

**Kenya Organic Agriculture Stakeholders Workshop  
Dissemination and Packaging of the ProGrOV studies  
Thursday 12 September 2013 Nairobi, Kenya**



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## **Introduction**

The project 'Productivity and Growth in Organic Value Chains (ProGrOV) is a collaboration between universities in Uganda, Kenya, Tanzania and Denmark addressing the need for sustainable development of smallholder farming systems in East Africa with focus on organic value chains for local high-value markets as well as export chains. This is done by undertaking participatory research projects as MSc and PhD studies in collaboration with the organic movements in Uganda, Kenya and Tanzania. Some of the studies in ProGrOV address different elements of the organic farming systems while others look into the governance of the organic value chains and consumer preferences. ProGrOV, thereby, contributes to the development of a platform of scientific capacity and evidence on potentials of organic value chains and agroecological approaches to agricultural development.

## **Background**

ProGrOV project held its third project workshop in Nairobi Kenya from the 9th-13th of September 2013. The participation of stakeholders is an important element of the project to ensure that the research projects are relevant and that the results will be useful to relevant stakeholders. Therefore, the 4th day of the workshop was reserved for a whole day meeting with stakeholders; such a forum will enable the project to get feed-back from stakeholders and their inputs on how to disseminate research findings on organic farming systems and value chains to the public.

Such stakeholders' forums are integrated in the so-called value chains approach that the project is developing. The basic idea of the overall value chains approach of the project is that all the individual MSc and PhD study projects should consider how the results of the projects strengthen the development of the organic value chains from farm to consumer. The topics of the studies are furthermore interlinked either because they address the same value chain, for example, organic vegetables for the high value domestic market, or because they address the same theme, for example, soil fertility management, pest management or integration of livestock in the organic farming system. For more information on the ProGrOV value-chains approach and the importance of stakeholder feed-back, please see Annex 1.

The ProGrOV research projects in Kenya focus on domestic high value organic chains. Several of the MSc studies within the project are related to the market and consumer preferences. Thus for the forum, the project invited different stakeholders from the domestic chains mainly from Nairobi to give feed-back and inputs specifically to the Kenyan research projects, as well as to the project in general.

## **Objectives and Purpose**

The objectives of the stakeholders' forum were:

- To create strategy and foundation for dissemination of the study findings of the ProGrOV project
- To stimulate feedback that will identify gaps in organic value chains that will inform further research.

Synthesising the findings in the different sub-projects and the dissemination of these results are key elements of the ProGrOV project, which focuses on securing an effect of the project findings within the organic sector as well as benefiting the wider agri-business development.

The project has adopted a knowledge interaction approach to form interactive cycles from the problem definition (which is done jointly with project team and end-users), to relevant research activities, and finally interpretation and dissemination. This is to help focus the project and its dissemination on solving end user problems related to successful development of organic value chains. The stakeholder workshops and collaborating with the organic organizations (NOGAMU, KOAN, and TOAM) are quite relevant within the

project as they would ensure wide consultation and early dissemination helps facilitate the dissemination of relevant project results to the various stakeholders in the region.

## **Presentations**

A total of 46 participants were present in this forum, with 14 being stakeholders representing the different sectors with the organic value chain in Kenya such including producers, traders, government representative, the Danish embassy and NGOs.

The forum was opened with a welcoming note from the Kenya project leader Prof. Raphael Wahome. There after several speakers took the podium starting with the representative from the Danish embassy who put the workshop into perspective linking value chains with development. Thereafter both stake-holders and students had a chance to present their work and it was evident that most of their work was complementary. There presentations were grouped according to research topics currently studied within the ProGrOV project.

1. The presentation by Peter Mokaya a representative of Green Health Innovations (GHI), an NGO that is involved with addressing the lack of awareness and knowledge gap felt by consumers on value of organic produce, demonstrated that there is a gap in research when it comes to providing views/information on nutrition and health as part of value addition to organic value chains. According to his findings (anecdotal), health benefits are a key motivating factor for consumption of organic foods thus more research and related research evidence, on nutritional and health benefits, will increase consumption.
  - This presentation was followed by that of Eustace Kiarie and Stephen Anecho, Msc. students whose study focuses on East African Organic Consumer Characteristics. Their study is driven by consumer patterns in Kenya and Uganda where consumers prefer buying organic products. Thus for farmers to optimize on the economic opportunities that organic markets provide there is need to understand the organic consumer and consumption patterns of organic products. Some of their findings showed that consumers motivation for buying organic food were driven by their perceptions of organic being Healthy, having nutritional benefits, consumers concerned about the environment and support for smallholder farmers. As a recommendation the students pointed out there is still need for proper education/awareness on what organic agriculture is and its benefits.
2. The presentation by Franscesah Munyi from Kenya organic Finest Aromas Ltd- KOFAR, a business enterprise that focuses on soil conservation and its amendments. Her presentation highlighted the characteristics of Kenyan soil and its degradation. She explained that the degradation of the soil has been promoted by several events such as majority of the farmers overusing small piece of land without crop rotation, the excessive use of chemical fertilisers in hope of higher yields but in turn it triggered soil acidity and low yields. Franscesah elaborated on some of the products the company offers to farmers such including: Soils amendment programme, Distribution & Marketing of organic inputs, farmers trainings etc. Given the above however, it was pointed out that there are still issues for concern when it comes to soil conservation such being a lack of awareness among most of the farmers on the state of their soils, high cost of research and analysis of the organic inputs in Kenya as well as high cost involved in farmers trainings. Her presentation was mirrored by three presentations from the students who are working on Organic soil amendments, Organic methods for pest control and Integrating Livestock into organic production.
  - The study on soil amendments done by Hagai Ndukhu and Quin Genga focused on Crop performance and soil nutrient dynamics under different organic based cropping systems in Central Kenya. As their recommendations the students pointed that a combination of cropping systems and organic inputs are encouraged to improve soil fertility and crop yield.

- The study on Organic methods for pest control carried out by Lillian Shechambo and Samuel Kabi has its research problem focusing on the lack of thorough knowledge among farmer in east Africa when it comes to pest management techniques that would be acceptable in organic production systems. Their recommendation was that application of organic mulch is practically advantageous and valuable in organic production systems.
  - The study on Integrating Livestock into organic production carried out by Sylvia Nalubwana, Charles Odhong and Muhamad Kigundu, was guided by the research problem that points out that Smallholder farmers find it difficult to apply the principles of organic production in keeping livestock within their farms because it the integration presents a number of challenges including pest, diseases and competition for other farm resources like land. Their recommendations was judicious crop-livestock integration and innovative solutions to farm challenges is needed for integration & development of organic livestock production and this should be based on Research, knowledge & locally available resources.
3. Presentation by Lilian Malemma, who is the head of Organic Foods, a supplier to the supermarket chain Nakumatt. She shared information and her experiences in matching supply and demand of organic products. In collaboration with KOAN, Organic Foods works to mobilise farmers in order to source the organic products for marketing. She mentioned that there are challenges that organic traders are faced and can be categorised in terms of Quality of products, Quantity of the products and Consistency. Her recommendation is that there is more research needed in soil fertility and pest control as it factors in with the amount of yield a farmer will produce.
- This presentation was followed up by research findings from the MSc students Josphat Njenga and Donasian Severine whose work is on Networking to ensure consistent organic supply. Their research questions were looking at how the actors in the organic value chains are networked and whether farmers can access the information and technology in the value chain. Their recommendation was that there is need for reorganization of the sector linkages which would make it easier for smallholder farmers to access it.
4. A representative from the Kenyan Ministry of Agriculture Kinyua Kamaru informed on the progress regarding the policy on organic agriculture .The National Organic Agriculture Policy development process began in 2010 and the key milestone on the policy cycles that have been covered include policy concern, policy analysis and options, draft policy formulation and stakeholder dialogue. The draft policy document has addressed issues including; Research and Technology Development, Extension and Training, Organic Inputs, Production, Processing and Value Addition, Markets and Marketing, Institutional Framework.
- This was followed by the students’ presentation, Leah Murimi and Norman Kukwiriza on Governance of the East African Organic value chains. Their studies aim at identifying transaction costs in each form of Governance and how these can be minimized and how well to propose governance structures that minimize transaction costs. Their recommendation was there is need for improved coordination of product and information flows, Access to capital, government support and more implementation of the organic mark. A full overview of the day’s program has been attached in Annex 2.

The afternoon session was allocated for group discussion where the objectives were further discussed and elaborated upon through the following questions that were prepared:

- **What research & for whom?**
- **Who should conduct it?**
- **How should research be funded?**

– **How should the findings be disseminated?**

All participants were randomly divided into four groups and this brought out a blend of the different actors within the organic value chain discussing on how best to address the issue of dissemination and the gaps felt within the research as it is. The results from the groups is summarised in the table below.

### **Feedback**

**Table 1** below shows feedback from the group work and their presentations. The work has been summarised and turned into common headings. As mentioned earlier the group work was guided by questions related to gaps left out in research when it comes to the study of organic food systems. As illustrated in the table, there are several research topics that would need further investigation on. An example is on Organic based soil fertility and pest management methods where by these research would be very beneficial to producer/farmers. As presented earlier by one of the stakeholders there are still issues of concern when it comes to knowledge on the soil particularly with the farmers. With the lack of this understanding both soil fertility and pest management will continue being a setback in organic agriculture hence further research as suggested would be very beneficial. Another example would be that of Multifunctional benefits from Organic farming i.e. economic impact improving livelihoods for all actors within the value chain as well as the health benefits from organic farming and consumption. This was also presented earlier that there is awareness of the benefits of organic agriculture however there is still need for proper knowledge disseminated to all and this can only be done with further research on this matter.

The discussion on who should conduct the research and funding, it was presented that a multidisciplinary team should take up the role, in that all relevant experts should be involved that is from the consumers, farmers, traders, policymakers and research institutions. This is not only justified but also necessary since it will ensure that all relevant institutions within the given states are involved hence making it easier to create awareness on organic agriculture and making it part of the mainstream.

For the dissemination of these studies, it was expressed that information should be tailor made for each stakeholder within the value chain thus for instance Producers could have field days, farmers training schools or demo-farms, Traders; Training workshops, IEC materials, Policy makers; Meetings, consultative/facilitation, Consumers; Mass media both print and electronic. This would ensure that information/message gets directly to the stakeholders as well as easily understandable and accessible.

### **Conclusion**

The stakeholders' feedback showed that there are still some gaps left in organic agriculture research and such topics above would help improve the organic production and its value chain. As much as some these topics are not looked into within the ProGrOV project, the project has proved that there is progress within the research in organic agriculture particularly in East Africa. This has been made possible due to the involvement of stakeholders within the project. Having communication/feedback from them has assisted the researchers and their research to stay relevant within the organic field and more so particularly with the society around it.

Table 1: Summary of inputs from various groups and work sessions

<b>What research &amp; for whom</b>	<b>Who should conduct it</b>	<b>How should research be funded</b>	<b>How should the findings be disseminated</b>
Market Research along the Organic Value chain: targeting the needs of all actors in the chain To link producers with consumers	Relevant trade related regulators e.g. Tan-trade, UEPC, Export Promotion Council (Kenya)	Multidisciplinary and multi team, i.e. Private-public partnership both local and international Should include: Professional researchers from Universities and research institutions Private sector Organic movements NGO's	Information should be tailor made for each stakeholder within the value chain. Producers; field days, farmers training schools, demo-farms, exchange visits, Mass media e.g. scheduled radio programs. IEC materials Traders; Training workshops, IEC materials Policy makers; Meetings consultative/facilitation. One- one ; Consumers; Mass media both print and electronic, IEC materials
Research on Organic based soil fertility and pest management methods Targeting producers	Research institutions with stronger focus on farmers and extension inputs		
Multifunctional benefits from Organic farming Economic impact improving livelihoods Health benefits from organic farming and consumption	Experts in multi-disciplinary teams: Farmers, Consumers, Policy makers etc.		
Research on Organic Value chain governance: Organization from the farm level to the consumer Financing organic value chains; Addressing challenges with supply.	Regulatory agencies in collaboration with NOAMS		
Research on how to Integrate livestock farming with crop production	Experts in multi-disciplinary teams including Farmers, Consumers, and Policy makers		
Research on productivity i.e. how to increase production, Factors affecting consistency of product quality and quantity.	Experts in multi-disciplinary teams including Traders and Marketers		
Research on inputs i.e. Efficacy of inputs used in organic production both commercial and homemade	Producers, Trainers, Extension etc.		
Testing and validation of traditional indigenous knowledge relevant to OA	Farmer-field schools NOAMs in partnership with research institutions		
Documentation and modelling of a country with a successful OA sector	NOAMs, Research institutions, Regulators		
Water management in smallholder production systems Investigating through evidence based data impact of water access to agricultural production.	Producers, Trainers, extension etc.		
How to enhance farmer motivations: recruitment and adoption factors	Producers, Trainers, Extension etc.		

## Background Information for the ProGrOV Project

*Value-chain research can help the whole chain: Value-chain research can be said to provide a tool or an interdisciplinary research approach in its own right to help researchers, entrepreneurs, and stakeholders at each part of the value chain, and from multiple disciplines, to identify relevant research questions that can contribute to the whole chain. This can be explained by the fig 1.1 below. This research approach is a further development of general concepts described in the academic literature that emerged at the first ProGrOV project workshop in Uganda where the project members gathered to initiate the project.*

The bottom of the diagram depicts the information feedback loops that bring back translated news (signals) regarding market requirements, retailers. The feedback loops are to enable that there is value addition within the value chain thus, there has to be feedback information from the market or retailers to the processors, the producers, etc. These signals may be intrinsic quality attributes such as maturity, size/weight, uniformity in colour, shelf life or on the hand it could also be extrinsic quality attributes such as food safety, production method and the values that are embedded in certified organic product. From the early stages of the ProGrOV project, it was clear that it is complicated to describe such quality attributes in a way that makes them “re-searchable” (quantify and/ or qualify, reproducible). Thus for the purpose of the ProGrOV project, we have a priori chosen to focus on organic value chains with certain extrinsic quality attributes attached. However, there are still important intrinsic quality attributes which organic products need to fulfil in order to gain market access at satisfactory prices.

The information on the attributes and their prioritization and thresholds will come from interactions with the chain agents e.g. buyers, retailers, hotels, etc., in the relevant ProGrOV studies, which deals with the chains.

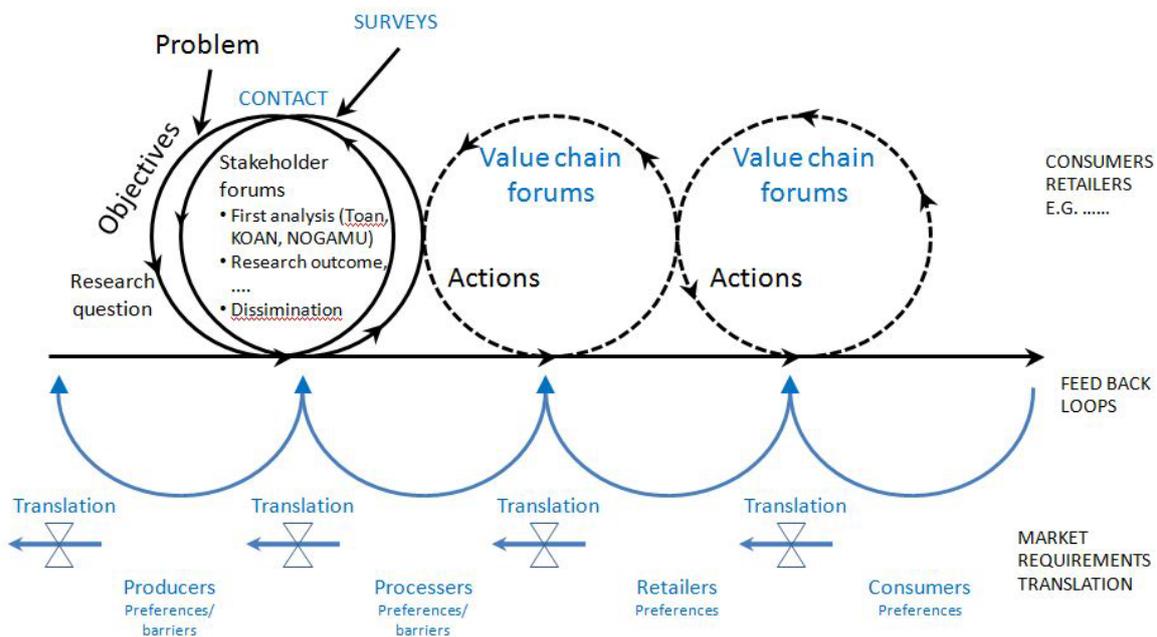


Figure 1: A Value Chain Approach developed by ProGrOV illustrating information flows for identification and aligning research and involving stakeholders

The upper side of the diagram represents the research process, which is informed by the stakeholders, i.e. the national organic organisations, farmers, private companies, and selected markets such as local supermarkets, etc. The research questions and research findings are tested in value-chain stakeholder forums. These tests act as dissemination for the forum as well as a reality check for the researchers. The forum is also a platform where the fine-tuning of the research is takes place and actions are taken to adjust the research.

## Kenya Organic Agriculture Stakeholders Workshop/Forum

### Objectives:

1. To create strategy and foundation for dissemination of the study findings of the ProGrOV Project
2. To stimulate feedback that will identify gaps in organic value chains that will inform further research

### Expected outputs

1. Bring stakeholders and ProGrOV Project together for information sharing
2. Insight on packaging of the ProGrOV studies' results dissemination
3. Future OVC research areas identified and prioritized.

### Target Group/Participants: 20 - 30 Pax with the following representation:

1. Producers
2. Traders
3. NGOs - Training institutions; EOA partners; CBOs
4. Government; Ministries (Agriculture and Livestock, industrialization...), KARI, Egerton University, KU, ICIPE,

## Workshop Programme

Time	Activity	Responsibility
8.30 - 9.00	Registration/Poster Viewing	KOAN
9.00 - 9.30	Introductions of participants (Stakeholders and ProGrOV Team); Objectives of the meeting and output	KOAN and UON/ ProGrOV Eustace Kiarie and Raphael Wahome
9.30 - 9.45	About ProGrOV and the studies (visualize the placing of student project within the value chains)	Niels Halberg- ICROFS
9.45-10.00	Linking Value chain to Development, Perspective from the Danish Embassy Kenya	Helen Amina
10.00 - 10.15	<b>Health Break/Poster Viewing</b>	
10.15 - 10.30	Organic Processor's / Consumer's Perspective	Peter Mokaya- Green Health Innovations
10.30 - 10.45	East African organic consumer characteristics	Eustace Kiarie and Stephen Anecho
10.45 - 11.00	Organic Trader's Perspective (organizing constant supply)	Lilian Maremma - Director, Organic Foods
11.00 - 11.15	Networking to ensure consistent organic supply	Josphat Njenga and Donasian Severine
11.15 - 11.30	Organic Farmer's perspective - soil amendmets and pest control	Fransescah Munyi - Kenya organic Finest Aromas Ltd
11.30 - 11.45	Organic soil amendmets	Hagai Ndukhu and Quin Genga
11.45 - 12.00	Organic methods for pest control	Lilian Shikambo and Samuel Kabi
12.00 - 12.15	Integrating Livestock into organic production	Sylvia Nalubwana, Charles Odhong and Muhamad Kigundu
12.15 - 12.30	State of Organic Policy	Kinyua Kamaru- Ministry of Agriculture Kenya
12.30 - 12.45	Governance of the East African Organic value chains	Leah Murimi and Norman Kwikiriza
	<b>Lunch/Poster Viewing</b>	
2.00-3.00	What should research focus on for which stakeholder	Mixed groups
	Who should be responsible for driving it?	
	What are the potential sources of funds?	
3.00 - 4.00	Group presentations and Way Forward	Eustace Kiarie and Raphael Wahome
4.00	<b>Tea break and Departure</b>	