



ssnup

Smallholder Safety Net
Upscaling Programme



SUPPORTING SMALL SCALE MACADAMIA FARMERS IN KENYA FOR ORGANIC CERTIFICATION



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

The farming of macadamia nuts in Kenya has steadily increased and become the leading income earner for thousands of smallholder farmers. Kenya is the world's third largest macadamia producer and Africa's second largest after South Africa. Kenya's smallholder farmers cultivate macadamia trees primarily in mixed cropping with coffee and other products. Macadamia trees were originally planted to provide shade for coffee bushes. However, their price has more than doubled since the late 1960s, motivating growers to switch from coffee, maize, tea and sugarcane to macadamia cultivation. Worldwide demand is expected to continue growing.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Jungle Macs EPZ, an Oikocredit partner since 2021, is a Kenyan company that has processed and exported macadamia nuts since 2006. It accounts for more than half of the country's total macadamia production, including 80% of its organic macadamia processing. Jungle Macs works with more than 100,000 small-scale farmers, field agents, transporters and factory workers, creating a significant number of direct and indirect job opportunities.

OBJECTIVE OF THE PROJECT

The project aims to support 10,000 smallholder macadamia farmers – more than half of them women – in transitioning to organic farming and improve their crop's quality and quantity.

The expected results of the project are:

- Train 50 extension officers and 10,000 farmers on principles of organic farming.
- Plant 50,000 macadamia seedlings and increase current production of 80 kg of nuts per tree to 100 kg.
- Increase of organic certified producers from 20,000 to 30,000.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Jungle Macs EPZ (SME) – Kenya

TARGET

10,000 smallholder households

AGRICULTURAL VALUE CHAIN

Macadamia

STARTING DATE

May 2023

DURATION

23 months

TOTAL TA BUDGET

€ 339,422
Including € 186,014 (55%)
contribution from SSNUP

