

# m-Agri Vision: To enable farmers become more wealthier resulting in sustained food security



When we come together,  
great things happen.

## Purpose



Create a social enterprise business model to grow share in agribusiness value chain and enhance farmers' lives



## Goal



Become the **leader in agribusiness** segment by **enriching farmers lives & digitizing agribusinesses** through relevant digital solutions



## Strategy



Follow **human centric design** based segmented strategy, that develops propositions based on deep understanding of customers' habits and needs



# OPPORTUNITY: for Africa to Feed The World



- Global population is estimated at 7.6B people today and projected to grow to 9.1B by 2050 of which Africa is the youngest and fastest growing continent.
- Projections show that feeding a world population of 9.1 billion people in 2050 would require raising overall food production by 60% (FAO)
- Most continents are maximizing their agricultural productivity except Africa that is lagging behind
- Economies like China are starting to see their agriculture sector shrinking as it moves to a more service based economy
- **Africa has all the key ingredients –Land, Climate, Water, Labor, and penetration of Technology**

# The Challenge



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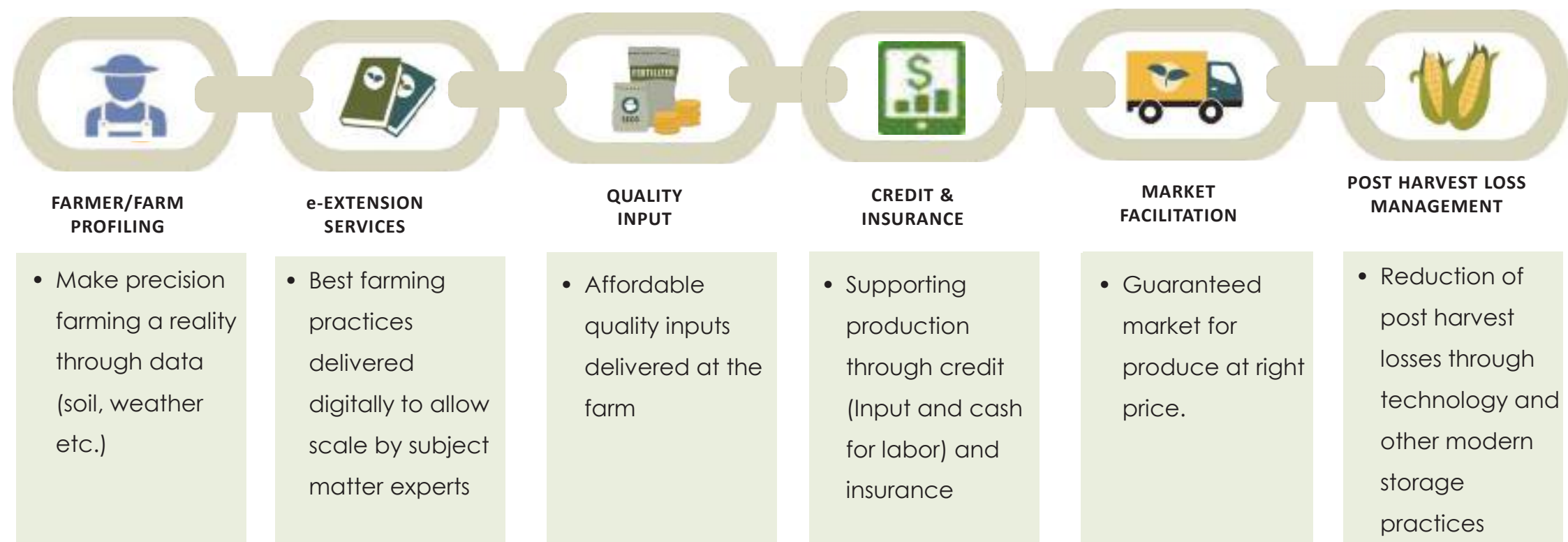
- 70% of Africa population rely on agriculture as their primary economic activity, many farming on 1- 3 acre of land.
- But it's not working with millions of smallholder farm families unable to produce enough to feed their families...
- This is despite millions of dollars having been invested in agriculture development sector with marginal impacts
- **28% of farm produce does not get to market due to poor post harvest management**
- **68% of value once the produce leaves the farm goes to brokers logistics and retailers**
- **<1% of small holder farmer has access to credit**
- **Processors in Agribusiness are struggling to get enough raw material**- Impacting negatively job creation and cost of finished goods



# The solution: An integrated digital platform enabling agribusiness value chain transformation



When we come together,  
great things happen.



**“ It takes an ecosystem of partners to scale an innovation”**





# Expected Impact: Food security and profitability for farmers and businesses

A happy farmer = Increased food production



Thriving businesses & economy

Safaricom : New line of business

Farmers: Profitable business

Country/Continent: Food security & Economic growth





# DigiFarm

## Where We Are Today..

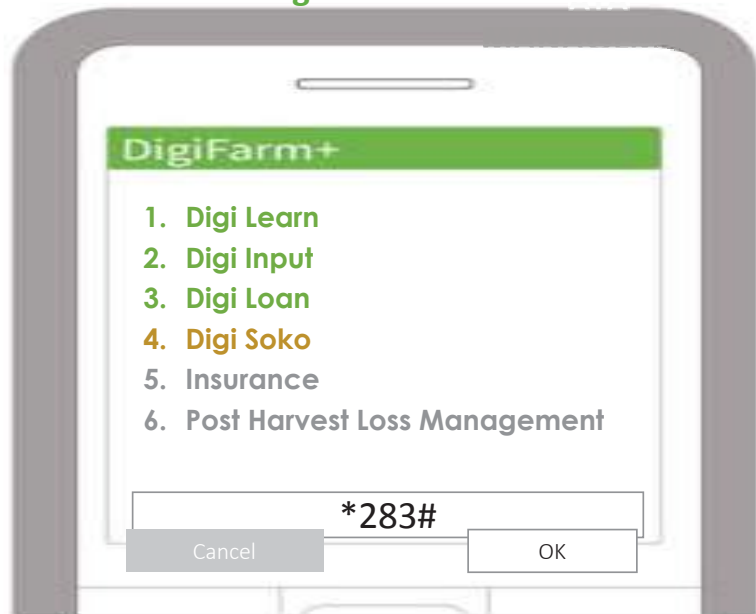
# DigiFarm-Empowering small scale farmers in Africa (starting with Kenya)



DigiFarm is an integrated mobile platform which enables small holder farmers to access a variety of services with an aim of improving their production and profitability

The platform is currently available on USSD, DigiFarm App will be available by October 2018

## DigiFarm MVP



### Digi Learn -March 2017

Interactive e-extension services

### Digi Soko- Sept 2018

Linking farmers (sellers) to buyers

### Digi Input- March 2017

Access to quality affordable inputs

### Digi Insurance -H2 FY 18/19

Provision of insurance

### Digi Loan-December 2017

Access to farm input credit- None cash loan

### Post Harvest Loss Management (TBA)

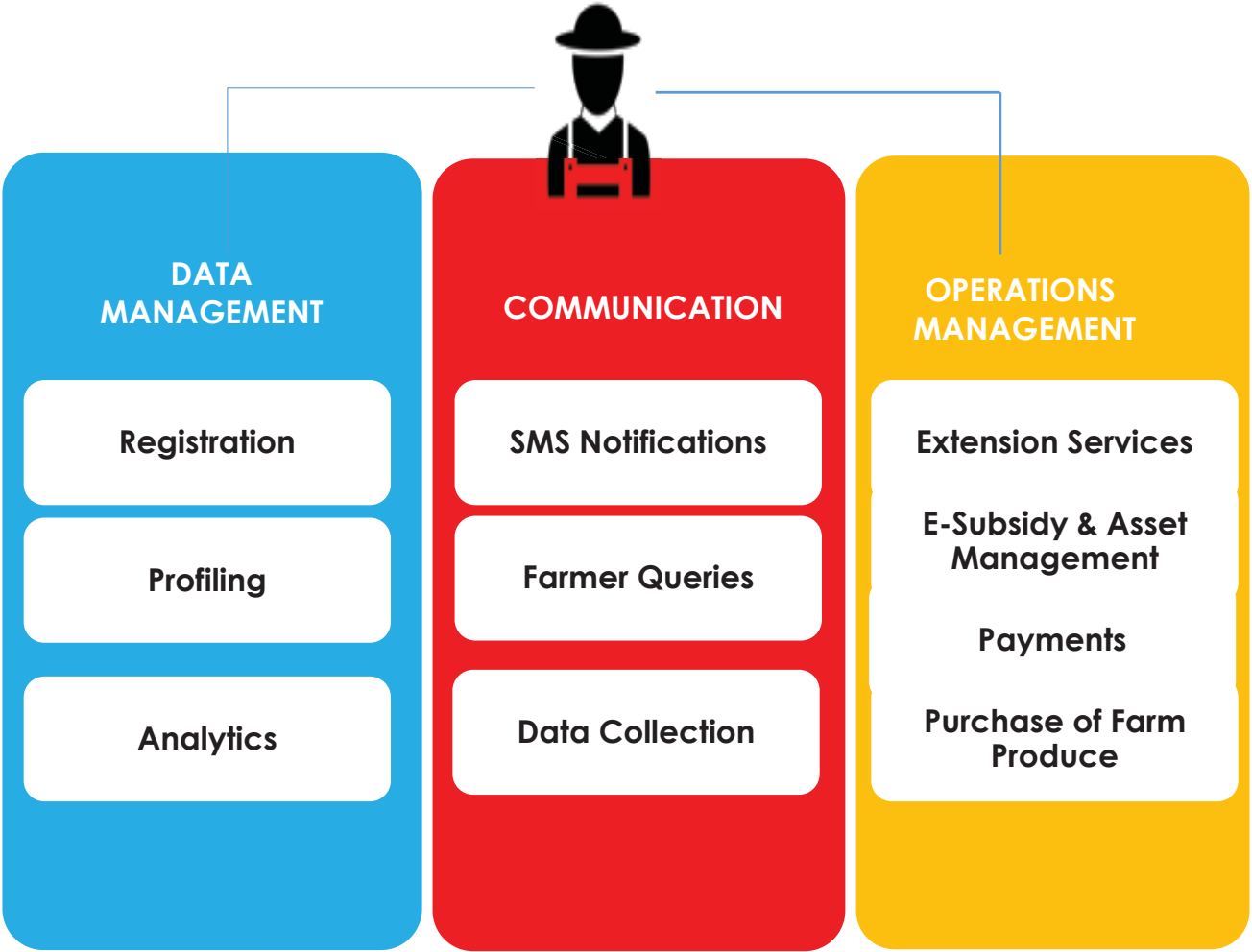
Post harvest loss management



# DigiFarm for Business -Enabling efficient service delivery for Enterprises



When we come together,  
great things happen.



- Connected farmer to be rebranded to **DigiFarm for Enterprise**
- 14 agribusinesses now on the platform mainly in three value chains ( Dairy, Horticulture)





*Thank you*



**Quality, Wholesome, Sustainable**





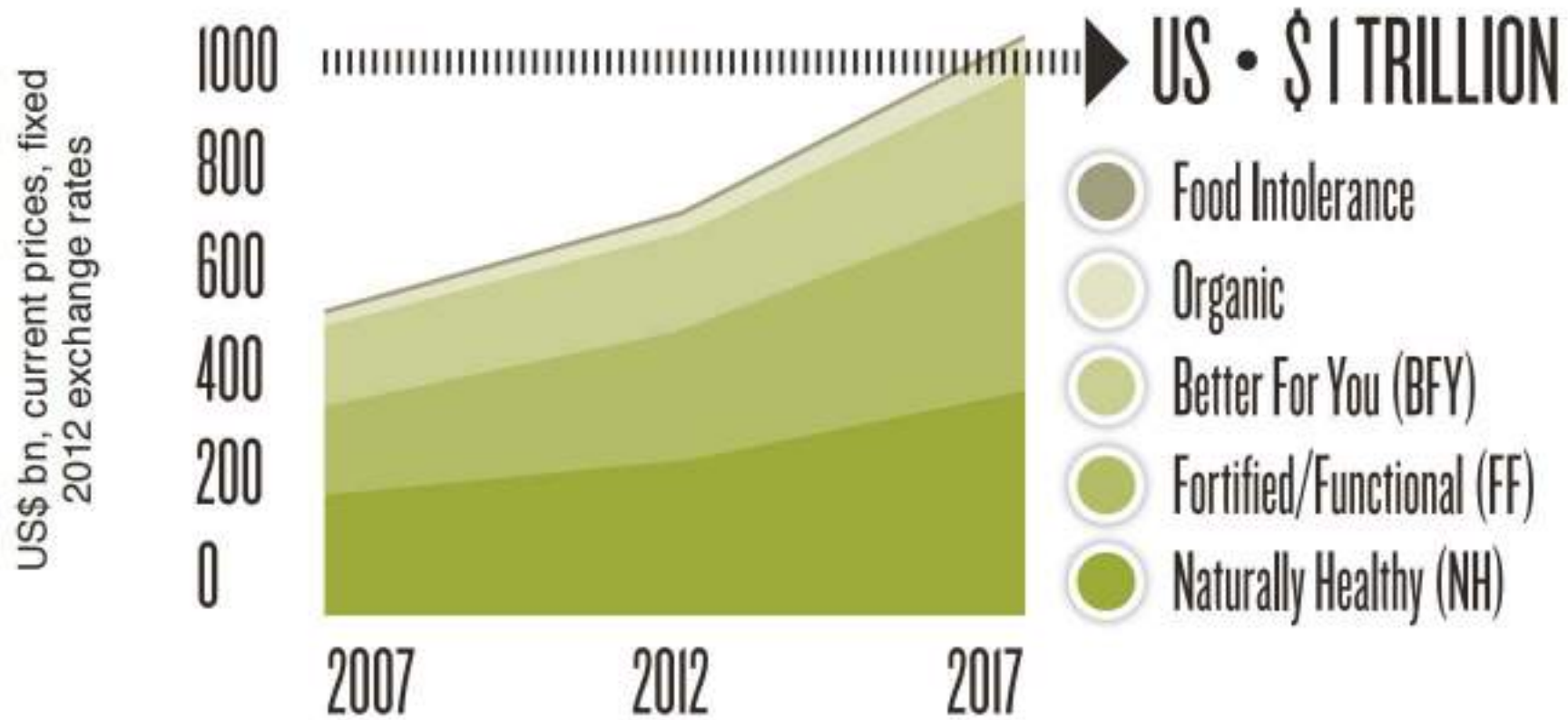
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**\$1,000,000,000,000**

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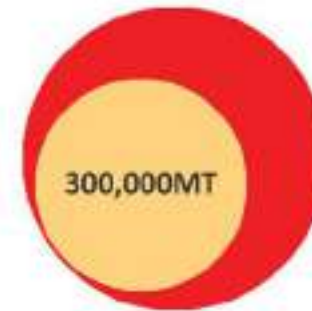
Source EuroMonitor

Global Health and Wellness 2007-2017, Retail Value RSP





# The Demand



**EUROPE**



**KENYA**

# What matters to the market



## Immediate Market Opportunity

**67ha**

**70ha**

**100ha**

**237ha**

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**KSh 94.8M**

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Brokers  
High Risk



## KEVIN'S OPTIONS



Small-scale farmers



Don't always  
want to invest in  
more land







## Why Kevin Likes Our Beans

- ❖ Quality
- ❖ Meet EU Food Safety Standards
- ❖ Reliability
- ❖ Easy to work with
- ❖ Commitment

**45MINS FROM AIRPORT**

INPUT & TECHNICAL ASSISTANCE



## HOW IT WORKS

QUALITY WHOLESOME BEANS



APPLICATION OF TECHNOLOGY & MODERN  
MANAGEMENT TECHNIQUES

# How To Meet Demand



**LAND**

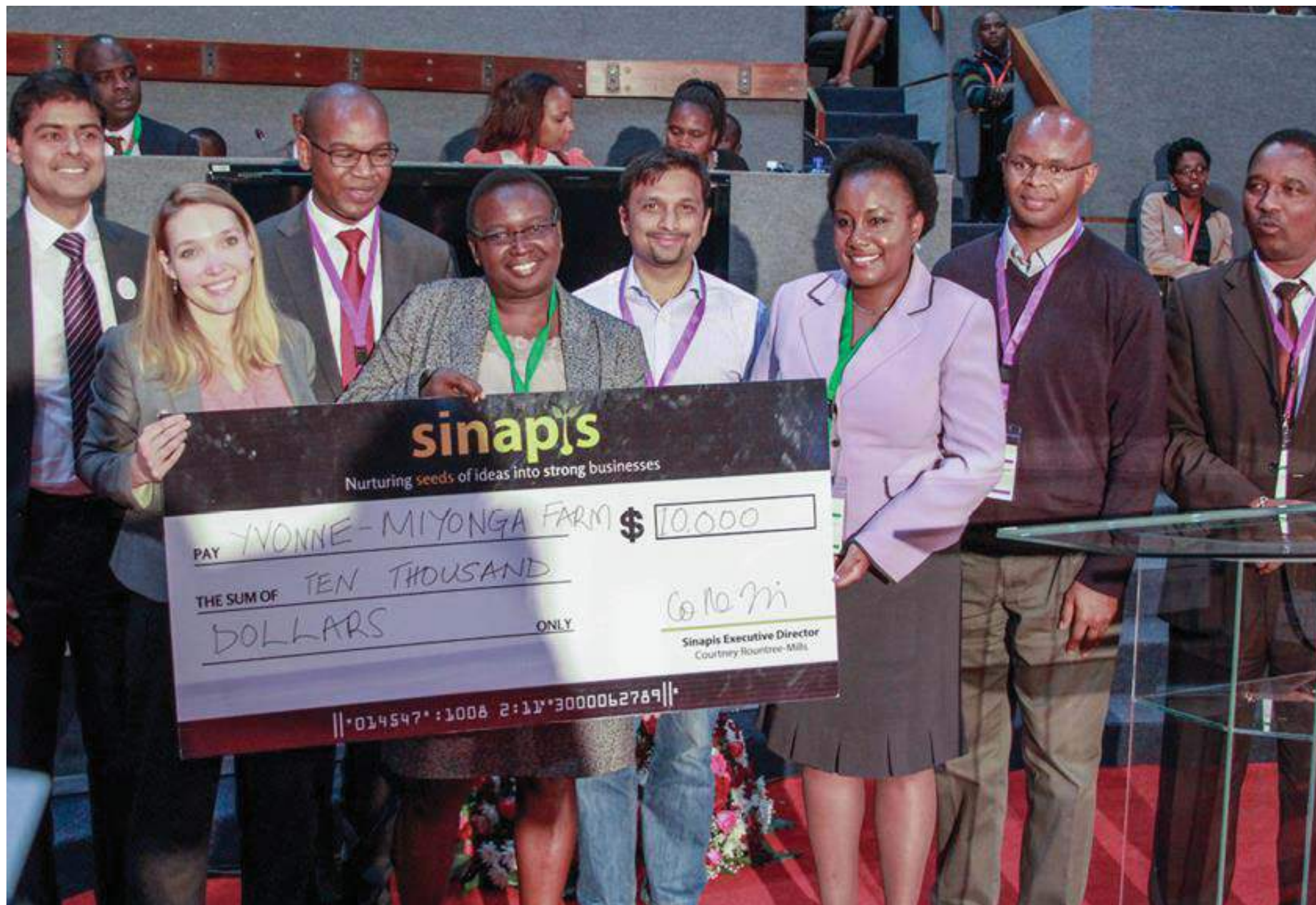


**CAPITAL**



**TECHNOLOGY**







# OPPORTUNITIES

12 Months



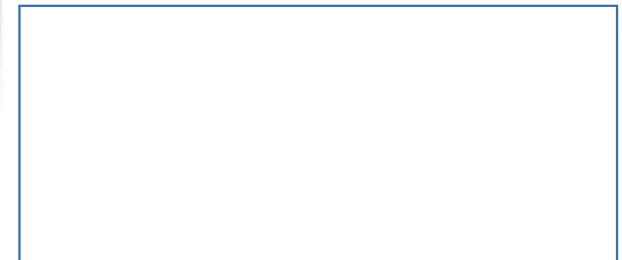
+35 Acres

2 Years



4 Years

Value Addition



## SOCIAL IMPACT

- ✓ 1500 lives impacted
- ✓ 500 jobs created
- ✓ 70 Out growers
- ✓ Income earned
- ✓ Reduce food waste'
- ✓ Health and nutrition
- ✓ Access to education

SINAPIS HAS ALREADY HELPED YVONNE CREATE **41 JOBS**,  
**TRIPLE REVENUE** & INCREASE PRODUCTION BY  
**OVER 1,200%!**



“ I DIDN'T HAVE THE SKILLS TO DO FARMING AS A PROFITABLE BUSINESS, AND THAT'S WHAT I GOT FROM SINAPIS...HOW TO STRUCTURE THE BUSINESS PROFESSIONALLY, I LEARNED HOW TO KEEP RECORDS AND DO FINANCIAL PROJECTIONS, HOW TO MANAGE THE OPERATIONS EFFICIENTLY



# PARTNERSHIPS



THANK YOU





# **Kenya – Japan Toward TICAD 7**

**~Developing Food Value Chains in Kenya~**

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July 2018

**MAFF**

**Ministry of Agriculture, Forestry and Fisheries**

**JAPAN**

## **Food value chain (FVC) (extraction)**

- ◆ Provide support to FVC development through analyzing local situations and formulating vision, conducting research and utilizing technology for new varieties, storage and processing, logistics, markets, extension service and structured trading.
- ◆ Develop capacity of human resources including youth and women and strengthen public-private partnerships.
- ◆ Promote industrial development in Africa through financial, technological and other support for regional and national value-addition and value-chain development strategies and action plans in the mineral and agro-processing sectors.

# Concept of Global Food Value Chain

## Food Value Chain

### Production

- ◆ Agricultural infrastructure (e.g. irrigation)
- ◆ Agricultural machines and seeds



### Manufacturing & Processing

- ◆ Food industrial parks
- ◆ Food manufacturing facilities



### Distribution

- ◆ Cold chains
- ◆ low-temperature distribution facilities



### Consumption

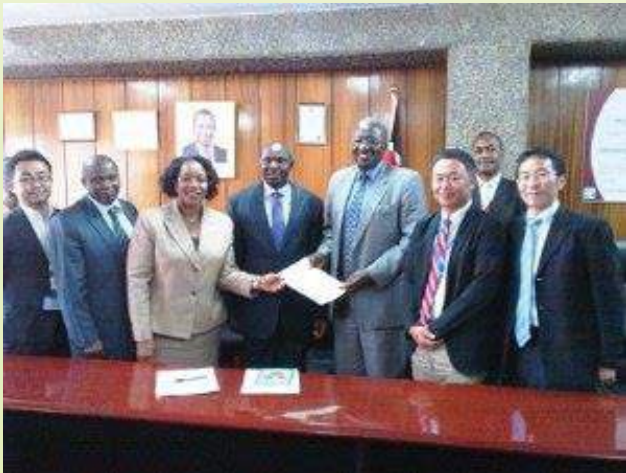
- ◆ Convenience stores, supermarkets
- ◆ Restaurants





## ◆Toyota Tsusho

Fertilizer Africa has produced fertilizer, named BARAKA Fertilizer, suited to the soil of Kenya since 2016.



The First Agreement on Domestic Fertilizer Business Development in 2014



Fertilizer plant  
(Location : Eldoret)



BARAKA Fertilizer

- ◆ **Wagoen**, agricultural corporation in Japan, has conducted the test farming in the green house in the Jomo Kenyatta University of Agriculture and Technology.



Green House



Teaching skills to local farmers



Tomato produced in test farming facilities



# Food Value Chain Project in Kenya from 2016 to 2017

◆ Two farmer organizations and some entrepreneurs had conducted trainings on **popped cereals** which were made from local cereals with the pressure-puffing machines.

※ Cereals : broken rice, sorghum, millet and so on, produced in the local communities in Kenya.

## Production



popped cereals

## Manufacturing



## Selling



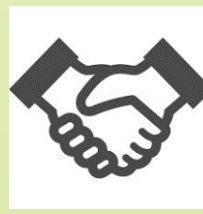


## ◆Area Of Cooperation

- Development of **Food Value Chain** through analyzing local situation, formulating vision, developing local capacity of human resources, technology transfer and strengthening the participation of the private sector.
- Improving **irrigation** systems, **research**, enhancing **mechanization** in the agricultural sector, **food safety**, etc.

## ◆Kenya-Japan Agricultural Cooperation Dialogue

The Dialogue will meet once in every two years with a view to coordinating and developing the bilateral cooperation for Food Value Chain .



**M O U**

