PRESS RELEASE

Machakos County to Reap Big From Fruit Markets

MACHAKOS, KENYA: Friday, 30 May 2014:

Eastern province farmers will now have an opportunity for greater yields and ready markets following the recently concluded Machakos Trade Fair held at the Machakos Golf Club. The event, themed “Enhanced Productivity and Sustainable Market Linkages for Fruit Farmer,” attracted over 400 farmers and over 30 exhibitors from agro-input dealers, financial institutions, development partners and governmental institutions to exhibit their products, offer services and create linkages for further interaction.

Speaking at the trade fair, the Minister for Agriculture, Livestock and Cooperative Development for Machakos County, Larry Wambua, encouraged the farmers to not only grow maize but to explore the potential for fruits.

“After this trade fair, we’ll put together a team to ensure the project is rolled out. We hope to have programs for fruits. We will not just rely on maize and beans, because in Machakos we also have potential for fruits. I am excited about the World Vision programs so we can talk fruit to the farmers. We will ensure you are the initial beneficiaries of these programs.” he said.

The Senior Programs Manager for Markets and Trade at Farm Concern International, Stephen Kiarie, said that the trade fair provided farmers with a great opportunity to explore ways for them to get access markets to sell their produce and get the relevant information for them to have efficient production in their respective farms.

Press Contacts
Titus Mutua,
Communications Manager,
Mobile: +254 720 966 284
Email: titus.mutua@farmconcern.org
ABOUT FARM CONCERN INTERNATIONAL
Farm Concern International (FCI), is an Africa-wide Commercialization and Market Development Agency. We implement pro-poor business models and develop strategic alliances to enhance agri-economic growth across several countries in Africa. We have extensive local, regional and Africa-wide experiences on market research, value chain analysis, smallholder commercialization and market development.

FCI has facilitated smallholder commercialization and market development for 2.2 million households, and undertaken over 180 value chain analysis and market research across Africa. Over 5,500 strategic informal wholesale buyers, 500 corporate companies and 220 small and medium enterprises have made mutually beneficial connections with smallholder farmers. FCI has engaged in strategic partnerships with over 50 development agencies to develop and scale up proven solutions for smallholder farmers and communities at various levels of local economies.

FCI @ 10: A DECADE OF INNOVATIONS AND IMPACT:
Since 2004, FCI has extensively explored various scenarios for smallholder participation in agri-market development; testing multiple pathways and analyzing business models that create real value for the smallholder farmers and market players. A team of technical experts, village leaders and, market and trade professionals have successfully developed business models that are revolutionizing the landscape for smallholders' market participation.