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## Innovations Session N°21

How farmers and SMEs respond to the  
changing needs and preferences  
of consumers in Africa



INNOVATIONS<sup>📶</sup>  
SERIES





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**FARMWORKS AGRICULTURE**

<https://farmworks.africa/>



**PEMU AGRIFOOD ACADEMY**

<https://pemuagrifood.com/>



# FARMWORKS AGRICULTURE

- **Rapidly growing Fresh Food Company:** Distributing 1 million kilos of fresh produce per month in Kenya.
- **Farmers and Vendors:** Sourcing from over 5,000 farmers and using a network of 3,000 vendors mainly women.
- **Wholesale Operations:** Operating 31 company wholesale outlets across Kenya.
- **Core Focus:** Ensuring the availability, affordability, and safety of fresh produce for local consumers.
- **Commitment:** Farmworks is dedicated to strengthening food security in Africa by providing safe, nutritious, and accessible produce to communities.



# PEMU AGRIFOOD ACADEMY

- **Target:** To train and deploy thousands of skilled farm operators to support farmers farm better in Africa.
- **Focus:** Commercially rewarding Regenerative and sustainable farming systems.
- **Services:** Operators manage farms, provide market linkages, and ensure efficient production for both local and regional markets.
- **Goal:** Raising farmers' incomes by improving productivity and offering continuous education on best practices.



# INNOVATIONS & FUTURE STEPS

- **Farmworks' Expansion:** Aiming to work across Africa to create robust ecosystems that ensure food availability and affordability.
- **PEMU's Ambition:** Deploying thousands of skilled operators to transition farmers into regenerative, yet commercially attractive farming systems.
- **Collaboration:** Farmworks and PEMU complement each other perfectly, working together to improve food systems, enhance farmer productivity, and meet consumer needs.
- **Meeting Consumer Demands:** Both companies align their operations with evolving consumer preferences for sustainability, safety, and affordability in food supply chains.





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# Thank you

