

**PARTICIPATORY MARKET CHAIN APPROACH**  
**DEVELOPING PARTNERSHIPS FOR NEW BUSINESS OPPORTUNITIES**  
**MINUTES OF THE 1<sup>st</sup> ORGANIC FRUITS AND VEGETABLES MEETING HELD ON**  
**15<sup>TH</sup> JANUARY 2021 IN ZOOM (ONLINE PLATFORM)**

**Stakeholders Present**

|     | <b>Name</b>            | <b>Organisation</b>                    | <b>Contact</b>    |
|-----|------------------------|--|-------------------|
| 1.  | Yash Wadhwa            | The Cornershop                         | 0716 905 486      |
| 2.  | Samuel Maina           | Murang'a Organic Growers Cooperative   | 0724 912 924      |
| 3.  | Grace Wangui           | Agrifood Organics Shop                 |                   |
| 4.  | Joseph Ngure Makara    | Kangari Organic                        |                   |
| 5.  | Cresence Kirigi Mbatia | Murang'a Organic Growers Cooperative   |                   |
| 6.  | Joseph Kabogo          | Baraka Organic Kangari                 |                   |
| 7.  | Irene Kadzere          | PMCA                                   | +41 76 335 68 06  |
| 8.  | Deepu Mahajan          | Being You Ltd                          | 0722 350 803      |
| 9.  | Clement Rurinja        | PMCA                                   | 0718 062 479      |
| 10. | Duncan Ndirangu        | Organic Agriculture Centre of Kenya    | 0735 219 246      |
| 11. | Christine Chege        | Agrifood Organics Shop                 | 0721 475 770      |
| 12. | Lawrence Gitonga       | PMCA                                   | 0723 669 212      |
| 13. | Mary Njeri             | Green Wells Organics                   | 0713 778 900      |
| 14. | Priti                  | Being You Ltd                          |                   |
| 15. | Andreas                | Africrops Ltd                          | +49 175 418 98 38 |
| 16. | Kelvin Ogalo           | Organic Fruits and Vegetal Stores      |                   |
| 17. | David Omato            | Organic Fruits and Vegetal Stores      | 0702 044 517      |
| 18. | Martin Njoroge         | PMCA                                   | 0725 295 437      |
| 19. | Kamande                | Samawakama Organic Growers Cooperative | 0720 211 777      |

**Min 01-OVFBG 1501/2021 Preliminaries**

Meeting started at 15:00 pm East African Time (EAT) Mr. Martin (facilitator) requested all members present to introduce themselves.

**Min 02-OVFBG 1501/2021 Adoption of the Agenda**

1. Introductions and background of participants
2. Review of Organic Business Summit discussion group recommendations

3. Future Meetings
4. AOB.

### **Min 03-OVFBG 1501/2021 Stakeholders Updates**

Since organic vegetables and fruits; group was formed on 3/12/2020 there has been several engagements between the organic farmers (Sabasaba (Samawakama) and Kangari (Kangari organic farmers and Murang'a organic co-operative) and traders, retailers and processors of the organic products.

Mr. Martin introduced the objectives of the formation of the group and role played by Participatory Market Chain Approach (PMCA) towards the success of the organic products market.

There was engagement among the stakeholders in identifying the opportunities from the December summit which will lead successful business opportunities and expansion of the existing ones.

One on one engagement among the farmers and stakeholders along the organic vegetables and fruits will go a long way in bridging the marketing gap. Three thematic groups were formed to foresee the market development which are;

1. Organic fruits and vegetables for local market
2. Organic fruits for export
3. Organic herbs and spices.

### **Update from organic business summit discussion**

- Organic foods market to improve the health status of the consumers
- Explicit production of exotic food such as cucumber.
- Herbs are becoming popular
- There are limited sources of root crops such as cassava and arrowroots
- There is a gap on the consumer awareness on organic health foods
- There is a demand rise on the organic produce
- Lack of market is partly caused by logistics such as transportation and aggregation
- There should be an annual meeting between organic farmers, retailers, traders and producers

- Low consumer awareness on organic foods
- Quality difference between conventional and organic produce
- Unpredictability of production
- Lack of loyalty on contracts
- Prices fluctuations
- Lack of proper information on certification
- Need to create an information platform
- Need to upscale government representation on the organic sector meetings
- There is low supply of traditional vegetables despite higher demand on them

### **Way forward from the Business Summit Discussions**

- Need to do joint promotion on organic products to boost confidence of the consumers.
- Have register for structural access of the produces
- All interested stake holders to frequently meet to pursue the opportunities
- Need to know what is in demand, what is planted in farms and what can be improved and proper information on the prices
- Have integration and collaboration to have an exclusive way of moving forward
- Show value to consumers and sensitization
- Work on pricing and packaging for proper marketing

### **Min 04-OVFBG 1501/2021 Way Forward**

**All** member present saw the need to have a physical meeting to discuss;

- a. More engagement between the stakeholders (farmers, traders, retailers and supporting actors)
- b. Further discussion on bridging the gaps identified (Pricing, supply stabilisation, logistics)
- c. Creating a common message for organic among all value chain actors to be communicated to consumers (creating awareness and sharing information on organic)
- d. How to increase profitability and business in the organic value chain.

How to cope with The physical meeting was planned for Friday 22<sup>nd</sup> at Organic Fruitas and Vegatal Stores Next Gen Mall, Mombasa road, hosted by Kelvin Ogalo.

**Min 05-OVFBG 1501/2021Adjournment**

Meeting ended 16:20 pm E.A.T.