



**ssnup**

Smallholder Safety Net  
Upscaling Programme

## GENDER- AND CLIMATE-SMART CAPACITY BUILDING FOR MACADAMIA SUPPLIERS IN KENYA



Africa



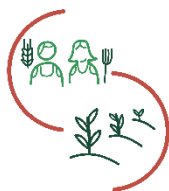
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

The market for macadamias is growing rapidly (world consumption grew by 5% in 2021) due to the associated health benefits and Kenya accounted for 16% of the world supply in 2021. However, the quality of nuts from Kenya declined due to increased insect damage related to changing climatic patterns and the lack of use of good agricultural practices and immature nuts related to farmers harvesting prematurely due to cashflow constraints and concerns around theft of nuts. There is ample opportunity for smallholder households to increase their yields and the quality of nuts that they supply.

### CURRENT STATUS OF THE INVESTEE

Afrimac Nut Company Ltd, incorporated in 2011, is a macadamia processor and exporter with a domestic and global footprint. It is the oldest member of the Afrimac consortium of five leading macadamia processors and exporters in Kenya. Afrimac's core business is the processing of raw macadamia kernels (drying, shelling, grading and packing) and macadamia oil for export markets. The Afrimac consortium processes a significant portion of Kenya's annual macadamia harvest and hence plays an important role in the local macadamia value chain. Afrimac sources from tens of thousands of smallholder farmers. Although Afrimac does not contract smallholder farmers, its team of extension officers does provide extension services to a subset of farmers. The company requires support to de-risk a deeper engagement with smallholder farmers and to build farmer loyalty in a context in which side-selling is prevalent.

### OBJECTIVE OF THE PROJECT

This project will help to de-risk a deeper engagement with smallholder farmers in existing and new areas. 300 farmers, of which 60% are women, will be organised in community-based organisations and will receive an intensive extension services package as a pilot. Up to 3,000 farmers will be reached through video training. The project will also support Afrimac with digitisation of various processes and will help to improve its financial systems.

The expected outcomes of the project include:

- improved yield, quality and price for the macadamias produced by smallholder farmers participating in the pilot and their households.
- improved income at the household level, while at the same time making households more resilient to climate change through the provision of improved seedlings and training on climate-smart good agricultural practices and increasing farmer loyalty.
- improved financial control environment with improved reporting.

### IMPACT INVESTOR

**AgDevCo**

### AGGREGATOR / INVESTEE

Afrimac Nut Company Limited (SME), Kenya

### TARGETED N° OF FARMERS

3,000 farmers by 2023

### AGRICULTURAL VALUE CHAIN

Macadamia

### STARTING DATE

09/05/2022

### DURATION

2 years

### TOTAL BUDGET

€ 287,000

Including € 165,000 (57%)  
contribution from SSNUP



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