



MARKET ACCESS UPGRADE PROGRAMME

Developing Kenya's capacity to participate in international and regional trade in selected horticulture sub-sectors

Context

The fresh fruits and vegetables sub-sectors in Kenya are a major source of income for smallholder farmers, mainly through export. Despite the Government's commitment and past interventions, the sector has not been able to realize its full potential among others due to inadequate supportive infrastructure; ineffective marketing information; stringent international standards; and weak monitoring and surveillance systems along the value chains. Under the Kenya Standards and Market Access Programme (SMAP), these challenges are successfully addressed for a cross section of agriculture value chains. There is a need to develop standards and codes of practice to assist the private sector in implementing good agricultural and manufacturing practices in order to produce high-quality and safe products.

Strategy

The Kenya Market Access Upgrade Programme (MARKUP) supports the efforts of Kenyan Government to strengthen the economy through increased agricultural production, value addition and agro-processing, as well as trade expansion. In line with the effort, UNIDO's interventions will promote the competitiveness and market access of Kenya's fruit and vegetables sub-sector. The business sector is expected to benefit from improved services rendered by inspection and conformity assessment bodies and better product quality, thus leading to increased access to regional and international markets. Product diversification and higher export rates will be facilitated through enhanced compliance with relevant international standards and technical regulations. The project has been designed in such a way that funds allocated will set up systems and approaches to ensure the sustainability of project intervention in the target value chain.

Outlook

MARKUP Kenya is part of the East African Community (EAC)'s MARKUP, which aims to address supply side and market access constraints of some key export-oriented sectors, namely agro-industrial crops (coffee, tea and cocoa) and horticulture. It supports participation in regional and global value chains – with a particular focus on exports to the European Union – to enhance the EAC's capacity to fully exploit its trade-driven growth potential.

The project is fully integrated into the existing agricultural and trade national and regional priorities and is aligned with Kenya's strategic development of its agribusiness sector. To achieve sustainable results, the project will focus on selected sub-sectors, giving priority to target value chains such as snow peas and peas, mangoes, passion fruit, chilies, herbs and spices, and nuts in at least 10 counties. The project will have a bottom-up approach, addressing county/district specific needs. It is expected to result in a 30 per cent increase of the average income of targeted smallholder producers and exporter enterprises – 40 per cent of which are expected to be women.

At a Glance

Goal: Kenya Market Access Upgrade Programme
SDGs: SDG 1, SDG5, SDG9
Donor: European Union
Thematic areas: Creating shared prosperity Advancing economic competitiveness
Partners: Ministry of Industry, Trade and Cooperatives of Kenya
Budget: EUR 3,730,000
Duration: 4 years
Status: Inception