



Kenya Organic Finest Aromas (KOFA) Ltd : Kenya

Promoting organic farming to create sustainable incomes for small-scale farmers

Project description

The initiative seeks to address food insecurity and poverty among small-scale farmers in Kenya by providing them with certified organic farm inputs, training in organic farming techniques and marketing-related services to increase their profit margins and market access.



Business model

KOFA – Kenya Organic Finest Aromas Ltd – is a social marketing and distribution company launched in 2010 to promote organic farming among smallholder farmers in Kenya.

The farmers are contracted by the initiative and receive organic farm inputs as well as training on how to apply organic farming techniques to recover soil fertility and improve yields. The marketing and distribution of organic farm products takes place through the initiative's network, targeting local and regional customers.



Scaling up activities in 2012

- Train and contract 1,000 small-scale farmers in organic farming in central and eastern provinces of Kenya
- Achieve a situation in which 10% of central and eastern provinces consistently use organic farm inputs
- Meet the annual sales target of USD 1 million
- Raise USD 200,000 per year until 2015 to enable the purchase of a coffee-processing plant, allowing operations to be scaled up

Immediate needs

- Financial support to build a warehouse with a refrigerator system and transportation facilities
- Assistance in improving local and international marketing so as to achieve higher levels of production and revenues
- Working capital to employ and train field staff
- Links to social investors



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Partnership

- **Kenya Organic Finest Aromas Ltd** is the lead partner and coordinates all the activities of the initiative, including the distribution of organic farming inputs and the creation of links to markets
- **KOAN** is a non-governmental organisation that provides capacity building and a network forum for all institutions and farmers involved in organic farming
- **Enablis East Africa** offers training and business coaching and supplies collateral so that farmers can obtain bank loans



Social, environmental and economic impacts

Social impact: The initiative ensures stable revenues for small-scale farmers who rely solely on farming as their source of income. It thus helps to reduce poverty and food insecurity in rural areas of Kenya.

Environmental impact: By applying organic farming techniques and products, damaged soil is repaired and groundwater contamination is significantly reduced in the main water catchment area in Kenya.

Economic impact: By enhancing the productivity and profit margins of smallholder farms, direct and indirect job opportunities will be created in the communities. With higher yields, farmers are able to make investments and expand their business activities.

Contact

KOFA-MD Francescah Munyi

Email: kofaltd@gmail.com, Tel: +254 727 690370

SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

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

SEED Secretariat

info@seedinit.org

