

19 November 2020

Innovations Session N°1

Increased market opportunities through added-value and branded products



INNOVATIONS^{Wi-Fi}
SERIES





TROPICAL FOODS PRODUCERS | PROCESSORS | EXPORTERS

WEBINAR PRESENTATION

Title :Innovations and successes in Farmer's-led businesses and SMEs in Africa

Phone: +254 20 7840599 | E: info@goshen.co.ke Website: www.goshen.co.ke

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The Problem

Despite horticulture being a significant source of livelihood for hundreds of thousands of Kenyan smallholder farmers, there exists a **disconnect in the demand and supply value chain** within the sector

Supply side



Farmers struggle to **access affordable farm inputs** and training on **improved agricultural techniques**.



~**30-40%** of **perishable fruits and vegetables go to waste** on farms and market places in Sub-Saharan Africa.



Farmers face difficulties in **accessing reliable markets**.



Demand side

Consumers face a challenge **accessing fruits and vegetable varieties from farmers**, leading to undernutrition. ~1.7 million (2.8%) of deaths worldwide are attributable to low fruit and vegetable consumption. Additionally, there is increasing **global demand for processed fruits and vegetables**.

The Solution

Goshen, by leveraging technology and long-standing linkages in export markets, is bridging the existing disconnect between demand and supply across the value chain through **buying, value addition and merchandising.**

- By buying farmers produce, Goshen provides a **sustainable and inclusive market** for **4,000+ smallholder farmers** in rural Southeastern and central Kenya

- Goshen minimises post-harvest losses through **processing fruits into our new dried snacks product line** and packaging fresh produce for export

Buying

Value
addition

Merchandising

- Goshen **exports** fresh produce to Europe and Middle East, sells dried fruit snacks to **local retailers**

Tech-enabled agriculture: Goshen's use of DigiFarm

Goshen uses DigiFarm's **traceability software** as a management information system to document its interactions with farmers at various touch points across the value chain such as sourcing of farm inputs, harvesting, and transportation of produce.

DigiFarm is an integrated mobile platform, powered by Safaricom (Kenya's largest telco), that provides smallholder farmers with **agricultural information, financial services, and access to affordable and quality farm inputs.**



Our Products

Founded on the principle of sustainability, Goshen has made strides to become a preferred and reliable supplier of fruits and vegetables both locally to the Kenyan market and internationally in Europe and the Middle East.

Fresh Produce



- Fresh and succulent produce (french beans and sugar snap beans)
- Exported to France and the UK
 - Fresh fruits (mangoes and avocados) exported to the Middle East (Bahrain and Saudi Arabia) in 4kg packs

Dried/Processed Produce



- Dried fruit snacks - mangoes, bananas, papayas and pineapples
- Currently sold locally in 50g packs
- Plans to export to the EU and the US in the future

Our Value Proposition



Connection to thousands of smallholder farmers



Affordable pricing (**US \$0.9 for 50g**) for a healthy snack alternative for health-conscious middle and upper class



Connection to markets in the EU and Middle East, guaranteeing continuous market for smallholder farmer products



Wide range of products to account for seasonal fruit supply



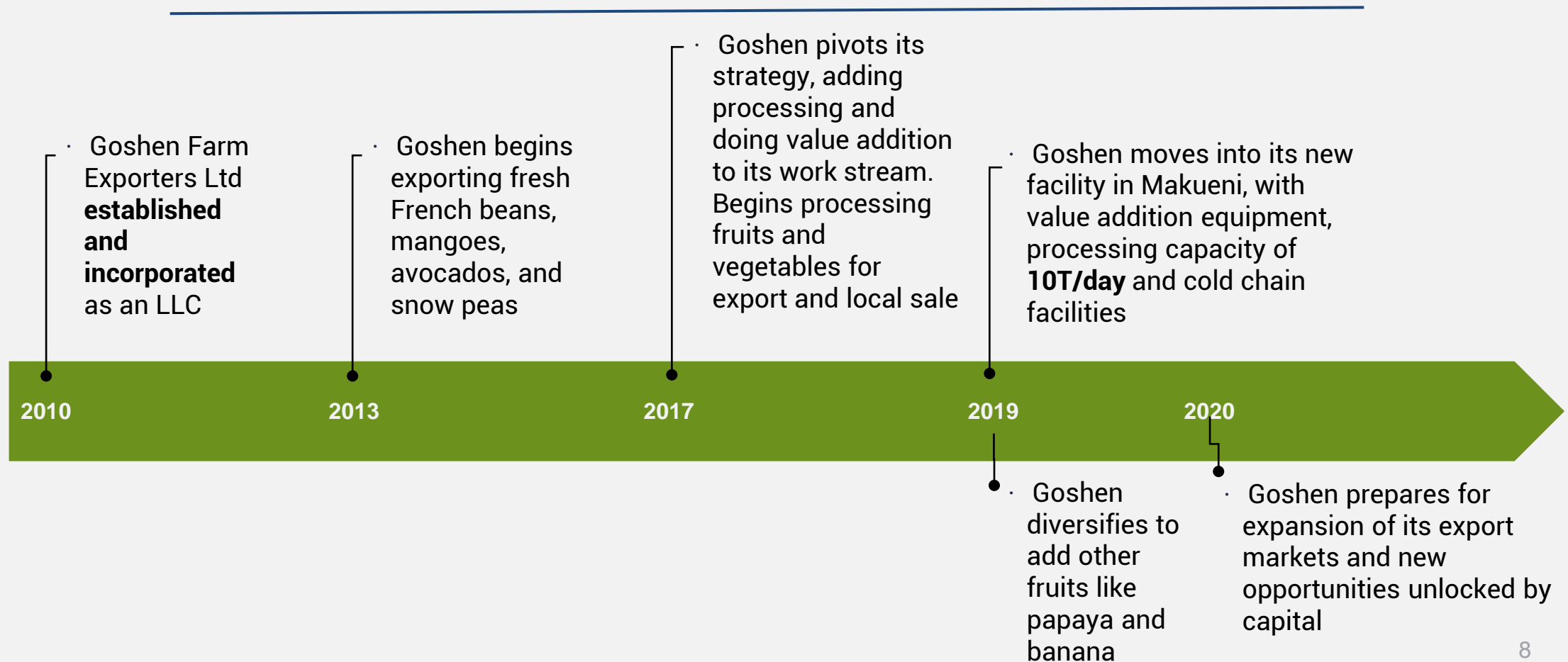
Accessible in numerous retail stores, hypermarkets, and online shops across customer segments



No additives and no added sugars

The Goshen Journey

Goshen has spent the last 10 years developing expertise in horticulture and relationship management with thousands of smallholder farmers. This strong foundation has allowed us to successfully expand from fresh produce into the processed fruit segment.



Impact



Goshen currently works with **4,000+ farmers, 50% are women**. Plans to work with **1,000 more farmers** post investment.



Goshen trains its partner farmers to adopt **climate smart agricultural practices** in their farms, e.g., use of recycled PET bottles as drip irrigation kits.



Organic waste from its processing plant to be **recycled to form biogas**.



In the long-term Goshen hopes to link the smallholder farmers in its network to **third party financing institutions** to enable them access input financing.



At the end of the 5th year of expansion, Goshen will increase incomes for contracted farmers by **150%**.



Goshen will increase **employment opportunities for youth** in permanent and casual capacity e.g., pickers who help in the collection and aggregation of produce.



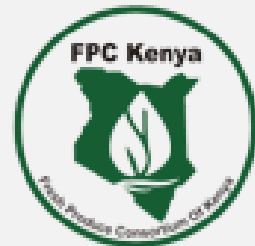
Asante sana! Thank You! شكرا



Current Partners



Current Memberships



Press (select)

“Kenya's Goshen Farm [Wins \\$25,000](#) from the 2019 AgriPitch Competition”



<https://www.pbs.org/wnet/peiril-and-promise/2020/10/africas-young-tech-savvy-agripreneurs-are-finding-climate-smart-farming-solutions/>

“How young food exporter [won Sh2.6m](#) agri-prize”





*This series of events is organised by PAFO and COLEACP.
COLEACP operates within the framework of development cooperation
between the Organisation of African, Caribbean and Pacific States (OACPS)
and the European Union (European Development Fund – EDF), with the
support of the French Development Agency (AFD).*

Thank you

