Kenya Market-led Aquaculture Programme (KMAP)
Our Vision

A prosperous rural Africa
We want all African farmers to be able to grow enough to feed their families, now and in the future.

Our Focus

A prosperous rural Africa

How we deliver

- Introducing new technologies & inputs (seeds, implements, etc)
- Providing training and support
- Building business & marketing skills
- Enabling collective marketing with access to wider & profitable markets

www.farmafrica.org
KMAP in a nutshell

Donor: EKN

Duration: Jan 2016 - Dec 2019

Budget: 4 Million €

Empowering 1,100 fish farmers to be more profitable, increase their incomes, & improve family nutrition.

Project Areas:
Bungoma/ Busia/ Siaya/ Vihiga/ Kisumu/ Kakamega/ Kisii/ Migori/
Nairobi/ Kiambu/ Machakos

Map Of Kenya
Project Areas: Various
Field Office

www.farmafrica.org
KMAP implementing Partners

**Farm Africa** - lead implementing partner for the project.

**PUM (Netherlands Senior Experts)** will provide their services to hatcheries and feed producers, and fish farming enterprises where needed.

**BoP Innovation Center (BoPInc)** will coordinate the delivery of business support services to the direct beneficiaries.

**Lattice Consulting Ltd** will conduct market research and analysis for marketing plans for the enterprises, carry out consumer testing on catfish and provide business acumen training.

**World Fish Center (WFC)** will provide support to the National Aquaculture Research, Development and Training Centre (NARDTC) in brood stock development and management.

**Centre for Development Innovation (CDI)** is part of Wageningen University Research and will contribute overall methodological guidance on impact monitoring (M&E).
Vibrant aquaculture industry generating sustainable incomes, food security & employment

Production
- Increased feed & fish production
- Local feed producers
  - Hatcheries larger
- Out-growers (3+ ponds)
  - Tilapia & catfish
  - Skills building for farm managers & future farm managers

Marketing
- Increased efficiency & growth of market (feed & cultured fish)
  - Capacity building
    - +/- 5 mid-scale traders & attract large off-taker
    - National Market
  - Aggregation centers/cold chain
  - Regional ag. trade shows
  - Consumer Testing/Promotion

Trade association support
- Improved policy environment
  - Capacity building regulatory body for Cage

Communication
- Improved linkages & upscaling of best practices
  - Upscaling best practices & market info, mobile app & websites

Financing

END HUNGER >>> GROW FARMING
FARM AFRICA
LESSONS TO BE LEARNED?

1.
2.
3.
...

www.farmafrica.org
***Thank You***

Contact:
Farm Africa Kenya
Studio House, 4th Floor
Argwings Kodhek Road, Hurlingham
P.O. Box 49502 - 00100, Nairobi
Tel: +254 20 2731664/2044/2203
Fax: +254 20 2732086
Email: info@farmafrica.org