

Barasa David Sifuna

Crop Manager | Outgrowers Manager

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Professional Profile

A highly accomplished, performance-driven professional combining a passionate commitment to the attainment of food security in Africa with considerable knowledge of crop maintenance and management. Possess extensive experience around farmer mobilisation and training, sales, marketing & distribution of farm produce, regulatory compliance and farm mapping. Leverages outstanding communication, interpersonal and negotiation skills to strengthen internal and external relationships inspiring a shared commitment to the achievement of business objectives. Renowned for a reliable and supportive leadership style and an ability to coach and mentor teams while contributing to their continuing professional development.

Career Highlights



- Participated in the IHAVE project conference on Sustainable Development Goal 4 Quality Education in Accra Ghana. Attained 3rd runner up position in the project pitch. July 2019
- Successfully participated in the Mukono Uganda Hass avocado Nursery Project, grafting more than 20000 seedlings with a 94% success rate. Offered services around consultancy, planning and sourcing of; building materials, technical teams and good planting material (rootstocks)
- Kinja Group Nyandarua - Snow Peas Production. Engaged in organisation and mobilisation of farmers to be contracted for snow peas production. Sourced, distributed farm inputs and facilitated registration of the group with the Kenyan Civil Societies

Career Summary

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|  Outgrower Manager, Southern Tanzania | Sep 2020 – Present |
|  Kandia Fresh Produce Ltd. | |

RESPONSIBILITIES

- Leading outgrower technical team
- Harness potential of company, maximizing on resources to achieve short and medium terms goals
- To explore variety of avenues for monitoring options in appraising productivity to improve output from company
- Design process for developing strong linkage in production that would enhance value chains and scalability
- Maintain reasonable technical and practical knowledge with regard to the Products
- Aggregate from farmers the acceptable standard of the volume of the product for the company
- Promptly respond to all communications by farmers/Outgrowers and the Company regarding the Products
- Reasonably assist the Company with regard to any and all collection matters as requested by the Company
- Prepare and maintain any reports and documentation as requested by company
- Strategic advice on production, marketing, outgrower mobilisation, and engagement model

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|---|----------------------|
|  Chief Technical Assistant | Oct 2019 – July 2020 |
|  Njombe Southern Highlands Development Association | |

Works majorly with avocado farmers in southern Tanzania with the primary objective of increasing crop production and boosting maintenance practices

KEY ACHIEVEMENTS

- Effectively planned, coordinated and supervised harvesting of fruits, also handled the logistics and documentation regarding deliveries to exporters
- Maintained awareness and trained teams on the on latest developments, new trends and farming practices utilized to increase productivity

RESPONSIBILITIES

- Planning for the distribution and delivery of farm inputs
- Conducting sensitisation and mobilisation of new farmers


- Recruiting field teams and providing them with necessary training to on scouting, harvesting and crop maintenance

 Director/Founder 2018 – Present
 Fasiri Fruit Tree Nursery

Establishing and managing a successful business providing agricultural consultancy services, farmer sensitisation & training, and supply of fruit & vegetable seedlings. Fully accountable for the management of the business from a commercial, financial and operational perspective.

KEY ACHIEVEMENTS

- Effectively provided critical market linkages to farmers
- Ensured full compliance with regulations set by Kenyan agricultural authorities (KEPHIS AND HCDA)
- Successfully planned for and built a Nursery structure
- Actively sought for new partnerships and potential markets
- Managed a highly motivated team of fruit seedling producers

 Technical Assistant Nov 2018 – June 2019
 Kandia Fresh Suppliers LTD

Reported to the chief agronomist, was primarily responsible for mapping out possible avocado and mango farmers'/farming areas around western Kenya

RESPONSIBILITIES



- Oversaw and supervised the harvesting and delivery of fruits
- Proactively scouted for and conducted surveys for new fruit farms
- Managed teams engaged in avocado seedling production and grafting
- Developed and implemented marketing strategies for seedlings around western Kenya

 Technical Assistant May 2015 – Aug 2015
 Continental fresh produce LTD

Was engaged under a renewable contract, carried out various assignments on behalf of the company. Assigned merits mostly revolved around field survey and scouting of fruits/vegetable farms and possible farmers to be contracted. Other roles included;

- Engaged in farmer mobilisation as the primary company representative on field days
- Maintained a highly efficient records system

Education

 Bachelors of Education in Arts (Geography/Religion) - Egerton university	2019
 Kenya Certificate of Secondary Education – St John The Baptist Likuyani	2014

PROFESSIONAL DEVELOPMENT/COURSES

- Christian Business angels, the Netherlands
- CBA business course for startups September 2019
- Global GAP trained trainer

PROFESSIONAL MEMBERSHIP

- Member avocado society of Kenya
- Member western elite's association
- Member catalyst apprentice for social entrepreneurship -under coach Mel Australia
- Partnership with farm finder organisation from BARBADOS the Caribbean

Competencies

Languages

English	● ● ● ● ●
Swahili	● ● ● ● ●
Bukusu	● ● ● ● ●
Luganda	● ● ● ● ●

IT Skills

MS Office Suite	● ● ● ● ●
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Interests

Climate Adaptability and resilience, Sustainable Agriculture, Fresh produce, IoT, Agricultural geography

Referees



Dr. Mironga



Lecturer, Environmental Science – Egerton University



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