



**ssnup**

Smallholder Safety Net  
Upscaling Programme

## IMPROVING THE CAPACITY AND AGRICULTURAL PRACTICES OF DAIRY FARMERS IN KENYA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

The agriculture sector in Kenya continues to play a vital role in the country's economy, contributing 26% to the Gross Domestic Product (GDP) with another 27% of the GDP indirectly linked through other sectors. The sector employs over 40% of the total population and more than 70% of Kenya's rural population.<sup>1</sup> More specifically, most of the milk produced in the country is produced by smallholder farmers (60%) with the remainder produced by commercial farmers. However, daily milk yields in Kenya remain well below global average, which is hampering the agricultural sector's growth and affecting the lives of 40% of the Kenyan population (USAID, 2021).

### CURRENT STATUS OF THE INVESTEE

Premier Credit Kenya was established in 2013 as a credit-only microfinance institution that aims to provide financial solutions to corporates, government employees and individual entrepreneurs. However, since its launch, Premier Credit Kenya has diversified its portfolio and grown to serve over 97,000 customers with 44% of borrowers being women and 11% of its portfolio in agriculture (as of December 2021).

### OBJECTIVE OF THE PROJECT

The project aims to support the growth of dairy enterprises benefitting from Premier Credit's Maziwa (Maziwa means milk in Kiswahili) loan product through the provision of technical assistance on good agricultural practices, animal husbandry and enterprise development and financial literacy, which will ultimately improve access to reliable and quality feed for milk production in the face of a changing climate.

The main expected outputs/outcomes at the end of the project are:

- 3,730 dairy farmers attend 15 training events to improve their agriculture practices and skills related to animal husbandry, enterprise development and financial literacy.
- Create 15 silage training sites used as demonstration facilities, training and capacity building for farmers.

<sup>1</sup> <https://www.fao.org/kenya/fao-in-kenya/kenya-at-a-glance/en/>

### IMPACT INVESTOR



### AGGREGATOR / INVESTEE

Premier Credit Limited (MFI) – Kenya

### TARGETED N° OF FARMERS

3,730 farmers

### AGRICULTURAL VALUE CHAIN

Milk

### STARTING DATE

April 2023

### DURATION

12 months

### TOTAL TA BUDGET

€ 56,371  
Including € 44,401 (79%)  
contribution from SSNUP

