



THE FRUITS AND VEGETABLES INDUSTRY SERIES

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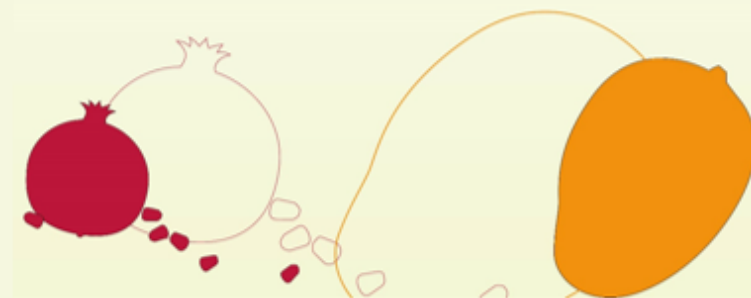


Session n°11

Market dynamics in the F&V industry: The role of supermarkets and large retailers in shaping market trends and prices



FRUIT AND VEGETABLES SCHEME





Company Presentation

About Us

- ▶ Jiwa Farm Export Ltd is a Kenyan agribusiness company specializing in the production and export of premium-quality fresh produce. Our main crops include Asian vegetables, French beans, sugar snaps, snow peas, butternut, and onions. We are committed to providing fresh, safe, and sustainably grown products that meet the highest international standards and timely delivery to clients.



Our Journey: From Local Supplier to Global Exporter

- ▶ We started as a small-scale supplier of organic products serving local markets and retailers.
- ▶ We focused on quality and consistency, which helped build trust and repeat business.
- ▶ In 2021, I attended a trade expo in Nairobi where I met international buyers interested in Kenyan superfoods. That was the moment I realized the global potential of my products.
- ▶ First, we invested in export certification, upgraded my packaging to meet international standards, and partnered with a freight forwarder to streamline logistics.
- ▶ Today, We export to clients in United Kingdom with a growing international footprint.
- ▶ Our consistency in quality, food safety, and reliability built lasting relationships with export clients



Experience with Supermarkets and Export Buyers

- ▶ Working with supermarkets and export buyers has been a transformative experience for the company. The buyers demand high standards for quality, consistency, and traceability, which has required the company to adopt more sophisticated operational practices. Meeting these standards has influenced every aspect of the business, from production to delivery.
- ▶ In terms of costs, ensuring compliance with certifications and implementing strict hygiene and safety measures has led to higher investments in farm management, staff training, and infrastructure. However, these investments have been essential to maintain access to lucrative local and international markets.
- ▶ Pricing strategies have also been affected, as products that meet higher standards often command better prices in supermarkets and export markets, allowing the company to balance the increased operational costs.



Experience with Supermarkets and Export Buyers Continuation

- ▶ **Packaging** has undergone a significant transformation. To satisfy retailer requirements and extend shelf life for exports, Jiwa Farm Export has invested in innovative, protective, and sustainable packaging solutions. Pre-packed and branded options have become necessary to meet both consumer expectations and retailer specifications.
- ▶ Overall, working with supermarkets and export buyers has driven Jiwa Farm Export Ltd to elevate its operational standards, become more efficient, and adopt best practices across production, packaging, and logistics. These improvements have not only allowed the company to meet buyer requirements but have also strengthened its competitiveness in both local and global markets.



Challenges

- ▶ Despite the growth and success achieved the company faces several challenges in its operations. Some of the primary challenges are:
- ▶ **High cost of compliance** with supermarket and export standards. Certifications, quality control measures, and upgraded packaging solutions require continuous investment, which can strain financial resources, especially for smaller-scale operations.
- ▶ **Price pressure** from large buyers, who often negotiate for lower costs while expecting consistently high-quality produce. This puts pressure on profit margins and requires careful balancing between cost management and quality maintenance.



Challenges continuation

- ▶ **Logistics and supply chain management** also present ongoing challenges. Maintaining a reliable cold chain for exports, ensuring timely deliveries, and minimizing post-harvest losses demand constant monitoring, investment in technology, and coordination with transport partners.
- ▶ Limited access to reliable freight forwarders, high shipping costs, risk of product damage and delays in transit are some of the challenges we are facing
- ▶ By addressing these challenges strategically, Jiwa Farm Export Ltd is positioning itself for sustainable growth, stronger market presence, and long-term success in both local and international markets.



Next Steps

- ▶ **Expand production**-invest in renewable energy and irrigation systems, diversify export destinations, upgrade cold storage, and strengthen buyer partnerships.
- ▶ **Invest in technology and automation**-Enhancing farm management systems, quality tracking, and supply chain efficiency. By streamlining logistics and adopting modern tools, the company aims to maintain consistent quality while reducing operational inefficiencies.
- ▶ **Expanding market reach**- The company intends to explore new domestic and international markets, diversify its customer base, and strengthen relationships with its partners.



Next steps continuation

- ▶ **Enhance value-added offerings**-develop pre-packaged products catering to evolving consumer preferences and premium market segments. Maintaining high standards of quality and compliance will remain a focus, with continuous staff training and upgrades to certifications such as GLOBAL G.A.P. ensuring that all products meet both local and international requirements.
- ▶ **Optimizing logistics and the cold chain**-will be essential to preserve freshness and minimize post-harvest losses. Investments in refrigerated transport, efficient delivery scheduling, and proper storage facilities will support timely delivery to international markets.
- ▶ Finally, Jiwa Farm Export Ltd will continue to prioritize sustainability and innovation, adopting eco-friendly farming practices, exploring new techniques to increase efficiency, and staying ahead of consumer trends. By implementing these strategic steps, the company is positioning itself for long-term success, delivering high-quality produce while expanding its presence in both local and international markets.






Vision & Values

- ▶ Vision: To be a leading exporter of high-quality Kenyan produce, promoting sustainable farming and empowering local farmers through global market access.
- ▶ Values:
 - ▶ - Commitment to quality and freshness
 - ▶ - Sustainable agricultural practices
 - ▶ - Integrity and transparency
 - ▶ - Partnership and co



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Thank you



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The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.