

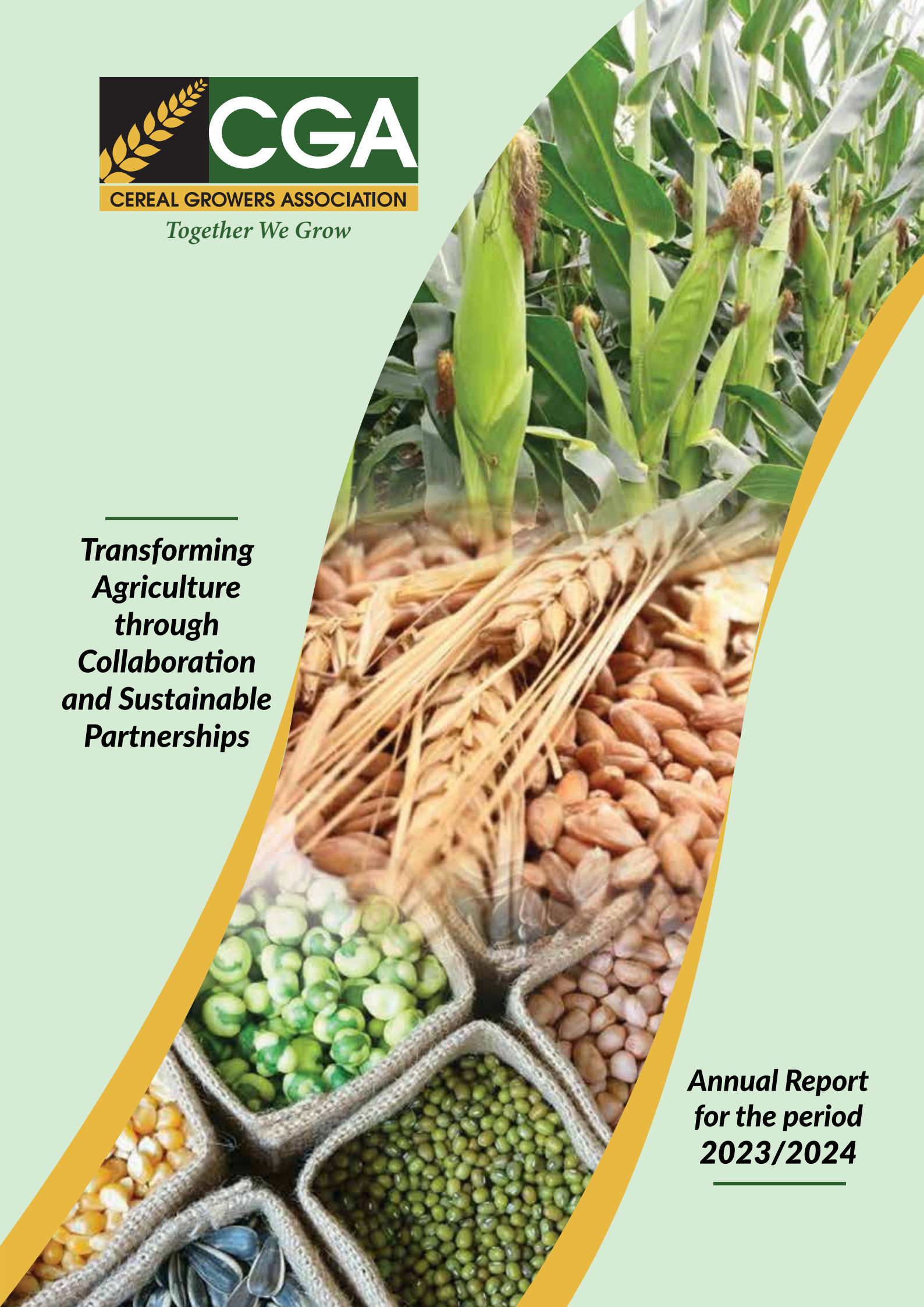


CEREAL GROWERS ASSOCIATION

Together We Grow

**Transforming
Agriculture
through
Collaboration
and Sustainable
Partnerships**

**Annual Report
for the period
2023/2024**



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Managing Editor: Julius Nyabicha

Assistant Editor: Dr. Moses Osia Mwanje

Executive Editor: Anthony Kioko

Design, Theme & Concept: Wesley Odhiambo

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Abbreviations and Acronyms

AABFIM	-	Advancing Availability of Biofortified Foods For Institutional Markets
AC	-	Agribusiness Coordinator
ACCORN	-	Agroforestry Carbon Removal Unit for Restoration of Nature
AFA	-	Agriculture and Food Authority
AFD	-	Agence Française de Développement
AGRA	-	Alliance for a Green Revolution in Africa
AKEFEMA	-	Association of Kenya Feed Manufacturers
B2B	-	Business to Business
CA	-	Conservation Agriculture
CET	-	Common External Tarrif
CGA	-	Cereal Growers Association
CMA	-	Cereal Millers Association
CSA	-	Climate Smart Agriculture
CSV	-	Creating Shared Value in Maize Value Chain
CVCDP	-	Cereal Value Chain Development Program
DMDP	-	Danida Markets Development Partnership
DRS	-	Duty Remission Scheme
DSR	-	Direct Seeded Rice
EAC	-	East African Community
EU	-	European Union
FO4ACP	-	Farmers Organization for Africa, Caribbean and Pacific
FSC	-	Farmer Service Center
FtMA	-	Farm to Market Alliance
GAP	-	Good Agricultural Practices
GMO	-	Genetically Modified Organism
H.E.	-	His Excellency
HIB	-	High Iron Beans
ICRISAT	-	International Crops Research Institute for the Semi-Arid Tropics
IFAD	-	International Fund for Agricultural Development
KALRO	-	Kenya Agricultural and Livestock Research Organization
KAM	-	Kenya Association of Manufacturers
KAP	-	Kenya Agribooster Project
KNCCI	-	Kenya National Chamber for Commerce and Industry
KPI	-	Key Performance Indicator
LDF	-	Louis Dreyfus Foundation
MoU	-	Memorandum of Understanding
MT	-	Metric Tonnes
NGOs	-	Non-Governmental Organisations
PHHS	-	Post Harvest Handling
PM	-	Project Manager
RA	-	Regenerative Agriculture
RAC	-	Regional Agribusiness Coordinator
SEPOP	-	SERVICE ET PLAIDOYER DES ORGANIZATIONS PAYSANNES

SHEPBIZZ

**SMAPIP
STRAK**

TAAT

VBA

WFP

WPP

- Smallholder Empowerment and Promotion of Agribusiness through Value Chain Development
- Smallholder Productivity Improvement Project
- Strengthening Regenerative Agriculture in Kenya
- Technologies for Africa Agriculture Transformation
- Village Based Advisor
- World Food Program
- Wheat Purchase Programme



CGA's Chairman Mr. Stephanus Kruger addressing members during CGA's Annual General Meeting held in Uasin Gishu County, Eldoret 2024



CGA's delegation, led by CEO Anthony Kioko, attended an MoU signing with Nandi County Governor, H.E. Stephen Sang and CECM Agriculture, Hon. Dr. Bernard Kiplimo to implement promoting sustainable farming practices and creating inclusive markets and trade opportunities for smallholder farmers in Nandi County.



Chairman's Statement

Having had the privilege as the Cereal Growers Association Board Chair since 2013, it has been both challenging and exciting to oversee the transformation in the country's agricultural landscape. The dynamism in the cereal sector is one that requires us to think on our feet, embrace change, encourage partnership, and appreciate the role agricultural technology continues to play if any meaningful strides are to be made in the sector.

The recent past has experienced numerous interruptions that include an unstable political environment globally, with the Russia - Ukraine war having a great impact on the farming community in Kenya, the Covid-19 pandemic that significantly slowed down the world economy, the unstable Kenya shilling compared to the US dollar, the effects of climate change which continue impacting the agricultural sector negatively and the erratic weather conditions such as the recent heavy rains that came with unprecedented floods whose effects we are still recovering from.

The Cereal Growers Association has continued to play a unifying role in bringing together cereal farmers to speak with one voice in matters of policy, technology dissemination with climate smart agricultural technologies at the centre, information sharing and taking full advantage of collective bargaining to make farming a profitable venture.

Results, Performance, and Impacts

In appreciation of the fact that most Kenyan farmers are smallholders, the Association has, in the recent past, emphasized service delivery to this constituency of farmers in the most effective format through partnerships and projects. In the last year, a total of 630,000 farmers were directly served by CGA through our technical staff as well as the Farmers Service Centres, a model patented by CGA for purposes of effecting last-mile service delivery to smallholder farmers in Kenya.

Due to increased demand for our services, we have continued to expand to more regions within the country. We now have activities in 32 out of the 47 counties with cordial working relationships with the county governments in all these counties, fully cognizant that agriculture is a devolved function.

While productivity is crucial, it is important to note that prices for farm produce and cereals, in particular, play an integral role in production sustainability. In this regard, CGA continues to push for better prices in wheat and maize. In wheat, the negotiated minimum price for locally produced crops is still in effect, though our feeling as an association is that more needs to be done. All the efforts we have put in place can only be fruitful within an enabling policy

environment, and that's why we will continue proposing policies towards improved access to financial services to the farming community, formulating policy measures that ensure equitable distribution of the value created through farmers' efforts, addressing the deteriorating land tenure system causing accelerated land degradation and fragmentation, revitalizing public extension services and advocating for contract farming will be kept front and centre of the Government agenda.

Growth Action Plan

The satisfactory growth path for CGA is a sustainable Kenyan Cereal farmer readily and affordably accessing farm inputs, embracing agricultural technology with climate change resilient technologies prioritized, accessing profitable markets for their produce, and having a collective voice that is not possible to ignore.

We shall, therefore, continue engaging the national and county governments during policy formulation to ensure that Kenyan produce such as wheat and maize remain competitive for the farmers by ensuring that the minimum negotiated wheat prices for local production are strictly adhered to and that, in future, this agreement is embedded in the law. On the production side, we are working towards a just subsidy program which gives all farmers equal opportunity regardless of the size of land.

Stephanus Kruger

Chairman Board of Directors

It is the desire of the Association that the government enforces border controls to regulate the influx of maize from neighbouring countries when the country has sufficient produce for price stabilization. On other cereals, there is an emerging market for previously downplayed grain types such as sorghum and millets, plus pulses and oil crops. Going forward, the Association will work to bring these emerging opportunities to members' attention.

The Board and Governance

Good governance is vital for organizations during geopolitical and economic instability, such as what the industry continues to face, in building and retaining trust among stakeholders. While much of the day-to-day operations are undertaken through the management team, the board has played and will continue to play a key role in advising and supporting the management team to deliver on their mandate. CGA boasts of a higher calibre of practising farmers who understand the farming intrigues and the challenges that face the sector.

All in all, whatever actions the board may take, they will be geared towards performance improvement in effective farmer representation, empowering farmers economically for sustainability, technical service provision as well as effective information sharing mechanisms for the well being of the cereal farmers in Kenya.



Chief Executive Officer's Statement

Let me take this opportunity on behalf of the CGA management and staff to welcome you to annual report 2023/2024. The annual report is an important document where we take time to reflect and report on the accomplishments and challenges of the year gone and set the stage for future. This assessment is crucial in coming up with a common stand in an environment such as ours that is both challenging and dynamic.

I want to thank the Chairman and all members of the board for the support that they have generously and selflessly rendered to the management and staff in running the Association, leading to the accomplishments that we have achieved as an organization. To all the farmers and members that we serve and represent, we would not be where we are today without you, and so we thank you most sincerely. The dedication and contribution of everyone involved in the affairs of CGA in whatever capacity has been crucial in getting us to the point we are today.

We have just concluded the 2018-2023 strategic plan that focused on three pillars:

- Members services
- Evidence-based advocacy
- Sustainability of member services

We are now finalizing the CGA strategic plan for the 2024 - 2029 period. The strategic plan is expected to align with your aspirations and position the organization to retain its relevance and significance in the wider grain subsector. We are currently active across 11 main value chains.

In implementing the strategic plan, CGA has had to negotiate and implement activities under several partnerships, the key ones being the following:

- Farm to Markets Alliance
- Strengthening of Regenerative Agriculture in Kenya
- Strengthening CGA's grassroots organizational capacity
- Improved Hybrid Rice promotion
- Kenya Agri-booster Program
- Promotion of Agroforestry Practices
- Promotion of improved maize varieties
- Promotion of High Iron and Zinc beans

Fully aware that agriculture is a devolved function, CGA is working to formalize our partnership with all the county governments we are engaged with. This will be through the signing of Memorandum of Understanding (MoUs).

Through the highlighted partnerships, CGA presently has a presence in 32 of the 47 counties, cumulatively serves about 630,000 farmers directly.

Given the wide coverage area, CGA has established a service delivery model called a Farmer Service Center (FSC). The FSC is a Lead Farmer who works with smallholder farmers to train farmers and aggregate demand for goods and services. We currently work with 2,340 FSCs across the country, each serving between 150-200 farmers.

CGA's field staff supervise each Farmer Service Centre and are accountable for their work with farmers. Through these partnerships and systems, commendable results have been realized and summarized under the CGA achieved KPIs.

As part of the Association's networking efforts, it pleases me to report that in the period under review, CGA hosted a number of high-profile visitors and delegations, the key ones being Bill Gates (Bill and Melinda Gates Foundation), Natasha Santos (Vice President, Bayer Crop Science), Rodrigo Santos (President of Crop Science Division, Bayer), Crown Prince of Norway, and the Chair, Louis Dreyfus Foundation (LDF), among others.

Anthony Kioko

Chief Executive Officer

These high-profile visits have been useful in enhancing the CGA brand while also enhancing the organization's ability to offer better services to its members.

Still on networking and partnerships, CGA is in close consultations with partner business associations such as the Kenya Association of Manufacturers (KAM), the Association of Kenya Feed Manufacturers (AKEFEMA) and the Kenya National Chamber for Commerce and Industry. (KNCCI) on possible areas of collaboration, including the structured supply of raw materials that they need for their agribusinesses.

The management and the entire staff body remain committed to delivering on our mandate. I look forward to hosting and interacting with all of you in the field, and I welcome you to interact with this annual report to see what we have achieved in the last year.



Our Staff 2024





About US

Cereal Growers Association (CGA) is a national non-profit member-based farmer organisation established in August 1996.

Our main purpose is to provide a platform for cereal farmers to promote collective action for the sustained improvement of their farming enterprises and in addressing industry challenges in Kenya.

CGA works with industry stakeholders such as government agencies, agricultural input suppliers, financial institutions, output buyers, development partners, Non-Governmental Organisations (NGOs) and others to provide services to its members.

CGA has its headquarters in Nairobi with several regional offices spread across the country.

For more information visit www.cga.co.ke.



Our Vision

To be a leading agribusiness solutions provider



Our Mission

To provide farmers with agribusiness solutions through advocacy, technology, innovations and partnerships.



Our Values

- Collaboration
- Integrity
- Teamwork
- Innovativeness
- Professionalism

Our Organisation Structure



The Board and Governance

In building and retaining stakeholder trust, good governance is vital for organizations during geopolitical and economic instability, such as what the industry continues to face. The management team undertakes much of the day-to-day operations, while the board has played and will continue to play a vital role in advising and supporting them to deliver on their mandate. CGA boasts of a higher calibre of practising farmers who understand the farming intrigues and the challenges that face the sector.

Overall, the board's actions will focus on improving performance in key areas such as effective farmer representation, economic empowerment for sustainability, technical service provision, and efficient information-sharing mechanisms to enhance the well-being of cereal farmers in Kenya.

Our Key Service Pillars

Representation Services

We proactively engage in providing proposals for policy and regulatory consideration.



CGA Board of Directors and CEO (Right) paid a courtesy call to CS Agriculture and Livestock Development Hon. Dr. Andrew Mwiha Karanja to discuss matters access to viable markets, contract farming, research & development and a supportive taxation regime.

Technical Services

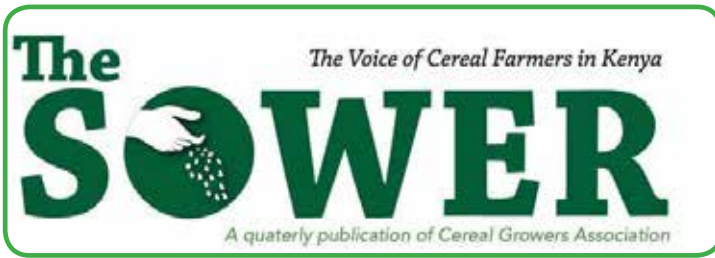
We offer technical support services to promote technology transfer for sustainable farm level productivity through Trainings, Field days, Exchange visits, Demonstrations and Trials.



Farmers receiving mechanized trainings during a field day in Laikipia County.

Information Services

We offer upto date agricultural information services on weather, markets and prices for data driven decision making.



CGA's quartely magazine



CGA's Communications and Marketing lead, Julius Nyabicha (Center) participating in the Agriculture Stakeholders Editors Roundtable Engagement on Crop Protection, Pesticides, and Food Security, a crucial forum highlighting the role of honest and transparent media reporting in shaping the narrative around Kenya's food security.

Economic Services

We offer economic Linkage services for enhanced agribusiness investments through B2B's, Consultancy and farm management.



AC Daniel Biwott engaging farmers during a B2B forum in Central Rift Kenya.

Farmers Service Centre, (FSC) Delivery Model

Farmer Service Centres (FSCs) are rural agripreneurs, farmer groups, or aggregators that are crucial links between private and public sector partners, and smallholder farmers. FSCs generate revenue by offering productivity-enhancing services to smallholder farmers, such as advice and training, input sales, produce aggregation, mechanisation services, and financial linkage services. The FSCs are capacity-built in various technologies along the agribusiness value chain, with regular training to keep them abreast of the sector's dynamism and to serve farmers and other stakeholders appropriately.

FSCs provide essential last-mile market linkage for farmers in remote areas far from commercial centres. They are a 'one-stop-shop' that fills the gap between the private sector and smallholders, creating value and overcoming bottlenecks.



Why Farmers Service Centre?

FSCs play an integral role in availing the much needed productivity-enhancing technologies to rural farmers who would find them hard to access. The following are some of the critical roles that FSCs undertake:

1. Identification of farmers to be part of the Smallholder and FSCs network being served by CGA
2. At the onset of the season, aggregate input demand from farmers and provide forecast to partners through the guidance of CGA.
3. Assist aggregators during aggregation or aggregate for the market and perform the all-important task of market linkage during harvesting.
4. Create demand for mechanization services and link service providers to farmers by consolidating acreage. Mechanization being one of the practices that has lagged with the smallholder farmers, FSCs help to accelerate adoption of this important practice.
5. Farmer mobilization during events and trainings, while also offering agricultural advice and best practice such climate smart agricultural technologies.
6. Record transactions, profit and loss of their agribusiness business; share performance information with CGA to record and use data as a key decision-making tool.
7. They are the last mile delivery agents of input producers doing so sustainably through earning of commissions and ensuring that farmers access genuine and high-quality farm inputs.

CGA's Engagement Journey with the FSCs

CGA's field staff identify potential FSCs recommended by existing FSCs, recommended by the Department of Agriculture and line departments in the county governments, or recommended by partners working in the area. The identified FSCs are then profiled using a survey tool, which collects important information. During this process, a lot more emphasis is given to youth and women. CGA uses initially collected baseline data for FSCs, with Farm to Market Alliance, a project implemented by CGA, being one of the key sources of information..

A) Onboarding

The FSCs are then onboarded by the responsible CGA field team together project partners such as FtMA. The onboarding process entails.

- i. Provision of new FSCs with information about CGA and related projects, goals and objectives.
- ii. Communication of the roles and responsibilities of FSCs.
- iii. Provide new FSCs with CGA, projects and partner necessary tools and branding
- iv. Branding of FSCs and their premises for those with businesses such as agrovets and aggregation centres.
- v. Introduction of FSCs to partners, the government and community at large.

B) Mentorship and coaching

The CGA field staff is central in mentoring and coaching the FSCs. The mentorship is either undertaken as one-on-one sessions with the CGA staff or cluster-based, where a group of FSCs with common interests are jointly

mentored and coached. At the same time, some successful FSCs receive Business Development and Entrepreneurship Coaching (BDEC) through KUZA and other select partners. As part of mentorship and coaching, B2B sessions link FSCs with Public-Private sector partners, who train them on technical aspects such as input procurement and sales, PHHS, and market linkages.

C) Evaluation, tiering and graduation

CGA and its affiliate projects, such as Farm to Market Alliance (FtMA), conduct annual mapping and validation of all FSCs, focusing on data collected from them. This exercise leads to tiering, which is an important activity that informs FSC graduation.

D) Graduation

FSCs at the advanced tier are evaluated through a tool shared to select successful FSCs for graduation. The first graduation took place in the year, 2023 through the FtMA project, which has extensively supported this model.

How does CGA engage the graduate FSCs?

- The graduate FSCs are branded as ambassadors for CGA, FtMA and other partners.
- Graduate FSCs are accorded more simplified methods of recording and submitting data, leaning more on digital platforms. This is because having grown in scale and become fully commercial, they need more time for their businesses.
- The graduate FSCs are mentored post-graduation to motivate them to adopt a higher version of data remittance and encourage them to take mentorship roles of other FSCs.
- Continued Linkage with partners is central to ensuring the knowledge gained is passed on to farmers, particularly in productivity improvement, aggregation, and market linkages.

Independent Auditors Report

To the Members of Cereal Growers Association

Report on the Audit of the Annual Financial Statements Opinion

We have audited the annual financial statements of Cereal Growers Association (the Association) set out on pages 12 to 26, which comprise the statement of financial position as at 30 June 2024, statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the annual financial statements, including a summary of significant accounting policies.

In our opinion, the annual financial statements present fairly, in all material respects, the financial position of Cereal Growers Association as at 30 June 2024, and its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Annual Financial Statements section of our report. We are independent of the Association in accordance with the International Ethics Standards Board for Accountants Code of Ethics for Professional Accountants (Parts A and B) (IESBA Code) and other independence requirements applicable to performing audits of annual financial statements in Kenya. We have fulfilled our other ethical responsibilities in accordance with the IESBA Code and in accordance with other ethical requirements applicable to performing audits in Kenya. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

We conducted our audit in accordance with International Standards on Auditing. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Annual Financial Statements section of our report. We are independent of the Association in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including International Independence Standards) (Parts 1, 3 and 4A) (IESBA Code) and other independence requirements applicable to performing audits of annual financial statements in Kenya. We have fulfilled our other ethical responsibilities in accordance with the IESBA Code and in accordance with other ethical requirements applicable to performing audits in Kenya. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the annual financial statements of the current period. These matters were addressed in the context of our audit of the annual financial statements, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

We have determined that there are no key audit matters to communicate in our report.

Other Information

The trustees are responsible for the other information. The other information comprises the information included in the document titled “Cereal Growers Association annual financial statements for the year ended 30 June 2024”, which includes the Report of the Trustees. The other information does not include the annual financial statements and our auditor’s report thereon.

Our opinion on the annual financial statements does not cover the other information and we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the annual financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the annual financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Report on Other Legal and Regulatory Requirements

In our opinion the information given in the report of the trustees is consistent with the annual financial statements.

The engagement partner responsible for the audit resulting in this independent auditor’s report was Timothy Mulatya Certified Public Accountants (Kenya), Practicing Certificate No. P/2541

Timothy Kyallo & Associates
Timothy Mulatya
Certified Public Accountants (Kenya)

Financial Position as at June 2024

Statement of Profit or Loss and Other Comprehensive Income

	2024 K Sh	2023 K Sh
Revenue	534,969,999	316,337,749
Programme expenses	(534,969,999)	(259,460,369)
Gross profit	-	56,877,380
Other Income	7,946,651	8,133,122
Administrative expenses	(7,030,457)	(58,685,971)
(Loss) profit before taxation	913,194	6,324,531
Taxation	-	-
Total comprehensive (loss) income for the year	913,194	6,324,531

Statement of Financial Position

	2024 K Sh	2023 K Sh
Assets		
Non- Current Assets		
Property, plant and equipment	19,024,360	18,272,865
Intangible assets	1,860,000	2,480,000
	18,174,392	187,501
Current Assets		
Trade and other receivables	29,911,337	22,480,000
Current tax receivable	282,138	280,886
Cash and cash equivalents	19,762,437	9,144,005
	49,955,912	31,688,459
	70,840,272	52,441,324
Total Assets		
Equity and Liabilities		
Equity		
Reserves	35,279,412	26,693,535
Retained Income	11,298,303	6,212,649
	46,577,715	32,906,184
Liabilities		
Current Liabilities		
Trade and other payables	24,262,557	19,535,140
Net cash from operating activities	(70,840,272)	(52,441,324)

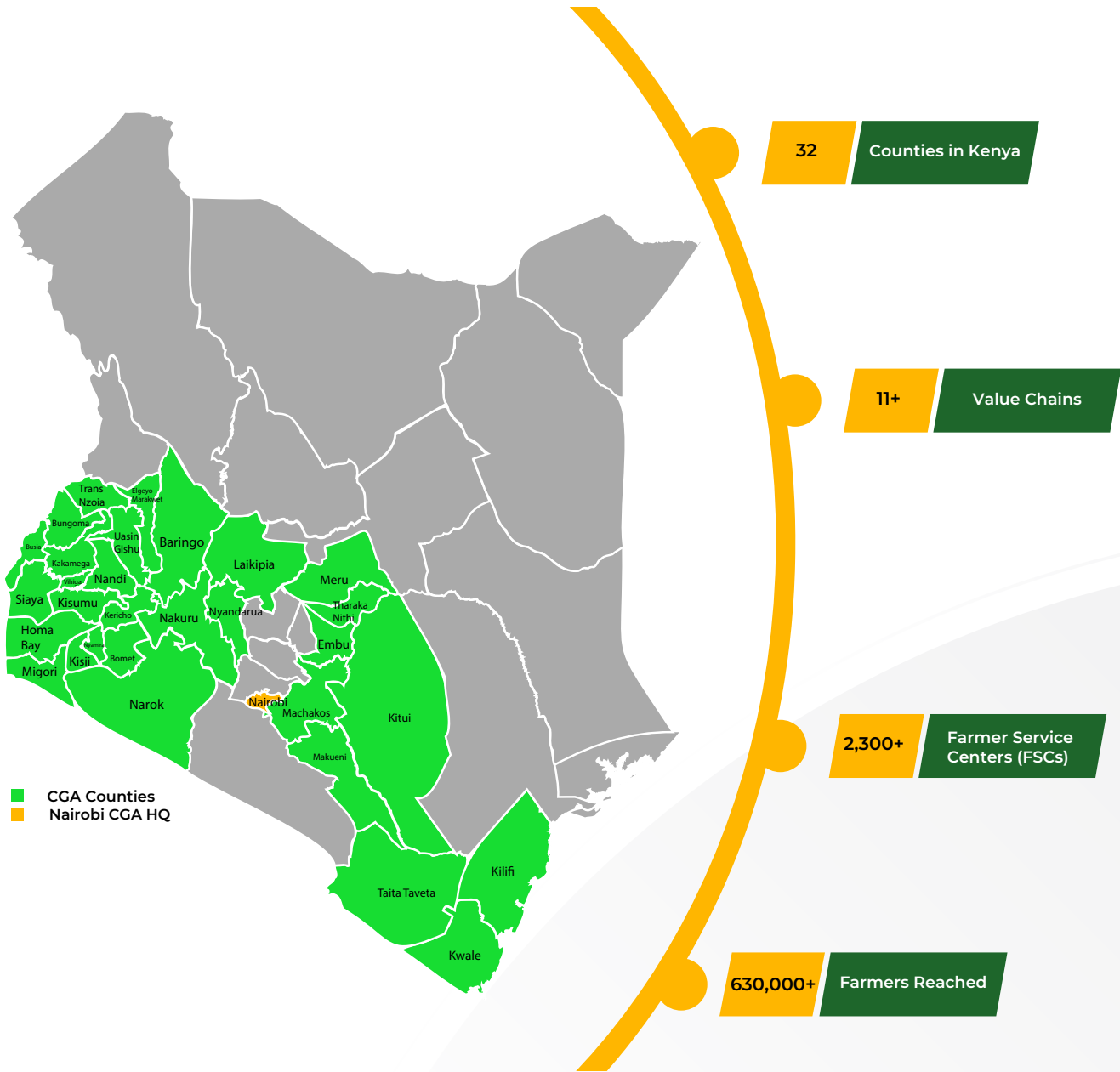
Statement of Changes in Equity

	Capital reserve (K Sh)	Unrestricted Fund (K Sh)	Restricted Fund (K Sh)	Total Reserves (K Sh)	General Fund (K Sh)
Balance at 1 July 2022	13,256,020	-	37,918,496	51,174,516	1,919,276
Utilised grants during the year	-	-	(25,127,281)	(25,127,281)	-
Prior year adjustment	-	-	-	-	1,807,394
Depreciations	(1,316,700)	-	-	(1,316,700)	-
Additions	1,963,000	-	-	1,963,000	-
Balance at 1 July 2022	13,256,020	-	12,791,215	26,693,535	6,212,649
Utilised grants during the year	-	(13,068,801)	-	(13,068,801)	-
Un-utilised grants during the year	-	-	13,926,428	13,926,428	-
Prior year adjustment	-	-	-	-	(363,158)
Laptop fund and other reserves	-	-	-	-	13,251,368
Depreciation	(343,750)	-	-	(343,750)	-
Revaluation	3,000,000	-	-	3,000,000	-
Additions	5,072,000	-	-	5,072,000	-
Balance at 30 June 2024	21,630,570	(13,068,801)	26,717,643	35,279,412	11,298,303

Statement of Cash Flows

	2024 K Sh	2023 K Sh
Cash flows from operating activities		
Loss before taxation	(7,802,556)	6,324,531
Adjustments for non-cash items		
Depreciation, amortisation, impairments and reversals of impairments	7,424,465	6,177,146
Net movement in unrestricted funds	(13,068,801)	-
Laptop fund and other reserves	13,251,368	-
Net Movement in restricted funds	13,926,428	(25,127,281)
Net movement in capital reserve fund	7,728,249	1,963,000
Prior year adjustments	(363,158)	1,807,394
Adjust for items which are presented separately		
Changes in working capital:		
(Increase) decrease in trade and other receivables	(7,647,769)	(3,093,258)
(Increase) decrease in trade and other payables	4,727,418	12,416,855
Cash generated from operations	18,175,644	468,387
Tax paid	(1,252)	(280,886)
Net cash from operating activities	18,174,392	187,501
Cash flows from investing activities		
Purchase of property, plant and equipment	(7,555,960)	-
Purchases of intangible assets	-	(3,100,000)
Net cash from operating activities	(7,555,960)	(3,100,000)
Total cash movement for the year	10,618,432	(2,912,499)
Purchase of property, plant and equipment	9,144,005	12,056,504
Cash and cash equivalents at the end of the year	19,762,437	9,144,005

CGA's FOOTPRINT MAP Coverage



CGA's Performance Overview as at 2023

Input Linkages



523,431,800 KES worth of inputs have been linked to about 99,650 smallholder farmers (62% F, 38% M).

Farmers Reached



630,000 farmers served (Female 388,400, Male 241,600) through directed knowledge transfer and inputs/output market linkages.

Post Harvest Linkages



20,879,000 KES worth of PHHs items have been linked to about 6,450 SHFs (57% F, 43%M)

Minimum Tillage



12,730 acres under conservation agriculture and 1,995,800 agroforestry trees grown across the Counties benefiting about 16,840 farmers.

Farmer Service Centres (FSCs) reached



2,340 FSC's spread across the Counties with each FSC serving about 150 -200 small holder farmers.

Market Linkages



49,800 MT of produce has been aggregated and marketed benefiting about 46,380 SHFs (49% F, 51% M).

Farmer Trainings



247,600 farmers have been trained in GAP/CSA/RA, PHHS and Farming as a business.



CGA's Footprint in Agriculture

In Kenya, where agriculture is the cornerstone of the economy and a primary source of livelihood for many, the Cereal Growers Association (CGA) stands as a pivotal force in ensuring food safety and security. As a non-profit national farmers' organization, CGA dedicates itself to advocating for cereal farmers and providing essential services that enhance agricultural productivity and resilience. Their comprehensive approach addresses immediate and long-term challenges in food safety and security and economically making farmers sustainable.

Food Safety

Food safety refers to all activities and practises that preserve food quality to prevent contamination and food-borne illnesses. Food safety is a critical concern for farmers because, without food safety, farmers cannot access high-value markets and will encounter trade rejections, ultimately risking future trade opportunities. Food safety requires an integrated across-the-chain approach

from production and processing to storage, transportation, retail and finally to the table. To attain food safety, CGA works in partnership with farmers, processors, regulators, and experts in the public and private sectors, referred to as cross-sector collaboration. For more than 25 years, CGA has played a significant role in safeguarding food safety through the following interventions:



A. Technology Dissemination:

By introducing and promoting modern agricultural technologies, CGA helps farmers adopt best practices that minimize contamination risks and ensure safe food production. Techniques such as post-harvest handling and storage to mitigate contaminants such as aflatoxin. CGA works with other partners and technology manufacturers to attain food safety through farmers' capacity building to adopt modern post-harvest handling technologies.

B. Capacity Building:

Through training and workshops, CGA educates farmers on the proper handling, storage, and processing of cereals, including safety during value addition in tandem with international standards. This education helps reduce the risk of

contamination from mycotoxins and other hazards, ensuring that food reaching consumers is safe and nutritious.

C. Compliance and Standards:

CGA supports farmers in meeting national and international food safety standards. By facilitating access to information and resources, CGA helps farmers understand and implement these standards, thereby enhancing the safety of cereal products. Exchange visits have become handy in this regard as farmers learn from their peers who have made significant steps in food safety.



Strengthening Food Security in Kenya

Food security, the assurance that all individuals have access to sufficient, safe, and nutritious food, is another crucial pillar of CGA's mission. Our efforts in this domain are multifaceted:

Advocacy for Supportive Policies:

CGA represents cereal farmers in policy discussions, advocating for frameworks that boost food security. The association pushes for policies that support sustainable agricultural practices, investment in infrastructure, and protection against market fluctuations. In alignment with the government's development agenda, the association holds regular meetings with policymakers to harmonize farmers' and government expectations. The arguments towards these discussions are data-based, with CGA at the forefront of data gathering.

Economic Services:

By providing financial literacy support and resources through the CGA SACCO, CGA helps farmers build resilience against economic shocks and climate-related challenges. This support is crucial for maintaining consistent food production and supply, directly impacting food security. With the introduction of the Farmers Service Centre (FSC) model, which ensures cascaded service delivery to last-mile farmers, income streams have been increased to ensure that farmers become economically viable throughout the year right from production.



Information Sharing and Market Access:

CGA's role in disseminating market information helps farmers make informed decisions about production and sales. Access to accurate market data ensures that farmers can plan effectively, reduce waste, and stabilize food supplies. Reconciliation of market surplus and market deficit areas has always been an issue that affects food security, which is why CGA finds information sharing a key component of food security in Kenya by relaying critical information to producers as well as consumers.

Sustainability Initiatives :

CGA promotes sustainable agricultural practices that enhance long-term food security, considering the effects of climate change. This includes encouraging climate-

smart techniques that mitigate the effects of climate change, ensuring that future generations can continue to rely on cereal production, and sourcing reliable markets for farm produce to ensure that farmers do not lose out due to a lack of sustainable markets.

The Cereal Growers Association in collaboration with other partners, is instrumental in advancing food safety and food security in Kenya. Through efforts in technology dissemination, capacity building, policy advocacy, and economic support, CGA strengthens the entire cereal value chain. Our work not only ensures that cereal products are safe and secure but also with the digitization pillar becoming more prominent, we are keen to bring in the much-required youth population into the sector.



CGA's Contribution to Kenya's Agribusiness Sector

Agribusiness entails all the activities involved in producing, processing, distributing, and marketing agricultural products. Its critical components include agricultural production, agricultural inputs, processing and manufacturing, distribution and logistics, marketing and sales, farm finance and risk management, and agricultural technology and innovation. When appropriately implemented, agribusiness ensures food security, positive economic impact, rural development, innovation, and sustainability.

In Kenya, where agriculture is a livelihood for millions and a significant component of the national economy, the Cereal Growers Association (CGA) plays a vital role in enhancing the agribusiness sector. CGA's contributions extend beyond mere advocacy as a non-profit national farmers' organisation. We encompass a broad range of activities to improve agricultural practices, boost economic viability, and foster sustainable growth within the cereal farming industry. The following highlights show how CGA is shaping the future of Kenya's agribusiness sector.



CGA`s involvement in the Agribusiness Value chain

We aim to implement this by facilitation of agricultural inputs, provision of post-harvest technologies, providing a market for produce, capacity building on technology adoption, digitization and value addition. These activities have helped in making farming much more sustainable and introducing smarter farming practices.

We facilitate access to agricultural inputs by linking farmers to agri-input institutions for seeds and fertilizers. This is done through activities like input sales through the Farmer Service Centers (FSCs), advocating for the use of GMOs,

and hosting farmers' fields where they invite fertilizer, seed, pest control, and machinery and equipment companies.

The provision of post-harvest technologies involves goods such as bags, harvesters, storage, and means of transportation. We do this through Farmer Service Centers that offer input sales and mechanization services. These interventions will help increase profitability by enhancing product quality and reducing labour and time consumed.

Sustainable farming

Sustainability is a core focus of CGA's efforts, as it ensures the long-term viability of the cereal farming sector and contributes to broader environmental goals considering the ever-changing production environment due to climate change.



Agroforestry an example of sustainable farming practices that nurture both crops and the environment.



Using IPM measures to apply targeted treatments to protect bean crop, promoting healthy growth with sustainable practices.

Environmental Stewardship:

CGA advocates for environmentally friendly practices that reduce the impact of farming on ecosystems. These practices include promoting soil conditioners, integrated pest management, and other eco-friendly approaches. We have deliberately implemented projects specifically focussing on agroforestry and environmental conservation in partnership with different stakeholders and development partners such as AGRA, Rabobank, the World Food Program (WFP)



Farmer Jane Mwendwa from Njabini, Nyandarua County sharing feedback with her AC Fred Mbono on the Bio-gas harvesting



FSC Jane Mwendwa in her Kitchen enjoying benefits of clean biogas energy

Resource Management:

Effective management of natural resources is crucial for sustainable agriculture. CGA provides guidance on efficient resource use, including water and soil conservation techniques, to help farmers minimize their environmental footprint and enhance farm productivity. Cost-benefit analysis is one key element in making agriculture profitable, and through the Agribusiness Coordinators present in every county where CGA works, farmers get mentorship on how to choose enterprises and manage them for maximum returns.



Damlining a water conservation and harvesting technique being implemented by Farmer Service Centre (FSC) Beatrice Kinyanjui in Nyandarua County.



Soil sample Testing services being provided by one of the service providers

Climate-Smart Agriculture:

CGA promotes climate-smart agricultural practices that help farmers adapt to and mitigate the effects of climate change. These practices include soil health through soil conservation, water management through water harvesting and storage and efficient use of available water, crop diversification and crop rotation, mixed farming through the incorporation of animals within the farming system, and the introduction of agroforestry in the farming system for environmental conservation. CGA works with farmers to maintain productivity and resilience in the face of ecological challenges.



A farm with High Iron Beans in Makueni County under Regenerative Agriculture



Rev. Antony Atika, FSC from Idakho Central Ward, Kakamega County tending to his dairy cattle.

Building Partnerships and Collaboration

CGA's impact is amplified through its strategic partnerships and collaborations with various stakeholders, including government both at national and devolved level, government agencies, non-governmental organizations, and private sector entities.

Policy Advocacy:

CGA plays a significant role in shaping agricultural policies by representing the interests of Kenyan farmers in policy discussions. Our advocacy efforts contribute to the development of supportive policies and regulations that benefit the agribusiness sector, which is largely dynamic and requires progressive thinking and flexibility from both policymakers and farmers themselves.



Community Engagement:

We actively engage with local communities to ensure that their programs and services address the specific needs of farmers. This grassroots approach helps tailor solutions to local conditions and fosters a sense of ownership and involvement among farmers.



Business Development and Partnership 2024

As a membership organization, the goal of the business development and partnership department (BDP) is to strategically mobilize resources for CGA in a way that enables it to perform all its core functions efficiently, effectively and sustainably, both in the short and long term. We look at partners from two perspectives; those who have traditionally supported agriculture development in collaboration with CGA and private sector partners leveraging on the expertise and competencies of CGA to expand their business portfolios. We also have those partners that support annual (short term) and multi-year programs by disseminating new technologies and innovations through CGA. BDP responds to requests for proposals (RFP), concept notes and initiatives spearheaded by the top management or individual organizations.

The last year has been very exciting and enriching in the sense that DBP made tremendous progress in attracting resources that resulted in expansion and growth of support to farmers of all categories (small, medium and large-scale farmers). During this period, we maintained partnership with World Food Programme (WFP) in implementing Farm to Market Alliance (FtMA), signed a grant agreement with Rabobank to implement an agroforestry program in 12 counties, signed a new grant with AGRA to scale up “strengthening regenerative agriculture in Kenya”, (STRAK) but with a focus on sustainable farming systems. This is in addition to initiative in school feeding through advancing high iron beans. Over the same period CGA also expanded its climate resilient efforts in Makueni and Kitui Counties through the financial support of Christian Aid.

Within the same CGA deepened working collaboration with Care Kenya to implement the USAID project, signed a partnership with Bayer Africa, OCP, IRRI, AATF, Self Help Africa among others. Partnership discussions and areas of sync were also held with ICRISAT, FAO and USAID. We are at an advanced level of discussion to co-create two initiatives: linking smallholder farmers practicing regenerative agriculture and school feeding supported to by the Rockefeller Foundation, and secondly, developing a partnership with GIZ to scale-up the Farmers Service Centre (FSC) extension delivery model in Kenya. Within the same period, CGA signed a memorandum of understanding with CABI, the County Governments of Makueni, Nakuru, and Nandi whose goal is deepen partnership and support agriculture which is a devolved function. The remaining over 25 county governments is at various stages of validating their memorandums.

Looking ahead, CGA will continue to develop, implement and sustain resource mobilization efforts while developing new portfolios.



Climate Change Adaptation and Mitigation

CGA has spearheaded farmers' productivity through the technical services pillar. Through capacity building and training, farmers are enabled to adopt good agricultural practices (GAP), contributing to increased production, productivity, and income. Identified causes of low agricultural output among smallholder farmers in Kenya include soil degradation and climate change effects, particularly unpredictable and unreliable weather patterns, drought, poor rainfall distribution, and severe ambient temperatures.

In recent years, CGA has enhanced its focus on implementing sustainable agricultural practices, primarily climate-smart agriculture (CSA)/Regenerative Agriculture (RA), across all counties of operation to

aid farmers in sustainable improvement of crop productivity and income, adaptation to climate change, and resilience against the shocks of climate change while contributing to climate change mitigation.

The primary climate-smart agriculture practices that CGA promotes include but are not limited to, conservation agriculture (minimum tillage, crop diversity through crop rotation, soil cover through crop residue retention and cover cropping), agroforestry, integrated soil fertility management, integrated pest management, water harvesting and soil conservation, clean cooking energy mainly biogas, solar irrigation, and farmer enterprise diversification.

In 2023, CGA escalated her contribution to climate change adaptation and mitigation through partnerships with carbon credit partners like Boomitra on soil carbon and Acorn on biomass carbon.

The soil carbon partnership implemented under the FtMA program aimed at intensifying CSA adoption among Kenya's smallholder farmers through cropland soil carbon credit incentives for increased sustainable productivity, income, and resilience against climate change shocks. Soil carbon intervention catalyzes climate change adaptation and mitigation by removing carbon dioxide gas (CO₂) from the atmosphere on a giganon scale and sequestering it in on-farm soils through sustainable agricultural practices.

The biomass carbon partnership implemented through the CGA-Acorn partnership promotes sustainable agroforestry by integrating trees into farming systems for enhanced soil health and diversified income streams. It also enables farmers to gain resilience against climate impacts. The biomass carbon credit bonus incentives enhance sustainable agroforestry management and boost long-term carbon sequestration and climate change mitigation.

Notably, carbon dioxide is the major greenhouse gas that traps heat in the atmosphere, causing global warming and climate change. Trees and soil organic matter act as a sink for atmospheric carbon and sequester carbon from the atmosphere. As plants grow, they absorb carbon dioxide from the atmosphere and retain it in their living

tissues as biomass carbon and in the soil as they decompose into organic matter and humus. Soil organic matter improves crop productivity through improved soil structure, aeration, water retention, stability, nutrient recycling, and biodiversity. Climate-smart farming techniques restore carbon in soil and biomass and sustainably boost agricultural output while considerably mitigating climate change.

In summary, through strategic partnerships and knowledge-sharing initiatives, CGA navigates farmers toward climate-smart practices, ensuring adaptation and mitigation strategies are tailored to local needs. By integrating weather information services and carbon credit incentives, CGA empowers FSCs and VBAs to lead their communities toward a sustainable agricultural future. In every field and village, CGA's commitment to Climate-Smart Agriculture inspires resilience, ensuring smallholder farmers thrive amidst climate challenges and safeguarding livelihoods for generations to come.





CGA`s coordination role in the Wheat Purchase Programme

Overview

The National Treasury on 8/1/2010, in consultation with the Cereal Millers Association (CMA) and Cereal Growers Association (CGA), agreed on a Duty Remission Scheme (DRS) dubbed the Wheat Purchase Programme (WPP). The program's primary objective has been to motivate local wheat farmers to increase production to reduce overreliance on imports. Under the programme, local millers gazetted by the East Africa Community (EAC) pay 10 % import duty instead of 35% subjected to sensitive products under the Common External Tariff (CET) of the EAC, on condition that Millers mop up locally produced wheat to support local production. The Ministry of Agriculture coordinated the programme until July 2020, when the role was transferred to the Agriculture and Food Authority (AFA). Under the programme, AFA registers marketing agents (aggregators) who are then responsible for aggregating wheat produce from CGA-registered farmers on behalf of millers. Millers are then expected to buy the wheat from farmers at an agreed minimum price from the aggregation centres.

Annual Cyclic Events and Engagements

The wheat cropping and harvesting calendar runs from March to February of the following year. Before the season, a meeting is convened by AFA that brings together CGA, CMA, and Marketing whose agenda includes:

1. Discussion of the performance of the programme in the previous season from CMA, CGA, and Marketing Agents perspectives. This includes discussions on the challenges encountered and recommendations for improving the programme.
2. Present the cost of production per acre and per bag of wheat in Kenya. This is informed by a joint pre-survey on the cost of production conducted by CGA, CMA, and AFA
3. Estimate wheat projections for the e current season
4. Based on the cost of production, calculate using a pre-determined formula the minimum price per bag of 90 Kgs of local wheat for the current season. The cost calculated is for:

Grades 1 and 2 with the Grade 2 price being KES 100 less than that of Grade 1

5. Negotiate based on the price determined by the formula the minimum wheat prices for the 12 months.
6. Negotiate the handling charges for aggregators to be equally shared between farmers and millers. This caters for weighing, offloading, testing and cess where applicable.

The grading system is a meticulous process that entails the following guidelines.

Grade 1: Bushel Weight > 78

Grade 2: Bushel Weight 75 – 77.9

Grade 3: Bushel Weight < 75

This season, 2024/2025, the negotiated and recommended minimum prices are KES 5,300 for grade 1 and KES 5,200 for grade 2, applicable at the traditional aggregation/buying centres.

CGA coordinates farmer registration, creates awareness and sensitization about the programme and prices, and informs farmers who the aggregators are and their contacts.

Overview of Projects

As a leading agribusiness solutions provider, Cereal Growers Association (CGA) is dedicated to driving agricultural transformation and sustainability across Kenya. Our diverse portfolio of projects is designed to address the unique challenges farmers, agribusinesses, and the broader agricultural sector in 32 counties face. Through strategic partnerships, innovative solutions, and a deep commitment to empowering communities, Cereal Growers Association (CGA) is significantly impacting the ground. Below is an overview of some key programs we are implementing:

Farm to Market Alliance (FtMA)



Hillary Biwott, Farmer Service Centre (FSC) Elgeyo Marakwet County on his farm under Conservation Agriculture. (Shot by Wesley, June 2024)

The Farm to Market Alliance (FtMA) is a consortium of six agri-focused organizations. AGRA, Bayer East Africa, Yara Foundation, Rabobank, Syngenta, and the World Food Program (WFP) were established to benefit all actors involved in the smallholder food sector, with a focus on the smallholder farmer.

In Kenya, operations began in 2017 and are being implemented by the Cereal Growers Association (CGA). The project works with private and public sector partners to overcome existing bottlenecks in smallholder value chains and promote sustainable food systems. It operates

in the 13 counties of Kenya (Meru, Tharaka, Nyandarua, Nakuru, Narok, Elgeyo Marakwet, Kakamega, Bungoma, Busia, Siaya, Kisumu Homabay, and Migori).

Now, the program is in its third phase of implementation having built commercially viable FSCs that can deliver concrete services to the

smallholder. The focus for 2024 is on smallholder farmers with the theme "Impact at the smallholder level" and simultaneously elevating market initiatives, which is the program's unique value proposition. The year 2023/2024 has seen the project grow, now it has a base of 1,353 rural agripreneurs otherwise known as Farmers Service Centres (FSCs) serving 355,962 farmers across the 13 counties. The FSCs offers a bundle of services include inputs and produce linkages, technical advisory, farm services such as spraying, mechanization, threshing, harvesting, logistics, financial linkages among others.

Key Achievements

During the year 2023/2024, through the program markets elevation activities, 56,341.75MT of assorted produce worth KES 3.14 billion were aggregated and sold, benefitting about 37,000 SHFs by 709 aggregating FSCs in the long and short rains season. Another topline activity is the focus on productivity and climate resilience activities that have established 37 innovative sustainable villages, which is meant to spur organically growing adoption of sustainable farming practices. The 37 villages established have 367 farmers; these sites offer farmers training and linkages for various agricultural-based services.

In terms of input linkages, the program works with various sector players that supply agrochemicals, fertilizers, and post-harvest items. This resulted in KES 598.05 million worth of inputs being mobilized and sold to 87,130 farmers by 1,450 FSCs during the year under review.

The project supported aggregating FSCs with PHH items to enhance produce quality for better prices and improved market access. A total of 189 aggregating FSCs received 62 moisture meters, 526 tarpaulins, and 78 weighing scales at a 10% cost share, with FSCs' contributions totaling KES 1,009,327. This support is crucial in ensuring that the FSCs handle the grains according to best practices, providing quality produce that guarantees better prices and market access

“ KES 598.05 million value of inputs being mobilized and sold to 87,130 farmers by 1,450 FSCs. ”

“ 189 aggregating FSCs benefited by getting 62 Moisture Meters, 526 Tarpaulins and 78 weighing scales at 10% cost share, with FSCs contribution totaling to KES 1,009,327. ”

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Strengthening Regenerative Agriculture in Kenya (STRAK)



FSC Frida Muendo in her Orange farm in Makueni County under Regenerative Agriculture. Shot by Wesley, July 2024.

In partnership with the Alliance for a Green Revolution in Africa (AGRA), the Cereal Growers Association has been implementing the 'Strengthening Regenerative Agriculture in Kenya' project in Kitui and Makueni counties since May 2022. The project is a scale-out of a pilot phase successfully implemented in 2020/2021 in Makueni County. It targets 50,000 farmers (30,000 in Makueni and 20,000 in Kitui) over three years, with completion expected by October 2025. The project seeks to address challenges facing smallholder farmers, such as climate change, land degradation, declining soil fertility, and limited access to extension services. Ultimately, it aims to contribute to the development of food and farming systems within a sustainable framework by employing regenerative, context-specific innovations and models that value local diversity, with the goal of achieving climate resilience and food security for smallholder farmers in Kenya.

This is being achieved through promotion of a mix of regenerative agriculture practices and technologies that are contextual to the different agro-ecological zones and needs of farmers in the two counties. These practices include water and soil conservation structures such as terraces, farm pods and road run-off water

harvesting and utilization, minimum soil disturbance by way of ripping, Zai-pits, basins or planting holes, proper storage and utilization of organic manure, mulching, cereal/pulses integration through crop rotation or intercropping, agroforestry and cover cropping. Additionally, the projects promote farm level enterprise diversification for improved nutrition, income and resilience with key enterprises promoted being home garden, poultry, pasture and apiculture.

The project uses a private-led extension model, the Village-Based Advisor (VBA) model, to enhance extension services for farmers. The model employs 315 VBAs across the two counties (285 in Makueni and 130 in Kitui). Unlike other extension models, the VBA model offers end-to-end services to farmers by addressing their needs through training and support. VBAs earn a commission or profit as they meet farmer demand, making the model self-sustaining.

Key Achievements

In pursuit of the project goal, the project has achieved key milestones in the past year (the period between July 2023 and June 2024).

- We established a private-led extension model, the VBA model, which involves 315 VBAs serving farmers in Makueni and Kitui counties. In the past year, 292 (92.7%) of the VBAs trained 19,819 farmers (13,397 in Makueni and 6,422 in Kitui) and provided them with inputs and services worth KES 115,304,395, earning a commission of KES 5,574,413.
- The promotion of agroforestry and tree planting in Kitui and Makueni counties resulted in the growth of 529,524 agroforestry trees. The Makueni County Government awarded the CGA four recognition certificates for its support of environmental conservation.
- Promoting a structured market facilitated forward contracting for black gram, sorghum, and Nyota bean farmers with Spice World Ltd, Gilays Foods Ltd, and Tegemeo Cereals Ltd. A total of 121 (38.41%) VBAs aggregated 1,329.25 MT of assorted grains worth KES 77,763,631, earning a commission of KES 4,429,981. As the VBAs diversified and grew their different income streams, they provided jobs to 2,603 people, paying them remuneration valued at KES 9,997,334
- A total of 78% of the trained farmers (19,819) adopted more than three RA practices promoted and reported an increase in crop yield and soil health parameters.
- Introduction of medium-duration and high-yielding pigeon peas (M-Pesa and Mituki varieties). This was done in collaboration with ICRISAT and KALRO, respectively.
- Support of the respective departments of Agriculture and Livestock in the development of departmental strategic plans for 2024 to 2028. CGA is also in the process of supporting the development of Agroecology policy for Makueni counties.
- Formalization of CGA work in Makueni county through MOU presided over by HE Governor Mutula Kilonzo Junior.
- Successful implementation of the STRAK project has given birth to other projects in CGA including SMAPIP, sustainable farming and Acorn. This will bring a greater impact to Kenyan farmers.

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Promotion of agroforestry in Kitui and Makueni Counties resulted to growing of 529,524 trees.

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Advancing Availability of Biofortified Foods For Institutional Markets.



High Iron Beans (Nyota) on a farm in Embu under the school feeding programme

The Advancing Availability of Biofortified Foods for Institutional Markets project is a collaborative initiative between CGA, the KARLO seed unit, and Harvest Plus, spearheaded by the Alliance for a Green Revolution in Africa. The project aims to enhance the production, distribution, and consumption of biofortified crops in institutions, with a focus on schools targeting 400,000 school-going children. The value chain of importance in this project is the biofortified high-iron and zinc beans, which offer multiple outstanding benefits that position them as an ideal strategy to address the overwhelming burden of malnutrition in the country. The project is being implemented in five counties (Embu, Tharaka Nithi, Elgeyo Marakwet, Bomet, and Narok) and spans from May 2023 to April 2025.

Project Goals.

1. Increase production by strengthening and enhancing the growth and productivity of biofortified beans through farmer capacity building on bean agronomy and regenerative agriculture, and improve access to quality seeds and inputs through the VBA model.
2. Awareness creation: consistent and comprehensive sensitization at all levels on the benefits of HIB technology for both growing and consuming biofortified crops
3. Enhance structured markets by establishing and strengthening connections between growers and institutions, ensuring the production of high-quality and sufficient quantities of grains that command competitive market prices. Through the SHEPBIZZ Approach model, farmers can grow with a clear understanding of their target markets
4. Improve nutrition: beans are easily accessible, even to the most vulnerable households, compared to other protein sources. Therefore, the availability of biofortified staple foods is an ideal strategy to address the malnutrition burden the country is facing.

Key Achievements

- Farmer engagement and training. 12,758(F 6,350, M 6408, 23% youth) farmers trained on Regenerative Agriculture and bean agronomy within the 5 implementing counties.
- Awareness creation: 76 demonstration plots were established across the five implementing counties to serve as technology transfer tools for farmers at the grassroots level. Cooking and tasting demonstrations were also conducted with school heads to advocate for the consumption of nutritious beans in schools. Preseason B2B meetings and pre-harvest B2B linkage forums targeting bean-growing areas have been instrumental in enhancing farmer outreach and raising awareness of the benefits of growing and consuming nutrient-dense bean varieties. Two farmer field days were successfully hosted in Embu County.
- Coordination of access to HIB certified seeds. The VBA model has been instrumental in ensuring certified seeds access to farmers at grassroot level through seed demand aggregation and linkages to local agrodealers. 108.123MT of certified HIB seeds accessed with ease by the farming households within the 5 implementing counties.
- Market development. Significant strides have been achieved in establishing lasting relationships between schools and the farmers through the VBAs and this has been fueled by adoption of the SHEPBIZZ approach. Schools in Elgeyo Marakwet, Bomet and Narok counties are being supplied the HIB by the farmers.
- VBA Model actualization. The project is designed to utilize the CGA VBA model for the purposes of sustainability. 215 VBAs were onboarded and trained in bean Agronomy and Regenerative Agriculture.

12,758 farmers trained on Regenerative Agriculture and bean agronomy within the 5 implementing counties.

108.123 MT of certified HIB seeds accessed with ease by the farming households on the 5 implementing counties.

CGA – Fert PARTNERSHIP



Margaret Wanjiku FSC laikipia County on her Maize farm under conservation agriculture. Shot by Wesley, August 2023.

The CGA–Fert partnership has existed since 2013, when the two organizations began discussions and exchange visits on areas of mutual interest in supporting cereal farmers in Kenya. These conversations aimed to establish how the partnership could bolster CGA’s role as an apex farmer organization by enhancing service delivery to its members. The outcome of these discussions and visits led to the inaugural partnership agreement in 2014, a process that has seen the partnership evolve through four phases to its current status.

Phase 1: 2013 - 2015: The focus of this phase was to identify areas of mutual interest through information sharing and exchange visits between CGA in Kenya and Fert in France. The outcome of this phase was the refinement of the collaboration’s structure.

Phase 2: 2015 - 2017: In this phase, CGA and Fert began partnership operations through the implementation of a pilot project in Nakuru and Narok counties, dubbed the Cereal Value Chain Development Program (CVCDP). The project was co-financed by Fert through Agricord, CGA, and Finland’s Ministry of Foreign Affairs (MFAF), under the Farmers Fighting Poverty initiative.

Phase 3: 2018 - 2020:

This phase focused on implementing CGA’s 2018–2022 strategic plan, particularly the membership service delivery pillar and advocacy in five counties (Nakuru, Narok, Laikipia, Meru, and Uasin Gishu). It was co-financed by CGA, Fert, Agence Française de Développement (AFD),

and the International Fund for Agricultural Development (IFAD) through its support for the Farmers’ Organization for Africa, the Caribbean, and the Pacific (FO4ACP program). To strengthen service delivery and advocacy for CGA’s members during this phase, the European Union and IFAD supported a project aimed at enhancing CGA’s membership service delivery performance and increasing its visibility in response to the post-COVID-19 pandemic. Additionally, through a partnership between Fert and the Louis Dreyfus Foundation (LDF), CGA is implementing a pilot program on agroecology development in Meru and Laikipia counties.

Phase 4: 2024 - 2026: This phase, informed by learnings from previous phases, focuses on increasing the impact on farmers and their groups through proximity advisory services and supporting their autonomy and sustainability. It is being implemented in three counties (Laikipia, Meru, and Uasin Gishu) and is co-financed by AFD and Fert. Additionally, CGA is finalizing phase 3 programs, which are co-financed by the EU-IFAD/AgriCord-Fert, Fert-LDF, and AFD/AgriCord-Fert.

Key Achievements by end of 2023

- CGA as an Apex organization strengthened at the National Level, with 22 sub-county and 101 ward level chapters
- 180 farmer organizations have been supported either as cooperatives, self-help groups or community-based organizations with a total of 11,985 members (women 7,810 and youth 2,871) reached individually and a population of 71,933.
- 11,989 individual farms have been reached
- 14,722 farmers have benefited from all educational actions (trainings, field days, exchange visits, demonstrations)
- 7 key lobby actions have been undertaken at the national level (wheat purchase programme, agricultural product cess and associated market levies, land commercialization initiative, contribution to the finance bill among others)
- 9,857 MT have been marketed collectively
- 656 leaders have been trained (women 407 and youth 124)
- 318 ToTs have been trained out of which 142 are women
- Kenya Shillings 26.3 Million has been realized through collective input procurement

14,722 farmers have benefited from trainings and field days.

9,857 MT have been marketed collectively.

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CREATING SHARED VALUE IN MAIZE VALUE CHAIN (CSV)

Name of Donor: SOLIDARIDAD EAST AND CENTRAL AFRICA

Number of Beneficiaries: 3,600 Smallholder farmers.

Period: September 2024 - August 2025

Value Chain: Maize popularly known as CORN



County: Bungoma County

Areas of intervention: Input Access, Training and Market linkages, Business cases along the maize value chain.

SERVICE ET PLAIDOYER DES ORGANIZATIONS PAYSANNES (SEPOP)

Name of Donor: AFD/AgriCord-Fert

Project Focus: Smallholder farmers, medium and largescale farmers.

Period: 2020 - 2025

Value Chains: Cereals and Pulses including vegetables, fruits and agroforestry.



Counties: Originally Meru, Laikipia, Nakuru, Narok, Uasin Gishu and now all CGA counties of operation.

Areas of Intervention:

- To support CGA's Institutional Strengthening
- To strengthen technical and economic services provision through leadership training, coaching, mentorship, and exchange visits
- To enhance effective lobby, advocacy, and representation
- To facilitate the provision of support functional services to members
- To develop customized services for medium and large-scale cereal farmers
- To facilitate the establishment and sustenance of partnerships

TRANSAGRI

Name of Donor: AFD-Fert (TransAgri), EU-IFAD/AgriCord-Fert (FO4ACP - ending October 2024) and LDF (Agroecological Practices - ending March 2025)

Project Focus: Farmer groups and Farmer Advisors



Period: 2024 - 2026 (TransAgri), 2020 - October 2024 (FO4ACP) and April 2022 - March 2025 (LDF)

Value Chains: Group Value Chains.

Counties: Meru, Laikipia, and Uasin Gishu.

Areas of Intervention:

- Improve farmer groups' technical and economic performance through more efficient, sustainable, and environmentally friendly agricultural practices.
- To improve the value of agricultural products and the nutritional practices at household levels.
- To organize farmers for collective action.
- To facilitate the establishment and sustenance of partnerships.

SMALLHOLDER PRODUCTIVITY IMPROVEMENT PROJECT (SMAPIP III)

Name of Donor: BAYER EAST AFRICA LTD

Number of Beneficiaries: 260,000 Smallholder farmers.

Period: 5 year project (4th year June 2024 - May 2025)

Value Chains: Maize popular; known as CORN



Counties: Bomet, Narok (Transmara), Bungoma, Busia, Kakamega, Nyamira, Kisii, Migori, Homabay, Siaya, Meru, Tharaka Nithi, Kirinyaga, Makueni, Machakos, Taita Taveta, Kilifi, Kwale

Areas of intervention: Input Access, Training and market linkages.

AGRIBOOSTER PROJECT (KAP)

Name of Donor: OCP Africa.

Number of Beneficiaries: 250,000
Smallholder farmers.

Period: 2024 - 2026

Value Chains: Maize, Sorghum and Potatoes

County: Tharaka Nithi, Kitui, Meru, Siaya, Homabay, Narok, Nakuru, Kakamega, Bungoma, and Elgeyo Marakwet, Uasin Gishu, Trans Nzoia, Nyandarua and Makueni

Areas of intervention: Input Access, Training and market linkages, Unlocking financial linkages for small holder farmers.



DANIDA MARKETS DEVELOPMENT PARTNERSHIP (DMDP)

Name of Donor: CARE KENYA

Number of Beneficiaries: 3,600 Smallholder farmers, medium and largescale farmers.

Period: 2024 - 2025

Value Chains: Maize, Sugarcane and Potatoes.

County: Nakuru, Nyandarua, Migori and Kakamega.

Areas of Intervention:

Creating awareness on NEMIX C biological product for controlling nematodes, Input Access, Trainings and market linkages for small holder farmers



AGROFORESTRY CARBON REMOVAL UNIT FOR RESTORATION OF NATURE (ACCORN)

Name of Donor: Benzos Foundation/
Rabobank

Number of Beneficiaries: 60,000 Farmers
(Achieved -25K farmers onboarded)

Period: April 2024 - August 2027

Value Chains: Agroforestry.

County: Bomet, Narok, Kericho, Nakuru, UasinGishu, Nandi, Trans Nzoia, Baringo, Elgeyo Marakwet and Laikipia.



ACCORN Team during Field Visit in Miti Mingi, Nakuru County

Areas of Intervention:

Onboarding smallholder farmers to agroforestry and participate in carbon market

TECHNOLOGIES FOR AFRICA AGRICULTURE TRANSFORMATION (TAAT II)

Name of Donor: Alliance for Bioversity and CIAT

Number of Beneficiaries: 30,000 direct,
90,000 indirect Smallholder farmers.

Period: September 2023 - February 2026

Value Chain: High Iron Beans



HIB beans under Farmer Mark Kiprop farm in Elgeyo Marakwet East

County: Meru, Laikipia, Tharaka Nithi, Embu, Makueni, Nakuru, Nyandarua, Elgeyo Marakwet, Bomet, Narok, Siaya, Migori, Kisumu, Homabay, Busia, Bungoma and Kakamega.

Areas of intervention:

- Access of climate smart micronutrient HIB
- Improved productivity and production of HIB.
- Access to market of HIB at competitive prices.
- Enhanced value addition and processing of HIB

VIJANA IN KILIMOBIZZ (YOUTH AT WORK)

Name of Donor: Mastercard foundation through World Food Programme (WFP).

Number of Beneficiaries: 5,000 farmers focusing on youths and 100 Farmer Service Centers (FSC's)

Period: 2024 - 2027

Value Chains: High Value crops & enterprises (SMEs)

County: Bomet

Areas of intervention: Job creation for young people, support FSCs on enterprises development.



DIRECT SEEDED RICE (DSR)

Name of Donor: IRRI

Number of Beneficiaries: Targeting 4 demos in Central and Western Kenya.

Period: August 2024 - March 2025

Value Chain: Rice.

County: Kisumu, Busia, Kirinyaga

Areas of Intervention:

- Mechanization.
- Agronomy.
- Farmer Outreach.



PROMOTING SUSTAINABLE FARMING PRACTICES AND INCLUSIVE MARKETS FOR SMALLHOLDER FARMERS IN KENYA FOR FOOD NUTRITION AND SECURITY

Name of Donor: AGRA

Number of Beneficiaries: 125,000 Farmers 675 Farmer Service Centers (FSC's)

Period: August 2024 - July 2027

Value Chains: Maize, Beans, Vegetables.

County: Vihiga, Nandi, Kakamega, Kisumu, and Machakos.

Areas of Intervention:

- Sustainable farming.
- Productivity and Climate resilience.
- Inclusive markets.
- PHHS management and state capability.



Richard Kaindi FSC Makueni County in his vegetable farm

Our Partners



Rabobank



Solidaridad



AGRICORD



LDC.
Louis Dreyfus Company



Netherlands
Space
Office



Pictorials



Cereal Growers Association convenes a Partners Consultative Breakfast Meeting to align activities for impactful delivery to farmers



Chairperson Louis Dreyfus Group and President of Louis Dreyfus Foundation Madam Margarita Louis Dreyfus and other Board Members visiting CGA members in Meru and Laikipia to have first-hand experience on the adoption of agroecology practices the foundation is funding and a project in Bungoma on maize jointly implemented by Solidaridad funded by the foundation.



CGA and AGRA field at Muvau ward in Makueni County where farmers were provided an opportunity for farmers to learn about Regenerative Agriculture practices and integrated farming systems, which are diverse methods to bolster resilient livelihoods.

Pictorials



CGA Board Members and Associate members during the annual AGM 2024 held in Eldoret, Uasin Gishu County.



FtMA Kenya's Country Coordinator George Njoroge in partnership with Yara East Africa and WFP Kenya, hosted Anne Beathe Tvinnereim, Norway Minister of International Development in Nyandarua County, to discuss the role of public and private partnerships in supporting and enhancing the Farmer Service Center (FSC) model.



(Top Left)AC Nandi County Anthony Kipruto hosting Nandi County Governor Stephen Sang in one of our exhibitions during the World Food Day celebrations 2024 held in Nandi County, pictured are farmers and partners at our exhibition stands.

Pictorials



Exhibition at Homa Bay International Investment Conference in partnership with FtMA and CGA showcasing the value chains that we promote to raise awareness about the benefits of climate-smart agriculture.



Large and Medium Scale Farmer field day by CGA at Ol Maisor Ranch, Laikipia County in partnership with Sasumua agriculture and adventure limited.



Rabobank Foundation representatives during field a visit to Miti Mingi Village in Elementaita, Nakuru County led by CGA's Project Manager Oswald Miriti



CEREAL GROWERS SACCO

Background

Cereal Growers SACCO Society Limited is a savings and credit Cooperative established in 2013 by the Cereal Growers Association (CGA) with the aim of improving the economic and social livelihood of its members. The SACCO was registered with the Ministry of Industrialization and Enterprise Development on 24th September 2013 under the Cooperative Societies Act No.12 of 1997. It is currently governed by the said Act and its by-laws

The launching of the SACCO was a response to the plight of the farmers in accessing affordable finances to cater for their farming and immediate financial needs. However, the sacco has opened its bond to other non-farming community.

The SACCO's membership has increased over the years to 1,300 members of which 1,000 are farmers drawn from 27 counties in Kenya. Other members are drawn from current and former employees of CGA and other stakeholders.

It is for this reason that Cereal Growers Sacco seeks to promote a saving and investment culture among the members as a means to build wealth for sustainable economic and social development.

CG Sacco Numbers as at 2023



MEMBERSHIP – (over) 1,300 MEMEBERS

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TOTAL DEPOSITS - KES 25,588,737.00

.....



TOTAL LOANS – KES 31,643,847.00

.....

TOTAL ASSETS - KES 44,566,171.00

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Why Become A CG SACCO MEMBER

- Quick access to loans
- Promote a saving culture
- Cheaper Interests on loan
- Investment Opportunity
- Limited liability
- Financial education
- Wealth Accumulation
- Shared ownership and Governance

OUR PARTNERS



Farmer Transformation Testimonials

Hannah Karanja Farmer Busia County



*Hannah Karanja Farmer Service Center (FSC),
Farm to Market Alliance (FtMA) Busia County*

In Busia County, Hannah Karanja's story is a testament to resilience and adaptability. Facing personal adversities, she turned to farming in 1993, shifting from sugarcane

to various crops. Inconsistent weather led her to transition to conservation agriculture (CA), with guidance from the Farm to Market Alliance and Mercy Corps AgriFin through the Cereal Growers Association. Forsaking traditional farming implements for Climate-Smart Agriculture (CSA) techniques, such as minimal tillage and crop rotation, Hannah's yields soared from a modest nine bags to an impressive 18 to 24 bags per acre.

This increase in income has not only supported her children and grandchildren, securing their prosperous futures, but also fueled Hannah's vision for a greenhouse project to provide a steady supply of vegetables to her community. Her enduring passion for agriculture is forging a path toward a more robust farming environment.

Albanus Mwangangi Farmer Service Centre Makueni County



*Albanus Mwangangi, Farmer Service Center
(FSC) Makueni County.*

Albanus Mwangangi, a youth Farmer Service Center (FSC) under the

Strengthening Regenerative Agriculture in Kenya (STRAK) project in Makueni County, innovated a petrol motor-driven thresher to address labor inefficiencies in harvesting drought-resilient pulses and sorghum. With an agricultural engineering background, he raised KES 35,000 to fabricate the machine, which doubles the speed of market threshers and can thresh pulses without separating pods. Serving over 120 farmers, Mwangangi's thresher generates a profit of KES 2,000 daily and has created jobs for 12 youths. His efforts are supported by E4 Impact Entrepreneurship Center, Kenya who played a key role in the incubation and growth of Albanus success.

Milka Cheruiyot Farmer Elgeyo Marakwet County



Milka Cheruiyot (center) Farmer Elgeyo Marakwet County, AABFIM project flanked by PM George Mabu-ka (Left) and AC Maryanne karbolo (right)

Milka is a farmer in Chebiemit, Moiben Kuserwo ward in Marakwet West, her journey began with the right seeds, procured through the Village Based Advisor (VBA) Mark Kipro, who sources from KALRO-Katamani, Mark plays a crucial role in providing her with quality inputs, recognizing the success of her initial planting of $\frac{1}{2}$ acre, Milka expanded her cultivation to 2 acres, demonstrating her confidence in the crop's potential.

VBA provided Milka with crop protection products and fertilizers, ensuring the health and productivity of her crops. Milka's practice of RA technologies, such as mulching and minimum tillage, contributes to sustainable farming practices and improved yields, by selling part of her harvest of 19 bags to Kessup Secondary School as school fees payment, Milka is not only benefiting her family but also HIB contributes to the education (fee payment) of her children. The sweetness and nutritional value of the Nyota grain make it a desirable food source for her family. The only challenge is heavy rains and diseases that pose significant threats to Milka's crops, highlighting the need for ongoing support and adaptation strategies. Miss Milka shares her experiences with other farmers in the community to promote the adoption of sustainable farming practices.

Janice Kabeti Farmer Service Centre (FSC) Tharaka Nithi County



Janice Kabeti, Farmer Service Center (FSC) Tharaka Nithi County.


Janice Kabeti's story is truly inspiring. She started with traditional farming methods but saw minimal returns. However, her shift to Climate-Smart Agriculture (CSA) practices, supported by Farm to Market Alliance and Mercy Corps through Cereal Growers Association, marked the beginning of a new era. By adopting

Conservation Agriculture (CA), Integrated Pest Management (IPM), and Agroforestry, she saw a dramatic increase in yields. Her #maize production jumped from 5 to 30 bags per acre, and #GreenGrams from 2 to 7 bags per acre.

Janice's success story extends beyond her own prosperity. She's now a mentor to many, providing employment to the youth, sharing her knowledge with fellow farmers, and running a successful agro shop. Her achievements enabled her to invest further in sustainable agriculture by purchasing additional land, building an aggregation center, and even acquiring a tractor. Janice Kabeti stands as a testament to the power of sustainable practices, which not only improve her livelihood but also empower her community and drive economic growth.

Contact Us

Mountain View Estate, Off Waiyaki Way,
House No. 268,
P.O.BOX 27542-00506, Nairobi

 : +254 700 222 622

 : info@cga.co.ke

 www.cga.co.ke

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