



CRAFT

SOPA Supplies Ltd: Finding resilience in value addition

[Overcoming the impact of climate change on sorghum with value addition and climate-smart approaches]



Sorghum in Kenya (Western Region)

Sorghum [bicolor (L.) Moench] is an essential food and income crop in Kenya. However, the ever-changing and unpredictable weather patterns are increasingly affecting its productivity. To prevent the food and economic crisis associated with drops in sorghum yield is SOPA Supplies Ltd. As a CRAFT business champion, the company utilizes climate-smart approaches, value addition initiatives, and finding a sustainable market to revitalize sorghum growing in Western Kenya.

CRAFT, also Climate Resilient Agribusiness for Tomorrow, is a project committed to capacitating Agro-based Small and Medium Scale Enterprises (SMEs) to ably support smallholder farmers develop key crop value chains that can survive the impact of extreme climate now and in the future.

About SOPA Supplies Ltd

SOPA Supplies began operations in 2001 as brokers of grain and flour. They predominantly dealt with cereals and other staple food grains, namely sorghum, maize, millet, and more. On realizing the opportunity in value addition, the company established processing facilities, hammer mills, and packaging machines in Nairobi Central Business District. Later, they put up a processing factory on the outskirts of town. This factory produces 41 tons per 8hr shift and has a storage capacity of 700 tons.

While SOPA mobilizes sorghum farmers, they also work with Soya bean producers and value chain actors. The company's branded products include fortified maize meal and SOPA porridge flour.





Climate Smartness

For climate smartness, SOPA Ltd is ensuring farmers access climate-resilient seed and other farm inputs. Then the company trains them on climate-smart farm practices to improve production efficiency. These include land preparation training with conservation strategies such as minimum tillage, ripping, and mechanization services. To further protect farm eco systems, maintain soil health, and improve soil fertility, it is assisting farmers with technical strategies in crop rotation, undertaking integrated pest management, and more. For harvest and postharvest management, SOPA Ltd is providing threshing tools and storage training.

Furthermore, the company is linking farmers to financial service providers such as local SACCOs (Savings and Credit Cooperative Organisation) and commercial banks. The finance institutions ensure farmers get access to finances to invest in production and proof their crops from instances of a climate shock.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
4,000 	Producer groups 	15 (13-Finance, Aggregator -1, Transporter -1) 	800 MT (Metric tons per year) 

Target market segments and consumers

SOPA has a developed route to market that includes distributors, wholesalers, retailers, institutions, and supermarkets. The distribution channel has the company directly engaging with the various actors in the different market segments. East African Maltings Limited (EAML) and East African Breweries Ltd (EABL) are also some of the companies SOPA is targeting with the projected expansion in market share.

Partners

Under the CRAFT project, SOPA's key partners include farmers, Aggregators, transporters, Farm inputs suppliers at the farm level. These are mainly, Agrovet shops. Then wholesalers, manufacturers, and BDS providers, support in ensuring market. These also include supermarkets, EAML, EABL, and financial service providers such as local SACCOs, MFI's, and commercial banks.

Key Objectives and Outcomes

Enhance the capacity of 4,000 smallholder farmers to improve Sorghum output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	4,000 SHF contracted and capacity build to adopt CSA practices.	
	<ol style="list-style-type: none"> 1) Mobilize and engage farmers on scheduled contract farming agreements. 2) Facilitate and mentor leadership, business management skills, marketing, and financial inclusion. 3) Facilitate and Link farmers to Input and mechanization service providers. 4) Recruitment and train 60 TOTs on CSA ultimate to train the SHFs and follow up on the adoption of CSA. 	
Improve resilience to climate Change amongst targeted farmers through the promotion of appropriate climate-smart agricultural practices.	Adoption of CSA practices for increased productivity	
	<ol style="list-style-type: none"> 1) Facilitate and Set up 100 demo farms to showcase CSA practices and technologies. 2) Profile and link TOT service providers and SHFs to extension and business developments services. 	
Improve efficiency in sorghum inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services	
	<ol style="list-style-type: none"> 1) Mapping strategic and establishing inputs delivery channels 2) Organized inputs sourcing, accredited suppliers and link with financial service providers. 3) Conduct farmers deal-making business workshops for VC actors interaction and farmers exposure 	
Improve business turnover by at least 10% through developing new market channels and increasing volumes of sorghum marketed.	Increased supply of volume and sales of sorghum	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured grains. 2) Establish distribution channels in supermarkets, wholesale/retail stores, and with companies such as EAML and EABL 	
Business case budget	Total: € 329,122	Own funds; 55%

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