



Presentation title: Vegetable Business Development results in more jobs for women and youth in Kenya and Ethiopia

Name(s): Augustine Wafula, Yidnekachew Zewde,
Ralph Roothaert, Leah Mwaura, Gemechis Jaleta
Organization(s): World Vegetable Center and SNV



Enabling Vegetable Business Development in East Africa for more jobs and better human and environmental health



Duration: 5 years, Budget: 6,6 Million Euro

Donors: IKEA Foundation

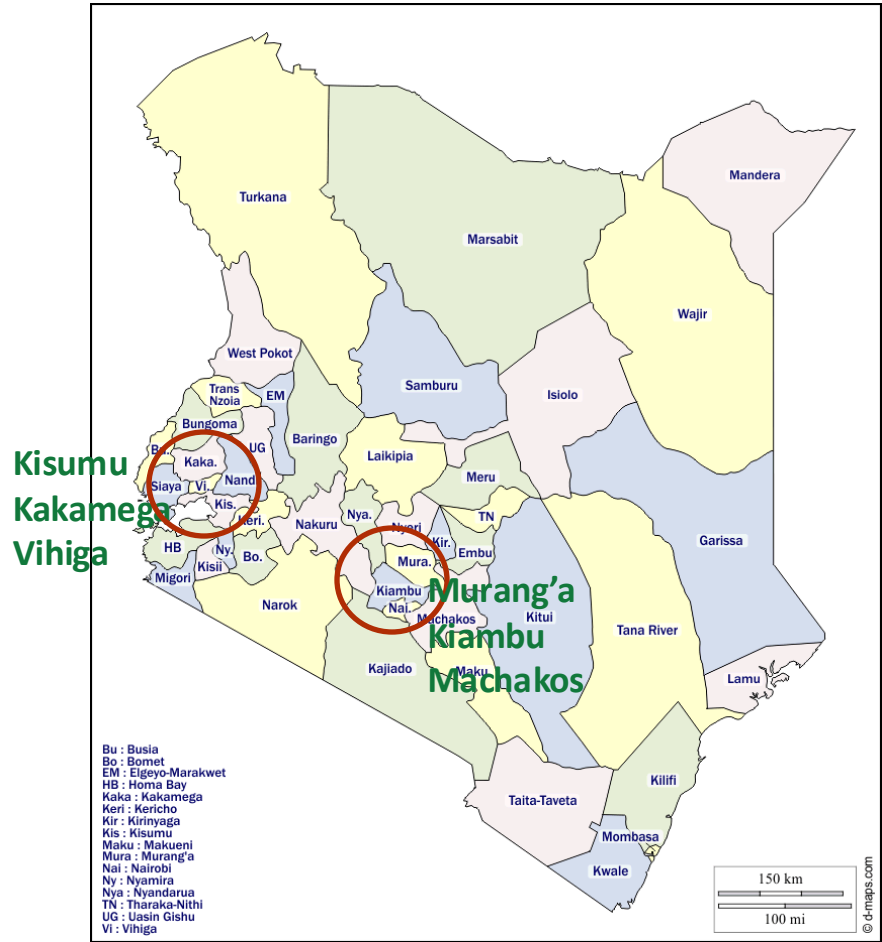
Countries: Kenya, Ethiopia

Embedded: Greener Greens Project, funded by the Biovision Foundation (USD 300,000)

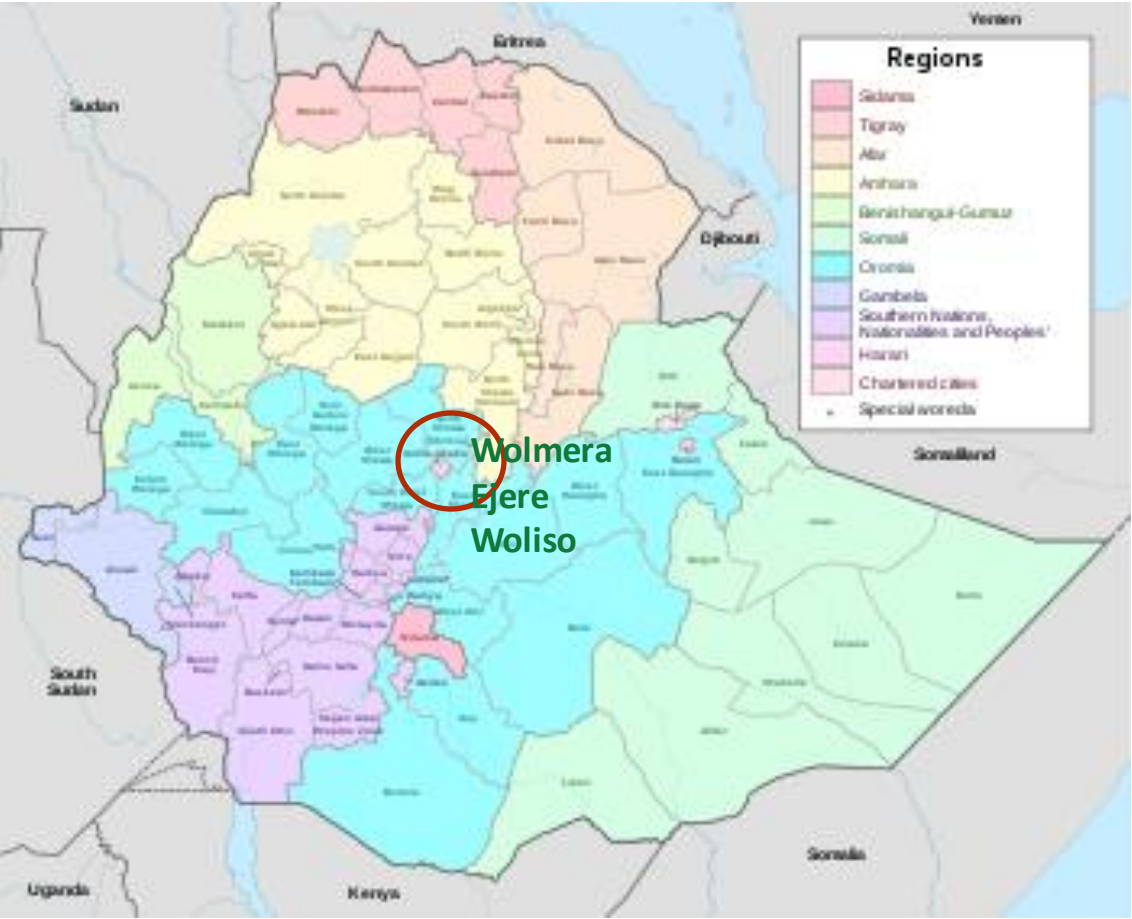
Specific objectives

- Producers will make the transition to **regenerative agriculture**; at least five regenerative practices to be applied on **0.15 ha per producer, in total 600 ha**.
- The project aims to establish **200 vegetable business networks (VBN)** to engage an estimated **4000 women and youth** in market activities.
- Additional **10,000 producers** adopt **regenerative practices** and **20,000** use **improved seed**
- Value chain development will **emphasize traditional African vegetables**.
- Total value of **vegetables sold** by producers participating in the VBNs will be **9,240,000 USD/ year**.
- The **private seed sector** will be **strengthened** in both countries.
- **Consumption of vegetables** will be promoted through stakeholders.
- Lessons from VBNs to enhance **uptake of policy and regulatory recommendations**.
- **4000 jobs** will be created for women or youth participating in VBNs.

Geographical Focus

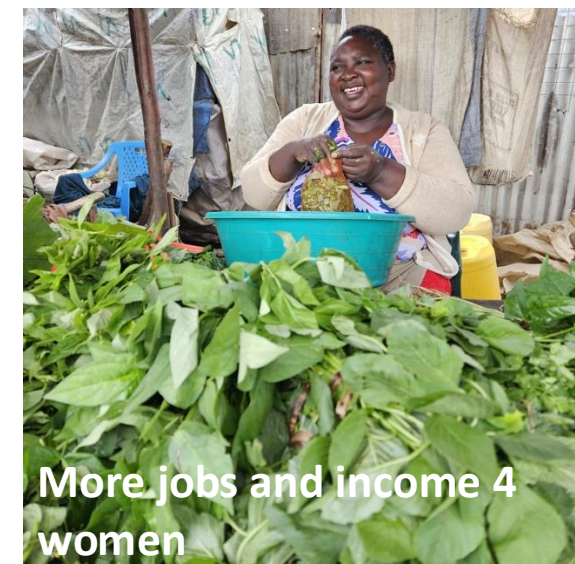


Kenya

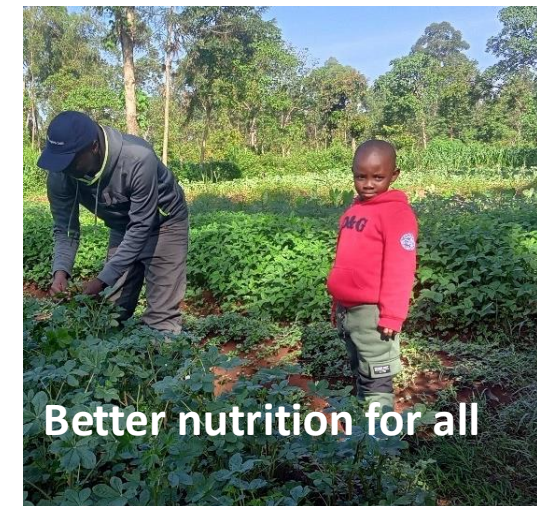


Ethiopia

Project's theory of change



Innovations



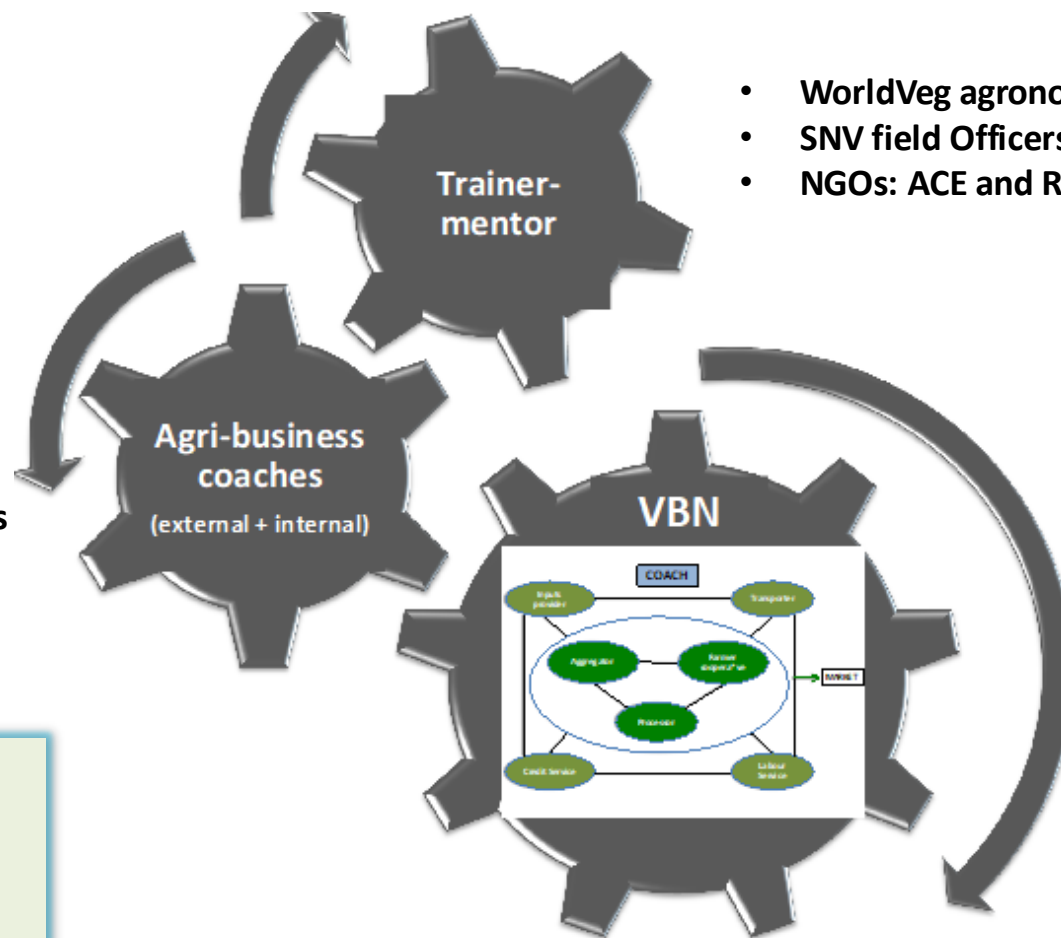
Outcomes

Impact

VBN Model

- Development agents
- Lead farmers
- Existing champion farmers
- Business coaches

- 229 VBNs created
- 5,662 members



- WorldVeg agronomists and agro-economists
- SNV field Officers
- NGOs: ACE and ROA

‘VBNs are **groups of people that are formed around an existing vegetable business champion** who engage in collective action to access information, training, financial- or other services, input- or output markets, or enter into a vegetable business together’

Project Progress

Value of vegetables sold

Total value of vegetables sold:

- Kenya: **USD 3.1 mill**
- Ethiopia: **USD 3.5 mill**



Job creation

Jobs created for women or youth:

- Kenya: **39,235**
- Ethiopia: **44,734**



Land under RA

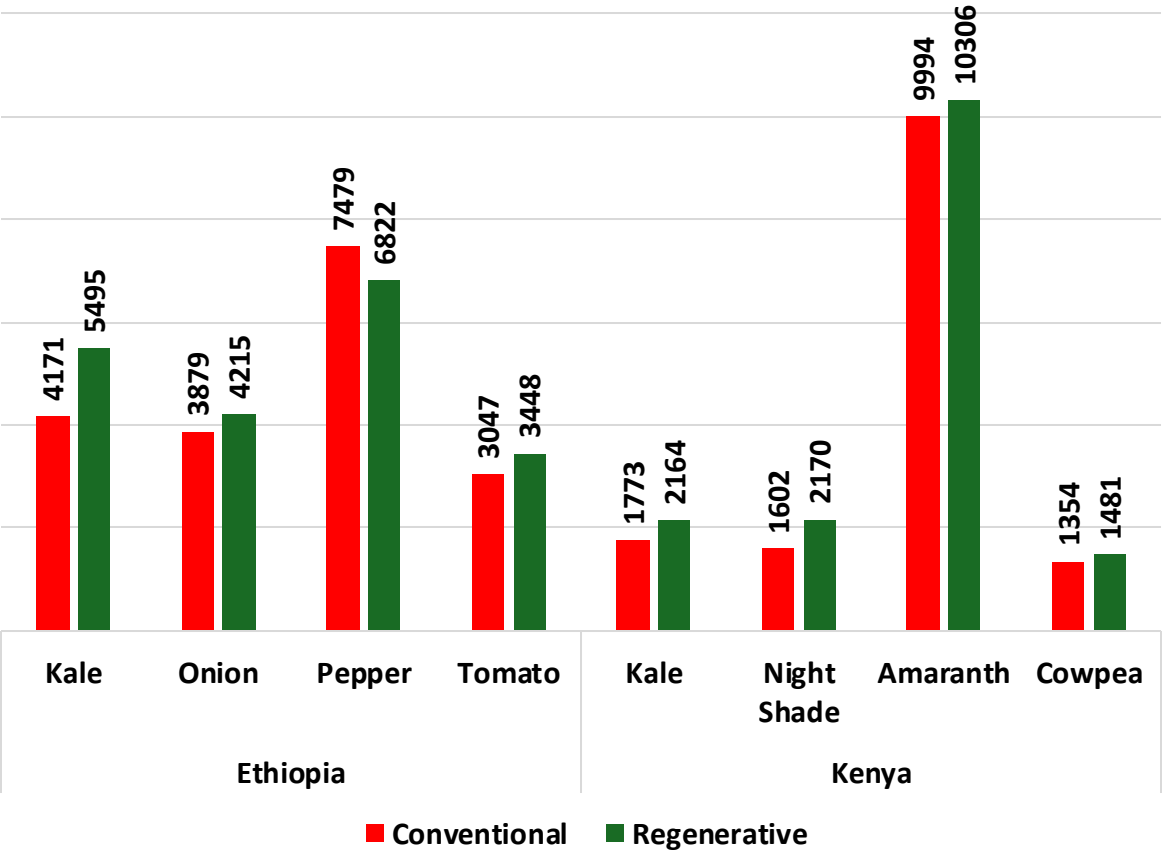
Total land under 5 or more regenerative agriculture

- Kenya: **318.8 ha**
- Ethiopia: **250.8 ha**

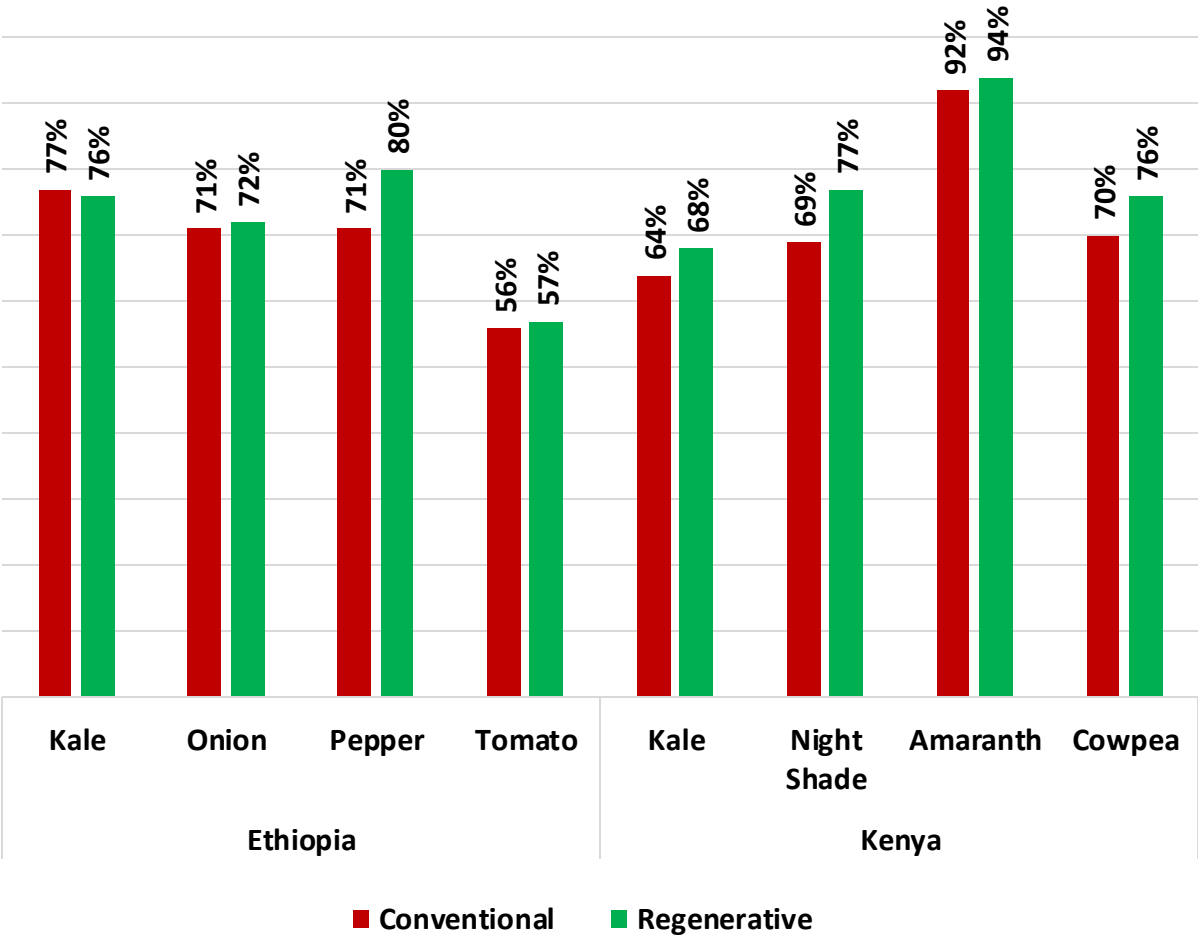


Profitability analysis

Net Income Comparison(USD/ha)



Gross Margin(%)



Perception, Awareness and Adoption of Regenerative Agriculture Technologies

	Ethiopia		Kenya	
	Coeff	<i>P-value</i>	Coeff	<i>P-value</i>
Perception of RA	10.03	0.000	4.459	0.004
Awareness of RA	0.08	0.000	0.08	0.000
Number of RA adopted	1.00	0.000	1.97	0.000
Area under RA (hectares)	0.90	0.000	0.64	0.026
<i>Observations</i>	860		730	



Takeaways



Trust among members

Creation of Decent Jobs

Business Opportunities created



Product Differentiation

Market Demand

RA Beyond Vegetables

Implications



Devise mechanisms to enhance wider and multiple adoption of regenerative practices.



Enhance the availability and access to RA inputs for VBN members.



Facilitate market for regeneratively produced vegetables and link them with institutional buyers.



Develop interventions in the demand side particularly on production differentiation and awareness creation.



Coordinated efforts are required to ensure sustainability and scalability.



Thank You



Email
augustine.wafula@worldveg.org



Website
<https://avrdc.org/veggies-4-planet-people-v4pp>