EMBEDDING INFORMATION IN THE AGRICULTURAL LIME DISTRIBUTION CHAIN

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About Kenya Markets Trust

**Vision**

Transformed markets creating sustainable wealth for all

**Mission**

To catalyze innovations and promote competitive and inclusive markets
The Sectors We Work in

Agricultural Sector
1. Agricultural inputs sub-sector
2. Livestock sub-sector

Water Sector

Some Interventions across the sectors

1. Transforming poor producers access to improved agricultural inputs and seeds

2. Enabling poorer pastoralists in N.Kenya to sell their livestock into commercial supply chains whilst withstanding climatic shocks.
Challenges Affecting Productivity

a) Limited access to quality inputs by farmers
b) Limited extension support
c) Slow adoption of technologies
d) Soil degradation
   - Depletion of soil nutrients due to poor management
   - Increasing soil acidity
e) Climate change
   - The changing and unpredictable raining pattern
   - Increase in pest and diseases
Importance of Agricultural Lime in transforming crop productivity

- Raises soil pH, improving the soil properties and nutrients availability to the plants;
- Provides a source of calcium and magnesium for plants
- Improves water penetration and utilization
- Enhances drought tolerance; reducing Al toxicity, root systems are more expansive
- Improves the uptake of major plant nutrients (nitrogen, phosphorus, and potassium) of plants growing on acid soils.
Ag Lime distribution chain analysis

(Demand side)
- Low demand of Ag lime
- Limited access to information on soil acidity and availability of solutions such as Ag lime
- Unaware on how to apply lime
- Farmers discouraged by slow acting and bulkiness

(Supply Side)
- Insufficient information on products & weak collaboration between actors
- Ineffective retail management practices
- Low incentives to market at smallholder level due to dispersed demand
- Few field staff to spur large scale adoption
- Limited knowledge/skills on how to reach the smallholder market
- Unaware of potential demand of Ag Lime
- Low risk appetite for investment in local manufacturing
- Limited investment in farmers education
KMT’s Ag Lime intervention objectives

• Enhancing **awareness** on soil acidity and use of lime as a soil amendment measure.

• Improve **access** to Lime through an agro dealer based distribution chain.

• Enhance awareness and access of **soil testing** through formation of **strategic partnership** with Agro dealers and soil testing firms.
Key Activities

• Agro dealer training on importance of soil testing and use of lime to enable them sensitize farmers.

• Customer care and business management trainings for agro dealers to enhance lime sales.

• Radio promotions to enhance awareness.

• Demonstration plots and field days to showcase impact of lime on acidic soils.

• Improvement of brand awareness and packaging.
Achievements

- Improved **Distribution System** and increased Sales
  
  ✔️ 14 distributors serving over 60 agrodealers in 4 Counties
  ✔️ Lime sales increased ten-fold in 2018 compared to 2015

- Outreach to over 50,000 farmers with information

- Over 15,000 farmers now have access to Ag lime.

- Over 50% improvement in production
Some Key Lessons Learnt

- Leveraging on existing inputs distribution channels creates ease of entry for new products/services.

- Smallholders are willing to pay for a working solution; need to intensively demonstrate usefulness of solutions.

- Need for more active collaboration between government and private sector players; Agrodealers, embedded services (soil testing), government.
Maize roots from lime and unlimed farmers field in Uashin Gishu.
THANK YOU!