



CRAFT

## Quinam Investment Company Ltd: Building the tenaciousness to overcome harsh weather

[Accelerating Climate-Smartness in water-stressed environments]



### Sorghum in Kenya

Sorghum [bicolor (L.) Moench] is suitable for most dryer regions of Kenya because of its drought-tolerant ability. However, it is increasingly susceptible to extreme climate. With such weather trends prevalent, communities dependent on the sweet grain could face a food and income crisis.

Acting fast to address the issue is Quinam Investment Company Ltd (Quinam). As a CRAFT Business champion, the company is taking climate-smart steps to accelerate the production of Sorghum.

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 Quinam Investment Company Ltd. (Quinum)

Quinam is a women-owned and-run agribusiness founded on consistent relationships with farmer producer organizations. Starting in 2013, as a cereal and legumes trader, the company has grown to accommodate over 1,500 farmers; and is diversifying its portfolio to include commodities such as maize, sugar, green grams, and sorghum. Additionally, it is attracting multi-year contracts from Kenya's largest brewing and food processing corporations.

Quinam's success is a result of strengthening linkages with sorghum farmers. Using formalized contractual arrangements, it ably provides inputs, extension support, and market. Furthermore, Quinam works with value chain actors that include local aggregators and farm mechanization providers to meet the supply needs of buyers.

### Climate Smartness

For climate smartness, Quinam is supplying climate tolerant and sustainable sorghum seeds. Then training farmers on climate-smart practices. Its extension support includes techniques of maintaining soil fertility such as crop rotation, intercropping, and practices that combat pests and weeds.





To double yields and increase farmers' incomes, the company is training appropriate postharvest handling. The steps include cleaning, sorting, packing, and storing. These actions prevent moisture and pathogens that compromise the quality of sorghum.

---

*Quinam's success is a result of strengthening linkages with sorghum farmers. Using formalized contractual arrangements, it ably provides inputs, extension support, and market.*

---

## Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
4,500 	600 	9 (Mechanisation -1, Finance -2, Inputs-3, Offtakers -2, Storage-1) 	4050 MT (Metric tons per year) 

## Target market segments and consumers

Quinam is capacitating its in-house business development team and subscribing to associations like the Eastern Africa Grain Council (EAGC). The marketing unit identifies opportunities, engages customers, and manages relationships to sustain clients; whereas, the associations serve as a platform to network and learn of opportunities.

These strategies have enabled Quinam to attract buyers such as East African Breweries (EABL) for its white sorghum and Unga Limited—a flour milling company for its red sorghum.

## Partners

Under the CRAFT project, Quinam's key partners are Smallholders farmers, MoA, Tractor owners, County government, Equity Bank, Solutions SACCO, Local Agro-dealers, buyers, Aggregators, Kenya Seed Co, EABL, Capwell KALRO, EAML, Unga Ltd, inbound logistics and EAGC.

## Key Objectives and Outcomes

Enhance the capacity of 4,500 smallholder farmers to improve sorghum output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	<b>4,500 SHF contracted and capacity build to adopt CSA practices.</b>	
	<ol style="list-style-type: none"> <li>1) Mobilize and engage farmers on scheduled contract farming agreements.</li> <li>2) Facilitate and mentor leadership, business management skills, marketing, and financial inclusion.</li> <li>3) Facilitate and Link farmers to Input and mechanization service providers.</li> <li>4) Recruitment and train 20 TOTs on CSA ultimate to train the SHFs and follow up on the adoption of CSA.</li> </ol>	
Improve resilience to climate Change amongst targeted farmers through the promotion of appropriate climate-smart agricultural practices.	<b>Adoption of CSA practices for increased productivity</b>	
	<ol style="list-style-type: none"> <li>1) Facilitate and Set up 20 demo farms to showcase CSA practices and technologies.</li> <li>2) Profile and link TOT service providers and SHFs to extension and business developments services.</li> </ol>	
Improve efficiency in sorghum inputs delivery, agronomy, and markets access	<b>Facilitating inputs, production, financial, and marketing services</b>	
	<ol style="list-style-type: none"> <li>1) Mapping strategic and establishing inputs delivery channels</li> <li>2) Organized inputs sourcing, accredited suppliers and link with financial service providers.</li> <li>3) Conduct farmers deal-making business workshops for VC actors interaction and farmers exposure</li> </ol>	
Improve business turnover by at least 10% through developing new market channels and increasing volumes of sorghum marketed.	<b>Increased supply of volume and sales of sorghum</b>	
	<ol style="list-style-type: none"> <li>1) Increase working capital to increase the volume of procured grains.</li> <li>2) Establish a distribution depot</li> <li>3) Facilitate efficient collection and delivery of sorghum to the market</li> </ol>	
Business case budget	Total: € 681,236	Own funds; 66%

Contact the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project for more information | [craft-info@snv.org](mailto:craft-info@snv.org)