



Kingdom of the Netherlands

STUDY OF THE MAPPING OF DISTRIBUTORS OF FRUITS AND VEGETABLES IN KENYA

MAIN REPORT



Disclaimer: *This report was prepared by RSA. The authors' views expressed in this report do not necessarily reflect the views of the Embassy of the Kingdom of the Netherlands.*

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1	Introduction.....	4
2	Data sources and limitations	7
2.1	Data sources	7
2.2	Limitations.....	7
3	Avocado.....	8
3.1	Key facts	8
3.2	Challenges and opportunities	8
3.3	Market Entry	9
3.4	Stakeholders involved	10
4	French bean	11
4.1	Key facts	11
4.2	Challenges and opportunities	12
4.3	Market Entry	13
4.4	Stakeholders involved	13
5	Mango	14
5.1	Key facts	14
5.2	Challenges and opportunities	15
5.3	Market Entry	16
5.4	Stakeholders involved	16
6	Onion.....	17
6.1	Key facts	17
6.2	Challenges and opportunities	17
6.3	Market Entry	18
6.4	Stakeholders involved	19
7	Tomato	20
7.1	Key facts	20
7.2	Challenges and opportunities	20
7.3	Market Entry	21
7.4	Stakeholders involved	22
8	Annex 1: List of stakeholders - Avocado.....	24
9	Annex 2: List of stakeholders - French bean	41
10	Annex 3: List of stakeholders - Mango	58
11	Annex 4: List of stakeholders - Onion	72
12	Annex 5: List of stakeholders – Tomato	86
13	Annex 6: Government and private agencies.....	97



Acronyms

COMESA	Common Market for Eastern and Southern Africa
EAC	East African Community
EC	European Community
EPC	Export Promotion Council
EU	European Union
EUREGAP Practices (GAP)	Euro-Retailer Produce Working Group (Eurep) Good Agricultural
FPEAK	Fresh Produce Exporters Association of Kenya
GoK	Government of Kenya
HCD	Horticultural Crops Directorate
KALRO	Kenya Agricultural and Livestock Research Organization
KAM	Kenya Association of Manufacturers
KEPHIS	Kenya Plant Health Inspectorate Service
KES	Kenyan Shilling
MAP	Medicinal and Aromatic Plants
PCPB	Pest Control Products Board
SACCOS	Savings and Credit Cooperatives Societies
STAK	Seed Trade Association of Kenya
UAE	United Arab Emirates
UK	United Kingdom



1 Introduction

The Embassy of the Kingdom of Netherlands commissioned Research Solutions Africa (RSA) to undertake a study on the Kenyan fruit and vegetable sector. The Embassy required up-to-date information that can help Dutch partners enter the Kenyan fruit and vegetable industry. The Embassy also needed to understand how the value chain operates, with any relevant available information to further develop the fruit and vegetable industry. Five diverse value chains were agreed upon for the study namely; avocados, French beans, mangoes, onions and tomatoes.

- Avocados are grown on plantations and come in a wide variety with regards to types and qualities. They are produced for local consumption, as well as for export.
- French bean is one of the largely exported agricultural products in Kenya, but it is consumed locally as well. French bean is often grown on smaller farms.
- Mangoes are mostly grown on plantations either for local consumption, for processing (pulp and juice) or export.
- Onions are largely locally produced, though in times of shortage or when local quality is insufficient, imports from neighboring countries do occur. They are largely locally consumed and often bought in informal markets.
- Tomatoes are largely locally produced and once harvested; they are extremely perishable, causing significant post-harvest losses. Tomatoes are bought by processors, as well as consumers.

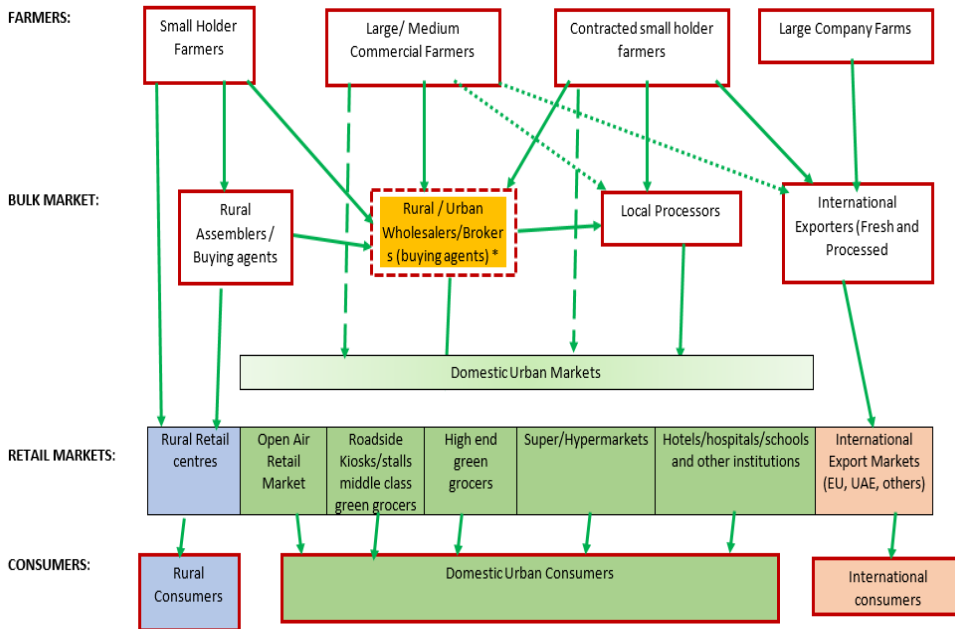
The following agencies can be consulted for further information:

- Kenya Investment Authority - www.investmentKenya.org
- Ministry of state for planning National Development and vision - www.planning.go.ke
- Horticulture Crops Directorate (HCD)
- Work closely with the Pest Control Products Board (PCPB)
- Kenya Association of Manufacturers (KAM)
- Export Promotion Council (EPC) in Kenya

Face to face interviews with players at diverse levels of each value chain are conducted. Analysis of this data was combined with a desk research on each value chain to give more information, here-in presented. The two diagrams below summarize the structure and main players across each of the value chains studied.

FRUIT AND VEGETABLES COMMODITY VALUE CHAINS

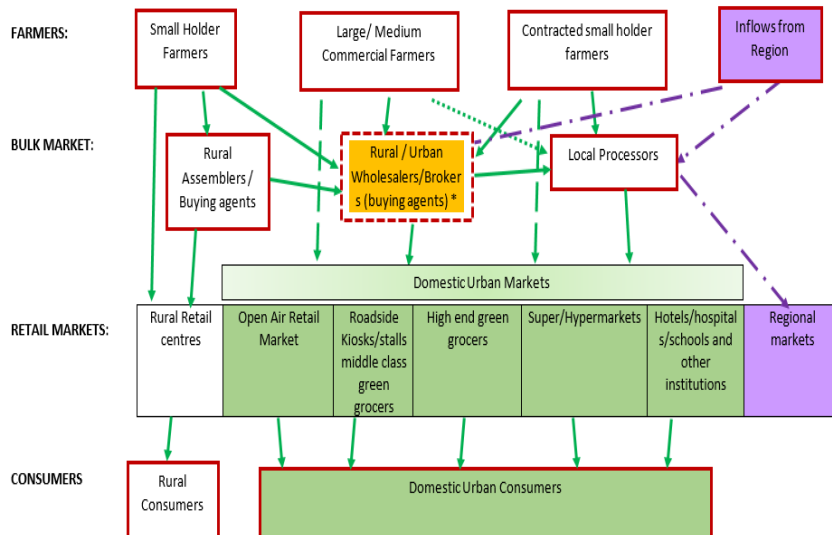
1. AVOCADOES, MANGOES AND FRENCH/GREEN BEANS VALUE CHAIN MAP – DOMESTIC AND EXPORT



Note: The domestic market produce flows to the consumers in both rural and urban through many wholesalers. The domestic system is not well organised as the export one where buyers and traders are clear, well connected and transparent. The domestic market has many loops and players from the farm to the market. It is a buyers' market, disorganised, and there is little or no transparency. The wholesalers and brokers earn most of the benefits compared to the small holder producer/farmer. This explains the reason why it was not easy to get clearly who the wholesaler players in these value chains are.

b

2. ONION AND TOMATOES VALUE CHAIN MAP – DOMESTIC MARKET



Note: Kenya gets onions and tomatoes from our regional neighbours – Tanzania and Ethiopia (onions) and import tomato paste from Egypt and India for processing. These get into the domestic value chain through the wholesalers/brokers and local processing companies respectively.

For each value chain, an overview of actors operating between farmers and consumers can be found in chapters 3 to 7. Contact and core business information per actor is included in the annex of this report. In addition, there are numerous private agencies, and government ministries and agencies



that critically interact with these value chains. These supply side actors provide regulatory, advisory, other services and inputs. An annex names these agencies and explains their role.

We have highlighted notable opportunities in production, processing and export spaces for the avocado and mango value chains. For example, we have presented a lucrative investment that is not yet fully exploited in the processing of avocado and mango oil. Significant challenges exist with regard to investing in the French bean, tomato and onion value chains as well; explorable investment opportunities in either production, processing or exporting have been mentioned. Broadly speaking, it is shown as to why large scale production (combined with processing/exporting for some value chains) across all the five value chains is a worthy investment.

There are challenges that are found to cut across the value chains. These are especially connected to production and are listed below:

- Lack of quality seeds or planting materials.
- Lack of/Little use of production technology.
- Poor pre- and post-harvest handling technology, aggravated by inadequate cold storage facilities.

A marketing challenge, which affects the farmers and traders across all these value chains, is poor road infrastructure in the production areas. This makes it difficult to get the produce to the desired local or international market or processing plant fast enough, thus reducing value.

In the following chapter, a summary of the data sources and the data limitations is presented. Chapters 3-7 focuses on the value chains, a chapter each for avocado, French bean, mango, onion and tomato respectively. Key facts about each value chain are outlined. An overview of the key distributors, wholesalers, exporters, retailers and traders in the value chain follows. Weaknesses, inefficiencies and opportunities that could give guidelines for potential investors and companies from The Netherlands who have an interest in the Kenyan Agricultural sector are also described.



2 Data sources and limitations

Research Solutions Africa (RSA) used both primary and secondary sources in compiling this report. They combined and triangulated the results of both interviews and existing data to come up with our analysis of each value chain.

2.1 Data sources

Primary data sources

To map the actors in each of the value chains, RSA conducted interviews with both producers and agents at the lower end of the value chains, as well as the higher end of the value chain. Interviews with agents and producers located at the lower end of the value chains, included farmers (38 interviews, mainly smallholder farmers), local distributors and traders (44 interviews). Through this they got referrals to other firms higher up in the value chain. Interviews were done in the main production areas of the selected focus crops such as Kajiado, Bungoma, Kirinyaga, Muranga, Makueni and Nyeri, including Nairobi as the most important trade hub. From the interviews with larger processors, trade associations and other organizations involved in the value chain they were also able to get referrals to other players in the chain.

Secondary data sources

To gather key facts of each value chain, a desk research was done and in addition, existing lists of firms operating in each or multiple value chains were sourced from different organizations i.e. Fresh Producers Exporters Association of Kenya (FPEAK), The Horticultural Crops Directorate (HCD). Contacts were also sourced from the internet. Verification of information sourced through secondary data sources was done through phone calls with the listed firms and organizations. The phone calls were also used to complete information or collect additional information.

Where firms and organizations are listed in this report, the source of information is indicated.

2.2 Limitations

The main limitations of this study are:

- The list of firms that were populated, because of both primary and secondary research conducted within a certain time and available budget. Therefore, lists of firms operating in each value chain are not exhaustive and complete, but a reasonable representation of the main players in each of the value chains.
- Farmers and traders faced problems recalling the contact details of their suppliers and buyers because they usually sell and buy from different sources. In many cases they do not stick to one (main) source of supply, or destination of sale.
- Some value chains (onion and tomato) are rather unstructured with many small and informal players. Especially in the segment of brokers, there are many small independent brokers, that don't reflect in this report.
- Due to dynamic nature of the value chains, this report is a snapshot. Existing businesses may stop or shift their operations over time, whereas new businesses may enter the market.



3 Avocado

3.1 Key facts

Economic value: Avocado is the fourth most important fruit after banana, pineapple and mango. The fruit is grown by smallholders who account for 70% of Kenya's avocados. The value of the industry is placed at €34.9 million (2014), accounting for 5% value of the fruit subsector. Avocados are mainly grown for fresh consumption and processing into avocado oil.

Potential: There is unexploited potential that has had increasing demand in the domestic and export market, the pharmaceutical and cosmetic industries. In the recent years, acreage, volume produced and value of the produce increased by 13%, 27% and 2.5% respectively. The fruit can be grown in many more parts of the country, than is done currently. Main competitors to Kenya in the global market are Mexico and Peru, but Kenyan avocados are of premium quality.

Return on investment: From the primary data, we collected from distributors (smaller traders who buy directly from the farmers), we calculate the average net profit to be € 0.13/kg. The range is from €0.05/kg to €0.25/kg. We do not feel that this figure represents all the levels of the value chain.

Key players: Apart from the farmers, Olivado and Kenvado are the key companies in the avocado market. There are also traders and input suppliers in the value chain.

Key geographical areas: Main growing areas are Nyamira, Bungoma, Muranga and Kisii. These areas account for 57% of total production. Other avocado growing areas are Nyeri, Kiambu, Meru and the Mount Kenya region. There are upcoming areas where avocado is being grown, like Bomet and West Pokot.

Varieties and seasons: Main export varieties grown in Kenya are Hass, Fuerte, and Pinkerton. The main local market varieties are Puebla, Duke and G6. The crop takes 2.5 -3.5 years from planting to the first harvest. Avocados are in season in from March to April and from July to September in most parts of the country.

Key markets: Key export markets are Australia, Belgium, Germany, The Netherlands, France, Spain, New Zealand, Hong Kong, Singapore, Iran, China and Japan.

3.2 Challenges and opportunities

Challenges

Production level: Lack of quality planting material, inadequate response to changes in varietal preferences on international markets, low adoption of modern farming technology and minimum harvesting quality standard, high prevalence of pests (especially fruit fly), poor post-harvest management and transportation and a lack of effective farmers' associations for higher bargaining power - there are weak contractual arrangements between smallholder farmers and national exporters.

Export level: Harvesting immature fruits leading to uneven and poor quality produce, minimum harvesting quality standards are not adopted by many, poor grading and packaging, poor adoption of post-harvest management technologies for transportation by sea, slow response to changes in



export market preferences and policy issues relating to specific export countries/destinations. The government departments are too slow to address any issues between Kenya and some export countries with the speed required at the national level.

Opportunities

In production: There is a ready and expanding local and export market for the raw fruit therefore large scale farming of avocados makes sense. The many small scale farmers can form farmer organizations which will form a large marketing organization to capitalize on EU importers for consistent and guaranteed supply.

Production should strive to address the needs and preferences of the international markets, while adopting minimum harvesting quality standards and post-harvest management technologies.

Work on management and excellence in the supply and market chain.

In processing and export: There is very little processing of avocado into avocado oil whose demand in the pharmaceutical and cosmetic industry is high. The spin-offs from avocado, such as avocado oil and avocado creams are still relatively undeveloped industries in Kenya providing clear opportunities.

In export: There is a huge untapped export market. Kenyan avocado is considered premium. Setting up export operations would yield returns. Setting up storage and appropriate post-harvest management technology to reduce long transport time from pack house to sea ports is an opportunity.

3.3 Market Entry

- a. Increasing production of Hass variety:** There are two key varieties demanded in the export market: Hass and Fuerte. Hass accounts for only 8% of the national production where Fuerte takes 22%, the other 70% is accounted for by local varieties.
A main entry point is to increase production of what the export market needs; to increase the production of the Hass variety, either through establishment of large plantations or supporting seedlings production and awareness creation on what the market needs.
- b. Avocado oil processing:** Investment in the processing sector is another entry into the avocado value chain. There is a growing demand for avocado oil for export and in the local pharmaceutical and cosmetic industry. This is an undeveloped segment in the value chain.
Currently Olivado Kenya is the main producer and exporter of avocado oil; exporting mainly to New Zealand. The volumes of avocados to be processed are available as Kenyas current production level is at 225,808 MT (Horticulture Validated Report 2014)
- c. Niche markets – Fair trade or organic products:** Most avocados are grown by the small holder farmers who account for 70% of production, with 5 up to 20 trees per farmer. The certification and promotion that goes with the farming is high and the farmers need support. However, the support will provide the farmer with better returns for their sweat. An investor can focus in this specific market in the export countries and work with the famers in ensuring consistency in quality and quantity exported.
- d. Reclaim the export markets to UK and Europe that has been slowing down.** The slowdown has been because of fruit quality issues. The investor to focus on improving and eliminating poor pest management and especially with respect to the fruit fly and Maximum Residue



Levels (MRL). An investor can provide the most efficient technologies to control fruit fly with minimal chemicals. Invest in the adoption of minimum harvest quality standards for consistency of exported fruits.

- e. **Invest in brokerage between the supply and demand sides at the export end.** Avocado is a very bulky fruit. Some of the challenges are related to packaging, storage and transportation of the product. Transportation by sea is the most economical but there is no clear information on storage for long sea transport. Adoption of postharvest management for long storage and sea freight would ensure fruit to reach their destination in good condition.

3.4 Stakeholders involved

An overview of distributors, processors and retailers involved in the avocado value chain is included in annex 1 of this report. The list presents stakeholders by activity, with their names, contact details and areas of operation.

Annex 1: list of stakeholders - avocado



4 French bean

4.1 Key facts

Economic value: French bean is the largest vegetable export crop from Kenya and accounts for 19% of the value and 25% of the volume of total fresh vegetable exports. Exports contributed approximately €46 million value in 2014.

Potential: The crop has little local demand, which allows for little potential there. Stringent regulations required of suppliers to the EU market led to an estimated 5,000 decline in the total number of farmers growing French bean in the seasons of 2013-2014. 3,000 farmers have re-entered the market following a July 2015 reduction in costly inspection procedures previously imposed by the EU on Kenyan exporters. French bean exports to the EU could continue to increase beyond current and past levels, if initiatives to increase traceability and compliance with market requirements are successful.

Return on investment: From the primary data collected from distributors (smaller traders who buy directly from the farmers), the calculated average net profit was found to be €0.2/kg. The net profit fluctuation in this value chain is noteworthy; ranging from as low as €0.03/kg to as high as €0.4/kg.

Key players/contacts/entry points: The Horticultural Crops Directorate (HCD) is a heavy weight organization in this value chain. It regulates most of the production through keeping oversight on contract farming agreements between exporters and groups of farmers. It licenses dealers and exporters. Together with the Fresh Produce and Exporters Association of Kenya (FPEAK) they collect and retain market information for advisory purposes.

Key geographical areas: The main producing counties are Kirinyaga, Murang'a and Meru. In 2014, they produced 81% of the 123MT total output. Embu County is also a significant producer (Horticulture Validated Report, 2012).

Seasons: The small holder farmers grow French beans in small plots under irrigation. Production is therefore throughout the year and peak and low seasons are dictated by the export markets. The main export season is from October to May. Sowing should be scheduled such that most of the crop is ready between October to mid-December, and from mid-January to end of May. French bean is usually rotated with other high value crops; such as African birds eye chilies, baby corn and brassica.

Key markets: The leading export destinations are the UK, The Netherlands, Belgium, Ireland and France. These countries account for 97% for Kenya's total beans export, with the UK being the dominant (59% of the total export in 2012). Ireland is emerging as the fastest growing new market (25% compounded growth rate per year over the period 2003-2012) and is projected to overtake France and The Netherlands as the second largest market to export to by 2022. Small volumes are exported to United Arab Emirates (UAE).



4.2 Challenges and opportunities

Challenges

Production level: Most small-scale farmers do not possess the financial and technical capabilities to comply with the food and safety standards. Moreover, the cost of production is relatively high. These two constraints combine to tempt farmers into cutting corners or exiting the sector altogether.

Other challenges are; inadequate access to financing, lack of centralized input supply and distribution centers, inadequate access to data management systems for traceability, and lack of cold chain facilities.

The challenge of the lack of free access to quality seed is caused by the high price of the seed varieties and the lack of government intervention to subsidize production.

Export level: There is poor quality of beans and low productivity because of insufficient awareness and poor management practices among farmers.

Poor transport and transportation infrastructure, especially in producing areas, is a major impediment to the quick collection and shipping of the fresh product.

The French bean export is a very expensive business to run. Low technical and managerial capacity of producers raises costs of supervision and service provision. Appropriate cold storage facilities are lacking in most collection centers. Exporters must use refrigerated trucks, which are more expensive to run. The kind of packaging required is also very expensive.

French bean is mainly grown for the export market as there is limited local consumption. Market expansion in this dimension is not an easy option.

Stringent export markets regulation and regional trade tariff politics e.g. some countries in the East Africa Community refused to sign the protocols for united negotiation of tax exemption in the EU market. Only Kenya and Rwanda signed. However, the current policies are under discussion and may be subject to change.

Opportunities

In export: Integrating export with large scale production, at least for some of their products, has been found more economical by some exporters. This eliminates the cost and quality issues that come with dealing with small-scale farmers.

Sourcing for alternative markets, probably those with less stringent quality requirements is an opportunity. There is little export to the Middle East for instance. Efforts to grow the Middle Eastern market may yield returns. Also, the domestic market has room for expansion. The middle class, who is the chief domestic consumer, is growing.

In processing: As the market for French beans proves more challenging, processing for export and domestic markets remains a promising option. The export rules and standards for processed beans are less stringent than for the fresh product of French beans.



4.3 Market Entry

The following entry points can be considered:

- Working with organized farmers/farmer groups or the medium scale producers.
- Grading and pack houses at, or very close to, the farm level.
- Investing in the provision of water/climate management materials and technical demonstration. E.g. drip irrigation, efficient use of water for quality harvest. The weather-related challenges lower quality and value of the delicate beans. This will improve freshness and quality of beans as they get onto the market.
- Investing in provision and maintenance of cold storage facilities. High post-harvest losses due to lack of cold storage and cold chain facilities are experienced. Farmers are using poor local technology. There are many organized small holder farmers who can provide beans and the cold storage can be hired out.
- Investing in the production side – quality seed provision for increased access to small and medium farmers. Lack of free access to quality seed is a main challenge. There are only a few green bean producers and exporters who control the access to quality varieties. The investor can work with some government research bodies, such as KALRO and KEPHIS to enter this market.
- Investing in local processing and promoting domestic consumption of French beans: French bean is mainly grown for the export market as there is limited local consumption. Processed vegetable mixes that include French beans are a growing product line for the growing Kenyan middle class.
- Investing in helping farmers get certified with the relevant market bodies like those in-charge of fair trade, organic certification and so on.
- Investors can also team up with supermarket chains and other high-end customers in the export markets, acting as their suppliers. This supplying into the premium market will earn the investors reasonable commissions, while also giving farmers higher return.

4.4 Stakeholders involved

An overview of distributors, processors and retailers involved in the French bean value chain is included in annex 2 of this report. The list presents stakeholders by activity, with their names, contact details and areas of operation.

Annex 2: list of stakeholders - French bean



5 Mango

5.1 Key facts

Economic value: Value of the industry is placed at €80.9 million in 2014; an increase compared to 2013 when the industry was valued at €7 million. Every Euro invested in mango production creates €0.3-0.6 revenue, with €0.2-0.3 retained in the rural economy¹.

Potential: Demand of mangoes is projected to keep growing into 2022 in the fresh, processing and export markets. These markets hover around the 40-50% mark in terms of meeting their customer demand¹. The government of Kenya identifies mango as a priority value chain to grow by 2030². Hence, greater government support of this value chain may be anticipated.

Return on investment: Gross profit margins can be as high as 87% for producers and 51% for processors¹. From the primary data collected from distributors (smaller traders who buy directly from the farmers), we calculate their net profit to be €0.2-0.3/kg.

Key players/contacts/entry points: This depends on the channel of investment as there are many government ministries and agencies, and some private players in this space. To invest in production for example, the ministry of lands at National or County level becomes a key player. There are government and private suppliers of seed and other inputs. To invest in processing, different government and private players emerge. An annexed table guides through the different key players/contacts in the different investment channels.

Key geographical areas: 85% of the national production comes from the Eastern and Coastal parts of Kenya¹. A high percentage of the total production can be found in the Coast province (68%), followed by Eastern Province (17.5%) and Nyanza (5%). The Lower Eastern and Coastal parts have the best climatic conditions for mango production. Also, large tracts of land would be available at competitive prices in these areas. Processing and exporting is concentrated in or around Kenya's two largest cities, Nairobi and Mombasa. Nonetheless, infrastructure in some parts of the production zone permits setting up of processing and exporting operations.

Varieties and seasons: Both local and improved varieties are grown. Improved varieties include Tommy Atkins, Kent, and many others. However, the market is dominated by two improved varieties; Apple mangoes and Ngowe mangoes. The main harvest seasons are from December to March in the eastern and central regions and from November to February and from May to August across the coast region. This translates to 8 months of mango harvest per year.

Key markets: The key markets are the fresh and the processing market, which are largely domestic, and the export market. The main export markets are Dubai, United Arab Emirates (UAE), Saudi Arabia, China and Japan. The European export market is under-exploited due to high sanitary requirements, expensive freight and insufficient production of preferred varieties (Kent, Keitt and Tommy Atkins).



5.2 Challenges and opportunities

Challenges

Production level:

During farming: Lack of clean/quality planting material, inadequate production technology, the length of the production cycle and inadequate post-harvest handling facilities are key.

During marketing: Poor transport infrastructure in production areas aggravates quality and post-harvest losses; resulting in limited returns to producers due to low selling prices or high wastage. Supply is not well organized with collection, grading and packing facilities and, therefore, farmers are not able to separate higher quality fruits to be remunerated accordingly. No collective bargaining takes place on the price, and each farmer interacts individually with the trader and other buyers, often receiving prices well below reigning market prices. Moreover, farmers often lack the necessary information on alternative marketing possibilities and on alternative product uses, such as drying, and other options for value addition. Traders themselves often suffer from poor access to credit facilities, this make it difficult for them to finance their operations.

Processing level: The major constraint in processing is insufficient plant capacity and organization of supplies. Currently, less than 1 % of mangoes produced in Kenya are processed. The better-quality fruits are exported, and processors are left with fruits of the lowest quality. Seasonal production is only enough to supply factories for seven months of the year.

On the consumption side, the price of natural mango juice is too expensive for domestic consumers, who mostly consume cheaper products. Relatively cheaper imported mango juices are available from Mauritius, South Africa and Egypt. These countries enjoy preferential tariffs under the regional trade agreement, COMESA. Further competition to natural mango juice comes from locally manufactured, chemically sweetened mango flavored soft drinks.

Export level: Inadequate post-harvest/ husbandry control, wrong varieties for sea freight, inadequate sea freight facilities and high air freight costs. Moreover, the need to comply with the EUREGAP and traceability standards, which are necessary to enter the EC market, constitute a further problem.

Exporters themselves often suffer from price instability in international markets and from stiff competition from other countries like India, Pakistan, Brazil, Mexico and Costa Rica. These competitors offer higher quality varieties at lower prices, due mainly to lower shipping costs.

Opportunities

In production: The GoK identifies large scale mango farming at the Coast (Tana River Delta) as an investment opportunity². At any rate, due to unmet market demand, large scale mango farming anywhere in the country is an investment with potential of generating returns. Farming across different regions in the country would maximize the harvest -and therefore- availability window. And leveraging on superior post-harvest handling and storage technologies may mean all-year availability; maximizing return.

In processing and export: Investment opportunities in processing and exporting are advisable only when there are guarantees that the bottle-necks of inadequate supply of raw mango in the country



and competition from overseas, will be overcome. Still, in processing, the production of mango seed oil seems inadequately capitalized.

Dis-specialization: Whether circumstantially or by choice, there seems to be specialization among the market players. There is hardly any cross-operation among producers, processors and exporters. If a large-scale producer would venture into processing and/or exportation for example; value addition, direct access to the end market and many other factors would lead to returns way above what production alone would bring. However, any legal and or any other threat to cross-operation need to be understood before dis-specialization is considered.

5.3 Market Entry

Production and export:

- Investing in production and export: Kenya's mango industry has a key competitive advantage, it has one of the longest mango seasons that range from October to March (high season) and another shorter season that ranges from April to June. Kenya can thus supply international markets when the big suppliers of India and Pakistan are off season, and indeed nearly all year round.
- Investing in pulp and juice processing: The Ngowe variety grown mainly at the Coast, and the Apple variety in eastern Kenya produce very high quality pulp that is used for juice processing, mango based drinks, jams, mango ice-cream, other desserts, puddings, bakery fillings, baby foods, as well as yoghurt and confectionery.
- County governments are prioritizing processing of some fruits like mango where they have comparative advantage. Investors can link with such county governments and explore joint venture opportunities.
- Investing in dried mango processing: There is currently no modern technology in use in the Kenyan market that can easily process the huge quantities of dried mango required by the market. Investors can exploit this gap.
- Investing in export market brokerage: There is an opportunity for investors to contract organized small holder farmers, then offer brokerage services to various export destinations.
- Investing in spraying programs: Specialized spraying companies can offer spraying services to farmers at a fee. The spraying coupled with the use of the right mix of chemicals will enhance the quality of Kenyan mangoes and increase the exportable volumes to the lucrative markets. The spraying programs will also help curb the main pest and disease challenges in Kenya at an affordable cost to the farmers.
- Investing in large scale mango production: Most mango producers in Kenya are smallholder farmers that produce under rain-fed conditions with little mechanization. There are no industrial-scale mango producers operational in Kenya as of now. An investor may consider purchasing or leasing land and starting up business it alone or collaborating with existing smallholder farmers and contracting them into an out-grower scheme.

5.4 Stakeholders involved

An overview of distributors, processors and retailers involved in the mango value chain is included in annex 3 of this report. The list presents stakeholders by activity, with their names, contact details and areas of operation.

Annex 3: list of stakeholders - mango



6 Onion

6.1 Key facts

Economic value: Onion is in the Medicinal and Aromatic Plants (MAP) of the horticultural crops in Kenya. Onion is one of the most valuable MAPs, contributing 50% in value of all MAPs produced. Its value is placed at €19.8 billion (2014).

Potential: Kenya's domestic demand for onions outstrips the local supply. The local supply is about 60% of domestic demand. About 16% of onions are imported from Tanzania. Other imports come from Egypt, Ethiopia and India. Value of onions produced increased marginally in 2014. Potential to increase productivity of onions depend on expanding area under irrigation and adoption of appropriate pre-and post-harvest handling practices. Onions are easier to store than other fruits and vegetables, allowing for traders to make higher profit margins.

Return on investment: This can be variable as prices depend on seasonal fluctuations. In the local low season (April-August) selling raw onions results in little or even negative profit because of the high volumes and competition from Tanzania. From the primary data collected from distributors (smaller traders who buy directly from the farmers), we calculate the average net profit to be between €0.05 - 0.13/kg.

Key geographical areas: The lead production county is Bungoma, yielding 47% of national production, followed by Meru (11.4%) and Kajiado (5.1%). Kenya produced a total of 57,773 MT in 2014. Onion is grown mainly by small holder farmers under both rain-fed and irrigation conditions.

Varieties and Seasons: Bulb onions are the main variety. Between June and November, most onions on the Kenyan market are from Tanzania. From October to March the supply from Tanzania is low and produce from Kenya serves the local market.

Key markets: Almost all onions produced in Kenya are consumed in the local markets. There is very little export; in fact, Kenya is a net importer of onions.

6.2 Challenges and opportunities

Challenges

Production level: Lack of quality planting materials that are competitively priced. The quality seeds available is expensive and many farmers use either traditional varieties or recycled seeds which are low yielding. The farmers lack appropriate production knowledge, while pests and diseases are also key challenges. Improvement on farmers' knowledge in Pre-and post-harvest handling practices and expansion of irrigated land would increase onion production and productivity in Kenya.

Opportunities

In production: There is unmet demand in the local market as only 60% is met by local production. Adoption of high yielding varieties and expansion of land under irrigation are investments with the potential to bridge the gap and yield meaningful returns. Adoption of postharvest management technologies will reduce postharvest loss.



In processing: There is minimal processing and exporting of onions in Kenya. Onion can be processed through chopping and drying or turning fresh onions into powder for further processing and addition into condiments in the food industries. These are areas that can be further explored and have potential especially with adoption of higher yielding hybrid varieties.

In exporting: Adoption of the high yielding hybrid varieties will reduce dependency on imports. It will increase supply to the processing industry where dried onion fits in as an ingredient for other products. These other products are then exported to the neighboring countries in the region, which are the areas that can be further explored.

6.3 Market Entry

a. General

- The onion market value chain is long and disorganized. This is less rewarding if farmers are operating alone. The quality inputs required are plentiful and out of reach to many farmers. The value chain is long and unclear, with very poor access to markets by farmers. Farmers lack the prerequisite skills and the access to capital for profitable and enhanced production.
- Skills development -in production, pest and disease management, pre-and post-harvest management- is a key entry point to improve onion value chain in Kenya.
- Farmer organization in to clear production- and marketing units linked to the markets and other key players will be functional reward system for farmers, who are mainly smallholders now.

b. Quality seed provision

- Seed cost in Kenya is higher by a factor of nearly 10 compared to Tanzania. This huge price difference can be attributed to the way farmers obtain seed in the two countries. In Kenya, farmers purchase imported hybrid seed, varieties that are expensive. They also buy and use the easily available non-hybrid varieties like, Red Creole or Bombay Red from various companies. The cost ranges between €18 to €25/kg. In Tanzania, local farmers produce their own seeds; they use high planting rates under irrigation. Their production cost is relatively cheaper than in Kenya. The Kenyan seed industry STAK and researchers (KALRO) can work towards improving access to quality high yielding and cheap onion seed varieties to farmers.
- Introduction and adoption of appropriate irrigation systems will expand planted area and hence produce onions throughout the year and increase local supply.

c. Onion storage infrastructure at the farm level

- Most farmers lack pre-and post-harvest management knowledge. They lack on-farm storage that is appropriate for onions, hence dispose their onions soon after harvesting to brokers or middlemen. Due to this there are high post-harvest losses incurred in the value chain.
- Development of preserving skills and a well-organized production and marketing system for and with farmers will greatly improve onion supply and availability in Kenya.

d. Processing capacity

- There are hardly any major onion processors in the market, yet food processing companies require onions as ingredients into their finished products. Processing onions into dried chips and into powder will fit into this niche market. There is an opportunity for processed onions in Kenya for the bigger food processors.



6.4 Stakeholders involved

An overview of distributors, processors and retailers involved in the onion value chain is included in annex 4 of this report. The list presents stakeholders by activity, with their names, contact details and areas of operation.

Annex 4: list of stakeholders - onion



7 Tomato

7.1 Key facts

Economic value: Tomato is the second most important vegetable after Irish potato, contributing 19% of the value of the vegetable subsector. National production is 400,204 MT from 24,074 Ha with a value of €10.7 million (2014).

Potential: The area under production, the volume produced and the value of the tomato has been increasing. In Kenya the domestic trade dominates and the regional trade is low. Therefore, there is potential for expanded trade.

Return on investment: Optimal returns are realized if prevalent disease and post-harvest loss are checked. From the primary data collected from distributors (smaller traders who buy directly from the farmers), the calculated net profit was found to be €0.05-0.09/kg.

Key geographical areas: Three key production areas Kajiado, Bungoma and Kirinyaga account for 37% of total value output. In Kirinyaga and Kajiado, tomatoes are mainly grown by small scale farmers under open field irrigation. Green house technology also exists, but is less common.

Varieties and seasons: Most of the varieties grown in Kenya are the Italian processing ones like Rio Grande, Roma and Money Maker which have a better shelf life than other varieties. Tomato is produced all year round but the most preferred period is during the dry season, under irrigation, when diseases are minimal. Kenya has two main production seasons: from November to February and from April to June with peak production in May.

Key markets: Almost all tomatoes produced in Kenya are consumed in the local markets. There is very little cross border trade of the local produce.

7.2 Challenges and opportunities

Challenges

Production level: Quality seeds and other inputs are not easily accessible as they are expensive. There are also other key challenges like pest and diseases, especially '*Tuta absoluta*' and 'bacterial wilt' which are expensive for farmers to control. Tomato is a bulky and highly perishable vegetable. Poor packaging in transit leads to high post-harvest losses to the market. The value chain is disorganized, with many players and middlemen on the way of the tomato from the farm to the market stalls. The tomato value chain is a value chain with overuse of agro chemicals leading to high residue levels. Most traders/middlemen collect after harvest at the farm gate, reducing the profit margins to the farmers. There is minimal market transparency in the marketing of tomatoes; with the middlemen highly exploiting the farmers in key growing areas like Loitokitok in Kajiado.

Processing level: High production cost makes locally produced tomatoes less competitive in the processing industry. Thus, processors import cheap puree from India and Egypt.



Opportunities

In production: Currently, the only real opportunity is in improving production efficiency. The usage of quality clean seeds in tomato production increase the production cost. Pest and diseases in tomatoes are a major cost burden and farmers need more knowledge on human safety of the pesticides used and observation of post-harvest intervals. This will ensure that less and appropriate agro-chemicals are used. Local demand is not fully met and there is an export market that can be tapped. Large and small scale green-house tomato production is a venture that can be exploited with great returns. However, green-house farm management skills need to be developed.

Most tomatoes in Kenya are grown in open fields under irrigation by small to medium scale farmers. Investing in water efficient irrigation technologies will cut down production costs and improve competitiveness. Quality hybrid and open pollinated varieties that are resistant to major diseases can be developed and adopted to make tomato farming more competitive.

Farmer organization into marketing groups and cooperatives and linkage to markets (fresh and processing) would reduce the value chain inefficiencies and middlemen effects thus making tomato farming more profitable for the farmer.

In processing: The main processed tomato products are canned tomato, juices, puree/paste and sauces. Due to a growing population as a whole and a growing middle-class in Kenya there is increasing demand for processed tomatoes. However, the production end of the value chain needs to be streamlined, more transparent and efficient for tomato to be a competitive crop. There is a potential regional market for processed tomatoes from Kenya in the EAC and COMESA trade blocks.

7.3 Market Entry

a. Provision of cool store, packing, handling grading

- The tomato market value chain is characterized with poor wholesale market infrastructure, lack of cold storage, lack of grading and packaging and poor post-harvest management. Thus, there are high post-harvest and transportation losses.
- Organizing farmers into production/marketing tomato associations or cooperatives that will provide skills and knowledge and address some of the challenges on markets coordination will improve competitiveness. The farmers' organization will provide cold storage, set and oversee/enforce grading and packaging standards, and ensure proper transportation systems to wholesalers or retail consumers. This will bring order, transparency and profitability in the value chain for the small-scale farmer.

b. Increased availability of tomatoes during dry season

Through lacking year-round water supply and low and variable rainfall and minimal access to irrigation facilities: a new entrant may consider investing in the increased availability of tomatoes during the dry season by:

- processing of vegetables harvested during the wet season, and
- Introducing efficient water-use methods and technologies for use during the dry season, along with the required training.

c. Investment in processing infrastructure

Kenya imports tomato puree from other parts of Africa (e.g. Egypt) and India and China, yet Kenya has the capacity to produce enough and refrain from imports. Targeting to process tomatoes during periods of glut when market prices are low by developing efficient processing infrastructure will help even out the tomato market prices, and stabilize them³. The processing



companies can be supplied from the organized farmer Associations or SACCOS for quality and consistency.

7.4 Stakeholders involved

An overview of distributors, processors and retailers involved in the tomato value chain is included in annex 5 of this report. The list presents stakeholders by activity, with their names, contact details and areas of operation.

Annex 5: list of stakeholders - tomatoes



References

¹ USAID-KAVES Mango Value Chain Analysis paper, August 2015 http://pdf.usaid.gov/pdf_docs/PA00M2SZ.pdf, pg 6, 8, 11

² Kenya Vision 2030 (a GoK Agency) paper, 2013 <http://Kenyagreece.com/sites/default/files/lapsset-project-presentation.pdf>, pg 30

³ Improving Kenya's domestic horticultural production and marketing system: current competitiveness, forces of change, and challenges for the future volume i: horticultural production, by Kavoi Mutuku Muendo and David Tschirley - pg 26

FSD Kenya: Opportunities for Financing Mango value chain. A case for lower eastern Kenya, June 2015

GoK AFFA: Horticulture Validated Report, 2014.

International Trade Centre: Kenya Avocado Commodity Business Plan, 2015-2025

Ministry of Agriculture, Livestock and Fisheries; Economic Review of Agriculture, 2015

The Fruit and Vegetable Global Value chain: Economic Upgrading and Workforce Development. Center on Globalization, governance and competitiveness, Duke University, 2011

Vegetable Chains in Kenya: Production and Consumption of Vegetables in Nairobi Metropolis., Wageningen, Foundation Stitching DLO Research Institute, 2012



8 Annex 1: List of stakeholders - Avocado

Distributors				
Name	Focal point	Contact details	Core business	Source of information
Selina Wamucii	Laikipia, Makueni, Kitui, Meru and central Kenya	Contact: Mr. John Oroko	Organise farmers, build their capacity and link them to the local and export markets.	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787 304532		
		P.O. BOX 35037 – 00100		
		Email: johnoroko@selinawamucii.com		
		www.selinawamucii.com		
		Contact 2: Frank Kariuki		
Fresh an Juici Ltd	Nairobi	Contact: Hellen Russell	Warehouse	HCDA and FPEAK
		Designation: Director		
		Tel: +254 733333376, +254 728306408, +254 202 325 945		
		Email: h.russell@freshanjuici.co.ke		
		Email: Info@freshanjuici.com		
		www.freshanjuici.co.ke		
Celtic investments	Works with small holder farmers in Kenya	Contact: Isabel Ongara	Produce, distribute, and export fruits, vegetables and flowers	HCDA and FPEAK
		Designation: Founder		
		Tel: +254 722 448 667		
		Email: isabel@celticinvestments.com		
Njuguna Elijah karanja	Murangá	Contact: Elijah Njuguna	Aggregate and	RSA survey- Dutch



		Designation: Owner	sell avocados to retailers	survey
		Tel: +254 729137801		
		Email: Karanjaelijah@gmail.com		
Jane Nyambura	Murangá	Contact: Jane Nyambura	Aggregate and sell avocados to retailers	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 713251977		
Mary Wanjiru	Murangá	Contact: Mary Wanjiru	Aggregate and sell avocados to retailers	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 717663815		
Julia Wanjiru	Murangá	Contact: Julia Wanjiru	Aggregate and sell avocados to retailers	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 714760249		
Irogu Harrison	Murangá	Contact: Irogu Harrison	Aggregate and sell avocados to retailers	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 717288266		



Wholesalers

Name	Focal point	Contact details	Core business	Source of information
Kandia Fresh Produce Suppliers	Works with small holder farmers	Contact 1: David Mulwa (Managing Director)	Aggregates, grades and packs for export green bean, mangoes, avocados for export	HCDA and FPEAK
		Contact 2: Mrs Lucy Mundia (CEO)		
		P. O. Box 42806 - 00100		
		Tel: 20 3500866		
		Mobile: +254 722 350552, 733200015		
		Email: operations@kandia.co.ke david@kandia.co.ke, lucy@kandia.co.ke www.kandiagroup.com		
Benson Ngaruya	Murang'a	Contact: Benson Ngaruya	Bulk sale of avocados	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 726382085		
Irene Kambura	Nairobi	Contact: Irene Kambura	Bulk sale of avocados	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 792370306		
Pauline Njoki	Murang'a	Contact: Pauline Njoki	Bulk sale of avocados	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 710717284		
Tom Mwita	Nairobi	Contact: Tom Mwita	Bulk sale of avocados	RSA survey- Dutch survey
		Designation: Owner		
		Tel: +254 791061816		



Retailers				
Name	Focal point	Contact details	Core business	Source of information
Uchumi Supermarket	27 branches all over Kenya	Contact: Anne Ng'ang'a	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Marketing and corporate sales manager		
		Head Office		
		KNTC Complex, 1st floor, Yarrow Road, Off Nanyuki Road (Industrial Area)		
		P.O. Box 73167 00200,		
		Tel: +254 20-80200801-5,		
		Mobile: +254 722-205442, +254 733-410028,		
		Annn.g'ang'a@uchumiSupermarket.com Kenya.uchumicorporate.co.ke		
Nakumatt Supermarket	66 branches all over East Africa. Most are in Kenya	Contact: Robert Nyamweya	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Product Manager		
		Head office		
		Nakumatt Holdings Ltd.		
		Along Mombasa Road		
		P.O. Box 78355 – 00507 Nairobi		
		Tel: +254 20-3599991-4		
		Mobile No: +254 733 632130, +254 722-204931,		
		Email: nakumatt@nakumatt.net, Robert@nakumatt.net www.nakumatt.net		
Naivas Supermarket	40 branches all over the country	Contact: David Kimani	Retailing fresh and prepacked	RSA - Vegetable survey
		Designation: Director		
		Head Office		



		Naivas Supermarket Ltd Sameer Industrial Park, Road C off Enterprise Rd P.O. Box: 61600 – 00200 City Square, Nairobi Tel: +254 710110568 Email: davekimani@naivas.co.ke	fruits and vegetables	
Tuskys Supermarket	50 branches all over Kenya	Contact: Dan Githua Designation: Director Head Office, Nairobi Gami Properties Complex. Address: Mombasa Road, Nairobi City/Town: Nairobi Tel: +254 20 3555318, +254 20 3555319 Email: Githua-dan@tuskys.com www.tuskys.com	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
Zucchini Grocery	5 branches in Nairobi	Contact: Daimas Designation: Main branch Supervisor Tel: +254 711859029 Tel: +254 702464646 Email: daimas@zucchini.co.ke www.https://zucchini.co.ke	Sells all imported and local fruits and vegetables to high end customers	RSA - Vegetable survey
Eastmatt Supermarket	9 branches across Kenya	Contact: Kamau Chege Designation: Owner Tel: +254 20 6530419/458, 553809 P.O. BOX 54816 – 00200 Email: info@eastmatt.com, kamauchege@eastmatt.com www.eastmatt.com	Retailing fresh and prepacked fruits and vegetables	



Gilanis Supermarket	5 branches in Kenya	Contact: Purvi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 705643636		
		Email: Purvi@gilanis.co.ke		
Home depo Supermarket	3 branches in Nairobi	Contact: George Mwangi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 720356281		
		Email: mwangigeorge@yahoo.com		
Safeways Supermarket	2 branches in Nairobi	Contact: Njuguna	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 739588834		
		Email: Ernjuguna24@gmail.com		
Cleanshelf Supermarket	7 branches in Kenya	Contact: Peter or Jackson shabaya	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Sales Manager		
		Tel: +254 20 3578929/30		
		P.O. Box 1200-00217		
		Email: Peter@cleanshelf.co.ke, shabayajackson@gmail.com		
		www.cleanshelf.com		
Tienel Supermarket	Ongata Rongai, Nairobi	Contact: George Kibat	Sale of goods (including fruits and vegetables) to	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 717306071		
		Email: kibatgeorge@gmail.com		



			immediate consumers	
Setlight Supermarket	Kayole, Nairobi	Contact: Mr. Waweru	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 726297006		
		Email: Andrew.waweru@yahoo.com		
Sadini Minimarket	Highrise, Nairobi	Contact: Mike Musyoka	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 725303032		
		Email: MikeSyoka@yahoo.com		
Stanmart	Githurai 45, Nairobi	Contact: Wainaina	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 722323341, +254 722347477		
		Email: tonnie.wainaina2000@yahoo.com		
Harvesters fruits and vegetables	South C, Akiba estate, Nairobi	Contact: Nancy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel:+254 701819256		
		Email: NancycChebi@gmail.com		
Pangani Groceries	Pangani Heights, Nairobi	Contact: Baraza	Sale of goods (including fruits and	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 725296267		



		Email: kenbaraza@gmail.com	vegetables) to immediate consumers	
Baraka grace shop	Umoja market, Nairobi	Contact: Boniface	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721994372		
		Email: bonnieK@ymail.com		
Mike shop minimart	Donholm, Nairobi	Contact: Mueni	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 702853350		
		Email: Jane12mueni@gmail.com		
Cereals and groceries mini market	Lower Kiamunyu Zaburi estate, Nakuru	Contact: Jane	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 727290611		
		Email: Janniceter@gmail.com		
Pillar Supermarket	Kiamunyi, Nakuru	Contact: Rhoda	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 717848793		
		Email: Rhodah@yahoo.com		
Fair way mart	Otiende Langáta, Nairobi	Contact: Njoroge	Sale of goods (including fruits and	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 705878336		



		Email: dannjoro@gmail.com	vegetables) to immediate consumers	
Baraka general shop	South C, Nairobi	Contact: Salim Hamisi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 725942615		
		Email: hamissalim@gmail.com		
Daily Supermarket	Kinoo, Nairobi	Contact: Eunice	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 716776650		
		Email: none		
Unique grocery, dairy and mini market	Lower Kiamunyu, Nakuru	Contact: Sammy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 722650897		
Mbuthia groceries	Lanet, Nakuru	Contact: John Mbuthia	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 700587810		
		Email: Jmbuthia@gmail.com		
Chandarana food plus	Yaya Center, Nairobi	Contact: Hanif Rajan	Sale of goods (including fruits and	RSA - Vegetable survey
		Designation: Manager		
		Tel: +254 724311120, +254 720606736		



		Email: hanif@foodplus.co.ke	vegetables) to immediate consumers	
Rainbow orchads	Spring valley Nairobi	Contact: Jacky	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 726867639		
		Email: jacklineloui@gmail.com		
Budget Supermarket Moi avenue; Mombasa	Mombasa	Contact: Victor	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721410487		
		Email: Victor-mwangi@yahoo.com		
Tumaini Supermarket	6 branches in Kenya	Contact: Anthony Muchiri	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Operations Manager		
		Tel: +254 710791795		
		Email: Muchiriantony@tumaini.co.ke		
Carrefour Hypermarket	2 branches in Nairobi	Contact Dominique Coulombel	Retailing fresh and prepacked fruits and vegetables	RSA Desk Review
		Designation: Merchandise Manager (Kenya)		
		Tel: +254702214378		
		Email: Dcoulombel@mafcarrefour.com		
		www.carrefourkenya.com		



Processors and exporters

Name	Focal point	Contact details	Core business	Source of information
Olivado Kenya	Central Kenya	Contact: Henry Kariuki	Buys from 1350 certified small holder farmers in Muranga. Grade, processes and packages the virgin avocado oil for export to New Zealand, America, Asia, Europe and Africa	HCDA and FPEAK
		Designation: Plant Manager		
		Tel: +254 710535303		
		www.olivado.com		
		Email: okl@olivado.com		
		Old Airport road Nairobi		
Ideal Matunda	Central Kenya	Contact: Beth Mwangi	Market access for small scale farmers, process and export fresh avocado and oil. Exports to Europe	HCDA and FPEAK
		Designation: CEO		
		Tel: +254 721427957		
		P.O. Box 42918 - 00100 Nairobi		
		Email: beth@idealmatunda.com		
		www.idealmatunda.com		
Mt.Kenya Avocado farms	Central highland areas of Murang'a, Kiambu & Meru	Contact 2: Frank Kariuki	Marketing, value addition and export of healthy	HCDA and FPEAK
		Designation: Global Sales Manager		
		Tel +25475895332		
		Head office: Mt Kenya Avocado Farms		



		Marmanet, Laikipia.	avocado produce sourced from smallholder farmers.	
		P.O. Box 35037 – 00100 – Nairobi.		
		Email: frankkariuki@mtKenyaavocado farms.com		
		Email: info@mtKenyaavocadofarms.com		
Yami supplies	Works with small holder farmers in Kenya	Contact: Nduku Musyoki	Exporting cold-pressed avocado oil all over the world	www.companiess.com
		Designation: Managing Director		
		Tel:+254 710691507, +254 719825194		
		Email: nmusyoka @yamisupplies.com		



Exporters				
Name	Focal point	Contact details	Core business	Source of information
Selina Wamucii	Laikipia, Makueni, Kitui, Meru and central Kenya	Contact: Mr. John Oroko	Organise farmers, build their capacity and link them to export markets. Export markets are in Egypt, Middle east, Asia – China/Japan and Europe	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787304532,		
		P.O. Box 35037 – 00100		
		Email: johnoroko@selinawamucii.com		
		www.selinawamucii.com		
		Contact 2: Frank Kariuki		
		Designation: Global Sales Manager		
Tel +25475895332,+254208056102				
Sunripe 1976 (K) Ltd	Central Kenya, Lower Eastern Kenya	Contact: Hasit Shah	Export to Europe	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 722822151, 733 600212, +254 20 822948/879/827993		
		Contact 2: Angelina Mendez		
		Designation: Head of sales		
		Tel: +254 722822151		
		Email: angelina@sunripe.co.ke		
		P.O. Box 41852 – 00100 Nairobi		
		Email: info@sunripe.co.ke		
		www.sunripe.co.ke		
Keitt Exporters Ltd	Central and Lower Eastern Kenya	Contact: Asif Amin	Export Avocado to Europe and	HCDA and FPEAK
		Designation: Director		
		Tel: +254 20 822829,		



		Mobile: +254 722 344 889 Fax: +254 20 827 942, P.O. Box 6390 – 00200, Nairobi Kenya. Email: asif@keitt.co.ke, japeth@keitt.co.ke www.keitt.co.ke Office Freight Complex, Jomo Kenyatta International Airport, Nairobi	Middle East	
Kakuzi Ltd	Central Kenya	Contact: Richard Collins Designation: CEO Tel: +254 60 203 3012 P.O. Box 24 - 01000 Thika Fax: +254 67 64433 Email: rcollins@kakuzi.co.ke www.kakuzi.co.ke	Grows Hass variety, outsources Fuerte variety from out growers' small scale farmers, grades and packages for export to the European markets; France, UK, Switzerland and Scandinavia	HCDA and FPEAK
Equatorial Blooms	Mt. Kenya, Eastern and Rift valley regions	Contact: Ephraim Munene Designation: Director Tel: +254 711 215 444 Email: info@equatorialblooms.com, mkarwigi@gmail.com www.equatorialblooms.com	Export fruits and vegetables from Kenya to European markets	HCDA and FPEAK



Kandia fresh produce suppliers ltd	All regions in the country	Contact 1: David Mulwa (Managing Director)	Organise farmers, build their capacity and link them to export markets.	HCDA and FPEAK
		Contact 2: Mrs Lucy Mundia (CEO)		
		P. O. Box 42806 - 00100		
		Tel: 20 3500866		
		Mobile: +254 722 350552, 733200015		
		Email: operations@kandia.co.ke, david@kandia.co.ke, lucy@kandia.co.ke www.kandiagroup.com		
Kenya horticultural exporters	Have farms and out grower small holder farms in eastern Kenya, Nanyuki and Naivasha	Contact: Manu Dhanani	Grows, aggregates, grades and packages Avocados, for export to the EU/UK markets	HCDA and FPEAK
		Designation: Managing Director		
		Tel: + 254 20 650 300/1/2		
		P.O. Box 11097-00400 Nairobi		
		Fax: + 254 20 559115		
		Email: info@kheKenya.com, khe@kheKenya.com, manu@kheKenya.com www.kheKenya.com		
Kibwezi Agro ltd	Kibwezi	Contact: Mutheu Kithuma	Exports fresh fruits and vegetables to Europe and Asia	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 726 419 773		
		P.O. Box 131 – 90137 Kibwezi		
		Email: Mutheu@kibweziagro.co.ke, admin@kibweziagro.co.ke, exports@kibweziagro.co.ke		
		www.kibweziagro.co.ke,		
Miyonga Fresh Green enterprise	LuKenya, Machakos	Contact: Dorothy Otieno	Exports fresh fruits and vegetables	HCDA and FPEAK
		Designation: owner		
		Tel: +254 706 000 321		
		P.O. Box 23282 - 00100, Nairobi		



		Email: yvonne.otieno@gmail.com, dakoth.otieno@gmail.com www.miyongafreshgreens.co.ke		
Six Square Ltd	Africa	Contact: Ajay Saini Designation: Owner Tel: 020 5227423, +254 716 606740 P.O. Box 19184 -00501 Nairobi Email: ajay@sixsquare.co.ke, info@sixsquare.co.ke www.sixsquare.co.ke	Exports to United Arab Emirates and USA	HCDA and FPEAK
Saipei food ltd	Works with small holder farmers in Kenya	Contact: Lucy Njeri Kuria Designation: Managing Director Tel: + 254 723 416 457 P.O. Box 17811-00100 Nairobi Email: Lucy@saipeifoods.co.ke, sales@saipeifoods.co.ke www.saipeifoods.co.ke	Export to Europe, United Kingdom, South Africa, United Arab Emirates	HCDA and FPEAK
Spring fresh growers and exporters	Works with small holder farmers in Kenya	Contact: Alice Wanjiru Designation: Operations Director Tel: +254 722 143 311 Email: alicewanjiru@gmail.com. springfreshgrowers@gmail.com	Export to European markets	HCDA and FPEAK
Wamu investments ltd	Works with small holder farmers in Kenya	Contact: Stephen Wachira Designation: Director Tel: +254 20 833441,+ 254 20 824990, + 254 20 264168 P.O. Box 26026-00504 Nairobi Email: wachira@wamu-investments.com	Exports fruits and vegetable to Europe and Middle East	HCDA and FPEAK



		www.wamu-investments.com		
Forever Green Growers ltd	Works with small holder farmers in Kenya	Contact: Minaz Sayani	Export of fresh agricultural products; mainly avocados to Middle East and Europe	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 76308-00508 Nairobi		
		Kenya JKIA- KAHL Building, Room 152		
		Tel: + 254 724 319 254/ 0733723258		
		Email: info2fgg@gmail.com www.forevergreengrowers.com		
Dahiraan enterprises ltd	Works with small holder farmers in Kenya	Contact: Milton Mumba	Export fruits and vegetables to Eastern Europe, South East Asia, Africa and Middle East	www.companiess.com
		Designation: Owner		
		Tel: +254 733769354, +254 72293633		
		P.O. Box 9074-00300 Nairobi		
		Email: milton@dahiraan.com , Info@dahiraan.com		
Celtic investments	Works with small holder farmers in Kenya	Contact: Isabel Ongara	Producing, distributing and exporting fruits, vegetables and flowers	HCDA and FPEAK
		Designation: Owner/Founder		
		Tel: +254 722 448 667		
		Email: isabel@celticinvestments.com www.celticinvestments.com		



9 Annex 2: List of stakeholders - French bean

Distributors				
Name	Focal point	Contact details	Core business	Source of Information
Kenya Fresh Produce Exporters	Laikipia, Central Kenya	Contact: Pricilla Kingangi	Aggregate and export from small holder farmers.	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 16845 - 00620, Nairobi		
		Tel: +254202107232, +254722496836		
		Email: info@Kenyafresh.com, admin@Kenyafresh.co.ke		
		Pricilla.kingangi@Kenyafresh.co.ke www.Kenyafresh.co.ke		
Fresh an Juici Ltd	Nairobi	Contact: Hellen Russell	Warehouse	HCDA and FPEAK
		Designation: Director		
		Tel: +254 733333376, +254 728306408, +254 202 325 945		
		Email: h.russell@freshanjuici.co.ke		
		Email: Info@freshanjuici.com		
		www.freshanjuici.co.ke		
Wholesalers				
Mboga Tuu ltd	Nairobi, Kajiado farms	Contact: Dan Agawo	Vegetable production and marketing local and export	HCDA and FPEAK
		Designation: General Manager		
		Email: dan_agawo@mbogatuu.com		
		Tel:+2542026087884, 0719176181		
		Email: info@mbogatuu.com		



Sunripe 1976 (K) Ltd	Central Kenya, Lower Eastern Kenya	Contact: Hasit Shah	Export to Europe	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254722 822 151 /733 600212, +25420822948/879/827993		
		Contact 2: Angelina Mendez		
		Designation: Head of sales		
		Tel: +254 722822151		
		Email: angelina@sunripe.co.ke		
		P.O. BOX 41852 – 00100 Nairobi		
		Email: info@sunripe.co.ke www.sunripe.co.ke		
Benvar Estates ltd	Thika, Juja	Contact: David Njega	Green beans for local and export. Grades and packs and exports	HCDA and FPEAK
		Designation: General Manager		
		P. O. Box 53 - 00661 Nairobi		
		Tel: +25420 2337095, +254 735705205		
		Email: farm@bcf.co.ke, david@bcf.co.ke www.bcf.co.ke		
Kandia fresh produce suppliers ltd	All regions in the country	Contact 1: David Mulwa (Managing Director)	Organize farmers, build their capacity and link them to export markets.	HCDA and FPEAK
		Contact 2: Mrs Lucy Mundia (CEO)		
		P. O. Box 42806 -00100		
		Tel: 20 3500866		
		Mobile: +254 722 350552, 733200015		
		Email: operations@kandia.co.ke, david@kandia.co.ke, lucy@kandia.co.ke www.kandiagroup.com		



Retailers				
Name	Focal point	Contact details	Core business	Source of Information
Uchumi Supermarket	27 branches all over Kenya	Contact: Anne Ng'ang'a	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Marketing and corporate sales manager		
		Head Office		
		KNTC Complex, 1st floor, Yarrow Road, Off Nanyuki Road (Industrial Area),		
		P.O. Box 73167 - 00200,		
		Tel: +254 20-80200801-5,		
		Mobile: +254 722205442, +254 733410028,		
		Email: Anne.g'ang'a@uchumiSupermarket.com Kenya.uchumicorporate.co.ke		
Nakumatt Supermarkets	66 branches all over East Africa. Most are in Kenya	Contact: Robert Nyamweya	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Product Manager		
		Head office		
		Nakumatt Holdings Ltd.		
		Along Mombasa Road		
		P.O. Box 78355 – 00507 Nairobi		
		Tel: +254 20-3599991-4		
		Mobile No: +254 733-632130, +254 722-204931,		
		Email: nakumatt@nakumatt.net, Robert@nakumatt.net www.nakumatt.net		
Naivas Supermarket	40 branches All over the country	Contact: David Kimani	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Director		
		Head Office		
		Naivas Supermarket Ltd		



		Sameer Industrial Park, Road C off Enterprise Rd P.O. Box: 61600 – 00200 City Square, Nairobi Tel: +254 710110568 Email: davekimani@naivas.co.ke		
Tuskys Supermarket	50 branches all over Kenya	Contact: Dan Githua Designation: Director Head Office, Nairobi Gami Properties Complex. Address: Mombasa Road, Nairobi City/Town: Nairobi Tel: +254-20-355-5318, +254-20-355-5319 Email: Githua-dan@tuskys.com www.tuskys.com	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
Eastmatt Supermarket	9 branches across Kenya	Contact: Kamau Chege Designation: Owner Tel: 6530419/458, 553809 P.O. Box 54816 – 00200 Email: info@eastmatt.com, kamauchege@eastmatt.com www.eastmatt.com	Retailing fresh and prepacked fruits and vegetables	
Zucchini Grocery	5 branches in Nairobi	Contact: Daimas Designation: Supervisor Main branch Tel: +254 711859029 Tel: +254 7024 4646 Email: daimas@zucchini.co.ke www.https://zucchini.co.ke	Sells all imported and local fruits and vegetables to high end customers	RSA - Vegetable survey
Carrefour Hypermarket	2 branches in Nairobi	Contact Dominique Coulombel Designation: Merchandise Manager (Kenya)	Retailing fresh and prepacked fruits	RSA Desk Review



Kingdom of the Netherlands



		Tel: +254702214378	and vegetables	
		Email: Dcoulombel@mafcarrefour.com		
		www.carrefourkenya.com		



Processors and exporters

Name	Focal point	Contact details	Core business	Source of Information
Profresh Export Ltd	Nairobi, Kenya	Contact: Waweru Gatambia		
		Designation: Director		
		Consolidated House, 5th Floor, Suite 520, Koinange Street		
		P.O. Box 48175-00100 Nairobi, Kenya		
		waweru_gatambia@profreshexport.co.ke		
		Tel: +254 (723) 748 762		
Forever Green Growers Ltd	Works with small holder farmers in Kenya	Contact: Minaz Sayani	Export of fresh agricultural products; mainly avocados to Middle East and Europe	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 76308-00508 Nairobi		
		Kenya JKIA- KAHN BLDG, Room 152		
		Tel: + 254 724 319 254/ 0733723258		
		Email: info2fgg@gmail.com		
		www.forevergreengrowers.com		
Sunripe 1976 (K) Ltd	Central Kenya, Lower Eastern Kenya	Contact: Hasit Shah	Export to Europe	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254722 822 151, 733 600212, +25420822948/879/827993		
		Contact 2: Angelina Mendez		
		Designation: Head of sales		
		Tel: +254 722822151		
		Email: angelina@sunripe.co.ke		
		P.O. Box 41852 – 00100 Nairobi		
		Email: info@sunripe.co.ke		



		www.sunripe.co.ke		
Frigoken Limited	Has contracted out grower small scale farms all over Kenya	Contact: Karim Dost Mohammed	Grows aggregates from small holder farms, grades/packs processes and exports to EU, UAE	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 30500 - 00100		
		Tel: +254 2023917171/21		
		k.mohammed@frigoken.co.ke Email: frigoken@frigoken.com		
Veg Pro (VP Group) (K) Ltd	Central Kenya, Naivasha area	Contact: Bharat Patel	Grows, grade, aggregates, packs and exports	HCDA and FPEAK
		Designation: Manager		
		Tel: +25420822831/2/4 Mobile: +254721245173		
		Cargo Village Jomo Kenyatta International Airport (JKIA), 2 nd Avenue, Freight road, Nairobi		
		Email: bharat@vegpro-group.com		
Mara Farming	Has two own farms (1000acres)	Contact: Christian Benard	Trader, buyer and processor who exports green beans to the EU markets	HCDA and FPEAK
		Designation: Director		
		Tel: +254 733 934682		
		Email: info@marafarming.com benard@mrafarming.com		
Kenya Horticultural Exporters Ltd	Have farms and outgrower small holder farms in Eastern Kenya, Nanyuki and Naivasha	Contact: Manu Dhanani	Grows, aggregates, grades processes and packages green beans for export to the EU/UK markets	HCDA and FPEAK
		Designation: Managing Director		
		Tel: + 254 20 650 300/1/2		
		P. O Box 11097-00400 Nairobi		
		Fax: + 254 20 559115		
		Email: info@kheKenya.com, khe@kheKenya.com, manu@kheKenya.com www.kheKenya.com		



Exporters				
Name	Focal point	Contact details	Core business	Source of Information
Forever Green Growers ltd	Works with small holder farmers in Kenya	Contact: Minaz Sayani	Export of fresh agricultural products; mainly avocados to Middle East and Europe	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 76308-00508 Nairobi		
		Kenya JKIA- KAHL BLDG, Room 152		
		Tel: + 254 724 319 254/ 0733723258		
		Email: info2fgg@gmail.com		
		www.forevergreengrowers.com		
Mboga Tuu ltd	Nairobi, Kajiado farms	Contact: Dan Agawo	Vegetable production and marketing local and export	HCDA and FPEAK
		Designation: General Manager		
		Email: dan_agawo@mbogatuu.com		
		Tel:+2542026087884, 0719176181		
		Email: info@mbogatuu.com		
Veg Pro (VP Group) (K) Ltd	Central Kenya, Naivasha area	Contact: Bharat Patel	Exports to Western Europe, Middle East and Africa.	
		Designation: Manager		
		Tel: +25420822831/2/4 Mobile: +254721245173		
		Cargo Village		
		Jomo Kenyatta International Airport (JKIA), 2 nd Avenue, Freight road, Nairobi		
		Email: bharat@vegpro-group.com		
Woni Veg- Fruit exporters	Works with small holder farmers in Kenya	Contact: Jane Mutiso	Aggregate french beans (green beans) from 350 small holder	HCDA and FPEAK
		Designation: Director		
		Woni Veg – Fru Exporters & Importers Ltd		
		P.O. Box 52115 – 00200		



		Nairobi, Kenya Telephone/Fax: +254 020 714 5205 jane.m@wino.co.ke Email: info@woni.co.ke www.woni.co.ke	farmers then processes, distributes and export to EU and UAE	
Wamu investments ltd	Works with small holder farmers in Kenya	Contact: Stephen Wachira Designation: Director Tel: + 254 20 833441, + 254 20 824990, + 254 20 2642 168 P.O. Box 26026 - 00504 Nairobi Email: wachira@wamu-investments.com www.wamu-investments.com	Exports fruits and vegetable to Europe and Middle East	HCDA and FPEAK
Benvar Estates ltd	Thika, Juja	Contact: David Njega Designation: General Manager P. O. Box 53-00661 Nairobi Tel: +25420 2337095, +254 735705205 Email: farm@bcf.co.ke, david@bcf.co.ke www.bcf.co.ke	Green beans for local and export. Grades and packs and exports	HCDA and FPEAK
Kandia Fresh Produce Suppliers	All regions in the country	Contact 1: David Mulwa (Managing Director) Contact 2: Mrs Lucy Mundia (CEO) P. O. Box 42806 -00100 Tel: 020 3500866 Mobile: +254 722 350552, 733200015 Email: operations@kandia.co.ke, david@kandia.co.ke, lucy@kandia.co.ke www.kandiagroup.com	Organize farmers, build their capacity and link them to export markets.	HCDA and FPEAK
Selina Wamucii	Laikipia, makueni, Kitui, Meru and	Contact: Mr. John Oroko Designation: Managing Director	Organize farmers, build their capacity	HCDA and FPEAK



	central Kenya	Tel: +254 787304532, P.O. BOX 35037 – 00100 Email: johnoroko@selinawamucii.com www.selinawamucii.com Contact 2: Frank Kariuki Designation: Global Sales Manager Tel +25475895332, +254208056102	and link them to export markets. Export markets are in Egypt, Middle East, Asia – China/Japan and Europe	
Mr Evanson Mathenge	Works with small holder farmers in Kenya	Contact: Mr Evanson Mathenge Designation: General Manager Tel: +254 723 783 350 Mobile: +254 723 783 350 evanson_mathenge@equatorialsavannah.co.ke Nairobi	The company majors in trading in fresh agricultural produce.	http://www.companiess.com/equatorial_savannah_africa_investments_ltd_info2560729.html
Freshpak horticultures ltd		Contact: John G. Ngigi Designation: Director P.O. Box 63047-00200 Nairobi Tel: + 254 72 360423, + 254 733762191 Email: freshpak@freshpak.co.ke, john.ngigi@freshpak.co.ke	Exports to vast markets across Europe and Asia	http://www.freshpak.co.ke/
Frigoken Limited	Has contracted out grower small scale farms all over Kenya	Contact: Karim Dost Mohammed Designation: Managing Director P.O. Box 30500 -00100 Tel: +254 2023917171/21 k.mohammed@frigoken.co.ke Email: frigoken@frigoken.com	Grows aggregates from small holder farms, grades/packs processes and exports to EU, UAE	HCDA and FPEAK
Greenlands agro producers ltd		Contact: Geoffrey Murungi Designation: Managing Director	Greenlands Agro producers Limited	http://www.greenlands.co.ke/Operation



		<p>Tel: 020-827080/1/2</p> <p>P.O. Box 78025 - 00507, Nairobi</p> <p>Email: geoffrey@isqc.co.ke</p> <p>www.greenlands.co.ke</p>	<p>is a grower processor and exporter of high quality fresh fruits and vegetables (horticulture products) under acceptable international farming methods and adhering to the Global Gap specifications and accredited to BRC and UKAS thus assuring HACCP certification.</p>	<p>s.html</p>
Jade fresh ltd		<p>Contact: Diana Kyallo</p> <p>Designation: Manager</p> <p>Tel: +254 726758227, +254 713370614, +254 726758227</p> <p>Email: dkyallo@jade-fresh.com, info@jade-fresh.com</p>	<p>Ships fresh horticultural/agricultural produce to Europe</p>	<p>http://www.jade-fresh.com/jade/</p>
Actic products LTD		<p>Contact Person: Mr Edward Kiogora</p> <p>Designation: Director</p> <p>Mobile Phone: +254723763976</p> <p>ekiogora@acticproducts.co.ke</p> <p>Gilfillan House 4th Flr</p> <p>Kenyatta Avenue</p>	<p>Deal primarily with exports of agricultural products.</p>	<p>https://www.tradeindia.com/Seller-5851679-Actic-Products-Limited/#contact</p>



		Nairobi, Kenya		
Lowland Vegetable Growing Co. LTD		Contact: Geeta D’Cuncha	Produces French beans for export.	https://www.lowlandvegkenya.net/contact
		Designation: Manging Director		
		Tel: +254 722 646 831		
		geeta@lowlandvegkenya.com		
Miyonga Fresh Green enterprise	LuKenya, Machakos	Contact: Dorothy Otieno	Exports fresh fruits and vegetables	HCDA and FPEAK
		Designation: Owner		
		Tel: +254 706000321		
		P.O. Box 23282 - 00100, Nairobi		
		Email: yvonne.otieno@gmail.com , dakoth.otieno@gmail.com		
www.miyongafreshgreens.co.ke				
Celtic investments	Works with small holder farmers in Kenya	Contact: Isabel Ongara	Producing, distributing and exporting fruits, vegetables and flowers	HCDA and FPEAK
		Designation: Owner/founder		
		Tel: +254 722 448 667		
		Email: isabel@celticinvestments.com		
www.celticinvestments.com				
Ngong veg ltd	Works with small holder farmers in Kenya	Contact: Michael Kairu	Growing, storage and distributing fruit, vegetables and flower for export purposes	http://ngongveg ltd.co.ke/
		Designation: Director		
		Tel: +254 720 645 192		
		Email: info@ngongveg ltd.co.ke , apollo@ngongveg ltd.co.ke		
		tim@ngongveg ltd.co.ke		
		gitonga@ngongveg ltd.co.ke		
		kairu@ngongveg ltd.co.ke		
info@ngongveg ltd.co.ke				
Spring fresh growers and	Works with small holder farmers in	Contact: Alice Wanjiru	Vegetable and fruit exporters to Middle	https://www.virtualmarket.fruitlogistica
		Designation: Operations Director		



exporters	Kenya	Tel: +254 722143311	East and Europe	.com/en/Spring-Fresh-Growers-Exporters,c416598
		Email: alicewanjiru@gmail.com. springfreshgrowers@gmail.com		
Equatorial blooms	Mt. Kenya, Eastern and Rift valley regions	Contact: Ephraim Munene	Export fruits and vegetables from Kenya to European Markets	HCDA and FPEAK
		Designation: Director		
		Tel: +254 711 215 444		
		Email: info@equatorialblooms.com, mkarwigi@gmail.com		
		www.equatorialblooms.com		
Kibwezi Agro ltd	Kibwezi	Contact: Mutheu Kithuma	Exports fresh fruits and vegetables to Europe and Asia	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 726419773		
		P.O. Box 131 – 90137 Kibwezi		
		Email: Mutheu@kibweziagro.co.ke, admin@kibweziagro.co.ke, exports@kibweziagro.co.ke		
		www.kibweziagro.co.ke,		
Keitt Exporters Ltd	Central and Lower eastern Kenya	Contact: Asif Amin	Export Avocado to Europe and Middle East	HCDA and FPEAK
		Designation: Director		
		Tel: +254 20 822 829,		
		Mobile: +254 722 344 889		
		Fax: +254 20 827 942,		
		P.O. Box 6390 – 00200, Nairobi, Kenya		
		Email: asif@keitt.co.ke, Japheth@keitt.co.ke		
		www.keitt.co.ke		
Office Freight Complex, Jomo Kenyatta International Airport, Nairobi				
Fresh green	Works with small	Contact: Glynn Lloyd	Located in Nairobi,	http://www.europa



growers (k) limited	holder farmers in Kenya	Designation: Co-founder	Kenya. Primary focus is the export of fresh fruits and vegetables from the Eastern African region.	ges.co.uk/FRESH-GREEN-GROWERS-K-LIMITED/00000004695918-494135001.html
		P.O. Box 00100-43939,		
		Nairobi, Kenya		
		Telephone: +254725178884		
		Email: info@freshgreengrowers.com glynn@gmail.com/g_lloyd@fgg.co.ke		
Lnn mountain fresh	Works with small holder farmers in Kenya	Contact: Mr. Anthony C	Exporters of: Roses, Lilies, Summer Flowers, Green Chili, French Beans, Sugar Snap, Snow Peas, Avocado, Dry Fruits	http://mobile.companiess.com/lmn_mountain_fresh_info1641461.html
		Designation: External Markets Manager		
		Telephone: +254 723 895489		
		www.lnnmountainfresh.com		
		antony@lnnmf.co.ke Nairobi, Kenya		
Roypack enterprises	Works with small holder farmers in Kenya	Contact Person: Mr Wilberforce Ngugi	Growers, packers and exporters of fresh fruits, vegetables and flowers.	http://www.roypack-Kenya.net/
		Designation: Director		
		Tel: +254 723 959683		
		Mobile: +254 731344805		
		wilberforce@roypack.co		
Hilltop Junction	Works with small holder farmers in Kenya	Contact: Mr Jude Kimutai	Import and exporting company based in Kenya.	http://www.companiess.com/hilltop_junction_info1008132.html
		Designation: Sales Manager		
		Telephone: 253 724 470100		
		Mobile Phone: 254 72447199		
		Fax: 254 0724 470198 jane-k@hilltp.co.ke		
Mr Timothy Muchiri	Works with small holder farmers in Kenya	Contact: Timothy Muchiri	Export mainly Fresh Fruits (mangoes, avocados, paw paws, Passion	http://www.companiess.com/timothy_muchiri_info1703426.html
		Designation: Owner		
		Telephone: 254 720 461 961		
		Mobile Phone: 254 720 461 961		



		Fax: 254 720 461 961 muchiri@muchiri.co.ke	Fruits), watermelon, vegetables, onions, French beans and chillies	
Anyokem Enterprise ltd	Works with small holder farmers in Kenya	Contact: Edwin Anyona	Growers, packers and exporters of Kenyan horticultural produce.	http://www.companiess.com/anyokem_enterprice_ltd_info1669922.html
		Designation; Managing Director		
		Telephone: +254 721 484 767		
		Mobile Phone: +254 786 361 365		
		info@anyokementerprice.com edwin@anyokementerprise.com		
JP fruits & green grocers	Works with small holder farmers in Kenya	Contact: Mr Patrick Mulwa	Exporters to Asia, Caribbean, America, East Europe	http://www.companiess.com/jp_fruits_green_grocers_info1584615.html
		Designation: Director		
		Telephone: 254 0722 572 016		
		Mobile Phone: 254 0722 572 016		
		Fax: 254 020 2420259 p_mulwa@jpfruits.co.ke		
Nanyu Growers	Works with small holder farmers in Kenya	Mr Beth Gitonga	Exporters of Snow Peas, Sugar Snap, French Beans	http://www.companiess.com/nanyu_growers_info1582470.html
		Designation: Managing Director		
		info@nyanyugrowers.co.ke beth_g@nyayugrowers.com		
		Tel: 254 720 062 033		
Indu Farm EPZ ltd	Works with small holder farmers in Kenya	Contact: Christian Benard	Exports green beans/fresh vegetable to Netherlands after – grading and	HCDA and FPEAK
		Designation: Managing Director		
		P. O. Box 42564 Nairobi Tel@+254 20550215/6/7		
		Fax: +254 -20 550220		



		Email: info@indu-farm.com, Christian.benard@indu-farm.com	packaging	
East African Growers Ltd	Works with small holder farmers in Kenya	Contact: Mrs. Mamta Mahajan	Grows, grades, processes, packages and exports Green beans to Europe, Australia, Gulf Countries and South east Asia.	HCDA and FPEAK
		Designation: Director		
		P.O. Box 49125, Nairobi		
		Tel: +254 20822034/25		
		mmahajan@eaga.co.ke Email: info@eaga.co.ke		
Angaza Kenya	Works with small holder farmers in Kenya	Contact: Derek Mwaura	Kenyan based Organization, are involved in the Import and Export of Fresh Fruits and Vegetables.	http://www.companies.com/angaza_Kenya_info1580412.html
		Designation: Director		
		Department: Marketing		
		Telephone: 254 722296240		
		Mobile Phone: 722296240		
		www.angazaKenya.com		
		info@angaza_kenya.co.ke mwaura@angaza_kenya.co.ke		
Eden's green grocers exporters ltd	Works with small holder farmers in Kenya	Contact: Mr Edens Green Grocer	Exports French Beans, Passion Fruits, Snow Peas, Snap Peas, Avocados, Cereals, Fruits, Vegetable to North America, South America and Eastern Europe	http://www.companies.com/eden_s_green_grocers_exporters_ltd_info980302.html
		Designation: General Manager		
		Telephone: +254 710 910536		
		Operational Address: Biashara Street, Nairobi, Kenya		
		edens@edensgreen.co.ke		
Interveg exports ltd	Works with small holder farmers in	Contact: Purity Naisho	Exports vegetables to vast markets	http://www.interveg.co.ke/
		Designation: Manager		



	Kenya	Tel: + 254 20 244 57 56 P.O. Box 372-517 Uhuru Gardens, Nairobi, Kenya Email: sales@interveg.co.ke operations@interveg.co.ke , sales@interveg.co.ke, purity.naisho@interveg.co.ke www.interveg.co.ke	across Europe and United Kingdom	
Star Apple Farm	Works with small holder farmers in Kenya	Mr George Kibathi Marketing Manager/Director Telephone: 254 020 24555095 Mobile Phone: 254 722 968445 Fax: 254 020 2455095 george@starapplefarm.co.ke info@starapplefarm.co.ke www.starapplefarm.co.ke	Exporters of French Beans, Snow peas, Sugar snaps and Passion fruits to the Europe Market	http://www.companiess.com/starapple_farm_info1456929.html



10 Annex 3: List of stakeholders - Mango

Distributors				
Name	Focal point	Contact details	Core business	Source of information
Selina Wamucii		Contact: Mr. John Oroko	Organize farmers, build their capacity and link them to the local and export markets.	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787304532		
		P.O. BOX 35037 – 00100		
		Email: johnoroko@selinawamucii.com		
		www.selinawamucii.com		
		Contact 2: Frank Kariuki		
		Designation: Global Sales Manager		
Tel +254 75895332,+254208056102				
Fresh an Juici Ltd	Nairobi	Contact: Hellen Russell	Warehouse,	HCDA and FPEAK
		Designation: Director		
		Tel: +254 733333376, +254 728306408, +254 20 2325 945		
		Email: h.russell@freshanjuici.co.ke		
		Email: Info@freshanjuici.com		
		www.freshanjuici.co.ke		
Benson Ngaruya	Nairobi	Contact: Benson Ngaruya	Market access and distribute the produce sourced from the farmer	RSA- Dutch Survey
		Designation: Owner		
		Tel: +254 726382085		
		Email: ngaruyaben@gmail.com		



Stanley	Nairobi	Contact: Stanley Mwangi	Market access and distribute the produce sourced from the farmer	RSA- Dutch Survey
		Designation: Owner		
		Tel: +254 721620216		
		Email: stanmwangi@gmail.com		
Irungu Kiama	Nairobi	Contact: Irungu Kiama	Showcase get to and disseminate the delivered sourced from the farmer	RSA- Dutch Survey
		Designation: Owner		
		Tel: +254 723279171		
		Email: irungukiama@gmail.com		
Steven July Nzive	Nairobi	Contact: Steve July Nzive	Sources and distributes fruits and vegetables o grocery part of the Supermarket	RSA- Dutch Survey
		Designation: Owner		
		Tel: +254 723392987		
		Email: steve.nzive@gmail.com		
Wholesalers				
Kandia Fresh Produce Suppliers	Works with small holder farmers Kenya	Contact 1: David Mulwa (Managing Director)	Aggregates, grades and packs for export green bean, mangoes, avocados for export	HCDA and FPEAK
		Contact 2: Mrs. Lucy Mundia (CEO)		
		P. O. Box 42806 -00100		
		Tel: +254 20 3500866		
		Mobile: +254 722 350552, 733200015		
		Email: operations@kandia.co.ke, david@kandia.co.ke, lucy@kandia.co.ke www.kandiagroup.com		
Irungu Kiama	Nairobi	Contact: Irungu Kiama	Showcase and disseminate produce sourced from the farmer	RSA- Dutch Survey
		Designation: Owner		
		Tel: +254 723279171		
		Email: irungukiama@gmail.com		
Tom Mwita	Nairobi	Contact: Tom Mwita	Physically assemble	RSA- Dutch



		Designation: Owner	sort and grade goods in large lots. Repack and redistribute the goods in smaller lots	Survey
		Tel: +254 79106181		
		Email: irungukiama@gmail.com		



Retailers				
Name	Focal point	Contact details	Core business	Source of information
Uchumi Supermarket	27 branches all over Kenya	Contact: Anne Ng'ang'a	Retailing fresh and prepacked fruits and vegetables	RSA-Vegetable Survey
		Designation: Marketing and corporate sales manager		
		Head Office		
		KNTC Complex, 1st floor, Yarrow Road, Off Nanyuki Road (Industrial Area),		
		P.O. Box 73167 00200,		
		Tel: +254 20-80200801-5,		
		Mobile: +254 722-205442, +254 733-410028,		
		Anne.g'ang'a@uchumiSupermarket.com Kenya.uchumicorporate.co.ke		
Nakumatt Supermarkets	66 branches all over East Africa. Most are in Kenya	Contact: Robert Nyamweya	Retailing fresh and prepacked fruits and vegetables	RSA Vegetable survey -
		Designation: Product Manager		
		Head office		
		Nakumatt Holdings Ltd.		
		Along Mombasa Road		
		P.O. Box 78355 – 00507 Nairobi		
		Tel: +254 20-3599991-4		
		Mobile No: +254 733-632130, +254 722-204931,		
		Email: nakumatt@nakumatt.net, Robert@nakumatt.net www.nakumatt.net		
Naivas Supermarket	40 branches All over the	Contact: David Kimani	Retailing fresh and prepacked fruits and	RSA Vegetable -
		Designation: Director		



	country	Head Office Naivas Supermarket Ltd Sameer Industrial Park, Road C off Enterprise Rd P.O. Box 61600 – 00200 City Square, Nairobi Tel:+254 710110568 Email: davekimani@naivas.co.ke	vegetables	survey
Tuskys Supermarket	50 branches all over Kenya	Contact: Dan Githua Designation: Director Head Office, Nairobi Gami Properties Complex. Address: Mombasa Road, Nairobi City/Town: Nairobi Tel: +254 20 3555318, +254 20 3555319 Email: Githua-dan@tuskys.com www.tuskys.com	Retailing fresh and prepacked fruits and vegetables	RSA Vegetable survey -
Zucchini Grocery	5 branches in Nairobi	Contact: Daimas Designation: Supervisor Main branch Tel: +254 711859029 Tel: +254702 46 46 46 Email: daimas@zucchini.co.ke www.https://zucchini.co.ke	Sells all imported and local fruits and vegetables to high end customers	RSA Vegetable survey -
Eastmatt Supermarket	9 branches across Kenya	Contact: Kamau Chege Designation: Owner Tel: 6530419/458, 553809 P.O. BOX 54816 – 00200 Email: info@eastmatt.com, kamauchege@eastmatt.com www.eastmatt.com	Retailing fresh and prepacked fruits and vegetables	



Gilanis Supermarket	5 branches in Kenya	Contact: Purvi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Supervisor		
		Tel: +254 705643636		
		Email: Purvi@gilanis.co.ke		
Home depo Supermarket	3 branches in Nairobi	Contact: George Mwangi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Supervisor		
		Tel: +254 720356281		
		Email: mwangigeorge@yahoo.com		
Safeways Supermarket	2 branches in Nairobi	Contact: Njuguna	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Outlet Manager		
		Tel: 739588834		
		Email: Ernjuguna24@gmail.com		
Cleanshelf Supermarket	7 branches in Kenya	Contact: Peter or Jackson Shabaya	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Sales Manager		
		Tel: +254 203578929/30		
		P.O. BOX 1200-00217		
		Email: Peter@cleanshelf.co.ke, shabayajackson@gmail.com		
		www.cleanshelf.com		
Tienel Supermarket	Ongata Rongai, Nairobi	Contact: George Kibat	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Outlet Manager		
		Tel: +254 717306071		
		Email: kibatgeorge@gmail.com		
Setlight Supermarket	Kayole, Nairobi	Contact: Mr. Waweru	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
		Designation: Outlet Manager		
		Tel: +254 726297006		
		Email: andrew.waweru@yahoo.com		



Sadini mini market	Highrise, Nairobi	Contact: Mike Musyoka	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Outlet Manager			
		Tel: +254 725303032			
		Email: MikeSyoka@yahoo.com			
Stanmart	Githurai 45, Nairobi	Contact: Wainaina	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Outlet Manager			
		Tel: +254 722323341, +254 722347477			
		Email: tonnie.wainaina2000@yahoo.com			
Harvesters fruits and vegetables	South C, Akiba estate, Nairobi	Contact: Nancy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Supervisor			
		Tel: +254 701819256			
		Email: NancyChebi@gmail.com			
Pangani groceries	Pangani Heights, Nairobi	Contact: Baraza	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Supervisor			
		Tel: +254 725296267			
		Email: kenbaraza@gmail.com			
Baraka grace shop	Umoja market, Nairobi	Contact: Boniface	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Supervisor			
		Tel: +254 721994372			
		Email: bonnieK@ymail.com			
Mike shop minimart	Donholm, Nairobi	Contact: Mueni	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey	-
		Designation: Supervisor			
		Tel: +254 702853350			
		Email: Jane12mueni@gmail.com			
Cereals and groceries mini market	Lower Kiamunyu Zaburi estate,	Contact: Jane	Sale of goods (including fruits and vegetables) to	RSA Vegetable survey	-
		Designation: Owner			
		Tel: +254 727290611			



	Nakuru	Email: Janniceter@gmail.com	immediate consumers	
Pillar Supermarket	Kiamunyi, Nakuru	Contact: Rhoda	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 717848793		
		Email: Rhodah@yahoo.com		
Fair way mart	Otiende Langáta, Nairobi	Contact: Njoroge	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Supervisor		
		Tel: +254 705878336		
		Email: dannjoro@gmail.com		
Baraka general shop	South C, Nairobi	Contact: Salim Hamisi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Supervisor		
		Tel: +254 725942615		
		Email: hamissalim@gmail.com		
Daily Supermarket	Kinoo, Nairobi	Contact: Eunice	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Supervisor		
		Tel: +254 716776650		
		Email: none		
Unique grocery, dairy and mini market	Lower Kiamunyi, Nakuru	Contact: Sammy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 722650897		
Mbuthia groceries	Lanet, Nakuru	Contact: John Mbuthia	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey
		Designation: Owner		
		Tel: +254 700587810		
		Email: Jmbuthia@gmail.com		
Chadarana food plus	Yaya Center, Nairobi	Contact: Hanif Rajan	Sale of goods (including fruits and	RSA Vegetable
		Designation: Manager		



		Tel: +254 724311120, +254 720606736 Email: hanif@foodplus.co.ke	vegetables) to immediate consumers	survey
Rainbow orchads	Spring Valley Nairobi	Contact: Jacky Designation: Owner Tel: +254 726867639 Email: jacklineloui@gmail.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
Budget Supermarket Moi Avenue; Mombasa	Mombasa	Contact: Victor Designation: Supervisor Tel: +254 721410487 Email: Victor-mwangi@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
Tumaini Supermarket	6 branches in Kenya	Contact: Anthony Muchiri Designation: Operations Manager Tel: +254 710791795 Email: Muchiriantony@tumaini.co.ke	Sale of goods (including fruits and vegetables) to immediate consumers	RSA Vegetable survey -
Carrefour Hypermarket	2 branches in Nairobi	Contact Dominique Coulombel Designation: Merchandise Manager (Kenya) Tel: +254702214378 Email: Dcoulombel@mafcarrefour.com www.carrefourkenya.com	Retailing fresh and prepacked fruits and vegetables	RSA Desk Review



Processors				
Name	Focal point	Contact details	Core business	Source of information
SunMango	Ruiru	Contact: Kushal Patel	Processes the mango into Puree. Sell the puree to other processors in bulk	Exportesidia.com
		Designation: Owner		
		P.O. Box 62-00232, Ruiru Kenya.		
		Tel: +254 67-585446, 0202-3542151		
		Email: Kushal@dmbgroup.com, sunmango@dmbgroup.com		
Kevian K Ltd	Works with small holder farmers in Kenya	Contact: Kimani Rugendo	Processing mango puree into ready to drink juices for domestic and regional market	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 722398802/733944483		
		Email: Rugendo@keviaKenya.com, Info@keviaKenya.com		
		www.keviaKenya.com		
TruFoods Limited	Nairobi	Contact: Rajan Malde	Processes the local mango varieties into ready to drink juices, makes mango chutney. Export to east African countries	HCDA and FPEAK
		Designation: CEO		
		Tel: 0202385880/2385860		
		Mobile: +254 722 436 297		
		Email: rajan@trufoods.biz		
		trufoods.biz		
Kitui Enterprise Promotion Centre	Kitui	Contact: Janet Mumo	Processes the apple mangoes into puree. Packages the puree into ready to drink juices. Distributes and	HCDA and FPEAK
		Designation: CEO		
		Tel : +254722584365		
		KDC office - +254208009693		
		Email: Janetmumo@kidc.co.ke, kidc@nbnet.co.ke		



			markets	
All fruit ltd	Coastal Kenya – Malindi, Tana river, Kwale and Lamu counties	Contact: Grace Muiya	Processes Ngowe mango into puree. Exports the puree in bulk to UAE and neighboring East African countries.	HCDA and FPEAK
		Designation: Production Manager		
		P.O. Box: 30500-00100 GPO		
		Tel: +254 701345161		
		Office+254 208088131/2		
		Email: Grace@allfruits.co.ke		
E-mail: info@allfruit.co.ke				
Milly Fruit processors	Mombasa	Contact: Daniel	Processes Ngowe mangoes into Puree. Packages into ready to drink juices for the local market	HCDA and FPEAK
		Designation: Sales Representative		
		P. O. Box 90522-80100 Mombasa		
		Tel1: 020 800 7635 235 5076		
		Tel2: 020 205 4323 548 6594		
		Mob1: 0722 572 640		
		Mob2: 0736 361 566		
		Email: sales@millyfruits.com		
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Exporters				
Name	Focal point	Contact details	Core business	Source of information
Mangoes from Kenya	Laikipia	Contact: Ruth Kazungu	Aggregate from small holder farmers and export.	HCDA and FPEAK
		Designation: Operations Manager		
		P.O. BOX 35037 – 00100 – Nairobi.		
		Landline: +254 20 805 6102		
		Mobile Hotline: +254 735 194 086		
		Email: Ruth@mangoesfromKenya.com,		
		info@mangoesfromKenya.com www.mangoesfromKenya.com		
Woni – fru veg exporters	Central, eastern Kenya	Contact: Kevin Mutiso	Aggregate from 350 small holder farmers then processes, distributes and export to EU and UAE. Targets French bean (Green beans and Avocadoes)	HCDA and FPEAK
		Designation: Managing Director		
		Woni Veg – Fru Exporters & Importers Ltd		
		6th Floor – Kenya Commercial Bank Building Enterprise Road		
		Industrial Area		
		P.O. Box 52115 – 00200		
		Nairobi, Kenya		
		Telephone/Fax: +254 020 714 5205		
		E-mail: info@woni.co.ke		
		www.woni.co.ke		
Keitt Exporters Ltd	Central and Lower eastern Kenya	Contact: Asif Amin	Export Avocado to Europe and Middle East	HCDA and FPEAK
		Designation: Director		
		Tel: +254 20 822 829,		
		Mobile: +254 722 344 889		



		Fax: +254 20 827 942, P O Box 6390-00200, Nairobi, Kenya. P.O. Box6390-00200,Nairobi,Kenya Email: a Asif@keitt.co.ke, Japheth@keitt.co.ke www.keitt.co.ke Office Freight Complex, Jomo Kenyatta International Airport, Nairobi Tel: +254 786571507, 020 2328176, 722344899 Email: info@keitt.co.ke		
Selina Wamucii	Laikipia, makueni, Kitui, Meru and Central Kenya	Contact: Mr. John Oroko Designation: Managing Director Tel: +254 787304532, P.O. BOX 35037 – 00100 Email: johnoroko@selinawamucii.com www.selinawamucii.com Contact 2: Frank Kariuki Designation: Global Sales Manager Tel +25475895332, +254208056102	Organize farmers, build their capacity and link them to export markets. Export markets are in Egypt, Middle East, Asia – China/Japan and Europe	HCDA and FPEAK
Ideal Matunda	Central Kenya	Contact: Beth Mwangi Designation: CEO Tel: +254 721427957 P.O. BOX 42918 - 00100 Nairobi Email: beth@idealmatunda.com www.idealmatunda.com	Market access for small scale farmers, process and export fresh avocado and oil. Exports to Europe	HCDA and FPEAK
Mara Farming	Has two own farms (1000acres)	Contact: Christian Benard Designation: Director Tel: +254 733 934682	Trader, buyer and processor who exports Mangoes to the EU	HCDA and FPEAK



		Email: info@marafarming.com	markets	
Sunripe 1976 (K) Ltd	Central Kenya, Lower Eastern Kenya	Contact: Hasit Shah	Export to Europe	HCDA and FPEAK
		Designation: Managing director		
		Tel: +254 722822 151, +254 733600212, + 254 20 822948/879/827993		
		Contact 2: Angelina Mendez		
		Designation: Head of sales		
		Tel: +254 722822151		
		Email: angelina@sunripe.co.ke		
		P.O. BOX 41852 – 00100 Nairobi		
		Email: info@sunripe.co.ke		
		www.sunripe.co.ke		
Kandia Fresh Produce Suppliers	Works with small holder farmers	Contact 1: David Mulwa (Managing Director)	Aggregates, grades and packs for export green bean, mangoes, avocadoes for export	HCDA and FPEAK
		Contact 2: Mrs. Lucy Mundia (CEO)		
		P. O. Box 42806 -00100		
		Tel: 20 3500866, +254 722 350552, 733200015		
		Email: operations@kandia.co.ke, david@kandia.co.ke, lucy@kandia.co.ke		
www.kandiagroup.com				



11 Annex 4: List of stakeholders - Onion

Distributors				
Name	Focal point	Contact details	Core business	Source of information
Selina Wamucii	Laikipia, Makueni, Kitui, Meru and central Kenya	Contact: Mr. John Oroko	Organize farmers, build their capacity and link them to the local and export markets.	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787304532,		
		P.O. BOX 35037 – 00100		
		Email: johnoroko@selinawamucii.com		
		www.selinawamucii.com		
		Contact 2: Frank Kariuki		
Fresh an Juici Ltd	Nairobi	Contact: Hellen Russell	Warehouse	HCDA and FPEAK
		Designation: Director		
		Tel: +254 733333376, +254 728306408, +254 202 325 945		
		Email: h.russell@freshanjuici.co.ke		
		Email: Info@freshanjuici.com		
		www.freshanjuici.co.ke		
Samuel Mbugua	Kajiado	Contact: Samuel Mbugua	Aggregates and sells onions to retailers	RSA survey- Dutch survey
		Designation: Owner		
		Email: samuel@gmail.com		
		Tel: +254 72096212		
Eunice Mueni	Kajiado	Contact: Eunice Mueni	Aggregates and	RSA survey-



		Designation: Owner mueni@gmail.com Tel: +254 701240168	sells onions to retailers	Dutch survey
Alex barasa Simiyu	Bungoma	Contact: Alex Barasa Simiyu Designation: Owner Email: alexsimiyu78@yahoo.com Tel: +254 708170581	Aggregates and sells onions to retailers	RSA survey- Dutch survey
Isaac simiyu	Bungoma	Contact: Isaac Simiyu Designation: Owner Isaacmwaleba@gmail.com Tel: +254 729685494	Aggregates and sells onions to retailers	RSA survey- Dutch survey



Wholesalers				
Name	Focal point	Contact details	Core business	Source of information
AAA growers ltd	Thika, Nanyuki, Mt. Kenya area, Nyahururu	Contact: Mr. Neville Ratemo	Out grower scheme with contracted small holder farmers to sustain production/supply. Grades, packs, bulb onions for local market	HCDA and FPEAK
		Designation: Manager		
		P.O. Box 32201-00600, Nairobi		
		Tel: +254 20 4453970-4		
		Fax: +254-20-4453975		
Email@ admin@aaagrowers.co.ke				
		neville@aaagrowers.co.ke		
Phylis George Wangilo	Bungoma	Contact: Phylis George Wangilo	Sells onions in bulk	RSA survey- Dutch survey
		Designation: Owner		
		wangilog@gmail.com		
		Tel: +254 704394912		



Retailers				
Name	Focal point	Contact details	Core business	Source of information
Uchumi Supermarket	27 branches all over Kenya	Contact: Anne Ng'ang'a	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Marketing and corporate sales manager		
		Head Office		
		KNTC Complex, 1st floor, Yarrow Road, Off Nanyuki Road (Industrial Area),		
		P.O. Box 73167 00200,		
		Tel: +254 20 80200801-5,		
		Mobile: +254 722 205442, +254 733 410028,		
		Anne.g'ang'a@uchumiSupermarket.com Kenya.uchumicorporate.co.ke		
Nakumatt Supermarkets	66 branches all over East Africa. Most are in Kenya	Contact: Robert Nyamweya	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Product Manager		
		Head office		
		Nakumatt Holdings Ltd.		
		Along Mombasa Road		
		P.O. Box 78355 – 00507 Nairobi		
		Tel: +254 20-3599991-4		
		Mobile No: +254 733-632130, +254 722-204931,		
		Email: nakumatt@nakumatt.net, Robert@nakumatt.net		
		www.nakumatt.net		
Naivas Supermarket	40 branches all over the country	Contact: David Kimani	Retailing fresh and prepacked fruits and	RSA - Vegetable survey
		Designation: Director		
		Head Office		



		<p>Naivas Supermarket Ltd</p> <p>Sameer Industrial Park, Road C off Enterprise Rd</p> <p>P.O. Box 61600 – 00200 City Square, Nairobi</p> <p>Tel: +254 710110568</p> <p>Email: davekimani@naivas.co.ke</p>	vegetables	
Tuskys Supermarket	50 branches all over Kenya	<p>Contact: Dan Githua</p> <p>Designation: Director</p> <p>Head Office, Nairobi</p> <p>Gami Properties Complex.</p> <p>Address: Mombasa Road, Nairobi</p> <p>City/Town: Nairobi</p> <p>Tel: +254 20 3555318, +254 20 3555319</p> <p>Email: Githua-dan@tuskys.com</p> <p>www.tuskys.com</p>	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
Zucchini Grocery	5 branches in Nairobi	<p>Contact: Daimas</p> <p>Designation: Supervisor Main branch</p> <p>Tel: +254 711859029</p> <p>Tel: +254702 46 46 46</p> <p>Email: daimas@zucchini.co.ke</p> <p>www.https://zucchini.co.ke</p>	Sells all imported and local fruits and vegetables to high end customers	RSA - Vegetable survey
Eastmatt Supermarket	9 branches across Kenya	<p>Contact: Kamau Chege</p> <p>Designation: Owner</p> <p>Tel: 6530419/458, 553809</p> <p>P.O. Box 54816 – 00200</p> <p>Email: info@eastmatt.com, kamauchege@eastmatt.com</p> <p>www.eastmatt.com</p>	Retailing fresh and prepacked fruits and vegetables	
Gilanis Supermarket	5 branches in Kenya	Contact: Purvi	Sale of goods	RSA -



		Designation: Supervisor Tel: +254 705643636 Email: Purvi@gilanis.co.ke	(including fruits and vegetables) to immediate consumers	Vegetable survey
Home depo Supermarket	3 branches in Nairobi	Contact: George Mwangi Designation: Supervisor Tel: +254 720356281 Email: mwangigeorge@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Safeways Supermarket	2 branches in Nairobi	Contact: Njuguna Designation: Outlet Manager Tel: 739588834 Email: Ernjuguna24@gmail.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Cleanshelf Supermarket	7 branches in Kenya	Contact: Peter or Jackson Shabaya Designation: Sales Manager Tel: +254 203578929/30 P.O. BOX 1200-00217 Email: Peter@cleanshelf.co.ke, shabayajackson@gmail.com www.cleanshelf.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Tienel Supermarket	Ongata Rongai, Nairobi	Contact: George Kibat Designation: Outlet Manager Tel: +254 717306071 Email: kibatgeorge@gmail.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Setlight Supermarket	Kayole, Nairobi	Contact: Mr. Waweru Designation: Outlet Manager Tel: +254 726297006	Sale of goods (including fruits and vegetables)	RSA - Vegetable survey



		Email: Andrew.waweru@yahoo.com	to immediate consumers	
Sadini mini market	Highrise, Nairobi	Contact: Mike Musyoka	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 725303032		
		Email: MikeSyoka@yahoo.com		
Stanmart	Githurai 45, Nairobi	Contact: Wainaina	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 722323341, +254 722347477		
		Email: tonnie.wainaina2000@yahoo.com		
Harvesters fruits and vegetables	South C, Akiba estate, Nairobi	Contact: Nancy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 701819256		
		Email: NancyChebi@gmail.com		
Pangani groceries	Pangani Heights, Nairobi	Contact: Baraza	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 725296267		
		Email: kenbaraza@gmail.com		
Baraka grace shop	Umoja market, Nairobi	Contact: Boniface	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721994372		
		Email: bonnieK@ymail.com		
Mike shop minimart	Donholm, Nairobi	Contact: Mueni	Sale of goods (including fruits	RSA - Vegetable
		Designation: Supervisor		



		Tel: +254 702853350 Email: Jane12mueni@gmail.com	and vegetables) to immediate consumers	survey
Cereals and groceries mini market	Lower Kiamunyu Zaburi estate, Nakuru	Contact: Jane	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 727290611		
		Email: Janniceter@gmail.com		
Pillar Supermarket	Kiamunyi, Nakuru	Contact: Rhoda	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 717848793		
		Email: Rhodah@yahoo.com		
Fair way mart	Otiende Langáta, Nairobi	Contact: Njoroge	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 705878336		
		Email: dannjoro@gmail.com		
Baraka general shop	South C, Nairobi	Contact: Salim Hamisi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 725942615		
		Email: hamissalim@gmail.com		
Daily Supermarket	Kinoo, Nairobi	Contact: Eunice	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 716776650		
		Email: none		
Unique grocery, dairy and mini market	Lower Kiamunyi, Nakuru	Contact: Sammy	Sale of goods (including fruits	RSA - Vegetable
		Designation: Outlet Manager		



		Tel: +254 722650897	and vegetables) to immediate consumers	survey
Mbuthia groceries	Lanet, Nakuru	Contact: John Mbuthia	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 700587810		
		Email: Jmbuthia@gmail.com		
Chadarana food plus	Yaya Center, Nairobi	Contact: Hanif Rajan	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Manager		
		Tel: +254 724311120, +254 720606736		
		Email: hanif@foodplus.co.ke		
Rainbow orchads	Spring Valley, Nairobi	Contact: Jacky	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 726867639		
		Email: jacklineloui@gmail.com		
Budget Supermarket Moi avenue; Mombasa	Mombasa	Contact: Victor	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721410487		
		Email: Victor-mwangi@yahoo.com		
Marikiti Market stall 93	Mombasa	Email: Victor-mwangi@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 714929437		
Tumaini Supermarket	6 branches in Kenya	Contact: Anthony Muchiri	Sale of goods (including fruits	RSA - Vegetable
		Designation: Operations Manager		



		Tel: +254 710791795 Email: Muchiriantony@tumaini.co.ke	and vegetables) to immediate consumers	survey
Mama grace green grocers	Mwiki, Nairobi	Contact: Adrian Designation: Owner Tel: +254 724091000	Retailing fruits and vegetables	RSA - Vegetable survey
Mnazi Mmoja market grocery	Pangani, Nairobi	Contact: Anthony Gitonga Designation: Outlet Manager Tel: +254 718913028	Retailing fruits and vegetables	RSA - Vegetable survey
Glacious store	Uthiru, Nairobi	Contact: Moses Designation: Owner Tel: +254 711262860	Retailing fruits and vegetables	RSA - Vegetable survey
Fair deal shop	Uthiru, Nairobi	Contact: Joyce Designation: Owner Tel: +254 738178403	Retailing fruits and vegetables	RSA - Vegetable survey
Al-hakim butchery & grocery	Pipeline, Nairobi	Contact: Mashaka Designation: Owner Tel: +254 712535564	Retailing fruits and vegetables	RSA - Vegetable survey
Grain and green store	Komarock, Nairobi	Contact: Muende Designation: Owner Tel: +254 700664906	Retailing fruits and vegetables	RSA - Vegetable survey
INFIL B Groceries	Komarock, Nairobi	Contact: Muende Designation: Supervisor Tel: +254 716362245	Retailing fruits and vegetables	RSA - Vegetable survey
Pin traders for fresh farm produce	South C, Nairobi	Contact: James Mwangi Designation: Owner Tel: +254 713791591	Retailing fruits and vegetables	RSA - Vegetable survey



Karen provision store	Karen, Nairobi	Contact: Julian	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 721523769		
J&J Supermarket	Karen, Nairobi	Contact: Sekani Ali	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 712875885		
Foodies Supermarket	Karen, Nairobi	Contact: Nelson	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 720881323		
New Muthaiga green grocery	Karen, Nairobi	Contact: Bonnie	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 719617525		
Carrefour Hypermarket	2 branches in Nairobi	Contact Dominique Coulombel	Retailing fresh and prepacked fruits and vegetables	RSA Desk Review
		Designation: Merchandise Manager (Kenya)		
		Tel: +254702214378		
		Email: Dcoulombel@mafcarrefour.com		
		www.carrefourkenya.com		



Processors and exporters

Name	Focal point	Contact details	Core business	Source of information
Njoro canning Limited	Njoro and Nakuru	Contact: Mr. Sudheer Vaidya Designation: Managing Director Tel: +254 734 032970, +254 0724 253050 BOX 7076, 20110, Nakuru Email: Vaidya@njorocanning.co.ke Email: Info@njorocanning.co.ke www.njorocanning.co.ke		HCDA and FPEAK



Exporters				
Name	Focal point	Contact details	Core business	Source of information
AAA growers ltd	Thika, Nanyuki, Mt. Kenya area, Nyahururu	Contact: Mr. Neville Ratemo	Out grower scheme with contracted small holder farmers to sustain production/supply. Grades, packs, bulb onions for local market	HCDA and FPEAK
		Designation: Manager		
		P.O. Box 32201-00600, Nairobi		
		Tel: +254 20 4453970-4		
		Fax: +254-20-4453975		
East African growers ltd		Contact: Mrs. Mamta Mahajan	Export to Europe	HCDA and FPEAK
		Designation: Managing Director		
		P.O. Box 49125 Nairobi, Kenya		
		T: 020 822034/25		
		E: info@eaga.co.ke		
Miyonga Fresh Green enterprise	LuKenya, Machakos	Contact: Dorothy Otieno	Exports fresh fruits and vegetables	HCDA and FPEAK
		Designation: Owner		
		Tel: +254 706000321		
		P.O. Box 23282 - 00100, Nairobi,		
		Email: yvonne.otieno@gmail.com, dakoth.otieno@gmail.com		
Selina Wamucii	Laikipia, Makueni, Kitui, Meru and Central Kenya	Contact: Mr. John Oroko	Organize farmers, build their capacity and link them to	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787304532,		



Kingdom of the Netherlands



		P.O. Box 35037 – 00100	export markets.	
		Email: johnoroko@selinawamucii.com	Export markets are	
		www.selinawamucii.com	in Egypt, Middle	
		Contact 2: Frank Kariuki	East, Asia –	
		Designation: Global Sales Manager	China/Japan and	
		Tel +25475895332, +254208056102	Europe	



12 Annex 5: List of stakeholders – Tomato

Distributors				
Name	Focal point	Contact details	Core business	Source of information
Selina Wamucii	Laikipia, Makueni, Kitui, Meru and central Kenya	Contact: Mr. John Oroko	Organize farmers, build their capacity and link them to the local and export markets.	HCDA and FPEAK
		Designation: Managing Director		
		Tel: +254 787304532,		
		P.O. BOX 35037 – 00100		
		Email: johnoroko@selinawamucii.com		
		www.selinawamucii.com		
Tangana Enterprises Limited	Mombasa, Kenya, United Kingdom	Contact person: Rahim Haji	Tangana Enterprises Limited is based in Mombasa, Kenya. We are a distributor / import-export company and operate in Kenya and United Kingdom in the Agri-processing sector.	https://www.matchdeck.com/company-profile/13045-tangana-enterprises-limited#/index
		Designation: Manager		
		Tel: 254-788262808		http://www.tradekey.com/company/tangana-enterprises-limited-7364013.html
		Email: rahim@tangazaent.co.ke		



Retailers				
Name	Focal point	Contact details	Core business	Source of information
Uchumi Supermarket	27 branches all over Kenya	Contact: Anne Ng'ang'a	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Marketing and corporate sales manager		
		Head Office		
		KNTC Complex, 1st floor, Yarrow Road, Off Nanyuki Road (Industrial Area)		
		P.O. Box 73167 00200,		
		Tel: +254 20-80200801-5,		
		Tel: +254 722-205442, +254 733-410028		
		Anne.g'ang'a@uchumiSupermarket.com		
Kenya.uchumicorporate.co.ke				
Nakumatt Supermarkets	66 branches all over East Africa. Most are in Kenya	Contact: Robert Nyamweya	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Product Manager		
		Head office		
		Nakumatt Holdings Ltd.		
		Along Mombasa Road		
		P.O. Box 78355 – 00507 Nairobi		
		Tel: +254 20-3599991-4		
		Mobile No: +254 733-632130, +254 722-204931		
		Email: nakumatt@nakumatt.net, Robert@nakumatt.net		
www.nakumatt.net				



Naivas Supermarket	40 branches All over the country	Contact: David Kimani	Retailing fresh and prepacked fruits and vegetables	RSA - Vegetable survey
		Designation: Director		
		Head Office		
		Naivas Supermarket Ltd		
		Sameer Industrial Park, Road C off Enterprise Rd		
		P.O. Box 61600 – 00200 City Square, Nairobi		
		Tel:+254 710110568		
Email: davekimani@naivas.co.ke				
Tuskys Supermarket	50 branches all over Kenya	Contact: Dan Githua	Retailing fresh and prepacked fruits and vegetables	RSA – Vegetable survey
		Designation: Director		
		Head Office, Nairobi		
		Gami Properties Complex.		
		Address: Mombasa Road, Nairobi		
		City/Town: Nairobi		
		Tel: +254 20 355 5318, +254 20 3555319		
Email: Githua-dan@tuskys.com www.tuskys.com				
Zucchini Grocery	5 branches in Nairobi	Contact: Daimas	Sells all imported and local fruits and vegetables to high end customers	RSA - Vegetable survey
		Designation: Supervisor Main branch		
		Tel: +254 711859029		
		Tel: +254702 46 46 46		
		Email: daimas@zucchini.co.ke www.https://zucchini.co.ke		
Eastmatt Supermarket	9 branches across Kenya	Contact: Kamau Chege	Retailing fresh and prepacked fruits and	
		Designation: Owner		



		Tel: 6530419/458, 553809	vegetables	
		P.O. BOX 54816 – 00200		
		Email: info@eastmatt.com, kamauchege@eastmatt.com		
		www.eastmatt.com		
Gilanis Supermarket	5 branches in Kenya	Contact: Purvi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 705643636		
		Email: Purvi@gilanis.co.ke		
Home depo Supermarket	3 branches in Nairobi	Contact: George Mwangi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 720356281		
		Email: mwangigeorge@yahoo.com		
Safeways Supermarket	2 branches in Nairobi	Contact: Njuguna	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 739588834		
		Email: Ernjuguna24@gmail.com		
Cleanshelf Supermarket	7 branches in Kenya	Contact: Peter or Jackson Shabaya	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Sales Manager		
		Tel: +254 203578929/30		
		P.O. Box 1200-00217		
		Email: Peter@cleanshelf.co.ke, shabayajackson@gmail.com		
		www.cleanshelf.com		
Tienel Supermarket	Ongata Rongai, Nairobi	Contact: George Kibat	Sale of goods (including fruits and	RSA - Vegetable survey
		Designation: Outlet Manager		



		Tel: +254 717306071 Email: kibatgeorge@gmail.com	vegetables) to immediate consumers	
Setlight Supermarket	Kayole, Nairobi	Contact: Mr. Waweru Designation: Outlet Manager Tel: +254 726297006 Email: Andrew.waweru@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Sadini mini market	Highrise, Nairobi	Contact: Mike Musyoka Designation: Outlet Manager Tel: +254 725303032 Email: MikeSyoka@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Stanmart	Githurai 45, Nairobi	Contact: Wainaina Designation: Outlet Manager Tel: +254 722323341, +254 722347477 Email: tonnie.wainaina2000@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Harvesters fruits and vegetables	South C, Akiba estate, Nairobi	Contact: Nancy Designation: Supervisor Tel: +254 701819256 Email: NancyChebi@gmail.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
Pangani groceries	Pangani Heights, Nairobi	Contact: Baraza Designation: Supervisor Tel: +254 725296267 Email: kenbaraza@gmail.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey



Baraka grace shop	Umoja market, Nairobi	Contact: Boniface	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721994372		
		Email: bonnieK@ymail.com		
Mike shop minimart	Donholm, Nairobi	Contact: Mueni	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 702853350		
		Email: Jane12mueni@gmail.com		
Cereals and groceries mini market	Lower Kiamunyu Zaburi estate; Nakuru	Contact: Jane	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 727290611		
		Email: Janniceter@gmail.com		
Pillar Supermarket	Kiamunyi, Nakuru	Contact: Rhoda	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 717848793		
		Email: Rhodah@yahoo.com		
Fair way mart	Otiende Langáta, Nairobi	Contact: Njoroge	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 705878336		
		Email: dannjoro@gmail.com		
Baraka general shop	South C, Nairobi	Contact: Salim Hamisi	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 725942615		
		Email: hamissalim@gmail.com		



Daily Supermarket	Kinoo, Nairobi	Contact: Eunice	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 716776650		
		Email: none		
Unique grocery, dairy and mini market	Lower Kiamunyi, Nakuru	Contact: Sammy	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 722650897		
Mbuthia groceries	Lanet, Nakuru	Contact: John Mbuthia	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 700587810		
		Email: Jmbuthia@gmail.com		
Chadarana food plus	Yaya Center, Nairobi	Contact: Hanif Rajan	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Manager		
		Tel: +254 724311120, +254 720606736		
		Email: hanif@foodplus.co.ke		
Rainbow orchads	Spring valley nairobi	Contact: Jacky	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 726867639		
		Email: jacklineloui@gmail.com		
Budget Supermarket Moi avenue; Mombasa	Mombasa	Contact: Victor	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 721410487		
		Email: Victor-mwangi@yahoo.com		



			consumers	
Marikiti Market stall 93	Mombasa	Email: Victor-mwangi@yahoo.com	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 714929437		
Tumaini Supermarket	6 branches in Kenya	Contact: Anthony Muchiri	Sale of goods (including fruits and vegetables) to immediate consumers	RSA - Vegetable survey
		Designation: Operations Manager		
		Tel: +254 710791795		
		Email: Muchiriantony@tumaini.co.ke		
Mama grace green grocers	Mwiki, Nairobi	Contact: Adrian	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 724091000		
Mnazi Mmoja market grocery	Pangani, Nairobi	Contact: Anthony Gitonga	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 718913028		
Glacious store	Uthiru, Nairobi	Contact: Moses	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 711262860		
Fair deal shop	Uthiru, Nairobi	Contact: Joyce	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 738178403		
Al-hakim butchery & grocery	Pipeline, Nairobi	Contact: Mashaka	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 712535564		
Grain and	Komarock, Nairobi	Contact: Muende	Retailing fruits and	RSA - Vegetable survey



green store		Designation: Owner	vegetables	
		Tel: +254 700664906		
INFIL B Groceries	Komarock, Nairobi	Contact: Muende	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 716362245		
Pin traders for fresh farm produce	South C, Nairobi	Contact: James Mwangi	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Owner		
		Tel: +254 713791591		
Karen provision store	Karen, Nairobi	Contact: Julian	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Outlet Manager		
		Tel: +254 721523769		
J&J Supermarket	Karen, Nairobi	Contact: Sekani Ali	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 712875885		
Foodies Supermarket	Karen, Nairobi	Contact: Nelson	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 720881323		
New Muthaiga green grocery	Karen, Nairobi	Contact: Bonnie	Retailing fruits and vegetables	RSA - Vegetable survey
		Designation: Supervisor		
		Tel: +254 719617525		
Carrefour Hypermarket	2 branches in Nairobi	Contact Dominique Coulombel	Retailing fresh and prepacked fruits and vegetables	RSA Desk Review
		Designation: Merchandise Manager (Kenya)		
		Tel: +254702214378		
		Email: Dcoulombel@mafcarrefour.com		
		www.carrefourkenya.com		



Processors and exporters

Name	Focal point	Contact details	Core business	Source of information
Tangana Enterprises Limited	Mombasa, Kenya, United Kingdom	Contact person: Rahim Haji Designation: Manager	Tangana Enterprises Limited is based in Mombasa, Kenya. We are a distributor / import-export company and operate in Kenya and United Kingdom in the Agri-processing sector.	https://www.matchdeck.com/company-profile/13045-tangana-enterprises-limited#/index
		Tel: 254-788262808		
		rahim@tangazaent.co.ke		http://www.tradekey.com/company/tangana-enterprises-limited-7364013.html



Exporters				
Name	Focal point	Contact details	Core business	Source of information
Talons Ltd.	Kenya, USA	Contact person: Immaculate Nyawira	Supplying different kinds of fruits and vegetables such as Mangoes, avocados, Water Melons, Pineapples, Tomatoes and Cabbages to over 8 companies in Kenya. In 2009, we established Talons Ltd to enable us to expand and represent us after establishing a US market.	http://www.tradekey.com/company/Talons-Ltd-3962118.html
		Designation: Owner/Entrepreneur		
		Tel: 254-729-388117, 254-721296960		
		Email: nyawiran@yahoo.com		
Nurture world	Africa, America, Europe	Contact Person: Mr. Raphael Ochieng	World class fast-growing Export trader and the BPO leader that provides a range of products and services to clients worldwide	http://mobile.companies.com/nurture_world_info1891271.html
		Designation: Business Development Manager		
		Tel: 254714959791, 254 714959791		http://www.tradekey.com/company/Nurture-World-4455169.html
		http://www.nurture-world.com/		



13 Annex 6: Government and private agencies

Government agencies involved in the value chains:

The Ministry of Agriculture: leads in formulating policies related to fruits and vegetables in consultation with various stakeholders and provides most of the extension and training services. It also generates market information.

The Ministry of Lands: Is involved in securing land, whether from government or private owners under lease or purchase agreements.

The Ministry of Industry, trade and cooperatives: has the mandate to promote Industrialization and Enterprise Development. It offers advisory and licensing services.

The Ministry of Environment and Mineral Resources: Provides inspection and clearance with respect to environmental impact.

The Horticultural Crops Directorate (HCD): formerly Horticultural Crop Development Authority (HCDA)- offers policy support and regulation, policy and enforcement and other support services like cold storage infrastructure. The HCD is a key arm of **AFFA (Agriculture Fisheries and Food Authority)**, a statutory body that brings together and regulates the government parastatals in agriculture and fisheries.

KALRO – Kenya Agricultural Livestock Research Organization: A statutory government body with the mandate for research and development work in Kenya. A key stakeholder on seed and technology incubation and development.

KEPHIS – Kenya Plant Health Inspectorate Services: Government parastatal whose responsibility is to assure the quality of agricultural inputs and produce. Offers phyto sanitation and inspection services before export and for those producing planting/propagation materials.

Kenya Bureau of Standards (KEBS): A statutory body whose role involves setting and offering standards that provide a common reference point for the assessment of the quality of goods and services in Kenya for importers and exporters.

PCPB – Pest Control Products Board: A government body to ensure access to safe, quality and efficacious pest control products for animal, plant and human health while safeguarding their health and the environmental protection.

Private agencies involved in the value chains:

FPEAK - Fresh Produce Exporters Association of Kenya: Provides market access, quality assurance, training and capacity development, lobbying and advocacy.

STAK – Seed Traders Association of Kenya: Provides quality seeds and planting materials to the horticultural farmers; oversight on the seed traders.

The Agrochemical Associations of Kenya (AAK): A private sector led umbrella organization in Kenya for manufacturers, formulators, re-packers, importers, distributors, farmers and users of pest control products (pesticides).

Kenya Association of Manufacturers (KAM): The representative membership organization for manufacturing value-add industries in Kenya.

Export Promotion Council (EPC): The Export Promotion Council (EPC) is Kenya's premier institution in the development and promotion of export trade.

The Mango Producers and Marketing Organization: is a farmer led organization formed to lobby for the development of the mango value chain, especially in articulating farmers' issues. This is a newly formed organization that will require further capacity building to have an orderly development of the industry.

Avocado Growers Association of Kenya (AGAK): coordinates the farmer groups and facilitates the linkage between producers and exporters.