explained Mr Baya.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz and made valuable connections with other groups in the project.

Achievements

- The group has created social media accounts to market their products
- Group members are learning more about the cereals value chain
- The group is producing cheap and good maize flour for their community

40,000

The group started their business with KES 40,000 from member contributions

PROFILE

Name of group:
Blessing Hand Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kapkures**
Village: **Kwenet**
Number of Members: **12**
Male **3**
Female **9**
Contact: **Irvine Cheptoo**
Tel: **0725 282 643**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Blessing Hand Self-Help Group

Maize production offers group members employment

Blessing Hand Self-Help Group in Kapkures, Nakuru County, specializes in maize farming. The group was founded in 2018 with 12 members: three males and nine females, and is registered with the Ministry of Youth, Gender and Social Services.

Context

In Nakuru, 243, 711 hectares and 71, 416 hectares of fertile land are under food and cash crop farming. Maize is one of the main crops produced in the county. In 2016 the county produced 180,388 tons of maize valued at KES 2.91 billion.

Mrs Emily Cheruiyot, Chairperson of Blessing Hand Self-Help Group, says there is a ready market for maize and thus the reason they decided to venture into maize farming.

12

The group currently has 12 members: 3 men and 9 women

Project Idea

Blessing Hands Self-Help Group was initiated to help create employment for group members. Before joining Project Vijabiz, the group engaged in table banking. When they joined Project Vijabiz they discovered that there is a ready market for maize and decided to take a chance with the enterprise.

The group started their cereals venture with KES 100,000 contributed by group members.

Implementation

Project Vijabiz trained group members in record keeping and in how to keep track of their profits and losses.

Members of Blessing Hand SHG busy working at their posho mill in Kapkures, Nakuru County

Project Vijabiz trained some group members in the use of ICT. As a result, the group is now branding their flour and marketing it through social media.

In 2018 the group made a profit of KES 100,000 which they used to buy a grinder and a sheller.

According to Mrs. Cheruiyot, the group did not earn any profit in 2019 as they are yet to harvest the maize.

The group has also received a loan of KES 100,000 from the Women's Enterprise Fund to expand their business.

The group has faced various challenges such as unpredictable weather patterns causing the maize to dry, and fluctuating prices, leading to losses. The group prefers to sell maize grain when competition over prices is low.

"We are planning to branch out and have several stations to sell maize in different places instead of just having one station," states Mrs Cheruiyot.

She also mentioned that a few members of the group attended the trade show held in Nakuru and organized by Project Vijabiz and made connections that have helped them sell their produce in supermarkets.

Achievements

- The group has hired a 3-acre piece of land to increase production
- The group has also ventured into farming other cereals besides maize

Branded maize flour produced by Blessing Hand SHG

Members of Blessing Hand Youth Group outside their posho mill at Kapkures, Nakuru County

PROFILE

Name of group: **Chai Moto Farmers Self-Help Group**
County: **Nakuru**
Subcounty: **Molo**
Ward: **Mariashoni**
Village: **Chai Moto**
Number of Members: **11**
Male: **5**
Female: **6**
Contact: **Timothy Bunei**
Tel: **0727 942 926**
August 2019

Vijabiz CEREALS VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Chai Moto Farmers Self-Help Group

Cereals business enriches youths

Chai Moto Farmers Self-Help Group, one of the groups supported by Project Vijabiz, specializes in maize production. The groups plants and sells maize in Molo area of Nakuru County. It was formed in 2007 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs Currently it has 11 members: five men and six women.

Context

The main crops produced in Nakuru county include maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area.

Chai Moto SHG members are among farmers trying to help Nakuru County reach its full potential in maize production.

Mr Timothy Bunei, Chairperson of Chai Moto Farmers SHG, says that they chose the cereals value chain because "there is always a ready market for maize, since most Kenyans are large consumers of maize."

Project Idea

Chai Moto Farmers SHG was started to improve the financial welfare of the members. The group's main economic activity at the time was planting and selling potato. However, when the group joined Project Vijabiz they decided to concentrate on maize production.

"We chose maize because Mariashoni is a good area for planting the crop," said Mr Bunei. The group started with KES 45,000 raised through member contributions.

11
The group currently has 11 members: 5 men and 6 women

45000
The group started their business with KES 45,000 from member contributions

Implementation

Project Vijabiz recently trained Chai Moto Farmers SHG in the use of ICT, entrepreneurship and marketing. The group can now reach their long-distance customers through social media, who make orders without incurring the group cost of customer acquisition.

"From the entrepreneurship classes Project Vijabiz conducted, we learned a lot about how to market our products and we are now selling our products to our customers at a fair price," said Mr Bunei.

"Field visits to other farms have taught us how we can improve

The group is now a stable source of maize for their community

our production even with minimum resources," she adds.

The group made a profit of KES 135,000 from their maize production business. The main challenges facing the group, according to Mr Bunei, include:

- Financial limitations. We are short of funds to increase acreage under tillage as well as to add value for maximum profits.
- We lack technology know-how, we are still low in terms of using modern technology to farm and store our produce.
- We lack knowledge of value addition. This is the main challenge since we always sell our products as raw materials, which translates to low turnover, unlike our competitors who add value.

Mr Bunei says that the group is raising money to address these challenges.

The group has received a loan of KES 300,000 from the Women's Enterprise Fund, which will go a long way in helping the group prosper.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz and made valuable connections with other groups in the project.

"Attending the show exposed us to current technology that will ensure we farm efficiently. We also got to know about modern machinery and facilities that can boost our farming," Mr Bunei concluded.

Achievements

- The group is now a stable source of maize for the community
- Group members are learning more about the cereals value chain
- The group is using social media for marketing

PROFILE

Name of group:
Baraka Naishi Game Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village:
Number of Members: **10**
Male **5**
Female **5**
Contact: **Peter Ndung'u**
Tel: **0719328130**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Baraka Naishi Game Youth Group

Group moves to cereals business for employment

Baraka Naishi Game Youth Group was formed in 2018 with ten members: five men and five female. The group is based in Nakuru County, Lare ward and specializes in cereals farming. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods used to increase production per unit area.

In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

"We saw the potential in maize farming and decided to venture into the enterprise," says Peter Ndung'u, Chairperson of Baraka Naishi Game Youth Group. Maize farming is cheap and affordable in the region, explains Mr Ndung'u.

Project Idea

Baraka Naishi Game YG was formed by young people to improve their economic wellbeing. The group started by buying and selling maize . They learned about Project Vijabiz from the county officials and they decided to apply.

After orientation by Project Vijabiz, the group decided to focus on maize farming. They started their venture with KES 4,000 that members contributed.

10

The group currently has 10 members: 5 men and 5 women

Implementation

Project Vijabiz recently trained Baraka Naishi Game YG in record keeping, use of ICT, marketing strategies and customer service.

The group made a profit of KES 6,000 in 2018. The group is projecting high profit during harvest time.

Baraka Naishi Game YG is facing various challenges in the business which include high competition and high cost of transport.

The group plans to buy a piece of land and to register itself as a company.

Achievements

- The group has learned more about the cereals value chain following training by Project Vijabiz
- Group members interact well with their customers after they were trained customer service.

Janet Mukami (right) from Baraka Naishi Game Group with her colleague at their maize plantation

PROFILE

Name of group: **Chepkirib Set Kobor Kcep Self-Help Group**
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Nesuit**
Village: **Sigotik**
Number of Members: **12**
Male: **5**
Female: **7**
Contact: **Mercy Cherono**
Tel: **0714545399**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Chepkirib Set Kobor Kcep Self-Help Group

Group moves to cereals farming business for employment

Chepkirib Set-Kobor Kcep Self-Help Group was formed in 2018 and has twelve members: five men and seven women. Based in Nesuit ward, Nakuru County, the group specializes in cereals farming. It is registered under the Ministry of Youth, Gender and Social Services.

Context

The main crops produced in Nakuru county include maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

For the last five years, maize production in Nakuru County, just like in the rest of the country, has been declining due to a mix of factors such as prevalence of pest and diseases, climate risks, in addition to problems along the value chain. Nevertheless, Nakuru County has the potential to produce over 500,000 tons annually of maize grain.

"We decided to focus on cereals farming because we can get into value addition and make profit," says Mercy Cherono, Chairperson of Chepkirib Set Kobor Kcep Self-Help Group.

Project idea

Chepkirib Self-Help Group was formed with the aim of creating job opportunities and uplifting members. The group was involved in dairy farming, selling the milk in the region and a merry-go-round to achieve their goals.

The group ventured into cereals farming after joining Project Vijabiz. The group started with KES 800 raised from member contributions and planted 6 acres under maize.

Implementation

Project Vijabiz recently trained Chepkirib Set Kobor Kcep SHG in group management, value addition, use of ICT, record keeping and customer service.

"The group now keeps up-to-date records. We can now refer to our records and confirm all the profits we have made in the business," says Ms Cherono.

The group is facing various challenges in the business such as lack of a milling machine for value addition.

The group is planning to buy a mill to sell their maize as flour and also get into more maize production.

Achievements

Following training by Project Vijabiz the group:

- now keeps current records
- members have learned a lot about the cereals value chain
- is planning to get into value addition

PROFILE

Name of group:
Dynamic Kamara Youth Group
County: **Nakuru**
Subcounty: **Kuresoi North**
Ward: **Sirikwa**
Village: **Kangawa**
Number of Members: **15**
Male: **8**
Female: **7**
Contact:
Tel: **0701510068**
August 2019

Vijabiz CEREALS VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Dynamic Kamara Youth Group

Group ventures into dairy and cereals farming to create employment

Dynamic Kamara Youth Group was formed in 2013 and has fifteen members: eight men and seven women. The group is based in Sirikwa ward of Nakuru County. It specializes in dairy and cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Though Kenya maize production fluctuated substantially in recent years, it increased between 1968 and 2017 period, peaking at 3.19 million tons in 2017.

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area.

Many farmers in Nakuru County are making good profits with the country's major milk processors collecting milk in the lower and high altitude regions of the county.

"We chose cereals and dairy farming because land was readily available for planting fodder and maize", says Dedan Muhia, Chairperson of Dynamic Kamara Youth Group.

Project idea

Dynamic Kamara YG was formed with the aim of creating jobs. The group was involved in table banking and cereals farming to achieve this goal.

The group ventured into cereals and dairy farming upon joining Project Vijabiz. The group started cereals farming with KES 35,000 that members contributed.

15

The group currently has 15 members: 8 men and 7 women.

50000

The group made a profit of KES 50,000 in 2018.

Simon Kamau, a group member, milking

Implementation

Project Vijabiz recently trained Dynamic Kamara YG in record keeping, investing, and customer service.

Following this training the group is now interacting well with its customers and also get feedback from them.

"We are hoping in future to create more job opportunities and high customer reach," says Mr Muhia.

The group made a profit of KES 50,000 in 2018.

The group is facing various challenges in the business which include managing group dynamics.

From Project Vijabiz training, group members learned about conflict resolution and have now settled their differences.

The group had a chance to attend a trade show in Nakuru that was organized by Project Vijabiz and interacted with various farmers and learned of the best machines to buy for fodder, and the right herbicides to use for cereals.

Achievements

From the training the group has:

- ventured into dairy farming
- learned a lot about cereals farming and dairy farming
- opened a Facebook page and now market its products online, thanks to the ICT training

PROFILE

Name of group:
Gilani Umoja Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru west**
Ward: **Shabab**
Village: **Gilani**
Number of Members: **15**
Male: **7**
Female: **8**
Contact: **Carol Wangari**
Tel: **0726385950**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Gilani Umoja Self-Help Group

Cereals business helps feed community

Gilani Umoja Self-Help Group from Gilani area in Nakuru West specializes in buying and selling cereals under Project Vijabiz. The group was formed in 2017 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs . It has fifteen members: seven men and eight women.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

For the last five years, maize production in Nakuru County, like in the rest of the country, has been declining due to a mix of factors such as prevalence of pests and diseases, climate risks, in addition to challenges along the maize value chain.

15

The group currently has 15 members: 7 men and 8 women

Nevertheless, Nakuru County has the potential to produce annually over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area.

With such estimates Gilani Umoja Self-Help Group, chose to exploit the cereals value chain for profit.

"The cereals market is huge in Kenya and we want to take advantage of the opportunity," says Mr Francis Karara, the group's Chairperson.

Catherine Nduku weighs njahi at Gilani cereals shop at Shabab, Nakuru west

Some members of Gilani Umoja Youth Group

Members of Gilani Umoja Group take stock at their cereals shop

Project Idea

Gilani Umoja SHG was initially started by community members with the main aim of creating unity among themselves. The group was involved in both table banking and the cereals business. It was expected these activities would help create unity through:

- *Creating jobs*
- *Financial growth*
- *Fostering innovation*

On joining Project Vijabiz, the group acquired more knowledge of the cereals value chain that enabled them to focus on the business. They buy various types of cereals and sell to their community. The group started their cereals business with KES 80,000, which it raised through table banking.

Implementation

Project Vijabiz recently trained the group in the use of ICT and in entrepreneurship. As a result, the group has now opened a cereals shop at Gilani estate.

The group started their cereals business with KES 80,000, which it raised through table banking

The group is currently making a profit of KES 15,000 a month from their cereals business. The group's main problem, according to Mr Karanja, is competition from others in the same business.

"We believe competition is necessary sometimes. However, our secret weapon is the training we received from Project Vijabiz, which is helping us realize that we can exploit the value chain further through value addition to maximize our profits," explains Mr Karanja.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz and made valuable connections with other groups in the project.

Achievements

- The group has now opened a cereals shop at Gilani estate
- The group is becoming a reliable source of cereals in their community

PROFILE

Name of group: **Gituamba Young men and Women**
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Kiamaina**
Village: **Shalom**
Number of Members: **11**
Male: **4**
Female: **7**
Contact: **Isaac Maina**
Tel: **0723122051**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Gituamba Young Men & Women

Group finds opportunity in maize milling

Gituamba Young Men and Women was formed in 2015 with the objective of improving the living standards of members by empowering them economically. The group is engaged in the cereals value chain under Project Vijabiz. Gituamba Young Men and Women has ten members: four men and seven women.

Context

Dry milling of maize is the main value added to the crop. Small posho mills are a common business in many parts of Kenya, where maize is the dominant staple eaten as ugali or porridge. Many families grow or buy maize which they take to posho mills to produce flour. Although buying sifted maize flour is the preferred option for families in urban areas, most Kenyans grow or buy maize and take it to posho mills for milling.

11

The group currently has 11 members: 4 men and 7 women

With the advent of mills that run on electricity, the cost of setting up a small-scale milling shop is within reach of many entrepreneurs.

Bahati area of Nakuru County is known for maize growing under smallholder farms. The area is endowed with good climate and rich soils for rainfed agriculture.

Two members of the group are employed fulltime to run the posho mill.

Gituamba Young Men and Women's Group is taking advantage of these opportunities to run an agribusiness in Bahati area of Nakuru.

Business Opportunity

During a workshop on commodity business opportunities led by Project Vijabiz, the group learned about good record keeping, cash flow analysis and how to assess its strengthens, weakness and opportunities.

380000

In 2018, the group made over KES 380,000 from dairy and cereals

A learning visit to a successful business sharpened their entrepreneurial skills.

Back home, Gituamba officials led members to re-evaluate their income-generating activities with a keener business eye, applying their newly acquired knowledge and skills.

"We looked at the strengths and weaknesses of the members and assigned them roles based on what they could do best," says group Chairperson, Isaac Maina." The chairman and patron asked the secretary and treasurer to keep the finance records in order."

Group members concluded that the milling business was viable, and they needed only to scale-up operations to increase their profits. They also decided to increase investment in buying and selling maize and other cereals.

The milk business was doing well but they decided to invest less in the trade because it carried a bigger risk because milk is a highly perishable commodity.

Their future plans include saving money to buy their own posho mill and ploughing back profits into their business to expand.

A posho mill run by the group

Achievements

- In 2018, the group made over KES 380,000 from the dairy and cereals businesses
- Two groups members are employed fulltime to run the posho mill

PROFILE

Name of group:
Henrok 6 Group
County: **Nakuru**
Subcounty: **Nakuru East**
Ward: **Menengai**
Village: **Natewa**
Number of Members: **14**
Male: **10**
Female: **4**
Contact: **Boniface Mbae**
Tel: **0724 299 965**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Henrok 6 Group

Group finds opportunity in cereals business

Henrok 6 Group based in Menengai, Nakuru County, was formed in 2016. The group specializes in maize farming and has fourteen members: ten men and four women. The group is registered under the Ministry of Social Services.

Context

The main crops produced in the Nakuru County are maize, beans, Irish potato and wheat. The county has potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area.

Mr Boniface Mbae, Chairperson of Henrok 6 Group, says maize is a staple food in the region and they were ready for the business.

14

The group currently has 14 members: 10 men and 4 women

The group saw an opportunity in the enterprise and decided to go for it, adds Mr Mbae.

Project idea

They starting the group to bring about development for the youths in the community in terms of financial growth.

Before joining Project Vijabiz, Henrok 6 Group was involved in table banking and milling services. However, after joining

Some of the members of Henrok 6 group outside their milling shop.

Members of Henrok 6 group helping load ceals onto a motor bike for delivery to clients

Project Vijabiz the group decided to specialize in cereals farming.

According to Mr Mbae, the group started with KES 250,000 that they raised through table banking.

Implementation

Project Vijabiz recently trained the group in the use of ICT and business management skills. As a result, the group has a running website for the cereals business. Project Vijabiz has also provided them with a roll-up banner.

The group made a profit of KES 198,000 in 2018 and a profit of KES 244,000 in 2019. Henrok 6 Group has received a loan of KES 200,000 from the Youth Fund.

The group is currently facing various challenges which including lack of proper machinery, lack of product certification and inadequate space for their operations.

"Our plan is to expand our business by acquiring advanced machinery to increase our production capacity, and to buy a motor vehicle to facilitate market entry," adds Mr Mbae.

The group had a chance to attend the trade show in Nakuru organized by Project Vijabiz and made a connections with Jomek, a rehabilitation center in Nakuru. "We are currently in talks with Jomek to supply the center with maize flour," says Mr Mbae.

Achievements

The group has:

- a new posho mill in Lanet
- introduced UJI Star brand.
- a business website, Facebook and Twitter accounts after being trained by Project Vijabiz

A member of Henrok 6 Group mills maize flour

PROFILE

Name of group:
Inuka Njoro Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Njoro**
Village:
Number of Members: **15**
Male **7**
Female **8**
Contact: **Lenah Mwangi**
Tel: **0715322842**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Inuka Njoro Youth Group

Group takes on cereals and dairy farming for high profit

Inuka Njoro Youth Group specializes in cereals and dairy farming and is registered under the Ministry of Youth, Gender and Social Services. The group has fifteen members: seven men and eight women. It was formed in 2016 and is based in Njoro ward, Nakuru County.

Context

The main crops produced in the Nakuru County are maize, beans, Irish potato and wheat. The county has potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area.

"We were doing aggregation farming with other farmers and decided to venture into adding value to cereals and dairy farming," says Lenah Mwangi, Chairperson of Inuka Njoro Youth Group.

The group currently has 15 members: 7 men and 8 women

Project idea

Inuka Njoro Youth Group was formed with the aim to bring togetherness among friends and empower them financially. The group was initially involved in merry-go-round and farming to achieve

Inuka Youth Group shop

Members of Inuka Youth Group at work in their feeds shop

its goals. When the group joined Project Vijabiz it chose to concentrate on cereals and dairy farming.

The group started with KES 60,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Inuka Njoro Youth Group in the use of ICT, record keeping, customer service and leadership skills. Following the training the group set up a Facebook account.

Inuka Njoro is facing various challenges in the business which include, lack of machinery, limited produce and lack of certification.

The group plans to buy a mixer and a miller to assist with value addition. "We are also planning to get certified by KEBS so that we can brand our products," says Ms Mwangi.

Inuka Njoro Youth Group had a chance to attend the trade show in Nakuru organized by Project Vijabiz where they interacted with farmers and gave out their business cards.

Achievements

Following the training the group:

- has learned more about the cereals and dairy farming value chains
- has opened a Facebook page and use different marketing strategies to promote their produce
- members now understand their customer needs through feedback sheets
- offers consultancy services to farmers

Members of Inuka Youth Group at work in their Inuka feeds shop

PROFILE

Name of group:
Jua Farm Umoja Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Mosop**
Village: **Keriko**
Number of Members: **14**
Male **9**
Female **5**
Contact: **Sammy Keter**
Tel: **0724 096 454**
August 2019

Vijabiz CEREALS VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Jua Farm Umoja Youth Group

Group moves to cereals business for higher profits

Jua Farm Umoja Youth Group was formed in 2017 and has fourteen members: nine men and five women. The group is based in Mosop ward, Nakuru County. It specializes in cereals farming and is registered with the Ministry of Youth, Gender and Social Services.

Context

In 2016, the Nakuru County produced 180,388 tons of maize valued at KES 2.91 billion. The county has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area.

"We saw potential in the cereals value chain and the climatic conditions in the region were favorable to cereals farming," says Sammy Keter, Chairperson of Jua Farm Umoja Youth Group.

14

The group currently has 14 members: 9 men and 5 women

Project idea

Jua Farm Umoja Youth Group was formed with the mission to avoid idleness among the youth, feed the community at large and create job opportunities. The group was in poultry farming and planting trees to attain their goal.

Members of Jua Farm Umoja Youth Group spray wheat at their wheat plantation farm in Nakuru County, Keriko village

The group ventured into cereals farming upon joining Project Vijabiz. The groups' starting capital was raised from member contributions.

Implementation

The group initially started with one acre in 2018 that produced 25 bags of maize, and sold it at KES 4000. Currently the group has four acres, two acres for wheat and two for maize. The group projects an increase of 100 to 200 bags of maize during harvest.

Project Vijabiz recently trained Jua Farm Umoja Youth Group was in value addition, ICT, record keeping and customer service.

"Keeping records has been easy for us. We can now refer back to our records saved digitally," says Ms Keter.

Following the ICT training, the group has created an email address and easily receives information and orders.

The group has set up a Facebook page and can now post pictures to market their produce. "From the posts, we also get advice on the best pesticides to use when our crops are not doing well," adds Ms Keter.

Jua Farm Umoja Youth Group is facing challenges such as:

- High competition
- Financial constraints

"We want to be interacting with customers one on one instead of using a broker. This will strengthen our relationship with the clients," says Ms Keter.

Jua Farm Umoja Youth Group is planning to get into value addition and branding to increase their profits in cereals.

The group is hoping to create job opportunities for the group members and to open a store to sell its produce.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz and interacted with several farmers. The group received advice on the best time to plant cereals and the best way to deal with pests and diseases.

Achievements

The group:

- is now farming on 4 acres
- is receiving information through the email address it created, thanks to ICT training by Project Vijabiz
- has set up a Facebook page and uses it to market and get advice from different farmers.

Members of Jua Farm Umoja Youth Group at their maize plantation farm

PROFILE

Name of group:
Kaba Youth Group
County: **Nakuru**
Subcounty: **Nakuru North**
Ward: **Kabatini**
Village: **Karunga**
Number of Members: **19**
Male **9**
Female **10**
Contact: **John Kanyi**
Tel: **0725 769 340**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kaba Youth Group

Youth group ventures into cereals value chain

Kaba Youth Group based in Kabatini ward, Nakuru County, was formed in 2017. The group is registered under the Ministry of Youth Gender and Social Services and specializes in cereals. It has nineteen members: nine men and ten women.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population.

Nakuru County has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

The group currently has 19 members: 9 men and 10 women

"As a group, we wanted to focus on flour milling but started with maize production," says John Kanyi, Chairperson of Kaba Youth Group.

Project Idea

Kaba Youth Group was formed

Members of Kaba Youth Group work on their piece of land.

to give the youth a sense of responsibility.

The group farmed cereals and did table banking to achieve its goals. After joining Project Vijabiz the group decided to focus on maize farming and selling maize flour in their region.

The group started with KES 12,000 raised from members contributions and from selling cereals.

Implementation

Project Vijabiz recently trained Kaba Youth Group in record keeping and how to deal with pests and diseases.

"The business benefited from this training and exposure and we are now seen as a good example to other youths who are willing to join the group," adds Mr Kanyi.

The group made a profit of KES 85,350 in 2018. It is projecting to make a profit in December 2019 during harvest.

Kaba Youth Group is experiencing various challenges such as lack of knowledge of markets and of pests and diseases.

"From the training, we were encouraged to rely on the area agricultural officers on information on how to deal with pests and diseases," says Mr Kanyi.

The group is also planning to attend as many workshops as possible to assist with marketing and also to visit different farmers, adds Mr Kanyi.

"We are set to buy a piece of land in the future and acquire our own milling machine," says Mr Kanyi.

Achievements

- The group has learned more on record keeping and the cereals business.
- Members have received motivation from the training and are confident with the information they have.

Vice-chairperson Purity, Treasurer James and Secretary Margaret take stock of cereals bought and some brought by members

Storekeeper Anthony Kariuki collect maize and re-bag for weighing

PROFILE

Name of group:
Eagle Sight Youth Group
County: **Nakuru**
Subcounty: **Naivasha**
Ward: **Lakeview**
Village: **Kayole**
Number of Members: **10**
Male **7**
Female **3**
Contact: **Joel Muriithi**
Tel: **0727 709 555**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Eagle Sight Youth Group

Youths get ready market through cereals

Eagle Sight Youth Group, registered under the Ministry of Social Services, was formed in 2018. The youth group from Lakeview, in Nakuru County has ten members: seven men and three women. The group specializes in planting and selling maize and beans.

Context

Nakuru County is among the chief growing areas of maize and beans in Kenya. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Mr Joel Muriithi Kamau, Chairperson for Eaglesight Youth Group, says the demand for cereals in the region was high. For this reason, the group decided to focus on maize and beans farming.

Project Idea

The group was started to help members get employment. Eagle Sight Youth Group started by engaging in merry-go-round and table banking. From their savings, they leased land for farming to meet their target.

When the group joined Project Vijabiz and were oriented on various value chains, they decided to concentrate on cereals production.

"We started our venture with a capital of KES 30,000 that we had saved from our table banking " says Mr Kamau.

The group currently has 10 members: 7 men and 3 women

Julius Njoroge in the shop where the group sells cereals

Implementation

Project Vijabiz recently trained Eagle Sight Youth Group in ICT, business management and working together. From the training the group has opened Facebook and Twitter accounts.

In 2018, the group made a profit of KES 10,000. This year, 2019, the group has a profit of KES 25,000.

The group has faced several challenges such as insufficient funds to expand their business and lack of transport for the cereals.

"We are planning to open a shop in future, form a good relationship with the source of product, and buy a tuk tuk to assist with transport," says Mr Kamau.

Achievements

- The group can now keep up-to-date records.
- Eagle Sight Youth Group has a Facebook and Twitter page where they market their products online.

PROFILE

Name of group:
Kakoneni Youth Group
County: **Kilifi**
Subcounty: **Malindi**
Ward: **Jilore**
Village: **Kakoneni**
Number of Members: **15**
Male: **7**
Female:8
Contact: **Amani Mgomba**
Tel: **0701 424 146**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kakoneni Youth Group

Group exploits cereals value chain to empower members economically

Kakoneni Youth Group based in Kakoneni village, Jilore Ward, Malindi subcounty of Kilifi County, specializes in planting and selling maize in Malindi area. The group was formed in 2015 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has fifteen members: seven men and eight women.

Context

Maize is the main staple in the diet of over 80 percent of the population in Kenya.

Small-scale farmers depend on maize farming as an income-generating crop. This is the case for Kakoneni Youth Group that has taken up maize farming to empower group members economically.

"We got into the business of maize planting to exploit the cereals value chain so as to make money as a group and to be a stable source of maize for our community," said Ms Sarah Mapenzi, Secretary of Kakoneni Youth Group.

Project Idea

Kakoneni Youth Group's first business in the community was a nursery school in Kakoneni which, according to Ms Mapenzi, failed because some parents were unable to pay fees. The group decided to take up maize growing upon joining Project Vijabiz. The group plants maize and sells it in Malindi and in their village. The group started the business with KES 7,000 raised through member contributions.

15

The group currently has 15 members: 7 men and 8 women

Implementation

Project Vijabiz recently trained Kakoneni Youth Group in bookkeeping, use of ICT and entrepreneurship. The group hired one of the group members to plant and harvest their maize.

"Apart from planting and harvesting the group member in charge of our farm also keeps track of the farm records, thanks to the bookkeeping training we got from Project Vijabiz," Ms Mapenzi explained. Through good record keeping we estimate that we will earn between KES 10,000 and 15,000 at our next harvest."

The main problems facing the group are shortage of water and lack of knowledge of applying herbicides to their crops. Ms Mapenzi says that thanks to Project Vijabiz training, the group is getting better at applying herbicides.

Ms Mapenzi further explains, "to solve our water problem we usually hire pumps and pipes to irrigate our fields. However, we are looking for a more permanent solution."

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where it made valuable connections with other groups in the project.

Achievements

- The group has now hired a farmhand
- The group is supplying the community with maize
- Group members are picking up valuable skills on the cereals value chain

PROFILE

Name of group:
Kalyet Gaa Self-Help Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Mariashoni**
Village: **Gongoni**
Number of Members: **15**
Male **12**
Female **3**
Contact: **Biwott Bett**
Tel: **0720239151**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kalyet Gaa Self-Help Group

Cereals business brings farmers together

Kalyet Gaa Self-Help Group, one of the groups supported by Project Vijabiz, specializes in planting and selling maize flour in Molo area of Nakuru County. The group was formed in 2013 and registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It has fifteen members: twelve men and three women.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population.

In the last five years however, maize production in Nakuru County has been declining due to a mix of factors such as prevalence of pest and diseases, climate risks, in addition to problems along the value chain.

Nevertheless, Nakuru County has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area.

15

The group currently has 15 members: 12 men and 3 women

A member of Kalyet Gaa SHG milks the cows

Group members of Kalyet Gaa SHG feed their cows

Groups such as Kalyet have been formed to help the county realize its cereals potential.

"We chose to venture into the cereals business as maize is a staple food for Kenyan people and thus the market will always be available," said Josephine Komen, Secretary of Kalyet Gaa SHG.

Project Idea

Kalyet Gaa SHG was started by a group of local farmers who came together to share expertise. The farmers were mainly planting subsistence crops. It was upon joining Vijabiz that they moved to planting maize.

"We started with planting and selling maize, but upon further training by Project Vijabiz we learned how to turn it into flour. With flour we have maximized our profits further," said Ms Komen.

The group started their cereals business with KES 50,000 that was contributed by members.

Implementation

Project Vijabiz recently trained Kalyet Gaa SHG in business management, use of ICT and entrepreneurship. As a result, the group now able markets their goods to a wider market for better prices.

Ms Komen further explained, "We have solved issues affecting our group, such as the misuses of funds. This has been helped by financial literacy training we during Project Vijabiz training."

Thanks to knowledge acquired through Project Vijabiz training, the group has now rented a store from where they sell their flour. The group in turn realized a profit of KES 135,000 from the sale of their produce.

The main challenge facing Kalyet Gaa SHG is financial constraints that hinder them from expanding production and improving value adding. Ms Komen says that group members are currently raising more funds to solve this problem.

The group recently attended the trade show held in Nakuru that was organized by Project Vijabiz and made valuable contacts with other groups in the project.

Achievements

- The group started implementing their training in value addition by turning maize into flour.
- Group members are learning more about the cereals business.
- The group has rented a store to sell their produce.

PROFILE

Name of group:
Kanyati Arising Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Kihingo**
Village: **Lusiru - Kanyati**
Number of Members: **30**
Male **13**
Female **17**
Contact: **James Nderitu**
Tel: **0720 804 792**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kanyati Arising Youth Group

Poultry farmers diversify to cereals for high profit

Kanyati Arising Youth Group was formed in 2016 and has thirty members: thirteen men and seventeen women. The group is based in Kihingo ward of Nakuru County. The group which specializes in cereals is registered under the Ministry of Youth, Gender and Social Service.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population.

Nakuru County has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

30

The group currently has 30 members: 13 men and 17 women

"We are existing maize farmers and this made it easier to venture into the business", says James Nderitu, Chairperson of Kanyati Arising Youth Group.

Project Idea

Kanyati Arising YG was formed with the aim to create job opportunities. Initially the group

Kanyati Youth Group wheat plantation

Kanyati Youth Group members at a 2-acre wheat plantation. They lease the farm from members of the community

was involved in poultry farming, avocado farming and table banking to achieve its goals. The group ventured into cereals farming upon joining Project Vijabiz.

For the cereals business, the group started with KES 270,000 that all came from member contributions.

Implementation

Project Vijabiz recently trained Kanyati Arising YG in entrepreneurship and field visits.

"The field visit was beneficial to the business as we got to interact with different farmers and learned a lot about cereals and dairy farming," says Mr Nderitu.

The group is projecting high profits in 2019 during the harvesting season.

The group is facing various challenges in the business which include finances to expand their venture and unreliable rainfall.

270,000

The group started with KES 270,000 – all from member contributions

Future plans for the business include purchasing a posho mill and creating more job opportunities for the community and group members.

The group recently attended the trade show in Nakuru supported by Project Vijabiz and had a chance to interact with farmers involved in different value chains.

Achievements

- Mentorship by Project Vijabiz has boosted the business
- The group can now implement managerial skills in the business
- Members can now handle conflicts in the group professionally

PROFILE

Name of group:
Kapnanda Youth Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Tinet**
Village: **Tinet**
Number of Members: **18**
Male: **9**
Female: **9**
Contact: **Dominic Koskei**
Tel: **0716853591**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kapnanda Youth Group

Group banks on ready market for their maize selling business

Kapnanda A Youth Group from Tinet ward in Kuresoi South of Nakuru County, is one of the groups supported by Project Vijabiz. It specializes in buying and selling maize in Kuresoi South. The group is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs Currently. It has eighteen members: nine men and nine women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include maize, beans, Irish potato and wheat. In 2016, the county produced180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"We chose the cereals value chain because we are banking on the fact that maize is a staple food, which means that a market is readily available," explains Dominic Koskei, Chairperson of Kapnanda A Youth Group .

Project Idea

Kapnanda A Youth Group was formed by members of the community who wanted to empower themselves. The group started with table banking and maize farming in order to achieve their objective.

18

The group currently has 18 members: 9 men and 9 women

The group raised KES 70,000 through member contributions and table banking to start their cereals business.

Since joining Project Vijabiz, however, the group decided to focus on buying and selling maize in their community. The group raised KES 70,000 through member contributions and table banking to start their cereals business.

Implementation

Kapnanda A Youth Group was recently trained in ICT, leadership and business management by Project Vijabiz. As a result, the group members gained skills on how to market their business through social media.
Mr Koskei explains further, "Thanks to social media, we are able to acquire new customers because of broader reach."

According to Mr Koskei, the group made a profit of KES 80,000 in 2018 because members follow the rules.

Challenges

The main challenges the group has experienced are lack of capital, fluctuation of

A hired service provider working on the group's maize harvest

prices, and lack of proper storage.

"We are aiming for KES 150,000 to solve our transport problem. We solved our storage problem when we constructed a proper storage facility, thanks to training by Project Vijabiz," adds Mr Koskei.

The group recently attended the trade show held in Nakuru that was organized by Project Vijabiz and made valuable connections with other groups in the project.

Achievements

- The group is a reliable source of maize for their community
- Group members are learning more from Project Vijabiz about the cereals value chain
- The group has established better storage facilities

80,000

The group made a profit of KES 80,000 in 2018 from their cereals business.

PROFILE

Name of group:
Kapyemit Tumaini Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Kapyemit**
Number of Members: **18**
Male **11**
Female **7**
Contact: **Ngina Wilson**
Tel: **0708430865**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kapyemit Tumaini Youth Group

Group finds employment in cereals business

Kapyemit Tumaini Youth Group was formed in 2015 and is based in Lare ward in Nakuru County. The group has eighteen members: eleven men and seven women. The group specializes in cereals production and is registered under the Ministry of Youth, Gender and Social Services.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. Maize is the most extensively grown crop in Kenya. It is the staple food for more than 80 percent of the population.

Nakuru County has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

18

The group currently has 18 members: 11 men and 7 women

"We chose this value chain because land is easily available in the region," says Ngisa Wilson, Chairperson of Kapyemit Tumaini Youth Group.

Kapyemit Youth Group weeding their beans farm. They leased the farm for KES 10,000

Project Idea

Kapyemit Tumaini YG was formed with the aim of creating job opportunities for the group members. The group was involved in table banking and giving monthly contributions among members to achieve their goals. The group ventured into cereals production upon joining Project Vijabiz. The group started with KES 50,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Kapyemit Tumaini Youth Group in value addition, production, record keeping and use of ICT. The group also had a chance to attend Project Vijabiz tour where they interacted with different farmers.

In 2018 the group made a profit of KES 300,000 from selling 122 bags of maize and 20 bags of beans. The group is projecting a profit of KES 300,000 after the harvest season in 2019.

Kapyemit Tumaini YG has received a loan from Cosmopolitan Sacco of KES 800,000 that is repaid through member contributions.

300,000

In 2018 the group made a profit of KES 300,000 from selling 122 bags of maize and 20 bags of beans

The group is facing various challenges in the business:

- Pests and diseases
- Unpredictable weather patterns
- Poor transport
- Lack of information
- Financial constraints

"We are planning for every member of the group to own a cereals shop and own individual land to improve members standard of living," says Mr Ngisa.

Group members had a chance attend the trade show in Nakuru organized Project Vijabiz where they interacted with several farmers and got advice on how to advertise their cereals.

Achievements

- Following training by Project Vijabiz, the group now advertises its products online.
- The group has benefited from product knowledge.

Kapyemit Youth Group members at their farm

PROFILE

Name of group:
Kilo Pamoja Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Kilo**
Number of Members: **16**
Male: **6**
Female: **10**
Contact: **Dominic Thuo**
Tel: **0727711017**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kilo Pamoja Youth Group

Group's venture into cereals business pays off

Kilo Pamoja Youth Group based in Njoro in Nakuru County specializes in maize farming. The groups plants and sells maize in Njoro. The group was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It currently has 16 members: six men and 10 women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include: maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

10

The group currently has 10 members: 6 men and 10 women

Mr Dominic Gathu, Chairperson of Kilo Pamoja Youth Group, says that the group is currently concentrating on the cereals value chain as, "the climatic conditions of the area favor maize farming."

Project Idea

Kilo Pamoja Youth Group initially started with a poultry business. The main objectives of the group include:

- Creating job opportunities employment
- Eradicating poverty among

Members inspecting the maize initially planted

young people
- Raising money to buy a larger piece of land
- Keeping young people busy, hence avoiding idleness

The group joined Project Vijabiz and decided to venture into the cereals business. The group started with KES 20,000 kitty. "We raised the starting capital through member contributions," explains Mr Gathu.

Implementation

Project Vijabiz recently trained Kilo Pamoja Youth Group in leadership, use of ICT and entrepreneurship. The group has now established an online presence through creating social media pages to market their products.

"In 2017 we made a profit of KES 30,000 and in 2018 it went up to KES 40,000," said Mr Gathu.

Mr Gathu further explains that the challenges facing the group include:
- Climate change, which is affecting the weather patterns
- Lack of finances
- Lack of the appropriate pesticides

"We cannot control the climate; however, we are hoping to raise funds to solve the other problems we face ," adds Mr Gathu.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group has established an online presence to market their products
- Group members are learning more about the cereals business
- The group is becoming a reliable source of maize for their community

Member unworriedly going through his phone while standing amidst a bountiful harvest.

PROFILE

Name of group:
Kolongei Women Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Mosop**
Village: **Gaakwen**
Number of Members: **12**
Male **3**
Female **9**
Contact: **Mercy Koskei**
Tel: **0724970668**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kolongei Women Group

Group moves to cereals business for employment

Kolongei Women Group was formed in 1997 and has twelve members: three men and nine women. The group is based in Mosop ward in Nakuru County. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include: maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

12

The group currently has 12 members: 3 men and 9 women

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"We chose cereals farming because it was less labor intensive for us," says Mercy

Koskei, Chairperson of Kolongei Women Group.

Project Idea

Kolongei Women's Group was formed with the mission of creating employment for the youths in the community. The group did table banking and poultry farming to achieve their goals. The group ventured into cereals farming upon joining Project Vijabiz. The group started with KES 15,000 that it raised from member contributions.

Implementation

Initially the group started with one acre of land, farming maize and beans. The group harvested 4.5 bags of beans and 12 bags of maize, selling each 90-kg bag at KES 2,000. The group is still farming one acre of land.

Mercy Kosgei and Gloria Chebwogen, the group's chairlady, together with Fancy Lel and Elias Bett weighing and packaging the maize

Project Vijabiz recently trained Kolongei Women Group in market survey, ICT, record keeping and customer service.

The group now relates well with its customers by implementing the customer service skills members learned.

Kolongei Women Group is facing various challenges in their business which include:

- High competition
- Price fluctuation
- Unpredictable weather patterns

"We are planning to buy more farming tools and buy our own land to increase production," says Ms Koskei

Achievements

- Group members are now aware of the best seeds to plant in the region
- The group has learned more about cereals value chain following the training by Project Vijabiz

Mercy Kosgei and Gloria Chebwogen the group's chairlady together with Elias Bett weigh and pack maize

PROFILE

Name of group:
Kumi Bora Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kapkures**
Village: **Kwenet**
Number of Members: **10**
Male **0**
Female **10**
Contact: **Immaculate Chepkorir**
Tel: **0722 285 414**
August 2019

Vijabiz CEREALS VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Kumi Bora Self-Help Group

Group moves to cereals business for employment

Kumi Bora Self-help Group was formed in 2018 and has ten members, all women. The group is based in Kapkures ward in Nakuru County. It specializes in selling cereals and is registered with the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include: maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"The group decided to venture into to cereals farming because there was low competition and it was easy to start," says Erasmus Cherotich, Chairperson of Kumi Bora SHG.

Project idea

Kumi Bora SHG was formed with the aim of uplifting members and improving their standard of living. The group was involved in merry-go-round, table banking and visiting each member in their homes. The group ventured into cereals selling upon joining Project Vijabiz. The group started with KES 20,000 raised from member contributions.

10

The group currently has 10 members, all women

Implementation

The group initially started with five bags of maize, selling one 90-kg bag for KES 3,500. The group is projecting to produce 30 bags of maize this year and

A member of Kumi Bora SHG prepares cereals for sale

Members of Kumi Bora SHG sell cereals at their shop

sell each bag for KES 3,500.
The group attended a field visit and interacted with different farmers. Group members familiarized themselves with various machinery used in maize farming and processing.

The group is planning to raise funds to acquire the machinery when they finally get into maize farming.

Project Vijabiz recently trained Kumi Bora SHG in value addition, use of ICT and record keeping.

"Following the training we have now set up a Facebook page that we use for marketing our produce," says Ms Cherotich.

The group made a profit of KES 35,000 from the sale of 5 bags of maize in 2018.

20000

The group started with KES 20,000 raised from member contributions.

Kumi Bora SHG is facing various challenges in the business including lack of transport and storage.
"From the profits from this year's harvest we are planning to lease a place to store our maize," says Ms Cherotich.

The group plans to buy a vehicle for transporting their maize, and a posho mill and get into supplying.

Achievements

- The group now stores their maize in the right way following Project Vijabiz training
- The group has benefited from the field visits exposure and is now aware of the different machinery in the market for cereals farming.

PROFILE

Name of group:
Maili Sita Self-Help Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Kiamaina**
Village: **Maili Sita**
Number of Members: **10**
Male: **6**
Female: **4**
Contact: **Laban Ng'ethe**
Tel: **0725884674**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Maili Sita Self-Help Group

Group combines cereals trade with dairy goat keeping

Maili Sita Self-Help Group comprising 10 members - 6 males and 4 females, was established and registered in 2018. Based in Maili Sita village, Kiamaina Ward, Bahati subcounty of Nakuru the group is engaged in the cereals and dairy value chains in Project Vijabiz.

Context

Community-based organizations (CBOs) are a popular vehicle for bringing together rural people for social causes. CBOs are run like charities and often aspire to evolve into non-governmental organizations so that they can receive donor funds for development projects.

This is the path the founders had in mind when they set up Maili Sita Stage Self-Help Group in April 2018. Their aim was to empower the community through various development initiatives.

10

The group currently has 10 members: 6 men and 4 women

It was with this mindset that, with the help of local agricultural extension officers, they started a tree nursery to nurture grafted avocado seedlings for sale to promote the community's livelihoods. Each member of the group has a day to fulfill a duty of taking care of the tree nursery.

"We are lucky that we have institutions in our surroundings such as schools and hospitals who come

Youth from Maili Sita group are now happy after stocking their shop with cereals they bought at a good price.

to us for Hass avocado seedlings," says Laban Ng'ethe, Chairman of the group.

Business opportunity

After joining Project Vijabiz and attending the commodity business opportunity workshop at Njoro, the group changed to a more profit-oriented outlook. They came up with the idea of venturing into cereals and dairy production.

The group chairperson offered to lease to the group 10 acres of land to grow cereals. The group also leased an additional 5 acres to rear dairy goats.

As they awaited for their first planting season, the group opened a cereals store. The business employed three members: a supervisor, a store operator and a field worker. The field worker has a motor bike and traverses farms in the area to buy cereals from small-scale farmers. The group files weekly progress reports with the group secretary.

"The training we received on ICT has been very beneficial. We are now using social media. We opened a Facebook account and we are receiving inquiries about our seedlings", says Laban.

The group is currently finalizing its business plan and is looking forward to expanding its business to have shops selling cereals in several trading centres in Bahati.

Achievements

- The group made a profit of KES 47,000 in the first six months from seedlings and cereals.
- Three members are employed in the group's businesses.

Quote

"We sold our Hass avocado seedlings via Facebook."

Maili Sita Youth Group sample cereals they bought from Arise and Shine Group in Kapkures, Nakuru County

PROFILE

Name of group:
Mchekenzi Youth Bunge
County: **Kilifi**
Subcounty: **Magarini**
Ward: **Adu**
Village: **Mchekenzi**
Number of Members: **21**
Male: **11**
Female: **10**
Contact: **Emmanuel Kalama**
Tel: **0799996200**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Mchekenzi Youth Bunge

Group encourages youth to grow cereals as an alternative to crime

Mchekenzi Youth Bunge is one of the groups supported by Project Vijabiz. The group is involved in the cereals value chain— members plant maize and green grams in Magarini area of Kilifi, Kenya. The group was formed in 2006 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has 21 members: 11 men and 10 women.

Context

The agriculture sector is the largest employer in the country, accounting for 60 percent of the total employment. Over 80 percent of the population, especially in rural areas, derive their livelihoods from agriculture and related activities.

Seeking to improve the livelihoods of its members, Mchekenzi Youth Bunge decided to venture into cereals; specifically, growing maize and green grams.

"The main objective of venturing into the cereals business is so that we can unify the youths in our community and give them a means of making money," said Mr Emmanuel Kalama, the group's Chairperson.

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The group currently has 21 members: 11 men and 10 women

Members of Mchekenzi Group; Agnes, Emmanuel, Zablon and Kazungu in their farm where they have planted maize

Project Idea

Mchekenzi Youth Bunge was formed by college students who came together as a group to benefit from the Yes Youth Can project. However, this did not happen and most members dropped out to pursue individual interests, leaving only the current members of the group.

"We (remaining members) started saving weekly contributions of KES 200 to help us venture into an income-generating activity. At the time we had no idea what we wanted to do," said Mr Kalama.

The youth group received a loan from the Youth Fund of KES 50,000. Members topped up this loan with their contributions and continued to loan to members at a 10 percent interest.

"We repaid the loan and applied and got a bigger loan of KES 100,000 that we used to buy 100 chicks. We later sold these chicks in the local market at KES 500–800, depending on the size. The business was not successful mainly because of lack of a market and we also lacked skills in poultry farming," explained Mr Kalama.

After joining Project Vijabiz and learning about other opportunities in various value chains, the group decided to venture into the cereals value chain. The group then raised KES 15,000 to start the business.

Mr Kalama explains further, "We raised the money through member contributions. We used this money to lease land near River Sabaki, because the land we have is not good for growing maize."

Implementation

Project Vijabiz recently trained the group in the use of ICT and cereals business. As a result, the group has now bought 1 acre of land where it plants maize intercropped with green grams. The maize variety is PH4 and the expected date of harvesting is July 2019. The group intends to sell green maize to the nearby towns of Malindi and Gongoni. They expect to sell 1 maize cob at KES 20.

According to Mr Kamala, Mchekenzi Youth Bunge hopes that Project Vijabiz will help them to buy a posho mill to increase their daily income.

Following training in value addition the members are now buying cereals, especially maize, from local farmers that they mill into flour, package and sell at the local market.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz and made valuable connections with other groups in the project. Mr Kalama says that they also got contacts from KEBS, which will help improve the quality of their produce.

"During the trade show we got to showcase our roasted maize which was received well. We also got lessons from Google on how to take our business to the next level," he concludes.

Members of Mchekenzi Youth Bunge at their maize farm

Achievements

- Group members have gained skills in the cereals value chain.
- The group is currently making use of their training in value addition by making flour from maize and selling to local communities.
- Group members are learning more about cereals growing.

PROFILE

Name of group: **Mwangaza Naishi Game Youth Group**
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Game**
Number of Members: **15**
Male: **8**
Female: **7**
Contact: **John Mbugua**
Tel: **0703928242**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Mwangaza Naishi Game Youth Group

Cereals business aims to keep community fed

Mwangaza Naishi Game Youth Group based in Lare in Njoro area of Nakuru plants and sells maize. The group was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It has 15 members: eight men and seven women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing. Njoro area in Nakuru is the place to be if one is interested in agriculture. The area has good soils and receives good rainfall coupled with a cool climate.

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The group currently has 15 members: 8 men and 7 women

Mr John Mbugua, Chairman of Mwangaza Naishi Game Youth Group, says they considered this factor when they chose to exploit the value chain.

Project Idea

Mwangaza Naishi Game YG initially started with the main aim of bringing youths together in order to improve their living standards. The group has been involved in various ventures including poultry keeping, tree nurseries, table banking, and cereals growing.

However, it was not until the group joined Project Vijabiz that it decided to concentrate on the cereals business. The group started their cereals business with KES 23,000 that members contributed.

Implementation

Project Vijabiz recently trained Mwangaza Naishi Game Youth Group in the use of ICT and in entrepreneurship. As a result, the group has now acquired 5 acres of land to grow maize.

Mwangaza Naishi Game Youth Group spray for pests on their farm

Mwangaza Naishi game leaders inspect their maize plantation firm

Mwangaza Naishi Game Youth Group members assess their produce

The group is yet to harvest its first crop. Some of the problems affecting the group include:

- Inadequate funds
- Lack of knowledge of soil sampling and testing kits
- Lack of skills in enhancing farm mechanization
- Lack of certified seeds, pesticides and soil inputs

"Apart from raising funds to solve some of our problems, we are also learning a lot about the value chain from Project Vijabiz, which is teaching us how to solve our problems," explains Mr Mbugua.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

Achievements

- The group is renting five acres to plant maize
- Group members are learning more about the cereals value chain.

PROFILE

Name of group:
Mwembe Bunduki Tumaini Women Group
County: **Kilifi**
Subcounty: **Kilifi South**
Ward: **Junju**
Village: **Gongoni**
Number of Members: **15**
Male **4**
Female **11**
Contact: **Kwekwe Ngala**
Tel: **0700 043 241**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Mwembe
Bunduki Tumaini Women Group

Providing affordable nutrition to community with cereals business

Mwembe Bunduki Tumaini Women Group based in Gongoni village, Junju ward in Kilifi South is engaged in the cereals value chain under Project Vijabiz. The group buys maize, mills it and sells flour in Kilifi South area. The group was formed in 2014 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It has fifteen members: four men and eleven women.

Context

Maize flour prices in Kenya have been fluctuating over the years with a 2-kg packet of the commodity going for KES 153 in 2017, well past the 2011 peak of KES 150 that forced the government to introduce a raft of measures to reverse the trend.

Recent research by the University of Nairobi notes that disparities resulting from differences in people's purchasing power should incite maize millers to produce brands that suit different classes in the society. Kwekwe Ngala, Chairperson of Mwembe Bunduki Tumaini Women Group, says that is what they are currently doing for their community.

"We sell our maize at KES 50 per kilogram, making it affordable to the people in our community," added Ms Ngala.

Project Idea

Mwembe Bunduki Tumaini Women Group started as a women's group focused on bringing water to Gongoni village. Group members came together to dig trenches and install tanks in order to sell water.

15

The group currently has 15 members: 4 men and 11 women

200,000

the group secured a grant of KES 200,000 from the area women representative

Upon joining Project Vijabiz, the group came together with youths from their community to start a cereals business.

According to Ms Ngala, the group got a grant of KES 200,000 from the area women representative, Hon. Gertrude Mbeyu, to start their business.

Implementation

Project Vijabiz recently trained Mwembe Bunduki Tumaini Women Group in value addition, use of ICT and entrepreneurship.

As a result, the group recently bought a posho mill and is now selling maize flour. The group also bought a piece of land to plant maize to maximize their profits.

"We have learned a lot since joining Project Vijabiz, especially

Group member Kwekwe Ngala operating the group flour mill

when it comes to value addition. The training was an eye opener and we are looking into ways of packaging our flour in order to make it attractive to our customers," said Ms Ngala.

The major challenge is maintaining the only machine which slows business whenever they have to shut down to carry out repairs.

Ms Ngala says the group is currently looking for more money to buy another machine to alleviate the problem.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. At the trade show, they met officials from the Kenya Bureau of Standards. The group plans to link up with KEBS for advice on appropriate standards for flour milling.

Achievements

The group:

- has bought a maize grinding machine
- has bought a piece of land to start maize planting
- is a reliable source of maize flour for their community

Group member, Mwachanze Robert, sell flour to local customers

PROFILE

Name of group:
Nakuwest Huduma Sacco
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kaptembwa**
Village:
Number of Members: **16**
Male **9**
Female **7**
Contact: **Nathan Ndubi**
Tel: **0723 112 967**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Nakuwest Huduma Sacco

Youths find togetherness from cereals business

Nakuwest Huduma Sacco was formed in 2016 and is registered under the Ministry of Cooperatives. The group is based in Kaptembwo, Nakuru County, and has sixteen members: nine men and seven women. It specializes in selling cereals.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

Project Idea

Nakuwest Huduma Sacco was formed to create employment for group members. The group carried out table banking and merry-go-round to reach their target. After joining Project Vijabiz the group decided to focus on cereals.

The business started with KES 300,000. "There was a ready market for the cereals, hence we decided to venture into the business," says Mr Nathan Ndubi.

Implementation

Group members went through the Vijabiz training and learned about ICT, record keeping and online marketing using their individual social platforms. The group made a profit of KES 28,000 in 2018.

16

The group currently has 16 members: 9 men and 7 women

Nakuwest Huduma Sacco has been facing challenges such as:

- Lack of enough capital to start value addition
- Inconsistency in customer flow
- Going through brokers to get commodities

"In future our group is planning to buy a piece of land and also produce its own cereals," adds Mr Nathan.

Achievements

- The group has acquired skills in online marketing through social media, e.g. Facebook, Twitter and WhatsApp
- The group has acquired mentors from Egerton University after being linked up by Ustadi

Nakuwest Huduma Sacco members weigh and pack cereals at Kaptebwo honey cup

PROFILE

Name of group: **Nderit Environmental Women Group**
County: **Nakuru**
Subcounty: **Nakuru East**
Ward: **Nakuru East**
Village: **Mzee wa Nyama**
Number of Members: **16**
Male **0**
Female **16**
Contact: **Gladys Wanjiru**
Tel: **0723271669**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Nderit Environmental Women Group

Environmental group turns to cereals business for higher profit

Nderit Environmental Women Group was formed in 2016 and is registered under the Ministry of Youth, Gender and social services. The group is based in Nakuru East Ward in Nakuru County and specializes in buying and selling cereals. This all women group has sixteen members.

Context

Most of the households in Nakuru County depend on agriculture as their main economic activity. A total of 243, 711 ha and 71, 416 ha of the Nakuru arable land are under food and cash crop farming respectively.

The main crops produced in the county are maize, beans, Irish potato and wheat.

"We chose cereals production because we already have a ready market that we supply to," says Gladys Wanjiru, Chairperson of Nderit Environmental Women Group. We saw the potential in the cereals value chain and decided to venture into it, adds Ms Wanjiru.

Project Idea

Nderit Environmental Women Group was formed with an aim of cleaning up the environment. The group initially participated in environmental cleaning to keep the park free from rubbish. When the group joined Project Vijabiz they ventured into the cereals enterprise. The business was started with KES 24,000 raised form member contributions.

Implementation

Project Vijabiz recently trained the Nderit Environmental Women Group in record keeping, customer service, use of ICT and how to create job opportunities.

16

The group currently has 16 members, all women

Jane Chepkemboi, a member of the group, attends to a customer

From the ICT training the group opened a Facebook page for online marketing.

The group made a profit of KES 105,565 in 2018 and KES 29,574 in 2019.

The group is facing various challenges in their business:
- High cost of production
- Low profit
- Price fluctuations
- High competition

"We plann to visit different farmers to buy cereals directly from the farmers," says Ms Wanjiru. "We are trying our best to lower our prices to attract customers and beat the competition," she adds.

"In future the group is aiming to buy a posho mill and get into value addition," says Ms Wangari.

Achievements

- Group members have learned how to handle their customers
- Members are now getting orders from other regions through marketing

PROFILE

Name of group:
Nax 7 Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru Town East**
Ward: **Menengai**
Village: **Karitina**
Number of Members: **10**
Male **7**
Female **3**
Contact: **Nathan Maina**
Tel: **0712307346**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Nax 7 Self-Help Group

Group shifts from table banking to cereals production

Nax 7 Self-Help Group was formed in 2018. The group and has 10 members—7 men and 3 women— and is registered under the Ministry of Youth, Gender and Social Services. It started with table banking where members contributed money and took loans in turn. After attending the Vijabiz training workshops on agribusiness, members decided to venture into cereals production as the climate is good for cereals production.

Context

Nakuru is one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for maize, wheat, sorghum and millet growing.

Implementation

Currently Nax 7 group grows sorghum and millet on two acres. The group has a shop from where they sell their produce. One of their loyal customers for their cereals is Henrock, one of the Vijabiz groups that has a milling machine for cereals. Nax 7 has employed two youths to run their shop.

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The group currently has 10 members: 7 men and 3 women

"The training we received from Project Vijabiz opened our eyes

Members preparing land for planting

on how to operate a business. Now we are able to keep proper records and we can know how our business is doing. We have done this for less than one year but we can already see prospects for growth" says Mr Nathan Maina, the group's Chairman.

According to Maina, the main challenge the group faces right now is the small size of land under crop. They have leased two acres where they grow millet. They would like to expand their farm to 8 acres to produce more. They also would like a large store so that they have enough cereals to sell even during off-production season. Right now, once they sell what they get from the farm, they have to wait until the next season. To keep the group active during off production season, they stock other farm products such as potato at their shop.

Maina says they plan to approach financial institutions for a loan to increase their acreage.

Group secretary Ann wanjiku sifts cereals in their shop

PROFILE

Name of group:
Ngondu Karogoe Women Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Ngondu Karogoe**
Number of Members: **17**
Male: **8**
Female: **9**
Contact: **Mary Nyambura**
Tel: **0714 909 139**
August 2019

Vijabiz CEREALS VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Ngondu Karogoe Women Group

Group moves to cereals farming for high profit

Formed in 1997, Ngondu Karogoe Women Group has seventeen members: eight men and nine women. The group specializes in dairy and cereals farming and is registered under the Ministry of Youth, Gender and Social Services in 2017.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

17

The group currently has 17 members: 8 men and 9 women.

With an annual milk production of 5.23 billion litres, Kenya's dairy sector contributes about 8 percent to the Gross Domestic Product (GDP).

"We decided to venture into cereals and dairy farming because it was easy to start and we would get feed for the goats from the cereals," says Mary Nyambura, Chairperson of Ngondu Karogoe Women Group.

Ngondu Karogoe Women Group specializes in dairy and cereals farming. They use the cereals as feeds for their goats.

Project idea

Ngondu Karogoe Women Group was formed to help members uplift each other and to educate the youth. The group was initially involved in table banking and merry-go-round to achieve their goals. When the group joined Project Vijabiz, members chose to carry out cereals and dairy farming instead.

Implementation

Group Ngondu Karogoe Women Group was recently trained by Project Vijabiz in the use of ICT, record keeping, customer service and leadership skills.

"We are hoping to get high profits from the sale of cereals. The finances will assist in constructing a goat shed and buying a water tank to assist during the drought," says Ms Wambui.

Achievements

- The group has ventured into cereals farming to produce feed for the goats
- With the training the group received, it has learned more about the cereals and dairy farming value chains

Members feed goats while others help to repair the goat shed

PROFILE

Name of group:
Ogilgei Tirigoi Youth Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Tinet**
Village: **Tirigoi**
Number of Members: **15**
Male **5**
Female **10**
Contact: **Ismael Kipkirui**
Tel: **0706155947**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ogilgei Tirigoi Youth Group

Group moves to cereals business for employment

Ogilgei Tirigoi Youth Group was formed in 2017 and is based in Tinet ward, Nakuru County. The group has fifteen members: five men and ten women. It specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

According to Nakuru's Ministry of Agriculture, Livestock and Fisheries 243, 711 ha and 71, 416 ha of the Nakuru arable land are under food and cash crop farming respectively. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include: maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"We decided to venture into the value chain because the climate was favorable for cereals farming in the region," says Chepkirui Rono, Chairperson of Ogilgei Tirigoi Youth Group.

Project idea

Ogilgei Tirigoi Youth Group was formed with the mission of preventing idleness among youths and creating job opportunities.

The group currently has 15 members: 5 men and 10 women

4500/-

The group started with KES 4,500 raised from member contributions.

The group was involved in table banking and dairy farming. The group ventured into cereals farming after joining Project Vijabiz. The group started with KES 4,500 raised from member contributions.

Implementation

Initially the group started with one acre of land that produced 18 bags of maize, selling for KES 2,800 each. Currently the group has three acres of land and is projecting 60 bags of maize during harvesting season.

Group members had a chance to visit Kajiado and they learned how to make silage and plant napier grass.

Project Vijabiz recently trained Ogilgei Tirigoi Youth Group in use of ICT, record keeping, entrepreneurship, and group dynamics.

"We now have unity in our group after Project Vijabiz trained us in

group dynamics," says Ms Rono. The group is also marketing their products on their Facebook page after the ICT training.

The group made a profit of KES 80,000 in 2018.

Ogilgei Tirigoi Youth Group is facing various challenges in the business such as:

- Unpredictable weather
- Financial constraints
- High competition
- Lack of information

The group plans to buy a store for their maize and to register the group as a company.

Group members had a chance to attend the trade show where they interacted with marketing institutions and various farmers who gave them advice on the best seeds to plant in their region.

Achievements

The group has:

- set up a Facebook page that they use for marketing
- learned several marketing techniques, such as offering discounts to their customers

A member of the group at the farm harvests cabbages for sale

PROFILE

Name of group:
Perfectors Women's Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Kiamaina**
Village: **Mili Sita**
Number of Members: **13**
Male: **0**
Female: **13**
Contact: **Mary Muthoni**
Tel: 0710 379 166
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Perfectors Women's Group

From table banking to a growing poultry and maize business

Perfectors Women's Group based at Mili Sita Village, Kiamata Ward in Bahati subcounty, Nakuru County, is engaged in poultry and cereals business. The group was formed in 2016 by 13 women with the objective of empowering members economically and ensuring household food security. The women started with table banking and a merry-go-round. They would contribute money and give it all to one member in rotation. Project Vijabiz is helping them focus their energies on agribusiness to improve their lives.

Context

Table banking is popular in Kenya. Members of a group contribute an agreed amount of money at regular meetings, usually weekly or monthly. Some groups start as merry-go-rounds and the money collected is given to a member until the whole group benefits. Others pool the money into a credit fund from which members borrow. As they evolve, the groups save part of the contributions and start a group business.

And this is how Perfectors Women's Group started. After saving their money for a few months, they decided to start an income-generating activity. They first chose try poultry. After pooling their savings, they leased space from a member's compound and built a modest poultry house and bought a few chicks to start them off. They paid a member of the group to care for the chickens. The other members take turns to help with the poultry and work together on the maize farm.

13

The group currently has 13 members: 0 men and 13 women

In addition, they lease a 3-acre farm to grow maize and wheat.

Business Opportunity

Members have applied the knowledge and skills they gained in the Vijabiz training workshop to improve their poultry and maize businesses. They felt confident enough to expand their farm by leasing an additional two acres.

Perfectors Women's Group has developed a business plan and are ready to roll it out. The group benefited from training and exposure in the use of ICT.

A combine harvester harvests the wheat.

Spraying of pesticides and sticker to help the pesticides stick and not fall off the wheat leaves during heavy rain

Three weeks old broiler chickens that we are rearing in our poultry structure

One of the members who was in charge of harvesting wheat and packing it into sacks before it is kept in the store.

After the training the group started a Facebook page. "We were pleasantly surprised at the reach of this medium for advertising. We received several orders and sold out all our five-week lot of chicken. We have since maintained these customers we got through Facebook and we are regularly supplying them with chicken," says group Chairperson, Mary Muthoni.

The group's plans include owning dairy cattle and selling milk through their own outlet. They plan to hire a manager for their enterprises.

Project Vijabiz trained the group members in record keeping, something Mary says will go a long way in improving their business. The group now keeps books of accounts.

Some group members participated in the trade show Project Vijabiz organized in Nakuru where they made valuable connections with potential funding sources such as banks that provide loans to youth groups.

Perfectors Women's Group intends to pursue these networks to expand their business.

"Ours is a group of young women and we would like to see them empowered economically," concludes Mary.

Achievements

- The group has increased land under maize and wheat from three to five acres
- Members have clear roles and responsibilities
- Record keeping and financial management have improved

PROFILE

Name of group: **Psalms 23 Youth Group**
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Kihingo**
Village: **Kihonge**
Number of Members: **19**
Male: **5**
Female: **14**
Contact: **Jennifer Njeri**
Tel: **076909973**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Psalms 23 Youth Group

Cereals business helps youths earn a living

Psalms 23 Youth Group of Kihingo ward in Njoro area of Nakuru County specializes in planting and selling cereals under Project Vijabiz. The group was formed in 2015 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It has nineteen members: five men and fourteen women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

Mr Johnson Gitau, Chairperson of Psalms 23 Youth Group, says that the county's high potential for cereals was the main reason the group chose to exploit the value chain.

19

The group currently has 19 members: 5 men and 14 women

Members of Psalms 23 Youth Group

Project Idea

Psalms 23 was started by a group of youths who were saving money among themselves and were keeping poultry to achieve two objectives:

- **Improve the living standards of members**
- **Help members financially**

After joining Project Vijabiz, the group decided to venture into the cereals business; they buy and sell maize. The group started their cereals business with KES 30,000 raised through member contributions.

Implementation

Project Vijabiz recently trained Psalms 23 Youth Group in the use of ICT and in entrepreneurship. The group has gone on to hire a plot of land to plant maize and green grams.

The group made a profit of KES 77,000 in 2018. The main challenges the group faces are:

- Lack of finances
- Lack of knowledge of running a business

Members of Psalms 23 Youth Group undergoing a mentorship program on demographics. The program is facilitated by USTADI through Project Vijabiz

Mr Gitau says that they are currently investing their profits back into the business to solve their financial problems.

He adds that through the training by Project Vijabiz they are gaining more knowledge of the cereals business.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group is becoming a reliable source of cereals
- The group has leased land to plant more cereals

PROFILE

Name of group:
Rami Youth Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo**
Village: **Mukinyai**
Number of Members: **13**
Male: **5**
Female: **8**
Contact: **Ruth Wambui**
Tel: 0708762160
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Rami Youth Group

Group turns to cereals for employment

Rami Youth Group was formed in 2013 and has thirteen members: five men and eight women. The group is based in Molo ward, Nakuru County. It specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

13

The group currently has 13 members, 5 men and 8 women.

"We chose the cereals value chain because the climatic conditions in the region favour cereals farming," says Ruth Wambui, Chairperson of Rami Youth Group.

Project idea

Rami Youth Group was formed with the aim of creating job opportunities and increasing security in the region by providing jobs for the youth. The group

Group members engage in group activities joined by the area assistant chief

Group Members transport manure to the farm. Front left Daniel Mithanga, front right Alex Mwangi

was involved in 'Kazi kwa Vijana' project and table banking to achieve their goals.

The group ventured into cereals farming upon joining Project Vijabiz. The group started with a little money raised from member contributions.

Implementation

Project Vijabiz recently trained Rami Youth Group in value addition, use of ICT, record keeping and customer service.

"The Ngarua field visit opened our eyes to how far a group can go if it is focused," says Ms Wambui.

200000

The group received a loan from the Youth Fund of KES 200,000 that members repay through their contributions

The group has received a loan of KES 200,000 from the Youth Fund that they are repaying using their group contributions.

Project Vijabiz trained the group in the right way of storing cereals. The group has decided it will sell the maize when it is on demand to increase profit.

The group is aiming to get into production and start contract farming for different millers.

Achievements

- The group now solves conflicts in the group professionally
- After Project Vijabiz trained them, the group now uses the right farming strategies.

PROFILE

Name of group:
Rotugaa Self-Help Group
County: **Nakuru**
Subcounty: **Subukia**
Ward: **Waseges**
Village: Kipsigis Tugen
Number of Members: **19**
Male **8**
Female **11**
Contact: **Peter Sang**
Tel: **0726067611**
August 2019

Vijabiz *Empowering Youth in Agribusiness in Kenya*

CEREALS VALUE CHAIN

Rotugaa Self-Help Group

Group finds economic empowerment in cereals business

Rotugaa Self-Help Group is based in Subukia ward of Nakuru County. It is registered under the Ministry of Youth, Gender and Social Services. The group was formed in 1998 and specializes in cereals production. It has nineteen members: eight men and eleven women.

19

The group currently has 19 members: 8 men and 11 women

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"We are located in the rural areas and land is readily available for cultivation," says Peter Sang, Chairperson of Rotugaa SHG.

A member of Waridi Initiative Group at the group's posho mill

Maize is a staple food in the region and that is why we chose to venture into cereals, adds Mr Sang.

Project Idea

The main reason for forming Rotugaa SHG was to bring about economic empowerment. The group was involved in table banking and saving contributions to attain their goals. The business was started with KES 100,000 raised through member contributions.

Implementation

Project Vijabiz recently trained Rotugaa SHG in managerial skills, customer service, use of ICT, record keeping and group dynamics.

The group is facing various challenges such as:

- Lack of electricity
- Unpredictable weather patterns
- Financial constraints
- Price fluctuations

"The group will focus on marketing and processing and less on production," says Mr Sang. The challenges of high cost of inputs and unpredictable weather patterns are leading to low returns for the business, adds Mr Sang.

The group is looking to acquire grants to assist with paying electricity arrears.

Rotugaa SHG plans to get into farming other cereals than maize and making feeds.

Achievements

- Training has improved the relationship among members
- The group has bought a piece of land

A member, Nicson Tanui, operates the group's posho mill

PROFILE

Name of group:
Saidia Young Mothers Group
County: **Kilifi**
Subcounty: **Kilifi South**
Ward: **Mwarakaya**
Village: **Mwarakaya**
Number of Members: **15**
Male: **0**
Female: **15**
Contact: **Sylvia Madenje**
Tel: **0712388446**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Saidia Young Mothers Group

Empowering young mothers through cereals

Saidia Young Mothers Group based in Mwarakaya area of Kilifi South has ventured into the cereals value chain under Project Vijabiz. The group sells maize flour in Kilifi South. Saidia Young Mothers Group was formed in 2014 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. This all women-only group currently has fifteen members.

Context

In Kenya prices of maize flour have been rising sporadically as millers report poor supply by farmers, raising fears of a negative impact on the overall cost of living. The price of a 2-kg packet of maize hit a high of KES 109 in February 2019 from an average KES 85.

The price might appear low to some, but in Kilifi County where the poverty rate is recorded at 67 percent this could stop many from enjoying ugali , Kenya's staple food. However, groups such as Saidia Young Mothers Group are helping the less fortunate by providing cheaper alternatives.

"We sell our flour at affordable prices so that members of our community can afford it," explained Ms Madenje, Secretary of Saidia Young Mothers Group. Mwarakaya area in Kilifi has relatively fertile soil and is known for smallholder maize farming, making it possible for Saidia Young Mothers Group to buy maize from farmers immediately after harvest, store it and sell during drought at a higher price.

15

The group currently has 15 members, all women

Project Idea

Saidia Young Mothers Group was established by a group of mostly single young mothers from Mwarakaya area who were looking for ways of supporting themselves and their children. The group was involved in table banking and merry-go-round financing to help the women get money for personal use. The group also provides peer education to young mothers.

"The main aim of forming our group was to empower the young mothers in our community by showing them that having a child is not the end of life, as they can still pursue their dreams," explained Ms Madenje.

After joining Project Vijabiz, the group is now involved in the cereals business. The group sells a variety of cereals and buys maize for milling into flour for sale. The business, according to Ms Madenje, was started with KES 25,000, which was raised through member contributions and loans from other groups.

25,000

The business was started with KES 25,000, which was raised through member contributions and loans from other groups.

Implementation

Project Vijabiz recently trained Saidia Young Mothers Group in value addition, use of ICT and record keeping. As a result, the group has set up a shop to sell cereals and flour to members of the community.

Ms Madenje further explains that the group learned to keep proper records, which was a major challenge for them, and this has helped them to keep track of finances. The group currently earns a profit of KES 2,000 per week from their cereals business.

"Thanks to Project Vijabiz we learned a lot about value addition and that is how we ended up in the flour processing business, which makes us more profits," said Ms Madenje.

The group recently attended the trade show in Kilifi organized by Project Vijabiz, where they made valuable connections with other groups in the project.

"During the trade show, we also managed to see other groups in our value chain who were doing more value addition; especially in terms of packaging their products. We got a chance to learn about packaging and we will be looking into it soon," Ms, Madenje concludes.

Members of Saidia Young Mothers buy maize to mill into flour for sale

2,000

The group currently makes a profit of KES 2,000 per week, from their cereals business.

Achievements

- The group has leased a shop to conduct its business
- Group members picked invaluable business skills after they were trained by Project Vijabiz
- The group is currently turning a profit from their cereals business
- The group is a reliable source of affordable maize flour to the community

Members of Saidia Young Mothers buy and sell a variety of cereals

PROFILE

Name of group:
Salgaa Baraka Star Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Mosop**
Village: **Salgaa**
Number of Members: **13**
Male **6**
Female **7**
Contact: **Benard Ngetich**
Tel: **0724 988 576**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Salgaa Baraka Star Youth Group

Group moves to cereals farming for high profit

Salgaa Baraka Star Youth Group was formed in 2011 and has thirteen members: six men and seven women. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services. The group is based in Mosop ward, Nakuru County.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

13

The group currently has 13 members: 6 men and 7 women

"We decided to venture into cereals farming because there was potential in the business and we decided to take a chance," says Benard Ngetich, Chairperson of Salgaa Baraka Star Youth Group.

Salgaa Baraka Star Youth Group members stock taking at their shop in Salgaa, Nakuru County.

Project idea

Salgaa Baraka Star YG was formed to empower youths and help the community. The group was initially involved in buying maize and selling in the region.

After it joined Project Vijabiz, the group chose cereals farming as a business. The group started with KES 200,000 raised from member contributions.

Implementation

The group started with one acre. Currently the group is farming two to three acres of land that produce 18 bags of maize each selling for KES 2,500.

Project Vijabiz recently trained Salgaa Baraka Star YG in the use of ICT, record keeping, customer service and leadership skills. The group now has a Facebook account and markets their produce using social media.

The group has asked Project Vijabiz for a loan of KES 1.3 million that it plans to repay through member contributions and using part of the profits from sales.

Salgaa Baraka Star YG is facing various challenges such as:

- Poor roads
- Lack of transport
- Lack of markets

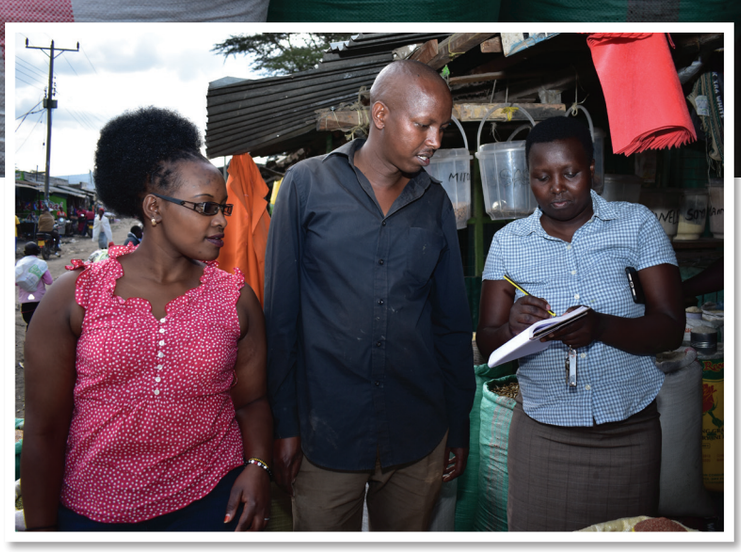
"We are planning to buy a vehicle to help with transport," says Mr Ngetich.

The group is aiming to get into branding to become a well-known brand in the region. The group recently attended the trade show and learned how to plough the farms early and also on the right fertilizers to use.

Achievements

- After the trade show, the group can now apply the correct amount of fertilizer
- Following the training the group has learned more about the farming value chains

Cereals being displayed for sale to customers



Salgaa Baraka Star Youth Group members outside their cereals shop in Salgaa

PROFILE

Name of group:
Set - Kobor
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Soin**
Village:
Number of Members: **13**
Male **6**
Female **7**
Contact: **Peter Rono**
Tel: **0722 504 153**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

SET-KOBOR

Cereals business helps empower Mau evictees

SET - Kobor specializes in planting and selling cereals in Rongai . It is based in Soin ward, Rongai subcounty in Nakuru County. The group was formed in 2013 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It currently has thirteen members: six men and seven women.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather.

13

The group currently has 13 members: 6 men and 7 women

The area is known for, wheat, sorghum and millet growing.

It is not hard to understand why Set-Kobor Self-Help Group decided to exploit the cereals value chain. "We selected cereals because we have our own local market," explained Peter Ronoh, Secretary of Set-Kobor.

Jonah Ng'eno inspecting tree seedlings at a group nursery bed

Project Idea

Set-Kobor was started by a group of people evicted from the Mau Forest with the aim of empowering themselves after the government resettled them in Rongai. The group operated a kiosk, did table banking and kept poultry.

When the group joined Project Vijabiz, members decided to concentrate on planting maize and beans. The group started their cereals business with KES 60,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Set-Kobor in the use of ICT and entrepreneurship. The group has now expanded their market through interactions with other groups in the project.

The group made a profit of KES 60,000 in 2018. Their main problems, according to Mr Ronoh, are mostly natural: army worm infestation and shortage of rainfall.

Mr Ronoh further explained, "We have contacted the subcounty agricultural officer and he has advised us on the pesticides to use to control army worms."

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group is currently a reliable source of cereals in the community.
- Group members are learning more on the cereals value chain.

Mercy Lagat weeds maize and beans

PROFILE

Name of group:
Shabab Fighters
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Shabab**
Village: Shabab
Number of Members: **13**
Male **4**
Female **9**
Contact: **James Ogongo**
Tel: **0720661765**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Shabab Fighters

Group moves to cereals business for higher profit

Shabab Fighters is a group based in Shabab ward, Nakuru west subcounty, Nakuru County. The group has thirteen members: four men and nine women. It was formed in 2017 and specializes in farming and selling cereals. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Kenya consumes about 300,000 metric tons of maize per month, roughly equivalent to 3.3 million 90-kg bags. The largest buyer of this maize is the government. As part of its food security strategy, in 2018 alone the government spent up to KES 7.1 billion to buy maize grain from farmers.

Nakuru County has the potential to produce over 500,000 tons annually of maize were modern farming methods applied to increase production per unit area.

13

The group currently has 13 members: 4 men and 9 women

"Most of our members are existing farmers. This made it easier for the group to venture into cereals as land is readily available," explains James Ogongo, Chairperson of Shabab Fighters.

Project Idea

Shabab Fighters was formed with the aim of creating employment and fighting poverty among its members. The group was initially involved in peanut value addition to

The group was initially involved in peanut value addition

Members of Shabab Fighters learning to use new production equipment

achieve its goals. The group specialized in cereals upon joining Project Vijabiz.

Implementation

Project Vijabiz recently trained Shabab Fighters in farm insurance, record keeping, different ways of marketing and leadership skills.

Shabab Fighters is facing various challenges in the business such as:

- Financial constraints
- Lack of transport
- Lack of machinery

The group aims to create employment for group members, own a posho mill and buy individual lands to improve standards of living.

Achievements

- The group has put to use the entrepreneurship skills in their business
- The training increased the group's knowledge of the cereals value chain

PROFILE

Name of group:
Smart Dedicated Youth Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Turi**
Village: **Turi/Muchorwi**
Number of Members: **12**
Male: **6**
Female: **6**
Contact: **Edward Ng'ang'a**
Tel: 0729 307 280
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Smart Dedicated Youth Group

Group moves to cereals business for employment

Smart Dedicated Youth Group was formed in 2017 and has twelve members: six men and six women. The group is based in Turi ward, Nakuru County. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of the total land area in Nakuru County is highly productive. The main crops produced include maize, beans, Irish potato and wheat.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

Nakuru County has the potential to produce over 500,000 tons of maize were modern farming methods applied to increase production per unit area. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

"We decided to venture into cereals farming because competition was low and demand for maize in the region was high," says Edward Ng'anga, Chairperson of Smart Dedicated YG.

Project idea

Smart Dedicated YG was formed with the mission of registering the group and uplifting each member. The group was involved in poultry farming to achieve its goals. The group ventured into cereals farming after joining Project Vijabiz. The group started with KES 50,000 raised from member contributions.

12

The group currently has 12 members: 6 men and 6 women.

50,000

The group started with KES 50,000 raised from member contributions.

Implementation

The group started farming cereals on an acre of land and produced 28 bags. The group was sold one 90-kg bag for KES 2,700. Smart Dedicated YG now has two acres and are projecting to produce 60 bags of maize.

Group members benefited from a field visit to Laikipia. The group learned about proper maize storage. They also learned about packaging, branding and milling. Members are planning to do these in future.

Project Vijabiz recently trained Smart Dedicated Youth Group in value addition, use of ICT, record keeping, customer service and entrepreneurship.

"We can now talk to our customers professionally and offer services that will induce them to keep coming back," says Mr Ng'anga.

Smart Dedicated Youth Group is facing various challenges in the business which include:

- Unpredictable weather
- Lack of storage
- Lack of quality feeds
- Lack of land
- Lack of quality seeds

The group has partnered with the Ministry of Agriculture Molo, to train members in the best seeds to use.

"Our future plans involve having a posho mill to help us get into value addition. We are also planning to lease more land to increase production," says Mr Ng'ang'a.

Smart Dedicated Youth Group now has 2 acres and is projecting to produce 60 bags of maize.

The group had a chance to attend the trade show and made connections with various farmers on how to get the best feeds and also the best fertilizer to use when farming.

Achievements

- The group now keeps their records up-to-date
- Following the field visit, the group has improved its storage methods.

A member of the group at work on their farm

PROFILE

Name of group:
Sosoni Self-Help group
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Jaribuni**
Village: **Vinagoni**
Number of Members: **13**
Male: **7**
Female: **6**
Contact: **Amani Mgomba**
Tel: **0701 424 146**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Sosoni Self-Help Group

Maize farming gives youth a chance

Sosoni Self-Help Group in Vinagoni village in Ganze subcounty, Kilifi County, cultivates maize on land located near River Nzovuni, which provides a source of water for irrigation. The group was formed in 2018 and is registered as a community-based organization with the Ministry of Public Service, Youth and Gender Affairs. Currently the group has thirteen members: seven men and six women.

Context

Maize production in Kenya fluctuates. Statistics from the Kenya National Bureau of Statistics (KNBS) show that 2015 was the best year for maize production with the country producing 42.5 million bags of maize. The second highest harvest was 41.9 million bags in 2012, third highest was 40.7 million bags in 2013, and fourth highest production was 39 million bags in 2014. In the last few years however, maize production has declining by 13 percent to 37.1 million bags, making it the fifth highest harvest. The drop in production has been blamed on insufficient rains.

13%

In the last few years, maize production has declined by 13 percent to 37.1 million bags per year.

13

The group currently has 13 members: 7 men and 6 women

The main crop grown for subsistence in Kilifi County is maize. Ganze is one of the areas perennially facing food deficits due to poor rains. In the last few years, Ganze subcounty has been receiving relief food. Sosoni Self-Help Group decided to be part of the solution to this problem by delving into maize farming. The group secured a piece of land conveniently located near River Nzovuni. The group relies on the water for irrigation throughout the year.

"Due to our proximity to River Nzovuni, we usually have four harvests a year as maize takes three months to be ready," said Mr Amani Mgomba, Chairman of Sosoni SHG.

Project Idea

The idea for Sosoni SHG came from Mr Mgomba who had noticed that some youths in his community were becoming idlers. He decided to do something about it. This was the birth of a farming group to bring the youths together to achieve a common goal. Mr Mgomba notes that this was an easy deci-

Sosoni chairperson Amani Mgomba at their maize farm in Jaribuni

Ustadi team with Sosoni Youth Group members at their maize farm in Jaribuni

Members of Sosoni Youth Group spray their farm to minimize plants diseases

sion as he already had an acre of land that belonged to his father.

The group started by planting maize, beans, cabbage, kale and tomato on their piece of land.

They sold the first harvest of green maize at KES 20 per cob and beans at KES 90 per kilogram at Jaribuni market and earned some good money. This was the impetus they needed.

"This project has given the members a sense of purpose in their lives, which has in turn given me piece of mind knowing that my community is headed in the right direction," said Mr Mgomba.

It's this feeling of camaraderie that led Mr Mgomba to look for ways to expand the group's business. Luckily, they learned of Project Vijabiz and applied for funds online.

Implementation

Project Vijabiz recently trained the group in entrepreneurship. As a result, the group has now started keeping proper records. "Now we will know how our business is performing", says Mr Mgomba.

Sosoni SHG cultivates and harvests maize four times a year and sells the produce to schools within the location who come to collect the produce from the farm. With water from River Nzovuni available for irrigation, the group produces maize throughout the year. In the last harvest the group got three 90-kg bags of maize that they sold for KES 3500 each. They also sold a cob of green maize at KES 20. The group made KES 42,000 in 2018, which they used to upgrade their tools for irrigating.

42,000

The group made KES 42,000 last year, which it used to upgrade its tools for irrigation.

The group's main challenge is the lack of capital, a problem that hinders them from getting proper equipment to expand, though land is available. The group would like to increase maize acreage to increase production.

"To solve this problem, we applied for a loan of KES 250,000 from the Uwezo Fund. We are hopeful this will go through before the end of the year (2019)," says Mr Mgomba.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they met with other groups in the project that produce and process cereals, to share information. They intend to use connections they made from this forum to improve their market reach.

Achievements

Sosoni SHG:

- has helped some idle youths get a sense of self-reliance
- is providing food for schools in their area
- has given its members farming and irrigating skills

Maize farm belonging to Sosoni YG

PROFILE

Name of group:
SPEAK PROJECT
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Township**
Number of Members: **15**
Male: **7**
Female: **8**
Contact: **Essau Elly**
Tel: **0720 290 452**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

SPEAK PROJECT

Group's venture into cereals business pays off

SPEAK PROJECT based in Kilifi Town adds value to cereals by processing maize flour for sale in Kaloleni area of Kilifi. The group was formed 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It currently has fifteen members: seven men and eight women.

Context

The grain milling sector recorded a growth of 8.3 percent in 2017, according to the 2018 Economic Survey carried out by the Kenya National Bureau of Statistics (KNBS). The sector recorded the highest growth within the food manufacturing sector despite an overall decline of 10.8 percent in the manufacture of food products.

The high demand for maize is partly driven by the heavy consumption of ugali, Kenya's staple food. At least 4.2 million 90-kg bags are consumed monthly. That means about 12,427 tons of maize is consumed in Kenyan households each day.

15

The group currently has 15 members: 8 men and 7 women

Most communities in Kilifi eat ugali as a staple food, hence providing a ready market for maize flour.

According to Essau Elly, Chairperson SPEAK PROJECT, this project is playing its part in

Some of the cereals sold by members of SPEAK Youth Group.

providing Kenyans with a highly nutritious meal flour to help curb malnutrition and at the same time provide income to its members.

Project Idea

SPEAK PROJECT's 15 members are involved in the enterprise that processes cereals into flour and enriching it with vitamins.

Their products include:

- *Afya Ugali* — an all-natural and organic high-fibre maize flour enriched with rice, bran, cinnamon, turmeric, terere and pumpkin seed powder.
- *Chapo Poa* — the grain is not ground into flour in roller mills but is roughly ground by small crushing mills into a meal called Chapo Poa. This flour is cooked into flat breads known as chapati.

"We used to buy cereals, maize, sorghum, and wheat from farmers then sell to East African Breweries Limited at a profit," explained Mr Elly on the group's past ventures. Upon joining Project Vijabiz, the group has focused on expanding its flour-making business.

Implementation

Project Vijabiz recently trained SPEAK PROJECT in record keeping, use of ICT and value adding. The group has now embarked on designing software for marketing its value-added Afya Ugali flour to reach a wider market.

The group is also mapping and segmenting markets, activities they learned during the training.

The group's product Afya Ugali is currently selling well in the major supermarket—Tuskys Kilifi. The group earned a profit of KES 326,000 in 2018 and has already made a profit of KES 379,500 in 2019.

"Our biggest challenge is our equipment that is getting old and wearing out. We also do not have adequate resources for marketing our products. We were hoping that the project will come to our aid to help us in these aspects. However, we are also working out internal solutions for these challenges, should the grant not come through," said Mr Elly.

Essau Elly, Chairperson, checkis the delivery of Afya Ugali at Tuskys Supermarket, Kilifi

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group produces nutritious flour consistently
- This flour is currently being sold in a major supermarket in Kilifi
- Group members are learning from Project Vijabiz about the cereals value chain.

PROFILE

Name of group:
Nyandarua Irrigation
County: **Nakuru**
Subcounty: **Subukia**
Ward: **Solai**
Village: **Nyandarua Irrigation**
Number of Members: **17**
Male **5**
Female **12**
Contact: **Simon Maina**
Tel: **0711546312**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Nyandarua Irrigation

Community group sets up cereals business

Nyandarua Irrigation is one of the groups being supported by Project Vijabiz. It was formed in 2018 and specializes in cereals. The group is registered under the Ministry of Youth, Gender and Social Services. It is based in Solai ward of Nakuru County and has seventeen members: five men and twelve women.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

"We decided to venture into the cereals business because land was readily available," says Simon Mburu, Chairperson of Nyandarua Irrigation. "We are located in the rural areas making it easy for us to lease land."

Project Idea

The group was formed so that members would help each other grow economically, and to create employment and improve standards of living. Initially the group indulged in merry-go-round, poultry farming and sheep rearing.

The group currently has 17 members: 5 men and 12 women

The group specialized in cereals farming on joining Project Vijabiz.

The business started with KES 65,000 from member contributions.

Implementation

Project Vijabiz recently trained Nyandarua Irrigation in record keeping, use of ICT, and group dynamics.

The group hopes for high profits when harvest time comes.

"As a group we are planning for every group member to have their own shop in future," says Mr Mburu. "This well help with creating employment and improve standards of living".

The group has encountered various challenges such as:
- Unpredictable weather patterns
- Pests and disease
- Financial constraints

"We came together as a group and contributed money to buy the spray needed to do away with the pests," says Mr Mburu.

The group is aiming to buy a piece of land and own a borehole to farm tomato in future.

Achievements

- The group now keeps up-to-date records
- Members are relating well with each other in the group

PROFILE

Name of group:
Star Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Mauche**
Village: **Mauche**
Number of Members: **15**
Male: **8**
Female: **7**
Contact: **Kipkorir Terer**
Tel: **0723 124 419**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Star Youth Group

Raising a community's standard of living with cereals

Star Youth Group based in Njoro area of Nakuru County specializes in planting and selling cereals. The group was formed in 2012 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs . It has fifteen members: eight men and seven women.

Context

Nakuru County's Ministry of Agriculture, Livestock and Fisheries considers the cereals business a valuable enterprise. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion. For the last few years, maize production in Nakuru County has been declining due to a mix of factors such as prevalence of pest and diseases, climate risks, in addition to problems along the value chain.

Nevertheless, Nakuru County has the potential to produce over 500,000 tons of maize annually were modern farming methods applied to increase production per unit area.

Mr Kipkorir Terer, Chairperson of Star Youth Group says it is these reasons that attracted their group to a business in the cereals value chain.

Project Idea

Star Youth Group was formed to improve the lives of members and the community. The group did merry-go-round and table banking to achieve its goal. However, when the group joined Project Vijabiz, members decided to concentrate on cereals.

15

The group currently has 15 members: 8 men and 7 women

According to Mr Terer, the group started business with KES 50,000 raised through member contributions and a loan from the Youth Enterprise Fund.

Implementation

Project Vijabiz recently trained Star Youth Group in the use of ICT, leadership and record keeping. The group now keeps proper records, which is helping them monitor their finances.

The group made a profit of KES 46,000 in 2018.

The group is facing various challenges such as:

- Poor access to market
- Minimal capital
- High cost of production

Mr Terer says that Vijabiz has trained them in writing proposals for loans and grants, a skill that he hopes will help the group raise enough money to solve its problems.

Group members recently attended the trade show in Nakuru that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

Achievements

- The group has acquired two plots measuring 50 x 100 m.
- Group members are learning more about the cereals business.

Star Youth Group members uprooting weeds.

PROFILE

Name of group: **Step by Step Initiative Group**
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Dundori**
Village: **Kiamunyeki**
Number of Members: **13**
Male: **7**
Female: **6**
Contact: **Geoffrey Mwangi Njau**
Tel: **0796 380 430**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Step by Step Initiative Group

Value addition tips improve group's fortunes

Step by Step Initiative Group from Kiamunyeki village, Dundori ward in Bahati subcounty of Nakuru County is engaged in cereals and dairy value chains under Project Vijabiz. The group was established in 2013 and is registered as a self-help group with the Ministry of Culture and Social Services. It has thirteen members: seven male and six females.

Context

Dundori is a small town 25 km from Nakuru. Some records indicate that the name is derived from a Maasai word for a very cold place. Due to its elevation, the area is indeed cold, with night temperatures dropping to 6°C or lower during the coldest months.

The modest shops at the local town centre belie Dundori's immense agricultural potential, and it is referred to as the breadbasket of Nakuru, the county capital. The rich agricultural farms are among the most productive in the region, producing a wide variety of crops that find their way to Nakuru and as far as Nairobi. The climate is also good for dairy farming.

13

The group currently has 13 members: 7 men and 6 women

Little wonder then that a group of local youth came together and founded Step Initiative Youth Group with the aim of empowering themselves by engaging in agribusiness.

Members of Step by Step Initiative Group working in their farm

Some group members of Step by Step Youth Group

Business idea

Ready demand for farm produce in Nakuru made crop farming an obvious choice of business. The group started by growing maize and beans on 5 acres they had leased at a cost of KES 28,000. In 2018, they harvested 100 bags of maize, earning KES 200,000 gross profit; 20 bags of beans earned them another KES 90,000.

The group is also active in the dairy value chain. They earn an average of KES 15,000 a month from milk sales, while their latest venture, growing spinach, brings in a monthly income of KES 30,000.

After joining Project Vijabiz and attending a commodity business opportunity workshop, the group decided to continue with the crops they were growing and dairy farming.

The training made them realize they could increase their profits through value addition. They resolved to start making yoghurt. They buy milk from other farmers, bulk it in coolers for pasteurizing and process it into branded yoghurt and distribute to local supermarkets and shops.

The group was trained in how to use ICT in their business. "We have now started a Facebook page to market our products. We now communicate among ourselves through WhatsApp," says Molly Njeri, a member of Step by Step Initiative Group.

Members of the group participated in the recent Project Vijabiz trade show that was held in Nakuru where they learned from other groups and made valuable connections with services providers such as veterinary services, networks they intend to exploit to grow their business.

Step by Step Initiative Group has now employed a fulltime manager for the dairy business and four casuals who work with group members in the cereals section. The group plans to employ more people as the businesses expand.

PROFILE

Name of group:
Takers Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Kisumu Ndogo**
Number of Members:**13**
Male: **6**
Female: **7**
Contact: **James Ngole**
Tel: **0792 248 855**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Takers Youth Group

Cereals help youths find financial freedom

Takers Youth Group is one of the groups supported by Project Vijabiz. The group buys cereals from farmers and dealers and sells them to their consumer in Kilifi North. The group was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has thirteen members: six men and seven women.

Context

Kilifi County's staple diet is cereals based. This includes ugali, rice, green grams and beans. In turn the demand for cereals is always high. Whether during the dry or rainy season, people need to eat and cereals provide an affordable and nutritious diet.

Cereals business has proved very profitable over the years. Takers Youth Group recently ventured into the business in the hope of improving their members lives economically, says Steve Masha, Chairperson of the group.

Project Idea

Takers Youth Group was formed by youths who met while at the National Youth Service, with an aim to empower Kisumu Ndogo youths in Kilifi town. The group started several projects such as poultry, livestock keeping and selling charcoal.

"We used to supply our products to nearby shops, schools and cafes. We made a profit of KES 3,000 a day from our sales," says Mr Masha.

13

The group currently has 13 members: 6 men and 7 women.

Once the group joined Project Vijabiz, they decided to concentrate on buying and selling cereals. According to Mr Masha, the group put together KES 30,000 to start a cereals shop in Charo wa Mae area in Kilifi town.

Implementation

Project Vijabiz recently trained Takers Youth Group in the cereals business, use of ICT and in entrepreneurship. The group now sells different types of cereals—beans, rice, green grams. Rice is sold for KES 70 per kilogram, beans KES 75 and green grams KES 80.

The group's initial start-up capital of KES 30,000 was raised through member contributions amounting to KES 10,000 and a loan of KES 20,000 from a savings and credit organization. The group

30,000

The groups initial start-up capital of KES 30, 000 was raised through member contributions of KES 10,000 and a loan of KES 20,000.

hopes to pay back the loan in due course.

The group made a profit of KES 30,000 in 2018 and has already raised KES 15,000 in profits so far this year.

Takers Youth Group's biggest problem is competition from other traders who have larger resources and can afford to source cereals in bulk from other areas in Kenya and flood the market in Kilifi with cheaper cereals. Mr Masha is hopeful that the training they received will help them overcome this challenge.

"After the training, we are now carrying out market research. We hope that it will provide us with valuable information to expand and improve our business," adds Mr Masha.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. Mr Masha says the connections will prove invaluable in their future endeavors.

Achievements

- The group started a cereals shop in Charo wa Mae area in Kilifi
- The group has carried out market research from knowledge acquired from Project Vijabiz
- Group members are more knowledgeable about the cereals business

Different types of cereals sold by Takers Youth Group

Members of Takers Youth Group, James Masha and Athman Mwatela, at their cereals shop

30,000

15,000

The group managed to make a profit of KES 30,000 last year and has already raised KES 15,000 in profit so far this year.

>BENEFICIARY PROFILE

Project Vijabiz motivates group secretary to think of owning business

Takers Youth Group recently started a new venture of buying and selling cereals, a move that the group secretary, Mr James Baraka, insists was in the pipeline for Takers, but which was hastened thanks to their involvement in Project Vijabiz.

"We had been planning to venture into the cereals business as a group, in the future. The Vijabiz training made our venture take off sooner than later," said Mr Baraka. "The training I have received from Project Vijabiz, especially the entrepreneurship training, has also benefited me; such that I am contemplating starting a business of my own."

Mr Baraka adds that after assessing his financial status, a skill he learned with Project Vijabiz, he will start his entrepreneurial journey by opening a small eatery, to service a few customers, and save the money with his sights set on expanding the business.

"The training has been extensive. I have learned many things, including how to market a business. This type of training makes me confident that my business will succeed," he concludes.

PROFILE

Name of group:
Ten Sisters Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Shabab**
Village: **Shabab**
Number of Members: **13**
Male **0**
Female **13**
Contact: **Helen Nyawira**
Tel: **0720965073**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ten Sisters Self-Help Group

Group members uplift each other with cereals and dairy farming

Ten Sisters Self-Help Group was formed in 2016 by a group of ten ladies but currently has thirteen members, all women. The group is based in Shabab ward, Nakuru County. It specializes in cereals and dairy farming and is registered with the Ministry of Youth, Gender and Social Services.

A member of Ten Sisters SHG at work

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather.

13

The group currently has 13 members, all women

The area is known for, wheat, sorghum and millet growing.

"The group wanted a business that would generate income daily," says Helen Nyawira, Chairperson of Ten sisters Self-Help Group. The cereals value chain is for the long term and that is the reason we are in it," she adds.

Members of Ten Sisters SHG outside their cereals shop

Project Idea

Ten Sisters SHG was formed so that members would help uplift each other. Initially the group dabbled with peanut value addition and table banking to achieve their goals. The group ventured into cereals and dairy farming once they joined Project Vijabiz. They started with KES 50,000 for the cereals business and KES 50,000 for the dairy business raised from member contributions.

Implementation

Project Vijabiz recently trained Ten Sisters SHG in leadership skills, record keeping and different types marketing.

The group made a profit of KES 280,000 in 2018 and a profit of KES 52,000 in 2019.

The group is facing various challenges such as:

- Competition
- Government policies
- Lack of machinery
- Financial constraints

100,000

The group started with KES 50,000 for the cereals business and KES 50,000 for the dairy business raised from member contributions.

"We are planning to buy our own machines to increase profits, and to lease a piece of land. As a group we are also aiming to own a posho mill to allow us to get into value addition," adds Ms Nyawira.

The group greatly benefited from the trade show Project Vijabiz organized in Nakuru. Group members interacted with different banks that they hope will help provide loans when the group is ready.

Achievements

- The group has used the entrepreneurship skills they learned to improve their business
- The group is now more knowledgeable about the cereals value chain

PROFILE

Name of group:
The Rainbow Youth Group
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Sokoke**
Village: Malanga
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Peter Kombo**
Tel: **0743 079 978**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

The Rainbow Youth Group

Cereals business improves members' economic standing

The Rainbow Youth Group from Malanga Village in Ganze subcounty in Kilifi County ventured into the cereals value chain, through maize and green grams enterprises. The group was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender. It currently has ten members: five men and five women.

Context

While Ganze subcounty, one of the arid areas of Kilifi County, faces drought conditions from time to time, whenever the area receives adequate rainfall cereals do well. The main crops grown here include maize, green grams and millet.

Understanding their context well, Rainbow Youth Group ventured into the agriculture business and settled for the crops that do well here—maize and green grams— looking to improve their livelihoods.

"The main goal for this group apart from providing maize and green grams to our community is to help economically empower group members," explains Mr Peter Kombo, Secretary of Rainbow Youth Group.

Project Idea

Rainbow YG was started by youths in Malanga who wanted to better their livelihoods. The group members owned 2 acres of land that was close to River Galana, and where they started planting maize.

10

The group currently has 10 members, 5 men and 5 women.

1000

We started the business with KES 10,000 which helped us rent the two acres of land

The group uses the river as a source of water for irrigation. They sell their harvest to local markets in Lango Baya and Malindi.

Upon joining Project Vijabiz, the group decided to focus on expanding their enterprise in the cereals value chain. The group now plants both maize and green grams.

"We started the business with KES 10,000, which helped us rent the 2 acres of land we are using," said Mr Kombo.

Implementation

Project Vijabiz recently trained Rainbow Youth Group in cereals planting, use of ICT and marketing.

"Before Project Vijabiz trained us we only knew about planting maize. After the training, we learned about other cereals and saw it fit to also plant green grams," adds Mr Kombo.

Rainbow Youth Group members practising climate-smart agricultural technologies such as constructing basins for preserving moisture. They plan to plant maize for commercial purposes.

The group produces cereals all year round. With increased production, the group intends to start processing and packaging maize flour to add value.

The group's progress was however derailed by floods that affected the area early in 2019. Mr Kombo says that they pumped the water out of the land with a generator and are now planting cereals again.

The Rainbow Youth Group has also been practising climate-smart agriculture technologies, such as building water basins, to preserve moisture for their maize and increase yields.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

At the trade show, Mr Kombo says that the group learned marketing from Google Africa.

They also met officials from the Kenya Bureau of Standards who promised to help them establish the right food processing procedure as they move to value addition, particularly in flour processing and packaging.

Achievements

- The group has rented 2 acres of land to plant cereals
- The group produces cereals all year round, ensuring a steady supply for their customers

PROFILE

Name of group:
Thirandu Village Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Visoi**
Village: **Thirandu**
Number of Members: **16**
Male: **8**
Female: **8**
Contact: **Lucy Wairimu**
Tel: **0706 285 893**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Thirandu Village Youth Group

Group moves to cereals business for employment

Thirandu Village Youth Group was formed in 2015 and has sixteen members: eight men and eight women. The group is based in Visoi ward, Nakuru County. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of land in Nakuru County is highly productive. Were measures put in place for the adoption of Good Agricultural Practices, many smallholder farms in the county would transform into profitable and commercial enterprises.

The main crops produced in the county are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

16

The group currently has 16 members: 8 men and 8 women

"This region is known for maize and beans farming. Therefore, we decided to venture into these enterprises," says Lucy Wairimu, Chairperson of Thirandu Village Youth Group.

Lucy Njeri, a group member, preparing land the group has leased

Project idea

Thirandu Village YG was formed with the aim of uplifting each member in the group. The group was involved in table banking to achieve their goals.

Members ventured into cereals farming after joining Project Vijabiz. The group started with KES 5,000 raised from member contributions.

Implementation

The group initially started with 1 acre and produced 12 bags of maize that they sold for KES 2,000 each. The group is still farming 1 acre and has harvested 2 bags of beans and is planning to sell each bag at KES 4,000.

Group members had the opportunity to take a field visit to Nyahururu and Kajiado counties. The members interacted with various farmers in the counties and learned more on cereals production, the right seasons to plant seeds and the best fertilizer to use.

Project Vijabiz recently trained Thirandu Village Youth Group in the use of ICT, record keeping, business management and group dynamics.

Following the ICT training the group now researches on the internet to get more information about their value chains.

The group has received a loan from Uwezo Fund of KES 50,000.

Thirandu Village YG is facing various challenges such as price fluctuations and lack of transport.

The group plans to get into dairy goat farming in the near future.

Achievements

- The group has been trained to save their returns and to invest
- Following the training in the use of ICT, the group now gets information it needs from the internet

Benson Kaboro, a group member, sprays the tomato crop owned by the group

PROFILE

Name of group:
Tiger Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru East**
Ward: **Nakuru East**
Village: **Wacheges**
Number of Members: **10**
Male: **3**
Female: **7**
Contact: **Fredrick Kimani**
Tel: **0714 880 909**
August 2019

Vijabiz
Empowering Youth in Agribusiness in Kenya

CEREALS VALUE CHAIN

Tiger Self-Help Group

Cereals business complements group's hospitality venture

Tiger Self-Help Group from Wacheges village in Nakuru East is engaged in the cereals value chain. It started in 2013 with three objectives: create employment, ensure food security and empower members economically. The group currently has ten members: three men and seven women.

Context

Tiger Self-Help Group, one of the beneficiaries of Project Vijabiz, has survived beyond five years.

The members started by contributing money to start a group business that combined providing entertainment services, video hall for screening the popular English Premier league matches, and a pool table. They also opened a small shop.

10

The group currently has 10 members: 3 men and 7 women

After accumulating some savings, they got a loan of KES 400,000 from Unaitas Savings and Credit Cooperative Society and opened a restaurant that could seat 30 people. "We realized that most of our customers who came to watch footbla went to eat in other places," says Fredrick Kimani, the group chairperson.

The restaurant brought in more profits. However, these profits remained constant because the business could not expand without additional capital.

Some of the members of Tiger SHG outside their milling shop.

A customer being served at the posho mill and cereals shop

Members decided to diversify. They wanted something that would involve selling products and that would expand using investments from profits of the existing business.

Business opportunity in value chains

After joining Project Vijabiz, the group ventured into the cereals value chain while keeping their existing business. "The business supplied the restaurant and so it was a good combination," says Kimani.

To add value to their business, the group used their savings to buy a second-hand maize mill. They now produce flour for the restaurant and for sale. They also mill maize for customers at a fee.

After Project Vijabiz trained them in the use of ICT, the group opened a Facebook account to market their business. They have received inquiries for produce, including from a local school that has contracted them to supply maize flour.

"I meet people who ask me if I have left the entertainment business to sell cereals after seeing our Facebook page," says Kimani.

The key challenges the group faces include lack of adequate machinery and branding of their products, which they are working on.

Achievements

- Six jobs — five full-time and one-part staff — have been created for youth between 18 and 35 years of age. These are: a cereals shop attendant, mill operator, chef, candy shopkeeper, a waitress and transporter. Four staff are members of the group
- Profits increased from KES 150,000 to KES 180,000
- The group is using social media for marketing

Simon Gichui in the process of milling maize

PROFILE

Name of group:
Toben Tai Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Mauche**
Village: **Tachasis**
Number of Members: **18**
Male: **11**
Female: **7**
Contact: **Wilbert Lekibe**
Tel: **0716245188**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Toben Tai Youth Group

Group moves to cereals business for employment

Toben Tai Youth Group was formed in 2016 and has eighteen members: eleven men and seven women. The group is based in Mauche ward, Nakuru County. It specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced approximately 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

18

The group currently has 18 members: 11 men and 7 women

"We ventured into cereals farming because the environment was conducive for maize farming, and demand for cereals in the region was high," says Kipng'eno Koech, Secretary of Toben Tai Youth Group.

Project idea

Toben Tai Youth Group was formed with the mission of registering the group and empowering each member

Members of Toben Tai Youth Group preparing their farm for planting.

economically. The group was involved merry-go-round and table banking to achieve its goals.

The group ventured into cereals farming upon joining Project Vijabiz. The group started with KES 30,000 from member contributions.

Implementation

Initially the group started with 2 acres of land to grow maize. They produced 60 bags (90 kg each) of maize each selling for KES 2,000. Currently the group has 7 acres of land and projects to get 2,000 bags of maize in 2019.

Project Vijabiz recently trained Toben Tai Youth Group in entrepreneurship, use of ICT, record keeping, group dynamics and customer service.

Following the training in group dynamics, group members are getting along and relating well with each other.

The group made a profit of KES 80,000 in 2018 from selling 60 bags of maize.

Toben Tai YG is facing challenges such as poor roads, and pests and diseases. The group plans to own a posho mill soon.

Group members attended the trade show organized by Project Vijabiz in Nakuru and had a chance to interact with different farmers and mentors.

The group is planning to venture into mushroom production and fisheries. The group also got advice on the best machinery to buy for cereals farming.

Achievements

- Following the Vijabiz training in group dynamics, members now relate well with each other
- The group has increased farming land from 2 to 7 acres

Members of Toben Tai Youth Group work on their maize farm

80,000

The group made a profit of KES 80,000 in 2018 from selling 60 bags of maize.

PROFILE

Name of group:
Tosha Youth Group
County: **Kilifi**
Subcounty: **Malindi**
Ward: **Shela**
Village: **Ngala Phase 3**
Number of Members: **15**
Male: **8**
Female: **7**
Contact: **Athumani Tsala**
Tel: **0714 785 092**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Tosha Youth Group

Group takes on cereals business

Tosha Youth Group based in Shela Ward, Malindi town in Kilifi County ventured into the cereals value chain under Project Vijabiz. The group plants in a farm located in the outskirts of Malindi town and sells cereals at their local market in Malindi. The group, formed in 2008 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs, currently has fifteen members: eight men and seven women.

Context

In 2017, cereals production for Kenya was 3.71 million tons. In 2012, the sector produced 40 million 90-kg bags of maize. In the same period, the wheat industry produced 162,700 tons while rice farmers produced 91,000 tons.

15

The group currently has 15 members: 8 men and 7 women.

The high supply of cereals in Kenya is dictated by the equally high demand, a fact that Athumani Tsala, Organizing secretary for Tosha Youth Group, says made their group decide on the cereals value chain. Malindi town, a cosmopolitan urban center with an estimated population of 207,253, is constantly in need

A maize farm owned by members of Tosha Youth Group

of cereals. Most shops selling cereals in Malindi source them from upcountry, making the commodity expensive for most consumers.

Project Idea

Tosha Youth Group started with the aim of creating awareness of drug abuse among youths in the community. The group also planted vegetables for sale in Ngala.

Upon joining Project Vijabiz, the group moved to planting cereals. Members started the business with KES 100,000 that they received as a grant from Kilifi Woman Representative, Aisha Jumwa, says Mr Tsala.

Implementation

Project Vijabiz recently trained Tosha Youth Group in the use of ICT and in entrepreneurship. The group created a Facebook page to market their products.

"Project Vijabiz has enabled us to understand value addition. With that knowledge we linked up with Pwani University who will help us mill our maize, and package and brand our flour," says Mr Tsala.

The group's main problem is the lack of information in planting cereals, especially applying the required fertilizers and herbicides. Mr Tsala notes that through Vijabiz training the members are learning more about this and are improving.

The group recently attended the trade show in Malindi that Project Vijabiz organized. They made valuable connections with other groups in the project, and agro dealers for inputs and Ministry of Agriculture officials from the county government who agreed to provide them with extension services to boost production .

Achievements

- The group has opened a Facebook page to market their products
- Group members are learning more about the cereals value chain

Green maize from the farm owned by members of Tosha Youth Group

PROFILE

Name of group: **Transforming Communities in Kenya**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Dabaso**
Village: **Gede**
Number of Members: **20**
Male: **14**
Female: **6**
Contact: **Ngumbao Alex**
Tel: **0710 906 069**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Transforming Communities in Kenya

Group seeks to empower youths and young mothers with cereals business

Transforming Communities in Kenya is one of the groups in the cereals value chain supported by Project Vijabiz. The group buys maize from Madunguni, a maize producing area in Kilifi County, to supply to outlets in Kilifi North. The group was formed in 2007 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. The group currently has twenty members: fourteen men and six women.

Context

According to an article by *Soko directory*, economic analysts state that the Kenyan economy thrives on a satisfied population. This implies that the food sector is key in Kenya and when the sector ails, the economy ails too. For instance, maize has been known over the years as being the pacesetter for inflation in Kenya. The fluctuation of inflation in the country largely flows with the wave of the price of unga that is consumed by over 80 percent of households in Kenya.

It is this readily available market, for cereals such as maize, that has seen Transforming Communities in Kenya venture into the cereals business.

"We operate on the model of buying our cereals at a low and selling at a high in order to make profits," said Mr Alex Kanundu, Chairperson of Transforming Communities in Kenya.

Project Idea

20

The group currently has 20 members: 14 men and 6 women.

The CBO was initially formed to help young mothers and youths in the community.

To help their community, the group has been running an ICT program for youths, doing poultry farming, saving and lending among members and connecting youths to seek work experience in the hotel industry within Watamu. Through their poultry venture, the group has over 150 local chicken.

Transforming Communities in Kenya recently joined Project Vijabiz where they decided to pursue a business in cereals; specifically buying and selling maize. Mr Kanundu avers that the cereals business has potential but currently is in a lull since this is the maize growing season, but in few months farmers will be harvesting.

"Upon joining Project Vijabiz we were introduced to the cereals business, which was a new idea to us, so we had to consult with a few people who are in the agriculture sector and after receiving good feedback we decided to give it a go," added Mr Kanundu.

Implementation

Project Vijabiz recently trained the group in the use of ICT and entrepreneurship. As a result, the group has opened a cereals shop at Gede and is buying maize from farmers in Madunguni.

Mr Kanundu says that with the Vijabiz training the group is currently doing research to know the best price to sell the maize at and to see what value addition could best serve their market.

The group settled on members aggregating maize and selling maize chaff and flour to consumers. "We are doing this in order to win the trust of our customers," he added.

The CBO started their cereals business with contributions from their 17 members, according to Mr Kanundu, and managed to raise KES 15,000. The group then bought four bags and doubled the initial starting capital, earning KES 30,000 from the sales. Recently the group bought 4 bags of maize from Madunguni at KES 3,800 per bag.

Transforming Communities in Kenya's main problems in the business are lack of a posho mill and poor packaging of their produce. Problems that Mr Kalungu says they will solve by raising funds and also by getting proper connections through mentorship by Project Vijabiz.

The group recently attended the trade show in Malindi that was organized by Project Vijabiz where they made connections with other groups in the project.

"We are planning to visit some of the groups we met at the trade show, who are in the same value chain, so that we may learn how they are progressing and get some ideas for our business," Mr Kanundu concluded.

The group's future plans are to expend the cereals outlets to all trading centers in Watamu and Gede wards in Kilifi North.

"We intend to explore a franchising model where our members will own the cereals shops in Watamu and Gede area and TRAC CBO supplies them with the cereals. This way the youth will benefit from our negotiated bulk buying rates, hence increase their profit margins. We are working on this idea. Watch this space," concludes Kanundu.

3,800

Recently the group bought 4 bags of maize from Madunguni at KES 3,800

Achievements

- The group raised KES 15,000 to start the cereals business
- Group members are picking up invaluable skills from Project Vijabiz
- The group is now a reliable source of cereals for the community

Members of TRACK sell maize flour to a customer at their cereals shop

PROFILE

Name of group:
Upper Salama Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Elburgon**
Village: **Salama**
Number of Members: **15**
Male **2**
Female **13**
Contact: **Agnes Wairimu**
Tel: **0728649750**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Upper Salama Group

Group moves to cereals business for employment

Upper Salama Group was formed in 2016 and has fifteen members: two men and thirteen women. The group is based in Elburgon ward, Nakuru County. The group specializes in cereals and is registered under the Ministry of Youth, Gender and Social Services.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru County is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for wheat, sorghum and millet growing.

15

The group currently has 15 members: 2 men and 13 women

"We chose the cereals value chain because the climate in the region is favorable for cereals," says Agnes Wairimu, Chairperson of Upper Salama Group.

Project idea

Upper Salama Group was formed with the mission of members getting together and uplifting each other. The group did table banking to achieve its goals.

Upper Salama Youth Group members weed their maize and beans farm

Upper Salama Youth Group members, from right, Maggy Nyakarenga, Peter Kafari, Lucy Nyambura, Violet Ukisa, Lucy Waithera, Agnes Wairimu

The group ventured into cereals farming upon joining Project Vijabiz. The group started with KES 20,000 raised from member contributions.

Implementation

The group initially started with 1 acre and produced 20 bags of maize that sold at KES 1,200 each, 5 bags of beans at KES 6,000 each and 10 bags of peas at KES 8,000. Currently the group has 2 acres of land and has produced 7 bags of beans.

The group had a chance to participate in the field visit to Kinamba and learned more on cereals farming.

Project Vijabiz recently trained Upper Salama Group in value addition, use of ICT, record keeping and customer service.

"We now market our cereals business following the ICT training by Project Vijabiz " says Ms Salama. The group made a profit of KES 196,000 from their cereals business in 2018.

Members of Upper Salama Youth Group work in their farm

Upper Salama Group is facing various challenges such as:

- Price fluctuations
- Unpredictable weather patterns
- Pests and diseases

"We are researching on the best pesticides to use for our beans and the right season to plant our cereals," says Ms Salama.

The group plans to buy a piece of land to increase maize production and become a well-known brand in the country.

The group had a chance to attend the trade show and interacted with various groups who have registered their groups as companies and are now successful.

Achievements

- The group has learned more about cereals farming following the Vijabiz training
- The group has created employment opportunities
- The group is renting storage for their maize
- The members are receiving a salary from the profits.

PROFILE

Name of group: **Ushindi Youth Group**
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Kihingo**
Village: **Kihonge**
Number of Members: **16**
Male: **2**
Female: **14**
Contact: **Daniel Njuguna Kamau**
Tel: **0746 648 187**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ushindi Youth Group

Group diversifies to cereals and hardy tubers

Ushindi Youth Group based in Kihingo Ward of Njoro area in Nakuru County is engaged in selling cereals in addition to growing beans and arrow roots as secondary crops. The group of sixteen youths —fourteen women and two men—was form in 2016 and registered as youth group under the Ministry of Labor and Social Welfare.

Context

Over the past few years, maize production has been declining in Nakuru and other counties in the Rift Valley region, which is regarded as Kenya's breadbasket. This is due to a mix of factors that include problems along the value chain, pests and diseases and the vagaries of weather changes.

Nakuru County is producing only a fraction of its annual potential of over 500,000 tons of maize were modern farming methods used. The county government is taking measures to shore up farmers, mostly smallholders, as larger farms continue to shrink due to subdivision of land as a rapidly growing population, now over 1.6 million, pushes up demand for new settlements.

16

The group currently has 16 members: 2 men and 14 women

These measures include improving access to information and technical advice by strengthening extension services, linking farmers to crop insurance schemes, and encouraging young people to take up farming to replace an ageing population of farmers.

The county plans align well with the objectives of Ushindi Youth Group to create jobs by encouraging youth to be involved in agribusiness. The group's first venture was in poultry farming for which they took and repaid a KES 100,000 loan from the government's Uwezo Fund. The group earned a KES 27,000 profit in 2018, up from KES 15,000 the previous year.

Implementation

The group chose to diversify their income-generating activities to include growing and selling cereals after some members who attended Project Vijabiz' entrepreneurship training floated the idea. They also agreed to grow beans and arrow roots as secondary crops.

The decision made sense since the crops all do well in the area. Also, most members come from farming families and can provide labour, cutting production costs.

Members of Ushindi Group in their farm

Members of Ushindi Group digging to extend their farm

"There is always a market for cereals and hardy tubers in our area and the capital required is not so high," says group chairman Daniel Njuguna.

The group hopes to start growing maize and tubers in the 2020 season. However, they are applying the business knowledge and skills to their existing business. For instance, they have set up a Facebook page to create awareness about the group's activities and poultry business.

"Our involvement in Project Vijabiz is bearing fruit because our group has been using the knowledge and lessons we learned," adds Mr Njuguna.

Ushindi Youth Group's vision is to be a leading agribusiness in Nakuru County in a few years.

Achievements

- The group is applying new knowledge and skills to diversify into cereals and hardy tubers
- The group is using technology to support their business: Facebook and Twitter to create awareness; Google, to learn about crop farming, and WhatsApp for communication within the group and with others
- The group also interacts through the Mkulima Young (young farmer) online platform
- Improved record-keeping.

Hellen Wanjiku: "Thank you for the training on good farming through Project Vijabiz."

PROFILE

Name of group: **Uwezo Youth Group**
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Njoro**
Village: **Rumwe**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Peter Macharia**
Tel: **0704334583**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Uwezo Youth Group

Group moves to cereals for employment

Uwezo Youth Group was formed in 2014 and has ten members: five men and five women. The group is based in Njoro ward, Nakuru County. The group specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

In Kenya, wheat farming is the second most important cereal grain crop after maize. It is grown in Narok, Kitale, Nakuru, Trans Nzoia, Uasin Gishu, some parts of Laikipia. The main wheat variety is Durum.

"We decided to venture into cereals because the region is favorable for wheat farming," says Bernard Chanzu, Chairperson of Uwezo Youth Group.

10

The group currently has 10 members, 5 men and 5 women

Project idea

Uwezo YG was formed with the aim of empowering youths and group members. The group was involved in poultry farming and table banking to attain their goals. The group ventured into cereals farming upon joining Project Vijabiz. The group started with KES 85,000 that members contributed.

The piece of land used by Uwezo Youth Group for farming

Some members of Uwezo Youth Group

Implementation

Project Vijabiz recently trained Uwezo Youth Group in value addition, use of ICT, record keeping and customer service.

The group learned how to make silage to sell in the region during drought.

Following the ICT training, the group can now market their products on Facebook and has a huge local and international following.

Uwezo YG benefited from the field visit to Narok where they learned about the right seeds to plant in their region.

The group made a profit KES 84,000 in 2018.

Uwezo YG is facing various challenges in the business such as the high cost of chemicals and getting certified seed.

The group is aiming to start value addition by buying a miller and branding the products.

Uwezo Youth Group attended the trade show in Nakuru organized by Project Vijabiz and got the opportunity to interact with wheat farmers.

The group is now collaborating with other youth groups with motor bikes to supply their produce.

Achievements

- The training workshops have provided opportunities for networking with other groups
- The group is making silage to sell during the dry season for profit
- The group is in talks with Njoro Boys School to supply them with cereals in 2020.
- The group is collaborating with another youth group to supply produce

PROFILE

Name of group:
Vision Boda Boda Self-Help Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Visoi**
Village: **Rongai**
Number of Members: **10**
Male: **7**
Female: **3**
Contact: **Samuel Munyira**
Tel: **0720824197**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Vision Boda Boda Self-Help Group

Boda Boda operators move to cereals business for higher profits

Vision Boda Boda Self-Help Group specializes in buying and selling cereals in Rongai area of Nakuru, Kenya. The group was formed in 2015 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has ten members: seven men and three women.

Context

The main crops produced in Nakuru County are maize, beans, Irish potato and wheat. In 2016, the county produced 180,388 tons of maize valued at KES 2.91 billion.

Nakuru is also one of the regions in Kenya where cereals do well due to its favourable weather. The area is known for, wheat, sorghum and millet growing.

10

The group currently has 10 members: 7 men and 3 women

"We are doing well and we are expecting 75 to 100 bags of maize, and through marketing skills we got from Ustadi we are sure we will get a good market for our cereals produce at a good price," says Gitau John.

Monicah Njeri, Secretary of Vision Boda Boda SHG, says that apart from the high potential for more produce, the cereals business was attractive to them because most people in their area use maize flour as their staple food. "So, the market is ready," she adds.

Project Idea

Vision Boda Boda SHG was started by a group of tenants who wanted to improve their standards of living. The group members came together to save some cash with the objective of buying land and boda bodas.

However, it was not until the group joined Project Vijabiz that members decided to concentrate on the cereals value chain; the group buys and sells maize and beans in their community. The group started their cereals business with KES 100,000 that they raised through table banking.

Implementation

Project Vijabiz recently trained the group in the use of ICT, record management and marketing. As a result, the group

From left, Sammy Muturi, Gitau John, Bethuel Kinyanjui, Ruth Njeri, Monica Njeri, and Peter Njoroge at their five hectares of maize and beans farm

opened a Facebook page to market their products; and they sold the 2 bags of maize to two secondary schools within the ward.

The group made a profit of 83,250 in 2018 from selling 76 bags of maize and beans.

The group currently faces challenges in their cereals business such as:

- Lack of enough capital to achieve bumper harvest
- Fluctuating market prices
- Pests and diseases

Vision Boda Boda SHG is using the Vijabiz training to help solve their problems The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group has partnered with two schools to supply them with maize and beans.
- Group members are learning more about the cereals business.
- Following training by Project Vijabiz, the group has implemented an online marketing strategy

Visoi Boda Boda SHG tractor ploughing

PROFILE

Name of group:
Tenden Youth Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Keringet**
Village: **Keringet**
Number of Members: **17**
Male: **9**
Female: **8**
Contact: **Sheila Chelagat**
Tel: **07041450428**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Tenden Youth Group

Cereals trade cushions youth group

Tenden Youth Group based in Keringet area of Kuresoi South is engaged in the cereals value chain under Project Vijabiz. The group was established and registered with the Government in 2015. It has seventeen members: eight women and nine men.

Context

Poultry is a popular income-generating activity among self-help groups in Kenya. Although profits can be good, rearing chickens has its risks. Poor husbandry practices and diseases can easily wipe out entire flocks. It is also demanding and it is often not possible for members to devote time equally to adequately care for a common flock.

Given the risks, groups are advised to have another income stream to turn in a worst-case scenario. Tenden Youth Group started poultry farming soon after it was registered in 2015. Each of the 22 members contributed KES 500 for the venture and an equal amount monthly for expansion. Some of the money went into buying feeds, feeders and warmers. With the 18 eggs collected daily, the group could barely sustain the business let alone make a profit. They needed a second business.

Business Idea

After attending the business opportunity workshop, the group realigned itself to Project Vijabiz to focus on the cereals value chain.

The workshop enabled the group to see the untapped potential of buying and selling maize as brokers, according to Sheila Langat, one of its leaders.

17

The group currently has 17 members: 9 men and 8 women

A member packs maize

Implementation

Soon after the training, members pooled to buy and resell maize sourced from local farmers. Market entry was easy because of the new skills gained from Vijabiz and some members were already in the business individually.

To maximize profit, the group leased a farm and planted maize. They hope to reap good profits.

Achievements

- The group has acquired valuable business skills
- The maize farm has created employment for two casual workers who weed the crop and will help during harvest

500

Each of the 22 members contributed KES 500 for the venture and an equal amount monthly for expansion

PROFILE

Name of group:
Vision Nguriga SHG
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Nguriga**
Number of Members: **13**
Male **6**
Female **7**
Contact: **John N Mwangi**
Tel: **0746653437**
August 2019

Vijabiz CEREALS VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Vision Nguriga SHG

Group moves to cereals farming for high profit

Vision Nguriga Self-Help Group was formed in 2014 and is based in Lare ward, Nakuru County. The group has thirteen members: six men and seven women. It specializes in cereals farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

The agricultural development policy in Kenya emphasizes the use of incentives to increase production and self-sufficiency in maize, a basic staple for most households.

"Maize is a staple food in the region, hence we decided to venture into cereals farming," explains John Njoroge, Chairperson of Vision Nguriga Self-Help Group.

Project idea

Vision Nguriga SHG was formed to allow members to uplift each other and improve standards of living. The group was initially involved in table banking, dairy farming and monthly contributions.

The group joined Project Vijabiz and chose cereals farming as their enterprise. The group started with money raised from member contributions.

13

The group currently has 13 members: 6 men and 7 women

Implementation

Project Vijabiz recently trained Vision Nguriga SHG in the use of ICT, record keeping, customer service and leadership skills.

The group received a loan of KES 300,000 from Cosmopolitan Sacco that it repaid through member contributions.

Vision Nguriga SHG is facing some challenges such as :

- Unpredictable weather patterns
- Limited seeds
- Pests and diseases
- Lack of funds

Group members plan to buy their own land instead of leasing to increase profit.

Achievements

Following the training the group has learned more about the cereals farming value chain, and how to control diseases and pests.

Large-scale Vision Nguriga Farmers at their 7-acre farm of maize

PROFILES

Vijabiz

Empowering Youth in Agribusiness in Kenya

DAIRY VALUE CHAIN

PROFILE

Name of group:
Agrisolve Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kibarani**
Village: **Kakanjuni**
Number of Members: **12**
Male: **5**
Female: **7**
Contact: **Nancy Mwangala**
Tel: **0708 360 997**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Agrisolve Youth Group

Group turns to processing livestock feeds for a profit

Agrisolve Youth Group is based in Kakanjuni village, Kibarani ward in Kilifi North. The group specializes in making animal feeds and selling these to farmers in Ganze in Kilifi County. It was formed in 2017 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group has twelve members: five men and seven women.

Context

Livestock keeping is a major source of income in most parts of Kenya, from the most productive to the arid areas. For all livestock keepers, feed and nutrition are major concerns. Inadequate nutrition is an important cause of low live-weight gains, infertility, low milk yields, and other health issues in cattle.

12

The group currently has 12 members: 5 men and 7 women

As there are no feed factories in Kilifi, members of Agrisolve Youth Group decided to tap into this market to make a profit and provide the area with a reliable source of feeds to improve their livestock.

Project Idea

Agrisolve Youth Group initially started by operating an agro vet

Members of Agrisolve Youth Group, Chris and Dennis, prepare feeds

Members of Agrisolve pack feeds

shop that sold livestock products such as feeds and pesticides to the local community. When the group joined Project Vijabiz, members decided to concentrate on making animal feeds.

Agrisolve Youth Group buys materials and processes the feeds they sell to local customers. Feeds are made from processed maize, which provide husks, and omena (*Rastrineobola argentea*), a commercial fish harvested from Lake Victoria.

Ms Nancy Mwangala, Chairperson of Agrisolve Youth Group, says the group raised KES 20,000, through member contributions to start their business.

Implementation

Project Vijabiz recently trained Agrisolve Youth Group in business plans, business management and use of ICT. As a result, the group settled on feed making business as they believe it is viable and will meet the needs of customers in Kilifi.

"We agreed to change our project to start feed formulation based on an opportunity to provide feeds locally since there are no factories making feeds in Kilifi, thus tapping the customers from within. The milling companies have distributors based in Kilifi, but we are ready to face the competition", explains Ms Mwangala.

The group sought advice from a technician in Pwani University who trained them on formulating feeds.

The selling price of feeds is KES 80 per kilogram and KES 2400 for a 50-kg bag of dairy meal. Ingredients include maize, *omena*, corn and additives. Production started two months ago.
The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in project.

"Apart from the connections with potential customers and service providers, we learned a lot about being conscious of the resources around us and how to make use of them as youths", says Ms Mwangala.

Members of Agrisolve, Nancy and Chris, at what they do best

2400

The selling price of feeds is KES 80 per kg and KES 2,400 for a 50-kg bag of dairy meal.

Achievements

- The group is providing a reliable source of livestock feeds in Kilifi
- Group members have picked up new skills through Project Vijabiz training
- The group is currently making feeds as a business.

> BENEFICIARY PROFILE

Agrisolve treasurer wants group to become company after training by Project Vijabiz

Christopher Mwangata, Treasurer of Agrisolve Youth Group, says that through the training provided by Project Vijabiz, he has picked invaluable skills that have encouraged him to set a target of turning the group into a fully-fledged company within the year.

"Through Project Vijabiz I have acquired ICT and entrepreneurial skills. These skills are helping us to market ourselves and our products, and to reach a broader market," explained Mr Mwangata.

"With the skills I've acquired, I am initiating discussions with the group to help transform it into a company so that we may benefit more from what we are doing."

Mr Mwangata explains that he is a trained veterinary doctor and that his dream business will be in the line of livestock keeping.

PROFILE

Name of group:
Amani Kabianga Youth Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo**
Village: **Chesoen**
Number of Members: **15**
Male: **7**
Female: **8**
Contact: **Anson Shisambo**
Tel: **0727 313 331**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Amani Kabianga Youth Group

Group moves to dairy farming business to improve living standards

Amani Kabianga Youth Group was formed in 2013 and has fifteen members: seven men and eight women. The group is based in Molo ward, Nakuru County and specializes in dairy. It is registered under the Ministry of Youth, Gender and Social Services.

Context

According to Nakuru County's Ministry of Agriculture, Livestock and Fisheries, the county is endowed with a high capacity for livestock production. Dairy farming remains the backbone of livestock farmers in high potential areas such as Nakuru Country. In 2018 the dairy industry generated KES 8.8 billion from milk sales.

"We decided to venture into dairy farming because the environment in the region is conducive and we have a very wide market," says Anson Shisambo, Chairperson of Amani Kabianga Youth Group.

15

The group currently has 12 members: 7 men and 8 women

Project idea

Amani Kabianga Youth Group was formed to improve standards of living. The group was planting cyprus seedlings and table banking to attain their goals. The group ventured into dairy farming after joining Project Vijabiz. The group started with KES 70,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Amani Kabianga YG in marketing, use of ICT, record keeping and customer service. The group attended the field visit in

Members of Amani Kabianga Youth Group

Kajiadio and returned with a biogas project.

In 2018 the group got a loan of KES 70,000 from a microfinance institution that it repays through member contributions and using part of the sales from the milk. The group still made a profit of KES 169,050 in 2018.

The training conducted by Project Vijabiz helped the group manage the wrangles they used to experience in the group. "These days we delegate duties among the officials and the group members to avoid unnecessary conflicts. We learned conflict resolution form the Vijabiz training," says Mr Shisambo.

The group is striving to become a leading brand in the region, increase the number of dairy cows, improve their structure, and buy a cooler.

Amani Kabianga YG attended the Vijabiz trade show in Nakuru and showcased their feeds. The group also made connections with other farmers and institutions on the best medicines to use on their cattle in case of disease outbreak.

Achievements

- The group bought a biogas system and started a biogas project
- Group members now account for the records in the group and business
- The group is also making profit from selling feeds

Kelvin Diema, a member of Amani Kabianga Youth Group, with their dairy cows

PROFILE

Name of group:
Aoon Jubilee Youth Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Tinet**
Village: **Aoon**
Number of Members: **13**
Male: **5**
Female: **8**
Contact: **Bernard sang**
Tel: **0723413137**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Aoon Jubilee Youth Group

Group sees increased profits from dairy business after constructing their own shop

Aoon Jubilee Youth Group, one of the groups supported by Project Vijabiz, specializes in dairy farming. The group buys and sells milk in Kuresoi South area of Nakuru County. The group was formed in 2013 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has thirteen members: five men and eight women.

Context

Less than 15 percent of marketed milk flows through milk processors. The rest is sold as liquid raw milk through direct sales to consumers by farm households (58 percent) and milk collected by dairy cooperative societies, self-help groups and individual milk traders who also sell some directly to consumers.

13

The group currently has 13 members: 5 men and 8 women

Aoon Jubilee Youth Group milk shop

Among the groups benefiting from Kenya's highly developed informal dairy sector is the Aoon Jubilee Youth Group, who according to Chairman, Bernard Sang, ventured into the dairy business for the following reasons:

- Ready working force
- Availability of land and accommodating environment for dairy farming
- High demand for milk and its products
- Experienced labour force

Nakuru County's Ministry of Agriculture, Livestock and Fisheries, notes that the region is endowed with a high capacity for livestock production and the dairy industry is the leading livestock enterprise.

Project Idea

Aoon Jubilee YG was initially started to do a business involving tree nurseries. The group was also involved in selling tea to farmers in their area and members were also involved in table banking.

When the group joined Project Vijabiz, members decided to concentrate on dairy farming where they buy and sell milk from farmers, and farm dairy cattle and seel milk in their community. The

group started their dairy business with KES 80,000 raised through group member contributions. They used the money to buy two dairy cows.

Implementation

Project Vijabiz recently trained Aoon Jubilee YG in use of ICT, field training and entrepreneurship. As a result, the group has opened a shop where they sell their produce.

"Before the Vijabiz training we would sell our milk to cooperatives, which would buy at very low cost of KES 30 per litre. After receiving the training we built our own shop which has allowed us to sell directly to the community, at KES 45 per litre, thus maximizing our profits," said Mr Sang.

The group made a profit of KES 83,000 last year. The group however faces various challenges such as:

- Milk price fluctuation
- Erratic weather pattern
- Competition
- Limited finance

Mr Sang explains that the best way to solve their problems is to raise enough funds to buy refrigerators to store milk during periods of shortage.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

"During the trade show we were also taught how to keep and check if our animals are healthy. We also learned how to make animal feeds both of which are lessons that have helped us increase our yields," Mr Sang concluded.

Achievements

- The group is a reliable source of milk in the community
- The group has built a shop
- The group has bought two cows
- Members have learned a lot in dairy farming, e.g. modern dairy keeping, feeding and animal husbandry

Aoon Jubilee Youth Group members during the mentorship meeting with Maurice Motake

PROFILE

Name of group: **Chepkiswet Dynamic Youth Group**
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Kiptagich**
Village: **Chepkiswet**
Number of Members: **20**
Male: **10**
Female: **10**
Contact: **Bernard Kirui**
Tel: **0728 551 181**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Chepkiswet Dynamic Youth Group

Group moves to dairy farming for high profit

Chepkiswet Dynamic Youth Group has twenty members: ten men and ten women. The group specializes in dairy farming and is registered under the Ministry of Youth, Gender and Social services. It was formed in 2016 and is based in Kiptagich ward in Nakuru County.

Context

Farming is one of the main economic activities in Nakuru County. With 60 percent of the county's population employed directly in the agricultural sector, the agrarian segment plays a critical role not only in providing food but also in generating employment.

16

The group currently has 16 members: 8 men and 8 women

"We ventured into dairy farming because there was a ready market and it was easy to start since some of the group members already had cattle," says Bernard Kirui, Chairperson of Chepkiswet Dynamic Youth Group.

Kirui, a member of the group, hand cuts boma Rhodes grass to feed animals

Project idea

Chepkiswet Dynamic Youth Group was formed to empower members economically and to create job opportunities. The group initially dabbled in table banking and merry-go-round to achieve its goals.

When the group joined Project Vijabiz, members decided to specialize in dairy farming. The group started with 30 litres of milk contributed by group members who had dairy cows.

Implementation

Project Vijabiz recently trained Chepkiswet Dynamic Youth Group in use of ICT, record keeping, customer service and leadership skills.

The group previously did not keep records but after being trained members now refer to their up-to-date records. Following the training, the group has formed a marketing team.

The group visited Kajiado to interact with other dairy farmers. "Group members gained knowledge of pasture production, cow feeds processing, and value addition," says Mr Kirui.

The group is facing various challenges such as:

- Drought
- Poor state of roads
- Lack of transportation
- Lack of market
- Lack of storage
- Heavy rains

"We are planning to get into value addition to expand the shelf life of our milk and sell our milk in other regions," says Mr Kirui.

The group recently attended a trade show in Kajiado that was organized by Project Vijabiz and had a chance to interact with different farmers and get advice on dairy farming.

Achievements

The group benefited from the training and has learned more about the dairy farming value chain. It has formed a marketing team and is aiming to get into value addition.

Mursik ready for sale as prepared by the group

PROFILE

Name of group:
Chira Nuru CBO
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Bamba**
Village: **Lwandani**
Number of Members: **20**
Male: **14**
Female: **6**
Contact: **Emmanuel Fikirini**
Tel: **0723018117**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Chira Nuru CBO

Dairy feed farming proves to be a community's light at the end of the tunnel

Chira Nuru CBO is based in Lwandani, Bamba ward in Ganze subcounty. The group is involved in the dairy value chain through growing fodder grass for dairy cattle on 1.5 acres of land. Chira Nuru was formed in 2010 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. Currently it has twenty members: fourteen men and six women.

Context

Communities such as Ganze that are in arid lands of Kenya are adopting fodder production to address the problem of livestock feed scarcity, as well as to diversify their household incomes from the sale of the produced hay and grass seed.

According to Mr Emmanuel Fikirini, deputy Chairperson of Chira Nuru CBO, the group is taking advantage of pasture growing because the area often experiences long drought spells, making it difficult for farmers to graze their animals. During these dry spells, milk production falls, some animals die and some farmers even abandon dairy farming.

"The main objectives of Chira Nuru are to unite and economically empower the youth in our area," added Mr Fikirini.

Project Idea

The group, according to Mr Fikirini was formed to help the youth in Chira sublocation improve their livelihoods. The group was involved in poultry keeping but later decided to include growing fodder grass as part of their activities. They are also conducting community education among youth on effects of drug abuse.

20

The group currently has 20 members: 14 men and 6 women

"We saw the challenges facing youth in our community and decided there was a need to form a CBO to help our young men and women improve their lives," says Mr Fikirini. "That is why we chose the name Chira Nuru, as it means we are bringing light to Chira," he added.

When forming the group, the members approached the subchief who became their patron and advised them on what to do. We established a management structure and the group was ready to operate. The group even managed to employ one person, 26-year-old group member, Julius Charo, to construct a poultry structure.

Implementation

The group's poultry business is continuing and each member owns some poultry in their homes. The group responded to the call for proposals by Project Vijabiz and has embarked on their new venture of cultivating grass for fodder.

Group members each contribute KES 200 monthly to enable them run the affairs of the group. Project Vijabiz recently trained Chira Nuru in the use of ICT, business management and dairy farming. As a result, the group has now prepared 1.5 acres of land to start planting fodder.

1.5

TITLE DEED

The group has now prepared 1.5 acres of land to start planting fodder

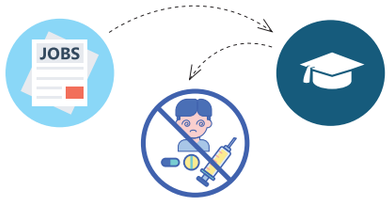
Members of Chira Nuru CBO plant brachiaria in their farm at Bamba

The first batch of grass they planted dried out because of drought. Mr Fikirini says that drought is a challenge in their area, but they are mitigating against it by drawing water from a neighboring borehole for irrigation.

Another major problem for the group has been getting the seeds for the grass. They buy them from Nairobi and Meru and thus take a long time to arrive. Mr Fikirini however says that this problem has been less of a concern since attending a trade show in Kilifi organized by Project Vijabiz. They made valuable connections with other groups in Project Vijabiz doing the same business and they received advice on what to do to improve their business.

Achievements

- The business has provided employment to group members.
- It has educated and empowered the youth of Chira sublocation
- Increased awareness of the harmful effects of drug abuse in their region



The farm allocated for napier grass in Lwanda Chira

PROFILE

Name of group:
Creative Investors Housing Cooperative Society Ltd
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo Township**
Village: **Muitirithia**
Number of Members: **10**
Male: **6**
Female: **4**
Contact: **Lucas Lugado**
Tel: **0720 676 454**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Creative Investors Housing Cooperative Society Ltd

Group's dairy farming venture route to land ownership

Creative Investors Housing Cooperative Society Ltd, one of the groups supported by Project Vijabiz, keeps dairy cattle and sells the milk in Molo area of Nakuru County. The group was formed in 2014 and is registered as a cooperative society with the Ministry of Industry, Trade and Cooperatives. It currently has ten members: six men and four women.

Context

The Nakuru County government is targeting to unlock the KES 25 billion potential in the dairy sector by addressing the challenges that have affected quality and quantity of milk produced.

In 2018 Nakuru was the third highest producer of milk in the country after Kiambu and Murang'a Counties. Milk is sold through the local markets as well as cooperatives such as Creative Investors Housing Cooperative Society Ltd.

10

The group currently has 10 members: 6 men and 4 women

"The reason we ventured into the dairy business stems from both the sector's potential for growth and members' long-held interest in the dairy enterprise," said Geoffrey Kamau, Chairperson of Creative Investors Housing Cooperative Society Ltd.

A member of Creative Investors Youth Group, Mr Lucas, feeds dairy cows

Project Idea

Creative Investors was initially formed by members to enable them buy plots of land for resale. The group, however, chose to first exploit the dairy value chain upon joining Project Vijabiz. The group keeps cows and sells the milk produced to the community. The group started their business with KES 150,000 raised from member contributions.

Through their dairy business the group hopes to:

- Create gainful employment for members and non-members
- Engage in dairy value addition
- Create a model dairy enterprise and learning center
- Access and use knowledge for better enterprise management

Implementation

Project Vijabiz recently trained the group in dairy management and use of ICT. As a result, the group has built housing for their cattle and established an online presence via social media.

The group made a profit of KES 58,000 in 2018 from their dairy enterprise. The main challenges the group faces include drought, expensive quality breeds and low-quality feeds.

"We are aiming to solve most of our problems by raising funds as group members. For the problem of low-quality feeds, dairy management training by Project Vijabiz is helping us address this as we are learning how to make our own," explains Kamau.

Kamau adds that the group also adopted fodder production, applying knowledge and skills they learned during a Project Vijabiz learning journey to a successful enterprise, Matende Farm.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project, as well as with potential buyers and service providers.

Achievements

- The group makes their own feeds
- The group finished constructing housing for their animals
- Group members are learning more about the dairy business

Godwin Nage takes 20 litres of milk to one of their clients in Molo town

PROFILE

Name of group:
Donijo 2017 Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kapkures**
Village: **Kapkures**
Number of Members: **12**
Male: **9**
Female: **3**
Contact: **Dominic Nyamoti**
Tel: **0795143362**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Donijo 2017 Group

Applying marketing skills grows customer base

Donijo Youth Group was formed in mid-2017 by young people in Kapkuress, Nakuru West, with the objective of creating job opportunities through agribusiness. The group of twelve—nine men and three women—is engaged in the dairy value chain under Project Vijabiz.

Context

Kenya's dairy sector produces 5.23 billion litres of milk worth USD 2.1 billion, contributing about 8 percent of GDP. Smallholder dairy farmers make up to 80 percent of total dairy producers and produce 56 percent of total milk production in Kenya.

The sector currently provides income and employment to over 1 million people across the dairy value chain: farmers and their family members, farm workers, transporters, traders and vendors, employees of dairy societies, milk processors, input suppliers and service providers, retailers and distributors.

12

The group currently has 12 members: 9 men and 3 women

Milk is consumed daily by most Kenyans, and average annual consumption per head is 115 litres.

Members of Donijo YG graze cattle

Kapkures ward is a peri-urban settlement just outside Nakuru, with a population of just under 9,000. The area is fast transitioning from farmland into mixed use as people build residential houses to cater for Nakuru's growing population. Because farm sizes have reduced, many families are turning to semi-intensive dairy farming for income.

Business opportunity

Donijo Youth Group's main activity in recent years has been dairy farming. The group has three cows which produce an average of 25 litres a day, earning them close to KES 40,000 a month. The group also makes animal feeds for the community and locals.

After joining Project Vijabiz, Donijo YG decided to continue with dairy farming. They realized that with proper planning, they could expand their business and make more money. They came up with a plan to double the

Patrick, a group member, milks the cow

number of cows and grow their milk business by getting additional supplies from local farmers.

The group is also planning to buy an acre of a land and lease four others for growing hay grass to cut to save them some of the money they spend on livestock feeds and earn money from sale of hay.

"Our plan is to expand our business by buying a milk vending machine, feed mixer, tractor and a hay cutter," says group member Irene Ochieng. "We would like to acquire a piece of land for our dairy cows."

25

Average production of milk per litre per day fetching KES 40,000 a month

Members of Donijo take their cows to the shed

"We acquired new skills on marketing and good customer relations. Now we have more customers."

Challenges

The main challenges the group faces include

- lack of capital
- limited space for their dairy cows
- the high cost of livestock feeds

Achievements

- Two members are employed full time to care for the cows and others part-time in the milk distribution business
- The group has developed a marketing plan
- The group keep daily records and can accurately calculate their profits

PROFILE

Name of group:
Empiris Enkai Youth Group
County: **Nakuru**
Subcounty: **Gilgil**
Ward: **Eburu-Mbaruk**
Village: **Nagum**
Number of Members: **17**
Male: **9**
Female: **8**
Contact: **Sarah Kuronoi**
Tel: 0724672962
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Empiris Enkai Youth Group

Hay for improved livestock quality

Empiris Enkai Youth Group based in Gilgil subcounty in Nakuru County was formed in March 2015 to empower young people among the pastoralist Maasai community through agriculture. Besides creating employment and improving livelihoods, the group hopes to shift cultural norms from pastoralism, where the community kept large herds of animals, to more profitable intensive mixed farming. Another objective is to create a savings culture among youth to encourage them to start small business and reduce dependency on their parents. The group has seventeen members: eight men and nine women.

Context

The Maasai community are pastoralists who once traversed large territories as they moved with their large herds of livestock in search of pasture.

However, their lifestyle is in transition as the rapidly increasing population has led to expansion of settlements, reducing the land available for pasture and forcing many pastoralists into a sedentary way of life.

Furthermore, land that was previously a communal resource is being subdivided and individually owned.

Empiris Enkai Youth Group is among those in transition hoping

17

The group currently has 17 members: 8 men and 9 women

Members store and sort bales of hay ready for selling

Members take stock of bales under storage

to transform their ways of life, slowly drifting away from how their forefathers live. They have realized that there is more opportunity in value addition in dairy.

Business Opportunity

Empiris Enkai YG started by building on local traditions. They decided to keep bulls for beef and sheep for mutton.

Over time, the group's livestock accumulated to 30 rams and five bulls, which they sold for a good profit. Some of the money was put in the group savings scheme for borrowing and invested the rest in hay growing, which has higher returns.

35

The total number of livestock the group accumulated and sold for a return

After joining Project Vijabiz and attending the commodity business opportunity workshop, the group assessed the hay business and confirmed it was viable. They increased the land they leased for growing grass from one to five acres, with plans of further increasing to 20 acres.

"We are in the process of constructing a bigger barn to store hay for sale when prices are high," says Sarah Kuronoi. Prices rise from KES 150 to peak at KES 450 during the dry season.

The group was also trained in the use of ICT and has since established a WhatsApp group for ease of communication. They have also established a Facebook page and Twitter handle.

The main challenge the group is facing on the ICT front is that most of the members are in the interior of Gilgil where mobile phone connectivity is poor.

Empiris Enkai YG members participated in the trade show held in Nakuru where they learned about what other groups are doing and also met service providers.

"This was a good exposure for us. We would like to emulate other successful groups we met at the trade fare" says Sarah.

She says that their vision is to see members of their group self-employed and their economic wellbeing improved. With this determination, they are looking forward to achieving their vision.

Challenges

Key challenges the group faces include lack of permanent storage for hay, unpredictable weather, high cost of leasing machinery and lack of capital.

Achievements

- The group improved its record-keeping
- The group increased land under grass from one to five acres
- Profit increased from KES 30,000 to KES 50,000

PROFILE

Name of group:
Enda Mbele Self-Help Group
County: **Nakuru**
Subcounty: **Kuresoi North**
Ward: **Nyota**
Village: **Tebere**
Number of Members: **21**
Male: **2**
Female: **19**
Contact: **Hannah Muthoni**
Tel:
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Enda Mbele Self-Help Group

Dairy farming enterprise brings community members together

Enda Mbele Self-Help Group based in Nyota ward area of Kuresoi North subcounty in Nakuru County specializes in dairy farming. The group keeps dairy cattle and sells milk in Kuresoi North . The group was formed in 2012 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It currently has twenty-one members: two men and nineteen women.

Context

Nakuru county is endowed with a high capacity for livestock production. Dairy farming remains the economic backbone of livestock farmers in high potential such as Nakuru with. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter. Last year, the dairy industry generated KES 8.8 billion from milk sales. Hence the reason why groups such as Enda Mbele Self-Help Group are in this value chain.

Project Idea

According to Ms Hannah Muthoni, a member of Enda Mbele SHG, they were initially involved in the horticulture and the dairy farming business in order to help economically empower their group members.

When the group joined Project Vijabiz they decided to concentrate on dairy farming. The group started their business with KES 170,000 which they raised through table banking and profits from sales of milk from their cow.

Implementation

Project Vijabiz recently trained Enda Mbele SHG in the use of ICT, entrepreneurship and record keeping. As a result, the group now owns five cows that each produce 20 litres of milk a day.

21

The group currently has 21 members: 2 men and 19 women

Enda Mbele SHG members prepare animal feeds

The group made a profit of KES 126,000 in 2018 through their dairy farming enterprise. The biggest problems facing the group include the lack of access to veterinary officers and drought, which leads to malnutrition of their animals and low milk production.

"Through Project Vijabiz we were given contacts of vets who can help us. We also got training in how to make our own animal feeds in case of drought," says Ms Muthoni.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the Vijabiz. Ms Muthoni says that the group learned about proper livestock nutrition; which will play a big part in keeping their animals healthy.

Achievements

- The group now makes animal feeds
- The group bought four more cows
- The group is a reliable source of milk in the community

PROFILE

Name of group:
Enda Mbele Women's Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Nyota**
Village: **Tebere**
Number of Members: **21**
Male: **2**
Female: **19**
Contact: **Hannah Muthoni**
Tel: **0708367908**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Enda Mbele Women's Group

Group plans value addition to improve dairy business

Enda Mbele Women's Group based in Tebere village in Kuresoi Subcounty of Nakuru is engaged in the dairy value chain under Project Vijabiz. The group of 21 comprising of 2 men and 19 women was started in mid-2013 to encourage women to practice dairy farming. The group aims to improve the dairy cattle through crossbreeding to increase milk production, produce fodder for sale and advocate for a better environment for dairy farmers.

Context

Self-help groups have economically empowered women to play a bigger role in their communities. By pooling their resources, women assist each other start small businesses and meet the basic needs of their families.

These groups are important forums for learning, sharing experiences and resources, promoting members' welfare and providing a social support network. Women's self-help groups are credited with the growth of investment clubs, or Chamas, that are now popular in Kenya. While most groups are formed by women, increasingly men are joining these groups having realised the power of teamwork.

Enda Mbele Women's Group started with table banking to enable members save and access small loans at low interest. After a while, the members pooled resources and bough five cows which today produce an average of 25 litres of milk daily. Most of the milk is sold to a local restaurant.

21

The group currently has 21 members: 2 men and 19 women

Beatrice Njeri milks the group cow

Business Opportunity

After attending the Project Vijabiz training workshop, the group decided to continue with dairy farming and to introduce value addition.

They intend to buy additional milk from local farmers, buy a milk vending machine and start making yoghurt and ghee to increase their income.

The group members say they learned a lot from other farmers during a trade fair that Vijabiz organized in Kuresoi. They have also improved their record keeping and hope to use ICT skills acquired to market their milk.

Achievements

- Profits from dairy business increased from KES 126,000 in 2017 to KES 144,000 in 2018
- The group has developed a financial, management and marketing plan for the business

Challenges

The group's main challenges include lack of capital for expansion, low-yielding dairy cow breed, high cost of fodder and lack of veterinary services.

PROFILE

Name of group:
Friends of Bahati Forest Youth Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Kabatini**
Village: **Wendo**
Number of Members: **10**
Male **5**
Female **5**
Contact: **Francis Ngari**
Tel: **0714008631**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Friends of Bahati Forest Youth Group

Youth group finds empowerment in dairy farming

Friends of Bahati Forest Youth Group specializes in dairy farming. The group of ten members—five men and five women—is registered under the Ministry of Labour and Social Services. It was formed in 2008 and is based in Kabatini ward, Nakuru County.

Context

The Nakuru County government is targeting to unlock the KES 25 billion potential in the dairy sector by addressing the challenges that have affected quality and quantity of milk produced.

In 2018 Nakuru was the third highest producer of milk in the country after Kiambu and Murang'a Counties. "We saw potential in the business and decided to fill the huge gap in dairy farming in the region," says Elijah Gichuki, Chairperson of Friends of Bahati Forest Youth Group.

10

The group currently has 10 members: 5 men and 5 women

Project Idea

The group was formed with a mission to empower the youths and create job opportunities for members.

Some members of friends of Bahati Youth Group with their dairy cows

The group was involved in environmental conservation and sheep rearing to reach their goals. Once the group joined Vijabiz they decided to focus on the dairy value chain farming. The group started with KES 30,000 from selling sheep.

Implementation

Project Vijabiz recently trained Friends of Bahati Forest YG in how to improve breeds, use of ICT, how to set up goals, how to come up with a vision for the group, and record keeping. From the ICT training the group has set up a Facebook page which is used for online marketing.

The group is still rearing the calves and is projecting high profit this year.

"For now, the group is selling milk where we add a markup of KES 20 per litre ," says Mr Gichuki.

The group received a loan of KES 50,000 from the Youth Fund that is repaid from member contributions.

Their main challenge in running their enterprise is insufficient funds to expand their business

"We are planning to liaise with the Ministry of Livestock for more information in terms of what we should plant to help the livestock produce more," says Mr Elijah Gichuki.

Group member Jeremiah Kieru Gathoni milks the group's cow

The group hopes to access more funds from the Youth Fund to increase the number of cows and lease land to plant their own fodder which will ease cost of production.

"In future we aim to add value to our milk and increase the number of cows to increase production," adds Mr Mucheru.

Friends of Bahati Forest YG had a chance to attend the trade show organized by Project Vijabiz in Nakuru and connected with the Agricultural Financial Cooperation for financial assistance.

Achievements

- Project Vijabiz training has brought cohesion in the group
- Group members are now confident in what they have learned
- The group has a Facebook page that they use for online marketing

PROFILE

Name of group:
Ganze Muslims Youth Network
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Ganze**
Village: **Ganze Central**
Number of Members: **15**
Male: **10**
Female: **5**
Contact: **Hawa Sidi**
Tel: **0707033395**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ganze Muslims Youth Network

Dairy farming empowers youth in Ganze

Ganze Muslims Youth Network is based in Ganze central area of Kilifi County. It is one of the groups supported by Project Vijabiz. The group is engaged in the dairy value chain; it keeps dairy cows and sells milk to residents of the area. The group was formed in 2012 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has fifteen members: ten men and five women.

Context

Improved prices paid to producers have resulted in higher production among small-scale farmers. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter.

With such a high demand potential for milk, it's no surprise that groups such as Ganze Muslims Youth Network have chosen to exploit the dairy value chain to improve their lives.

Project Idea

Ganze Muslims Youth Network initially started as a muslims-on

The group currently has 15 members: 10 men and 5 women

ly group keeping poultry, cows and cultivating crops such as maize, sukuma wiki (kales) and cowpea. The group would then sell their produce at Ganze town during market days. According to Mr Musa, the group has since incorporated other non-muslim members.

"After consultations among ourselves we decided that we should involve any youths in the community, regardless of religion, who has a desire to work so that we can foster unity," added Mr Musa.

After joining Project Vijabiz the group decided to focus on dairy farming as their main business.

Implementation

Last year group planted maize and harvested six 90-kg bags of maize, which they sold to finance their dairy business.

"Apart from selling maize grain to raise funds, members also contribute KES 100 each week to support our business," he added.

With the money raised the group employed one herdsman for their four cows, which have not started producing milk as they have not yet given birth.

"Since our cows are yet to start producing milk, we are currently buying milk from farmers from surrounding areas and selling to our community," said Abbas Musa, Secretary of Ganze Muslims Youth Network.

Members of the group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Members of Ganze Muslims Group feed their dairy cows in Mwaeba - Ganze

Mr Abbas says that the biggest take away from the trade show is that adding value to milk could improve their business, and that is what they aim to do once the business picks up.

"Through the trade show and Project Vijabiz training we learned that adding value such as making yoghurt and mala could help us earn more from our milk. This has now become our end goal," Mr Abbas says.

From the trade show they learned that they need improved breeds to get good quantities of milk . The group's cow breeds are not the exotic type for milk production.

"Part of our immediate future plans is to raise funds to buy grade cows to replace our traditional cows so that we have good quantities of milk," concludes Abbas.

Ganze Muslims maize farm; a member shows the effects of maize disease

Achievements

- The group has improved the maize farming methods, thus increasing yields
- The group has bought four cows
- The group has employed 1 herdsman and some farmhands from the community

PROFILE

Name of group:
Greenbelt Youth Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Dundori**
Village: **Githioro**
Number of Members: **14**
Male **5**
Female **9**
Contact: **Peter Mucheru**
Tel: **0728 470 228**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Greenbelt Youth Group

Dairy farming beckons footballers

Greenbelt Youth Group is registered under the Ministry of Youth and Social Services. It was formed in 2017 and specializes in the dairy value chain in Dundori ward, Nakuru County. The group has fourteen members: five men and nine women.

Context

Greenbelt Youth Group was formed in 2017 and is registered under the Ministry of Youth and Social services. The group is situated in Dundori ward of Nakuru County and specializes in the dairy value chain.

14

The group currently has 14 members: 5 men and 9 women

Project Idea

The group was formed with the aim to find a source of income and create employment opportunities for group members. The group started as a football club to avoid idleness among the youth.

Members of Greenbelt Youth Group unload milk at their dairy shop

It was then that the 'team' joined Project Vijabiz and decided to focus on dairy production. The group started the business with KES 10,000 from member contributions.

Implementation

Project Vijabiz trained the Greenbelt Youth Group in good record keeping, marketing their produce and in the use of ICT for online marketing.

"Project Vijabiz has given us the business exposure through various exhibitions the group has attended," adds Mr Mucheru.

In 2018 the group made a profit of KES 750,333 and a profit of KES 900,400 in 2019.

"We sat down as a group and decided to implement compulsory savings to boost future grants from the bank," says Mr Mucheru.

"We are planning for each group member to own a milk shop in the region in future. This will create employment for all the group members," adds Mr Mucheru.

In 2018 the group made a profit of KES 750,333 and a profit of KES 900,400 in 2019.

Greenbelt milk cooling freezer where milk collected from farmers is stored

Greenbelt Youth Group recently attended the Vijabiz trade show and had the opportunity to make connections with different government institutions that will assist in granting a loan for the business.

Achievements

- Sales have increased from the implementation of the marketing training
- The group is also contributing to pay fees for one of their members who is studying at Egerton University

Greenbelt Youth Group members

PROFILE

Name of group:
Highland Visioners Youth Group
County: **Nakuru**
Subcounty: **Nakuru North**
Ward: **Kabatini**
Village: **Kabatini**
Number of Members: **13**
Male **8**
Female **5**
Contact: **Peter Mbugua**
Tel: **0716042576**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Highland Visioners Youth Group

Group focuses on dairy farming

Highland Visioners Youth Group has thirteen members: eight men and five women. The group was formed in 2014 and is registered under the Ministry of Youth and Social Services. It is based in Kabatini ward, Nakuru County, where it is engaged in dairy farming.

Context

Nakuru County government is targeting to unlock the KES 25 billion potential in the dairy sector by addressing the challenges affecting milk quality and quantity.

The initiative funded by National Agricultural and Rural Inclusive Growth Project (NARIGP) is working on a strategy that targets to have dairy cooperatives in the county come together to form a union and facilitate installation of a dairy processing plant and a feed manufacturing unit.

13

The group currently has 13 members: 5 men and 8 women

Peter Mbugua, Chairperson of Highland Visioners Youth Group,

A member of Highland Visioners Youth Group feeding their livestock

A member of Highland Visioners YG feeds their goats

says the group chose to focus on dairy farming because there was low competition and NARIGP had opened potential opportunities.

Project Idea

The group was formed to help members grow economically. Highland Visioners Youth Group was planting and selling cereals to attain their goals.

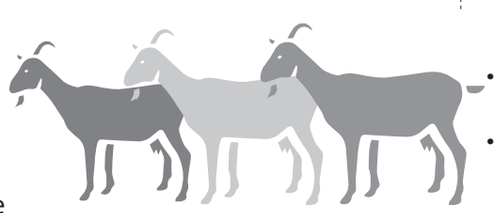
When the group joined Vijabiz they decided to focus on dairy farming. The group started with KES 16,000 from selling cereals and from member contributions.

Implementation

Project Vijabiz recently trained the group in record keeping, use of ICT, and how to market their products online.

The group is still rearing goats and it hopes to make a profit soon.

Highland Visioners Youth Group is facing various challenges such as inadequate funds, lack of knowledge of the market and insufficient feeds for the goats.



"In future we aim to create more job opportunities for the community at large, supply our goat milk and buy a piece of land for the business," says Mr Mbugua.

The group attended the Vijabiz trade show and made connections with officials from the Youth Fund.

Achievements

After the Vijabiz training:

- The group set up a Facebook page for online marketing
- Members have set up their own individual businesses
- The group has learned a lot about business management.

PROFILE

Name of group:
Hukuzane Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Tezo**
Village: **Ngerenya**
Number of Members: **15**
Male: **11**
Female: **4**
Contact: **Shadrack Kombe**
Tel: **0711 661 089**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Hukuzane Youth Group

Informal dairy sector benefits members

Hukuzane Youth Group buys milk from farmers and sells to local consumers in Kilifi North, Kilifi County. The group was formed in 2017 and is registered with the Ministry of Public Service, Youth and Gender Affairs. It currently has fifteen members: eleven men and four women.

Context

In Kenya the dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter. Almost 80 percent of all liquid milk reaching the market is distributed through informal channels. Raw milk is more affordable than pasteurized milk and is preferred by most consumers.

The informal market has one main advantage over its formal counterpart: the informal market is a cash-based market and farmers are paid immediately for their goods. Within the formal chain, farmers can wait up to a month to be paid for their milk.

General poverty is widespread in Kilifi County. The informal milk sector here dominates and farmers sell their milk to outlets such as village hotels and households directly. Smallholder farmers face immediate cash flow needs and the informal market provides an advantage. Every morning dairy farmers trek to trading centers to sell their milk.

15

The group currently has 15 members: 11 men and 4 women

564

Average yield per cow in Kenya at 564 kg/year.

Project Idea

Hukuzane Youth Group saw a business opportunity in this somewhat desperate scenario and decided to exploit it. The group buys milk directly from farmers.

Mr Shadrack Kombe, Treasurer of Hukuzane Youth Group, notes that they are among the players in the informal sector. Group members buy about 20–25 litres of milk per day and distribute it within in the area.

Hukuzane Youth Group started out as a renting service for chairs, tents and public address system to the local community in Tezo. However demand for their services was low in the area and the business collapsed.

Members would still meet on Sundays as was the norm. During one of these meetings the group decided to foray into the dairy industry. This venture was profitable: in 2018 the group closed with KES 100,000 in their

> BENEFICIARY PROFILE

Hukuzane Youth Group member leaves the quarry behind, heads for college

bank account and 2019 looks equally promising.

"Things are currently going well with our milk selling business, but our aim in the long run is to sell products such as yoghurt and 'mala' as they will increase our revenue stream," explained Mr Kombe. "Project Vijabiz allowed us to understand the informal dairy sector better, and for that we are grateful".

Implementation

Project Vijabiz recently trained the group in value adding activities, use of ICT and business proposal writing. As a result, the group has now identified a milk shop in Mtondia near Kilifi town where they will be selling the milk.

Members have plans to buy coolers and freezers to enable them store their milk because it is a highly perishable commodity. The group also wants to buy motorbikes so that they can transport their milk from the farmers to their shop, and to reach a wider target milk.

Mr Kombe further explained, "To buy the equipment we need we applied to the Uwezo Fund for a loan of KES 200,000 that we will repay with the money we earn from our expanded business."

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz. Mr Kombe says they made useful connections with other groups, as well as representatives from Google Foundation who taught them about their various services that the group will use in future.

"The most exciting part for me at the trade show was learning about Google ads, even though we won't use the service now. I am looking forward to using the service once our business grows," adds Mr Kombe.

Achievements

- The group has now developed a business plan
- The group has partnered with local business owners to sell their milk
- The group is providing milk to underserved regions that previously could not access milk products

Mwarandu Kombe is currently the secretary of Hukuzane Youth Group. He is also a founding member of the group together with the group's Chairman. Before joining the group, Mr Kombe worked in a quarry as a loader.

At the quarry he came up with the Hukuzane Youth Group that at first started as a service for renting chairs, tents and public address system to the local community in Tezo.

"I left the quarry and started working for the group. I would erect tents whenever they were rented out," said Kombe. "When the business failed, I was disheartened, but through our continued meetings we decided to pursue another venture of buying and selling milk in Tezo. I have saved some money, and I will be heading to college soon," he adds.

Hukuzane Youth Group's participation in Project Vijabiz has helped him learn various life and business skills. He hopes these skills when coupled with formal education will add value to him and their group. He credits Project Vijabiz with improving the lives of other youth members.

PROFILE

Name of group:
Ingobor Drivers and Conductors Self-Help Group
County: **Nakuru**
Subcounty: **Nakuru Town West**
Ward: **Kapkures**
Village: **Mogoiwet/Kapkatet**
Number of Members: **14**
Male: **9**
Female: **5**
Contact: **Dennis Ngeno**
Tel: **0710 897 844**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ingobor Drivers and Conductors Self-Help Group

Jobless youths grow business from dairy farming

Ingobor Drivers and Conductors Self-Help Group, one of the groups Project Vijabiz supports, specializes in buying and selling milk in Nakuru Town West in Nakuru County. The group was formed in 2016 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It has fourteen members: nine men and five women.

Context

Kenya produces annually 5.23 billion litres of milk. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter. Seventy percent of this milk produced is handled by the informal sector.

14

The group currently has 13 members: 9 men and 5 women

Nakuru County is endowed with a high capacity for livestock production. With the dairy industry being the leading livestock enterprise, Dennis Ngeno, Chairperson of Ingobor Drivers and Conductors Self-Help Group, said that the decision to venture into the informal dairy sector was well informed.

From left Ingibor group members from left, Clara, Eric, Dickson, Victor Kiprotich, Denis Kibet, Laban and Denis Ngeno, outside their dairy shop in Kapkures

"We studied the market and found out that there was a shortage of milk supply in our surroundings and we saw it as a business opportunity to make money and at the same time solve the problem of milk shortage," added Ngeno.

Project Idea

Ingobor Drivers and Conductors SHG was started by a group of jobless youths looking empower themselves through agriculture. The group's main source of income was horticulture. When the group joined Project Vijabiz they decided to concentrate on buying and selling milk. The group started the business with KES 20,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Ingobor Drivers and Conductors SHG in record keeping, use of ICT and entrepreneurship. As a result, the group has now branded its products to make them visible in the market.

"In previous projects we could not account for our records. After Project Vijabiz taught us recording keeping, we can now account for the money in the business. Record keeping is beneficial to our group," he added.

The group made a profit of KES 360,000 in 2018. Though the group is performing well, it still faces challenges such as:

- Frequent changing prices of milk
- Poor means of transport
- Inadequate milk storage containers
- Change in demand and supply during some seasons

Mr Ngeno notes that some of the problems they face are not in their control. The group is reinvesting their profits to address problems they can solve.

"At the moment we have one motorbike that we use to transport our products. Once we get more money, we will buy a pickup to help increase the quantity of milk we can transport," explained Mr Ngeno.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group is a stable supplier of milk to its community
- The group is a source of income for members
- The group now brands its products

Members of Ingibor group work at their dairy shop

PROFILE

Name of group:
Jiinue Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Tezo**
Village: **Tezo**
Number of Members: **14**
Male: **6**
Female: **8**
Contact: **Ruth Kache**
Tel: **0712 382 350**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Jiinue Youth Group

Dairy farming venture provides community with steady supply of milk

Jiinue Group from Tezo Ward in Kilifi North is engaged in the dairy value chain under the Project Vijabiz. The group sells milk in the local market. It was formed in 2017 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has fourteen members: six men and eight women.

Context

Kenya produces annually 5.23 billion litres of milk. Seventy percent of this milk produced is handled by the informal sector. The sector currently provides income and employment to over 1 million people across the dairy value chain who include farmers and their family members, farm workers, transporters, traders and vendors, employees of dairy societies, milk processors, input suppliers and service providers, retailers and distributors.

Milk is consumed daily by almost all Kenyans, and the average annual milk consumption per head is 115 litres.

Project Idea

In Kilifi County smallholder dairy farming is common. Kilifi Plantations is the only large dairy farm. Jiinue Group members are among the smallholder dairy farmers supplying milk to their community.

Originally, Jiinue Group was

established to focus on cereals production to empower its members economically. Ms Ruth Kache, Chairperson of Jiinue explains that the group had a mill to process maize flour for sell to members of the community.

When the group joined Project Vijabiz they learned about various value chains in agriculture and they settled for the dairy value chain.

The group bought a dairy cow and they also buy milk from local farmers to supplement the milk they produce.

"We were able to start our dairy business thanks to group contributions and money from our cereals business which amounted to KES 80,000," said Ms Kache.

Implementation

Project Vijabiz recently trained Jiinue in bookkeeping, use of ICT and entrepreneurship. As a result, the group has opened a Facebook page to help them market their products. The group has also improved on their record keeping and book balancing.

"Before we joined Project Vijabiz we were not keeping records of our business activities and everything was in disarray. Following our training, however, we have gotten better at this and our business is doing better," said Ms Kache.

115

milk is consumed daily by almost all Kenyans, and the average annual milk consumption per head of population is 115 litres.

Before joining Project Vijabiz the group would share out all the money they made from their posho mill business. Ms Kache says that they didn't reinvest the money into their business, due to the lack of knowledge of business record keeping. Since joining the project and learning about business and record keeping they opened a bank account where they keep their money. This way they keep track of their progress.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

"During the show we were also training in how to preserve animal feeds and how to tie hay together; this training was important to us as we own a cow." Ms Kache concluded.

Achievements

- The group has bought a cow
- The group is now supplying milk to their community in Tezo
- Group members are learning important business skills

PROFILE

Name of group:
Jitahidi Youth Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Turi**
Village:
Number of Members: **12**
Male: **7**
Female: **5**
Contact: **Margaret Mwangi**
Tel: **0748399954**
August 2019

Vijabiz
Empowering Youth in Agribusiness in Kenya

DAIRY VALUE CHAIN

Jitahidi Youth Group

Group moves to dairy farming for high profit

Jitahidi Youth Group was formed in 2006 and has twelve members: seven men and five women. It is based in Turi ward, Nakuru County, where it carries out dairy farming. It is registered with the Ministry of Youth, Gender and Social services.

Context

Milk sales in Nakuru County have risen steadily, thanks to the adoption of good agricultural practices in the dairy value chain.

This has made many smallholder farms in the region profitable, with farmers reaping the benefits of embracing new dairy technologies.

To attract more farmers, in 2019 organizers of the Nakuru Agricultural Society of Kenya (ASK) had training sessions for dairy farmers in Nakuru County.

12

The group currently has 12 members, 7 men and 5 women.

Project idea

Jitahidi Youth Group was formed with the aim of uplifting members lives. The group was already buying and selling milk in their region to achieve their goals. The group continued with dairy farming after it joined Project Vijabiz.

A member of the group taking care of their cows.

A member feeds the zero grazing cows

A member transports milk to KCC cooling plant and to customers in Molo Town

"We live in the rural areas and land is readily available for planting fodder, hence we decided to venture into dairy farming," says David Kihara, Chairperson of Jitahidi Youth Group.

The group started with KES 76,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Jitahidi Youth Group in record keeping, business management, use of ICT, customer service and leadership skills.

"Officials can now communicate well with group members without discriminating any person's opinion," says Mr Kihara.

"We have been trained by Project Vijabiz in how to maintain customers in the business and to immediately call a veterinary doctor when we notice any diseases," explained Mr Kihara.

The group had a chance to attend the trade show and interacted with different farmers. They learned how to make silage, and feed cows with the right fodder.

"We are planning for every member to own a cow for increased production," adds Mr Kihara.

Achievements

- The group now keeps up-to-date records
- Following the training the group has learned more on dairy farming

PROFILE

Name of group:
Kabatini ni Kwetu Youth Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Kabatini**
Village:
Number of Members: **18**
Male: **11**
Female: **7**
Contact: **John Kanyi**
Tel: **07257693341**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kabatini ni Kwetu Youth Group

Dairy goat farming provides alternative nutrition

Kabatini ni Kwetu Youth Group from Kabatini ward in Bahati subcounty of Nakuru County specializes in selling goat milk. The group was formed in 2015 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has eighteen members: eleven men and seven women.

Context

At the end of 2018 Kenya had 15 million goats, of these 400,000 were dairy goats. These statistics show a growing industry, and the reason Kabatini ni Kwetu Youth Group ventured into the goat milk business.

According to group Chairperson, Mr Munji Karanja, dairy goat rearing is beneficial for farming families. Goat milk is nutritious, and goat meat is also a delicacy in many households. Goats also provide manure for the farm and earn the farmer more income.

"With limited capital, a farmer can start a dairy goat project and reap benefits in a short time. Goat products are unique and limited to unique and limited locally and we look forward to expanding our boundaries in providing goat products and services," adds Mr Karanja.

Project Idea

Kabatini ni Kwetu Youth Group was formed to empower the youth in Kabatini area. The group started with various projects including selling tree seedlings and planting avocados.

18

The group currently has 18 members: 11 men and 7 women

When the group joined Project Vijabiz, they decided to concentrate on dairy goat farming.

The group used KES 100,000 from member contributions and profits from their other businesses to start their dairy farming venture.

Kabatini ni Kwetu Youth Group at the Vijabiz trade show in Kogoto grounds in Nakuru County

Ezekiel Njoroge, a member of Kabatini group, sprays one of their dairy goats

Michael Mutwiri milks a goat at Bahati

Implementation

Project Vijabiz recently trained the group in the use of ICT and in entrepreneurship. As a result, the group has been able to market themselves through social media, with the main aim of expanding their market. The group bought four goats to provide milk for their customers.

The group made profits of KES 40,000 in 2018 from their dairy farming. According to Mr Karanja the main challenges they face include:

- buying expensive dairy hybrid goats
- lack of capital/funding to expand and add value to products
- goat milk products are not fully accepted

Mr Karanja says that the group hopes to raise enough funds to sort out these problems.

Kabatini ni Kwetu YG recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

"We interacted with many dairy farmers during the trade show; even though most keep dairy cows. We learned a lot on how to add value, and we hope to implement what we learned soon," Mr Karanja concludes.

Achievements

- The group has bought 4 dairy goats
- The group is a reliable source of goat milk
- Group members are learning more about the dairy value chain

PROFILE

Name of group:
Kampi ya Moto Development Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Visoi**
Village: **Mogoiwet/Kapkatet**
Number of Members: **13**
Male: **6**
Female: **7**
Contact: **Timoty Losikiria**
Tel: **0710774104**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kampi ya Moto Development Youth Group

Hay growing empowers youths

Kampi ya Moto Development Youth Group, one of the groups supported by Project Vijabiz, specializes in planting and selling hay in Rongai area of Nakuru County. The group was formed in 2006 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has thirteen members: six men and seven women.

Context

Kenya produces annually 5.23 billion litres. The dairy sector provides income and employment to over 1 million people across the dairy value chain.

However, feed and fodder production and supply, and on-farm feeding practices are among the most important constraints to the development of the Kenyan dairy industry. Insufficient and low-quality feeding are the primary causes of low milk yields per cow.

13

The group currently has 13 members: 6 men and 7 women

According to surveys conducted by New KCC, a Kenyan dairy processor, their 54,000 long-term suppliers have a hay deficit of approximately 20 million bales each year. Recognizing this market potential, a growing number of farmers are showing interest in commercial hay production.

Among the farmers doing so are Kampi ya Moto Development Youth Group. According to Timoty Losikiria, the group's Chairman, members of the

0.5 acre leased by the group for tomato farming

group chose to go into the business mainly because the demand for hay in their region is high.

"As youths, we could not let the opportunity pass us by without using it to our advantage," explained Mr Losikiria.

Project Idea

Kampi ya Moto Development YG was started with the primary goal of eradicating poverty in youths in Visoi ward. The group identified agriculture as a way of helping them achieve their goal. Group members started with planting and selling mangoes.

When they joined Project Vijabiz they decided to concentrate on the dairy farming value chain. They plant and sell hay. The group started the business with KES 15,000 raised from their mango business.

Implementation

Project Vijabiz recently trained Kampi ya Moto Development YG in the use of ICT, dairy farming and entrepreneurship. As a result, the group has now moved from planting hay on 1 acre of land to 6.5 acres.

The group made a profit of KES 160,000 in 2018. Mr Losikiria attributes their recent success in the hay business to Project Vijabiz mentors who he says have been there every step of the way.

The group faces some challenges such as:

- Competition
- Lack of enough capital
- Changing and unpredictable weather patterns

"Our competition mainly comes from large farmers who can sell their produce cheaper and hence get all the customers. We are currently working towards owning our own cows so that we can use our own hay to feed them and thus venture into cattle rearing," explained Mr Losikiria.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group is learning more about the dairy farming value chain
- The group has increased hay production by increasing the size of their land
- The group is a reliable source of hay in the region

From left, Timothy Tukei, Mary Jepkemoi and John Kamaru of Kampi ya Moto Youth Group inspect the group mango farm

PROFILE

Name of group:
Kapsegut Self-Help Group
County: **Nakuru**
Subcounty: **Kuresoi**
Ward: **Keringet**
Village:
Number of Members: **13**
Male: **7**
Female: **6**
Contact: **Vincent Kipkoech**
Tel: **0710 144 991**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kapsegut Self-Help Group

Group turns to dairy farming for employment

Kapsegut Self-Help Group was formed in 2017 and has thirteen members: seven men and six women. The group is based in Keringet ward, Nakuru County. The group specializes in dairy farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Nakuru County is endowed with a high capacity for livestock production. Dairy farming remains the economic backbone of livestock farmers in high-potential areas such as Nakuru. In 2018 the dairy industry generated KES 8.8 billion from milk sales.

"We ventured into dairy farming because we saw it as more profitable and had high potential of increasing profit with time," says Vincent Kipkoech, Chairperson of Kapsegut Self-Help Group.

13

The group currently has 13 members: 7 men and 6 women

Project idea

Kapsegut SHG was formed with the mission of registering the group and empowering each member financially and economically. The group did merry-go-round and potato farming.

Members of Kapsegut Youth Group feed and water dairy cows

Members of Kapsegut YG in front of their cow shed.

The group ventured into dairy farming upon joining Project Vijabiz. It started with KES 200,000 raised from member contributions.

Implementation

The group initially started with 2 cows that produced 7 litres of milk, which sold at KES 36 per litre. Currently the group has 5 cows producing 15 litres of milk a day selling at KES 33 a litre.

The group participated in field visits to various dairy farms. Members familiarized themselves with constructing cow sheds and making silage.

Project Vijabiz recently trained Kapsegut SHG in value addition, use of ICT, record keeping and customer service.

Following the training in ICT, the group has set up a Facebook page to help them market their dairy business.

The group made a profit of KES 100,000 in 2019.

Kapsegut SHG is facing various challenges in the business such as price fluctuations. The group plans to look for other markets in the region instead of selling in one region. This idea will help with improving the price of milk to avoid the business going into losses.

The group aims to get into value addition and create employment for the group members.

Achievements

- Following the field visits the group has learned how to make silage
- The group has set up a Facebook page for marketing their dairy business

Vincent Kipkoech and Hillary Koech carry Brachiaria hot grass for their cows

A member of Kapsegut Youth Group delivers milk

PROFILE

Name of group:
Kibaraa Youth Self-Help Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Keringet**
Village:
Number of Members: **11**
Male: **6**
Female: **5**
Contact: **Hilary Kiptoo**
Tel: **0705829519**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kibaraa Youth Self-Help Group

Jobs in dairy farming business

Kibaraa Youth Self-Help Group was formed in 2017 and has eleven members: six men and five women. The group is based in Kiptororo ward in Nakuru County and engages in dairy farming. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Nakuru County is endowed with a high capacity for livestock production. Dairy farming remains the economic backbone of livestock farmers in most of Nakuru County's high-potential land.

In 2018, the dairy industry in Nakuru generated KES 8.8 billion from milk sales. Hence the reason why groups such as Kibaraa Youth Self-Help Group have embarked on this venture.

11

The group currently has 12 members: 6 men and 5 women

"We decided to venture into dairy farming because we were looking for a business that was easy to start," says Hillary Kiptoo, Chairperson of Kibaraa Youth SHG.

Project idea

Kibaraa Youth SHG was formed with the aim of uplifting members in the group and help them grow financially. The group did poultry farming and

Kibaraa Youth SHG dairy cow being fed

merry-go-round to attain their goals.

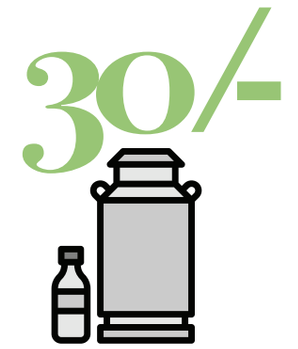
The group ventured into dairy farming after joining Project Vijabiz. They started with KES 40,000 raised from member contributions and from the sales from poultry farming.

Implementation

The group initially started with two cows and now has three. Kibaraa Youth SHG started with 1 litre and are now getting 10 litres a day. The group sells a litre of milk for KES 30.

Kibaraa Youth SHG had a chance to take a field visit to Kajiado and got advice on how to be successful in the dairy business. "We were advised to give the cows other fodder instead of giving them grass all the time," says Mr Hillary Kiptoo.

Project Vijabiz recently trained Kibaraa Youth SHG in value addition, use of ICT, record keeping and customer service.



Kibaraa Youth SHG started with 1 litre and are now getting 10 litres a day. The group sells 1 litre of milk at KES 30.

The group made a profit of KES 78,000 in 2018 and KES 82,000 2019.

Kibaraa Youth SHG main challenge is lack of adequate finances.

"We are planning to get a loan and buy a grinder to assist with making feeds for the cattle," says Mr Kiptoo.

The group had a chance to attend the trade show and interacted with different bank institutions that will help when they finally apply for the loan.

Achievements

- The group has ventured into cereals farming to provide their cattle with feeds
- Following the training in marketing, the group has started receiving orders from the region

Kibaraa Youth SHG now owns three dairy cows

PROFILE

Name of group:
Kibojoni Youth Group
County: **Kilifi**
Subcounty: **Kaloleni**
Ward: **Kaloleni**
Village: **Kibojoni**
Number of Members: **17**
Male: **10**
Female: **7**
Contact: **Mramba Kazungu**
Tel: **0729990205**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kibojoni Youth Group

Dairy farming project provides community with reliable source of milk

Kibojoni Youth Group based in Kibojoni of Kaloleni Division in Kilifi County is focusing on dairy farming. The group was formed in 2011 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has seventeen members: ten men and seven women.

Context

Smallholder dairy farmers in Kenya own over 80 percent of the dairy cattle and produce over 56 percent of total milk. Kenya's dairy cattle population is estimated at 4.3 million with an estimated milk production of 5.23 billion litres. About 54 percent of farming families with 1 acre or less keep cattle.

Modern dairy farming was introduced in the then Coast Province soon after independence. Kilifi Plantation is one of the pioneers of large-scale dairy farming with a herd of about 2,500 dairy cows. Others are Vipingo Estate with a smaller herd.

The production systems are characterized by grade dairy cattle, fenced pastures, rotation grazing, and silage making.

The county government of Kilifi recently started distributing hybrid dairy cows in Kilifi County to promote dairy farming.

Kibojoni Youth Group has joined the bandwagon. The group aims to supply Kaloleni with milk from their dairy cattle.

The group currently has 17 members: 10 men and 7 women

Project Idea

Kibojoni YG was founded in 2011. It collapsed in 2012 and revived in 2018 with 17 members coming together to empower themselves by creating employment opportunities.

The group started as a savings group and every member contributes KES 50 weekly.

Upon joining Project Vijabiz, they used the funds to buy a crossbreed dairy cow which produces 10 litres of milk a day.

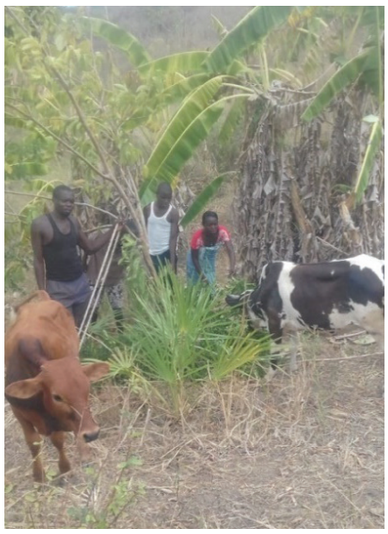
Kibojoni YG has partnered with a local school and supplies them with milk. They also sell milk at the local market at KES 30 per litre.

Implementation

Project Vijabiz recently trained Kibojoni YG in the use of ICT and in entrepreneurship. As a result, the group has opened a bank account with Imarika Sacco so that they can access loans. The group has also bought another cow to increase milk production.

"We have gained a lot of skills and information that has helped us improve our business, such as postharvest handling techniques and fodder production skills, that we gained during the learning journey organized by Project Vijabiz," said Mramba Kazungu, Chairperson of Kibojoni YG.

Kibojoni Youth members Kahindi Salama, Kahindi Kalume and Eric Katana feed their dairy cow



Currently the group faces several challenges such as low milk production, lack of storage facilities and changes in climate. The group plans to plant and store napier grass and buy more dairy cattle to produce more milk.

"Through the ICT training, we have incorporated the use of social media, especially WhatsApp, to market our produce and engage with our clients. We have also started transferring our manual documents to digital copies which will make it easy for us to access and manage the documents," added Mr, Kazungu.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group supplies milk regularly to the community
- Group members have started their own businesses after the training on entrepreneurship
- The group has doubled the dairy heard.

PROFILE

Name of group: **Kilifi Youth Group for Empowerment**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Kiwandani**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Daniel Thoya**
Tel: **0729382835**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Kilifi Youth Group for Empowerment

Providing affordable milk through ATMs

Based in Kiwandani Village, Sokoni Ward in Kilifi North, Kilifi Youth Group has chosen and plans to specialize in selling milk via milk ATM's in Kilifi North area of Kilifi County. The group was formed in 2013 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has ten members: five men and five women.

Context

Automatic milk dispensers or milk vending machines or ATMs have boosted milk sales in Kenya. Packaged milk in supermarkets and shops costs KES 50 for a half litre. Most milk vendors sell a half a litre of pasteurized unpackaged milk for KES 30. This represents an almost 50 percent saving, resulting in most consumers preferring to buy milk from milk ATM outlets.

The Kenya Dairy Board has been promoting these ATMs. These machines have an inbuilt boiling and pasteurization system that regulates the quality of milk that consumers purchase. Traders who previously sold raw milk directly to end-consumers are instead encouraged to receive training and become licensed in safe handling practices. These licenses allow them to deliver to milk ATMs, effectively providing a semi-guaranteed access to market and enhancing marketing effectiveness. Kenya currently has 275 milk ATMs; almost two thirds are located in Nairobi.

275

There are currently 275 milk ATMs in Kenya

10

The group currently has 10 members: 5 men and 5 women

Kilifi Youth Group for Empowerment is seeking to introduce these machines to their communities to make milk affordable and safe.

Currently though, the group is still selling milk using jerry cans as they raise funds to venture into the milk ATM space.

Project Idea

The group initially started to help youths become economically independent with the ultimate goal of reducing the poverty levels in the community. The group has been involved in various activities to improve the community including:

- Mangrove restoration by creating awareness of mangrove planting and has been planting mangroves along Kilifi Creek and at Sea Horse Beach.
- Creating awareness on HIV and AIDS and drug abuse by hosting inter-ward tournaments that pass a message on the same, and conducting talks in schools.
- Environmental cleaning and tree planting activities with an aim of enhancing 'The Go Green' through clean-ups along the beach and Kilifi town.
- creating awareness campaigns against child abuse and dangers of early pregnancies with the support of Plan International's Fimbo Initiative.

The group initially started to help economically empower youths in Kilifi

Group members milk their dairy cow

The group decided to pursue a business in the dairy value chain after joining Project Vijabiz. To finance their activities, group members raised KES 75,000 through contributions and a grant from the County Woman Representative.

Implementation

Project Vijabiz recently trained Kilifi Youth Group for Empowerment in use of ICT, value addition and business management. As a result, the group is now in the process of developing a business proposal and structures to govern the running of the ATM milk machine.

"Following the training, we have been conducting market research to further develop our product. We are also in the process of doing a customer validation survey to see whether the project will be suitable," says Mr Daniel Thoya, Chairman of Kilifi Youth Group for Empowerment.

According to Mr Thoya, the group lacks of finances to advance their business, a problem they are attempting to fix by submitting proposals to various institutions using the knowledge of proposal writing they acquired through the training.

The group recently attended the trade show in Kilifi that Project Vijabiz organized where they made valuable connections with other groups in the project. They are confident that once they launch their milk ATM business these linkages will be valuable.

"We also widened our customer base as some of the people in attendance requested that we supply them with our milk," Mr Thoya says.

Achievements

- Group members have been exposed to a wide range of business activities
- The group has conducted a market survey to help develop their business
- Group members are better informed about the dairy value chain

75,000

In order to finance their activities, group members raised KES 75,000 through contributions

PROFILE

Name of group:
Kironai Self-Help Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Menengai**
Village: **Kironai**
Number of Members: **31**
Male: **12**
Female: **19**
Contact: **Bernard Lan'gat**
Tel: **0726919180**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Kironai Self-Help Group

Improve livestock quality with hay

Kironai Self-Help Group, one of the groups supported by Project Vijabiz, plants and sells fodder in Rongai area of Nakuru County. The group was formed 2012 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It has thirty-one members: twelve men and nineteen women.

Context

Nakuru County is endowed with good conditions for livestock production. The main livestock reared include cattle, poultry, sheep and goats.

But these animals need good nutrition all year round. It is for this reason that Kironai Self-Help Group chose to start farming and selling grass.

"We are specifically doing Rhodes grass, a robust drought-tolerant grass with a strong root system that enables it to spread quickly to form good ground cover," explains Mr Kennedy Korir, Treasurer of Kironai SHG.

31

The group currently has 31 members: 12 men and 19 women

Project Idea

Kironai SHG was formed by a group of dairy farmers who came together to learn more about the business side of farming. Group members were practising dairy farming individually, but also came together as a group and hired a farm to plant soya beans.

Grass planted for sale as hay

Kironai SHG members apply CAN fertilizer on their farm

Upon joining Project Vijabiz the group decided to venture into the business of planting grass to make hay for sale. The group started their business with KES 300,000 that they received as a grant from the International Fund for Agricultural Development (IFAD).

Implementation

Project Vijabiz recently trained the group in the use of ICT, entrepreneurship and financial management. As a result, the group rented more land to plant boma Rhodes grass.

120,000

Amount of profit made in 2018 from the hay selling business.

"Through the training we also improved our capacity in terms of more members knowing the grass growing business. We also learned how to pack the grass into hay," explains Mr Korir.

The group made a profit of KES 120,000 in 2018 from selling hay.

The groups biggest challenges are:

- Insufficient funds to buy more farm inputs to cater for the increased land scale for producing hay
- Heavy rainfalls affecting harvesting of the grass to make hay, which has a high demand

Mr Korir says that they aim to solve these problems by raising more capital. Kironai SHG recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Kironai SHG members inspect their farm with boma Rhodes grass

Achievements

- The group has leased more land to plant Rhodes grass
- Dairy production has increased because members are implementing the knowledge and skills the acquired after being trained by Project Vijabiz
- The quality of feeds given to dairy animals has improved, for example, members are making silage which is more palatable and produces higher milk yields in dairy animals

PROFILE

Name of group:
Lare Milk Dealers Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Pwani**
Number of Members: **15**
Male: **10**
Female: **5**
Contact: **Patrick Githae**
Tel: **0724967805**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Lare Milk Dealers Youth Group

Group moves to dairy farming for high profit

Lare Milk Dealers Youth Group has fifteen members: ten men and five women. Formed in 2016, the group specializes in dairy farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Kenya has approximately 6.7 million dairy cattle. Of these 5.5 million are milking animals. Annual milk production in Kenya is 5.23 billion litres. In Africa, Kenya is the only country, after South Africa that produces enough milk for both domestic consumption and export.

That is how Lare Milk Dealers Youth Group comes in. "We chose dairy farming because it would generate daily income for the group and business, and milk consumption is high," explains Patrick Githae, Chairperson of Lare Milk Dealers Youth Group.

15

The group currently has 15 members, 10 men and 5 women.

Project idea

Lare Milk was formed with a mission of helping the elderly. To achieve this goal, the group was initially involved in buying and selling milk in the region, table banking and savings.

Members of Lare Milk also make hay in their own plot to increase milk production. Here they are harvesting seeds of boma Rhodes grass

Mr Paul Theuri, a member, sells milk to consumer

Theuri collects milk from a farmer

It was until the group joined Project Vijabiz that they specialized in dairy farming. The started with capital contributed by members.

Implementation

Project Vijabiz recently trained the group in the use of ICT, record keeping, customer service and leadership skills.

Lare Milk attended a field visit in Kajiado where the members had the opportunity to interact with different dairy farmers. From the visit members were advised on the best seeds for planting.

The group is facing various challenges in running their business such as bad roads and strict government regulations.

The group plans to increase its dairy herd and lease more land to increase production.

The group started with capital from contributions from member.

Achievements

- Members now communicate well among each other
- The group's market has expanded
- The group is more informed about farming value chains

Keziah, Patrick, Martin and Paul take milk to a group occasion

PROFILE

Name of group: **Macheo Youth Empowerment Group**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kibarani**
Village: YMCA
Number of Members: **8**
Male: **4**
Female: **4**
Contact: **Margaret Dama**
Tel: **0711640706**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Macheo Youth Empowerment Group

Napier grass grows an enterprise

Macheo Youth Empowerment Group of Kibarani Ward in Kilifi North is engaged in the dairy value chain under Project Vijabiz. The group plants and sells napier grass to dairy farmers in Kilifi North area of Kilifi County. The group was formed in 2018 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has eight members: four men and four women.

Context

Research has shown that smallholder farmers can increase milk yields for their animals by feeding them on napier grass mixed with desmodium.

Macheo Youth Empowerment Group is taking advantage of this market and is growing napier grass for sale in Kilifi North.

8

The group currently has 8 members: 4 men and 4 women

Project Idea

Macheo Youth Empowerment Group was founded by youths in YMCA area of Kibarani to create employment for themselves.

Members of Macheo Youth Group Boniface Karisa, Frank Musyoka, Beatrice Kache and Justin Karimo water napier grass on their farm

The group chose the dairy value chain and bought a cow to start dairy farming. "Our cow is yet to give birth, so we are currently not getting any milk," said Margaret Dama, a member.

Upon joining Project Vijabiz, the group continued in the dairy value chain but this time focusing on growing and selling napier grass.

Implementation

Project Vijabiz recently trained Macheo Youth Empowerment Group in business development, agricultural value chains, record keeping, use of ICT and entrepreneurship.

As a result, the group learned more about the dairy value chain, and added napier grass growing as to their business.

The group started this venture only recently but has already made a profit of KES 30,000. Their main challenge is lack of land to grow more grass. Ms Dama says that the group will solve this problem by raising money to lease land to grow napier grass.

"Apart from participating in Project Vijabiz to get funding, we are also currently in the process of applying for a loan from the Uwezo Fund. We are hoping that these funds will help us address our problems," said Ms Dama.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. They hope to use these connections to get extension services and link with more farmers where they will sell their napier grass.

Achievements

- The group sells napier grass to their community in YMCA
- Group members are learning a lot about the dairy value chain
- The group bought 1 cow

Macheo Youth assistant checking the quality of the bales before transporting to the market

PROFILE

Name of group:
Malezi Bora Initiative Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Matsangoni**
Village: **Matsangoni**
Number of Members: **22**
Male: **10**
Female: **12**
Contact: **David Hare**
Tel: **0707900679**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Malezi Bora Initiative Youth Group

Volunteer doctors' prescription: sell milk

Malezi Bora Initiative Youth Group based in Matsangoni Ward in Kilifi North is engaged in the dairy value chain under Project Vijabiz. The group sells milk in the neighboring villages. It was formed in 2017 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has twenty-two members: ten men and twelve women.

Context

At the farm level, for every 1,000 litres of milk produced daily 23 full-time jobs are created for the self-employed, 50 permanent full-time jobs for employees, and 3 full-time casual labour jobs, making 77 direct farm jobs.

In the processing sector, 13 jobs are generated for every 1,000 litres of milk handled.

The informal sector accounts for about 70 percent of the jobs in dairy marketing and processing, generating 18 jobs for every 1,000 litres of milk handled.

Dairy farming is catching on in Kilifi County. More farmers are now abandoning the traditional cattle preferring to keep dairy milk cattle breeds.

The Kilifi County strategic plan for 2017-2020 has as priorities promoting dairy and intensifying use of veterinary services.

Malezi Bora Initiative Youth Group members are among the people benefiting from the jobs created in the informal dairy sector. According to Ms Leah Karisa, a group member, the group buys milk and sells to locals and eateries in Matsangoni.

22

The group currently has 22 members: 10 men and 12 women

Project Idea

Malezi Bora Initiative Youth Group was started by community members wishing to earn an income. Ms Karisa say that the group initially started keeping local poultry and livestock.

Malezi Bora group members sell milk

Malezi Bora Group members Daniel, Chizi, Leah, Priscilla and Florence, pack milk into bottles

When it joined Project Vijabiz, the group chose to continue with the dairy value chain and continued to buy milk from farmers and selling it to locals in Matsangoni trading center.

Implementation

Project Vijabiz recently trained Malezi Bora in record keeping, use of ICT and entrepreneurship. The group now has a shop in Matsangoni trading center and they sell at least 56 litres of milk every day at KES 60 per litre.

"We plan to start manufacturing yoghurt, especially when our milk supply increases. Our target market will be local customers especially teachers and students in primary and secondary schools in our area," says Ms Karisa.

She says that the biggest problem they are facing is the lack of proper equipment to venture into yoghurt making. Ms Karisa says group members agreed to contribute money to buy what they need.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. Members are now convinced that they can make money through agribusiness after seeing what other successful groups have achieved.

"Along with getting new contacts, we also learned how to make yoghurt, an invaluable skill as we are looking to venturing into that business for more profits," Ms Karisa concluded.

Achievements

- The group has a shop in Matsangoni town to sell their milk
- The group is now a regular supplier of milk in Matsangoni town
- Group members have picked invaluable skills from the training

PROFILE

Name of group:
Milimet Taunet Youth Group
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Keringet**
Village: **Milimet**
Number of Members: **16**
Male: **5**
Female: **11**
Contact: **Kenneth Korir**
Tel: **0717215509**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Milimet Taunet Youth Group

Dairy farming for higher profits

Milimet Taunet Youth Group was formed in 2013 and has fourteen members: five men and nine women. The group is based in Keringet ward, Nakuru County, where it specializes in dairy farming. It is registered as a youth group under the Ministry of Youth, Gender and Social Services.

Context

Milk sales in Nakuru County have risen steadily, thanks to the adoption of good agricultural practices (GAP) in the dairy value chain. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter.

GAP has transformed many smallholder farms in the region into profitable enterprises.

"We ventured into dairy farming because some of the group members owned a number of cows. This was an advantage for us as we could easily start the business. We also saw potential in dairy farming as there was a ready market," says Joan Koskey, Chairperson of Milimet Taunet Youth Group.

Project idea

Milimet Taunet Youth Group was formed with the aim of sharing information, registering the group formally and allow members empower each other financially. The group did table banking, potato farming and bee-keeping to achieve its goals.

The group ventured into dairy farming upon joining Project Vijabiz. It started with KES 80,000 raised from member contributions and from income from other projects.

16

The group currently has 14 members, 5 men and 11 women.

Implementation

Project Vijabiz recently trained Milimet Taunet Youth Group in entrepreneurship, use of ICT and record keeping.

Following the ICT training the group has set up a Facebook page and can now get information they need from the internet.

"There was a time our cows did not have enough feeds and we decided to post this issue on Facebook. We received help from a farmer who suggested the types of fodder available," says Ms Koskey.

Group member feeding cow

Uwezo Fund loaned the group KES 70,000 that it has repaid through member contributions.

"From the field visit group members attended, we have

Group members with their newly bought heifer

learned a lot about how to make silage," says Ms Koskey. "We have recently acquired land to plant fodder and increase feeds for our cows", she adds.

The group plans to start processing milk, value addition, and to increase the number of cows. They hope each member will own a cow to increase production.

The group recently attended the trade show Project Vijabiz organized and learned how to construct a dairy shed and to formulate feeds. The group also interacted with various stakeholders providing veterinary services and value addition.

It faces challenges such as lack of sufficient feeds, price fluctuations and lack of transport. Fodder is bulky and the group can only transport a little at a time.

Achievements

After training the group:

- is constructing a dairy shed
- set up a Facebook page and is posting issues online
- now keeps up-to-date records

PROFILE

Name of group:
Msingi Bora Self-Help Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kaloleni**
Village: **Kizurini**
Number of Members: **26**
Male: **14**
Female: **12**
Contact: **Hamisi Kenga**
Tel: **0726 667 641**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Msingi Bora Self-help Group

Dairy farming business helps herders tap into their knowledge of cattle

Msingi Bora Self-Help Group from Kizurini Village in Kaloleni subcounty is in dairy farming as a business. With twenty-six members—fourteen men and twelve women— the group produces milk for sale in Kaloleni in Kilifi County. It was formed in 2014 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

The milk market in Kenya has formal and informal stakeholders. Kenya's dairy sector produces 5.23 billion litres annually; 70 percent of this milk is handled by the informal sector—unorganized, small-scale businesses and one-man shows in informal markets.

Yet farmers prefer the informal market as it is cash-based. Producers (farmers) are paid immediately for their goods.

Such is the strategy of Msingi Bora Self-Help Group. "We sell our milk to members of our community directly in order to get our money as fast as possible," said Mr Hamisi Kenga, the group's organizing secretary.

Project Idea

Msingi Bora SHG was formed by a group of cattle herders who wanted to empower each other economically. The group has been involved in various activities such as:

The group currently has 26 members: 14 men and 12 women

- **Dairy farming** – where they produce milk for sale.
- **Table banking** – the group has a merry-go-round where they contribute an agreed amount of money as savings then give out small loans to members regularly.
- **Rental business** – through their savings the group bought 50 plastic chairs for hire.

Group members Hamisi Tuva, Nelson Jefa, Leonard Ngumbao, Titus Tsuma and Rama Kitsao with their dairy cows

When they joined Project Vijabiz, the group focused on the dairy value chain: they sell milk from their cows to the community. The group started the business with their own contributions of KES 40,000.

"We were lucky to get a well-wisher who loaned us his cow on the condition that we feed and take care of its health. Having this cow has helped us a lot," said Mr Kenga.

Implementation

Project Vijabiz recently trained Msingi Bora SHG in the use of ICT, value addition and entrepreneurship. The group has continued with the dairy enterprise and now has 2 dairy cows.

The cows, according to Mr Kenga, produce 18 litres of milk daily. They milk the animals twice: in the morning they get 10 litres of milk and in the evening 8 litres. One litre of milk is sold at KES 70.

"Our target market is Kaloleni town. We have a big problem as the quantity we produce cannot satisfy the needs of our customers. This is a problem we are aiming to address by saving as a group to buy another cow," added Mr Kenga.

The group has been working with the department of livestock in Kaloleni. Group members have been trained in how to make hay to feed the cows. Further, as milk production increases, the group plans to start making yoghurt and supplying milk to the big hotels in Kilifi and Mombasa.

The group recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

"During the trade show we got to see how value addition is done on milk to transform it into different products. We plan to diversify the products we are selling, so seeing it practically was very helpful," Mr Kenga concluded.

Achievements

- The group bought a cow of their own
- A group member has been employed to take care of the dairy cows and sell the milk
- The group has become a reliable source of milk for the community

Members of Msingi Bora with their dairy cow at Kaloleni

PROFILE

Name of group:
Ngecha B Milimani
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Mosop**
Village: **Ngecha B**
Number of Members: **15**
Male: **9**
Female: **6**
Contact: **Robert Muriuki**
Tel: **0701 093 029**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Ngecha B Milimani

Group moves to dairy business for employment

Ngecha B Milimani Group is based in Mosop ward in Nakuru County. It was formed in 2017 and has fifteen members: nine men and six women. The group specializes in dairy farming and is registered under the Ministry of Youth, Gender and Social Services.

Context

Kenya's produces annually 5.23 billion litres. The national per capita milk consumption in Kenya of 110 litres per person is among the highest in Sub-Saharan Africa.

"We decided to venture into the dairy enterprise because milk is easily available in the region," says Robert Muriuki, Chairperson of Ngecha Chairperson Milimani Group.

21

The group currently has 21 members: 12 men and 9 women

Project idea

Ngecha B Milimani Group was formed with the aim of finding an activity that can help the members progress in life. The group was participating in merry-go-round and table banking to achieve their goals. The group ventured into dairy farming upon joining Project Vijabiz.

Chairman of Ngecha B Group sells milk to a group member

Ngecha B members at a hay farm at Rongai. From left Sammy Maringa, Serah Wambui, Robert Muloko, Benson Mworia, Peter Ndirangu and Winnie Wambui

The group started with KES 5,000 raised from member contributions.

Implementation

The group kicked off with buying and selling 60 litres of milk which they sold at KES 50 per litre. Currently the group is getting 80 litres but is still selling 1 litre for KES 50.

The group went on field visits to Laikipia and Kajiado to learn more about dairy farming. The members learned how to make silage and high-quality dairy milk.

Project Vijabiz recently trained Ngecha B Milimani Group in value addition, use of ICT, record keeping and customer service.

"Before, we were not keeping records after selling the milk. Now we can refer back to our records and have a clear understanding of how the business is progressing," says Mr Muriuki.

The group made a profit of KES 20,000 in 2018.

The group is facing challenges such as:

- Bad roads
- Competition
- Heavy rains

"We are planning to buy a refrigerator to improve the shelf life of our milk," says Mr Muriuki

The group is striving to be the leading supplier in the region, and plans to get into value addition and open a shop to give farmers the services they need in exchange for their milk.

Achievements

- The group is now keeps up-to-date records
- Following the training and field visits the group has learned a lot about the dairy value chain.

Ngecha B members at a hay farm in Rongai, Nakuru County

PROFILE

Name of group:
Playmakers Theatre CBO
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Menengai**
Village: **Kiamunyi**
Number of Members: **24**
Male: **12**
Female: **12**
Contact: **Linda Kageha**
Tel: **0728 912 334**
August 2019

Vijabiz *Empowering Youth in Agribusiness in Kenya*

DAIRY VALUE CHAIN

Playmakers Theatre CbO

Massive employment in the dairy business

Playmakers Theatre CBO was formed in 2006 and has twenty-four members: seven men and six women. The group is based in Menengai ward in Nakuru County, where it specializes in dairy farming. It is registered as a youth group under the Ministry of Youth, Gender and Social Services.

Context

Nakuru County is endowed with a high capacity for livestock production. Dairy farming remains the economic backbone of livestock farmers of the county's high-potential land.

In 2018, the dairy industry in Nakuru generated KES 8.8 billion from milk that was sold through formal and informal channels. The informal milk market has one main advantage over its formal counterpart: the informal market is cash-based and farmers are paid immediately for the milk they supply.

The group currently has 21 members: 12 men and 9 women

"We ventured into dairy farming because it was easy to start and favorable for the region," says Linda Kageha, Chairperson of Playmakers Theatre CBO.

Project idea

Playmakers Theatre CBO was formed with the aim of creating job opportunities for youths in the community. The group was

Carol and Linda from Playmakers Theatre Group graze dairy cows

Dairy cows belonging to Playmakers Theatre Group graze on their piece of land

involved in small-scale dairy farming to achieve its goals.

After joining Project Vijabiz, the group continued with its dairy farming enterprise. The group injected into the business KES 45,000 raised from member contributions.

Implementation

The group initially started with one cow and now has two cows and a calf. Currently the group is getting 12 litres of milk per day that it sells at KES 35 per litre.

Group members recently participated in two field visits to Kajiado and Kakamega counties. The group learned a lot about large-scale dairy farming, fodder making, how to maintain cattle health and construct sheds.

The group is in the process of constructing a cow shed for their cows.

Project Vijabiz recently trained Playmakers Theatre CBO in the use of ICT, record keeping and customer service.

Following the ICT training the group now markets their produce using social media.

The group received a loan of KES 380,000 from the Youth Fund that they will repay using member contributions.

Playmakers Theatre CBO faces various challenges in the business such as:

- high expenses in producing fodder
- high cost of land

"We are hoping to buy a piece of land because we are leasing land, which is very expensive and eats into our profits," says Mr Kageha.

The group plans to change their breeds to high-producing breeds.

Achievements

- The group records are up-to-date
- The group is constructing a cow shed

From left, Caroline Mwangi, Joseph Githinji, Linda Kageha (Chairperson), Dominic Cheruiyot and Samuel Mbugua, members of Playmakers Theatre CBO in their office.

PROFILE

Name of group:
Rabai Business Incubation Center
County: **Kilifi**
Subcounty: **Rabai**
Ward: **Ruruma**
Village: **Mazeras**
Number of Members: **16**
Male: **8**
Female: **8**
Contact: **Grey Kahindi**
Tel: **0723 048 549**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Rabai Business Incubation Center

ATM – giving milk and money

Rabai Business Incubation Center is based at Mazeras, Kilifi County. The centre is looking into introducing milk ATMs in Rabai as their agribusiness venture under Project Vijabiz. The group was formed in 2017 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. It currently has sixteen members: eight men and eight women.

Context

According to the Kenya Dairy Board, there are currently 275 milk dispensing machines in Kenya. Nairobi County accounts for two-fifths of the machines, popularly known as ATMs, presenting major competition to large processors.

16

The group currently has 16 members: 8 men and 8 women

Milk from vending machines is cheaper compared with packaged milk, making it popular with consumers. Use of vending machines is popular among the educated and urbanized populations.

Rabai in Kilifi County, is home to a fairly educated community and

Members of Rabai Business Incubation Center attend to their one calf

hosts a large population of residents who work in cosmopolitan Mombasa County.

The Rabai population exhibits the same consumer trends as those residing in urban Mombasa. Selling milk through vending machines is attractive to this population because of the hygiene aspects.

Grey Kahindi of Rabai Business Incubation Center is currently looking into the potential good such a machine could do in a community where most people are poor.

Project Idea

This center was formed with the aim of training youths in the community in how to start a business. The group members have been attending training sessions to learn more about business management.

Upon joining Project Vijabiz, the group has ventured into a business in the dairy value chain. The centre aims to process milk and use ATM machines to dispense their produce to the community. The group is currently raising KES 100,000 to start the business.

Implementation

Project Vijabiz recently trained Rabai Business Incubation Center in the use of ICT and in entrepreneurship. As a result, the group has recruited a member who has a dairy cow so that they start selling milk in order to raise funds for to buy the milk ATM. "Thanks to the Vijabiz training, we are currently writing our business plan," explained Mr Kahindi.

The group's biggest problem according to Mr Kahindi, is the lack of capital to buy the milk dispenser. He insists that the group is working hard to raise enough money through selling milk to buy the dispensing machine. The group is also applying for funds for this cause.

Group members recently attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project and also learned from other groups in business.

"During the trade show our members got to interact with various suppliers of dairy processing machines. We were even taught how the milk ATMs work, which is valuable knowledge when the business finally takes off," Mr Kahindi concludes.

Achievements

- The group has a dairy cow whose milk it is selling
- Group members are learning about the dairy value chain

A member of Rabai Business Incubation Center checks on their cow

PROFILE

Name of group:
Red Roses
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo**
Village: **Borop**
Number of Members: **15**
Male: **7**
Female: **8**
Contact: **Geoffrey Tuwei**
Tel: **0714884020**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Red Roses

Group moves to dairy farming for employment

Red Roses was formed in 2013 and has fifteen members: seven men and eight women. The group carries out dairy farming in Borop ward, Nakuru County. It is registered under the Ministry of Youth, Gender and Social Services.

Context

The government has identified unpredictable weather patterns, expensive feeds and supplements for dairy cows and poor infrastructure as major stumbling blocks to dairy farming in the country.

The Kenyan dairy industry supports more than 1 million informal farmers, who must grapple with these challenges coupled with inequity among players. Even with these challenges, the industry employs about 1 million people.

15

The group currently has 15 members: 7 men and 8 women

"We decided to venture into dairy farming because we had silage available for the cattle," says Geoffrey Tuwet, Chairperson of Red Roses.

Gideon Bosire milks cows

Geoffrey Tuwei waters their dairy cows

Victor Mutai feeds dairy cows

Project idea

Red Roses Group was formed with the aim of creating job opportunities and bringing togetherness among the youths. The group was involved in poultry farming and table banking to achieve their goals.

The group ventured into dairy farming upon joining Project Vijabiz. The group started with KES 50,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Red Roses Group in value addition, use of ICT, record keeping and customer service.

During the Kajiado field visit, the group members were trained in silage making and how to maintain the cattle shed.

"We are aiming to store more feeds to avoid being affected by drought", says Mr Tuwet. "In future we also plan to increase the number of cattle and lease a piece of land to increase production," he adds.

The group also had a chance to attend the trade show in Kilifi organized by Project Vijabiz and interacted with different vendors selling cattle feeds.

Achievements

- The group now keeps up-to-date records after being trained by Project Vijabiz
- After the Kajiado field visit, the group now makes silage
- Following the training, group members can now mix the right feeds for their animals

PROFILE

Name of group:
Regional Youth Resource and Information Centre
County: **Nakuru**
Subcounty: **Kuresoi South**
Ward: **Keringet**
Village: **Kimalany**
Number of Members: **12**
Male: **4**
Female: **8**
Contact: **Noah Kirui**
Tel: **0718 189 851**
August 2019

Vijabiz *Empowering Youth in Agribusiness in Kenya*

DAIRY VALUE CHAIN

Regional Youth Resource and Information Centre

A potent value chain: feeds and dairy

Regional Youth Resource and Information Centre group was formed in 2010 and has twelve members: four men and eight women. The centre is based in Keringet ward in Nakuru County and it specializes in dairy farming. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Up to 70 percent of the total land in Nakuru is agriculturally productive, with a huge capacity for livestock production, especially dairy cows.

"We decided to get into dairy farming because of sustainability and the availability of milk in the area was easy," says Noah Kirui, Chairperson of the Regional Youth Resource and Information Centre group.

12

The group currently has 12 members: 4 men and 8 women

"We saw the opportunity and potential of dairy farming once we decided to get into value addition", adds Mr Kirui.

Project idea

Resource Regional Youth and Information Centre was formed with a mission of creating employment and conserving the environment through tree planting. The group raised nurseries and distributed seedlings for free to the community to plant.

Members of Regional Youth Resource and Information Centre

The program was supported by USAID. The group ventured into dairy farming upon joining Project Vijabiz. The group started with KES 200,000 all raised from member contributions.

Implementation

Project Vijabiz recently trained members of the Regional Youth Resource in record keeping, use of ICT, financial management, customer service and diversifying in the value chain.

"The training opened our eyes on diversification. We are now focusing on feeds to sustain ourselves and also increase profit when there is low milk production," adds Mr Kirui.

The group Facebook page was created after the ICT training. The group also attended the field visit to Kajiado and learned about different brands of yoghurt.

"We are aiming to try a different brand of peanut yoghurt," says Mr Kirui.

The centre is facing various challenges in the business which include:

- Low milk production
- Lack of machinery
- High competition
- Expensive labour
- Price fluctuation

The group is planning to take a loan to buy machinery, create employment opportunities, explore other options of getting milk elsewhere to have affordable milk to increase sales.

The group attended the trade show in Nakuru that was organized by Project Vijabiz and interacted with Agriwallet, who are interested in financing some of the group's projects.

Achievements

- The group has set up a Facebook page for online marketing
- The group has ventured into feeds production to increase profits
- Following the trade show the group has interacted with financial institutions for possible financing for their projects

One of the dairy cows owned by members of Regional Youth Resource and Information Centre

PROFILE

Name of group: **Rombei Youth Group**
County: **Nakuru**
Subcounty: **Molo**
Ward: **Marioshoni**
Village:
Number of Members: **15**
Male: **7**
Female: **8**
Contact: **Wesley Loyeta**
Tel: **0717 114 950**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Rombei Youth Group

Group moves to dairy farming for higher profits

Rombei Youth Group was formed in 2013. The group is based in Marioshoni ward in Nakuru County and it is concentrating on dairy farming. It is registered under the Ministry of Youth, Gender and Social Services. Currently the group has fifteen members: seven men and eight women.

Context

Dairy farming is the single largest agriculture sector in Kenya. It accounts for 6–8 percent of the country's GDP. It is a major activity in the livestock sector and an important source of livelihood to approximately 1 million small-scale farmers.

"We ventured into dairy farming as we had enough feeds for the cattle, hence the decision to venture into the value chain," says Wesley Loyeta, Chairperson of Rombei Youth Group.

Project idea

Rombei YG was formed with the intention of creating employment for the community at large. The group was sold hay to achieve their goals.

The group continued with dairy farming upon joining Project Vijabiz. The group started with KES 112,000 raised from member contributions.

Implementation

Initially the group started with two cows. Currently the group has six cows and gets 12 litres of milk every day from one cow.

The group currently has 15 members: 7 men and 8 women

The group sells one litre of milk at KES 30.

Group members made a field visit to Kajiado and familiarized themselves with different ways of taking care and maintaining the cattle.

Members also had a chance to see various machines that are used in the dairy value chain.

A member of Rombei Youth Group feeds their dairy cow

Project Vijabiz recently trained Rombei Youth Group in use of ICT, record keeping and financial management.

Following the training the group is now keeping up-to-date records and is following the progress of their business by referring back to the records.

Rombei Youth Group is facing the challenge of financial constraints.

The group has decided to upgrade to new breeds and increase feeds to increase the profits for their business.

In future the group plans to increase the number of cattle to help raise milk production.

The group attended the trade show in Nakuru that Project Vijabiz organized and made connections with an institution that has helped them deworm their animals.

Achievements

- The group has been exposed to modern dairy farming
- The group has increased the number of cattle from two to six

A member of Rombei Youth Group attends to their dairy cow

PROFILE

Name of group:
Rongai Fc Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Visoi**
Village: **Rongai Town**
Number of Members: **17**
Male: **11**
Female: **6**
Contact: **Alex Achir**
Tel: **0720838926**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Rongai FC Youth Group

Dairy business to help fund members' football dreams

Rongai Fc Youth Group based in Rongai area Nakuru County specializes in buying and selling milk. The group was formed in 2014 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. Currently it has seventeen members: eleven men and six women.

Context

Kenya produces annually 5.23 billion litres of milk. About 70 percent of this milk produced is handled by the informal sector.

The informal market has one main advantage over its formal counterpart; the informal market is a cash-based market, with producers (farmers) being paid immediately for their goods.

"The demand for milk is high in Rongai and therefore the business is viable in such an environment," says Beatrice Chirchir, Secretary of Rongai Fc Youth Group on why they chose to exploit the dairy value chain.

55%

of all milk is marketed, but only 20 percent goes through the formal channels.

17

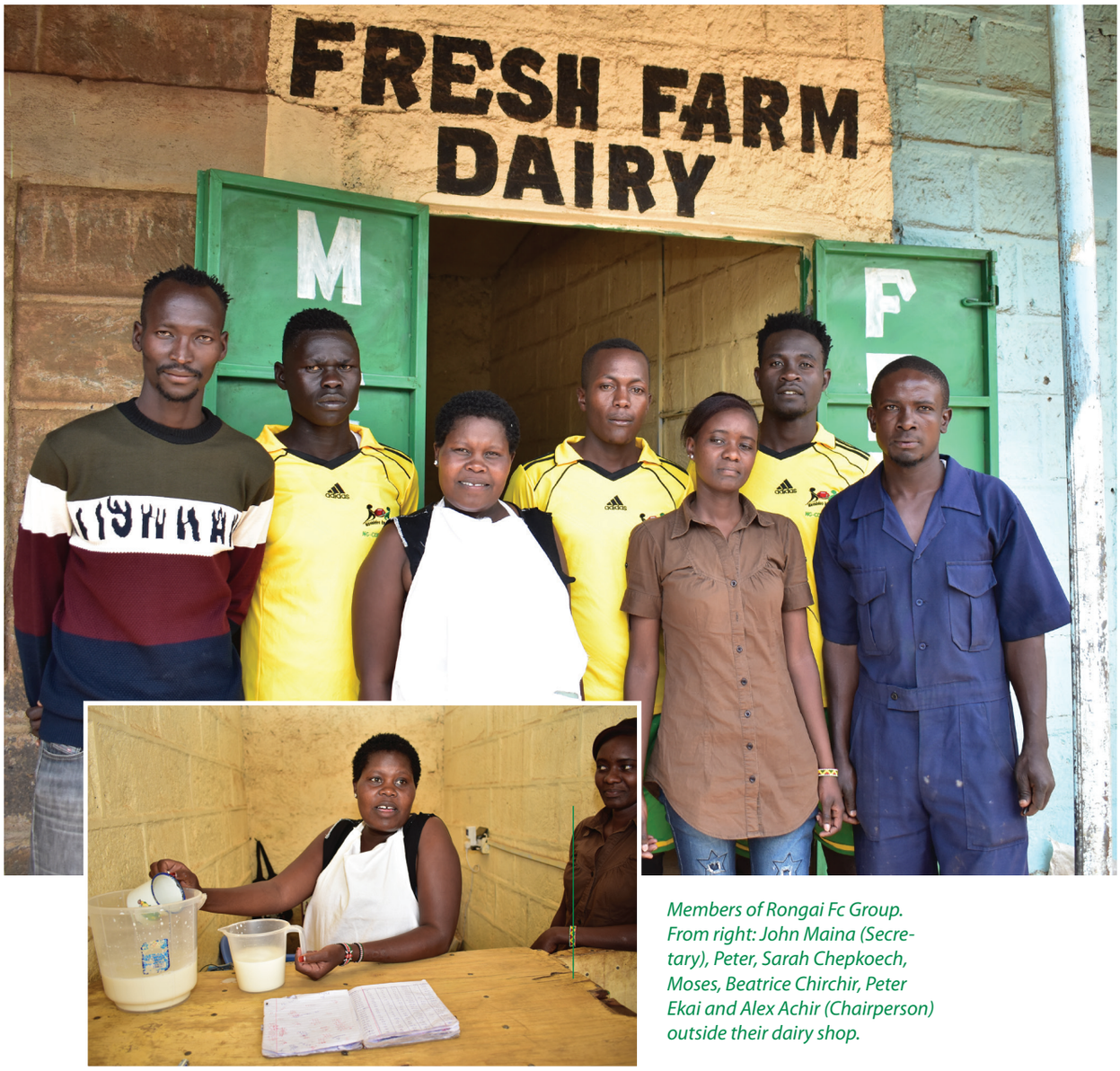
The group currently has 17 members: 11 men and 6 women

Project Idea

Rongai Fc Youth Group initially started as a football club based in Rongai. As the football team progressed, it needed more money to pay for their equipment. Members of team ventured into agriculture and started planting and selling vegetables.

When the team joined Project Vijabiz they decided to concentrate on buying and selling milk.

Member of Rongai Fc Youth Group inside their shop after a marketing meeting



Members of Rongai Fc Group. From right: John Maina (Secretary), Peter, Sarah Chepkoech, Moses, Beatrice Chirchir, Peter Ekai and Alex Achir (Chairperson) outside their dairy shop.

The group started their dairy business with KES 10,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Rongai Fc Youth Group in entrepreneurship and in the use of ICT. As a result, the group has now digitized their records and are creating awareness of their products online.

"The training in leadership has helped us adopt responsible leadership skills, where each member carries their duties responsibly in the best interests of the group," explains Ms Chirchir.

The group made a profit of KES 50,000 in 2018. The main challenges facing the group include:

- Fluctuating milk prices, cutting down on profits
- Competition from large institutions in the dairy industry
- Insufficient finances to expand the business

The group is currently using the training they received to help solve these problems. Ms Chirchir said a benchmarking exposure to Olosian Dairy Farm in Kajiado and another in Kakamega, supported by Project Vijabiz, opened their minds and scope on how best they can do dairy farming.

"The handouts our vice-chair and one of the members brought back have really imparted knowledge to us and we are planning to scale up our business," says Ms Chirchir.

The group recently attended the trade show in Nakuru that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

Achievements

- The group has digitized their records
- Group members are learning more about the dairy value chain

PROFILE

Name of group:
Saki Youth Group
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo**
Village: **Sachangwan**
Number of Members: **17**
Male: **5**
Female: **12**
Contact: **Ruth Namele**
Tel: **0718 882 429**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Saki Youth Group

Diversity: poultry, cereals and hardy tubers

Saki Youth Group Village is based in Sachangwan Village in Molo subcounty in Nakuru County. The group is engaged in the dairy value chain under Project Vijabiz. The group was formed in 2013 and was registered with the then Ministry of Culture and Social Services. Currently it has seventeen members: five men and twelve women.

Context

Kenya's dairy sector produces 5.23 billion litres of milk each year. About 2 million farming households produce this milk. Seventy percent of this milk is from smallholder farms.

Despite the important role of dairy farming in the economy, high production costs and inefficiencies in the supply chain constrain profits, especially for smallholder farmers. The cost of fodder and feeds is one of the biggest challenges for farmers, especially during the dry season.

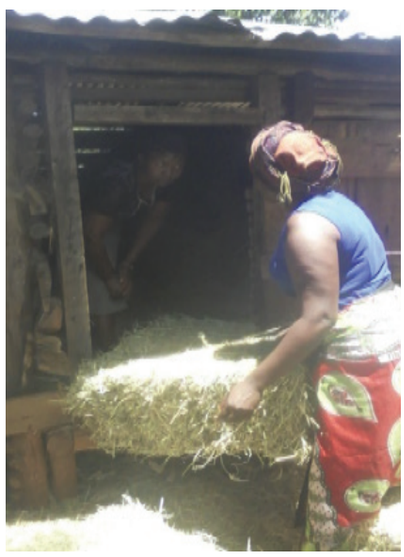
Increasing fodder supply can increase milk production during the dry season, stabilising incomes for farmers. Apart from silage, hay can help meet the fodder deficit.

The increasing demand for hay therefore presents a high-potential business opportunity, especially in areas such as Molo in Nakuru County, where small-scale farmers dominate.

The potential for hay, estimated to yield a net profit of KES 33,000 per acre, prompted farmers in Nakuru to form the Rift Valley Hay Growers Association in 2015.

17

The group currently has 17 members: 5 men and 12 women



Sharon Maritim, a member of the group stores hay

Saki Youth Self-Help Group, formed in 2013 to empower youth economically, is taking advantage of the demand for hay. Some of the group's members keep dairy cows and know first-hand the challenges of getting quality, affordable fodder and so played a big role in influencing the group to venture into commercial hay production.

The business idea

The group leased 5 acres of land on which they planted boma Rhodes grass. They harvest an average of 200 bales per acre during the rainy season, close to the ideal 220 bales. Each bale sells for KES 200, sometimes reaching KES 450 during the dry spell, thus assuring the group of a tidy profit.

From their profits, the group has bought a chaff cutter, a motorbike to transport hay to farmers and a computer to keep its records. It also leases a tractor for ploughing, mowing and baling hay.

After joining Project Vijabiz, the group decided to continue with hay production. Using skills they learned during a training workshop conducted by Project Vijabiz.

Wesley Chepkwony uses chaff cutter

After the training, the group came up with a business plan that demonstrated their potential. They plan to increase land under hay from 5 to 20 acres and to construct a barn so that they can store the hay until prices peak.

The group has assigned its members clear roles and responsibilities for which they are paid a fee factored in the costs of running the business. For instance, one member is the book-keeper and another the salesperson.

According to officials, the group plans to apply other skills they learned from Project Vijabiz, including use of ICT to manage business and market their produce, organizing learning visits, benchmarking and participating in fairs to network.

After the ICT training, the group set up a Facebook page where they post photos of their hay.

"We have just witnessed the magic of marketing using ICT. We are now receiving orders from farmers far from our area, as far as Kericho, a neighbouring county", says Ruth Namele, Chairperson of Saki Youth Group.

Encouraged by this short experience with Project Vijabiz, the group plans to expand its production by doubling its acreage from 5 to 10 acres.

"We have been forced to buy hay from our neighbours and sale to customers when we exhaust our stock," says Ruth.

The group also plans to buy its own baling machine since they currently hire one, and to lease a store for their hay so that they can have stocks all year round.

Their major challenge is access to capital. However, their business plan positions them well to access credit.

300,000

Amount of profit in 2018 as compared to KES 110,000 in 2017

Achievements

- The group has a business plan to guide expansion of their enterprise
- Group profits tripled from KES 110,000 in 2017 to KES 300,000 in 2018.

Leonard Mogeni, a member of the group, transports hay

PROFILE

Name of group:
Sauti Ya Vijana Kichwa Youth Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Menengai West**
Village: **Ol-Rongai**
Number of Members: **21**
Male: **12**
Female: **9**
Contact: **Clement Otieno**
Tel: **0705871905**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Sauti ya Vijana Kichwa Youth Group

Higher profits in dairy farming

Sauti Ya Vijana Kichwa Youth Group has twenty-one members: twelve men and nine women. The group was formed in 2018 and is based in Menengai ward, Nakuru County, where it specializes in dairy farming. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Kenya has one of the largest dairy industries in sub-Saharan Africa. The industry is dynamic and plays important economic and nutrition roles in the lives of many people—farmers, milk hawkers, processors and consumers. Official statistics place the number of milking cattle at 3.8 million, and 80% of this cattle is owned by small-scale farmers.

"We decided to focus on dairy farming because milk supply was low in the area as was competition," says Clement Otieno, Chairperson of Sauti Ya Vijana Kichwa Youth Group.

21

The group currently has 21 members: 12 men and 9 women

Project idea

Sauti ya Vijana Kichwa YG was formed with the aim that members would uplift each other and improve standards of living. The group was initially involved in tent making and leasing to attain their goals.

Members of Sauti Ya Vijana Kichwa Youth Group at their Rhodes grass plantation in Rongai.

Members of Sauti Ya Vijana Kichwa Youth Group hold monthly meetings in their office

When the group joined Project Vijabiz that chose to specialize in dairy farming. The group started with KES 140,000 from member contributions and from the proceeds of the tent business.

Implementation

Initially, the group started with two cows that produced 10 litres of milk a day. Currently the group still has 2 cows but has increased production to 30 litres of milk a day.

Group members had a chance to make field visits to Kajiado and Kakamega where they learned about how to give proper feeds to give their cattle.

"From the field visit we are now keeping the cow shed clean and are planning to buy the necessary machinery used for milking cows," says Mr Otieno.

Project Vijabiz recently trained Sauti ya Vijana Kichwa YG in use of ICT, record keeping, customer service and leadership skills.

From the ICT training the group members research on the internet on problems they are facing in their dairy business and get a better understanding of the issue.

The group made a profit of KES 41,200 in 2018 and a profit of KES 62,500 in 2019.

The youth group is facing challenges in the business such as drought and lack of medication.

"We are planning to buy some land to plant napier grass to feed the cows during drought, and also to increase our herd," says Mr Otieno.

Achievements

- The training has educated us on how to increase the shelf life of our milk through value addition
- The group is better informed about the dairy value chain

Sauti Ya Vijana Kichwa Youth cleaning their cow shed

PROFILE

Name of group:
Setcoz Youth Group
County: **Nakuru**
Subcounty: **Kuresoi North**
Ward: **Sirikwa**
Village: **Set Kotes**
Number of Members: **11**
Male: **5**
Female: **6**
Contact: **Eldon Rotich**
Tel: **0771925620**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Setcoz Youth Group

Youth work to improve their dairy venture

Setcoz Youth Group was established in 2007 and is based in Sirikwa ward, Kuresoi North, Nakuru County. Its eleven members—five men and six women—specialize in dairy farming. The group is registered under the Ministry of Youth, Gender and Social Services

Context

Dairy farming is the single largest subsector of agriculture in Kenya. It accounts for 6–8 percent of the country's GDP. It is a major activity in the livestock sector and an important source of livelihood to approximately 1 million small-scale farmers.

Setcoz Youth Group is in Kuresoi North, Nakuru County. Nakuru County is one of the high-milk producing counties in Kenya. The climate here is conducive to livestock keeping and dairying is intensively practiced. No wonder than the Setcoz Youth group chose the dairy value chain.

11

The group currently has 11 members: 5 men and 6 women

According to Eldon Rotich, Chairman of Setcoz Youth Group, the group currently has eight cows: four of these were producing milk at the time of the interview. Beside the milk their animals produce, the youth group also collects milk from farmers in the

Some of the dairy cows owned by members of Setcoz Youth Group

neighborhood and transports it to a milk processing plant at Keringet. The group sells milk at KES 28 per litre. The group hires a motor bike to transport the milk to the processing plan.

"We would like to own our own motor bike to reduce the costs of transporting the milk," says Weldon Korir.

Upon joining Project Vijabiz group members were trained in entrepreneurship. According to Mr Rotich this training helped the group to reorganize their activities to run as a business. He believes that with the business skills they have learned, they will be able to expand.

They hope to one day own a vehicle to transport more milk, and thus get more profit and employment opportunities for members.

Some group members participated in a learning visit to Eldoret and Kajiado counties and the trade fare held in Nakuru. From these visits, they have learned better ways to improve their cattle feeds. They are now growing fodder so that they can improve milk production.

One challenge they face is falling milk prices during the rainy season when most farmers have increased milk production. During the rainy season prices drop to KES 20 per litre.

Group members hope to apply the skills they have learned to venture into value addition once they have enough resources, to avoid losses from low milk prices during the rainy season.

Group member weighs and offloads milk to a hired motor bike for transport to the milk shop

PROFILE

Name of group:
Solidarity Youth Group
County: **Kilifi**
Subcounty: **Kilifi**
Ward: **Kabarani**
Village: **Kakanjuni**
Number of Members: **15**
Male: **10**
Female: **5**
Contact: **Kazungu Abdalla**
Tel: **0704695936**
August 2019

Vijabiz
Empowering Youth in Agribusiness in Kenya

DAIRY VALUE CHAIN

Solidarity Youth Group

Dairy farming becomes a source of youth employment

Solidarity Youth Group based at Kakanjuni village, Kabarani in Kilifi County is working in the dairy value chain under Project Vijabiz. The group keeps four cows: two dairy breeds and two cross-breeds. It was formed in 2013 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has fifteen members: ten men and five women.

Context

Kenya has one of the largest dairy industries in sub-Saharan Africa. It is dynamic and plays important economic and nutrition roles in the lives of many people.

The landscape is dominated by an estimated 1.8 million small-scale dairy producers. They control an estimated 80 percent of cattle and produce over 56 percent of total milk production. On average, smallholders own 1-4 acres of land and 1–5 heads of cattle and are largely rely on forage and small quantities of concentrate to feed their herds.

Playing a part in this sector is Solidarity Youth Group, who own four dairy cows that produce 35 litres of milk per day, according Mr Kazungu Abdalla, the group secretary. Each litre is sold for KES 50.

Project Idea

Solidarity Youth Group started by keeping cows, poultry and goats and farming vegetables, tomato and kales precisely.

The group currently has 15 members: 10 men and 5 women

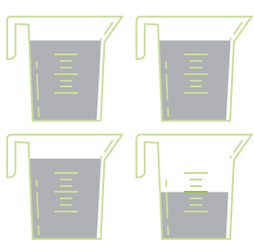
"We had observed that the youths in our community were suffering due to lack of jobs and so we came together to give our group members a fighting chance," says Mr Abdalla.

Upon joining Project Vijabiz the group decided to focus on dairy farming. The group currently has four dairy cows whose milk it sells to local customers in Kakanjuni area.

Implementation

Project Vijabiz recently trained the group in the use of ICT and value adding. As a result, group members intend to start buying milk from local farmers to meet the high demand for milk in the area. The group has bought two motorbikes that they will use to source milk from the farmers and supply to the market.

When all the cows produce milk, the group makes a profit of around KES 40,000 per month, but currently only two cows are producing milk and their profit is around KES 18,000 per month.



35 Litres
Per day

Members of Solidarity at their site where they rear dairy cows

The group's biggest challenge comes during the dry season, when they must travel long distances in search of feed for their cows. However, with the recent purchase of motorbikes, transport has become easier for the group.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz d where they made valuable connections with other groups in the project.

Mr Abdalla says that they also connected with veterinary doctors who will, in his opinion, play an important role in helping them keep their cattle healthy.

Achievements

- The group has bought four cows
- The group has bought two motorbikes that will be used to source for milk from farmers and supply it to the market, reducing the cost of transporting milk and the time it takes to reach the markets

Dairy cows owned by Solidarity Youth Group

PROFILE

Name of group:
Talima Dairy Goats
County: **Nakuru**
Subcounty: **Molo**
Ward: **Molo**
Village: **Milimani**
Number of Members: **10**
Male: **4**
Female: **6**
Contact: **Eunice Njoroge**
Tel: **0706 595 020**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Talima Dairy Goats

Profitable goats, profitable dairy

Talima Dairy Goats was formed in 2015 to specialize in dairy farming. The group is based in Molo ward, Nakuru County, and has ten members: four men and six women. It is registered under the Ministry of Youth, Gender and Social Services.

Context

Rapid population growth, shrinking land sizes and increased urbanization are some of the elements taking a toll on goat farming, livestock experts and farmers have observed.

Charles Nyairo, a goat farmer from Kisii County, says that at the farm level, most goatkeepers, unlike their cattle counterparts, do not maintain records, making it hard to breed them and know the output of the animals.

10

The group currently has 10 members: 4 men and 6 women

"We ventured into dairy farming because it was not competitive in the region and it was a unique business," says Eunice Njoroge, Chairperson of Talima Dairy Goats.

Project idea

Talima Dairy Goats was formed with the aim of empowering youths in the community. The group was participating in

Members of Talima Dairy Goats working in their fodder plantation

merry-go-round to attain their goals.

The group ventured into dairy farming upon joining Project Vijabiz. The group started with two goats and KES 40,000 raised from member contributions.

The group has applied for a loan from of KES 600,000 Affirmative Fund and another of KES 100,000 from Uwezo Fund. If granted, the loans will be repaid through member contributions and sales from the dairy farming.

Implementation

Project Vijabiz recently trained Talima Dairy Goats in record keeping, use of ICT, and leadership skills. Following the training, the group has focused on feeds and is now making silage to feed their goats.

"Following the ICT training, we are also marketing our products from our Facebook page," says Ms Njoroge.

The group made a profit of KES 68,400 in 2018 and KES 55,800 in 2019. Members plan to store silage so that the goats have feeds throughout even during the drought.

"We also plan to register our group as a company, get into value addition, and supply our goat milk locally and internationally," says Ms Njoroge.

The group attend the Vijabiz trade show in Nakuru that was organized by Project Vijabiz and made connections with one 'Baraza', who will assist them with marketing their produce, where to by the necessary machines and branding their products.

Achievements

- The group has now ventured into making silage that they are using to feed their goats
- The group has learned how to keep up-to-date records
- Following training on use of ICT the group has set up a Facebook page they use for marketing

Members of Talima Dairy Goats at the cow shed

Members of Talima Dairy Goats feed their goats

PROFILE

Name of group:
Tech Gaa Youth Group
County: **Nakuru**
Subcounty: Njoro
Ward: **Njoro**
Village: **Sossiot**
Number of Members: **14**
Male: **9**
Female: **5**
Contact: **Stephen Kirui**
Tel: **0758025459**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Tech Gaa Youth Group

Sharpening young dairy farmers' eyes for business

Tech Gaa Youth Group from Njoro area in Nakuru County is engaged in the dairy value chain under Project Vijabiz. The group of fourteen members —nine men and 5 women— was founded in 2014 and is registered with the Ministry of Culture and Social Services as a CBO. The group keeps dairy cattle.

Context

Njoro in Nakuru County is well known for large-scale agriculture, mostly maize, wheat and dairy farming. It is home to the oldest agriculture college in Kenya, now Egerton University.

Although big-time farming continues to thrive, some of the large farms are being sub-divided and sold as smaller parcels and plots. The demand for land here has been driven by Njoro town's growing population, largely attracted by the large campus, and Nakuru town. The bustling regional capital, designated for city status is just half-an-hour's drive away.

Tech Gaa Youth Group was formed in 2014 by 13 members, all residents of Njoro. The group's vision was to develop the community by creating job opportunities through various projects.

The group's first project was dairy farming. They have six dairy cows whose care is assigned to different members, because the group does not have a farm. The group plans to rent land to hold all the cows so that the business is centralized for optimum production and profits.

14

The group currently has 14 members: 5 men and 12 women

Currently three lactating cows produce 30 litres a day that is sold to members at KES 35 a litre and to non-members at KES 50.

With their profits, the group has bought essential equipment and tools that include a wheel barrow, knapsack sprayer and milk cans.

Refining the business idea

After joining Project Vijabiz and attending the community business opportunity workshop, the group continued with the dairy business, but paying greater attention to business principles.

For example, the group plans to set up a dairy shop for selling their milk, instead of moving around with jerry-cans looking for buyers.

The group also decided to cut costs by leasing land and planting hay on it so that they do not buy fodder.

"After the training we received from Project Vijabiz, we developed our business plan. We hope to stick to this plan to improve our business" says Stephen Kirui, Chairperson of Tech Gaa Youth Group.

The group plans to add value to their milk by producing yoghurt, based on what they learned through Project Vijabiz training.

Currently, the group has not employed any staff. In May 2019 they put all the group's assets on the land they hired. The group plans to employ a qualified manager for the business and one member part-time to understudy the employee.

According to Mr Kirui the group has now started making silage so that they have enough fodder for their cows.

After the ICT training the group established a Facebook page that they use to advertise their milk.

Some members of the group recently participated in the trade show held in Nakuru that was organized by Project Vijabiz. According to Mr Kirui, this was a very useful exposure for them.

"We saw for ourselves other products that we can make from milk. This was an eye opener for us. We have since met to discuss how we will follow-up on the lessons we learned and contact some of the service providers we met there," says Kirui.

35

Currently, three cows are producing 30 litres a day. The milk is sold to members at KES 35 a litre and to non-members at KES 50.

Achievements

- The group has developed a business plan to guide expansion of their enterprise
- All members have acquired business skills passed from those who attended the training conducted by Project Vijabiz
- The group has started taking learning exchange visits to further build the business skills
- The group's profits increased to KES 70,500 from KES 60,000 in 2018.

Member Stephen Kirui milks one of the group's cows

PROFILE

Name of group:
Trademark Self-help Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Sea Horse**
Number of Members: **16**
Male: **8**
Female: **8**
Contact: **Michael Karimiro**
Tel: **0703 643 614**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Trademark Self-Help Group

Employing members with dairy farming

Trademark Self-Help Group based at Sea Horse Beach in Kilifi County, was formed in 2016 and plans to focus on the dairy value chain. It is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has sixteen members—eight men and eight women.

Context

The recent growth in milk production has fueled competition between the formal and informal sectors. Current estimates show that 45 percent of milk production is typically consumed by producers at the household level and the remaining 55 percent is marketed through formal and informal channels. Only 20 percent of that marketed milk goes through formal channels.

The group currently has 16 members: 8 men and 8 women

The informal market has one main advantage: it is a cash-based market, with producers (farmers) being paid immediately for their goods. Within the formal chain, farmers can wait up to a month to receive payment for their milk.

Trademark Self-Help Group is banking on this factor, plus the fact that there is a ready market for milk in their community to get their business running.

Trademark group members – Michael, Sharon and Evelyn – at the site where they plan to start buying milk and sell to the community

"We want to start selling milk to the nearby consumers because there is high demand for milk in Kilifi town," said Sharon Zena, a group member.

Project Idea

Trademark SHG started with poultry farming as a means of providing income to the members.

"We were selling broiler chickens to local consumers and hotels in Kilifi. The selling price for each chicken was KES 400," added Ms Zena.

It wasn't until the group joined Project Vijabiz and attended workshops organized by the project that they ventured into the dairy value chain. They focused on buying milk from farmers and selling to residents of Sea Horse village.

Implementation

Project Vijabiz recently trained Trademark SHG in value chains, the use of ICT and entrepreneurship. As a result, the group chose to venture into the dairy value chain.

The group has raised capital through member contributions in order to start the business. They have identified a person in Kilifi who has dairy cows and is producing milk in large quantities. The members are developing a business plan for their enterprise.

"Starting the business has been a challenge as there are many people doing the business, and the market is divided. However, we hope that the training by Project Vijabiz can help us stand out from the competition," adds Ms Zena.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

Trademark group members at the site

"We felt encouraged to see other groups in this business doing well and this has now given us impetus", says Ms Zena

Achievements

- Group members have learned a lot about the dairy value chain from Project Vijabiz
- The group has started selling milk to members of their community
- The group is in the process of developing a business plan for their new venture

Trademark group members – Michael, Evelyn and Sharon – at the site where the cows are reared

PROFILE

Name of group:
Tumaini Youth
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Ganze**
Village: **Mwaeba**
Number of Members: **12**
Male: **4**
Female: **8**
Contact: **Emmanuel Kahindi**
Tel: **0728398041**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Tumaini Youth

Empowering youths through farming

Tumaini Youth based at Mwaeba village in Ganze subcounty is embarking on growing fodder on a 3-acre parcel of land to supply to dairy farmers in the area. The group was formed in 2008 and is registered as a CBO under the Ministry of Public Service, Youth and Gender Affairs. The group currently has twelve members: four men and eight women, most being young mothers.

Context

The dairy market in Kenya is concentrated in the highlands and the Rift Valley regions due to more conducive agro-ecological conditions for high-yielding dairy breeds. Droughts have presented a major challenge for dairy production in recent years, impacting yields and causing smaller producers in drier regions to struggle with animal mortality.

Milk production is directly related to the quantity and quality of pasture they consume.

With this in mind, Tumaini Youth decided first to go into pasture management. Ganze lies in the arid areas and is prone to droughts.

"When we joined Project Vijabiz we decided to first foray into fodder growing and then later venture into purchasing livestock. This was so that during dry seasons we would still have pasture for our animals," says Mr Emmanuel Kahindi, Chairperson of Tumaini Youth Group.

12

The group currently has 12 members: 4 men and 8 women

Project Idea

The idea behind Tumaini YG came about when Mr Kahindi noted the desperate poverty levels in Ganze. To be part of the solution and reduce the poverty levels, in 2010 Tumaini YG started keeping local chicken. Members constructed a temporary shed and raised 100 local birds that were sold for KES 400 each.

The main objective, according to Mr Kahindi, is to enable youths, and more so, young mothers, who are members of the group, to meet their day-to-day livelihood needs through self-employment.

In 2018 the group made KES 65,000 and in 2019 KES 75,000. Members abandoned the group project and decided each member should raise chicken individually. The group still keeps together to exchange ideas and experiences.

The group recently participated in the training conducted by Project Vijabiz in entrepreneurship and use of ICT, and has since decided to go into pasture management as a path to dairy farming.

"We have realized that by keeping proposer books of accounts for our business and using the internet we can expand our market hence grow our business. These training sessions opened our eyes," says Mr Kahindi.

Implementation

Project Vijabiz recently trained Tumaini Youth Group in dairy farming. After the training, the group set aside 3 acres of land to plant fodder. The group has already cleared the land and is waiting for rains to start planting.

Members of Tumaini Youth Group clear land

Members are currently mobilizing funds to help them get the project off the ground.

"We have a plan where every week each member contributes KES 50 because we want to carry out our activities without any problem," said Mr Kahindi.

The group also reached out to various agencies for funding including the Coast Development Authority, but so far has not been successful.

Mr Kahindi though is hopeful that with the help of Project Vijabiz the group will achieve its goal of empowering youths and young mothers in their community.

The group attended the trade show held in Kilifi that was organized by Project Vijabiz. Members of Tumaini YG got a chance to interact with other members of the project and got motivated after hearing what the other groups were doing.

"Our resolve after attending the trade show, is to go further than what we saw from the other groups in Kilifi. We saw some really good things and we are all so very excited to try them out and see how they work out for us," concludes Mr Kahindi.

Achievements

- Jobs have been created for youths and young mothers
- Community members are regularly mentored
- Members are currently keeping local chicken as an agribusiness

The land allocated for napier grass

Members of Tumaini Youth Group clear the land where they will plant fodder

PROFILE

Name of group:
Umoja Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kibarani**
Village: **Kilifi Town**
Number of Members: **14**
Male: **7**
Female: **7**
Contact: **Buluku Splinter**
Tel: **0790 293 070**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Umoja Youth Group

Group jumps on dairy value addition bandwagon to improve profits

Umoja Youth Group is one of the groups in the dairy value chain supported by Project Vijabiz. The group makes yoghurt and fermented milk, popularly known as mala. They supply their products to hotels on demand and in local shops in Kilifi North. The group was formed in 2006 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has fourteen members: seven men and seven women.

Context

Kenya produces 5.23 billion litres of milk annually. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter. However, only a small fraction, about 30 percent, of total milk production is processed.

Most milk is handled through the informal market. In the informal market only about 16 percent of milk undergoes home or artisanal processing and is sold as home-made sour milk (mala or lala) or yogurt. With sour milk or yogurt one can make extra money as it costs more than raw milk.

16%

Only about 16 percent of milk undergoes home or artisanal processing

14

The group currently has 14 members: 7 men and 7 women

Umoja Youth Group in Kilifi North is currently trying to get into dairy value addition for profit and to help youths in the community.

"In as much as you get more, you will also have to invest in a little more with value addition in dairy farming," said Buluku Splinter, Chairperson of Umoja YG.

Project Idea

The group was started by 14 youths who came together in a bid to improve their lives and those of people living in their community by carrying out various activities that included:

- Creating awareness on HIV AIDS – through the National AIDS Council the group has been conducting HIV and AIDS awareness in the community
- Agriculture/farming – through mentorship programs offered by trainers, the group has built agricultural skills of its members.
- Savings and micro credit among members – each member contributes a minimum of KES 200 as individual savings. The savings enable members get internal loans from the group (the group meets every week on Thursday)
- Resource mobilization – through writing proposal the group also acquired resources that are benefiting members

Zowerani mala yogurt

"We initially had 15 business ideas for the group but when we joined Project Vijabiz, we decided to focus on dairy value addition," adds Mr Splinter.

Implementation

Project Vijabiz recently trained Umoja YG in value addition, use of ICT and marketing. As a result, the group has been able to leverage on a brand with Mureithi (called Nana) who packages their product. They also use facilities at Pwani University to process milk.

Their main challenges are that they do not have a brand of their own, and low capital. Mr Splinter says that the group is addressing these problems through loans from Equity Bank, where Umoja YG banks its money.

"Once we get a loan from Equity Bank, we will be able to buy our own machines and do the bulk of the processing ourselves so that we can make higher profits," said Mr Splinter.

Umoja YG has raised money for its business by encouraging members to contribute a minimum of KES 200 per month. The group is also involved in milk production.

"On a good month, like December 2018, we made a profit of 75,000 and on a bad month, like June 2019, we made a profit of KES 5,000 because university students who are our main customers had closed. On average however, we make a profit of KES 30,000–40,000 per month," explained Mr Splinter.

The group decided on the prices of their products after carrying out a market research, and learning their competitors' prices. They set their prices a bit lower to have an advantage in the market:

- yoghurt 500 ml – KES 70
- yoghurt 250 ml – KES 45
- mala 500 ml – KES 60
- mala 250 ml – KES 40

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project that are involved in dairy value addition and milk processing who offered valuable advice.

Achievements

- The group has a partnership to brand their produce.
- The group has partnered with Pwani University to process their milk.
- Group members are learning financial responsibility, thanks to the group's insistence on contributions
- Group members are starting individual businesses, thanks to internal loans from the group

Zowerani mala 500 ml and Zowerani yoghurt 250 ml

Elizabeth, a member of Umoja Youth Group, explains to a visitor what the group does

Manufactured by Umoja Youth Group

Umoja YG members Paul and Peter learn how to make yogurt, with Geoffrey's help, right in blue shirt

One of the machines the group uses to pasteurize milk

Umoja Youth Group members Buluku and Beryl seal bottles

PROFILE

Name of group:
Vision Seekers Group
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Bibirioni**
Village: **Bibirioni**
Number of Members: **11**
Male: **4**
Female: **7**
Contact: **Joseph Kamau Kuria**
Tel: **0706 456 949**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Vision Seekers Group

Group shifts from selling green maize to dairy business

Vision Seekers Youth Group based in Bibirioni Ward, Nakuru County, is engaged in the dairy value chain under Project Vijabiz. The group was founded in 2018 and is registered as a youth group with the Ministry of Gender and Youth Affairs. It has eleven members: four men and seven women.

Context

Kenya produces 5.23 billion litres of milk annually. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter. Most milk is handled through the informal market where about 16 percent of this milk undergoes home or artisanal processing and is sold as homemade sour milk (mala or lala) or yogurt.

The informal dairy market provides business opportunities for organized groups in rural areas and Vision Seekers Youth Group is exploiting this opportunity.

11

The group currently has 11 members: 4 men and 7 women

Business opportunity

Vision Seekers Youth Group aims to create job opportunities for its members through agribusiness. The group started by buying and selling green maize to food traders in their locality.

Attending the business opportunity workshop opened the group leaders to the potential of dairy farming, especially after a learning visit to a thriving farm as part of the training. They resolved to diversify into the dairy business starting with milk collection, bulking and marketing.

The Vijabiz training equipped members with new skills in managing dairy cows, including improved feeding, to increase milk production.

Vision Seeker group members at home feed the family cow

Vision Seeker group member feeds the cows

The group has two dairy cows. Through the training they received under Project Vijabiz, the group learned how to select dairy cow breeds, how to make cow sheds and feed animals.

"We used to raise the feeding troughs. We did not know that this strains the cow and affects its feeding and reproduction. We have since changed that. Our feed troughs are now at the ground level", says Joseph Kuria, Chairman of Vision Seekers.

The group already has drafted a business plan and has embarked on their new venture. They started by setting up a milk collection centre that would be the hub of their dairy business. In addition to milk bought from members' families, the group reached out to local farmers for supplies.

Some members visit farmers to buy milk. Others run the milk collection centre or go out marketing.

The group benefited from training in the use of ICT in agribusiness. "We are now using the internet as a source of information on dairy farming. We started a Facebook page and we post information on our dairy farming and we are pleasantly surprised that we are receiving advice from all manner of places including outside the country," says Kuria.

The group is planning to expand from the current 2 cows to 7 cows in the near future. They applied for funding from the county government and are waiting for a response

The main challenge they face is lack of capital to expand the business, high cost of animal feeds and inadequate milk storage facilities.

Group members prepare feeds for their cows

Achievements

- The group has a business plan to guide their venture
- Members are more knowledgeable about dairy farming
- The group earned KES 36,000 as profit for milk in their first quarter in business

PROFILE

Name of group:
Wanjiku Women Group
County: **Nakuru**
Subcounty: **Rongai**
Ward: **Visoi**
Village:
Number of Members: **14**
Male: **4**
Female: **10**
Contact: **Jane Wanjiru**
Tel: **0708 503 314**
August 2019

Vijabiz
Empowering Youth in Agribusiness in Kenya

DAIRY VALUE CHAIN

Wanjiku Women Group

Group moves to dairy business for employment

Wanjiku Women Group was formed in 2013 and has fourteen members: four men and ten women. The group is based in Nakuru County, Visoi ward. The group specializes in dairy farming and is registered under the Ministry of youth, gender and social services.

Context

Kenya produces 5.23 billion litres of milk annually. The dairy market is largely driven by liquid milk but there is growing demand for yoghurt, cheese and butter.

Most milk is handled through the informal market where about 16 percent of this milk undergoes home or artisanal processing and is sold as home-made sour milk (mala or lala) or yogurt. The informal market's main advantage over its formal counterpart is that it is cash-based: producers and informal processors get paid immediately for their goods.

The group currently has 14 members, 4 men and 10 women.

"We decided to venture into dairy farming because it was cheap and we saw potential in the business if we could increase the number of cattle," says, Jane Wanjiru, Chairperson of Wanjiku Women Group.

Project idea

Wanjiku Women Group was formed with the aim of creating jobs and empowering the youths. The group was involved in table banking and cereals farming to produce cow feeds to achieve their goal.

A member of the group milking

A member of the group feeds the livestock

The group ventured into dairy farming upon joining Project Vijabiz. The group started with KES 30,000 raised from member contributions that they used to buy a cow.

Implementation

The group initially started with one cow that produced 5 litres a day. One litre of milk was selling at KES 40. Currently the group has two cows and a calf, producing 10 litres of milk a day, selling at KES 40 a litre.

Group members had a chance to visit Kajiado and Kakamega for field visits and learned more on feeds production and milk production.

Project Vijabiz recently trained Wanjiku Women Group in use of ICT, record keeping, leadership skills and customer service.

Following the training in group dynamics, members now respect each other's opinions and have been delegated duties.

Wanjiku Women Group is facing various challenges in the business including:

- Lack of feeds
- Milk price fluctuation
- Financial constraints

"We are hoping that if we get enough capital we will be able to buy feeds that will help to increase milk production," says Ms Wanjiru.

"We are aiming to buy a piece of land to venture into other value chains, and also to increase the number of cattle in future," adds Ms Wanjiru.

Achievements

- A member of the group has been employed
- The group has 2 cows now
- The group has bought a motorbike to make transport easy

PROFILE

Name of group: **Waridi Initiative Group**
County: **Nakuru**
Subcounty: **Subukia**
Ward: **Kabazi**
Village: **Kabazi**
Number of Members: **10**
Male: **4**
Female: **6**
Contact: **Beryl Omondi**
Tel: **0706 975 727**
August 2019

Vijabiz DAIRY VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Waridi Initiative Group

Youth group moves from mentorship to dairy

Waridi Initiative Group is based in Nakuru County, Subukia, Kabazi ward and has ten members: four men and six women. The group specializing in dairy is registered under the Ministry of Youth, Gender and Social Services. The group was formed in 2017.

Context

Kenya has one of the largest dairy industries in sub-Saharan Africa. The industry is dynamic and plays important economic and nutrition roles in the lives of many people ranging from farmers to milk hawkers, processors, and consumers.

The number of milking cattle is about 3.8 million, producing 5.23 billion litres of milk annually.

21

The group currently has 21 members: 12 men and 9 women

"We decided to venture into dairy farming because there was a ready market to exploit," says Beryl Omondi, Chairperson of Waridi Initiative.

Project idea

Waridi Initiative Group was formed with an aim of mentoring and empowering the youth. The group was initially involved in table banking and mentorship to promote hygiene in the society.

Members of Waridi Initiative Group at their farm

Waridi chose the dairy value chain upon joining Project Vijabiz. The group started with KES 20,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Waridi Initiative Group in use of ICT, record keeping, different ways of marketing and leadership skills.

Group members also attended the Kajiado field visit and learned more about dairy farming.

20000

The group started with KES 20,000 from member contributions.

Waridi Initiative has its challenges such as stiff competition and milk price fluctuations.

The group aims to continue empowering the youth and encouraging the girlchild.

Achievements

- The group has implemented different marketing strategies in their business
- Following the training the group has learned more about the dairy value chain

Top: Some members and volunteers during the group's activities on the farm

Left: Jackson, a member of the group, sells milk to a client

PROFILE

Name of group:
Wazo Jema Youth Group
County: **Kilifi**
Subcounty: **Ganze**
Ward: **Bamba**
Village: **Kanyumbuni**
Number of Members: **11**
Male: **8**
Female: **3**
Contact: **Rashid Ali**
Tel: **0723 718 172**
August 2019

Vijabiz DAIRY VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Wazo Jema Youth Group

Adding value to dairy enterprises for increased profits

Wazo Jema Youth Group located Ganze subcounty, Kilifi County, is in the dairy value chain. The group produces fermented milk (popularly known as mala), yoghurt, milk shake and fresh milk for sale in Ganze. The group currently has eleven members: eight men and three women. It was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

Questions have been raised on whether a smallholder-dominated economy can diversify and whether smallholders participate significantly in product diversification to high-value products. According to a recent study, small-scale milk vendors can diversify into high-value dairy products that attract higher profits compared with raw fresh milk.

Bamba area of Kilifi County has remained neglected in terms of development until the advent of the devolved system of governance in Kenya. It is only two years ago that the area was reachable through tarmac road.

Every year the area is hard hit by drought and is forced to benefit from relief food supplies. Given the harsh conditions in this area, opportunities for young people are limited. Wazo Jema Youth Group decided they would not to wait for opportunities to be created for them. They are creating the opportunities for themselves.

5,000
Money contributed to start the business.

11
The group currently has 11 members: 8 men and 3 women

Project Idea

Wazo Jema Youth Group was started by members to carry out poultry farming. The group has over 500 birds that have been kept separate in different locations among the group members, due to lack of space.
The group sells young chicks at KES 100, matured hens at KES 800 and the cocks at KES 1000, depending on their sizes. The group is also involved in dairy value addition—they process mala, yoghurt and fresh pasteurized milk.

"The main objectives of this group are to create employment to other youths in Kanyumbuni," explains Mr Rashid Ali, the group chairman. He further explains that it was after the group joined Project Vijabiz that they decided to focus on the milk value addition business.

"In order to start our dairy business, we contributed KES 5,000 and other members contributed equipment such as a freezer and cooling boxes," explains Mr Ali.

Implementation

Project Vijabiz recently trained Wazo Jema Youth Group in the use of ICT, value addition and record keeping.

Rashid Ali, a member of Wazo Jema, refrigerates yoghurt they produce

A member of Wazo Jema Group pasteurizing yoghurt

As a result, the group is now adding value to milk and packaging as yoghurt, mala, milk shakes and fresh milk. The group has been working in partnership with Bamba Dairy Cooperative to help package their products.

"We buy our milk from farmers in our location and add value; in doing so we ensure that we maximize the profits in our business," said Rashi Ali.

"With the ICT training we received, we created a Facebook page that we use to market our products and inform followers of out activities. We also have a WhatsApp group that links our members with different dairy stakeholders," explained Mr Ali.

The group only sells its products locally as they are yet to get approval from the Kenya Bureau of Standards (KEBS) to start marketing their produce. Wazo Jema Youth Group is also in the process of registering with the Kenya Dairy Board.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz where they made valuable connections with officials from the Kenya Dairy Board and KEBS and have initiated follow-up for support so that they can improve on their processes in order to sell their products to large outlets in Mombasa.

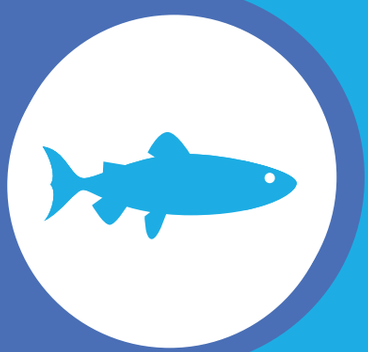
Yoghurt produced by Wazo Jema YG

"With the connections we made from the show, we were taught how to apply for the correct certifications for our value addition processes. Certification will go a long way in making our business successful as it will show our producers that we comply with national standards.," Mr Ali.

Achievements

- The group has started the process of discussing with KEBS and KDB for certification
- Group members have learned a lot about value addition in dairy
- The group has become a reliable source of dairy and dairy products in their community

PROFILES



Vijabiz

Empowering Youth in Agribusiness in Kenya

FISHERIES VALUE CHAIN

PROFILE

Name of group:
Airstrip Blessing Youth Group
County: **Nakuru**
Subcounty: **Naivasha**
Ward: **Hells Gate**
Village: **Mirera**
Number of Members: **18**
Male: **9**
Female: **9**
Contact: **Mercy Chemao**
Tel: **0726 683 687**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Airstrip Blessing Youth Group

Employment in fisheries industry

Airstrip Blessing Youth Group was formed in 2017 with eighteen members: nine men and nine women. The group is based in Hell's Gate ward, Nakuru County and specializes in fisheries. It is registered under the Ministry of Youth, Gender and Social Services.

Context

In 2006, about 94 percent of the national annual catch was from the fresh waters of Lakes Victoria, Turkana, Baringo, Naivasha and Jipe, and Tana River dams by some38,000 mainly artisanal fishers operating 12,284 fishing boats.

In 2013, around 129,300 people derived their livelihood from fishing and fish farming activities (including 48,300 in inland waters, 13,100 in coastal waters fishing and around 67,900 in fish farming.

18

The group currently has 18 members: 9 men and 9 women

"We decided to venture into fisheries because Lake Naivasha is nearby, making it easy for us to get fish," says Rose Tuipan, Chairperson of Airstrip Blessing Youth Group.

Project idea

Airstrip Blessing Youth Group was formed with the aim of

Members of Airstrip Blessing Youth Group train others in how to make fishing nets

helping youths in the community avoid idleness.

The group ventured into fishing upon joining Project Vijabiz. The group started with members contributing KES 600 monthly.

Implementation

The group is involved in fish buying and selling in the region. Group members had a chance to attend a field visit to Kirinyaga and were taught how to construct a fish pond and maintain the fingerlings.

Project Vijabiz recently trained Airstrip Blessing YG in the use of ICT, record keeping, leadership skills and value addition.

"We opened a Facebook page after the ICT training. We will start marketing and posting this month," says Ms Tupian.

The group made a profit of KES 26,300 in 2018.

Airstrip Blessing YG is facing various challenges such as:

- High competition
- Lack of transport to deliver to customers
- Customer sustainability
- Unpredictable weather patterns

"We are planning to get into value addition to give our fish a longer shelf life," says Ms Tuipan. The group plans to construct a fish pond and start rearing fish, increase the number of coolers to deliver the fish to customers on time, create job opportunities and use modern technology like WhatsApp to market to customers through sending pictures.

Group members had a chance to attend the trade show and they network with other group members and government stakeholders who are now engaging them.

Achievements

- The group is keeping up-to-date records for their group and business.
- The group is now skilled in value addition after attending the trade show.

Cap fish species found in Lake Naivasha that is commonly fished by members

Members of the group fish in Lake Naivasha

PROFILE

Name of group:
Bee My Partner Youth Group
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Lare**
Village: **Sinendet**
Number of Members: **26**
Male: **16**
Female: **10**
Contact: **Robert Mwangi**
Tel: **0798801676**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Bee My Partner Youth Group

Group moves to fisheries business for employment

Bee My Partner Youth Group was formed in 2018 and has twenty-six members: sixteen men and ten women. The group is based in Lare ward, Nakuru County, and specializes in fisheries. It is registered under the Ministry of Youth, Gender and Social Services.

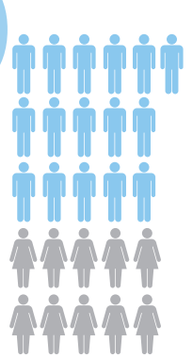
Context

In 2006, about 94 percent of the national annual catch was from the fresh waters of Lakes Victoria, Turkana, Baringo, Naivasha and Jipe, and Tana River dams.

In 2013, around 129,300 people derived their livelihood from fishing and fish farming activities: 48,300 in inland waters, 13,100 in coastal waters fishing and about 68,000 in fish farming. Fish is a highly perishable product, a factor that has been used by middlemen and fish factory owners to exploit fishermen by forcing them to sell their catch at low prices.

26

The group currently has 26 members: 16 men and 10 women



"There was high demand for fish in the region and fisheries is not so labour intensive, hence our venturing into the value chain," says Robert Mwangi, Chairperson of Bee My Partner Youth Group.

Project idea

Bee My Partner Youth Group was formed with the aim of creating job opportunities for the youth in

Members of Bee My Partner Youth Group at their fish pond

Members of Bee My Partner Youth Group check out their fish pond

the community. The group was involved in bee keeping and poultry farming to achieve their goals.

The group ventured into fisheries upon joining Project Vijabiz. The group started with KES 9,000 raised from member contributions to buy 1500 fingerlings.

Implementation

Initially the group started with 1500 fingerlings and one fish pond. The number of fingerlings has increased in the one pond.

Group members benefited from a field visit to Sagana. The members were trained in constructing ponds, producing fingerlings and formulating feeds.

Project Vijabiz recently trained Bee My Partner YG in value addition, group dynamics, use of ICT, and marketing.

Following the training the group set up a Facebook page that they use for marketing.

Another member harvests mature fish from their pond

Bee My Partner YG is facing various challenges in the business including meeting the cost of dam liners and lack of information on fish farming.

The group is receiving help from Egerton University in multiplying fingerlings and to learn more about fish farming.

The group plans to focus on production of fish fingerlings and do away with outsourcing.

The group had a chance to exhibit their products at the trade show in Nakuru organized by Project Vijabiz. They took the opportunity to connect with other farmers and realized there is potential in fish feeds production.

Achievements

- The group has been given a seven-acre land to manage by the community
- The group has learned how to construct fish ponds following the tour to Sagana
- Group members are communicating and getting along well after they were trained in group dynamics
- The group is now producing fish feeds

PROFILE

Name of group:
Chania Youth Group
County: **Nakuru**
Subcounty: **Nakuru North**
Ward: **Bahati**
Village: **Ngerenya**
Number of Members: **10**
Male: **4**
Female: **6**
Contact: **Jacob Kamau**
Tel: **0704159430**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Chania Youth Group

Group banks on triple-income plan

Chania Youth Group from Bahati Ward in Nakuru North is engaged in three value chains: fisheries, cereals and dairy. The group of ten youths—four men and six women—was formed in 2017 and is registered as a CBO.

Context

Bahati subcounty in Nakuru County has a population of just under 200,000 residing in an area of 375.4 sq. km. Population pressure is high: 344 people in every sq. km. Located just over 23 kilometres from Nakuru town, Bahati is experiencing rapid urbanization.

Due to population pressure and proximity to the town the land available for farming is shrinking. Land-for-sale signs are common as farming households sell land to new settlers or turn the land into stone quarries to feed the growing demand for building materials mostly in Nakuru town but also locally.

As a result, many previously rural families are adopting urban lifestyles. They cannot grow their own food or keep livestock, joining a sizeable immigrant population drawn to quarries and horticulture farms, as farmless dwellers in the local urban centres.

Only 26 percent of Nakuru County residents with a primary or secondary education work for pay regularly. High unemployment is evident in Bahati where on-farm jobs have declined and young people seek casual jobs at building sites, in the few horticultural farms or in the congested quarries. Crime and other social vices such as drug abuse and crime are on the rise.

10

The group currently has 10 members: 4 men and 6 women

Chania Young Farmers Group was started by 10 young people to create jobs and provide an avenue to mentor their peers to be productive members of society. The group chose two value chains: fisheries and milk trade.

Business Idea

Chania Young Farmers buy fish from brokers and sell it for a profit either fresh or deep fried.

Their second business is reselling milk. The group started by buying milk directly from farmers. With their savings they bought a dairy cow to supplement their supplies.

A cow in a shed ready for milking

They also diversified into cereals business.

"The cereals business is the most reliable because maize is not perishable. If we have capital we can buy during harvest and sell much later when prices have risen," says group leader Jacob.

Members of Chania YG check out their fish pond

Implementation

Project Vijabiz recently trained Bee My Partner YG in value addition, group dynamics, use of ICT, and marketing.

The group leaders now keep proper records and accurately calculate their profit, thanks to the training. They also applied their new skills to have a proper feeding program for their cow, improving milk production. "[During the training], we saw a cow producing 40 litres of milk a day. With the skills we have gained, Chania can achieve this," says Jacob.

40%

Approximate Percentage increase of profit from 2017 to 2018

Challenges

- Lack of sufficient capital
- Competition from brokers for supplies

The group plans to save enough money or to get a loan to venture into aquaculture for higher fish production.

Achievements

- Group profits increased to KES 78,000 from KES 47,000.
- Business planning and record-keeping have improved
- The group's confidence and commitment to work as a team have increased.
- Better customer and supplier relations: "From the training, we have learned about the importance of customer service. We give our customers a 'treat' to feel they are part of us. We have been collecting milk from homesteads."

PROFILE

Name of group:
Fifteen Combined Youth Group
County: **Kilifi**
Subcounty: **Kaloleni**
Ward: **Kayafungo**
Village: **Ziarache**
Number of Members: **14**
Male: **8**
Female: **6**
Contact: **Juma Nzili**
Tel: **0712474286**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Fifteen Combined Youth Group

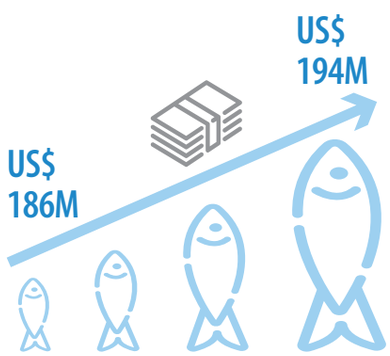
Fishing business provides extra source of income for NYS officers

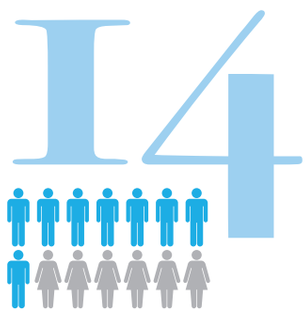
Fifteen Combined Youth Group based in Koloneni subcounty of Kilifi County is engaged in the fisheries value chain under Project Vijabiz. The group of fourteen members—eight men and six women—was formed in 2018. It is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

The fisheries sector plays an important role in the national economy, providing economic support to about 129,000 people directly and about and 1.3 million indirectly (assuming a dependency ratio of 1:10). Slightly over 13,000 people are engaged in coastal waters fishing.

Kenya's coast is located within the rich tuna belt in the south-west Indian Ocean. The marine fishing industry is under-exploited and practices artisanal fishery. The current inshore fish production in 2010 was about 7,794 tons valued at KES 635 million against a potential of 150,000 annually.





The group currently has 14 members: 8 men and 6 women

The main species are the highly valued tuna and tuna-like fish species though other species like the blue marlin, shark, oyster, octopus, crab and shrimp are popular particularly in tourist hotels.

Fish is a highly perishable product, a factor that has been used by middlemen and fish factory owners to exploit fishermen by forcing them to sell their catch at low prices.

Fifteen Combined Youth Group members are among the fishermen trying to make a living out of the ocean despite practising artisanal fishing and with inadequate investments in deep water fishing in Kenya.

Project Idea

Fifteen Combined YG was established by students who met at the National Youth Service (NYS). The group chose the fisheries value chain.

"We used to buy fish from fishermen and sell to hotels in Kilifi. Some of our group members also sold fish to locals within Kilifi town," says Ms Fatuma Mbeyu, Chairperson of Fifteen Combined YG.

Upon joining Project Vijabiz, the group chose to continue with the fisheries value chain: buying and selling fish. Ms Mbeyu says that the group had started their venture with KES 15,000 raised from member contributions.

Implementation

Project Vijabiz recently trained Fifteen Combined Youth Group in the use of ICT and entrepre

Members of the group Juma Salim, Kibwana Ngonyo, Ramadhan Lewa, Abubakar Mrabu, Omar Chabweka fish in the Indian Ocean

neurship. As a result, the group isnow engaged in fishing along the Indian Ocean, and sells the fish to local customers, most of whom are mothers.

The main challenge facing the group is the lack of proper fishing equipment. Ms Mbeyu notes that they have started addressing this challenge. Recently, they bought crates to help them transport their fish. Group members are currently accumulate savings to buy freezers for storing fish.

The group recently attended the trade show held in Kilifi organized by Project Vijabiz, where they made valuable connections with other groups in the project.

Achievements

- The group recently bought crates to help them transport fish more hygienically
- Group members are learning more about the fisheries value chain
- The group is regularly supplying fish to the local community

Members of the group at the sea shore after a fishing mission

PROFILE

Name of group:
Greenthumb CBO
County: **Nakuru**
Subcounty: **Nakuru East**
Village: **Umoja II**
Number of Members: **10**
Male: **4**
Female: **6**
Contact: **Christine Mwaura**
Tel: **0715 706 959**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Greenthumb CBO

Group recovers from failure to become a model team

Greenthumb CBO based in Lanet area in Nakuru County is engaged in the fisheries value chain under Project Vijabiz. The group was established in 2014 and currently has ten members—four men and six women.

Context

Many youth groups come together with a shared vision but experience management challenges as soon as they start implementing common activities. Differences over decisions on matters such as investment, roles and sharing of benefits break some groups.

Greenthumb, a community-based organization in Lanet, faced such challenges. Some members left the group and the few who remained struggled to hold it together.

The group started with a mission to encourage youth to venture into agribusiness and support social causes, Greenthumb CBO started on a high note with growing maize and snow peas on rented farms. But the venture failed due to mismanagement and group disharmony.

Two years later, they switched to supplying simple lunches they cooked to factory workers. Initially, the group made enough profit to sustain the business and donate to needy families caring for children with disabilities. This venture too also collapsed as did a third business in which the group made losses from five fishponds that they had stocked with 1,500 African catfish.

10

The group currently has 10 members: 4 men and 6 women

"We did not get any profit due to poor management and lack of training in investment did not bring us any profit," says group leader, James Mwangi.

Business opportunity training

In early 2019, the Nakuru County fisheries officer advised Greenthumb CBO to apply to join Project Vijabiz, a move that has put the group back on the path to growth and successful entrepreneurship.

The partnership with Vijabiz reignited the group's interest to run a successful business in the fisheries value chain. The rich mix of capacity building, networking activities

James Maina of Greenthumb CBO checks of stocks fingerlings in their newly constructed fish pond

Group members harvest fish from one of the old raised ponds in Manyani

and mentorship has given them the skills and connections they require to succeed this time round.

"During the training workshops, many of the mistakes we had made as a group became clear," says James Mwangi, the group's vice chairperson.

At a fisheries value chain stakeholders' forum organized by Project Vijabiz, the group made critical connections, including re-introduction to the fisheries department. "For the first time, we became aware of the amount of information, knowledge and professional assistance available to us," says James.

Soon after the forum, some group members benefited from a one-week Project Vijabiz entrepreneurship workshop that covered group dynamics, record keeping, marketing and other aspects of business.

A new beginning

With hope renewed, the youth group restructured its management. Members were assigned clear responsibilities and committed to work together.

The Vijabiz ICT training was another eye opener that led to the group creating a Facebook page (Greenthumb CBO), a Twitter account (@Greenthumbcbo), a Gmail account (greenthumbscbo@gmail.com) and website greenthumbscbo.wixsite.com/.

Through internet and social media presence, the group has received requests from other groups that wish to visit and learn about their work. A farmer has also written asking for more information on aquaponics — the symbiotic mix of fish and crop farming.

A learning journey to the National Aquaculture Research Development and Training Center at Sagana in central Kenya equipped two members with new knowledge of value addition, pond construction and fish meal formulation.

Inspired by the exposure visit, group members pooled resources to farm fish. With the support of the fisheries department extension services, they constructed a fishpond and stocked it with 1,000 mono-sex tilapia.

James says the group has benefited immensely from the Project Vijabiz mentorship program. Its partner, Egerton University's Planet Resource Africa Institute, has coached Greenthumb CBO in group management, business management and value addition.

In July 2019, Project Vijabiz and Greenthumb sponsored four members of the group to attend the Nakuru Agricultural Society of Kenya show to network and learn. As a result of contacts that the four made during the fair, the county government has selected the group to take part in a pilot aquaponics project to try out different traditional vegetables. If they do well, they will be contracted to introduce the technology to other farmers.

At the recent Vijabiz Trade Fair in Nakuru, the group linked up with Kenya Marine Fisheries Research Institute based in Naivasha, which plans to train them in fish value addition.

Google, another exhibitor, has listed the group in its Google My Business platform, increasing its visibility to markets and potential partners.

PROFILE

Name of group:
Jamii Youth Group
County: **Nakuru**
Subcounty: **Nakuru West**
Ward: **Kapkures**
Village: **Kapkuref**
Number of Members: **14**
Male: **10**
Female: **4**
Contact: **Michael Koech**
Tel: **0719 640 227**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Jamii Youth Group

Group moves to fisheries value chain for higher profit

Jamii Youth Group was formed in 2017 and is based in Kapkures ward, Nakuru County. The group specializes in buying and selling fish. It is registered under the Ministry of Youth, Gender and Social Services. It has fourteen members: ten men and four women.

Jamii Youth Group ventured into buying and selling fish

Context

In 2006, about 94 percent of the national annual catch was from the fresh waters of Lakes Victoria, Turkana, Baringo, Naivasha (in Nakuru County) and Jipe, and Tana River dams.

The three major fisheries activities carried out in the eleven subcounties of Nakuru County are fish farming (aquaculture), inland and capture fisheries.

14

The group currently has 14 members: 10 men and 4 women

Fish is a highly perishable product, a factor middlemen and fish factory owners use to exploit fishermen by forcing them to sell their catch at low prices.

Nakuru County government has set aside KES 13 million to set up of a fish processing plant in Banda, on the shores of Lake Naivasha.

"We decided to venture into fisheries because there is high demand for white meat in our

Members of Jamii Youth Group

region and competition is less in fisheries in the market," says Michael Koech, Chairperson of Jamii Youth Group.

Project Idea

Jamii YG formed with a mission to create employment for the group members and the community. Initially the group did in merry-go-round and pooling money contributions to achieve their goals.

When the group joined Project Vijabiz, it chose to concentrate on buying and selling fish in the region. They started with KES 10,000 raised from member contributions.

Implementation

Project Vijabiz recently trained the group in records keeping and how to approach customers. The group made a profit of KES 18,500 in 2018 and KES 11,200 in 2019.

Jamii Youth Group is facing various challenges in the business which include lack of transport and high cost of processing.

"From the profit the business is going to realize this year, we are planning to buy a motorcycle to assist with transport," says Mr Koech.

"We plan to lease a piece of land to rear fish, and to register our group as a company as well," adds Mr Koech.

Achievements

- Group members are learning more about the fisheries value chain
- After training the group has started keeping proper records of the business

Members of Jamii Youth Group sell fish at their stall

PROFILE

Name of group:
Jasho Yetu Youth Bunge
County: **Nakuru**
Subcounty: **Rongai**
Ward: Visoi
Village:
Number of Members: **20**
Male: **10**
Female: **10**
Contact: **Anne Sonnie**
Tel: **0719247825**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Jasho Yetu Youth Bunge

Aquaculture business helps educate farmers

Jasho Yetu Youth Bunge, one of the groups supported by Project Vijabiz, specializes in fish farming. The group is rearing fish in ponds and to sell in Rongai in Nakuru. The group was formed in 2011 and is registered as a self-help group with the Ministry of Public Service, Youth and Gender Affairs. It has twenty members: ten men and ten women.

Context

The major fisheries activities carried out in the eleven sub-counties of Nakuru are fish farming (aquaculture), inland and capture (Lake Naivasha, public and privately owned dams), fish inspection, quality assurance and marketing.

Fish produced in the lake is consumed locally and also exported out of the county. The lake production has increased over the years attaining 1080 MT of fish in 2016, valued at KES 142 million.

20

The group currently has 20 members: 10 men and 10 women

Aquaculture enhances fish production to ease fishing pressure in Lake Naivasha, which supports over 704 fishermen directly and more than 3000 people indirectly.

Ronald Yegon, Vice-chairperson of Jasho Yetu Youth Bunge, says that the deciding factor for venturing into the fisheries value chain was the availability of water and land in the region.

Some members of Jasho Yetu Youth Bunge, at their fish pond

Project Idea

Jasho Yetu Youth Bunge was started as a group to help alleviate poverty among members; the group decided on agriculture as the best means to do so. The group did cereals and vegetables: they planted and sold maize, beans and kale.

"Before we joined Project Vijabiz, some members had proposed that we use our idle land to practise fish farming. It sounded like a good idea, but we didn't have the know-how. That was when we heard about Project Vijabiz and decided to approach them to learn more about this value chain," explained Mr Yegon.

The group started the fish farming business with funds raised from member contributions.

Implementation

Project Vijabiz recently trained Jasho Yetu Youth Bunge in entrepreneurship and the use ICT. The group also took part in learning tours organized by Project Vijabiz.

As a result, the group has now linked up with the Nakuru County's Ministry of Agriculture, Livestock and Fisheries, who have supported them to construct a fishpond. In 2019 the pond had 230 catfish fingerlings.

"The agriculture officers informed us that the pond can hold up to 1,500 catfish fingerlings, something which we will look into in the near future," says Mr Yegon.

The group is yet to harvest their fish as catfish fingerlings take up to seven months to mature, and are yet to make a profit from their business.

The pond currently has 230 catfish fingerlings, that are currently a month old.

The biggest challenge the group is facing, according to Mr Yegon, is the high price of fish feed. Mr Yegon explained further, "Fish feed is very expensive for us, especially as we are in the initial stages. But thanks to training from both Project Vijabiz and the county agricultural officers we have learned how to make our own fish feeds, which helps us save money."

The group recently attended the trade show held in Nakuru that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

"We learned a lot during the trade show. But what really caught our eyes was making fish fillets. We were taught how to do it and we cannot wait to try it ourselves, in order to earn more from our fish," Mr Yegon concluded.

Achievements

- The group has constructed a pond that has 230 fingerlings to start them off.
- Group members are learning more about the fisheries value chain.

The group was involved in the cereals value chain; they planted maize and beans

PROFILE

Name of group:
Jiinue Vi Smart (JIVIS)
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Kwa Mike**
Number of Members: **24**
Male: **8**
Female: **16**
Contact: **Gladys Rehema**
Tel: **0726122872**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Jiinue Vi Smart (JIVIS)

Kilifi North CBO benefits from high demand for local fish

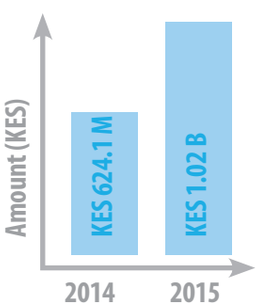
Jiinue Vi Smart (JIVIS) group is located in Sokini ward in Kilifi North and is involved in the fish value chain. The group buys fish from fishermen and then sells it to customers in Kilifi North. The group was formed in 2012 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. The group has twenty-four members: eight men and sixteen women.

Context

On average Kenyans consume 7 kilograms of fish per person each year, up from 2 kg in 2008, according to the Fisheries Department, raising demand pressure amid dwindling supply. Jiinue Vi Smart CBO in Kilifi North is taking advantage of this demand to grow its business.

"Currently we buy fish and sell directly to women who fry it in the market and sell, and to traders as well," says Ms Gladys Rehema, Secretary of Jiinue Vi Smart.

60.2%



24

The group currently has 24 members: 8 men and 16 women

Project Idea

Jiinue Vi Smart was established with the aim of keeping youths busy in Sokoni ward in Kilifi County. The group was registered in 2012 but was not active until 2018 when members started getting involved in various activities in the community.

The group started small-scale poultry farming through member contributions.

Through the support of Learn Foundation-Netherlands, they started making and distributing re-usable sanitary towels in Kilifi North schools and conducting sessions on adolescent sexual and reproductive health education.

The group also implemented a pilot project focused on condom use self-efficacy targeting men of 18–49 years of age, supported by USAID through Population Services Kenya.

Upon joining Project Vijabiz, group members attended workshops and made an informed decision to settle on the fisheries value chain.

"Our decision to join the fisheries value chain was based on the feedback our group members received from various stakeholders in different industries while attending workshops organized by Project Vijabiz," says Ms Rehema.

Implementation

Project Vijabiz recently trained the group in the use of ICT and in entrepreneurship. As a result, the group has now conducted a market survey and identified high-potential market areas for fish. The members have leased and branded a stall at Kaloleni trading center where they will sell their fish.

To finance their fisheries project the group contributed money to buy shares from Imarika SACCO and soon they will qualify to take a loan to boost their business.

"We are expecting to receive a loan of KES 100,000 from Imarika for our business," said Ms Rehema. "This will be good for us, since our biggest challenge is the lack of capital," she added.

With the financing, Ms Rehema hopes the group will focus on fish processing (filleting and packaging for sale) which will also be complemented with modernized fish shops for selling fish.

JIVIS is also in the process of acquiring a freezer, weighing machine and descalers.

While attending the trade show held in Kilifi organize by Project Vijabiz, the group made various connections. The most notable one was with Kuruwitu BMU (also a beneficiary of Project Vijabiz) to start doing business with.

JIVIS is in the process of acquiring a license for transporting fish over long distances. This process has slowed due to government bureaucracy.

When JIVIS group members attended the trade show held in Kilifi they held conversations with two other groups in the fisheries value chain who have the necessary documentation. The groups offered to assist JIVIS in transporting the fish as they wait to obtain their license.

Achievements

- Group members bought Imarika shares, thus securing their financial future
- The group is helping local fishermen sell their catch amidst competition from 'Chinese' imports
- Group members have leased and branded a stall in Kaloleni from where they will sell fish.

*Members of **JIVIS** source for equipment at the Kenya Credit Traders, Kilifi*

Members of JIVIS, Gladys and Ruth, interact with fishermen at Old Ferry

PROFILE

Name of group: **Kibao Kiche Fish Farmers Youth Group**
County: **Kilifi**
Subcounty: **Kaloleni**
Ward: **Kayafungo**
Village: **Kibao Kiche**
Number of Members: **25**
Male: **16**
Female: **9**
Contact: **Jamal Kasim**
Tel: **0715 389 106**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Kibao Kiche Fish Farmers Youth Group

Fish farming enterprise keeps a community healthy

Kibao Kiche Fish Farmers Youth Group is engaged in fish farming. The group has 25 members: 16 men and 9 women. It was formed in 2017 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

Kenya is endowed with numerous resources with the potential for successful aquaculture. The country is home to distinct geographic and climatic regions and resources such as large rivers, the Indian Ocean coastline, swamps, Lake Victoria, the largest freshwater lake in the continent. Such resources contribute to the abundance of an array of aquatic species in Kenya, which favor large and small-scale fish farming in Kenya.

25

The group currently has 25 members: 16 men and 9 women

According to a FAO report, in 2013 around 129,300 people derived their livelihood from fishing and fish farming activities—48,300 in inland waters, 13,100 in coastal waters fishing and around 67,900 in fish farming.

In a nationwide fish farming mass campaign launched by government in 2009, the total area of fishponds increased from 220 hectares to 468 hectares with the

Kibao Kiche youths at one of their fish ponds

Members of Kibao Kiche, Asiya Athman and Vincent Hamisi, at their fish shop

construction of 7,760 new fishponds.

Currently, fish farming in Kenya has become a key economic activity and a source of income for several Kenyan households.

Kibao Kiche Fish Farmers Youth Group chose to venture into fish farming as a business. The group is rearing fish for sale.

Project Idea

Kibao Kiche Fish Farmers YG started fish farming to create employment for its the members. Group members were trained by county fisheries department on fish farming.

The group rented 1 fishpond and tiered the first two harvests; they sold approximately 225 kg of fish at KES 220 per kg.

From the proceeds they opened a spare parts shop as an additional activity. So far they have employed 2 members to manage the businesses.

Upon joining Project Vijabiz, the group chose to continue with the fisheries value chain as they were comfortable with it.

The group has constructed its own fish pond. The county government assisted them with pond lining and fingerlings.

Implementation

Project Vijabiz recently trained Kibao Kiche Fish Farmers YG in value adding, use of ICT and entrepreneurship. As a result, the group has added one rented fishpond to expand their business. The ponds have produced 400 kilograms of fish, and a kilo of fish sells for KES 220.

The group is also involved in value addition, like selling fried fish to local customers in Kibao Kiche area.

The group received a loan of KES 100,000 from the county department of trade's Mbegu Fund and bought a motorbike that they now use to distribute fish to local customers in Kaloleni and Mariakani.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project and hope to tap onto new markets and new sources of fish feeds.

"In the brief period we have been with Project Vijabiz, we have learned a lot that will enable us expand our business, I wish this came earlier, but we believe it is not too late" says Mr Jamal Kasim the group's secretary.

Achievements

- The group has bought a motorbike to transport fish to more customers
- Group members have learned a lot about the fisheries value chain
- The group has rented a second fishpond

PROFILE

Name of group: **Kilifi Mwelekeo Fisheries Group**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Sokoni**
Village: **Old Ferry**
Number of Members: **11**
Male: **3**
Female: **8**
Contact: **Sifa Kenga**
Tel: **0715109157**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Kilifi Mwelekeo Fisheries Group

Fishmongers stay true to calling by exploiting fisheries value chain

Kilifi Mwelekeo Fisheries Group is one of the groups supported by Project Vijabiz in the fish value chain. The group buys fish from fishermen along the fish landing sites and sells to the hotel establishments and local community around Kilifi town. The group specializes in high-value seafish such as octopus, crab, prawn, squid, oyster and lobster. The group was formed in 2018 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. The group currently has eleven members: three men and eight women.

Context

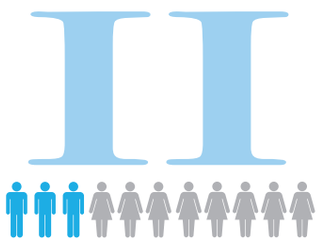
In a bid to support local fishermen and to improve their own livelihoods as well, Kilifi Mwelekeo Fisheries Group members have been buying and selling raw fish to local consumers in Kilifi as the demand is high.

Sifa Kenga, Secretary of Mwelekeo Group, says that they are not all about profits, as they also get involved in beach cleaning services at the Old Ferry Beach, Kilifi.

Project Idea

The idea behind Kilifi Mwelekeo Fisheries was, according to Mr Kenga, the brainchild of a group of fishmongers in Kilifi who noticed that during rainy the season there was usually a shortage of fish, so they would store fish and sell to people in need.

The initial capital of KES 200,000 to start the business was raised through members' table banking.



The group currently has 11 members: 3 men and 8 women

Implementation

Project Vijabiz recently trained the group in value addition, use of ICT and business management. As a result, some members, especially women, have started value-adding activities such as roasting fish and selling to local consumers in the neighborhoods. The group also sells oyster, a delicacy among tourists.

The prices of the various types of fish per kilogram are:
- lobster – KES 400
- prawns – KES 350–500
- fish – KES100
- squid – KES 200
- octopus – KES 120

"In a good month we can make up to KES 150,000 profit and in a bad month, depending on the season, we manage KES 25,000," explained Mr Kenga.

Besides selling fish to locals, the group also supplies seafish to large tourist hotels in Kilifi such

KES 400/kg

KES 350–500/kg

KES100/kg

KES 200/kg

KES 120/kg

Silver Palm in Kilifi, Ocean Sports in Watamu. The group has now started supplying sea fish to Nairobi establishments such as 45-degree Restaurant.

Challenges

The main challenge the group is facing is gaining access to loan facilities from banks or Saccos.

The group was formed in 2018 and therefore lacks a financial history with financial institutions. Mr Kenga hopes that it is only a matter of time before this problem is solved and they can get a loan to expand their business.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. Mr Kenga say that they now have new customers and new suppliers, thanks to the interactions at the trade show.

Achievements

- Group members are becoming more business savvy
- The group also supplies fish in three major hotels
- The group has contributed to cleaning the Old Ferry Beach, Kilifi

Group member Fatuma Kazungu prepares fish for roasting

Members of Kilifi Mwelekeo Youth Group; Sifa, Madina and Shaban weigh fish before buying from fishermen

PROFILE

Name of group:
Kuruwitu BMU
County: **Kilifi**
Subcounty: **Kilifi South**
Ward: **Mnarani**
Village: **Timboni**
Number of Members: **16**
Male: **8**
Female: **8**
Contact: **Juma Salim**
Tel: **020 488 507**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Kuruwitu
Boat Management Unit

Fisheries business proves to be natural venture for fishermen

Kuruwitu Boat Management Unit (BMU) based at Mnarani Ward in Kilifi South is engaged in the fisheries value chain. The group buys fish from local fishermen and sells to residents of Kilifi South. The group was formed in 2016 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. It currently has sixteen members: eight men and eight women.

Context

The value of caught fish in Kenya rose from KES 22.95 billion to KES 24 billion in 2017, even as concerns grew about imports from China.

The total fishery and aquaculture production in 2013 amounted to 186,700 tons, with 83 percent coming from inland capture fisheries (of which Lake Victoria contributed about 90 percent).

16
The group currently has 16 members: 8 men and 8 women

Marine capture fisheries produce less than 9,000 tons per year, comparatively much less than neighboring countries. These statistics show that the market for fish in the country is readily avail-

able. A factor that Juma Salim, Secretary of Kuruwitu BMU, says the group took considered when choosing the fisheries value chain.

Project Idea

Kuruwitu BMU was established by a group of fishermen whose main aim was to provide fish to the locals in Kilifi. Upon joining Project Vijabiz, the group continued with buying and selling fish to locals in Timboni.

The group started their business with KES 700,000 which came from politicians during the campaign season and contributions from group members.

"Apart from the money, the group already owned a boat and fishing equipment which allows them to also catch their own produce," explained Mr Salim.

Implementation

Project Vijabiz recently trained Kuruwitu BMU in the use of ICT and in entrepreneurship. As a result, the group has been able to market their produce through their newly created Facebook page.

In 2018 the group made a profit of KES 50,000 and hopes to increase this substantially this year, thanks to the newly acquired skills in marketing and business planning.

The main challenge facing the group is the seasonality of fish availability. During the low season months of May, June and July, the amount of fish caught reduces due to rough weather at sea, which sometimes damages fishing equipment.

The group also lacks sufficient capital. Mr Salim says that the group is hoping to solve these problems with funding from Project Vijabiz and other sources.

The group recently attended the trade show in Kilifi organized by Project Vijabiz and made valuable connections with other groups in the project. According to Mr Salim, the group also learned about online marketing from Google officials who attended the event.

Achievements

- The group has opened a Facebook page to market their products
- The group is learning more about the fisheries business
- Members have picked business skills from the training

PROFILE

Name of group:
Mabadiliko Community Health Workers
County: **Kilifi**
Subcounty: **Ganze**
Village: **Tsangalaweni**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Benjamin Mwaringa**
Tel: **0786 256 854**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Mabadiliko Community Health Workers

Growing a business through aquaculture

Mabadiliko Community Health Workers is involved in fish farming in Ganze subcounty, Kilifi County. The group rears fish in ponds for sale in Ganze. The group was formed in 2010 and was registered as a CBO with the then Ministry of Culture and Social Services. The group has ten members: five men and five women.

Context

Kenya is ranked the 4th major producer of aquaculture in Africa. Production from aquaculture grew from 4,218 metric tons (MT) in 2006 to peak at 24,096 MT in 2014, representing 15 percent of total national fish production. Mabadiliko Community Health Workers aims to be a part of this success.

Ganze is located in the hinterland of Kilifi County. The area is arid, receives little rainfall and is prone to drought, hence experiences food deficiency. Due to its location far from the seashore, sea fish is expensive making fishpond farming a viable venture.

"We like fish farming because it is inexpensive and the market is readily available," says Mr Benjamin Mwaringa, a group member.

Project Idea

The group initially started when community health volunteer workers came together to grow vegetables and keep poultry. The poultry project collapsed when the chicken suffered from disease and they lost their entire stock.

10

The group currently has 10 members: 5 men and 5 women

"As we interacted with the community through our community health work we noticed that residents were spending a lot of money to get fish from traders who would bring it from Kilifi and Mombasa, this is when we decided to turn to do fish farming," says Mwaringa.

After coming up with the idea of fish farming, the group approached the Ganze area fisheries officer who advised them to write a proposal to the National Museums of Kenya (NMK). "NMK gave us funds to start the project," explained Mr Mwaringa.

10,000

The group made profit of KES 10,000 with the first harvest

Benjamin Mwaringa, at their fish pond in Tsangalaweni

Through NMK funding, Mabadiliko Community Health Workers constructed a small pond with 1,000 fingerlings, as they continued to grow vegetables. They sold the fish to local consumers in Ganze at a cost of KES 200 per a kilo. The group made a profit of KES 10,000 with the first harvest.

The group joined Project Vijabiz and chose to concentrate on fish farming. According to Mr Mwaringa, the group earned KES 150,000 in 2018.

> BENEFICIARY PROFILE

Member realizes passion for teaching while taking part in project

Implementation

Project Vijabiz recently trained the group in entrepreneurship and records keeping. As a result, the group has now started to maintain records of their business.

"The training helped us plan on the use of funds in our business. We now determine whether we are making profits or losses and know how to handle cash," says Mwaringa .

The group was also trained in how to use ICT to improve their business. The group established a Facebook page and opened a WhatsApp account to market their fish.

Even though the project is currently doing well, it has faced its fair share of challenges, key among them is lack of capital to expand their business in order to meet the demand for fish in their area.

The group recently applied for a loan of KES 100,000 from the Ministry of Youth to enable them expand their business.

The group also attended the trade show in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project. Mr Mwaringa say the connection will enable the exchange of information and experiences to learn from others.

"Through our new connections from the trade show, we learned new ways of making new products from fish such as fish cakes, fish sausages, fish feed and fish omelets. This will go a long way in expanding our business," he said.

The group has just completed constructing a 20m x 17m fishpond at Tsangalaweni and has laid the liner and ordered 1000 Tilapia fingerlings. This fish pond liner cost them KES 62,000.

They aim to have at least ten ponds in the next one year.

Achievements

- The group has constructed a fishpond in Tsangalaweni
- The group is educating the surrounding community on fish farming
- The group regularly sells fish to the community to promote healthy living

10,000

The group has ordered 1000 Tilapia fingerlings

Mr Jeremiah Charo has been with Mabadiliko Community Health Workers since its inception in 2010. Before joining the group, he worked as a volunteer with community health workers to improve the health of his community, something that he is passionate about.

"I have been moving with a public health officer from village to village and meeting local people to create awareness about health and hygiene," says Mr Charo.

Mr Charo describes being a member of Mabadiliko Community Health Workers as one of the best things to have happened in his life. He insists that while working with the group he has learned how to interact with people more and has become exposed to new ideas.

It is also while working as a volunteer at a health center with Mabadiliko, that Jeremiah met a public health officer who encouraged him and assisted him with funds to study to become a teacher. He enjoys his career as a teacher of mathematics and science in Dzuhoramawe Primary School in Kwale.

"During vacation time I continue volunteering with Mabadiliko because the group helped me to get to where I am today," Mr Charo concludes.

PROFILE

Name of group: **Mayungu High Vision Women's Group**
County: **Kilifi**
Subcounty: **Kilifi North**
Village: **Watamu**
Number of Members: **12**
Male: **0**
Female: **12**
Contact: **Mishi Bora**
Tel: **0712518571**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Mayungu
High Vision Women's Group

Fisheries business helps 'mama karanga' earn extra cash

Mayungu High Vision Women's Group, which is engaged in the fisheries value chain under Project Vijabiz, buys and sells fish at their local market in Kilifi North, Kilifi County. The all-women group of twelve was formed in 2017 and is registered as a women's group with the Ministry of Public Service, Youth and Gender Affairs.

Context

The fisheries value chain can contribute significantly to the food and nutritional security of the population in Kenya, yet this potential contribution is not realized. Fish and fish products can contribute to the food security of Kenyans in three main ways: through consumption, generation of employment and income, and trade.

Mayungu High Vision Women's Group has ventured into the value chain to help keep their community fed and the members paid. The women could not have chosen a better business venture.

12

The group currently has 12 members: all women

Mayungu area in the outskirts of Malindi town lies along the seashore and is a fish landing point for fishermen. The county government recently built a cold storage for the fishermen in the area, making it possible to have fish throughout the year.

Project Idea

Mayungu High Vision Women's Group was started by a group of women who were buying food and frying fish in Mayungu.

The fish shop at Kijiwetanga in Malindi

Mishi Boraafya Omar and Antonina Mwaka Safari at their fish shop

According to Ms Mishi Bora, the group's Chairperson, the women came together to help each other improve their businesses over time.

The group joined Project Vijabiz, but still stayed in the fisheries value chain. The women buy raw fish and sell to their community in Mayungu and Malindi town.

Implementation

Project Vijabiz recently trained Mayungu in fisheries, use of ICT and entrepreneurship. The group has since opened a shop in their area from where they sell raw fish to villagers.

"When we started the business, we were selling 20–30 kg of fish a day. Now we are selling 80–100 kg a day due to the high demand for fish in Kilifi," said Ms Bora.

The group made KES 85,000 in 2018 that is now set to more double that this year since they have learned to better plan and keep records of their business.

Their biggest challenge now is lack of a boat and fishing equipment. Ms Bora says that they are currently in the process of applying for a loan or a grant in order to expand their business, including buying a boat to lease out to fishermen.

The group recently attended the a trade show held in Kilifi that was organized by Project Vijabiz where they made valuable connections with other groups in the project.

According to Ms Bora, the group was able to showcase and sell their products during the show.

Achievements

- The group has built a shop in their area
- Group members are learning more on the fisheries value chain.
- The group has become a reliable source of fish in the community

A customer buys fresh fish

PROFILE

Name of group:
Maziani Youth Bunge
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Ngerenya**
Village: **Ngerenya**
Number of Members: **10**
Male: **6**
Female: **4**
Contact: **Mercy Nasenya**
Tel: **0717588132**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Maziani Youth Bunge

Group exploits new fisheries value chain

Maziani Youth Bunge is one of the groups supported by Project Vijabiz in the fish value chain. The group buys and sell crabs in Kilifi North. It was formed in 2011 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has ten members: six men and four women.

Context

Malindi Airport recently made history with after a consignment of live sea fish was airlifted en-route to China via Nairobi. Global Focus Logistics Limited Company in partnership with Kenya Airways begun exporting live lobsters and crabs from the airport to China, with more exports scheduled for other parts of the world.

This move has opened a new value chain that Maziani Youth Bunge is seeking to exploit. The group buys crab from Lamu and Tana and sells them to an agent in Kikambala who exports them.

"We buy and sell an average of 80 kg worth of crab per week," said Ms Mercy Sabura, Chairperson of Maziani Youth Bunge.

Project Idea

Maziani Youth Bunge started when a group of youth in Ngerenya contributed money to start an agribusiness. The group had leased land and constructed a fishpond, and stocked it with 1,000 tilapia fingerlings.

10

The group currently has 10 members: 6 men and 4 women

The venture, however, was not successful as water supply was low and the group was forced to close the enterprise.

When they closed the business, the group learned about Project Vijabiz. Members then decided to venture into selling seafood.

1000

The group had leased land and constructed a fishpond, and stocked it with 1000 tilapia fingerlings

"With the money remaining from our closed business we decided to buy crabs. Crabs are very expensive, and our group can only buy a few at a time," noted Ms Sabura.

Implementation

Project Vijabiz recently trained the group in the use of ICT and enterpreneurship. As a result, the group has completed market research on the local and international trends of lobster, crab, prawn and fish, and is now planning to set up crab nests in mangroves at the Sea Horse beach in Kilifi.

Maziani Youth Bunge depends on member contributions to run the business, with each member given a target of raising KES 2,000 a month. "Once contributions reach KES 30,000, we will use the money to buy the things we need," explained Ms Sabura.

The group has gone on to lease a working area where daily group business activities are conducted. Members are currently making contributions to buy heavy-duty freezers for the frozen products trade.

Mercy Sangura, Ken Majuto, Price John, Hellen Rehema, Ramadhan Mwamure, and Akida Ali at the site where they want to set a crab nest

The group buys crab from different dealers and fishermen in Lamu. The crabs are packaged into different grades:

i. Grade A (800 g and above) – buying price is KES 800 and selling price is KES 1300
ii. Grade B (500 g and above) – buying price is KES 600 and selling price is KES 750;
iii. Grade C (300–500 g) – buying price is KES 400 and selling price is KES 500.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz where they exhibited their crabs and they got new clients who made orders.

"Since we only have a limited supply of crab, we sadly won't be able to sell to the clients we met at the trade show. However, once we secure a grant, we will be able to supply o them as we took their contacts," Ms Sabura concludes.

Achievements

- Group members have increased their knowledge in business management.
- The group is leasing a working area where they carry out their daily group business activities.
- The group is planning to set up a crab nests in mangroves at the Sea Horse beach in Kilifi.

Member of Maziani, Anita, inspects the stock from Lamu

The group packages and sells crab according to their weight

PROFILE

Name of group:
Mbooni Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: Sokoni
Village: **Old Ferry**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Bakari Said**
Tel: **0702371333**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Mbooni Youth Group

Marine fishing business providing for Kilifi youth

Mbooni Youth Group sells ocean fish to the community and hotels within Kilifi. The group is based in Kilifi North, Kilifi County. The group was formed in 2018 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has ten members: five men and five women.

Context

The fisheries value chain can contribute significantly to the food and nutritional security of the population in Kenya, yet this potential contribution is not realized. Fish and fish products can contribute to the food security of Kenyans in three main ways: through consumption, generation of employment and income, and trade.

It is estimated that Kilifi County has an annual catch of about 443,700 tons of seafish, far bellow its potential.

Fishermen use traditional equipment, such as dhows/boats, line, nets and hooks in shallow waters to fish. Lack of modern fishing gear and proper storage and handing facilities are major factors in low production of fish.

Mbooni Youth Group is looking forward to making a difference.

According to group chairman, Mr Bakari Said, the group has four fishermen who on average get at least 40 kg or more of fish every day.

10

The group currently has 10 members: 5 men and 5 women

Project Idea

Mbooni Youth Group started when four youthful fishermen, including Mr Said, had a conversation during a fishing expedition about registering a youth group. He was then tasked with the duties of following up on the registration and organizing the group while the others continued with their daily fishing expeditions.

10,000

This activity has seen Mbooni Youth Group collect KES 10,000.

The group was initially involved in various farming activities such as farming tomato, spinach and brinjals. The group members would also buy fish from the fishermen at Old Ferry, and roasted or fried it and sold it to local customers in Kilifi.

After joining the Ustadi–Project Vijabiz, the group decided to build on what they had already started: the fisheries value chain. The group has had negotiations with the Beach Management Units (BMU) and every member will be required to pay KES 200 per year and the whole group will pay KES 100 per year.

This activity has seen Mbooni Youth Group collect KES 10,000, and plans to collect more money to finance their activities.

Apart from selling fish they have caught, the group also buys fish from other fishermen at an average of KES 150 a kilo and sells for KES 250 or more, depending on demand.

Through this the group make an average of KES 15,000 to KES 30,000 per month.

The group's main objective is to empower the youths in their area by teaching them how to be fishermen. While this is the group's core objective, Mr Said says that they are aiming to supply fish to parts of Kenya and beyond.

"So, our target is to employ many Kilifi youths with the aim of becoming a company that traverses the greater coastal area," said Mr Said.

Implementation

Mbooni Youth Group registered the organization with contributions by the initial four founding fishermen.

Sometime back the group experienced a major problem when a fishing vessel they had borrowed was involved in an accident forcing members to go into debt.

"Apart from ensuring that we always have savings to help us in case of emergencies, we are also currently raising money to buy our own fishing vessel so that we avoid such ordeals," explained Mr Said. "We also plan to buy cooler boxes, weighing scales and other equipment."

Project Vijabiz recently trained the group in the use of ICT, adding value to fish and management. As a result, the group is now poised to be part of the 21st century workforce that understands how to manoeuvre in a world where technology is taking center stage.

The light at the end of the tunnel according to Mr Said appears to have been Project Vijabiz, which has enabled the team to learn so much. He adds that when the team attended the trade show held in Kilifi that was organized by Project Vijabiz, apart from making connections that will add to their fishing value chain, they learned that perseverance is key in maintaining their group.

"During the trade show, we met a group that sells oysters, a delicacy that has a great market in the coastal region, especially with the tourist establishments. Through this connection we are now get referral buyers from this group and earn some extra money," Mr Said says.

Achievements

Through Project Vijabiz:

- group members have learned management skills and how to use ICT
- group members are teaching local youth how to fish
- the group has extended its market reach to various hotels such as Back Packers, Bofa Beach Resort, Baobab Hotel and Mnarani Club

15,000 - 30,000

Through this the group make and average of 15,000 KES to KES 30,000 per month.

PROFILE

Name of group: **Muamko Youth Group**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kibarani**
Village: **Mogadishu**
Number of Members: **15**
Male: **7**
Female: **8**
Contact:
Tel:
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Muamko Youth Group

Fish selling business keeps community satisfied

Muamko Youth Group in Kilifi North subcounty, Kilifi County, focuses on selling fish at their local market as their agribusiness. The group currently has fifteen members: seven men and eight women. It was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

Fish is among the healthiest foods on the planet; it's loaded with protein and important nutrients such as vitamin D and is one of the best sources of omega 3 fatty acids.

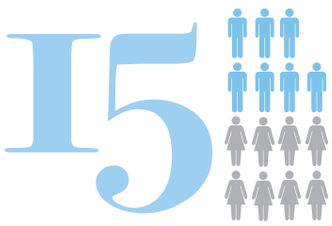
Most communities in Kenya today eat fish and thus there is a ready market for it. Muamko Youth Group noticed the demand for fish in Kilifi and ventured into fish selling business.

"Since the demand for fish is high in Kilifi, we identified a gap that we could fill and make money from in the long run," says Ms Zainab Anthony, Chairperson of Muamko Youth Group.

Project Idea

Muamko Youth Group was initially involved in a couple of activities, including:

- poultry keeping – the group kept broiler chicken
- table banking – each member saved KES 200 monthly and took a loan against the savings



The group currently has 15 members: 7 men and 8 women

The group made KES 20,000 last year with their fish business

Implementation

Upon joining Project Vijabiz, the group decided to focus on the fisheries value chain as a business. Group members raised the starting capital of KES 5,000. The group buys different varieties of fish from the market and fries or roasts it, depending on the client's needs.

Project Vijabiz recently trained Muamko Youth Group in bookkeeping, use of ICT and entrepreneurship. According to Ms Anthony, this training has enabled them have a structure for their business. They are putting together a business plan and have started keeping proper records of accounts.

"We never used to be very clear about our expenses and whether we were making profit or not. By applying what we learned, we will now be able to know how our business is doing and plan better on how to grow it," says Ms Anthony.

According to Ms Anthony, the group made KES 20,000 last year with their fish business. They are now planning to use the money

Chairperson of Muamko, Ms Anthony, sells roast fish to her customer

to buy freezers for storing fish since storage has been one of the challenges they have faced with this highly perishable commodity.

"On some days we are not able to get enough fish to satisfy the demand, and this is a major challenge for us. We feel that if we have a freezer, we could buy fish in bulk and store it, just in case there is a shortage," explains Ms Anthony.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

Muamko YG learned from other groups that have succeeded in the fisheries value chain and they hope to use the contacts they made at the trade show to get advice whenever they need it or need fish.

Achievements

- The group provides a steady supply of fish to the community
- Members are learning a lot about the fish business
- The group made a profit of KES 20,000 in 2018

PROFILE

Name of group:
Njoro Fish Farmers Coop
County: **Nakuru**
Subcounty: **Njoro**
Ward: **Njoro**
Village: **Njoro Town**
Number of Members: **20**
Male: **9**
Female: **11**
Contact: **Newton Irungu**
Tel: **0727926886**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Njoro Fish Farmers Coop

Group finds empowerment in fish farming

Njoro Fish Farmers Cooperative was formed in 2014 and has twenty members: nine men and eleven women. The group is based in Njoro ward, Nakuru County. The group specializes in fisheries and is registered with the Ministry of Cooperatives.

Context

Fish farming has become a lucrative venture in Kenya, with ponds and cages as the latest investment, in addition to marine fishing. Kenya is the 4th major aquaculture producer.

The value of caught fish rose from KES 22.95 billion to KES 24 billion in 2017, even as concerns grew about imports from China.

20

The group currently has 20 members: 9 men and 11 women

The total fishery and aquaculture production in 2013 amounted to 186,700 tons, with 83 percent coming from inland capture fisheries (of which Lake Victoria contributed about 90 percent).

"We saw an opportunity in the fisheries value chain and decided to grab it as demand for fish was high but supply was low," says Newton Irungu, Chairperson of Njoro Fish Farmers Coop.

A member of the group feeds fish

Project idea

Njoro Fish Farmers Coop was formed with the aim of empowering the group members and to commercialize their fish farming business. The group carried out merry-go-round, table banking and managed tree nurseries to achieve their goals.

The group ventured into fisheries upon joining Project Vijabiz. The group started with KES 200,000 raised from member contributions and from four fish ponds.

Implementation

Project Vijabiz recently trained Njoro Fish Farmers Coop in business management, use of ICT, record keeping and customer service.

Following the training, the group has opened a Facebook page to market their products online.

John Kinyua, Edith Nagila and Susan Nyambura feed fish

Njoro Fish Farmers Coop is facing various challenges in the business which include limited supply of fingerlings and lack of storage.

The group has requested for loans from the Youth Fund and Uwezo Fund. "We are planning to start our own hatcheries to increase the number of fingerlings," says Mr Irungu.

The group is aiming to become stable in the business in order to create job opportunities, get good prices, to increase sales in the business, and own land to increase production.

The group had a chance to attended the trade show organized by Project Vijabiz in Nakuru and made several connections that will help the business. The group interacted with a group from Salgaa that will help them construct a dam. The group was also taught how to market their business online by Google Africa.

Achievements

- The group is doing value addition to prolong the shelf life of their products
- The group now markets their products online
- The group plans to work with a group in Salgaa to construct a dam

One of the four ponds owned by the group

PROFILE

Name of group:
Shibe Delta and General Enterprises Limited
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Kibarani**
Village: **Chendo**
Number of Members: **16**
Male: **5**
Female: **11**
Contact: **Dickson Kitole**
Tel: **0720 817 887**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Shibe Delta and General Enterprises Ltd

Fish farming business provides community with alternative source of nutrition

Shibe Delta and General Enterprises Limited is a community group in Kilifi North. Under Project Vijabiz, Shibe carries out fish farming and sells their fish harvest in Kilifi North. The group was formed in 2009 and is registered as a CBO with the Ministry of Public Service, Youth and Gender Affairs. It currently has sixteen members: five men and eleven women.

Context

The fisheries sector plays an important role in the national economy, providingeconomic support to about 129,000 people directly and about and 1.3 million indirectly (assuming a dependency ratio of 1:10). Slightly over 13,000 people are engaged in coastal waters fishing.

Fish farming in Kenya's coastal area is providing a good livelihood alternative for the locals as demand for fish is high.

16
The group currently has 16 members: 5 men and 11 women

That is why, according to Dickson Kitole, Coordinator of Shibe Delta and General Enterprises Limited, groups such as theirs are trying to exploit this fish farming value chain to help provide their community with an alternative source of fish.

David Shehe repairs a fish pond at the farm

David Shehe, assisted by this young girl—a future farmer—drops the fishing net to harvest mature fish

Project Idea

Shibe Delta and General Enterprises Limited was initially doing agribusiness to help the members earn an income. The group planted vegetables for sale in their community.

Upon joining Project Vijabiz, the group chose to exploit the fisheries value chain. Members decided on doing fish farming: they started with farming tilapia but moved to catfish.

"Through our agribusiness the group raised KES 110,000, which we used to fund our fish farming venture," explaines Mr Kitole.

Implementation

Project Vijabiz recently trained members of Shibe Limited in fish farming, use of ICT and entrepreneurship. Now the group makes their own fish feed for their fingerlings.

The group is yet to sell its produce as the fingerlings are still growing. The group's main challenge in this venture is their inexperience in fish farming. A problem Mr Kitole says the group is taking care of by learning on-the-job and through training by Project Vijabiz.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

"We learned various things from the trade show, but the main one for us was learning about value addition. Through value addition, a business can maximise its profits. We will be looking at various forms of value addition in our fisheries business in the future," Mr Kitole concluded.

Achievements

- The group is learning about fish farming
- The group has learned how to make fish feed
- Group members have picked up business skills from Project Vijabiz

PROFILE

Name of group:
Takaungu Bodaboda Youth Group
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Mnarani**
Village: **Kanyumbuni**
Number of Members: **12**
Male: **6**
Female: **6**
Contact: **Abdulrazaq Kahindi**
Tel: **0716 787 516**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Takaungu
Boda Boda Youth Group

Bodaboda operators improve livelihoods with fish

Bodaboda Youth Group based at Kanyumbuni village is engaged in the fisheries value chain. The group buys fish to at their local market in Kilifi North, Kilifi County. The group of 12 members—six men and six women—was formed in 2011 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

The term Bodaboda in Kenya is associated with motorbike transport. Boda boda business is dominated by young people who eke out a living by transporting passengers and goods. The young men and women of Takaungu have gone beyond motorbike ridding and ventured into fish selling.

Takaungu is a small traditional Swahili village virtually untouched by western influence. It is located on the Kenyan Coast between Mombasa and Malindi, in Kilifi County. It is 10 kilometres south of the Kilifi town, in the Kikambala division. The town has population of 1500 and fishing is their main industry.

Fishing is an important economic activity that provides employment to communities along the coastline and the creeks. Over 5,000 families depend on fishing for survival with an annual catch of about 443,689 tons.

The major fish found in the county are sailfish, tilapia, cat fish, parrot fish, lobster prawn, rabbit fish, marlins, swordfish, shark, yellow fin tuna, trevally, wahoo and kingfish.

12

The group currently has 12 members: 6 men and 6 women

The sector is not fully developed as fishermen still use traditional equipment—dhows, boats, line, nets, hooks—in shallow waters to fish.

Takaungu Bodaboda YG recently ventured into the fish value

A member of Takaungu Boda Boda, Abdulrazaq Kahindi (left), sells fish to a customer

The day's catch being prepared for sell

chain. The group, is currently buying and selling fish but they have their eyes set on another venture.

"We are interested in the fisheries value chain because demand for fish is high in our location. Our main aim is to make enough money to venture into the business of making fish feed", says Chairperson, Abulrazaq Kahindi.

Project Idea

Takaungu Bodaboda YG was formed by boda boda operators to improve their livelihoods. The group has been involved in various activities including:

- Bodaboda business – the group bought three motorbikes, the riders are group members
- Chair hire business – the group has 50 chairs for hire during community functions
- Savings and credit – Every week group members contribute and members borrow to repay with a 10 percent interest.

The group decided to focus on the fisheries value chain upon joining Project Vijabiz. According to Mr Kahindi, they started the business with initial capital of KES 5,000, contributed by members.

"The money we raised was not enough. So, we sought a grant from the area Member of Parliament, Hon. Owen Baya, who gave us KES 20,000, and we added this amount to our savings to buy the equipment we needed," explains Mr Kahindi.

Implementation

Project Vijabiz recently trained Takaungu Bodaboda YG in the use of ICT and in entrepreneurship. As a result the group is now working with the Kenya Fisheries Beach Management Units and has obtained a licence to run their enterprise. The license cost the group KES 1000.

The group bought freezers and weighing machines and is in the process of obtaining cold storage space from Takaungu BMU.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project.

According to Mr Kahindi, the group also made connections with officials from institutions such as KEBS, who promised to work with them to ensure that their fish processing complies with government regulations.

Achievements

- The group has bought weighing machines and freezers
- The group is now aregular supplier of fish in their region

PROFILE

Name of group: **Tujivunie Mazingira Yetu Youth Group**
County: **Kilifi**
Subcounty: **Kilifi North**
Ward: **Tezo**
Village: **Mtondia**
Number of Members: **12**
Male: **6**
Female: **6**
Contact:
Tel:
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Tujivunie Mazingira Yetu Youth Group

Fish feed production helps youths gain better economic footing

Tujivunie Mazingira Yetu Youth Group, one of the groups in the fish value chain supported by Project Vijabiz, specializes in producing fish feed. Based in Kilifi North, the group makes fish feeds from black soldier flies, ground and kitchen waste, blood and pellet. The group was formed in 2011 and registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. The group currently has twelve members: six men and six women.

Context

Kenya produces about 135,000 tons of fish annually against a demand of 500,000 tons. One way to increase production is through investing in fish farming, which the country has been doing. However, fish farming in Kenya is doing poorly due to challenges such as seed fingerlings not readily available to farmers, lack of extension services and unavailability of feeds, with those available being expensive.

Seeking to solve at least one of these problems, Tujivunie Mazingira Yetu Youth Group is making fish feeds and selling to the locals. According to Samuel Mwangala, Chairperson of the group, the group envisages exporting fish feeds soon.

Project Idea

Tujivunie Mazingira Yetu YG was started by a few youths in the area who not only wanted to improve their economic standing, but also to "make their environment smile again" by using local resources to start a business.

The group was initially involved in various ventures, including:

- Keeping KARI kienyeji chicken
- Making briquettes from marine-debris and coconut husks
- Cassava farming
- Conducting climate action team's activities such as Kite Festival along the Baobab Public Beach

12

The group currently has 12 members: 6 men and 6 women

After joining Project Vijabiz, the group decided to concentrate on the fisheries value chain. The group makes fish feed and aquariums with goldfish that they sell to clients for office and home use.

The group started the fish feed business with KES 10,000 they had made from their poultry business.

"We used the money to buy containers, where we feed the insects, and a small pellet machine to produce the fish feed," explaines Mr Mwangala.

Implementation

Project Vijabiz recently trained Tujivunie Mazingira Yetu YG in value addition, use of ICT and entrepreneurship.

Since then, the group has been collecting market and kitchen waste to use as food for the larvae of the black soldier fly (BSF).

Dry BSF larvae supplemented with commercial feed can significantly increase the growth and survival rates of fish. In summary the group is:

- Finalizing fish feed formulations – it is still consulting with KARLO-Mtwapa on how to make the right fish feeds in consultation with fish farmers around Mtwapa
- Setting up a breeding farm to produce black soldier flies in bulk to meet the demand for feed from fish farmers

"We currently anticipate receiving at least KES 600,000 from various financial institutions to grow our business," says Mr Mwangala. "We plan to pay back these loans once we start mass producing the feeds, which is a lucrative business. A kilogram of fish feeds cost around KES 1,000. We are planning to produce 2,000 kg monthly," he adds.

Members of Tujivunie – Grace, Mwangala, Brian and their patron – check on their black soldier flies that they are currently breeding. These soldier flies mature in 6 weeks

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz where they made valuable connections with fish farmers who need their feed.

"Through the trade show we also met other groups doing similar businesses and we exchanged information and experiences, and learned from others," concludes Mwangala.

Achievements

- The group has bought various assets such as a pellet machine and feeding containers
- Group members have learned more about fish farming
- They group is also involved in poultry farming and has over 200 chicken broilers and improved kienyeji breed

Beneficiary story

Project Vijabiz training sparks cultural exchange of business idea

Ms Salome Kiptoo is a member of the Tujivunie Mazingira Yetu Youth Group, based in Kilifi Kenya. The group joinedProject Vijabiz and has received training and is now pursuing a business in the fisheries value chain.

"Since joining Vijabiz, our group is producing fish feed from black soldier flies, ground and kitchen waste, blood and pellets for sale in Kilifi. Personally, I have learned a lot about fish feed preparation through the various training sessions that Porject Vijabiz has provided," says Kiptoo.

Ms Kiptoo who is currently a student in business studies in Kilifi, says that Project Vijabiz has opened her eyes to agribusiness. "Agribusiness had never crossed my mind," she says. She adds that with the knowledge acquired, once she goes back home (Eldoret) she will start a similar business.

"Once I get to Eldoret where there are several fish farms and the market for fish feed is available, I will start a fish feed production business of my own as I have acquired knowledge from Project Vijabiz. This knowledge coupled with my practical experience working with the group and my education will hopefully help me succeed. For now, however, I am focusing on my education and Tujivunie Mazingira Yetu Youth Group," Ms Kiptoo concludes.

PROFILE

Name of group:
Upendo Environment Conservation Project
County: **Nakuru**
Subcounty: **Nakuru North**
Ward: **Bahati**
Village: **Wanyororo B**
Number of Members: **12**
Male: **5**
Female: **7**
Contact: **Mary Wahinya**
Tel: **0795210999**
August 2019

Vijabiz
Empowering Youth in Agribusiness in Kenya

FISHERIES VALUE CHAIN

Upendo Environment Conservation Project

Environmental group takes a business approach

Upendo Environment Conservation Project, a youth group based in Bahati area of Nakuru North is engaged in the fisheries value chain under Project Vijabiz. The group of twelve members — five men and seven women— has embarked on fish farming in addition to other farming activities they were engaged in before joining Project Vijabiz.

Context

Young people often start groups to pursue a social cause. Many such groups look to well-wishers and non-governmental organizations to fund their activities. One such group, Upendo Environmental and Conservation Group, was formed in 2011 with the aim of protecting the environment.

The group has been involved in voluntary waste collection, operating a tree nursery to promote agroforestry and afforestation, and participating in various sponsored environmental and sanitation campaigns. Since 2012, members have been involved in activities of the World Environment Day, planting over 3,000 trees in local schools.

Business idea

As the group evolved, members, most of whom are not in formal employment, decided to start an income-generating activity to make money and to occupy themselves when they were not campaigning.

The group ventured into agriculture, leasing an acre of land to plant tomato and cabbage. They did not make any profit because they did not have farming experience, production fluctuated, prices were low and produce perished because of oversupply in the market.

12

The group currently has 12 members: 5 men and 7 women

After attending a business opportunity workshop supported by Project Vijabiz, group members who attended took their newly acquired knowledge and skills back to the group, giving them new insights. As a result the group started seeing their activities through a business lens.

They reframed their objectives to focus on creating employment through business. Their vision is to become role models and start a training program for other young people.

Next, the group brainstormed on various options that would earn

Members of Upendo Youth Group at work at their fish pond

Members of Upendo Youth Group clear the area around their fish pond

them profit. Since many people were growing tomato and cabbage, they opted for high-value crops and fish farming.

Implementation

As advised during the training, they sought expert help from the Fisheries Department. Project Vijabiz and Ustadi (the trainers) had links with the ministry, and an extension officer promptly visited the group farm. The agent gave then valuable farming tips and helped to develop a costed production plan for a fishpond measuring 11 x 4 metres that could carry 1,500 fish.

The group worked together to dig the pond, and with their savings bought a dam liner. By June 2019, the pond was ready and the group was looking for suppliers of tilapia and catfish fingerlings.

The group has also leased a second one-acre plot on which they plan to grow the high value crops, starting with coriander, garlic and French beans.

Achievements

- Group changed to focus on business in addition to social causes
- Link established with the Ministry of Agriculture for extension services helped give the skills initially needed to start up
- Members have new knowledge and skills

PROFILE

Name of group:
Upendo Vibrant Youth Group
County: **Kilifi**
Subcounty: **Kaloleni**
Village: **Ziarache**
Number of Members: **16**
Male: **8**
Female: **8**
Contact: **Hamisi Tuva**
Tel: **0703 477 566**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Upendo Vibrant Youth Group

Group sets sight on aquaponics

Upendo Vibrant Youth Group based at Ziarache Village of Kayafungo Ward of Kaloleni subcounty in Kilifi County specializes in buying and selling fish at the local market. The group of sixteen members—eight men and eight women—was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs.

Context

The value of caught fish in Kenya rose from KES 22.95 billion to KES 24 billion in 2017, even as concern grew about imports from China. These statistics show that the market for fish in the country is available, a factor Hamisi Tuva, Chairperson of Upendo Vibrant Youth Group, says his group considered when choosing the fisheries value chain.

Kenya does not produce enough marine fish as local fishermen are yet to attain the full potential in fishing at the Indian Ocean. Under the Exclusive Economic Zones, local fishermen can fish up to 200 nautical miles from the Kenyan shores, but they are operating at below five nautical miles for lack of appropriate fishing equipment to explore the deep sea waters.

"We are currently buying and selling fish. However, our main intention is to expand our business to engage in aquaponics—raising fish and hydroponics (soilless growing plants)," he says.

16

The group currently has 16 members: 8 men and 8 women

Project Idea

Upendo Vibrant YG was established by a group of unemployed youths in the community, who came together to empower and strengthen each other's efforts at mobilizing resources and generating income.

"We started as village savings and lending association. Every member saved monthly, with minimum monthly contribution being KES 50 and maximum KES 500," explained Mr Tuva.

500

Every member contributed between KES 50 and KES 500 monthly

Ali Mbogo, member of Upendo Vibrant, serves a customer at their food kiosk

Upon joining Project Vijabiz, the group used the funds they had collected to start a fish business. The group buys fish from Mariakani trading center and sells at the local market.

Fatuma, a member of Upendo Vibrant Group, prepares to roast fish for her customers

"We later set up a small café at the roadside where we fry and sell our fish to local customers. The café helps us generate daily income," says Mr Tuva.

Implementation

Project Vijabiz recently trained Upendo Vibrant YG in the use of ICT in business and in entrepreneurship. As a result, group members modified the food kiosk to cater for the large number of customers in the area. They also identified a butchery in Mariakani, where they buy raw fish, and fry and sell to customers.

Through the ICT training, the group has incorporated the use of social media, especially WhatsApp to market their produce and engage their clientele. The group has also started transferring their manual documents to digital copies which will make it easy for them to access and manage the documents.

The group applied to Project Vijabiz with the intention of expanding their business to engage in raising fish and hydroponics. For this they need to invest in equipment including water pumps, cages and incubators that they will use to start the business.

"We want to get into aquaponics because the nutrient-rich water for raising the fish provides a natural fertilizer for the plants, and plants help to purify the water for fish. The advantage of this method is that it is sustainable, raises fresh fish and generates profit," explains Mr Tuva.

To implement their aquaponics system the group is targeting to raise KES 500,000, from member contributions and from government grants such as Uwezo and Youth Funds.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz where they met and exchanged ideas with other groups in the project such as Msingi Bora and Kibao Kiche Fish Farmers.

"These connections are really helping us to improve our business as we learned about how to operate a fisheries business," Mr Tuva concludes.

Achievements

- The group has built a café to sell cooked fish to its clientele
- The group has employed two staff members who help in preparing the food at the cafe and serving customers
- Group members are learning more about the fisheries business

PROFILE

Name of group:
Vision youth group
County: **Nakuru**
Subcounty: **Nakuru North**
Ward: **Kiamaina**
Village: **Heshima**
Number of Members: **10**
Male: **5**
Female: **5**
Contact: **Benjamin Mwaringa**
Tel: **0786 256 854**
August 2019

Vijabiz FISHERIES VALUE CHAIN
Empowering Youth in Agribusiness in Kenya

Vision Youth Group

Group diversifies from poultry to cereals and hardy tubers

Vision Youth group based in Heshima Village, Kiamaina Ward in Nakuru North is engaged in the fisheries value chain. The group established in 2015 has 10 members comprising of 5 male and 5 female.

Context

Kenya produces about 135,000 tons of fish annually against a demand of 500,000 tons. The shortfall has led to imports of about 1,800 tons a month. In 2018 fish imports from China were worth KES 1.7 billion.

Stocks in Lake Victoria, the country's main source of freshwater fish, are dwindling due to overfishing amid increasing demand driven by rapid urbanization and growing preference for white meat.

In early 2019, FAO urged the Kenya Government to support aquaculture farming to exploit a large untapped potential. Current government efforts include a nationwide fish breeding improvement programme with an annual holding capacity of over 200,000 fish.

Business idea

Vision Youth Group stands to benefit from these initiatives. Started in 2015, the group aims to empower members economically by encouraging savings and small businesses.

Implementation

When Vision Youth Group was selected to join Project Vijabiz, it was involved in table banking and had established a small fishpond on leased land.

10

The group currently has 10 members: 5 men and 5 women

1.7B

Worth of fish imported from China

Entrepreneurship training by Project Vijabiz validated their business idea. Members of the group revised the scale of their objectives and set themselves ambitious long-term goals.

Vision YG's fish pond with a capacity for 400 fish. They sell the fish at the local market

Sammy Kamau, right, and Stephen Macharia from Vision Youth Group feed fish

Future plans

They plan to expand their fisheries business to produce fingerlings for other farmers and mature fish that they would process.

However, their immediate plan is to maximize production of catfish from their pond.

Group members agreed to assign the member who leased them land to head the project. He allocates duties to other members and provides security for the pond.

All other members were asked to research more on fish farming so that they could develop a business plan before the group reaches out to the fisheries department for assistance.

Mature catfish

PROFILE

Name of group:
Wito Wetu Self-Help Group
County: **Kilifi**
Subcounty: **Rabai**
Ward: **Ruruma**
Village: **Batani**
Number of Members: **20**
Male: **12**
Female: **8**
Contact: **Faraji Rau**
Tel: **0716 525 587**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Wito Wetu Self-Help Group

A locum in fish farming for university students

Wito Wetu Self-Help Group based in Ruruma village in Rabai subcounty is engaged in the fisheries value chain under Project Vijabiz. The group buys fish from Mariakani trading centre to sell at their local market in Rabai area. The group, was formed in 2016 and is registered as a youth group with the Ministry of Public Service, Youth and Gender Affairs. It has twenty members: twelve men and eight women.

Context

According to a report by FAO, aquaculture in Kenya had stagnated at an annual production of around 1,000 tons. Since 1999, however, through consistent efforts in on-farm research and training, Kenya's aquaculture production has risen and is currently almost 1,500 tons annually.

20

The group currently has 20 members: 12 men and 8 women

The sector provides Kenyans with an alternative source for fish, especially in the country's coastal areas where marine fishing does not meet the demand for fish.

According to Faraji Rau, Chairperson of Wito Wetu Self-Help Group, the group aims to help meet the high demand for fish in Kilifi County through their fish farming venture.

Members of Wito Wetu SHG at their fish pond

A member of Wito Wetu SHG feeds fish

Project Idea

Wito Wetu SHG was started by a group of university graduates who found themselves without work after school. The group initially started with a poultry business and kept local chickens for sale.

One the group joined Project Vijabiz, they decided to get into fish farming.

Implementation

Project Vijabiz recently trained Wito Wetu SHG in fish farming, use of ICT and entrepreneurship. As a result, the group came up with a business plan and established a hatchery to produce catfish fingerlings. The county government provided the group with fingerlings and helped fit their pond with liners.

After the ICT training, the group set up a Facebook page that they use to market their products. Some group members also received training in fish farming, which has increased the group's capacity.

"I used to be the only group member who understood fish farming; this was a major problem as some processes couldn't run in my absence. Since the training, however, the extra hands have helped us conduct our business seamlessly," explains Mr Rau.

The group recently attended the trade show held in Kilifi that was organized by Project Vijabiz, where they made valuable connections with other groups in the project. The group also learned a lot about fish farming and value addition in the fisheries value chain.

Achievements

- The group has built a hatchery to produce fingerlings
- Group members have learned about fish farming
- The group is currently providing fish to their community

PROFILE

Name of group: **Youth Awake Group**
County: **Nakuru**
Subcounty: **Bahati**
Ward: **Bahati**
Village: **Kandatura**
Number of Members: **10**
Male: **6**
Female: **4**
Contact: **Anne Muthoni Mwituria**
Tel: **0718083198**
August 2019

Vijabiz FISHERIES VALUE CHAIN

Empowering Youth in Agribusiness in Kenya

Youth Awake Group

Youth Awake Group based in Bahati Ward in Nakuru County is engaged in the fisheries value chain under Project Vijabiz. The group has ten members: six men and four women.

Context

Bahati area of Nakuru boasts a very good climate for agriculture. The area receives adequate rainfall in most years. The main challenge in this area is the small sizes of smallholder farms, owing to the large population in the area.

Youth Awake Group was started in 2010 with the aim of empowering members, especially young women, by creating job opportunities. The group started by tilling their parents' farms or leasing land to grow maize and beans for sale.

10

The group currently has 10 members: 6 men and 4 women

As they gained experience, the group diversified into growing vegetables such as cabbage, tomato and French beans on a two-acre farm. The group also has a stocked fishpond and plans to stock a second pond.

"The main challenge we have been facing with our vegetable farming is seasonality of the crops. We use rainfed agriculture so after the rainy season is over and we harvest

Group members construct one of the fish ponds

there is not much to do," says Anne Muthoni Mwituria, Secretary of Youth Awake Group.

Refining the business idea

Youth Awake Group initially started after going through the business opportunity workshop organized Project Vijabiz. The group re-evaluated its ventures and opted to concentrate on fish farming.

Using proceeds from the vegetable farming, the group started expanding their fish farming agribusiness and prepared a bigger fishpond that can accommodate up to 500 fish.

"We are now migrating our fish from the small fishpond to the bigger pond", says an excited Anne.

Project Vijabiz has provided technical assistance in developing a business plan for their fish farming. The group plans to increase the fishponds to at least five, including some with ornamental fish.

Group members are employed as casual workers on the farm, with the chairman responsible for managing the business.

"Our dream is to have a sustainable business in the near future so that we do not have to keep on dipping into our pockets to support our venture as is currently the case," says Ann.

Achievements

The group is developing a business plan focused on aquaculture

Group member Mary Mukami staking tomato

One of the fish ponds with 300 tilapia whose water is also used for irrigating the tomato project

Vijabiz

Empowering Youth in Agribusiness in Kenya

VALUE CHAIN

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Youth Economic Empowerment through Agribusiness in Kenya

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