



# Kenya BDS

Kenya Business Development Services Program

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## Kenya BDS Market Intervention Brief

<b><i>Name of Activity</i></b>	Capacity-Building of Agrochemical Stockists as Business Service Providers for the Tree-Fruit Sub-sector, Eastern and Central Province (A01/006/03)
<b><i>Facilitator</i></b>	Ideal Business Link, Ltd.
<b><i>Period of Performance</i></b>	1 December 2003 – 30 August 2004
<b><i>Intervention Objective</i></b>	To build the capacity of rural agrochemical stockists as commercial providers of advisory services to increase the understanding, accessibility, and safe and proper application of agrochemicals by tree-fruit farmers.

### ***Program Description***

Ideal Business Link, Ltd. (IBL) is a private sector development consulting firm based in Kenya, dedicated to facilitating business and community development services for poverty alleviation. The purpose of this intervention is to: 1) increase access to commercial advisory services in the safe and proper application of agrochemicals; 2) enhance access to unadulterated agrochemicals; and 3) increase availability of agrochemicals through access to credit facilities and appropriate packaging.

IBL will implement a number of market interventions to facilitate the sustainable delivery of agrochemical advisory services. Demand-side activities will include: increasing awareness among rural farmers and agro-stockists on the safe and proper application of agrochemicals; establishment of credit facility linkages between agrochemical distributors and agro-stockists; and development of a monitoring and evaluation system with feedback loops to inform stockists and manufacturers on consumer trends. Supply-side activities will include: capacity-building of agrochemical stockists in advisory services related to proper storage, labelling, transport, handling, re-packing, and adulteration; development of information brochures to reinforce the advisory services provided; and training on business management principles.

IBL will draw from industry experts to provide the necessary technical assistance for implementation of this intervention, including: the International Centre for Insect Physiology and Ecology (ICIPE); the Agrochemical Association of Kenya (AAK); the Pest Control Products Board (PCPB); the Fresh Produce Export Association of Kenya (FPEAK); and the Kenya Agricultural Research Institute (KARI). Linkages will also be forged with lead agrochemical distributors and manufacturers to actively participate in implementation of the Program.

### ***Key Results***

At the end of the Program, it is expected that rural agrochemical stockists will be effectively providing farmers at the local level with advisory services on proper application and safe use of agrochemicals. It is also expected that accessibility will be increased through credit sales and repackaged agrochemicals offered in more affordable units. Specifically, the following specific results will be achieved:

- 30 agro-stockists providing commercial services to farmers on safe and proper use of agrochemicals
- 6,000 farmers accessing un-adulterated agrochemicals and advisory services from agro-stockists
- 2,400 farmers accessing credit sales of agrochemicals from agro-stockists
- 8,000 farmers sensitized on the importance of safe and proper use of agrochemicals