

AGMARK

Agricultural Market Development Trust

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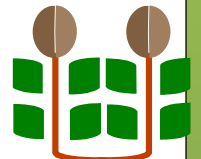
Fertilizer and Role of Agrodealers

Presentation by

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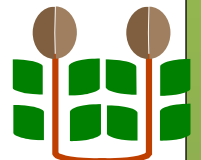
Definition

- Agrodealers are businesses that are involved in supplying Agricultural Inputs and Farming technologies to farmers
- Agrodealers in Kenya are mainly sole proprietorships and Family owned businesses – The larger ones may be partnerships , companies and community/society owned Agrodealers



Agrodealers In Kenya

- There are approximately 12,000 Agrodealers in Kenya
- They range from very small Agrodealers with working capital of KSHS 50,000 to very large Agrodealers with working capital of over Kshs 5 Million
- AGMARK has a data base that has captured the details of 70% of Agrodealers in the country



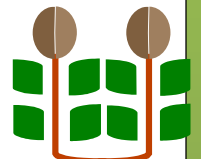


Key Role

- Supply of fertilizer to farmers – 67% of farmers in the country get their fertilizer from Agrodealers

(A significant percentage of farmers will buy only the fertilizer blends available at their local Agrodealer – No choice)

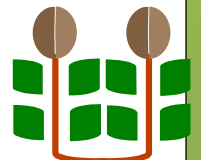
- Advice to farmers on fertilizer use. Research on shows that 32% of farmers get information on appropriate fertilizer use and application from Agrodealers



Key Challenges

1. Unethical Trading practices – underweight, Sale of Re-bagged subsidized fertilizers,
2. Unregulated sector – Several general businesses will stock fertilizers only during the planting periods

Most of the unethical trading has been recorded from “seasonal Agrodealers’

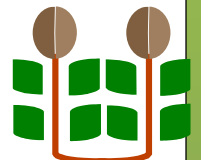


Key Challenges

3. Storage – inadequate storage capacities

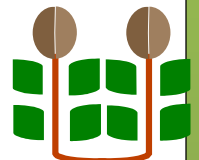
4. Financial constraints – Limits fertilizer blends that are stocked

Smaller Agrodealers only stock one blend of fertilizer



Progress

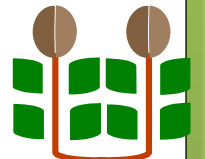
- Formation and support of Agrodealer Associations (Self regulation , access to finance, bulk procurement)
- Support to Fertilizer Joint Pre- ordering by Farmers
- Improvement of fertilizer distribution systems - HUBS
- Technology – fertilizer order and re-stocking systems
- Policy Support – Fertilizer subsidy through Agrodealers (KCEP –CRAL) this also needs to be adopted at the county level





THANK YOU

THE HUB
AGRODEALER



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