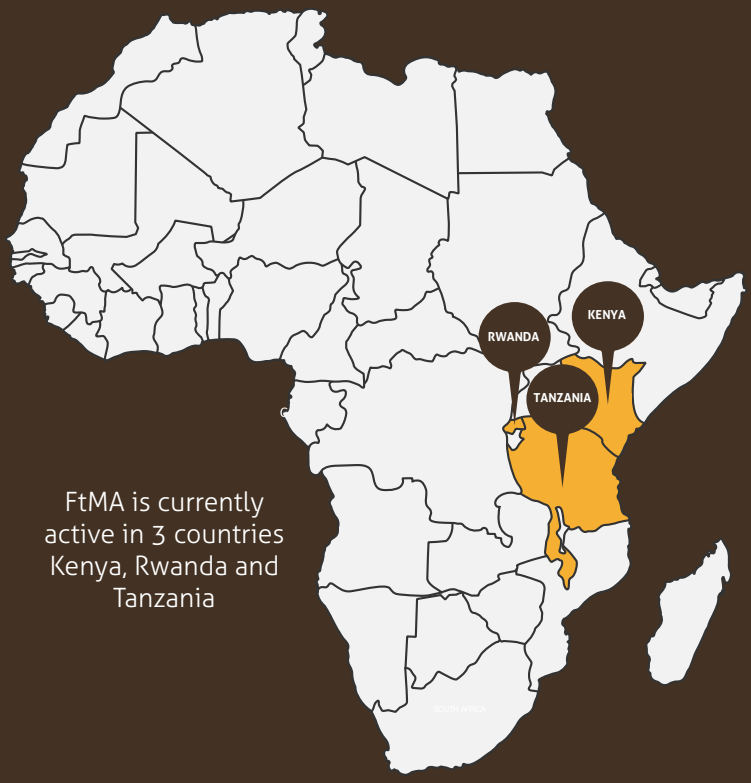
FARM TO MARKET ALLIANCE

Making markets work better for farmers

About The Farm to Market Alliance (FtMA)

Our Impact so far

About FtMA



FtMA is currently active in 3 countries Kenya, Rwanda and Tanzania

WFP aims to achieve Zero Hunger globally by addressing the immediate needs of those affected by food security while also working towards long term solutions with communities and governments.

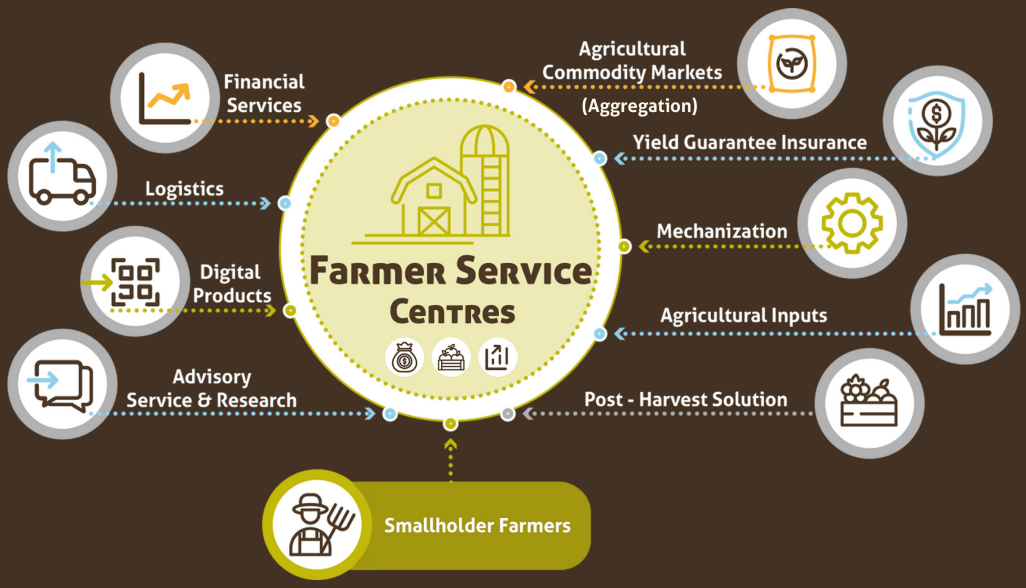
FtMA contributes to **food systems transformation** by empowering farmers through strengthened market access, improved yields and higher incomes, ultimately enhancing food security and resilience.





FtMA utilizes a trust network of 'Farmer -Aggregator Model' that links farmers with a structured market and ensures sustainable Service Delivery at the last mile: **The Farmer Service Centre (FSC) model.**

The FSCs bridge the service, knowledge, training, and investment gaps between farmers in communities and private sector/public sector actors seeking to engage them.



FtMA engages in over 10 value chains ranging from staple crops to legumes and horticulture. Maize, Rice, Beans (Soya, Cow Peas, High-Iron Beans), Sunflower, Irish Potatoes, Sorghum, Finger Millet, Horticulture (African Leafy Vegetables), Groundnuts, Green Peas

WFP World Food Programme

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NEW ZEALAND FOREIGN AFFAIRS & TRADE Manatū Aorere

Norad

YARA

Photos and Quotes from FSCs and Farmers



"Moving from just selling raw nuts to producing my own premium peanut butter turned my small farm into a thriving business. Groundnut farming is a golden opportunity in Kenya; by adding value, I turned sweat into profit and secured my financial freedom"

Esther Luvai -Farmer in Migori County, Kenya



"Before I embraced climate-smart techniques, my maize farm was at the mercy of unpredictable rains, and we barely harvested enough to eat. Now, by using clean seeds, proper spacing, and mulching, the soil holds moisture even during dry spells. This season was a turning point—we had a bumper harvest. I have already sold a large surplus, and for the first time, I have the money to pay school fees without worry and to invest in my family's future."

Evelyne Munyasa – FSC Bungoma County, Kenya

Global Impact Numbers so far

3,330

Total number of FSCs

700,936

Smallholder farmers reached

1,065,716

MT of produce aggregated

Value of aggregated crops

USD 375,317,067

965

Number of public and private sector partners

USD 15,217,799

Value of productivity enhancing services accessed through FSCs

980

Number of FSCs accessing formal and informal credit

2,379

Number of FSCs trained on CA/CSA

1709

Number of FSCs using digital tools for business

TOP CROPS

- High Iron Beans
- Rice
- Sorghum
- Finger Millet
- Sunflower

Kenya



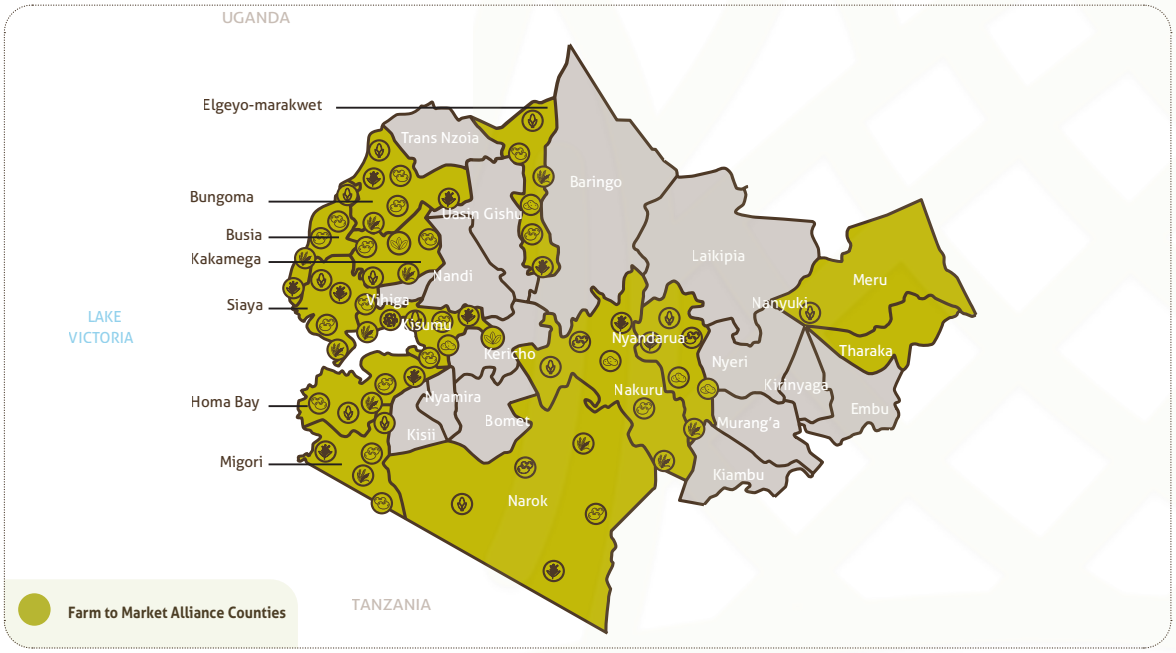
Impact so far

Smallholders Served	Total number of FSCs	Value of aggregated crops	Number of FSCs trained on CA/CSA	Graduated FSCs
315,694	**2117**	**USD 171,642,761**	**812**	**1902**
97,910 Women	1016 Women			391, 954 Farmers reached
129,090 Youth	1003 Youth			

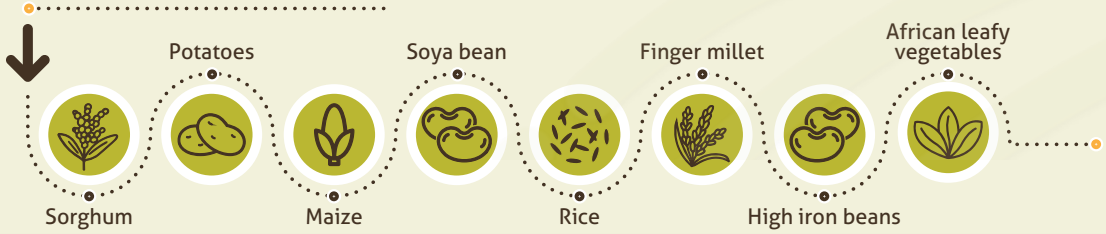
Kenya's population stands at about 54 million, with women making up 50% and youth under 35 accounting for over 75%. This youthful demographic, combined with a strong agricultural base, offers immense potential for innovation and economic transformation. Agriculture remains the backbone of the economy, contributing roughly 23% to the GDP and supporting more than 70% of rural livelihoods.

The Ministry of Agriculture (MoA) and Livestock Development continued to advance the Agricultural Sector Transformation and Growth Strategy (ASTGS) 2019–2029, alongside the Bottom-Up Economic Transformation Agenda (BETA). Investments in mechanization, irrigation, value addition, and digitized extension services were scaled, while counties drove localized, data-driven agricultural programmes. Despite progress, challenges persisted—climate variability, rising input costs, limited extension staffing, and youth disinterest in farming. Within this evolving landscape, FtMA in Kenya positioned itself as a key driver of sustainable, inclusive, and market-oriented food systems. FtMA leveraged its public-private partnership model through the FSC model reaching more farmers every year.

Areas of Operation and Value Chains



FtMA focuses on
8 value chains





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www.ftma.org