

"Kilimo Biashara" is "Farming as Business" in Swahili Language.

To spread success of our farmers, the project held SHEP Approach Impact Field Day together with Kisumu County Government on March 27th, 2019. This group was one of the exhibitors.

Othany Farmers Group, Kisumu County

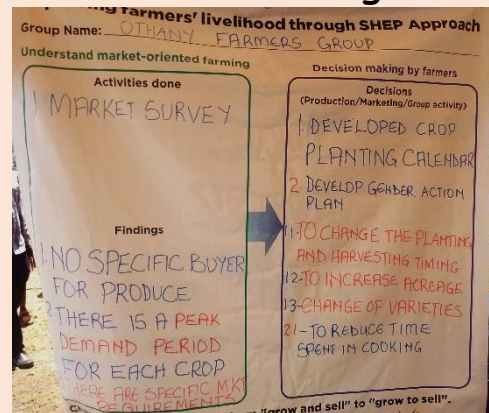
Before the project, they were doing subsistence farming. But Market Survey of the SHEP Approach has changed their way of farming and their life forever....



Group members inspecting produce before collective selling

After the group members did Market Survey, they have opened their eyes. They realized that each crop has "peak demand period", and also "there are specific market requirements". That changed their way of farming and marketing.

Now they have specific buyers not only within Kisumu County, but also from other counties. More over, in order to respond the market demand, some of the members re-invest the money they earned to expand acreage of their farm. Some of them double the acreage, some triple!!!



Presentation made by the Group at the Field Day

This group now knows that making investment at the right timing can bring them more money. They have bought water pumps so that they irrigate their crops. They embrace use of improved seeds and purchase inputs together so that they can produce what is required by the customers. This group motivates me to work more.

--Mr. Domnick, Group Facilitator of the group, Seme Sub County

