



CRAFT

Stawi Foods and Fruits Limited: Seeing opportunity in the fog of climate threat

[Taking climate-smart steps to Strengthen farmers' resilience to extreme climate]



Sorghum in Kenya (Kitui County)

The value of Sorghum [bicolor (L.) Moench] is most noticeable amongst communities in Kenya's driest areas. The crop's drought-tolerant nature keeps families fed, as other crops succumb to droughts. However, climate change has compromised the cereal's ability to withstand harsh weather.

Combating climate and its effects in Kitui County is Stawi Foods and Fruits Limited (STAWI LTD), a CRAFT Business champion. With an understanding of the problem, the company is strengthening farmers' resilience to overcome climate shock using climate-smart agriculture.

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 Stawi Foods and Fruits Limited (Stawi LTD)

STAWI LTD is a cereals and dry fruit processing company situated in Nairobi's Roysambu area. Beginning with processing bananas into flour, the company has expanded its product range to include pre-cooked porridge flour with blends of multiple grain substrates such as sorghum. While making progress in meeting customer needs, STAWI LTD has decided to

grow its supply of processing material by capacitating smallholder farmers as producers.





To ensure company goals, STAWI LTD has a board of 3 directors, one chief executive, and 14 full-time hires to grow its production.

Climate Smartness

In supporting farmers to maintain consistency in production, attain crop quality, and improved yields, STAWI LTD is adopting climate-smart practices and technologies. The company has linked smallholders to extension service providers. These are improving farmers' knowledge of climate-tolerant and sustainable sorghum varieties. Such steps include ensuring farmers have access to the right seed through linkages with certified Agro-dealers. For farmers to afford inputs, the company links them to input financing with flexible payment options. Furthermore, targeted farmers receive training in site selection approaches, land preparation, and tillage methods.

Knowing the burdens associated with access to the market for most rural farmers, the company has established a systematic engagement with aggregators and transporters. Additionally, targeted farmers are supported to manage harvests effectively. These include activities such as drying, cleaning, sorting and packing—steps that are crucial for maintaining the quality of sorghum.

Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
5,000 	600 	10 (Inputs -2, Transport-1, Finance-4, Insurance-1, Aggregators -2) 	63MT (Metric tons per year) 

Target market segments and consumers

STAWI LTD is targeting low to middle-income consumers that typically buy goods in small quantities. It is reaching them through intensified marketing and sales activities such as the reseller network and retail market strategy.

Additionally, the company is also engaged in new products development to reach diverse market segments. So far,

it has flagship products such as Stawi Junior Baby and Family Porridge, which are distributed to retail outlets across Nairobi and neighbouring counties.

Partners

Under the CRAFT project, STAWI LTD's key partners are Smallholder Farmers, Agro-dealers, Stockists Extension Service providers, Financial institutions, Aggregators, Transporters, Government Development Agencies.

Key Objectives and Outcomes

Enhance the capacity of 5,000 smallholder farmers to improve sorghum output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	5,000 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 50 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 200 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 a distribution depot 3) Facilitate efficient collection and delivery of sorghum to the market 	
Business case budget	Total: € 483,668	Own funds; 60%



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