HELPING FARMERS TO BE ABLE TO GET STARTED IN AGRIBUSINESS

For many years, most rural Kenyan farmers have been growing farm produce just for subsistence use. It is not because they would not want to grow extra food for income, but they did not have sufficient knowledge to produce sufficient harvests. Currently, the financial need for farmers to venture into agribusiness is urgent for individual farmer families, and the developmental ripple effects in the country’s economy from a multitude of such small ventures is a significant contribution to the economy.

G-BIACK’s initiative in 2015 is helping farmers to increase their agricultural production so that they can sell at least 10% of their produce for income. Starting this year, G-BIACK is putting more emphasis on a package of education and skills including quality farm production, good farm management, nutritional value, and marketing. We are opening up an alternative market for our local farmers’ produce where the farmers sell to G-BIACK and we add value and sell to vendors. The farmers who can bring us quality organic crops are thus provided with a secure market and price, and are learning a variety of value-adding techniques that they can choose to use themselves. This initiative boosts motivation to grow more and better crops so that the farmer can sell at a fair price to G-BIACK, and the farmer appreciates more quickly and concretely how fruitful GROW BIOINTENSIVE farming techniques can be.