

Linking Organic Farmers & Aggregators to Retail Markets in Kenya

Experiences of ProFound & Green Rhino Kenya
Bert-Jan Ottens – 19 June 2019

Personal Background

- Founder & Senior Adviser @
ProFound – Advisers In Development, Blue & Green Rhino
- Some 30 years working on BioTrade value chain development
 - Clients: Netherlands Ministry (CBI, RVO), Swiss Global Enterprise, Helvetas, Swisscontact, World Bank, UNCTAD BioTrade, UNDP, FAO and IFAD
- Programmes in developing countries:
 - Recent: Pakistan, Myanmar, Ethiopia and Kenya
 - Sustainable sourcing, compliance strategies; tools & coaching
- Micro/Rural finance

ProFound's 4 solutions

PROFOUND OFFERS FOUR KEY SOLUTIONS



MARKET ANALYSIS

Through continuous research over many years, consulting its wide network of experts, visiting natural ingredients trade fairs, ProFound understands the needs and requirements of the market.



BUSINESS PLANNING

ProFound Business Planning services are aimed to help companies improve business capacities to enter new markets with traceable sourcing and increased revenues.



RURAL FINANCE

Designing innovative and inclusive finance opportunities is key to to make companies and its suppliers ready for successful entry in regional or international markets.



MARKET ACCESS

ProFound provides a combination of market orientation and market access activities, enabling entrepreneurs to make conscious decisions on target markets and the right partners to reach them.

ProFound & Green Rhino in Kenya

Healthy Green Choice: Transparent criteria of environmental, social and economic sustainability

Known chain – trusted products: making certification easier & affordable:

- Sustainable & transparent sourcing; food safety & fair sharing of benefits with farmers
- Dealing with climate change: compliance to sustain ecosystems and biodiversity
- Restoring respect and value in food & food systems, (r)e-connecting farmers to consumers



XX-BIO-112
Non EU Agriculture



Value proposition

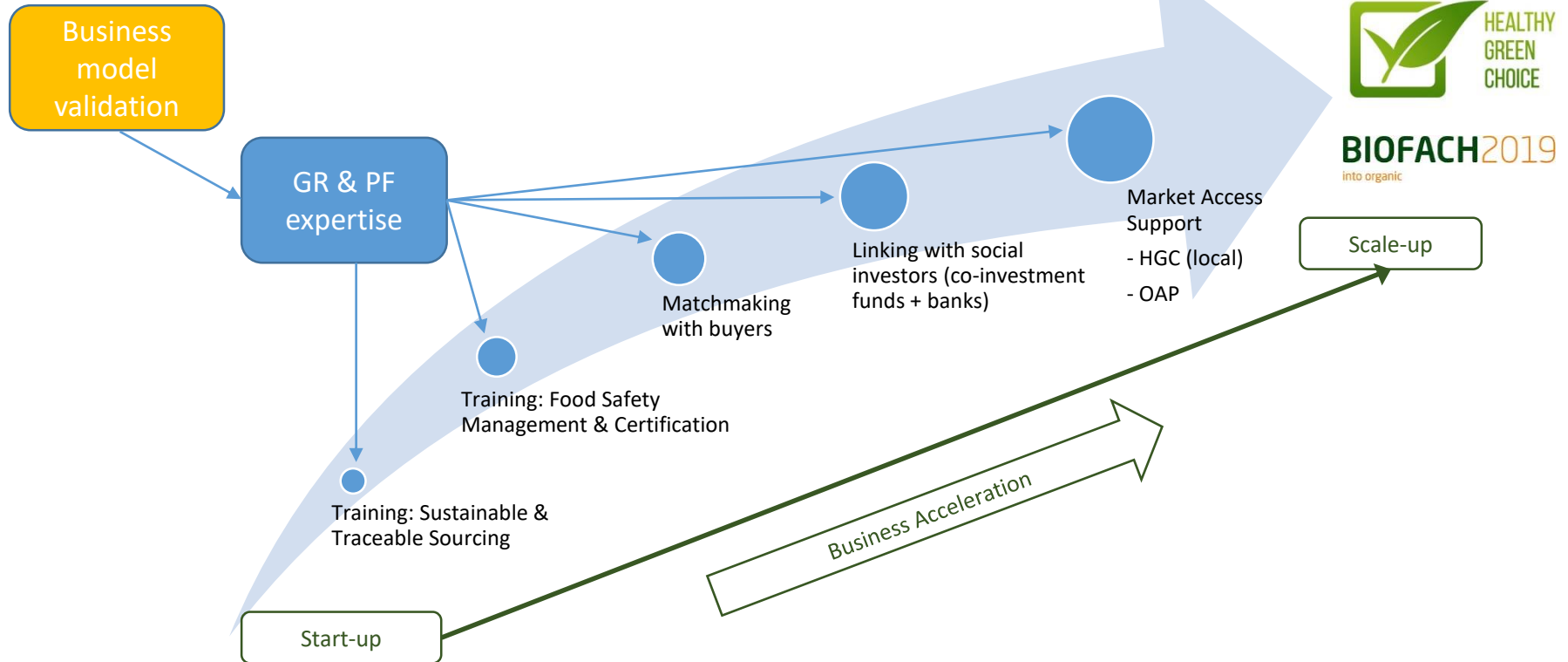
Compliance made easy

- Traceability & Food Safety
- Documentation & Discipline – value addition!
- Principles and certification preparation

Expanding market access of businesses

- Domestic market = Green Rhino's Healthy Green Choice
- International market = BioFach via OAP
- Trade fair support

Organic Business Case support



Food Challenges in Kenya





Problems of Quality

- ☐ Food fraud
- ☐ Residues in products
- ☐ Pollution of soils and water
- ☐ Lack in knowledge and education of farmers
- ☐ Hygiene on field, handling and transportation
- ☐ Lack in marketing structures
- ☐ No reliable value chains
- ☐ Waste in production and supply chains



GreenRhino

Definition of Safe Food

- ▶ **Safe Food:** Produce free from contamination of physical, chemical or microbial agents
- ▶ **Safe Food Chain | Food Safety System:** compliance with rules and standards (economic, social and environmental) for production, handling, preparation, storage, distribution and sale of produce in ways that prevent foodborne diseases

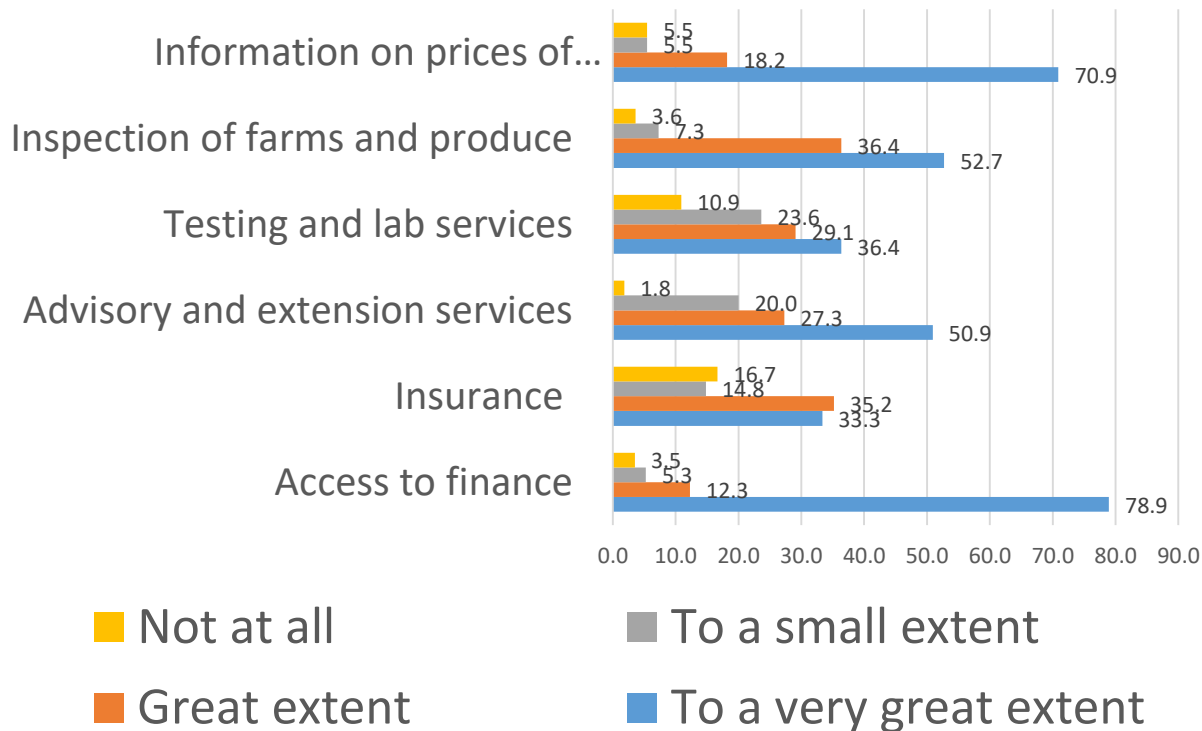


Green Rhino's Healthy Green Choice

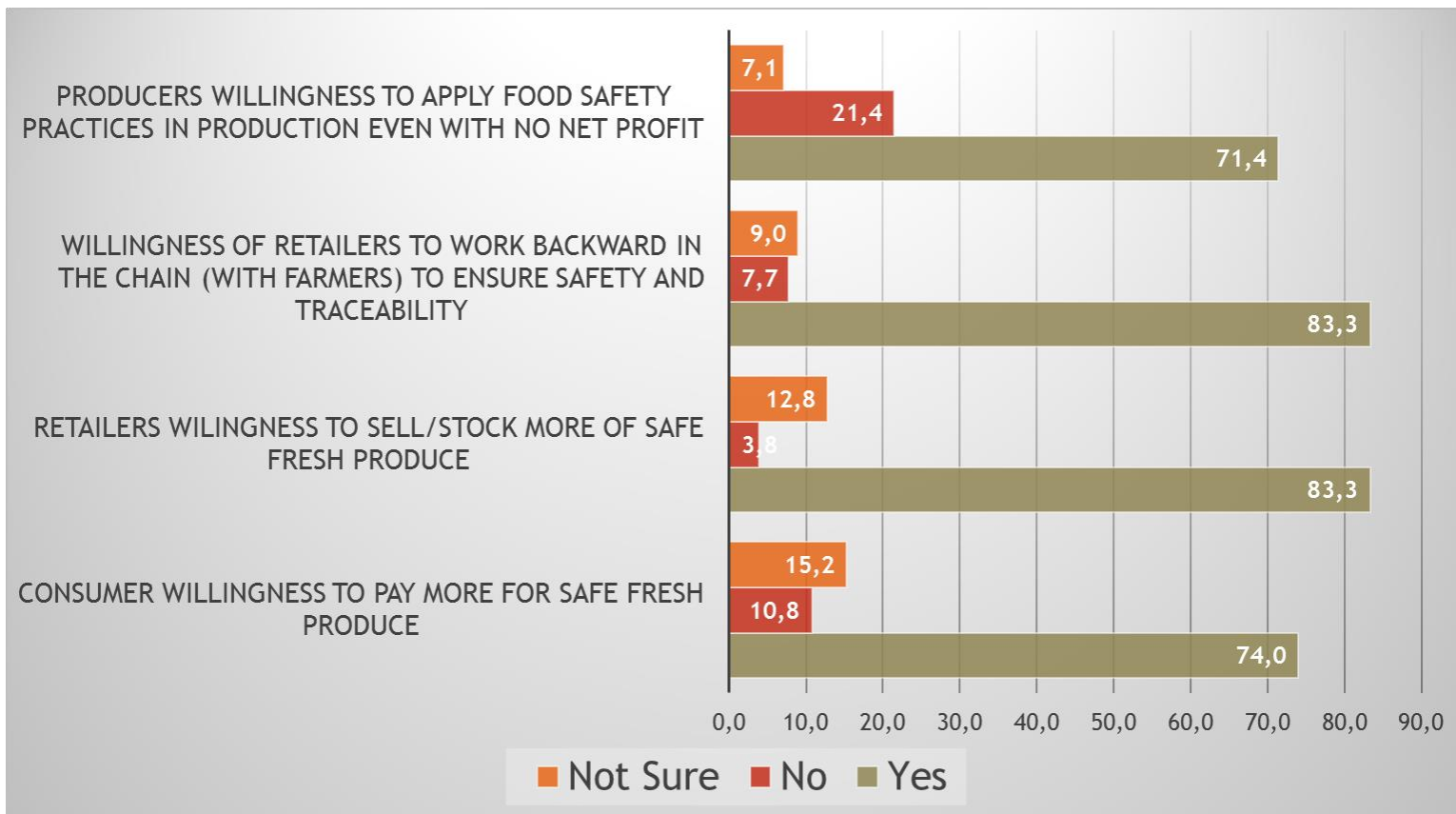
Healthy Green Choice works from farm to fork to deliver safe and sustainable food in compliance with KS1758 and international standards



Support Services that would influence farmers willingness to adopt safe & quality production



Chain Players willingness to Promote Food Safety along the Chain





GreenRhino

Value proposition for Farmers/Producers

A market driven 'Safe Chain' platform

- Develop platform for safe and sustainably produced food
- Develop local, national and international markets for producers

Integrated certification and food safety management systems

- Traceability and quality management
- Inclusion of robust controls

Business and product development services - support and planning

- Support and training to meet certification requirements and access markets

Co-creation of new business models (public-private partnerships)

- Joint programmes for food safety, traceability and sustainable production

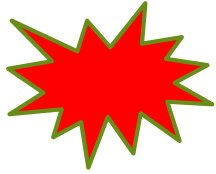


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The value of Quality Assurance Systems

Added values:

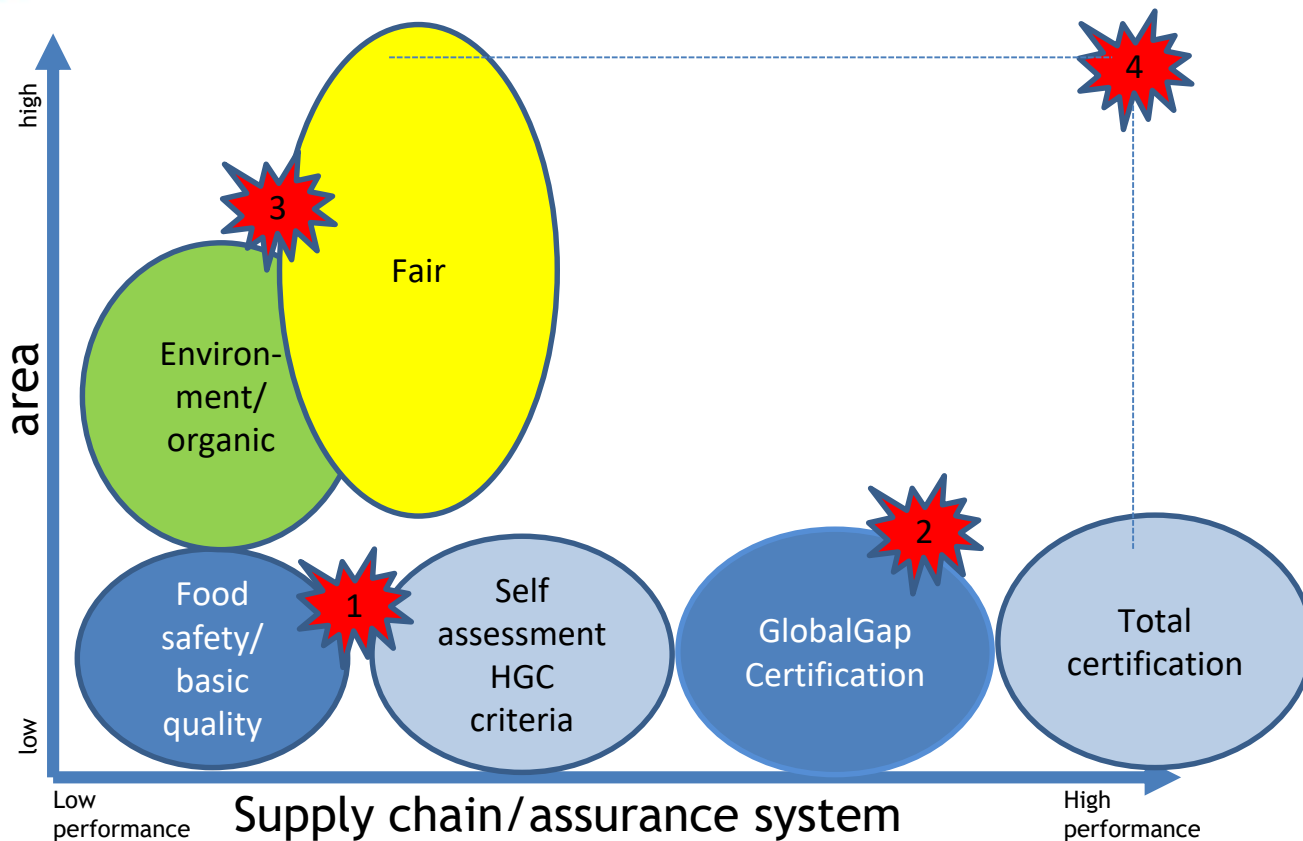
- Better prices for farmers, traders and on the shelf!
- More trust in the product and in the company
- Reliable and long term trade relations
- Sustainable sourcing and working conditions
- Few competitors





GreenRhino

Value proposition for Farmers/Aggregators: CheckApp





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Cultivation and application

Why?

HGC CheckApp
instruction

Document Title:	Crop Cultivation and Application			
Document Type:	Instruction			
Document Number:	HGC_CA 1.6_I			
Keywords:				
Version Number:	1			
Date Updated:	17-01-2019			
Relevant Standards:	Global GAP (GG)	KS 1758 (KS)	Organic (O)	Fair (F)

Keywords:

Field records

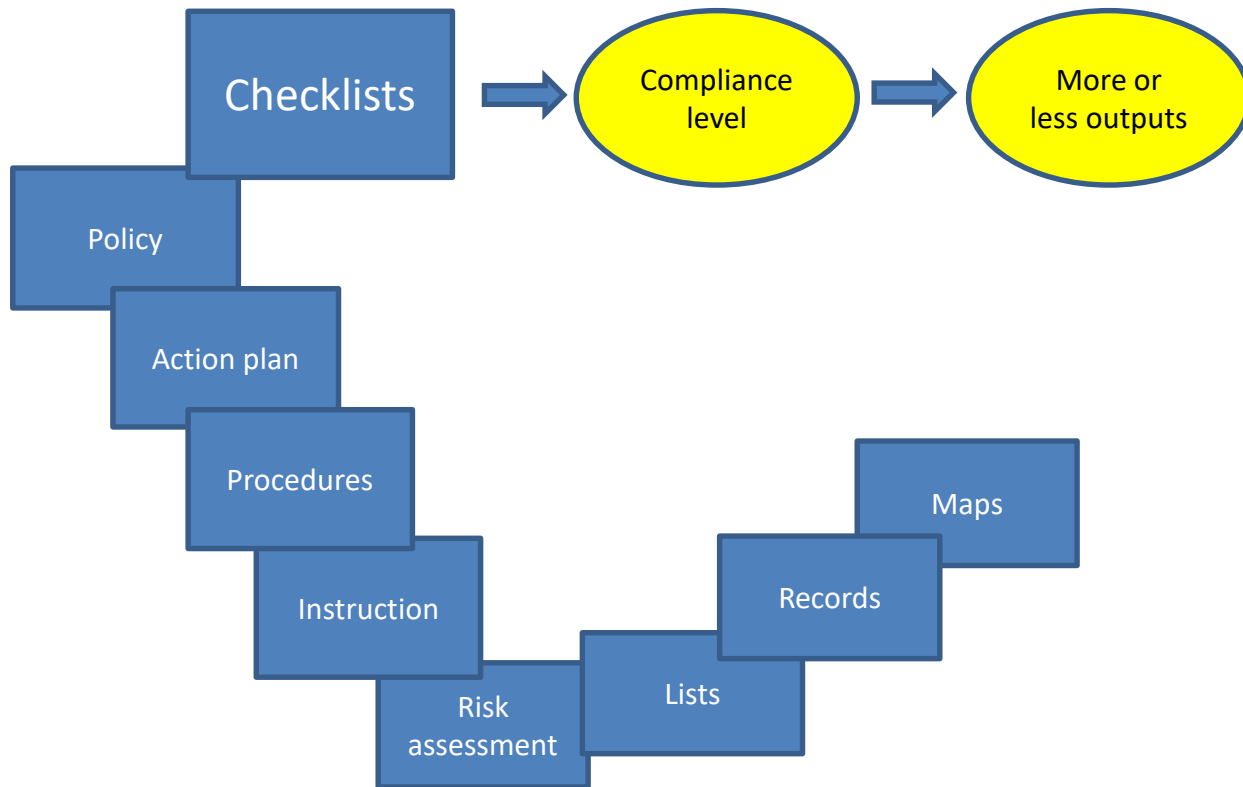
Integrated pest management

Risk assessment



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Set of documents (outputs)















International market

National market



Food safe handling at aggregator level





Organic Africa Pavilion Study Tour

for certified companies

"To fully enjoy the benefits of a well-prepared BioFach visit, Organic Africa Pavilion offers a study tour for organic certified companies from Africa not yet exhibiting but keen to still get the most out of it."

You will receive:

- 2,5 hour workshop at the fair to learn the do's and don'ts of exhibiting and the organic world
- Tour around the fair to learn about trends
- Meet and learn from current exhibitors of Organic Africa Pavilion
- Store visits in Nurnberg
- Matching with potential business partners

Sign up or enquiries:
biofach@thisisprofound.com



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Thanks!

ANY QUESTIONS?

You can find me @

- bj.ottens@greenrhino.co.ke
- bjottens@thisisprofound.com

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