



NEXt KENYA Status Event Enhancing Horticultural Exports

NAIROBI – ONLINE, 29TH OF APRIL 2021



Ministry of Agriculture,
Livestock, Fisheries and Co-operatives



Delegation of the European Union to Kenya





WELCOME! KARIBU!

Agenda

- 10.00 Welcome & housekeeping by facilitator Chagema Kedera, NExT Kenya programme Coordinator
-
- 10.20 Current challenges and opportunities of the Kenyan horticultural industry by Apollo Owuor, Chairman FPEAK and COLEACP Board Member
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- 10.35 Context, objectives and state of play of NExT Kenya programme by Jeremy Knops, COLEACP General Delegate, and Chagema Kedera
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- 11.05 Remarks from Kenyan and EU authorities
Remarks by H.E. Katrin Hagemann, Acting Head of Delegation of the European Union to Kenya
Remarks by Prof Hammadi Boga Principal Secretary, Crops Development and Agricultural Research, Ministry of Agriculture, Livestock, Fisheries and Cooperatives
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- 11.45 Vote of thanks and closing remarks by Clement Tulezi, co-Chair Horticulture National Taskforce and CEO Kenya Flower Council
-
- 11.55 Question and Answer Session on NExT Kenya Programme
- 12.30 Close of the Event

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WELCOMING REMARKS

BY DR. CHAGEMA KEDERA

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CHALLENGES & OPPORTUNITIES OF THE INDUSTRY

BY APOLLO OWUOR



KENYAN HORTICULTURAL SECTOR: CHALLENGES AND OPPORTUNITIES

- COVID-19, Brexit, SPS compliance, and other existing and upcoming regulatory and market requirements
- Climate change
- Domestic, regional and international markets
- Skilled human resources, at all stages of the value chains, for all stakeholders
- Diversification and innovation (products, markets, branding, processing, digitalisation etc.)
- Driving force to contribute to the broader transformation of a resilient, fair, safe and sustainable agri-food sector in Kenya and beyond

03.1



COLEACP

BY JEREMY KNOPS

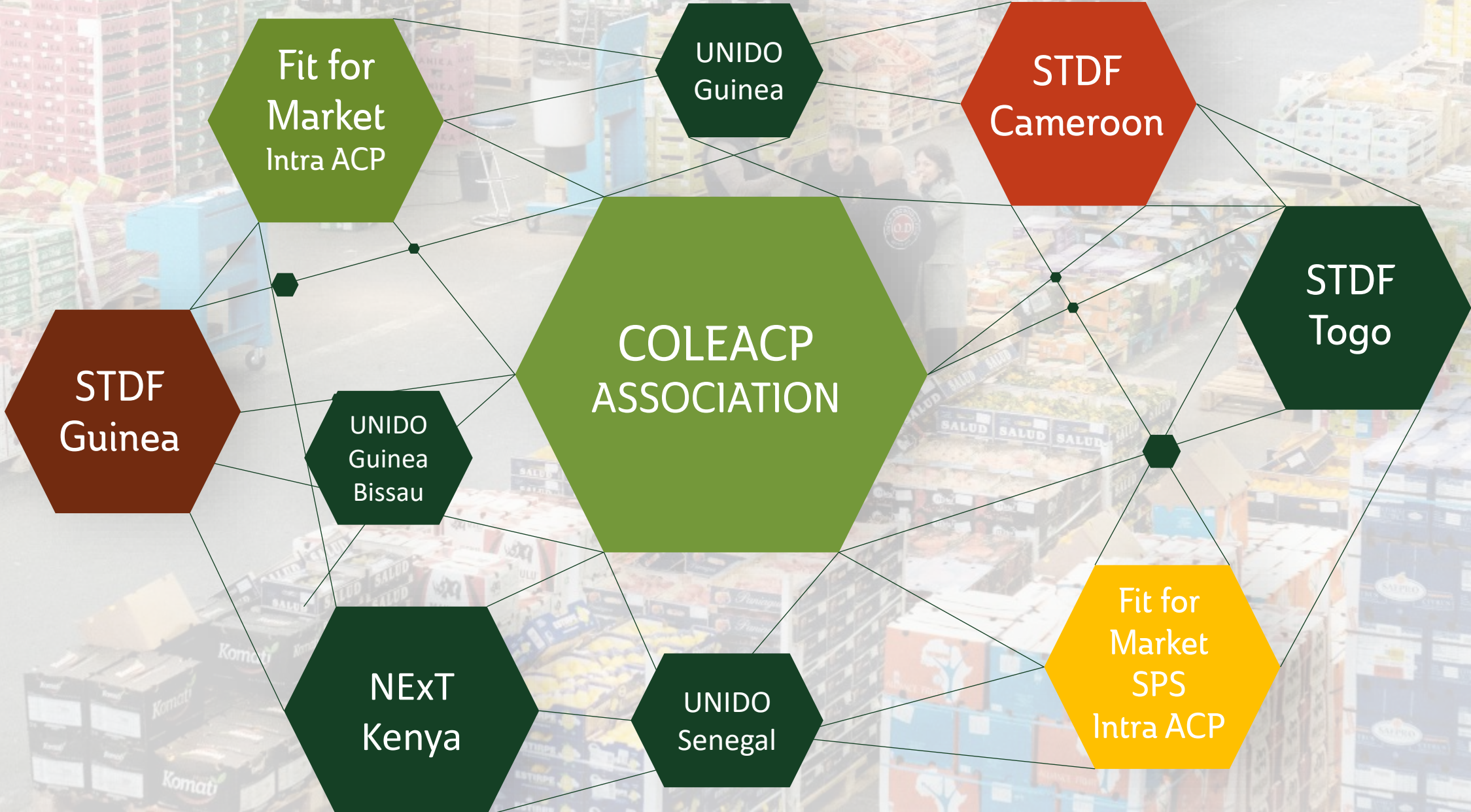


WHO WE ARE, WHAT WE DO, HOW WE DO IT AND WHY



- Non-profit association
- 500 members (75% MSMEs – SSA)
- Mission, Vision, Values
- Services and Areas of expertise
- Competitiveness through sustainability

STRUCTURE & PROGRAMMES



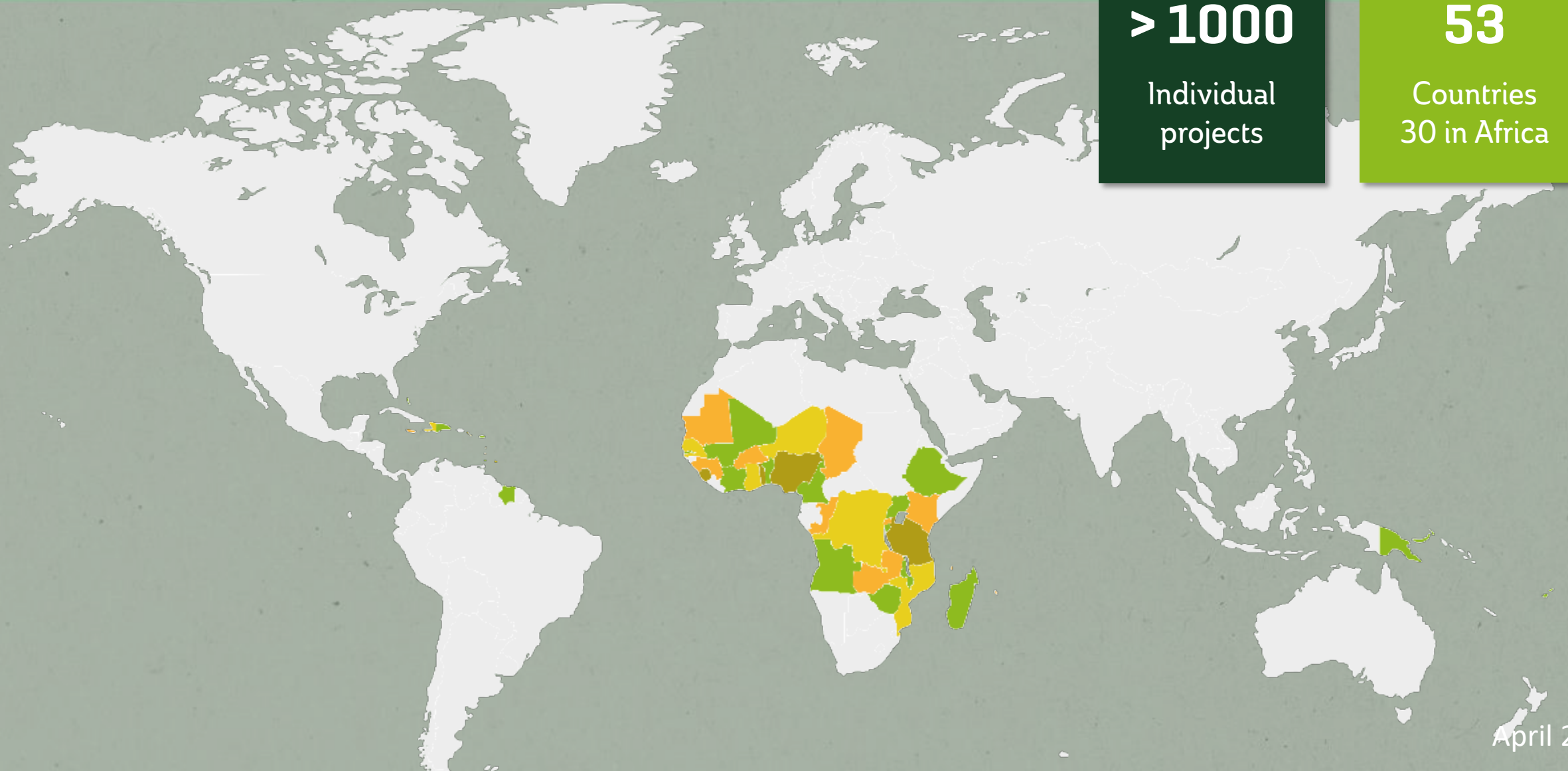
GEOGRAPHICAL COVERAGE

> 1000

Individual
projects

53

Countries
30 in Africa



April 2021

03.2



NEXT KENYA

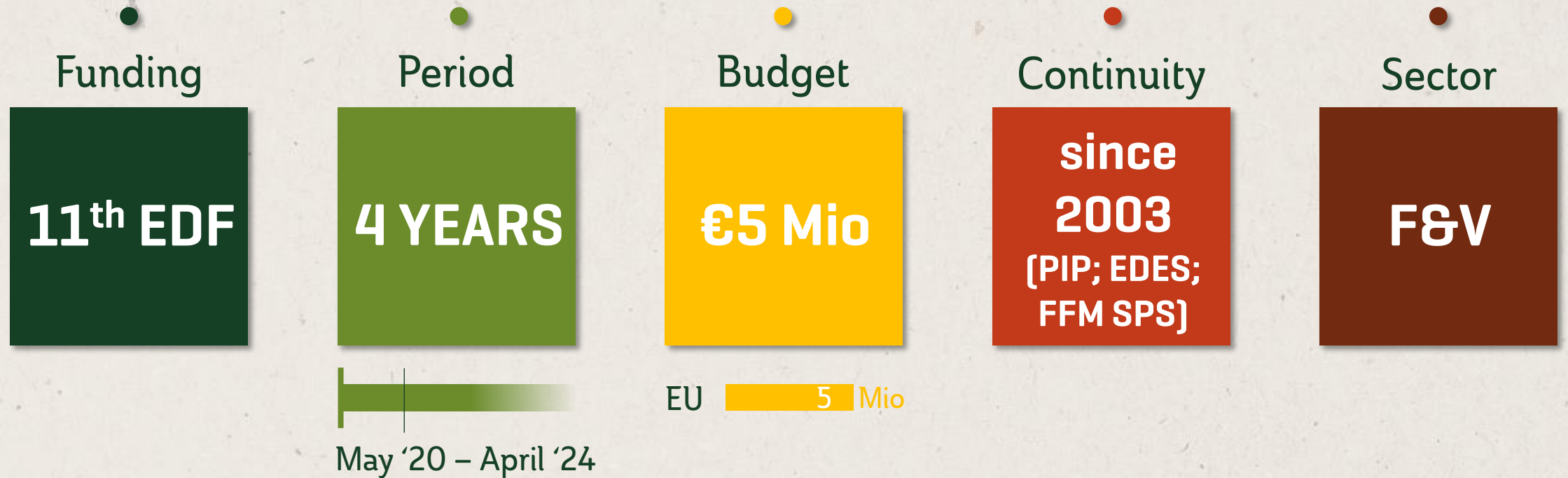
BY DR. CHAGEMA
KEDERA

MAIN OBJECTIVE

To increase the contribution of Kenya's horticultural sector to household incomes, and to improve food security, food safety and nutrition by increasing the resilience, inclusiveness and sustainability of the country's horticultural value chains



IN A NUTSHELL



EXPECTED RESULTS

1. The capacities of agribusinesses and BMOs in the Kenyan horticultural sector to **compete on domestic, regional and international markets** are reinforced

- *Agricultural good practices*
 - *Access to markets*
 - *Market intelligence*
 - *Access to finance*
 - *Business skills*
- *Sector/value chain approaches*

2. The capacity of the Kenyan horticultural sector's enabling environment is improved to strengthen the competitiveness of the Kenyan origin

- *Kenya Plant Health Inspectorate Service (KEPHIS)*
 - *Pest Control Products Board (PCPB)*
 - *Horticultural Crops Directorate (HCD)*
- *Kenya Agriculture and Livestock Research Organisation (KALRO)*

3. Bottlenecks affecting the competitiveness of Kenyan agricultural exports are assessed and addressed through enhanced policy dialogue

- *Regulations*
- *Donor environment*
- *International and private standards*
- *Kenyan origin branding strategy*
 - *National marketing*
 - *MSME-level marketing*

WHO WILL BENEFIT?

Direct support

- Operators linked to the horticultural value chain – MSMEs; consolidators/intermediaries and transporters; farmer groups/cooperatives; outgrowers linked to formal markets
- Competent authorities – at national and county levels, including official controls
- Support services – consultancies; producer organisations/professional associations; technical/educational institutions; certification bodies/auditors; NGOs; public/private extension services; logistics/freight organisations; national/regional technical working groups

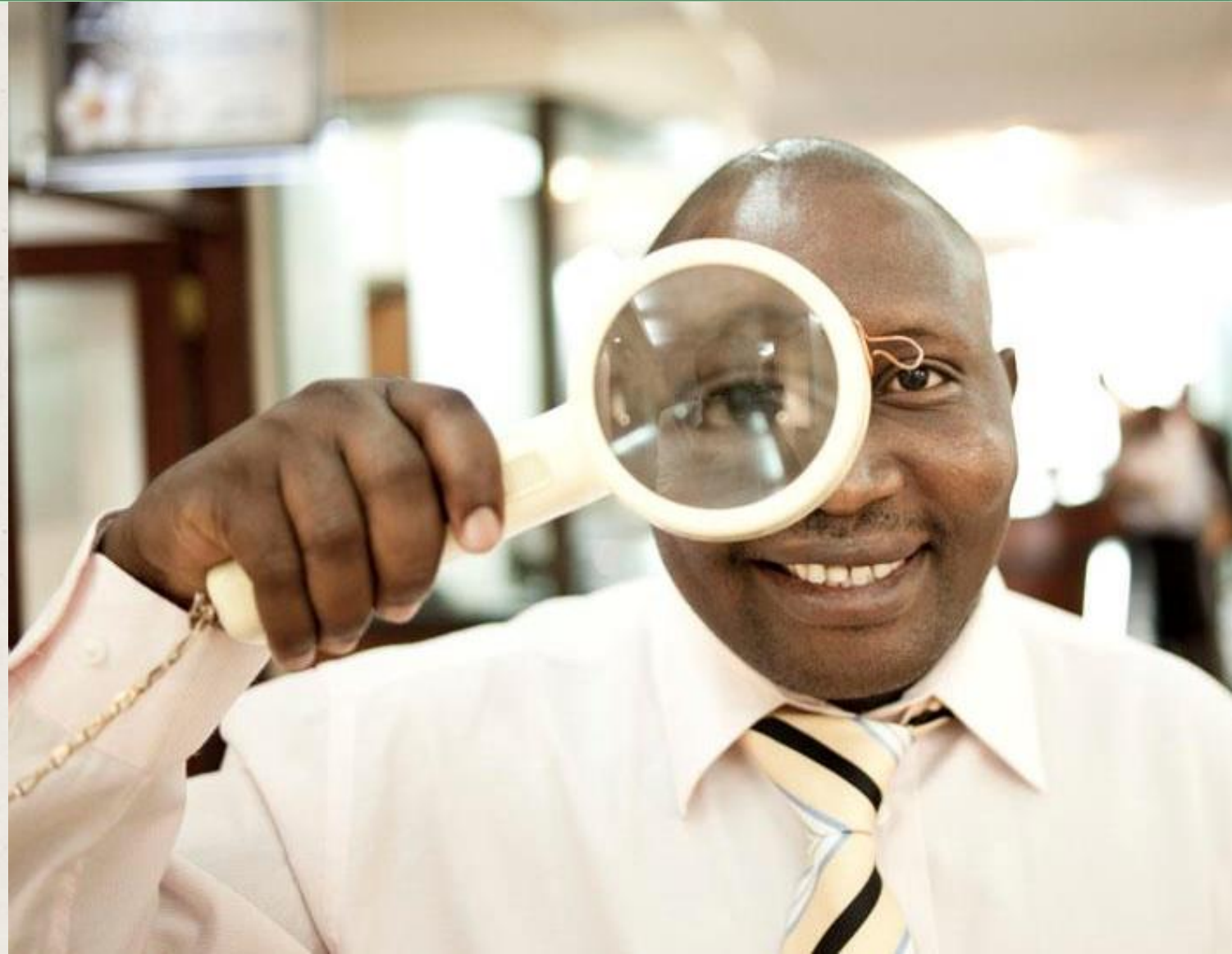
Indirect support

- Purchasing, processing and retail companies
- Consumers, consumer associations and rural communities
- MSMEs in the cut flower sector via producer organisations/professional associations

Collaboration and coordination between BMOs, and between BMOs and the programme's stakeholders, will be enhanced through a public–private National Horticulture Taskforce.

OUR APPROACH

- Demand-driven
- Capitalise on previous programmes and outputs
- Holistic in our methodology
- Representative through our actions (pilot value chains)
- Impact driven



3.

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2020 - 2021

Adapting to Covid-19, building foundations of the programme while starting implementation

MSMEs, SERVICE PROVIDERS AND BMOs

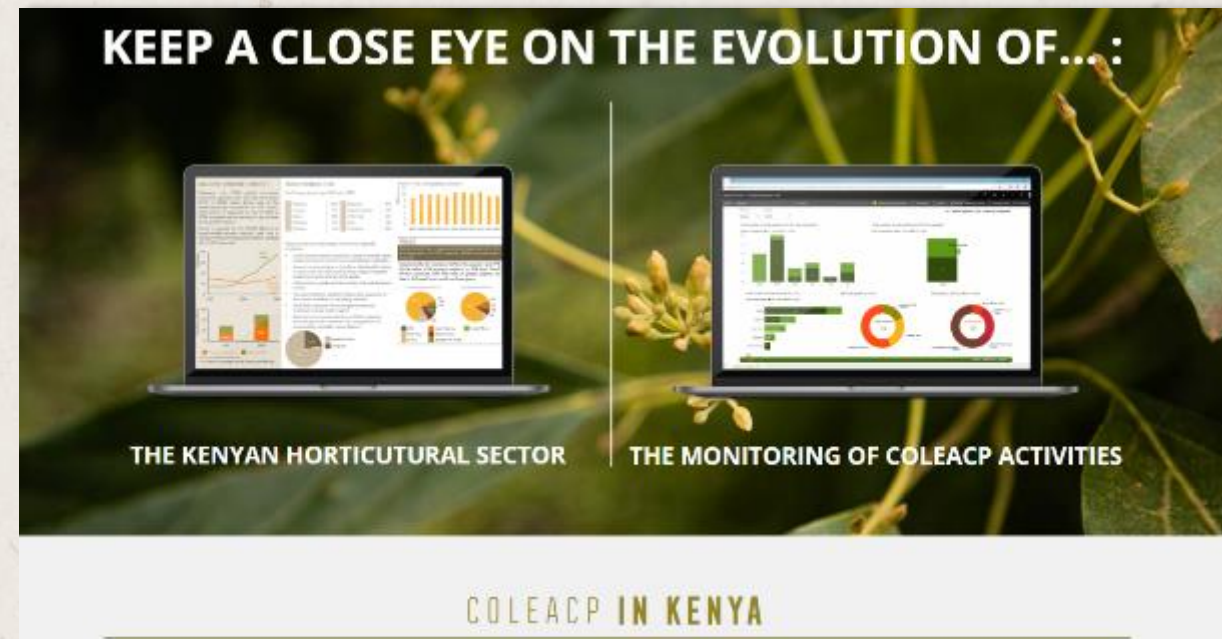
- *MSMEs, producer groups and service providers:*
 - *Pivot to online trainings – physical where possible*
 - *Business Survival Bootcamps and coaching to ensure business continuity*
 - *Covid-19 trainings*
 - *Remote action plan design and implementation by local partners*
- *BMOs:*
 - *Policy briefs on Covid-19 from the perspective of the Kenyan industry*
 - *Support to formulate a response and coaching to manage False Codling Moth (FCM) interceptions in roses*
 - *Framework for collaboration with: FPEAK, FPC Kenya, Kenya Flower Council, Avocado Society of Kenya*

ENABLING ENVIRONMENT & COMPETENT AUTHORITIES

- *Re-establishment of National Horticulture Taskforce*
 - *Public-private sector coordination mechanism on strategic/policy issues to adequately address the challenges facing the horticulture industry*
 - *Study on the bottlenecks affecting the competitiveness of Kenyan exports initiated*
 - *Development of Good Practice Guides for avocado and beans/peas initiated*
- *Support to Kenyan competent authorities on:*
 - *2020 EU – Health and Food Safety audit*
 - *Pest Surveillance and implementation of Official Controls*
- *Framework for collaboration with:*
 - *KEPHIS*
 - *PCPB*
 - *HCD*
 - *KALRO*

NEXT KENYA OPERATIONS

- *Establishment of a local office in Nairobi*
Nairobi Laiboni Centre, 4th Floor
Lenana Road, Kilimani
P.O. Box 100798-00101
Nairobi, KENYA
- *Dedicated website to the Kenyan horticultural sector*
 - <http://kenya.coleacp.org>



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REMARKS FROM

H.E. KATRIN HAGEMANN



Delegation of the European Union to Kenya

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REMARKS FROM

PRINCIPAL
SECRETARY

PROF. HAMADI BOGA



Ministry of Agriculture,
Livestock, Fisheries and Co-operatives

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CLOSING REMARKS

CLEMENT TULEZI

KARIBU / THANK YOU

STAY UPDATED

Website: kenya.coleacp.org

Facebook.com/coleacp

Twitter: @COLEACP

Instagram: @COLEACP





HOW TO ACCESS THE NEXT KENYA PROGRAMME?

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LEADING PRINCIPLES



- Intervene in Kenya's horticultural sector: fruit and vegetables, flowers through the BMOs
- Act through existing supply chains (downward)
- Demand driven



- Use a participative approach (cost-sharing)
- Local human resources and digital anchorage
- No funding of operational costs, equipment or infrastructure to ensure sustainability
- Aim for impact by providing targeted support over time (1 to 3 years)
- Working in partnership to enhance the respective strengths of the partners in the service of common expected results and to multiply the impact of the results through the dissemination of tools and methods that have proved their worth.
- Evaluate the impact using simple and measurable indicators.



ELIGIBILITY

Categories of potential beneficiaries

1. Producing and/or exporting company or cooperative (in fruits & vegetables sector).
2. Service provider
3. Producer support organization (NGO, extension service(public/private), support programme)
4. Producer organization acting as a representative
5. Professional association (Fruits & Vegetables or Flowers).
6. Training center, a vocational school or university.
7. Public service and/or competent authority, a technical or a public/private dialogue platform

Other requirements

1. Kenyan origin
2. Legal registration
3. Active in the fruits and vegetable sub-sector according to one of the beneficiary categories
4. Sign COLEACP's sustainability charter
5. Demonstrate impact



APPLYING FOR THE PROGRAMME

1. Visit COLEACP website - <https://eservices.coleacp.org/en/request-for-intervention-next-kenya>
2. Select the category of beneficiary that corresponds best to you or your organisation
3. Send your application to nextkenya@coleacp.org

REQUEST FOR INTERVENTION NEXT KENYA

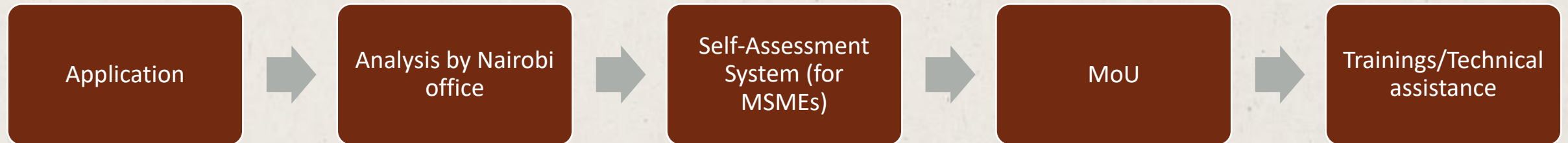
To submit your request to COLEACP for support from the NExT Kenya programme, please provide the following 3 documents by sending them to nextkenya@coleacp.org. These 3 documents are:

- The specific request for support (different according to the category of beneficiary - Word form to download in the table below)
- The COLEACP membership application form specific to the NExT Kenya programme (Word file to be filled in [CLICK HERE](#))
- A copy of an official document presenting your legal entity (company registration/Individual tax number).

Request for Intervention

Requests for support from the NExT Kenya programmes are different depending on which category of beneficiary best corresponds to you or your organisation. Simply click on the relevant icon of to download the appropriate form, fill it in and send it back to nextkenya@coleacp.org

APPLICATION PROCESS



POTENTIAL AREAS OF SUPPORT

Our Sustainability Charter

1



SUSTAINABLE PRODUCTION AND TRADE



PLANT HEALTH



FOOD SAFETY



AGRICULTURAL PRODUCTION AND PROCESSING

Our Self-Assessment System

2



SOCIAL ACCOUNTABILITY AND EMPOWERMENT



ENVIRONMENTAL MANAGEMENT



BUSINESS MANAGEMENT AND DEVELOPMENT

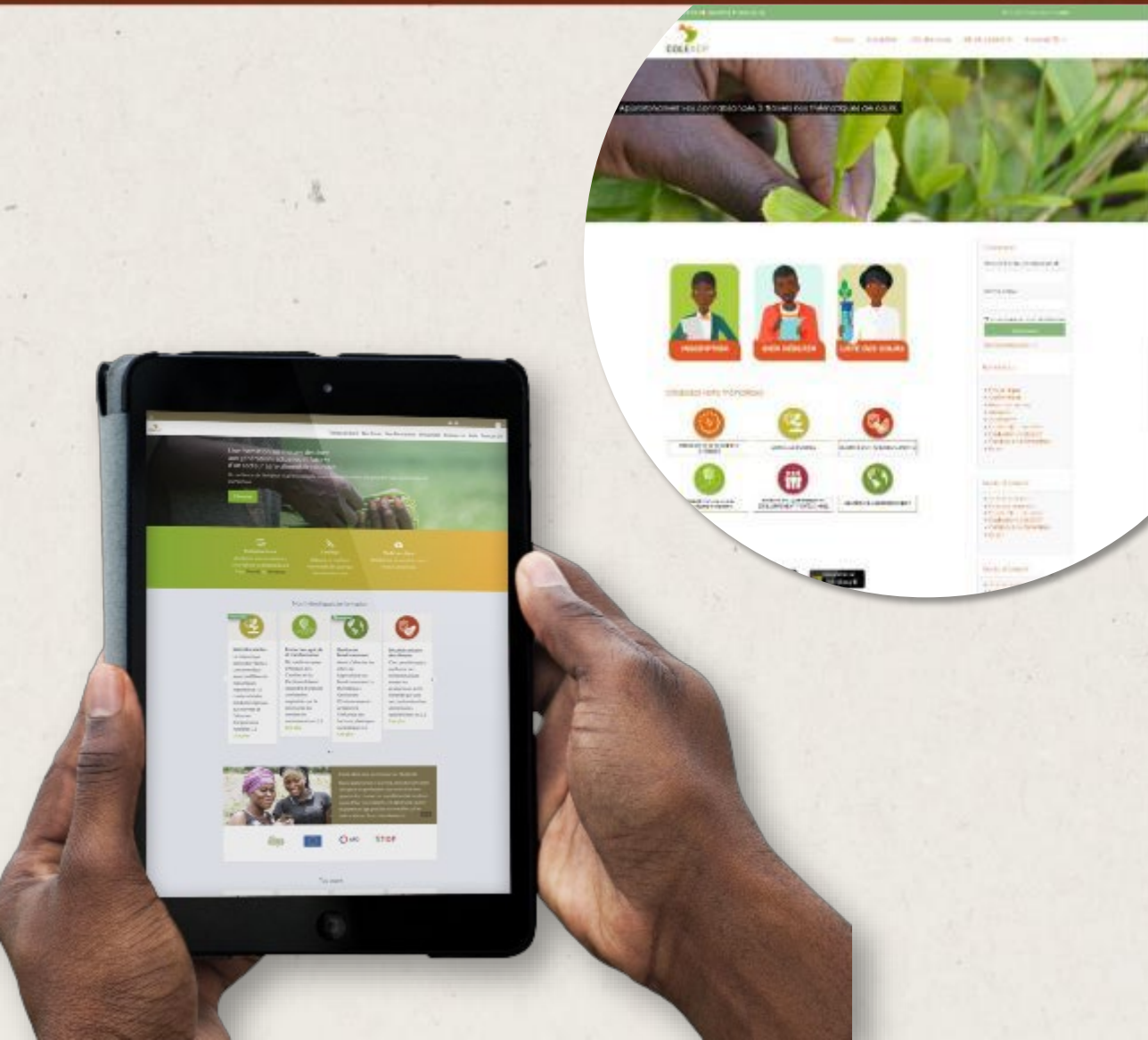


TRAINING METHODOLOGIES

Our sustainability training system

3

DIGITAL TRAINING PROGRAMMES AND TOOLS



E-learning platform

- Self-study courses (to take individually, at your own pace)
- Digital collective training (to follow in groups with a tutor, online and through activities)
- Resources (tutorials, E-library, photo library, etc.)



KARIBU / THANK YOU

Q&A

