

## **FARMMOJA LIMITED.**

**(Executive Summary)** Agriculture is undoubtedly fundamental to Africa's overall social and economic growth. About 80% of the Kenyan population lives in the rural areas and directly/indirectly derives their livelihood from agriculture. Despite accounting for 75% of the total food produced and 60% of the produce exported by the country, approximately 56% of smallholder farmers still live in poverty and 51% are food insecure during certain periods of the year. This is largely due to the use of limited technology, poor inputs and lack of well defined market opportunities. At FarmMoja, we are delivering a basic, affordable and effective mix of technologies and practices to underserved yet high potential farming communities.

FarmMoja provides tailored end-to-end agricultural development services to smallholders in order to empower them to improve their incomes and livelihoods. By employing a sustainable, cost-effective private sector model, FarmMoja develops inclusive value-chains that position smallholder farmers to overcome key structural problems that keep them unproductive and poor.

We are currently mobilising and recruiting farmers to be part of our avocado smallholder development program. The program aims to build an inclusive and sustainable avocado value chain with smallholders at its base. By providing high quality avocado seedlings to farmers through innovative financing models, providing the training and extension for them to effectively utilise the inputs and offering them an assured offtake price and market, we hope to uplift the social and economic position of millions of smallholder households in East Africa and Africa over the next decade.

**(Vision)** Our vision is to be the leading smallholder-driven agricultural development company in the region, empowering farmers to produce and supply the highest quality produce to local and global markets.

**(Mission)** We aim to create value by delivering integrated and cost-effective, end-to-end agricultural development services to millions of farmers across the region thereby transforming them into highly productive global producers.

Despite the World Bank predicting the value of agriculture and agribusiness in Africa will be \$ 1 Trillion by 2030, a lot more will need to be done to promote inclusive and sustainable value chains that deliver quality long-term impact to the countries and the players involved. We believe that the existing and future challenges are not insurmountable and with the right set of proven agricultural tools and services provided to smallholder farmers, significant gains in productivity will propel smallholders and entire communities to prosperity.

### **(Our Model)**

We offer a comprehensive package of tailored agricultural development services to smallholder farmers using a market-based model that guarantees the enterprise remains financially sustainable and expands to reach more and more farmers each year.

Service delivery model FarmMoja provides four key services critical for smallholder farmers to achieve success.

- **Agricultural Inputs** - FarmMoja provides smallholder farmers with access to proven, high quality agricultural inputs delivered at the right time and at competitive prices.
- **Training and Extension** - FarmMoja provides smallholder producers with the necessary training and extension to enable them to effectively utilize high quality agricultural inputs and services for improved productivity and incomes.
- **Market Access** - FarmMoja aggregates, value-adds and provides quality market access for smallholder produce, effectively guaranteeing farmers regular and long-term farm incomes.
- **Access to Financial Services** - By creating unique farmer profiles and collateralizing sales contracts with smallholders, we aim to guarantee them access to a comprehensive range of financial services to improve productivity and address household cash flow management.

**(Team)** FarmMoja has 9 full & part-time employees who work tirelessly to ensure agricultural solutions are easily accessed by those that need them the most.

The company is led by a competent and diverse board of directors. A management board made up of 3 directors is responsible for leading strategy and overseeing corporate governance in the enterprise. The members are ;

- **Bradley Opere (Chairman)** - Bradley is a financial analyst working at a private equity fund in South Africa. As an angel investor, Bradley is passionate about agribusiness and its potential to create long-term, sustainable impact in the African continent especially for its youth. Bradley was previously a Morehead-Cain scholar at the University of Carolina at Chapel Hill. **(see description on website photo sent)**
- **Winfred Mutua (Director)** - An experienced real estate consultant with a focus on joint ventures and acquisitions with Cytton Investments. She is also a legislative leader and chairs the Public Accounts Committee in the County Assembly of Machakos, Kenya. **(see description on website photo sent)**
- **Kevin Kibet Mochama (Managing Director)** - A smallholder farmer himself, Kevin founded the enterprise in 2016 after seeing the opportunity that existed to incorporate smallholder

producers into commercial, high-value value chains and achieve social and economic impact in the community using an innovative enterprise model.

The Advisory Board is composed of seasoned professionals whose main responsibility is to give strategic advice on specific aspects of the company's activities. The members are;

- [Charles Kiplangat](#) (Chief Advisor) - A lawyer specialising in banking and commercial law, Charles is also a successful agripreneur having founded *Jamii Avocados*, a social enterprise that has to date worked with over 2000 smallholder farmers and generated revenues of \$100,000 over the past two years. He is an alumnus of Dalhousie University, Canada. **(see description on website photo sent)**
- [Bernard Amukah \(Advisor\)](#) - Mr. Bernard Amukah CPA, is the Director Accounting Advisory Services at KPMG East Africa. He is passionate about financial and accounting..... **(see description on website photo sent)**
- Wilson Soy, PhD (Advisor) - Dr. Soy, PhD served for 25 years under various capacities with Kenya's largest multinational tea company, Finlays Tea at their Kericho office. Currently a consultant and trainer on Business Management aspects, Dr. Soy is also a founding Director of LeadStar Africa Consultants and a former Council Member of Association of Professional Societies in East Africa (APSEA) and the Kenya Institute of Management (KIM). He has a wealth of experience on global agribusiness and export value chain logistics. He holds a PhD in Business Administration from BIU, Spain. **(see description on website photo sent)**

**(Impact achieved)** Since its establishment in 2016, FarmMoja has managed to;

- Distribute improved, high quality agricultural inputs (Grafted Hass Avocado Seedlings) to 130 smallholder households in Kericho in a pilot program, engaging over 650 members of the community.
- Established a 7-acre, 1000 tree demonstration farm in Cheres, Londiani to enable practical learning and skills transfer for rural smallholder farmers.
- Food Security: Training on intercropping potential, practices and crop diversification has enabled farmers improve their crop husbandry for increased sustainability and diversity in food production leading to better food security.
- Employment Opportunities: The creation of 9 permanent and semi-permanent jobs in the community alongside the numerous casual labour opportunities during various projects at the demonstration farm has provided income to members of the community who did not previously have a source of income.
- Funding: In January 2018, FarmMoja managed to raise \$20,000 from a Pan-African angel investment group in its first seed fundraising round. The funds, raised for equity, will

be used to underwrite expansion and develop further the core business activities that will allow the enterprise to effectively reach its target market and realise revenues as soon as possible.

**(Partners) (SUPPORTED BY)**

Jamii Avocados - Technical  
Partnership.

Business Daily

How we made it in Africa

Mastercard Foundation & ALA

**Business Address Physical**

FarmMoja Cheres Farm,  
Londiani, Kericho County  
Postal: P.O.Box 19254, Nairobi -  
00501, KENYA. Contact: 254 799  
099 988 (Mobile)  
[info@farmmoja.com](mailto:info@farmmoja.com) (Email)