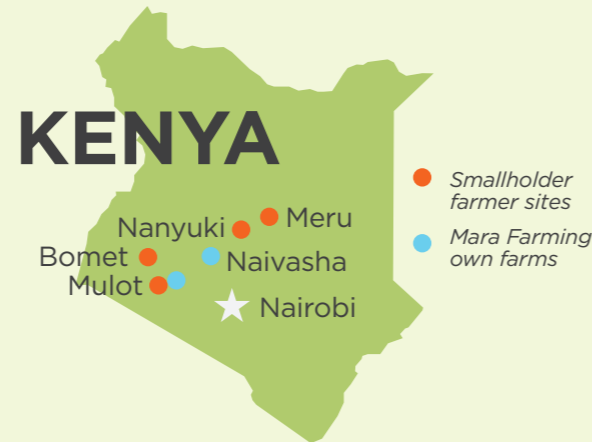


Mara Farming

Kenyan vegetable producer with dual mission of generating profit and improving farmer livelihoods

Sources beans, peas and avocado from 1,150 small-holder farmers organized into 30 producer groups

Buys premium produce from farmers to be exported to European market



Farmer

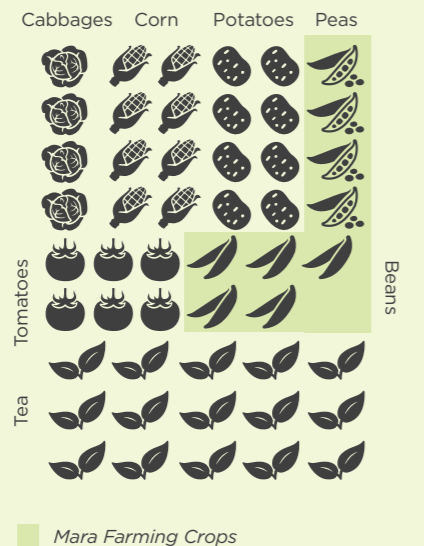
Demographic Info

No. Smallholder Farmers: **1,150**

Regions (Counties)
Narok, Bomet, Nyeri, Meru

Farmers with Mara Farming facilitated loans: **18%**

Average Crop Split (3.5 acres)



Average Animal Count



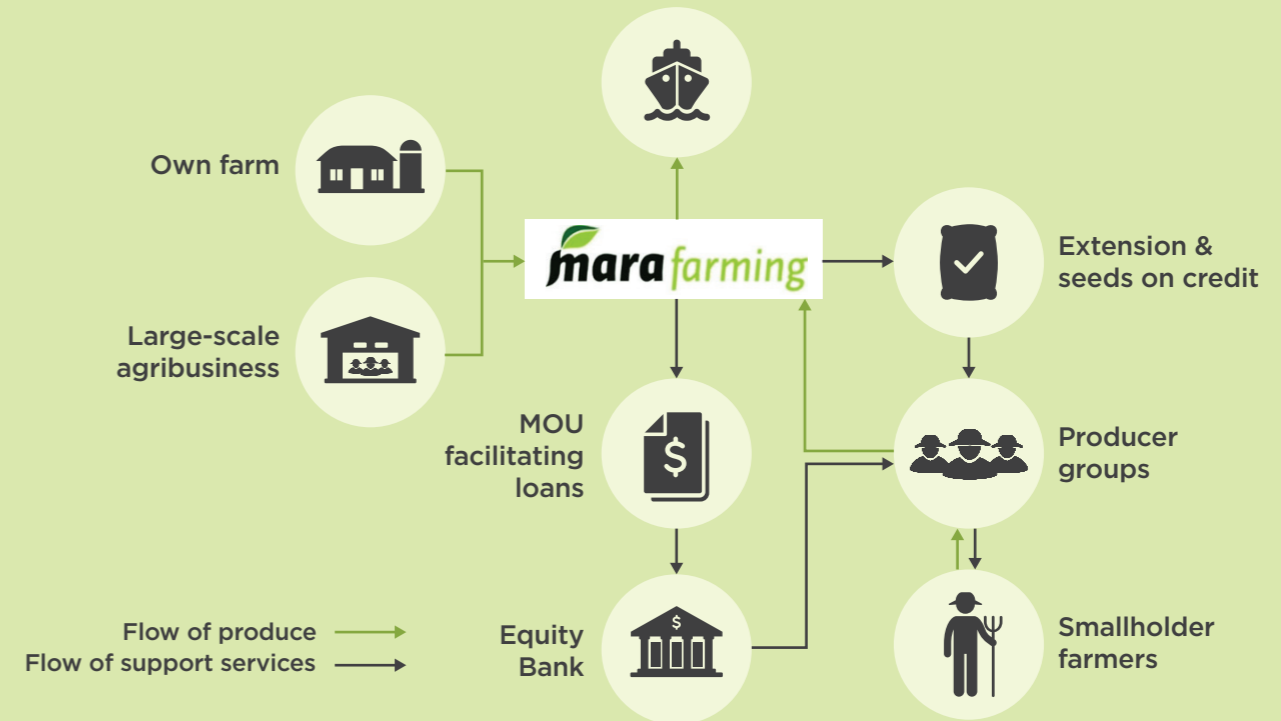
IDH

Most of IDH's Fresh and Ingredients program products are grown by smallholder farmers. They face issues around low productivity, sustainability (such as the use of pesticides, health and safety, working conditions, soil and water management), poverty and lack of access to service providers. To overcome these problems, the Fresh and Ingredients program will develop cost-efficient approaches, create cross-category learning and will undertake service delivery model analyses with the aim to contribute to better farmer livelihoods and to bring smallholder approaches closer to the core business of companies.

IDH has been supporting Mara Farming by implementing a Service Delivery Model, and analyzing the impact of including smallholders in their supply chain. IDH has also co-funded the Service Delivery Model project. Mara Farming would not have invested the time and money in including smallholders in their supply chain in addition to its own production in the absence of this initial financial support.

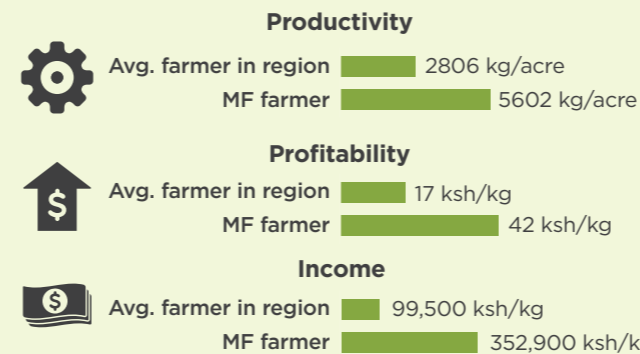
Service Delivery Model

Service Delivery Models are supply chain structures which provide services such as training, access to inputs and financing to farmers to increase their performance and sustainability.



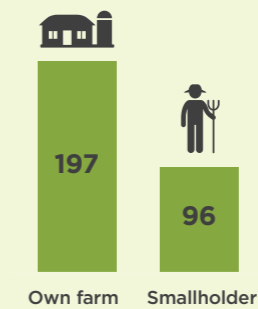
Contract model impact

Benefits for French bean farmers

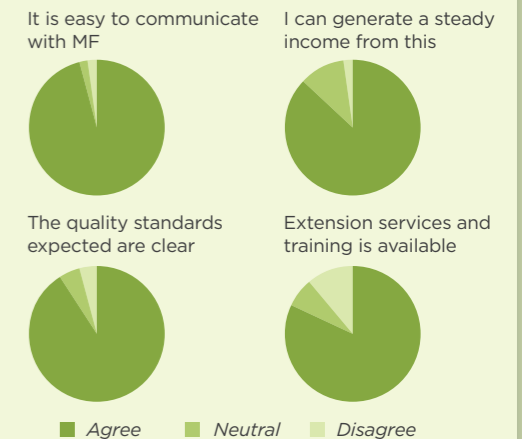


Mara Farming benefits

Total costs at pack house gate per type of production - Ksh/kg



Farmer satisfaction with MF



What's next?

"With these results from the Service Delivery Model, we are excited to continue working with the smallholder farmers. We are also planning to include more smallholders in Kenya, and together with IDH we will replicate the model in Ethiopia to achieve further sustainability"

Christian Benard, CEO Mara Farming