FARM CONCERN INTERNATIONAL, FCI
Africa Coverage

Tanzania | Kenya | Uganda | Rwanda | Malawi | Somalia | Burundi | Ethiopia | Other Countries

Portfolio 2018

Commercial Villages Model; a Multivalue Chain Approach

Commercial Village Model: Multi-value chain approach for food, nutrition, climate adaptation & markets
Farm Concern International, FCI Coverage

139 Partners
25 Countries
23 FCI Offices
25,470 FOs
(Farmer Organizations)
18 Million
Smallholder Farmers
& Agro-Pastoralists

Value Chain Analysis by FCI Market Research Division
[9 Countries]

Capacity Development for Farmer Organizations,
Enterprises and Partners [25 Countries]

Direct Implementation by FCI for Commercialization & Markets
Programmes and Sub-grantee Supervision [9 Countries]

Technical Support for Partner Organizations by FCI [8 Countries]

FCI Target Clients for Commercialization, Entrepreneurship, Market Access and Trade:

- Youth
- Women & Girls
- Agro-Pastoralists
- Smallholder Farmers
- Farmer Organizations
- Co-operatives
- Commercial Villages
- Agri-Enterprises
- Informal Wholesale Buyers
- Private Sector

Winning Markets for Africa!
An aerial view of an Informal Market in Africa

FCI staff [left] training a smallholder farmer on the use of AFMA-x, an FCI’s digital trading platform.

This smallholder farmer couldn’t help but display her excitement due to FCI market linkages.

Agro-pastoralists participating in Commercial Village Savings & Investment Schemes, Northern Kenya.
Market Research

Market Research and Value Chain Analysis is the first step of all FCI’s and Consortium’s interventions and programmes aimed at identifying viable business opportunities for target clients. FCI’s Division for Market Research & Market Information Systems has a dedicated team of Market Researchers, Social Economists, Data Analysts and Business Development Managers who also work in partnership with universities Masters & PhD Students, Governments and Consultancy Groups in delivery of the entire research, reporting and feedback process. Smallholder Farmers, Agro-Pastoralists, Private Sector Players, Consumers and Service providers are the most critical respondents in the market research.

Countries for FCI Market Research

Commercialization and Market Development for Trade Facilitation:

FCI specializes in Smallholder Commercialization and Market & Trade Development based on the Commercial Villages Model, a multi-value chain business model designed by FCI that targets graduating social villages and farmer organizations into trading blocs. The Commercial Villages Model is a partnership-based platform that has a value chain-wide integration through which FCI invites Private Sector, Government agencies and Development organizations to offer various synergetic services required for comprehensive innovative solutions.

To achieve sustainable development, the Commercial Villages Model operates on a 10-year Business Plan based on a 2-phased approach with 5 years each: The 1st 5-year Business Plan aims at evolving social Africa villages into Commercial Villages while the 2nd 5-year plan is aimed at graduating Commercial Villages into Investment Platforms.

Countries for FCI Direct Programme Implementation

FCI Target Clients for Commercialization, Entrepreneurship, Market Access and Trade:

Winning Markets for Africa!
Capacity Building and Training

Commercial Villages, Farmer Organizations, Agro-enterprises, Private Sector Players and Partner Organizations are key target players for the Capacity Building intervention. The multi-leveled curriculum development and training approach has been customized to various target groups with a strong component on interactive learning and exposure visits. A series of training materials have further been developed into video and audio teaching aids with a local dialect translation. The Capacity Building materials are organic and upgraded to ensure responsiveness to needs of target partners or clients.

ICT Solutions for Capacity Building and Market Information Systems is a critical avenue for massive-distribution of information and training which FCI is testing and upgrading systems consistently based on feedback from Smallholder Communities, Private Sector Players, Stakeholders and Commercial Villages. Further FCI is further in partnership with various private and public players for a synergy in delivery methodologies that complements and keeps it cost effective.

Partners’ Staff Development and Action Planning

Development Organizations and Government Agencies implementing Commercialization and Market development programmes have sought staff training, commercialization and market development action planning from FCI.

Experiential learning has been a major approach for this nature of the training and FCI draws practical training materials from its own-programme implementation, capacity building, consortium leadership experiences and market research findings. This approach has further required FCI team of experts to study and understand the partner programme deliverables and guide accordingly for an impact oriented action planning.
**TANZANIA**

**Districts of coverage in Tanzania**

- FCI Tanzania covers 37 districts in Northern Zone, Lake Zone, Central Zone, Western Zone & Zanzibar
- 24 Market Research and Value Chain analysis conducted
- FCI Tanzania has implemented 22 Programmes since 2005

### FCI Programme Geographical Coverage and Value Chains in Tanzania

<table>
<thead>
<tr>
<th>Zones</th>
<th>Commodities &amp; value chains in each region</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northern Zone</strong></td>
<td></td>
</tr>
<tr>
<td>Region: Kilimanjaro</td>
<td>Staples and Cereals: Paddy/Rice, Maize, Irish Potatoes &amp; Banana</td>
</tr>
<tr>
<td>Districts: Same, Mwanga, Siha, Hai</td>
<td>Horticulture: Onion, Traditional African Vegetables, Tomato and Carrots</td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td>Legumes: Lablab, Green grams, Cowpeas, Common Beans and Pigeon Peas</td>
</tr>
<tr>
<td><strong>Northern Zone</strong></td>
<td></td>
</tr>
<tr>
<td>Region: Arusha</td>
<td>Staples and Cereals: Banana, Sweet potato, Maize, Irish Potato and Cassava,</td>
</tr>
<tr>
<td>Districts: Meru, Arusha and Monduli</td>
<td>Horticulture: Traditional African Vegetables, Tomato, Squash, Carrots and Onion</td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td>Legumes: Black Beans and Common Beans</td>
</tr>
<tr>
<td><strong>Northern Zone</strong></td>
<td></td>
</tr>
<tr>
<td>Region: Manyara</td>
<td>Horticulture: Onion, Traditional African Vegetables and Tomato</td>
</tr>
<tr>
<td>Districts: Simanjiro, Babati and Kiteto</td>
<td>Staples: Paddy/Rice</td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td>Legumes: Lablab, Beans and Pigeon Peas</td>
</tr>
<tr>
<td><strong>Central Zone</strong></td>
<td></td>
</tr>
<tr>
<td>Region: Singida Karatu and Tabora</td>
<td>Livestock: Local Chicken</td>
</tr>
<tr>
<td>Districts: Iramba, Singida Rural, Manyoni, Sikonge and Uyui</td>
<td>Oil crops: Sun Flower</td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td><strong>Eastern Zone &amp; Zanzibar</strong></td>
</tr>
<tr>
<td><strong>Lake Zone</strong></td>
<td></td>
</tr>
<tr>
<td>Region: Mwanza, Geita and Kagera</td>
<td>Staples: Sweet potato, Banana and Cassava</td>
</tr>
<tr>
<td>Districts: Sengerema, Ukerewe, Buchosa, Nyang’ wale, Geita, Misenyi, Muleba, Bukoba Rural and Karagwe</td>
<td><strong>Staples</strong>: Sweet Potato and Cassava</td>
</tr>
<tr>
<td>Markets: Informal and Informal</td>
<td><strong>Niche</strong>: Assorted Spices</td>
</tr>
<tr>
<td><strong>Eastern Zone &amp; Zanzibar</strong></td>
<td></td>
</tr>
<tr>
<td>Regions: Morogoro, Pwani, Ugunga, Pemba</td>
<td>Livestock: Honey</td>
</tr>
<tr>
<td>Districts: Kilosa, Ruji, Kibaha, North A, North B, South, Central, Chakechake, Wete</td>
<td><strong>Staples</strong>: Sweet Potato and Cassava</td>
</tr>
</tbody>
</table>

*www.farmconcern.org*
H.E. Kofi Annan and H.E. Melinda Gates along with FCI Strategy & Innovations Director Mumbi Kimathi at Mbuguni Commercial Village, Farm Concern International, FCI field visit during the Africa Green Revolution Forum, Sept 2012

Tanzania President – H.E. Jakaya Kikwete visiting FCI Commercial village event in Arusha 2012

Photos Courtesy: GATES Foundation 2012

H.E. Kofi Annan and H.E. Melinda Gates in discussion with a farmer at Mbuguni Commercial Village along with an FCI staff during a field visit in 2012

FCI partners (Private Sector & Government) discussing business partnership opportunities with farmers during Kijiji Biashara (Commercial Village) Trade Fair in Tanzania

Photos Courtesy of FCI
KENYA

Counties of Coverage in Kenya

- FCI Kenya covers 33 Counties out of 47 in the country
- 118 Market Research and Value Chain analysis conducted
- FCI Kenya has implemented 51 Programmes since 2004

<table>
<thead>
<tr>
<th>Zones of Operation</th>
<th>Commodities &amp; Value Chains in each Region</th>
</tr>
</thead>
</table>
| **Region: Eastern** | **Livestock:** Sheep, Beef Cattle, Camel Milk, Goats, Local Poultry, Hides & Skins  
**Staples:** Maize, Potatoes and Sorghums  
**Horticulture:** TAVs, Green Grams, Common Beans, Pigeon Peas & Cowpeas  
**Fruits:** Watermelon, Mangoes, Passion Fruit, Banana & Tamarind |
| **Counties:** Machakos, Isiolo, Marsabit, Embu, Tharaka Nithi, Meru Kitui and Makueni  
**Markets:** Formal and Informal |
| **Region: Rift Valley** | **Livestock:** Goats, Sheep, Honey Products and Cattle  
**Niche Value Chains:** Artefacts, Gum & Resins, Aloe and Beadwork  
**Horticulture:** Tomatoes and Onions  
**Staples:** Potatoes and Maize  
**Fruits:** Passion fruit |
| **Counties:** UasinGishu, Elgeyo-Marakwet, Kericho, Turkana, Bomet, Nandi and Kajiado  
**Markets:** Formal and Informal |
| **Region: Central** | **Horticulture:** Onions, Kales, TAVs, Common Beans, Coriander, Snow Beans and Tomatoes  
**Livestock:** Poultry and Dairy  
**Staples:** Potatoes  
**Roots and Tubers:** Sweet Potatoes |
| **Counties:** Nyeri, Kiambu, Kirinyaga and Muranga  
**Markets:** Formal and Informal |
| **Region: Coastal** | **Roots & Tubers:** Sweet potatoes and Cassava  
**Fruits:** Watermelon, Butter nut and Banana  
**Staples:** Maize and Sorghum  
**Horticulture:** Onions, Tomatoes, TAVs and Kales, Cashew Nuts and Snow beans |
| **Counties:** Kilifi and Taita Taveta  
**Markets:** Formal and Informal |
| **Region: Nyanza** | **Roots & Tubers:** Sweet Potatoes and Cassava  
**Fruits:** Watermelon, Bananas  
**Horticulture:** TAVs, Kales, Tomatoes and Butter nut  
**Livestock:** Poultry  
**Staples:** Sorghum and Maize |
| **Counties:** Homabay, Migori, Nyamira, Kisii, Kisumu and Transoia  
**Markets:** Formal and Informal |
| **Region: Western** | **Roots & Tubers:** Cassava and Sweet Potatoes  
**Horticulture:** TAVs, Soya Beans and Green Grams  
**Staples:** Maize and Potatoes  
**Livestock:** Poultry  
**Fruits:** Passion Fruit |
| **Counties:** Kakamega, Bungoma, Vihiga and Busia  
**Markets:** Informal and Formal |
<table>
<thead>
<tr>
<th>Region</th>
<th>County</th>
<th>Markets</th>
<th>Livestock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nairobi</td>
<td>Nairobi</td>
<td>Informal and Formal</td>
<td>Poultry (Broilers) and beef cattle</td>
</tr>
<tr>
<td>Rift Valley</td>
<td>Nakuru</td>
<td>Informal and Formal</td>
<td>Onions, Tomatoes, Potatoes, common beans, green grams, Carrots, Snow peas, Fish, Dairy and Beef Cattle</td>
</tr>
<tr>
<td>Coastal</td>
<td>Mombasa</td>
<td>Informal and Formal</td>
<td>Cassava, Onions, Kales TAVs, Potatoes, Common beans, Cashewnuts, Fish, Cabbages and Banana</td>
</tr>
<tr>
<td>Nyanza</td>
<td>Kisumu</td>
<td>Formal and Informal</td>
<td>Sweet potatoes, watermelon, Butter nut, tomatoes, cassava, TAVs, banana, kales, poultry, Maize, Sorghum</td>
</tr>
</tbody>
</table>

Youth Agro-pastoralist owns livestock from green grams commercialization and market access in Northern Kenya.

Youth Farmers adopt poultry incubation enterprise in Central Kenya.

Photos Courtesy of FCI

FCI Target Clients for Commercialization, Entrepreneurship, Market Access and Trade:
An example of traditional informal market in Eastern Kenya:

Adoption of Commercial Village collective action in onion harvesting by farmers in Central Kenya
Goats in a watering point in Marsabit Kenya
Cereals in Gakoromone market Meru County in Kenya 2015
Commercial Village farmer milks his cow in Rwanda
Commercialization Forum in Northern Tanzania 2015
An FCI Campaign for making agriculture cool for youth
<table>
<thead>
<tr>
<th>Regions</th>
<th>Commodities &amp; value chains in each region</th>
</tr>
</thead>
</table>
| **Region: Eastern Uganda (Soroti & Jinja)**  
**Districts:** Serere, Ngora, Kumi, Bukedea, Jinja, Kamuli, Iganga, Buyende  
**Markets:** Formal and Informal | **Horticulture:** Traditional African Vegetables  
**Oils:** Groundnuts  
**Legume:** Sesame  
**Root and Tuber:** Sweet Potato, Cassava, |
| **Region: North Eastern Uganda**  
**Districts:** Moroto  
**Markets:** Formal and Informal | **Legume:** Beans  
**Cereal:** Sorghum, Maize  
**Livestock:** Cattle, Goats, Honey |
| **Region: Central Uganda**  
**Districts:** Luwero, Mukono Nakasongola  
**Markets:** Formal and Informal | **Root and Tuber:** Sweet Potatoes, Cassava  
**Horticulture:** Traditional African Vegetables  
**Pineapples, Banana, Mangoes**  
**Oil crops:** Groundnuts  
**Cash crop:** Coffee |
| **Region: Western Uganda**  
**Districts:** Mbarara, Ntungamo, Isingiro, Sheema, Bushenyi, Masindi  
**Markets:** Formal and Informal | **Root and Tuber:** Cassava  
**Horticulture:** Traditional African Vegetables,  
**Banana Cash crop:** Coffee  
**Staples:** Maize, Beans, Millet |

**FCI Programme Geographical Coverage and Value Chains in Uganda**

- FCI Uganda Initialized operations in 2010
- Operates in 18 districts across Uganda
- Has implemented 3 programmes
- Conducted 5 Market Researches

**FCI Target Clients for Commercialization, Entrepreneurship, Market Access and Trade:**

- Youth
- Women & Girls
- Agro-Pastoralists
- Smallholder Farmers
- Farmer Organizations
- Co-operatives
- Commercial Villages
- Agri-Enterprises
- Informal Wholesale Buyers
- Private Sector

**Winning Markets for Africa!**
Banana Wholesale buyer aggregating bananas at Itendero traditional informal market, Western Uganda

Capacity building of Commercial Village Leaders on leadership and governance in Uganda:
### RWANDA

**Districts of coverage in Rwanda**

- FCI Rwanda is in 2 regions of the Country; covering 7 districts of 34 for programmes
- 17 districts for capacity development
- 19 Market Research and Value Chain Analysis conducted
- FCI Rwanda has implemented 3 Programmes since 2011

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#### FCI Programme Geographical Coverage and Value Chains in Rwanda

<table>
<thead>
<tr>
<th>Region</th>
<th>Commodities &amp; value chains in each region</th>
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</thead>
<tbody>
<tr>
<td><strong>Region:</strong></td>
<td><strong>Commodities &amp; value chains in each region</strong></td>
</tr>
<tr>
<td>North &amp; Southern</td>
<td>Roots &amp; Tubers: Cassava</td>
</tr>
<tr>
<td><strong>Districts:</strong></td>
<td><strong>Horticulture:</strong> Onion, Cabbage, Kales, Potatoes, Mushrooms, Traditional African Vegetables and Carrots</td>
</tr>
<tr>
<td>Musanze, Rulindo, Nyamagabe, Huye, Nyaruguru, Gatsibo, Kichukiro &amp; Bugesira</td>
<td><strong>Livestock:</strong> Dairy</td>
</tr>
<tr>
<td><strong>Markets:</strong></td>
<td>Informal and Formal</td>
</tr>
</tbody>
</table>
FCI Commercial village trade facilitator training farmers in Southern Rwanda  2015

A Commercial Village farmer inspects the quality of tomato fruits before harvesting in Northern Rwanda
** Zones of Operations | Commodities & value chains in each region
---|---
**Region:** Makamba, Bujumbura  
**Provinces:** Nyogoro, Mairie  
**Markets:** Formal and Informal | **Roots and Tubers:** Cassava

- FCI Burundi initialized operations in 2013
- Operates in 2 Provinces across Burundi
- Conducted capacity building initiatives in Bujumbura (mairie) and Makamba
- 1 Programme implemented in Kayogoro Zone of Makamba Province

FCI Programme Geographical Coverage and Value Chains in Burundi
FCI Malawi participates in the District Agricultural fair in Mchinji, Central Malawi 2014

FCI Programme Geographical Coverage and Value Chains in Malawi

<table>
<thead>
<tr>
<th>Region</th>
<th>Commodities &amp; value chains in each region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region: South</td>
<td></td>
</tr>
<tr>
<td>Districts: Zomba, Thyolo, Blantyre</td>
<td></td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td>Roots &amp; Tubers: Cassava</td>
</tr>
<tr>
<td>Horticulture: Onion, Traditional African Vegetables,</td>
<td></td>
</tr>
<tr>
<td>Potatoes Cereals: Ground Nuts</td>
<td></td>
</tr>
<tr>
<td>Region: Central</td>
<td></td>
</tr>
<tr>
<td>Districts: Dedza, Mchinji, Mzuzu</td>
<td></td>
</tr>
<tr>
<td>Markets: Informal and Formal</td>
<td>Staples and Cereals: Groundnuts, Maize</td>
</tr>
<tr>
<td>Horticulture: Traditional African Vegetables, Onion and</td>
<td></td>
</tr>
<tr>
<td>Potatoes</td>
<td>Legumes: Beans</td>
</tr>
<tr>
<td>Roots &amp; Tubers: Cassava</td>
<td></td>
</tr>
</tbody>
</table>

FCI Malawi is working along the South & Central Regions
South Region: 3 Districts of Zomba, Thyolo and Blantyre
FCI Malawi has implemented 2 Programmes across the country 3 Market Research studies conducted
**ETHIOPIA; FCI Ethiopia PLC**

**Districts of Coverage in Ethiopia**

- Coverage in 3 main regions of Ethiopia namely:
  - Benishangul-Gumuz,
  - Southern Nations Nationalities, and Peoples’ Region (SNNPR)
  - Addis Ababa.
- FCI Ethiopia has implemented 2 Programmes across the country
- Conducted 2 Market Researches in the region

### FCI Programme Geographical Coverage and Value Chains in Ethiopia

<table>
<thead>
<tr>
<th>Zones of Operations</th>
<th>Commodities &amp; value chains in each region</th>
</tr>
</thead>
</table>
| **Region:** Benishangul-Gumuz  
**Districts:** Sherkole, Krumuk, Dibate, Mandula, Belojiganfoy Sirba, Abbay and Guba  
**Markets:** Formal and Informal | **Staples:** Maize and Sorghum  
**Horticulture:** Onions and Tomatoes  
**Nuts and Oil crops:** Ground nuts and Sesame  
**Niche Value Chains:** Gums and resins |
| **Region:** Southern Nations, Nationalities, and Peoples’ Region (SNNPR)  
**Districts:** Sidama, Gamogofa and Wolaitta  
**Markets:** Formal and Informal | **Staples:** Sweet Potatoes |

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A Commercial Kebele (Village) Forum in Wolaitta Zone in Ethiopia
### SOMALIA

**Regions of Coverage in Somalia**

<table>
<thead>
<tr>
<th>Zones of Operations</th>
<th>Commodities &amp; value chains in each region</th>
</tr>
</thead>
</table>
| **Region:** Togdheer - Somaliland  
**District:** Burao, Odweyne and Sheikh  
**Markets:** Formal and Informal | **Livestock:** Camel Milk and Goats  
**Staples:** Maize and Sorghum  
**Horticulture:** Onions, Lettuce, Tomatoes and Beetroot  
**Fruits:** Lemons, Guavas and Oranges |
| **Region:** Awdal - Somaliland  
**District:** New Baki, Old Baki, Ruki, Borama & Dila  
**Markets:** Formal and Informal | **Livestock:** Camel Milk, Goat and Honey products  
**Staples:** Maize, Sorghum and Sesame  
**Horticulture:** Onions, Lettuce and Tomatoes  
**Fruits:** Lemons and Oranges |
| **Region:** Gabiley / Matoodijeex - Somaliland  
**District:** Arapsiy, Alabaday, Elgieseed, Galoleey, Hajidahir, Holaadye, Abuurin  
**Markets:** Formal and Informal | **Horticulture:** Onions, Kales, Cabbage and Tomatoes  
**Staples:** Sorghum  
**Fruits:** Lemons and Oranges |
| **Region:** Basasso, Puntland  
**District:** Balade Conqor, Riyiheshay Biyokulule, Upper Balade Xanfareshay  
**Markets:** Informal | **Livestock:** Camel Milk, Goat and Honey Product  
**Staples:** Maize, Sorghum, Sesame  
**Horticulture:** Onions, Lettuce, Tomatoes and Beetroot  
**Fruits:** Lemons and Oranges |
| **Region:** South Central  
**District:** Balad, Johwar, Mecca Kuntrawaey, Qoriorely, Jamame / Jilib  
**Markets:** Formal and Informal | **Livestock:** Beef Cattle, Camel, Goat and Sheep  
**Staples:** Maize, Banana and Sorghum  
**Horticulture:** Onions, Tomatoes Spinach and Lettuce  
**Fruits:** Lemons and Oranges  
**Oil Crop:** Sesame |
| **Region:** South Central  
**District:** Geedo and Hiraan  
**Markets:** Informal | **Prioritized Commodities**  
**Staples:** Maize, Beans  
**Livestock:** Beef Cattle and Dairy  
**Oil Crops:** Sesame  
**Horticulture:** Onions, Tomatoes |
Farm Concern International, FCI staff Doreen Kinoti addressing trainers during Trainers of Trainers Forum in Borama District, Awdal region of Somalia.

Fodder Processing Demonstration at Gabiley Trade fair, in attendance is Gabiley Governor, Mayor and Ministry of Agriculture officials along with FAO-Somali, FCI Staff and Trade fair participants inGabiley.
Camels herd grazing in Boroma region of Awdal Somaliland

Aluminium milk jars modified with thick sack sawn around them to cool camel milk during storage and transportation to the markets in Marsabit Kenya

Photo Courtesy of FCI
FCI Lastmile Direct Delivery & Implementation Approach:
Experiential expertise | High number of farmers | Impact-Data | Multi-value chain

Implementation Approach: The Commercial Village Model

A 12-Year tested, implemented and upgraded innovative business Model for value chain analysis small-holder commercialization, food security, aggregation & market access. The model, developed and upgraded by FCI over more than a decade, is a multi-value chain innovative smallholder commercialization and aggregation business model for market access. The implementation approach also includes a socioeconomic concept that delivers to the last mile. The model has experientially been applied in 8 Countries with 132 partners. It is currently being rolled out across Africa for scale-up in multiple impact investment and development initiatives. The model has further generated statistical evidence on smallholder commercialization and market access proving its efficacy for high impact; its capacity to transform high numbers of smallholders; deliver enterprise profitability and stabilize incomes.

Ongoing interventions in Commercial Villages
Plug in for accelerated smallholder impact across diverse thematic areas;

- Farmer digitization & information dissemination
- Capacity building & collective marketing
- Women enterprises, food security & agri-nutrition
- Leadership & accountability
- Savings after sales for smallholder Investments
- ASAL Multi-Value Chain Commercialization & Market Access
- Bulking & Virtual aggregation
- Youth in Agri-ICT & value chain wide Employment

Commercial Village Model Scale Up in Africa through strategic partnerships: FCI 2030 Hybrid Business Model Strategy

By 2030, catalyzed scale up of the Commercial Village Model targets to reach 100 million smallholder farmers and agro pastoralists in Africa for sustainable agricultural development through profitable commercialization and market access. To accomplish this goal, FCI seeks to expand partnerships with social investors, governments, private sector, farmer organizations and development agencies focused on driving inclusive growth in Africa.

FCI Target Clients for Commercialization, Entrepreneurship, Market Access and Trade:
Youth | Women & Girls | Agro-Pastoralists | Smallholder Farmers | Farmer Organizations | Co-operatives | Commercial Villages | Agri-Enterprises | Informal Wholesale Buyers | Private Sector

Winning Markets for Africa!
Farm Concern International, FCI Strategic Social Investment Partners

FCI Board, Management and Staff are greatly honored and humbled by the technical and financial support accorded as well as the trust to implement regional and national programmes aimed at increasing incomes and improving livelihoods of millions of farmers and their households across Africa. FCI continues to deepen its commitment to farming communities across Africa and seeks strategic partnership for scale up as the institution enhances direct implementation in various countries.