



Science For A Better Life

Boosting  
farmers' incomes by  
enabling high-quality  
exports



food chain partnership



The Kenyan Snap Pea Project



## How it all started

Horticulture is Kenya's leading source of foreign exchange, and snap peas are an important crop grown in several counties. Meru county is the second-largest in terms of snap pea production, and the Kathera region the largest. Snap peas are planted in weeks 13–35 and harvesting starts when the crop is ten weeks old. The main export markets for these snap peas are in the EU, and in particular Germany, the Netherlands, and Sweden. Kenyan snap pea farmers have to comply with GLOBALG.A.P. standards in producing safe and healthy produce that is free of pests and diseases. In addition, the supermarket chains in the export markets demand high quality and consistent supplies.

The starting point for this project was the realization that although most farmers in the above-mentioned regions were producing sugar snap peas, they had no market for the produce. Brokers acting as middlemen were regarded by the farmers in these regions as a menace. When Bayer CropScience's national sales manager heard the farmers' complaints about the non-availability of a consistent market for their produce, he was motivated to start looking for both a market for their produce and a solution to their problems.

## What we aimed to achieve

This Food Chain Partnership project has had a number of aims:

- Help the farmers achieve quality produce that meets international standards
- Provide tailor-made and cost-effective solutions to the farmers' problems
- Promote GLOBALG.A.P. and Integrated Pest and Integrated Crop Management (IPM/ICM)
- Meet consumer expectations regarding safe and healthy food
- Attain business sustainability for all the partners in the project
- Provide crop protection products (CPPs) in line with the supermarkets' requirements
- Free the farmers from the influence of middlemen
- Achieve price stability

Besides the above aims, the project has targeted compliance with and certification to GLOBALG.A.P., British Retail Consortium (BRC), and Business Social Initiative (BSI) standards.





## Who is involved

**Some 400 contractual snap pea farmers** supplying to Indu-Farm (EPZ) Ltd. were involved in this Food Chain Partnership project.

**Indu-Farm (EPZ) Ltd.**, an exporter of mainly fresh produce (snap peas, fine beans, and snow peas), has a high-quality production system and is Kenya's fifth-biggest exporter in terms of volume. Contract farmers trust Indu-Farm (EPZ) Ltd. because, in contrast to most other exporters, this company offers them a stable price and does not operate with fluctuating market prices.

**Equity Bank of Kenya** is the bank that conducts all the financial transactions in this group required to export the snap peas.

**Bayer CropScience Kenya** advises on the safe and effective use of crop protection products (CPPs), provides the right CPPs conforming to market demands, promotes good agricultural practices (GLOBALG.A.P.), and trains farmers in IPM/ICM measures.





## The integrated crop solution

The integrated crop solution developed in this Food Chain Partnership project consisted of proposing the appropriate CPPs within an IPM/ICM scheme, running training courses in the safe handling and effective use of CPPs, and conducting quality analyses to make sure the produce meets the export-market requirements. These analyses were carried out on the maximum residue levels, soil, drinking water, and irrigation water.

In order to set up a spray plan that is in accordance with IPM/ICM, Bayer CropScience staff suggested the following applications: *Fusarium* was controlled through a seed treatment with Monceren®, as well as through an application of Rovral Aqua flo® at week six; whiteflies were controlled using Thunder® 145OD and Oberon® SC240.

All the 400 farmers were trained to identify the relevant diseases and pests that can occur when growing snap peas. This know-how is essential in determining the right CPP to control the disease or pest. In order to ensure the right handling of CPP, the farmers also received training in the safe and effective handling of the CPPs. Using the right personal protective equipment is of highest importance in this case.



## What we achieved

This Food Chain Partnership project, which has been running since 2008, has been very successful:

- Yield per plot (¼ acre) from 2.5 kg of seed has increased from 500–700 kg to 1,700–2,000 kg.
- Certifications have been obtained.
- Poverty has been eradicated by making the export of snap peas possible.

The contract farmers now have a steady market for their produce, Indu-Farm (EPZ) Ltd. can safely and consistently supply supermarket customers with high-quality snap peas, the Equity Bank has gained new customers, and Bayer CropScience has increased trust in its solution among Kenyan snap pea farmers. It really is a win-win situation for all the project partners!

## Next steps

This Food Chain Partnership project is continuing and being expanded to include broccoli.



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Consumers are becoming increasingly conscious of the need for healthy nutrition. Food Chain Partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



**Bayer CropScience**

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