



## Commercialisation of *Prosopis juliflora* Products : Kenya

Managing the spread of an invasive tree species and creating livelihoods for local communities

### Project description

The initiative creates alternative incomes for pastoral communities by manufacturing *Prosopis* products and helping to generate markets for them. At the same time, the initiative contributes to controlling the spread of this invasive species, thus helping to conserve biodiversity.



### Business model

*Prosopis juliflora* currently covers an area of over 10,000 square kilometres in Kenya and continues to spread due to prolific seeding. Ongoing complementary research projects on *Prosopis* products have attracted considerable interest from many potential commercial users in Kenya.

By purchasing, transporting, adding value and carrying out marketing activities, the initiative aims to link the local communities who manufacture *Prosopis* products to markets in Kenya and abroad.



### Scaling up activities in 2011

- Train local communities in processing techniques and the formation of associations and cooperatives.
- Set up collection centres and processing plants for local communities.
- Establish an effective transport and distribution network to deliver raw material to processing plants and markets.
- Market *Prosopis* products, such as charcoal and livestock feed supplements at the national and regional level.

### Immediate needs

- Identify funding options to set up processing plants for value-added charcoal production and milling of seedpods.
- Identify funding options for machinery critical to the success of the venture.
- Support market research and expertise to develop marketing strategies.
- Create capacity-building measures within communities.



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### Partnership

- **Juliflora**, a local NGO, promotes the commercial use of *Prosopis* in Kenya.
- **The UN Food and Agriculture Organisation (FAO)** provides some funds and technical support and assists with research.
- **The Kenya Forestry Research Institute (KEFRI)** provides technical guidance for the felling programme and cleared sites.
- **Kenya Juliflora Ltd.** links communities, which produce *Prosopis* products to the regional and national markets.



### Social, environmental and economic impacts

**Social impact:** The production of feed supplements for over 1.3 million livestock sustains the livelihoods of over 1.5 million people nation-wide. By providing value-added charcoal for the urban markets of Kenya the initiative aims to utilise an invasive tree species and relieve the pressure on indigenous species such as *Acacia tortillis*.

**Environmental impact:** The initiative will control the further spread of *Prosopis* by milling seedpods for livestock feed supplements

and managing the harvest of *Prosopis*. Moreover, the initiative intends to clear large areas of grazing land that have been invaded by *Prosopis* to the detriment of pastoral communities.

**Economic impact:** Economic benefits are achieved by introducing a new competitive and organic livestock feed and human food product to the local and international market. In addition, the formalisation of the charcoal market in Kenya is promoted through certification.

### Contact

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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.

### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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