



CRAFT

Shalem Investments Ltd: Giving farmers hope amidst changing Climate.

[providing sorghum market through sustainable climate adaptive solutions]



Sorghum in Kenya (Meru County)

Sorghum [bicolor (L.) Moench] is an essential cereal for Kenya, but its production is low. Lack of a sustainable market and extreme weather most affect the enterprise. However, CRAFT Business champions such as Shalem, a company managed by Mrs. Ruth Kinoti, uses climate-proof approaches to grow sorghum, securing market for farmers.

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 Shalem Investment Ltd

Shalem supports smallholder farmers in Kenya find sustainable solutions to farming challenges and market. In 2015 Shalem registered as a private Social Enterprise delivering quality milled products, from maize flour to porridge. the company's products, branded as ASILI PLUS, are fortified with extra minerals and vitamins. In addition, they are packed in different sizes allowing the company to serve all consumer segments. This gives the company a competitive edge and proliferates farmers' yield, increasing their opportunities to earn more incomes.





Shalem currently, employs over 50 permanent workers and about 20 on a casual basis.

Climate Smartness

Under CRAFT, a project promoting climate-smart agriculture, Shalem is training smallholder farmers and service providers on climate-smart approaches (CSA) and technologies such as ripping, DT seeds, crop rotation, integrated pest management, threshing, and post harvest handling. These steps increase productivity, quality, and incomes; for Shalem, service providers, and the farmers contracted by the company. Incrementally these actions will reduce the negative impact of climate change on the environment.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
30,000 	600 	13 (Finance -3, Insurance -3, Inputs -4, Mechanisation -1, Trasnporters-1, offtaker -1) 	5,400 MT (Metric tons per year) 

Target market segments and consumers

Shalem clientele include schools, government agencies such as prisons, relief supplies, and the food & feed industry. The company also has contracts with large buyers such as EAML and EABL that they supply with raw sorghum for brewing.

Partners

In delivering quality services, Shalem works with transport providers, distributors, and retail outlets. Financiers & Insurers such as Equity Bank, Capital SACCO, Centenary SACCO, APA, UAP, and Acre Africa to give its farmers loans; as well as the Ministry of Agriculture, and input dealers such as Sygenta, Bayer, JUANCO, YARA provide agronomy services. Farmers also get mechanization support from AGRIMECH Limited and other local dealers.

Key Objectives and Outcomes

Enhance the capacity of 30,000 smallholder farmers to improve sorghum output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	30,000 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 150 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 near Nairobi, Ruiru, to seize the market in the city and its environs, focusing on the supermarket chain. 3) Facilitate efficient collection and delivery of sorghum to the market; EABL, Capwell, and Unga limited 	
Business case budget	Total: € 1,900,047	Own funds; 67%



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