

# KENYA CROPS AND DAIRY MARKET SYSTEMS PROJECT



## Duration

2017–2022

## Focus Areas

High-rainfall counties in western Kenya and semi-arid counties in eastern Kenya

## Implementer

RTI International

## Partners

- Busara Center for Behavioral Economics
- East Africa Market Development Associates (EAMDA)
- Farm Input Promotions Africa (FIPS)
- International Livestock Research Institute (ILRI)
- Making Cents International
- Open Capital Advisors (OCA)

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The Kenya Crops and Dairy Market Systems Activity (KCDMS) is a five-year USAID program funded activity under Feed the Future, a U.S. government's global hunger and food security initiative. The initiative's goal is to help increase agricultural production and reduce poverty and malnutrition in Kenya. The KCDMS activity is being implemented in 12 counties and designed to spur competitive, resilient market systems in Kenya's horticulture and dairy sectors.

Kenya is one of the fastest-growing economies in sub-Saharan Africa. Rising incomes and public and private investments in agriculture lay a strong foundation for Kenya's continued growth trajectory. However, 90 percent of smallholder farmers still grow maize or other staple crops that have low-income generation potential. Smallholder dairy producers, who supply 70 percent of Kenya's domestic milk supply, are constrained by nutrient-deficient animal feed; limited quality control and food safety measures; insufficient aggregation and cooling infrastructure; and a lack of productive dairy cows and in-country processing. These challenges inhibit agriculture's potential to reduce hunger and poverty, and hinder Kenya's economic growth potential. Export and value-addition opportunities in horticulture, although growing, are currently reaching only a fraction of the country's smallholder farmers.

To address these challenges and improve the overall agricultural landscape in Kenya for horticulture and dairy, KCDMS works to support five priority areas:

- A competitive, inclusive, and resilient agricultural market system;
- Diverse agricultural production and improved productivity;
- An improved policy environment for market systems development;
- Integration of women and youth into agricultural market systems; and
- Collaborative action and learning for market systems change and technology adoption.

## Zones of Poverty Reduction

Eastern Region	Nyanza Region	Western Region
<ul style="list-style-type: none"> <li>• Kitui</li> <li>• Makueni</li> <li>• Taita Taveta</li> </ul>	<ul style="list-style-type: none"> <li>• Homa Bay</li> <li>• Migori</li> <li>• Kisii</li> <li>• Kisumu</li> <li>• Siaya</li> </ul>	<ul style="list-style-type: none"> <li>• Kakamega</li> <li>• Bungoma</li> <li>• Busia</li> <li>• Vihiga</li> </ul>

KCDMS is strengthening the dairy, fodder/feeds, and horticulture (mango, passion fruit, avocado, banana, pineapple, and sweet potato) value chains. We identify incentives, attitudes, capacities, and practices that stimulate market players to invest in higher productivity, quality improvements, greater efficiency, and relationships with other value chain actors, and work to facilitate their interactions.