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1. Abbreviations

ABC	Agribusiness Cluster
ACE	Ace Integrated Services - BDS
AFSTA	African Seed Trade Association
ASNET	Agricultural Sector Network
AVBC	Africa Vegetable Breeding Consortium
BDS	Business Development Service
CIAT	International Centre for Tropical Agriculture
CIDP	County Integrated Development Plan
D&D	Diagnostic and Design
FAO	UN Food and Agriculture Organisation
GAIN	The Global Alliance for Improved Nutrition
GAP	Good Agricultural Practice
iCRA	Capacity Development Organization, the Netherlands
IPM	Integrated Pest Management
JKUAT	Jomo Kenyatta University of Agriculture and Technology
KALRO	Kenya Agriculture and Livestock Research Organisation
KCASP	Kenya Climate Smart Agriculture Project
KEPHIS	Kenya Plant Health Inspectorate Service
KEPSA	Kenya Private Sector Alliance
Kg	Kilogram
KPI	Key Performance Indicator
M&E	Monitoring and Evaluation
MoA	Ministry of Agriculture
MFO	Microfinance Organisation
NARIGP	National Agricultural and Rural Inclusive Growth Project
NFP	Netherlands Food Partnership
PPP	Public Private Partnership
RA	Regenerative Agriculture
REALMS	Regenerative Agricultural practices for improved Livelihoods and Markets
ROA	Rural Outreach – Consultancy
SNV	The Netherlands Development Organisation
SoCAA	Society of Crop Agribusiness Advisors of Kenya
TAV	Traditional African Vegetable
ToC	Theory of Change
ToT	Training of Trainers
VBN	Vegetable Business Network
V4P&P	Veggies for Planet and People
WorldVeg	World Vegetable Centre

2. Introduction

The project ‘Veggies for Planet & People (V4P&P)’ commenced in March 2021 and aims at creating jobs and income for women and youth in the vegetable sector and improving environmental and human health through safe production of vegetables. A five-year project, it is funded by the IKEA Foundation, and works with diverse partners to advance vegetable quality, environmentally friendly production, and value chain efficiency, while boosting demand for local veggies. The project involves the World Vegetable Centre (WorldVeg), SNV, Local Government Authorities, local NGOs, business mentors MFOs, seed companies, African Seed Trade Association (AFSTA), African Breeding Vegetable Consortium (AVBC) as well as local policy and decision makers.

The learning event for partners in Kenya took place in Kisumu from 27-28 October 2021 and aimed to¹:

1. Share outputs and outcomes of the project to date.
2. Review the four main project innovation areas: development of vegetable business networks (VBN), regenerative agricultural (RA) practices, seed and input systems, media and policies.
3. Learn about the iCRA Agribusiness Cluster (ABC) coaching approach in relation to the VBN approach.
4. Finetune the project implementation strategy where appropriate.
5. Generate messages from the experiences to be shared the world outside

Participants were welcomed to the workshop by Ralph Roothaert, Principal Investigator of V4P&P and Country Director, Kenya. The participants possessed a wide range of experience, coming not only from WorldVeg and SNV but also from the participating VBNs in six counties, county government, local NGOs, research and private sector input suppliers and off-takers. This range of experience allowed for sharing diverse perspectives to enrich the discussion and learning.

Using an online app, participants were asked to share their expectations of the workshop, priority session and set house rules. The results were visualized with the most frequently mentioned being highlighted. The overall expectation was to share experience and identify transferable lessons, network and outline the way forward. The session of most interest was that on Seed Systems. The main house rules were active participation, time keeping and observing Covid 19 protocols.

In line with the expectation of achieving active participation a varied, the workshop adopted an interactive methodology to ensure sessions were interactive. Sessions varied from plenary presentations, a poster Gallery Walk of year one results for the innovation areas, a World Café session enabling participants to identify breakthroughs and challenges and how these might be addressed, prioritization of lessons arising from the latter session to be addressed in the next phase of the project, a panel discussion on the VBN approach, a video and group work on the way forward and formulation of key messages to an external audience.

Following the introduction of the participants and visualisation of expectations, a consensus was reached with the participants on the proposed programme.

¹ The Terms of Reference for the facilitator of this event are included in annex 4 to this report

3. Setting the Scene

Ralph Roothaert, WorldVeg, provided an overview of the project objectives, the Theory of Change (ToC) and gave review of the year one work plan. Year one was the inception year and concentrated on conducting several studies and baseline research and selecting and forming VBNs.

The objectives of the project are to:

- ensure producers make the transition to regenerative agriculture (total 600 ha).
- establish 200 Vegetable Business Networks (VBNs) engaging approx. 4000 women and youth in market activities.
- Indirectly influence regenerative practices among 10,00 producers and 20,00 users of improved seed.
- Ensure that the value chain development emphasizes traditional African vegetables (TAVs).
- Achieve the total value of vegetables sold by VBN members 9,240,000 USD/year.
- Strengthen the private seed sector in Ethiopia and Kenya.
- Promote the consumption of vegetables through stakeholders.
- Widely publicize lessons from VBNs to enhance uptake of policy and regulatory recommendations and public investments.
- Create 400 jobs for women or youth participating in VBNs.

The recap of the ToC emphasized the four, (demand driven) innovation areas:

- Expanding and diversifying existing Vegetable Business Networks,
- Regenerative and circular vegetable production and processing practices
- Sustainable seed and input systems
- Media and policies promoting vegetable production marketing and consumption

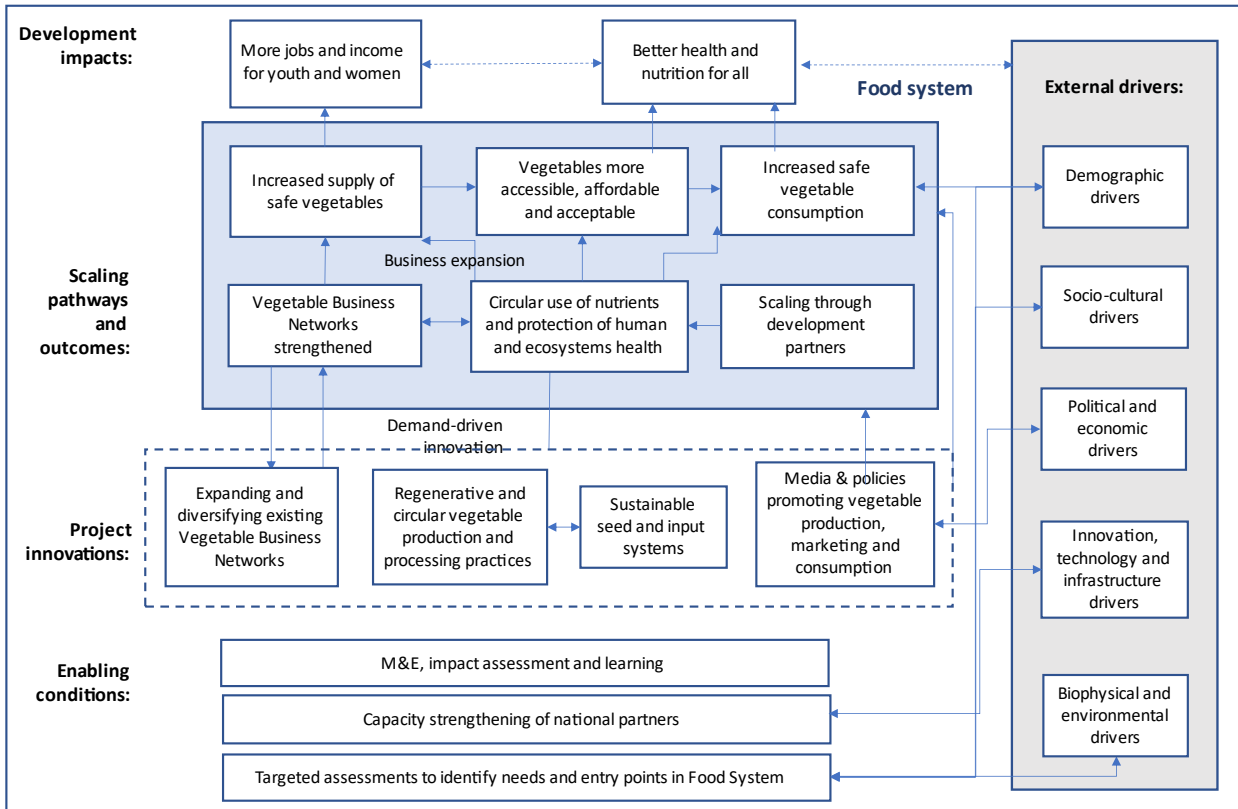
Scaling pathways and defined outcomes will finally lead to the development impact of ‘more jobs and income for youth and women’.

Whilst the learning event concentrated mainly on assessing results and implementation challenges in the first year of the project related to the innovation areas, it was emphasized that the reflection process should also take into consideration enabling conditions and external drivers of the envisaged change process.

Discussion of the ToC centred around questions of capacity strengthening a national level, which at present is provided more in the form of communication to private seed sector actors as well as to the Ministry of Agriculture, and around the promotion of local seed production. The promotion of post-harvest technologies (such as solar driers) was raised. Such technologies still need to be reviewed, although reduction of post-harvest losses is an objective of the project.

The presentation of the workplan for year one showed that all administrative procedures have been completed with the exception of a team building event which was cancelled due to Covid restrictions. Research activities related to RA have been carried out, whilst participatory, on-farm research is ongoing. Activities around development of the seed systems with the private sector have been initiated and are ongoing. Planned baseline studies have, to a great extent, been completed and planned meetings conducted. The overview of the work plan is provided in the online folder together with all other presentations made at the workshop and can be accessed at https://drive.google.com/drive/folders/1t3WT_7-D1gic3sxybdupXkOFNHdUJeI.

V4P&P Theory of Change Diagram



4. Understanding Context

This session covered the presentation of the results of a participatory appraisal and a baseline study.

PARTICIPATORY APPRAISAL

The participatory appraisal, presented by Anne Mwatha, WorldVeg, had four main objectives:

- Understand the seed supply and distribution systems and proposed intervention to enhance the availability, access, utilization, and quality of TAVS seeds.
- Explore current practices in soil, water and pest management and prioritized interventions on RA technologies, practices in TAV production.
- Enable VBNs to jointly identify problems, prioritize needs and then propose solutions to improve performance (TAV production, market access, incomes, employment)
- Facilitate sharing of experience and feedback to improve and align project interventions

TAVs are in high demand, the popularity of different varieties being highly region specific. Kale, however, is number one across both regions. Prioritised TAVs in the project areas are in Central region (Kiambu, Murang'a and Machakos) African black nightshade' Amaranth, Ethiopian kales and cow pea; and in Western Region (Kisumu, Vihiga and Kakamega) - black night shade, spider plant and cowpea.

Related to the **seed system**, the study looked into formal seed sources (agrovets, seed companies, KALRO) and informal seed sources (local markets, seed banks, seed exchange among farmers, farmer saved seed, village seed traders). Key challenges in the formal sector are high prices and

low germination percentages, stocking of varieties not preferred by farmers, inappropriate packaging (size) and inadequate stocks. The study found that there was a fragmented market characterised by distrust among actors.

The informal seed sector is characterised by a lack of technical knowledge on seed production processes and labour-intensive seed extraction methods. This has led to the low quality of pure seed. In addition, policy restrictions hamper the production and distribution of seed by local producers. There is a need for the project to identify how to better integrate the strengths of the formal and informal seed systems.

With regards **RA**, the study looked at the awareness on and adoption of regenerative technologies; barriers to their adoption (for instance, high cost, time factors and labour intensity); drivers of adoption and access to such technologies. The study found that there was a lack of incentive for farmers to produce organic products and that the lack of trust among farmers and those promoting new technologies impeded the uptake of RA.

The study found that concerning **markets and marketing channels for TAVs**:

- Market prices are not determined by supply and demand but by middlemen who dictate prices and quantities, especially during rainy seasons when there is excess production.
- Farmers have a higher bargaining power in the dry season due to low supply of vegetables, however most producers do not benefit because of their dependency on rain fed production.
- There is inconsistent demand and supply which causes the market to be unreliable and unpredictable (unstable and fluctuating prices).
- Lack of trust and contractual agreements to guide marketing operations.
- Lack of universal measurement standards: - (quantity is measured in bunches which varies and renders it difficult to quantify production and sales. There is a slow adoption of kg as a unit of measurement.
- Whilst producers are adopting market-oriented production, the majority of producers are not able to meet quality and quantity standards for high end markets.

Particular challenges to market access are high post-harvest losses, lack of cooling facilities and lack of value addition to TAVs (sorting, grading, cleaning) as well as inadequate information on markets and limited market outlets. Governance structures among farmer groups are weak and there is a lack of trust within farmer groups and between farmers and traders. As a result, farmers fail to aggregate produce and gain increased bargain power, as well as to facilitate access to credit and other business services.

Recommendations from the study focused on creating market linkages, access to water, good quality seed, integrated pest management and change in perceptions on RA technologies. The study did not however address how to overcome distrust among actors in the seed system, promotion of RA, market access and within farmer organisations.

BASELINE STUDY

Results of the baseline study were presented by Rosina Wanyama of WorldVeg. The study was carried out in June 2021 involving 404 households. The survey registered, the age, gender and education level of group members, noting that most farmers were over 40 years of age and an even distribution of women and men in the groups. The study considered the access of groups to extension services, input markets, vegetable markets for their produce as well as proximity to urban centers. It further broke down the activities of the groups pointing to activities that would

create long-term coherence of the groups and documented the various enterprises that group members were involved in.

A particular focus was on food security noting that 50% of respondents were food insecure and 8% severely food insecure. The effects of Covid-19 had led to increased vegetable consumption which the study concluded was due to increased health awareness. Consumption of meat, fish fruit and starch decreased during the pandemic.

Responding to question from participants, it was reported that mechanization had not yet been analyzed and that the baseline focus was on all vegetables (exotic and TAVs).

5. Project Outputs (year one)

The harvesting of lessons from the project was carried out in three stages, each one building on the insights of the former stage. The results of year one for each innovation area were presented in a visualized form and participants formed groups to view these. A Gallery Walk allowed workshop participants to move from one presentation to another and understand the outcomes per innovation area and to post questions, observations, and comments on the individual poster presentations. These were then fed into the subsequent stages of reflection and learning. The following results were reported:



The Gallery Walk – Viewing the results of year one

VEGETABLE BUSINESS NETWORKS

Year one of the project concentrated on identifying and assessing farmer groups to form VBNs, selecting and strengthening the capacity of coaches to facilitate the VBNs and introducing new technologies and good agricultural practices (GAP). In all, 50 groups were formed in Western Kenya (9 groups in Kakamega, 13 in Vihiga county and 8 groups in Kisumu) and Central Kenya (6 groups in Murang'a, 8 groups in Kiambu and 6 groups in Machakos). Training of coaches in GAP, RA, business skills and group dynamics were conducted and two BDS providers (ACE

Integrated and Rural Outreach Africa) contracted for an initial period of six months to ensure cascading training to VBN members. Key partners at present are FAO, NFP and local government.

A traditional culture of collaboration (*chamas*) has been an enabling factor, whilst variations in climate, governance issues within the groups, cost of labour and intensity have affected the interest in the uptake of RA. The lack of structured markets for organic produce has also hampered progress of the VBNs.

Overall, in year one increased interest and belief among group members of the efficacy of new technologies was registered. Improvements in nursery management and soil health through the introduction of vertical gardens and water conservation were achieved and initial market linkages with formal and informal markets established. The main outcomes have been the expansion of seed and seedling production and value addition to the produce. The project will now focus efforts on the VBNs interacting with other direct and indirect value chain actors to ensure they become viable enterprises and that local value chain functioning is more efficient.

REGENERATIVE AGRICULTURE

With regards to RA, the team has developed training materials and conducted training of trainers and farmers, undertaken soil sampling and field days and organised a stakeholder workshop as well as created linkages to input suppliers. Enabling factors were collaboration with other projects (e.g., FAO, REALMS, NARIGP and CIAT) as well as with companies promoting RA technologies). Major challenges faced were particularly attitudes towards RA, lack of access to finance for farmers and limited land use rights of women and youth. Involved stakeholders are WorldVeg and SNV for capacity strengthening, research and fostering collaboration, input suppliers (biopesticides, (bio)fertilizers and irrigation systems) VBNs to provide feedback and participate in research activities, the services providers (ACE and ROA) and the Ministry of Agriculture (MoA). Results achieved to date are uptake of technology, increases in production, job creation for women and youth (production and sales) as well as ensuring biodiversity.

SEED SYSTEMS

Activities in year one, around seed systems concentrated on developing a work plan for a national seed system, seed multiplication, an inventory of seed varieties and seed companies (according to KEPHIS 254 seed companies have been registered) as well as conducting a participatory seed needs assessment. WorldVeg and SNV have conducted capacity strengthening, provided seed kits, and facilitated collaboration among VBN members and with the formal sector.

Seventy percent of TAV seeds are produced by the informal sector, however stringent regulations by KEPHIS on seed trade render it hard for the informal sector to provide seeds to farmers. Commercial sale of seed through community seed banks is not permitted. As a result, TAV seeds are difficult to obtain on the market and the released varieties are not necessarily those preferred by farmers and consumers. Most TAV seeds are even imported. The improved collaboration of formal and informal seed sectors is required, however seed companies appear unwilling to engage farmers in out grower schemes. Organizations such as KALRO and JKUAT, however, are willing to provide foundation seeds to farmers for the purpose of multiplication.

Expected results of this innovation area are increases in production, distribution, and access to quality TAV seeds and the engagement of more farmers in the seed business in various capacities.

The outcome in the long run, is access to quality seed for improved production. Present partners are the MoA at country level, KEPHIS and VBNs.

MEDIA AND POLICIES

Work on media and policies is dependent on the results of the other innovation areas and thus, in year one, was limited. Social media (particularly twitter) is however used on a regular basis to disseminate activities and initial results. An information workshop was conducted, and county and national governments have been engaged. A study was conducted by SNV and field days organised.

The work was enabled by collaboration with CIDPs at County Government level as well as collaboration with other partners and projects (such as REALMS and SoCAA) and the establishment of agri-aggregation centres. Challenges have been the availability of funding, delays in on-farm research activities, the lack of a dedicated website and logo, as well as a structured media and policy strategy. Disjointed policies at national and county level present an additional challenge, especially with regards to the restrictive seed policy. Results to date are the establishment of good working relations with County Governments, collaboration with other stakeholders and dissemination of information via mainstream and social media channels.

6. Reflections on year one results

The interactive Gallery Walk generated much discussion and suggestions for priority interventions and possible new partners. These discussions and ideas were now deepened through a World Café session. In this session four tables were set up, for each innovation area - VBN, RA, Seed Systems and Media and Policies, respectively. Each table had a table host to facilitate discussions and participants had opportunity to move from one table to the next and discuss the following questions:

1. What are the significant changes and observed gaps in year one?
2. Which obstacles might prevent the project achieving the desired change?
3. How can the obstacles be addressed (e.g., including new actors, forming new partnerships, creating an enabling environment, adaptation of project activities)?



World Café session

The outcome of these discussions, capturing the lessons learnt, was presented by the table hosts on Day 2 of the workshop and are described below under the section ‘Harvesting Lessons’. The ensuing issues and lessons were prioritised in an interactive session and informed the working groups on Day 2 on the way forward.

7. The Agribusiness Cluster Coaching Approach

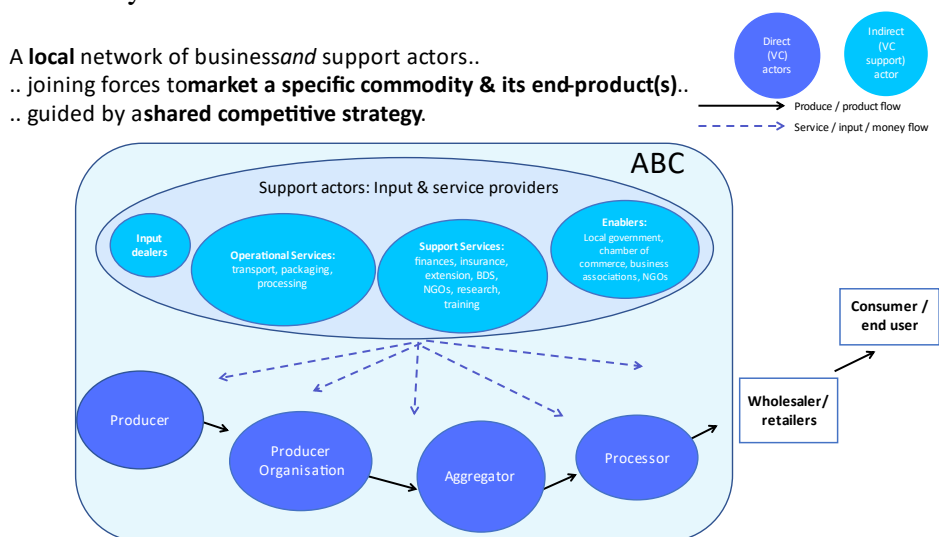
The agribusiness cluster (ABC) coaching approach presented by Julia Ekong of iCRA, informed the concept adopted by WorldVeg to develop VBNs. The aim of the session was to better understand the ABC approach and identify similarities and differences in the implementation of the VBN approach and to see if the ABC approach might offer ideas for the way forward in the next phase of the V4P&P project. By way of illustrating the functioning of an ABC and the role of trainers and coaches in supporting this, the session opened with a short video on an ABC around cassava production for starch for the breweries in Nigeria. The video can be found at <https://ifdc.org/2016/01/20/from-cassava-to-beer-roots-to-empowerment/>. A brief recap of the model was also provided on day two before looking more closely at the functioning of the VBNs.

The ABC coaching model departs from the premise that the capacity to partner and create business relationships based on trust is the ‘glue’ to ensure that the capacity to produce (technology, inputs) and capacity to manage (finance, information) become effective. Business relationships built on trust lead to greater operational efficiency and ultimately ensure a consistent supply (quantity, quality, reliability) as required by the market of a select commodity, thus benefitting all actors. Indeed, the issue of distrust among various value chain actors (for instance between input suppliers and farmers, promoters of RA and farmers, within farmer organisations) was identified in previous presentations and discussions at the workshop, so that this presentation seemed pertinent.

An ABC is a local network of direct value chain actors and other chain support actors (see diagram below) who share a competitive strategy to target a specific market for a given commodity. The boundaries of the ABC are fluid depending on the commodity and the context. So, in the viewed

video, the national breweries, located far away from the producers and processor were not included in the cluster. In the case of a VBN, targeting a more local market, it is possible that retailers and even consumers may be involved in the cluster.

Business relationships built on trust and loyalty are achieved through targeted capacity strengthening activities. These activities are identified through joint needs assessments (a Diagnostic and Design workshop) of the cluster actors and brokered by skilled trainers and coaches. In this way the value chain actors align their activities towards a common goal: higher profitability for all.



Local coaches, selected from among the cluster actors, are trained, mentored and support by external coaches (BDS) to facilitate interaction among the ABC actors and build efficient, sustainable, and profitable agribusiness partnerships. The internal coaches are not paid a fee but receive a modest stipend to cover travel, communication, and food expenses. These costs are usually covered by the ABC actors themselves. The role of the coach is to:

- Catalyze innovation processes and solve business issues.
- Build business relationships.
- Solve inter-personal issues (conflict handling, negotiation, contracting etc.).
- Provide orientation in basic business management and marketing.
- Create loyalty among value chain actors.

The key steps in the ABC coaching process are:

- Identification of target market/business champion
- Selection of ABC trainer-mentors
- Selection of external BDS
- Diagnostic & Design workshop
- Selection of internal coaches by cluster actors
- Design ABC action plan (incl. content of action-learning cycles)
- Implementation of learning cycles with coaches
- Reflect & Adapt workshop

Discussion of the ABC approach centred around defining the boundaries of an ABC and understanding the flexibility of these to involve certain actors at a specific point in time to seize business opportunities. For instance, a research institute might be involved at a certain point in time to develop a new variety or find ways to combat a pest but would not be constantly present at all meetings of an ABC.

The question of why the approach takes a target market as its starting point and if organising farmer groups (as in the case of the VBN) could equally be the starting point was raised. It is important to understand that a professional producer-buyer relationship is the basis for improving value chain functioning. This needs to be jointly addressed, to enhance the product flow and the overall business. Farmers, however, are most often the weakest link in the value chain hence much of the coaching activities revolve around building their capacity to negotiate, respond to market needs and create loyalty both within farmer groups and towards the target market. With time, farmer groups are able to expand the markets they relate to and find multiple outlets for their produce.

The BDS is an external coach, i.e., it has no direct stake in the value chain and thus can be neutral in facilitating and managing business relationships. Its role is often confined to a 1–2-year period to mentor coaches in facilitating the relationships within the ABC. The BDS backstop internal coaches to implement the joint action plans resulting from the D&D workshop. They ensure the coach understands how to facilitate by on-the-job support and practicing the necessary soft skills. The internal coaches are the ‘ears on the ground’. It was stressed that it is important that the internal coaches live in close proximity to producers to allow for ongoing interaction and understanding of issues emerging (business opportunities, possible tension and conflict).

Challenges faced by the ABC approach are particularly where the market is not well structured or diverse, as with horticultural products. This requires the ABC actors to be flexible and respond to various market requirements.

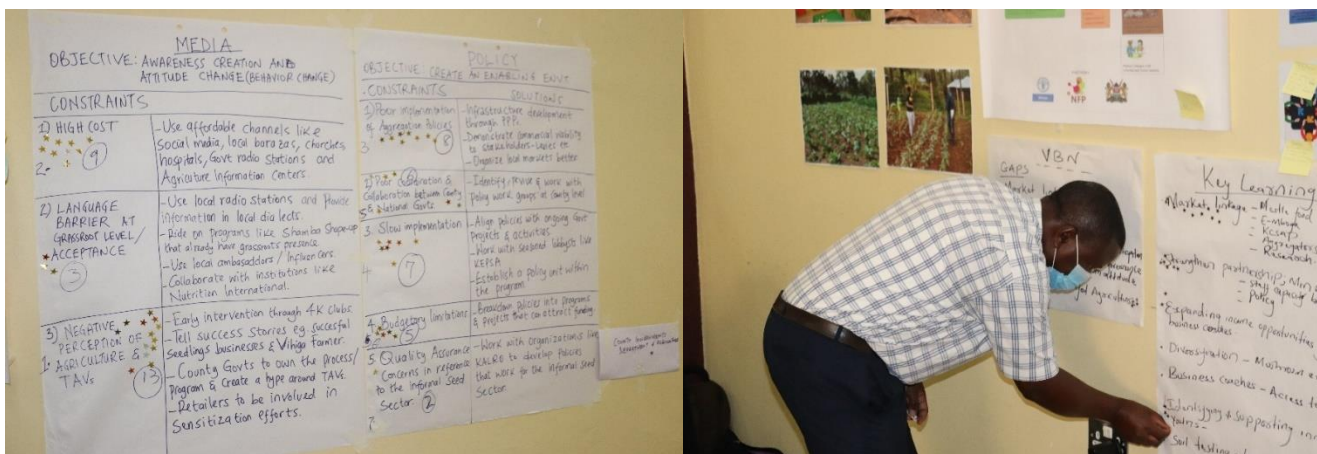
The question of the sustainability of the internal coaches was raised and possible models adopted by ABCs shared, such as providing inputs or transport, aggregating produce, charging a fee for services or buying shares in an involved enterprise.

8. Harvesting lessons

On day two morning, the World Café hosts presented the outcome of the discussions of their respective sessions capturing the lessons learnt in forms of key gaps, challenges and identified opportunities. After the presentation, participants went round, and each prioritised the top two lessons/issues to be addressed in the next phase of the project.

Lessons Learnt

Prioritizing



The following key lessons were identified:

VEGETABLE BUSINESS NETWORK

Significant changes were identified with regards to:

- ❖ The introduction of business coaches which has improved the vegetable business by turning informal links to formal networks.
- ❖ VBN has been a transformational approach reducing the demand for government extension services. Demonstration farms and business coaches have brought services closer to vegetable farmers.
- ❖ Increased income
- ❖ Job creation

Observed gaps and challenges are:

- ❖ **Market linkages** – Not all VBNs are linked to a formal market and informal vegetable markets are still important outlets for produce.
- ❖ **There is minimal youth participation** in the TAV value chain and youth have a negative perception of producing TAVs
- ❖ **Group governance** – There is a lack of members' commitment, mistrust and group politics.
- ❖ **Policy gaps**
- ❖ **Overreliance on rainfed agriculture**
- ❖ **Lack of soil testing**

Obstacles preventing the project achieving the desired change were:

- ❖ Group governance and politics weakens the collective action of the VBN. Despite formation of a VBN, several farmers still sell their produce as individuals.
- ❖ Lack of consistency in production, quality and seasonality of production and supply; market inefficiencies.
- ❖ Overreliance on rain fed agriculture; thus affects the consistency of supply. Glut is observed during rainy season and scarcity during dry seasons.
- ❖ The majority of the youth have negative attitudes to agriculture and weak entrepreneurial spirit. They are interested in projects with short term gains and monetary incentives.

Ways to address these obstacles

- ❖ Strengthening market linkage with off-takers such as Nestle food, E-Mboga, Aggregators, MACE Foods, Twiga foods, Kenya Climate Smart Agriculture Project (KCSAP) etc.
- ❖ Strengthening partnership and collaboration with Ministry of Agriculture (Department of Crops) and county governments. Staff capacity building and policy formulation.
- ❖ Identifying and supporting innovative youths in TAV value chain. Mobilizing youth to join VBN as service providers, i.e., input suppliers etc.
- ❖ Expanding income opportunities for business coaches; access to services.
- ❖ Advocacy on soil testing as well as creating awareness on its importance.
- ❖ Increasing linkage to enabling services such as irrigation equipment and advice.
- ❖ Identifying sustainability models that could be implemented at the VBN level to ensure the joint running of the VBNs and incentivizing coaches to support the development of the VBNs.

SEED SYSTEMS

The World Café on seed systems noted:

- ❖ High demand for TAV seeds but low supply of quality seeds.
- ❖ Little support to communities to promote seed production.
- ❖ Need to lobby for redress restrictive seed policies.
- ❖ The seed multiplication manual by V4P&P, specifically on TAVs, was a significant contribution to the sector.
- ❖ Need to transition from traditional seed production to certified approaches.

Participants recommended the following solutions:

- ❖ Identify individuals or farmer groups engaged in seed production and strengthen their capacity to produce and market TAV seeds as a business enterprise.
- ❖ Improve communication channels between farmers, agrovets and seed companies for effective feedback on issues of seed quality, market preferences, supply, and distribution.
- ❖ Partner with KEPHIS to supporting local seed entrepreneurs produce and market quality seeds in line with regulations of the seed industry.
- ❖ Link seed entrepreneurs with research organizations, private seed companies and seed merchants to multiply seeds under out grower contract schemes.
- ❖ Engage other partners and organizations at county and national level to lobby for policies in support of production and marketing of seeds in the informal market.

REGENERATIVE AGRICULTURE

Particular challenges or gaps with regards RA identified during the World Café were:

- ❖ Low consumption of TAVs especially in Central Kenya.
- ❖ Low engagement of MoA at county level.
- ❖ Myriad of technologies being promoted that confuse farmers.
- ❖ Information distortion and loss of information along the training chain.
- ❖ Affordability of RA technologies (high cost, time and labour intensive).
- ❖ Low levels of awareness with regards soil sampling and testing.
- ❖ Limited access to land by women and youth.
- ❖ Limited knowledge of RA technologies by partners and extension staff.
- ❖ Low adoption of RA practices due to lack of or limited promotion.
- ❖ Insufficient business cases for RA in Kenya.

To address these challenges, participants suggested to:

- ❖ Incorporate nutrition and dietary training into the project.
- ❖ Involve the Ministry of Health, nutritionists, and agri-nutritionists.
- ❖ Collaborate more closely with extension staff at county level.
- ❖ Profile and prioritise RA practices and localize the technologies per area.
- ❖ Publish a standard manual on RA and produce training materials in a simplified form with illustrations and local language.
- ❖ Improve communication channels using videos and animations and produce fact sheets.
- ❖ Provide refresher ToT for partners and capacity building of extension staff.
- ❖ Reinforce the Farmer Field School approach.
- ❖ Embrace collective action to input access (e.g., Merry-go-rounds).
- ❖ Link to input suppliers and credit facilities.
- ❖ Promote low-cost technologies leading to gradual adoption (for instance mulching before introducing drip irrigation).
- ❖ Train farmers and youth to commercialize RA technologies e.g., agroforestry nurseries.

- ❖ Create awareness on soil testing.
- ❖ Use demonstration farms to prove results.
- ❖ Embrace intercropping and less land intensive technologies e.g., vertical gardens.
- ❖ Explore options for women and youth to lease land.
- ❖ Document gross margin analysis and business cases to demonstrate profitability of RA.

MEDIA AND POLICY

The group emphasised that the objective of this innovation area was to create an enabling environment for the programme to be effective and create awareness, bring about attitude change and stakeholder buy-in.

Under this innovation area, several constraints related to policy were documented:

- ❖ Poor implementation of aggregation policies and programmes; lack of infrastructure is a major hindrance to aggregation.
- ❖ Poor collaboration and coordination between National and County Governments.
- ❖ Slow implementation of proposed policy.
- ❖ Budgetary limitations (poor or no allocation) by National & County Governments.
- ❖ Quality assurance concerns in regard to the informal seed sector.

To address these constraints, they suggested:

- ❖ Infrastructure development through Public Private Partnerships (PPPs).
- ❖ Demonstrate commercial viability of aggregation to stakeholders.
- ❖ Improve the organisation of local markets.
- ❖ Identify, revive, and work with policy working groups at county level.
- ❖ Align policies with ongoing government projects and activities.
- ❖ Work with seasoned lobby groups such as the Kenya Private Sector Alliance (KEPSA).
- ❖ Establish a policy unit within the V4P&P programme.
- ❖ Break down policies into programmes and projects that can attract budget allocation.
- ❖ Collaborate with organizations such as KALRO to develop and document protocols and policies aimed at the informal seed sector.

Constraints and gaps related to media were:

- ❖ The high cost of media publicity.
- ❖ Lack of information on the nutritional value of TAVs.
- ❖ Negative attitude of youth towards agriculture and production of TAVs.

To overcome these challenges, the participants recommended:

- ❖ Focus on affordable media such as social media, agriculture information centres, county government radio stations and public barazas.
- ❖ Use of local radio stations to provide information in local languages and promote TAVs.
- ❖ Identify local brand ambassadors/influencers, for instance during field days.
- ❖ Utilise platforms such as Shamba Shape-up to reach a large audience.
- ❖ Partner with organizations involved in nutrition such as Nutrition International or GAIN.
- ❖ Reach youth by involving them at an early age, for example through 4K Clubs.
- ❖ Broadcast more widely the success stories of farmers, particularly those producing TAVs.
- ❖ County governments should own the TAV story and create 'a hype' around it.
- ❖ Retailers of fruit and vegetables should be involved in creating awareness about TAVs.

Participants were asked to pick the most important two issues from each innovation area that the project should give priority to in the next phase. According to the number of votes per issue the top priorities were:

Vegetable Business Networks

- 1) Creating strong market linkages for instance with KCSAP etc.
- 2) Strengthen Partnerships e.g., to the Ministry of Agriculture.

Regenerative Agriculture

- 1) Address the affordability of technologies (cost, time and labour required) by embracing collective action to access inputs, using for instance Merry-go-round meetings, linking input suppliers, credit facilities, promotion of low-cost technology and training of farmers/youth to commercialize RA.
- 2) Demonstrating profitability through documented gross margin analysis and business cases.

Seed Systems

- 1) Identify individual farmers and farmer groups engaged in seed production and strengthen their capacity to produce and market their seeds as a business enterprise.
- 2) Engage other partners and organizations at county and national level to lobby for policies that support production and marketing of seeds in the informal markets

Media and Policy

With regard to Media:

- 1) Focus on alternative channels such as social media, agriculture information centres, County government radio stations and public barazas.
- 2) Change negative perceptions of youth around agriculture and TAVs through, for instance,
 - Engaging youth through 4K Clubs
 - Documenting success stories

Related to policy

- 1) Overcome slow implementation by aligning policy with ongoing projects and partnering with experienced lobby organizations such as KEPISA.
- 2) Address poor implementation of policies related to aggregation through the development of relevant infrastructure (PPPs) and the introduction of levies and incentives.

9. The Way Forward for VBN Facilitation

The workshop considered the way forward for the VBNs to become a more inclusive and entrepreneurial networks, looking at particular challenges and the role of coaches and BDS providers to address these. A panel discussion between VBN coaches from Kisumu, Vihiga and Machakos counties and the BDS ACE and ROA, took up these issues.

The coaches highlighted technical challenges, such as dependence on rainfed agriculture and lack of access to sustainable water sources, lack of aggregation centres and poor transportation infrastructure resulting in high post-harvest losses and the wilting of vegetables, reducing the price fetched for these commodities. They also emphasised the low bargaining power of VBNs, intimidation from middlemen and brokers and unpredictable/unreliable markets for TAVs. The reliable markets offered low prices, often 50% lower than on the informal market. In addition, the formal markets do not pay the farmer immediately leading to cash flow issues for the farmers. Long credit waiting times leads to lack of trust between buyers and producers. High end markets

(e.g., supermarkets) also set stringent quality and quantity standards which the farmers are not able to satisfy thereby missing out on premium prices. Produce is not branded as organic.



Panel discussion VBN coaches and BDS

The BDS noted that currently the VBNs comprise mainly of producers and are not inclusive of all actors in the value chain, as envisaged. The BDS are thus identifying other actors such as traders, input suppliers, credit services, transporters and including them into the existing VBNs to create business relationships that will drive the performance of the VBN.

To date, interventions in Western Kenya have focused primarily on addressing group dynamics, increasing production and training on RA. In addition, the VBNs have been actively engaged in reaching out to members of their community through field days and establishment of learning sites where the community and the VBN members have tried out some of the RA technologies.

Support activities in the central region have focussed on production challenges (training on transplanting and nursery management). VBNs have been trained on how to identify, and deal with several pests and disease especially those of economic importance. Management challenges have been addressed through training on group dynamics, financial management, marketing, conflict resolution, the importance of collective action, among others, to ensure sustainability and viability of the groups. Linkages with other market actors to potential irrigation equipment, input suppliers and other service providers.

The plenary discussions raised the issue of how the VBN approach could achieve sustainability and proposed that the project borrow from the ABC model and work together with the VBNs to identify other sustainability models that could be implemented at the VBN level to ensure mutual running of the VBNs and incentivize the coaches to continue supporting the development of the VBNs.

10. Research Protocols

A presentation was given virtually by Paola Sotelo-Cardona in of an on-farm and on station experimentation for healthy seedlings and biopesticide applications to be carried out in Kenya. Participants were requested to consider the following questions on:

- ❖ How to select farmers for on-farm IPM trials
- ❖ Who could collect data for on-farm trials
- ❖ How the farmers might be compensated for land used for the trials
- ❖ When would be the best time to start the on-farm trials

It was suggested that farmers for on-farm IPM trials should be selected from among lead farmers who have interest in the outcome. Data should be collected by the business coaches who are committed and attached to the group to ease movement or work with the lead farmers. To ensure consistency, the BDS should train two to three farmers to collect data so that, in case the lead farmer was not available, they are able to collect relevant data. The question on compensation was not straight forward as the different counties have different dynamics, e.g., it is possible a farmer is hiring the land. The cost of hiring is approximate 80 dollars a season. The best season to start the on-farm trails would be during the dry season when there is abundance of pests i.e.

a) Central - January to April and August to October.

b) Western – November to January

It was further suggested that at least four seasons, two during the long rains and two during the short rains, should be selected for replication purposes.

11. Monitoring Evaluation and Learning

In future the project will be measuring key performance indicators(KPIs). Insight into the envisaged indicators and the process of collecting the relevant information was presented by Rosina Wanyama of WorldVeg.

The first KPI is linked to production, whereby the project **in Kenya** is targeting an area of 500 ha under vegetable production with at least five regenerative practices applied. In addition, in terms of income the project aims at helping farmers participating in the project to achieve a cumulative income of about \$7.6 M, translating to about \$1700 per producer, per year. The project interventions also intend to create 2,400 profitable jobs in the VBNs.

In order to measure the impact of the project, data on various indicators, such as average yield will be collect regularly using a set of prepared questionnaires. The data is to be collected by VBN coaches using tablets preinstalled with AKVOFLOW, a real time monitoring software.

In order to collect uniform data, a standard measuring system will be used, for instance, producers may measure their produce in terms of bunches or kg. Over the next few weeks, project staff will design the questionnaires to monitor KPIs.

The question was raised how the targets were set and it was explained that they were based on previous research projects by WorldVeg. It was asked if the targeted income of \$1,700 per farmer was realistic and based on the results of the baseline survey. Data from the baseline survey is still being analyzed. It is however expected that present production is lower than the target of \$1,700. The project interventions aim to increase present income to \$1700 per farmer per year.

It was further asked if the jobs to be created would only be related to direct production or include other supporting industries. The intention is to define the category ‘jobs’ as broad as possible to include any avenues along the value chain that can create jobs.

Participants also made the following observations

- Consider providing digital scales, since local measurements and prices fluctuate seasonally.
- Coaches can be trained to convert bunches of vegetables to kg.
- Provide farmers with record books.

12. The Value Chain for Indigenous Vegetables

The findings of a study on the value chain in TAVs was presented by Thomas Were of Agile Consulting. The overall objective of the study was to understand production characteristics of producers, availability, and type of markets, the enabling environment affecting the vegetable value chain and identification of opportunities for youth and women to increase their incomes.

The study was carried out in Nairobi, Kiambu, Murang'a, Machakos, Kisumu, Vihiga, Siaya, and Kakamega counties using a varied methodology of interviews with selected and randomly sampled farmers from the VBNs as well as a control group on non-VBN members and focus group discussions (FGDs). The study found that the TAV sub-sector is on an upward trajectory in terms of the increase of area under TAV production and consumption trends. Awareness campaigns over the last decade and support through research and policy development by the government have contributed to this trend. While the supply has been increasing, there is still due to high and rising demand. The potential for further growth of the sub-sector exists.

Farmers grow different types of vegetables with the highest preference given to African nightshade (76 percent), kale (68 percent), cowpeas (63 percent), and amaranth (53 percent). There are slight variations in preferences between Western and Central Kenya, driven by consumer/market demand, potential in terms of total production, and profitability. There is high usage of uncertified seeds in the production of TAVs and farmers rely on informal sources to access seeds. Taste preference and high cost for the certified seeds mainly influence farmers' preference to use uncertified seeds.

Rain-fed farming is still the most common farming system. Low adoption of irrigation (34 percent) is attributed to the perceived high cost of acquiring irrigation equipment and unreliable water sources. Awareness and application of regenerative technologies in vegetable production is still low.

The market system for TAVs is still underdeveloped and most farmers rely on local markets. Supermarkets, online markets, and processors have not been fully exploited due to limited information and delayed payments to farmers supplying to supermarkets. Service offered to VBN members are mainly limited to training opportunities on GAP. Inadequate skills in group governance and dynamics and lack of business skills are a huge challenge. Extension services come mainly from other farmers, NGOs and development agencies working in the counties. To access capital, farmers rely on their savings and table banking credit facilities.

Despite women being mostly engaged in the production and trading of vegetables, they have limited access to land and credit facilities. Youth engagement in vegetable farming is also low due to limited land access and a negative attitude towards agriculture.

Key recommendations from the study were:

- Farmer groups to be supported for seed multiplication, certification, and bulking to ensure accessibility of quality seeds.
- Provision of market linkages through establishment of partnerships/contracts with key off-takers (e.g., Mace Foods, Twiga Foods). Farmers need to embrace collective marketing to ensure adequate and steady supply.
- For sustainability and development of the VBNs, members should be trained on group dynamics, business skills / entrepreneurship, and leadership & governance.
- Capacity building on the different technologies and their application in vegetable production should be conducted and, more importantly, the farmer groups should be involved in selecting which technologies to be given priority in each county.
- High initial cost of irrigation equipment bars farmers from adopting irrigation technology in vegetable production. The VBNs thus need to be supported to access irrigation infrastructure to increase production.
- Opportunities along the vegetable value chain to empower women and youth, such as seed trading, fresh vegetable trading, and value addition opportunities need to be explored.

13. The Way Forward

As a final part of the reflection and learning process, participants were asked to build on the lessons that had emerged and been prioritised and look to the future. They were asked to consider what would be the role of coaches, BDS, project staff and partners in addressing these issues in the next phase of the project . Participants worked in groups formed around one of the innovation areas, according to their own interest. The working groups were also tasked with formulating two key messages for an external audience.

Overall, the groups identified the roles of these various actors:

Coaches

- ❖ Inspire the VBNs by leading by example and keep group members informed, especially through WhatsApp to encourage adoption of RA practices.
- ❖ To continue farmer training on RA up to harvest and support follow up on VBNs and individual farmers beyond demo plots.
- ❖ Select target individuals and groups for seed production.
- ❖ Intensify capacity building, especially on demos and learning sites. Strengthen the capacity and train these individuals and group on seed production and multiplication.
- ❖ Coordinate and manage the seed producers.
- ❖ Build networks with vegetable producers' market for seeds.
- ❖ Promote diversification in terms of vegetable varieties.
- ❖ Contribute to the on-farm research.
- ❖ Continuous M&E, collecting feedback, analysis, and adaptation of the project accordingly

BDS

- ❖ Follow up on individual farmers in VBNs and build the capacity of coaches on RA and seed systems, emphasize on-farm training for individual VBNs.
- ❖ Coordinate the coaches, receive, and compile reports from coaches.
- ❖ Develop networks and markets.
- ❖ Lead networking efforts with policy influencers such as KEPSA.
- ❖ Lead PPP creation efforts.
- ❖ Prioritisation of RA practices by various groups and linkage to appropriate technologies

- ❖ Organize farmer exchange visits.
- ❖ Be involved in ongoing research on policies.

Project Staff

- ❖ Acquisition of irrigation equipment on demo sites.
- ❖ Refresher trainings on RA and biopesticides.
- ❖ Document and disseminate RA business cases and harvest success stories.
- ❖ Produce training materials and avail standardized training materials, fact sheets, manuals, videos.
- ❖ Provide initial foundation seeds to seed producers.
- ❖ Oversee project activities for the coaches.
- ❖ Capacity build BDS and coaches.
- ❖ Compiling reports and disseminating findings.
- ❖ M&E and learning.
- ❖ Lead networking efforts with policy influencers such as KEPISA.
- ❖ Lead PPP creation efforts.
- ❖ Constant research on policies.

Other actors (County govt, input suppliers, traders, research and NGOs)

- ❖ Collaborate with projects staff, coaches and BDS.
- ❖ Prioritise and plan for RA in their organisations and projects e.g., CIDP.
- ❖ Mainstream RA messages.
- ❖ Community based training e.g., seed production by KALRO.
- ❖ Research on seed production.
- ❖ Provide foundation seed (JKUAT and KALRO).
- ❖ Quality assurance (KEPHIS).
- ❖ Donor: to support infrastructure development especially of aggregation centers.
- ❖ Private Investors – To partner with the public sector through PPP arrangements by investing in the TAV value chain.
- ❖ Ministry of Education: to encourage attitude change of young learners towards agriculture.
- ❖ Consultants – Consultants specialized in policy work like *Policy & Markets* and *Tegemeo Institute* to be brought on board to support policy work on a needs basis.

Identified new partners

- ❖ Practical action
- ❖ County governments (government agencies)
- ❖ Agricultural Sector Network and KEPISA

The group on media and policy also recommended immediate action to be taken by the project:

- The hiring of a communication specialist.
- Exploring the possibility and need for hiring a policy specialist.

KEY MESSAGES FOR AN EXTERNAL AUDIENCE

The working groups drafted two key messages based on the lessons learned through the reflection on the activities in the first year and the way forward.



Vegetable Business Networks

“Mboga za kinyeji, pesa mukononi, maisha bora” (traditional vegetables bring cash in hand and a good life!)

“Climate is changing so is our water”

“Irrigation is key for increased vegetable production: support VBNs to irrigate their farms for consistent production and improved nutrition”

Regenerative Agriculture

“RA improves health, brings wealth and conserves the ecosystem”

“Adoption of RA practices increases production”

Seed System

“Quality TAV seed production is our inheritance”

“Exploiting the power of farmers in the TAV seed production”

Media and Policy

“TAVS present an opportunity for improving health and incomes of consumers and farmers in Kenya”

“The V4P&P learning event has identified huge investment opportunities in establishment of aggregation centres for TAVs; huge benefits for both producers and agripreneurs”.

14. Conclusions

The lessons identified during the two-day event and the priorities for the way forward can be categorised into several main groups

Production and Uptake of technologies. These centred mainly on the issues of irrigation and soil testing. There was a call for standardized and simple training manuals in local languages with visualisations

Awareness creation around the nutritional value of TAVs and the potential for income generation. Equally around RA technologies and the need to overcome negative perceptions of youth towards agriculture and TAV production and marketing in particular. The latter led to calls for the identification of services that could be offered by youth along the value chain, beyond production.

Capacity building of coaches and VBNs beyond GAP to include group dynamics, governance structures and conflict resolution.

Communication highlighted the need for documentation of success stories related to RA and TAV production and marketing. Creation of Business Cases for RA. Use of affordable media channels and of existing local radio programmes and possibly television.

Policy action towards county and national governments with regard to aggregation centres, seed systems regulations that catered to the informal seed sector and RA technologies.

All four innovation areas identified the need to **collaborate with a wider network of partners**, be this private sector, research, NGOs, government, or policy influencers. It was particularly underscored that the VBNs should become inclusive, multi-stakeholder networks involving direct and indirect value chain actors.

Although there was a strong emphasis, moving forward, to collaborate with these diverse actors, the issue of **overcoming mistrust**, for instance, among producers, seed companies, traders, and among farmer organisations, emphasised in the discussions and presentations, was not identified as a priority issue.

15. Final Evaluation and Closing

A rapid assessment of participants' experience at the workshop was carried out using the on-line slido.com app. Participants were asked to describe the workshop in three words, name their favourite session and make recommendations to the organisers for similar events in future.

Answers were diverse, but the most common words used to describe the workshop were 'informative, insightful, successful, interactive and useful'. Favourite sessions were those related to the innovation areas with VBN heading the list followed by seed systems and regenerative agriculture.

The main recommendations for future events were more opportunity for networking (cocktail) and more time overall for the learning event and more time for individual sessions (better time planning), include more partners and the sharing of practical case studies.

In his closing remarks, Ralph appreciated the active participation of the participants and the inputs from presenters, table hosts and rapporteurs as well as those behind the scenes responsible for the planning and technical logistics. He ended on an encouraging note:

“Alone we are smart, together we are brilliant”

16. Annexes

ANNEX 1: PROGRAMME OF THE LEARNING EVENT

DAY 1

Time	Session	Activity	Facilitation	Rapporteur	Virtual
8:00 – 8-30		Refreshment and registration			
8:30 – 9:45	Introductions	Introductory remarks Introduction of participants Participants' expectations Objectives and discussion of programme	Ralph Julia and Leah Julia	Martin	Zoom live
9:45 - 10:15	Setting the Scene	Revisiting the Theory of Change with focus on: <ul style="list-style-type: none"> • Project innovations • Enabling Conditions • External Drivers • Revisiting the Year 1 Work Programme	Ralph	Gemechis	Zoom live
10:15 – 11:00	BREAK				
11:00 – 11:45	Understanding Context	Results of the Participatory Appraisal Baseline presentation	Anne Rosina	Doris	Zoom live
11:45 – 13:00	Project Innovations Year One	Gallery Walk Project outputs and outcomes per innovation area <ul style="list-style-type: none"> • Seed system analysis • Vegetable Business Networks • Regenerative Agriculture • Media and Policies 	Julia Martin Leah Jeremiah Anne	Carolynne Collins Judith Clifton	Zoom recording
13:00 – 14:00	LUNCH				

14:00 – 15:30	Reflections on year one	World Café - Breakthroughs and Challenges	Julia Café hosts Martin, Leah, Jeremiah and Anne	Carolynne Collins Judith Clifton	
15:30 – 16:00	BREAK				
16:00 - 17:00	Introduction to the Agribusiness Cluster Coaching Approach	Key pillars of the ABC coaching approach.	Julia	Anne and Cees Peter	Zoom recording

DAY 2

Time	Session	Activity	Facilitation	Rappor- teur	Vir- tual
8:30 – 9:45	Harvesting Lessons	Results of the World Café Session Capturing the major lessons	Table Hosts and Julia Julia and Ralph		Zoom live
9:45 – 10:45	Future VBN facilitation	Plenary Discussion and Reflection	Julia and Leah	Anne and Cees Peter	Zoom live
10:45 – 11:15	BREAK				
11:15 – 11:45 -	Research protocols	On-farm and on-station Experimentation (one example)	Paola and Ralph	Lenny	Zoom live
11:45 – 12:30 -	Monitoring, Evaluation and Learning	Reviewing data collection for Key Performance Indicators	Rosina and Anne	Martin	Zoom live
12:30 – 13:00	The Value Chain for indigenous vegetables	Findings of a value chain study	Thomas Were Agile Consulting	Doris	Zoom recording
13:00 – 14:00	LUNCH				
14:00 – 15:30	Way Forward	Working Groups: <ul style="list-style-type: none"> • Seed Systems • Regenerative Agriculture • Policy Enhancement 	Martin Jeremiah Anne Leah	Carolynne Judith Clifton Collins	

		<ul style="list-style-type: none"> Vegetable Business Networks 	Julia	Gemechis	Zoom recording
		Presentation of Group Work in Plenary and Discussion			
15:35 - 16:00	BREAK				
16:00 - 16:45	Consolidation of lessons learned	Recap of Lessons learned and key messages Reflection on Theory of Change	Julia Rosina and Ralph	Julia	Zoom recording
16:45 – 17:15	Closure	Workshop evaluation Wrap-up and Closure	Julia and Leah Ralph	Julia	

ANNEX 2: LIST OF PARTICIPANTS

Organization	Name	Position	Virtual
WorldVeg ESA	Martin Barare	Agronomist	
WorldVeg ESA	Carolyne Wangungu	Agronomist	
WorldVeg ESA	Anne Mwatha	Agricultural Economist	
WorldVeg ESA	Daniel Kuria	Finance & Admn Officer	
WorldVeg ESA	Dan da Silva	Agribusiness Specialist	✓
WorldVeg ESA	Ralph Roothaert	Principal Investigator – Project and Country Director	
WorldVeg ESA	Arshad Pal	Postharverst Specialist	✓
WorldVeg Asia	Ravishankar Manickam	Scientist – Vegetable Grafting	✓
WorldVeg Asia	Paola Sotelo	Scientist-Entomology	✓
WorldVeg Asia	Srini Ramasamy	Lead Entomologist	✓
WorldVeg Asia	Rosina Wanyama	Post-Doctoral Scientist - Impact Evaluation	
Facilitator	Julia Meryl Ekong	Facilitator	
iCRA	Cees Peter van den Brink	Event Observer	
SNV	Leah Mwaura	Project Manager-V4PP	
SNV	Gemechis Jaleta	Coordinator, Ethiopia	
SNV	Jeremiah Rogito	Project Officer-V4PP	
SNV	Collins Kiprotich	Junior Consultant	
SNV	Judith Libaisi	Agronomy and Biodiversity Advisor	
Kisumu County Govt.	Rose J. Achieng	County Agrinutrition and Extension Officer	
Vihiga County Govt.	Reuben Chumba	County Director Agriculture-Crops	
Kakamega County Govt.	Joseph Kisaka	County Liason and Coordinator Officer-Agrijobs 4 youth	
Kiambu Country Govt.	Moses Kuria	Githunguri Ward Agricultural Officer	
Practical Action-Kisumu	Naaman Nyabinda	Senior Project Officer Agroecology	
Real IPM-Bungoma	Linda Saburo	Field manager and promoter	
Eastern Africa Field Schools Hub	Edwin Adenya	Knowledge management and communication consultant.	
ACE-Nairobi	Clifton Opala		
Rural Outreach - Vihiga	Doris Anjawa	Coordinator	
Anglican Development Services Western	Samuel Akollo Owinya	Programmes Manager	
NARIGP- Vihiga	Dorothy Audi	Agribusiness officer	
Magos farm Enterprises Ltd	Nehemiah Odongo Amollo	Managing Director	
VBN rep - Kakamega	Lanya Berenice	VBN- Rep (Biointensive Support group)	
VBN rep - Vihiga	Evans ochuto	VBN- Rep (Vihiga community seed bank CBO)	
VBN - Kisumu	Fredrick atsiaya chonelwa engoke	VBN Member - Matsigulu youth empowerment SHG	
VBN rep- Machakos	Annstasia Mulwa	VBN- Rep- Machakos Organics	
VBN rep - Muranga	Charles Mungai	VBN- Rep- Gatanga Organics	
VBN rep - Kiambu	Charles Ndungú	VBN Rep-Espartment Young Farmers	
KALRO-Kakamega	Lenny K. Tarus	Technician	

ANNEX 3: PRESENTATIONS

The workshop resources can be found on google drive at the following link

https://drive.google.com/drive/folders/1t3WT_7-D1gic3sxyybdupXkOFNHdUJeI

The resources include:

- PPT presentations during the meeting
- Photos
- Slido.com reports on expectations of participants and participants evaluation of the learning event

ANNEX 4. TERMS OF REFERENCE OF THE FACILITATOR

The objective and context of the proposed consultancy

The objective of the consultancy is to prepare and facilitate a learning event for the Veggies 4 Planet & People project in Kenya, and to document the outcomes of the meeting. The purpose of the meeting is an internal reflection on what the project has achieved since its inception, to share learnings among project staff and implementing partners, and incorporate lessons in the way forward. The specific objectives of the meeting are:

1. Share outputs and outcomes of the project
2. Review the four main project innovations: development of vegetable business networks, regenerative agricultural practices, seed and input systems, and policies
3. Learn about the ICRA Agribusiness Cluster approach in relation to the VBN approach
4. Finetune the project implementation strategy where appropriate
5. Send out messages generated from our experiences to the world outside

ii. Reporting line, location, and duration of the consultancy

1. The Consultant will report to the Principal Investigator of the V4P&P project, Dr Ralph Roothaert.
2. The location of the work will be Kisumu, Kenya
3. The duration will be 6 days: 2 days of preparation, 2 days of facilitation, 2 days of report writing.

iii. Description of the activities of the consultant

The consultant will meet with the PI of the project to develop a detailed program of the Learning Event. During the Learning Event, the consultant will facilitate the various sessions, have an oversight of the program, and collect reports from the various session rapporteurs and breakout groups. After the meeting, the consultant will compile or summarize the various session reports and prepare a document describing the important outcomes of the meeting.