



# Impact of Kuza Agripreneur Model

REPORT



# Executive summary 1/2

**Introduction and Background:** Smallholder farmers, who contribute 80% of the food supply in developing regions, face significant barriers to growth, including a \$450 billion financing gap and limited access to extension services. The traditional extension officer to farmer ratio in Sub-Saharan Africa is significantly overstretched, at approximately 1:1500. To bridge this critical last-mile service gap, the Kuza Agripreneur Model emerged as an innovative approach leveraging trained rural youth as trusted local service providers. These agripreneurs offer advisory support, climate-smart training, input linkages, record-keeping, and market connections to smallholder farmers, utilising a "phygital" (physical + digital) approach. This evaluation study aimed to assess the model's impact on agripreneurs and farmers, platform adoption, and overall effectiveness, profitability, and scalability.

## Key Findings and Impact

The primary insight from this report is that **Kuza-trained agripreneurs have evolved into essential service nodes within their communities, acting as de facto extension agents**. They deliver training, link farmers to markets, and aggregate inputs, fostering community resilience and agricultural transformation.

- **Agripreneurs as Service Nodes:** Agripreneurs are vital intermediaries, engaging farmers through peer-to-peer knowledge exchange and community events, and becoming trusted sources of advice.
- **Business Growth and Income Diversification:** The programme has led to real, albeit sometimes uneven, income and business growth for agripreneurs. Many have reported increased income, diversified their income streams (e.g., leveraging poultry, beans, and feed production), and created employment opportunities within their communities. For example, one agripreneur saw their income increase from KES 10,000 to KES 90,000 monthly, reinvesting in their farm and becoming a community leader.
- **Application of Training and Digital Knowledge:** Agripreneurs demonstrate strong engagement, with over 75% successfully completing all 15 training sessions. They have effectively applied concepts such as business planning, financial management, record-keeping (both traditional and digital), agronomic practices, and leadership skills to grow their agribusinesses. The training content was reported as simplified and practical for farming activities.
- **Trust and Social Capital:** Building trust and social capital has been crucial, with agripreneurs gaining legitimacy through government partnerships, demonstrating value through practical solutions, and engaging farmers through farm-demos, videos, and WhatsApp groups. Farmers increasingly refer to agripreneurs as "agriculture officers".

## Executive summary 2/3

### **Persistent Challenges:** Despite successes, several challenges persist that affect the model's sustainability and service delivery

- ❖ **Service delivery infrastructure:** While agripreneurs are trained and equipped, they still encounter barriers when delivering services in remote areas, limited access to reliable transport, inadequate last-mile logistics, and inconsistent power/network connectivity when engaging farmers or running demonstrations.
- ❖ **Financial constraints:** Many agripreneurs struggle with working capital to run and expand their services, including delayed or unpredictable cash flows, difficulty purchasing inputs in bulk, and limited access to affordable credit products that match seasonal business cycles.
- ❖ **Market and value chain linkages:** Access to structured buyers and predictable markets remains uneven. Agripreneurs sometimes face price volatility, low volumes from farmers, and informal trade networks that limit their ability to aggregate or guarantee market access for the farmers they serve.
- ❖ **Ongoing engagement and retention:** Sustaining regular farmer groups and follow-up support can be challenging as agripreneurs juggle multiple livelihood activities. Group attendance fluctuates over time due to competing farmer priorities, and agripreneurs need continued reinforcement and recognition to remain engaged at scale.

### **Recommendations and Path Forward:** To enhance the programme's sustainability, scalability, and impact, key recommendations include:

- ❖ **Pluralistic extension policy:** Insights and results from this and other pilots influenced Kenya's shift to a pluralistic extension policy, a game changer that formally allows agripreneurs to deliver extension services within county structures and complement public officers.
- ❖ **Device ownership & sustainability:** Early challenges arose where counties procured and reclaimed digital devices, disrupting continuity. Kuza recommends that future programs enable agripreneurs to own their tools e.g., through county-backed loans or ward-level SACCO financing (now integrated in World Bank NAVCDP & FSRP). This approach builds long-term sustainability and true systems change.

## Recommendations and Path Forward Continued ...

- ❖ **Diversified portfolio for resilience:** Sustainability improves when agripreneurs build a mixed portfolio, combining crop and livestock services to avoid seasonality risk and ensure year-round income.
- ❖ **Cluster-based growth model:** Across 43 counties, agripreneurs have progressed from start-up level (L1) to established enterprises (L4) employing 5–10 staff. Kuza is now developing a ward- and sub-county level cluster model, enabling agripreneurs to collaborate, share resources, and strengthen their market presence.
- ❖ **Localise and contextualise support:** Continue adapting training and materials to local realities, including translating modules, integrating practical field-based refreshers, and providing tools that help agripreneurs deliver value in diverse agro-ecological contexts.
- ❖ **Expand access to finance:** Partner with financial institutions and county programs to unlock grants, subsidies, seasonal loans, and input financing so agripreneurs can maintain inventory, pre-finance farmer demand, and grow service offerings.
- ❖ **Strengthen post-incubation support:** Maintain structured follow-ups, mentorship circles, and peer-to-peer learning to keep agripreneurs motivated, troubleshoot challenges early, and showcase high performers as role models.
- ❖ **Deepen market and government linkages:** Build stronger bridges with buyers, aggregators, and county governments so agripreneurs become a recognised part of local extension and market systems, enhancing their credibility and reach.
- ❖ **Diversify service offerings:** Encourage agripreneurs to bundle advisory services with inputs, aggregation, and other market-driven solutions to increase farmer loyalty and ensure business sustainability.

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# *Overview & Methodology*

# Background

## 01 Unmet Demand for Smallholder Agricultural Finance

Smallholder farmers contribute 80% of the food supply in developing regions but face an estimated \$450 billion financing gap. Only \$50 billion is currently met, with impact-driven lenders covering less than 2% of the demand. This financing shortfall constrains farmers' ability to invest in inputs, adopt improved practices, and increase productivity.

## 02 Barriers to Growth

Over 70 million smallholder farmers in sub-Saharan Africa, mostly women, struggle with limited access to finance, inputs, and markets. High costs, fragmented land, and exclusion from formal financial systems reduce productivity and resilience. A gap also exists in extension services (advisory and knowledge sharing) with the current ratio of extension officer to farmers (1:1500 in SSA) falling way short of the recommended 1:400 by FAO. This limits farmer's access to technical guidance and innovations.

## 03 Agripreneurs as a Bridging Solution

Agripreneurs are emerging as a critical bridge between smallholder farmers and essential services. By offering localized support, agripreneurs help farmers access extension services, financial literacy, inputs, and markets. Their community presence builds trust, while their use of digital platforms such as Kuza's OneNetwork enhances efficiency and reach. In doing so, agripreneurs help reduce the extension gap, improve adoption of good agronomic practices, and foster greater farmer resilience.

## 04 Digital Solutions for Agriculture

Mobile and digital technologies are transforming agriculture by providing last-mile access to financial services, market linkages, and real-time agronomic information. Where formal extension systems are overstretched, agripreneurs supported by digital platforms (such as Kuza's phygital tools and OneNetwork platform) deliver tailored and timely services to farmers. This integration of human-centered and digital solutions makes agricultural advisory more scalable, inclusive, and cost-effective.

## 05 Need for Evaluation

Evaluating digital and financial inclusion models is crucial for scaling effective solutions. Consulting services provide insights to inform policies, assess impact, and optimise agricultural interventions.

# The digital agricultural extension landscape in Kenya

Kenya's agriculture is transforming digitally to address climate change, soil degradation, and limited traditional extension. This is supported by Digital Agriculture Roadmap and [ENSURE Project](#).

Kenya's digital extension ecosystem involves a mix of public, private, and non-profit entities collaborating through partnerships like the World Bank's [Scaling Up Disruptive Technologies project](#) and CGIAR's [Platform for Big Data in Agriculture](#).

## Extent: The Evolving agricultural digital extension landscape in Kenya

- ❖ Digital tools available for farmers have **tripled** from 17 (2013) to over 50+ (2025) with AI/IoT.
- ❖ **High mobile penetration with >85%** coverage in areas; enabling services like text-based advisories that reach millions of smallholders.
- ❖ Adoption: only a fraction of smallholders (27%) actively engage with the digital tools; **higher in central/western regions** but lower in ASAL regions.
  - ❖ **Examples:** [KAOP for real-time data; SMS campaigns reach 128,000+ farmers, boosting input adoption by ~2%.](#)
- ❖ The sector is marked by **high registration rates** but **low active utilisation among farmers**, highlighting a critical implementation gap.

## Ecosystem: Players, mode of operations and trade-offs

Key Player/ Organization	Mode of Operation/ Provision of Extension	Examples of Services
<b>Government Bodies (e.g., Ministry of Agriculture, KALRO)</b>	Public platforms and SMS/radio integrations; policy-driven roadmaps for digital advisory.	KAOP for real-time weather/soil data; text advisories on inputs like lime; national forums for coordination.
<b>International NGOs/ Research (e.g., IFPRI, CGIAR, PxD, Digital Green)</b>	Research-backed SMS campaigns, AI videos, and apps; partnerships with locals for localised content.	Text messages on climate-smart practices; AI chatbots for queries; video extensions in multiple languages.
<b>Private/Social Enterprises (e.g., One Acre Fund, Kuza One, DigiCow)</b>	App-based platforms with human interfaces; bundled services like finance and markets.	Mobile apps for record-keeping and advisories; youth-led agripreneur models for on-ground support.
<b>Multilaterals (e.g., World Bank, FAO, AATF)</b>	Funding and tech pilots; digital profiles and roadmaps for scaling.	IoT sensors for precision farming; investment in agri-tech hubs like <a href="#">AGX Unconference</a> .
<b>Others (e.g., CABI Plantwise, KIPPRA)</b>	Clinic-based digital tools and knowledge banks; economic research for job-focused extensions.	Plant doctor apps for pest diagnostics; content creation for youth employment.

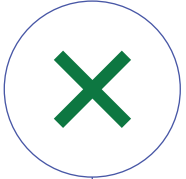
# Challenges and opportunities of digital extension

- **Policy & Regulatory Support:** Government initiatives, such as the Kenya Agricultural Sector Extension Policy (KASEP 2023), provide a framework for scaling digital tools
- **Public-Private Partnerships (PPPs):** Collaboration between donors and private companies (e.g., Heifer International's partnership with DigiCow) helps bridge funding gaps and accelerate technology adoption.



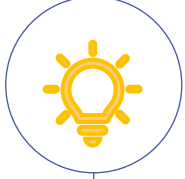
## Pros

- Scalable and low-cost (e.g., SMS reaches remote farmers efficiently, boosting adoption)
- Improves access to markets, timely information, and decision-making, enhancing yields, incomes, and sustainability
- Attracts youth through tech appeal, creating jobs



## Cons

- Limited internet connectivity, low digital literacy (especially among women/elderly), and affordability hinder adoption.
- Not ideal for complex topics; high agent-to-farmer ratios (1:10,000 in some areas) strain resources.
- Gender disparities and resistance to change exacerbate inequities. Over-reliance on tech may overlook local contexts.



## Opportunities

- Investment in infrastructure (e.g., low-power IoT networks) and training to boost literacy.
- Partnerships e.g. China/Africa forums for tech transfer; AI for personalised advice.
- Youth-focused models for job creation; policy integration like digital roadmaps.
  - Climate-smart tools (e.g., sensors for fish farming) for resilience.

# The Kuza Agripreneur Model 1/2

## Disruptive Agricultural Technologies (DAT) Under World Bank-funded One Million Farmer Platform

Building on the broader digital extension ecosystem, the Kuza Agripreneur Model, powered by the OneNetwork Platform, emerges as a standout provider that integrates technology with human-centered delivery to empower rural youth and smallholders.

To help close the last-mile service gap, the Kuza Agripreneur Model (implemented under the DAT programme from 2020 to 2024) has emerged as an innovative approach that leverages young people as trusted, local service providers embedded within farming communities. Agripreneurs are rural youth trained to deliver tailored agricultural services — including advisory support, climate-smart training, input linkages, record-keeping, and market connections — to smallholder farmers in their villages and regions.

The Disruptive Agriculture Technologies (DAT) Training Initiative was implemented as part of Kenya's broader agricultural transformation agenda, supported by Mercy Corps AgriFin funded by the World Bank through two flagship programmes — the National Agricultural and Rural Inclusive Growth Project (NARIGP) and the Kenya Climate Smart Agriculture Project (KCSAP). With over \$450 million invested across 45 counties, these programmes sought to enhance smallholder farmer productivity, profitability, and climate resilience, while ensuring inclusive growth through targeted support to Community Interest Groups (CIGs) and Vulnerable and Marginalised Groups (VMGs).

In 2019, the One Million Farmer Platform (OMFP) was launched jointly by the Ministry of Agriculture and the World Bank to scale the impact of these programmes by accelerating the adoption of Disruptive Agriculture Technologies. As part of this effort, Kuza Biashara partnered with the World Bank through AgriFin and co-hosted the inaugural DAT Conference in 2019. Kuza was selected to implement its Youth Agripreneur Model. The programme started with three initial cohorts, piloted in four counties — **Nakuru, Narok, Nyandarua, and Tharaka Nithi**. Building on its early success, the programme scaled up to 20 counties and later expanded further to an additional three counties, creating one of the widest youth-led service ecosystems in the country.

The DAT cohorts were selected through a competitive pitching process, where different ag-techs presented their innovations to county governments. As a result, 26 counties (20 under NARIGP and 6 under KCSAP) chose to work with Kuza's agripreneur model, which was formalised through signed MoUs.

The model's success is reflected in its **inclusion within the World Bank-supported NAVCDP Project Appraisal Document (PAD)** and in **President Ruto's announcement** calling for the establishment of **20,000 agripreneurs across Kenya**, with all county governments now integrating agripreneurs into their development plans.

# The Kuza Agripreneur Model 2/2

**Agripreneur Incubation and Support:** At the core of the DAT programme are youth Agripreneurs, carefully screened from local communities and incubated through the Kuza Leadership Academy, a 15-week mini-MBA style programme designed to build entrepreneurial, business, and leadership skills. During incubation, Agripreneurs also gain access to Agribytes (a digital library of agronomy training modules), One Network (a platform for digital record-keeping, service linkages, and market transactions), and a digital toolkit comprising a tablet and projector for interactive farmer training. This ensures that each Agripreneur is well-prepared to deliver digital extension services in their wards.

**Farmer engagement and facilitation:** Each Agripreneur is assigned up to **200 farmers**, typically grouped under Community Interest Groups (CIGs) or Vulnerable and Marginalised Groups (VMGs) within the respective wards. For the first **six months**, Agripreneurs receive **activity-based facilitation support** to engage farmers through structured training sessions. This facilitation allows them to:

- Build **relational trust** with farmers by conducting digital extension sessions in local languages.
- Deliver **training on Good Agricultural Practices (GAPs)** and value chain-specific knowledge using the Kuza Digital Toolkit.
- Establish **linkages between farmers and service providers (SPs)**, enabling access to quality inputs, markets, and financial services.
- Earn **commissions** on transactions generated from these linkages, laying the foundation for their agribusiness sustainability.

By the end of the facilitation period, farmers see the Agripreneur not just as a trainer, but as a **trusted business partner and service provider** embedded in their community.

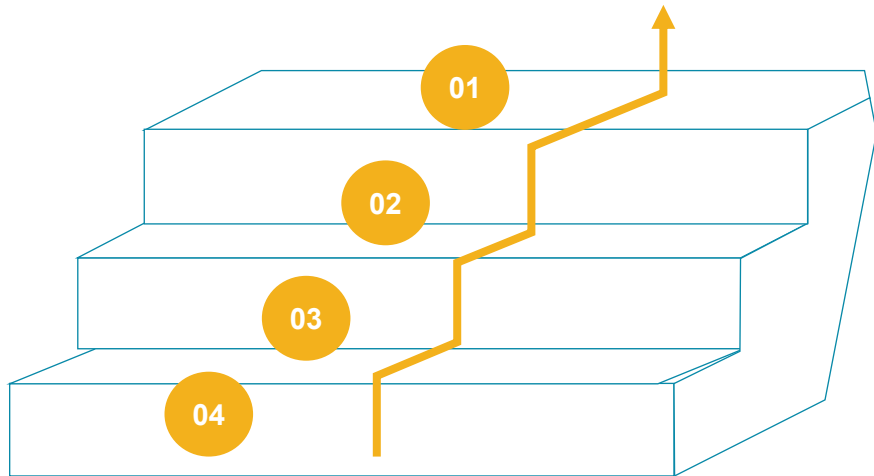
**County priorities and value chains:** The DAT programme aligned Agripreneur training with each county's **priority value chains**, ensuring relevance.

**Continuity beyond facilitation:** Even after the initial six-month facilitation phase, Agripreneurs continue to work with farmer groups. Some farmers voluntarily **pay Agripreneurs** for continued training and support. Others transact with Agripreneurs through the **One Network platform**, ensuring visibility of inputs purchased, produce aggregated, and services delivered. The strong trust built during incubation ensures that Agripreneurs can operate as **self-sustaining micro-enterprises**, while still aligning with the goals of the broader DAT programme.

**Accessible content for all:** A unique strength of the programme is its **bilingual delivery**. All training materials — both for Agripreneurs and farmers — are available in **English and Swahili**, making the content widely accessible and locally relevant. This flexibility allows sessions to reach diverse farmer groups, including those with lower literacy levels.

# Objectives of the study

**Main objective:** The study aim was to **evaluate the impact of Kuza's Agripreneur model in improving agripreneurs and farmers access to inputs, financial services, digital technology services, and market linkages, ultimately enhancing farmer productivity, income, job creation, and resilience.**



Findings provide insights to inform policy decisions, strengthen support mechanisms, and attract partnerships for further development.

- 01 Analyse Agripreneur and Service Provider Profiles:** Examine business size, formality, gender representation, services offered, engagement methods, job creation, and financial access.
- 02 Evaluate Impact on Farmers:** Assess how Kuza's agripreneur model improves smallholder farmers' access to inputs, access to financial, acquire knowledge through digital technology, and market opportunities
- 03 Platform Adoption and Usage:** Examine how Kuza's one network platform and agripreneur model contribute to farmers' capacity to manage risks and adapt to climate change or economic shocks
- 04 Assess Effectiveness, Profitability, Sustainability and Scalability:** Determine the effectiveness, economic viability, farmer profitability, and potential for expansion of the Kuza model across different regions.
- 05 Identify Gaps and Opportunities:** Provide recommendations to enhance agripreneur support, strengthen the OneNetwork platform, and improve agricultural policies and partnerships.

# Mixed methods approach was used to meet the research objectives

A mixed-methods approach was employed to generate understanding of the impact of Kuza's agripreneur model under the DAT programme. The Kuza DAT programme was implemented from 2020 to 2024. As such, the findings presented here reflect outcomes observed after the programme's completion, offering valuable insights into both its immediate and sustained effects.



## Literature review and data analysis

- Analysis of Kuza OneNetwork platform data and existing literature was done to assess the model's impact, user perceptions, and scalability.
- Reports by AgriFin, IFPRI, 60 Decibels and Kuza's internal reports were reviewed
- This helped identify gaps which informed primary data collection



## KII and IDIs

- A total of 10 **virtual In-Depth Interviews (IDI)** was conducted with agripreneurs from Nakuru, Homabay, Makueni, Kilifi, Nyandarua and Kajiado counties to identify gaps and opportunities for Kuza.
- **4 virtual Key Informant Interviews (KII)** – were conducted with Kuza staff, mentors and government officials.



## FGDs

- 1 **physical Focused Group Discussion (FGD)** was conducted with smallholder farmers (both male and female) aged 29 to 46 years in Nakuru, where Kuza is actively engaged.
- This session explored nuanced experiences and insights from farmers.

Key informants were selected through Kuza's network and project partners. Dalberg Research, in consultation with Mercy Corps and Kuza, developed inclusion criteria for participant recruitment. A trained team purposively recruited KII and FGD participants.

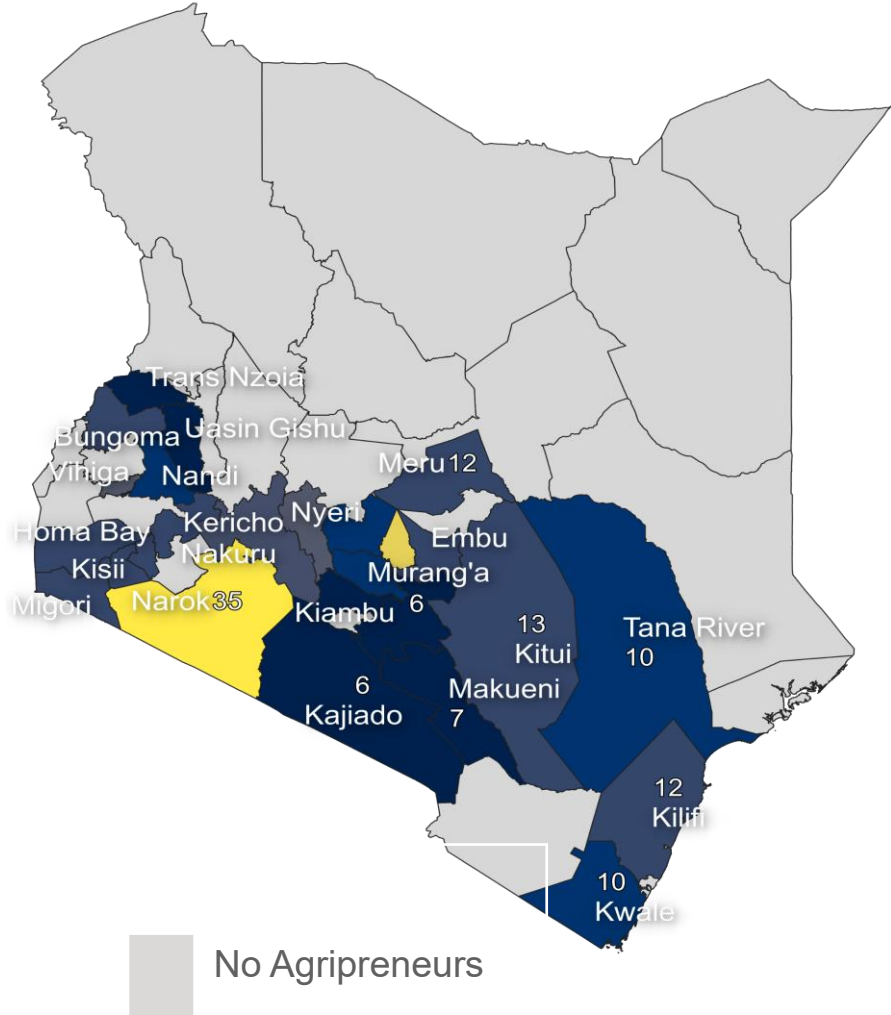
# *Findings*



# Agripreneur Profile

# The platform is laying a strong groundwork for transformative rural development by equipping a distributed network of local agripreneurs

Distribution of agripreneurs across counties



## Programme Impact Based on Agripreneur Reach

**Wide geographic reach and local presence:** The Kuza agripreneur model has successfully engaged 324 agripreneurs across 26 counties in Kenya under the DAT programme, demonstrating a broad geographic reach. Since DAT, the Kuza model has now reached 3000 agripreneurs, in 43 counties working with UN agencies (FAO, WFP, UNICEF), Research Institutions (ILRI, ICRISAT, CIAT, KALRO, CABI), the Private sector (Unilever, Syngenta, Bayer, SeedCo, Yara), and INGOs (Heifer, CARE, CRS).

**High representation:** Counties such as Narok (35 agripreneurs) and Kirinyaga (31 agripreneurs) stand out with significantly higher numbers of trained agripreneurs compared to the average of about 12 agripreneurs per county. This is attributed to the leadership in these counties who saw the potential, put up their hands, their resources, and have set up as role models for the country. These counties could serve as key demonstration hubs, helping to anchor best practices for neighbouring regions.

**Strong potential for farmer reach:** Given that each agripreneur is tasked with training, profiling, and digitally connecting multiple farmers, even counties with moderate numbers (10–15 agripreneurs) can have a substantial cumulative impact. For example, in Vihiga, Kisii, and Nyandarua (each with 15 agripreneurs), the scale for farmer training is significant if each agripreneur reaches hundreds of farmers.

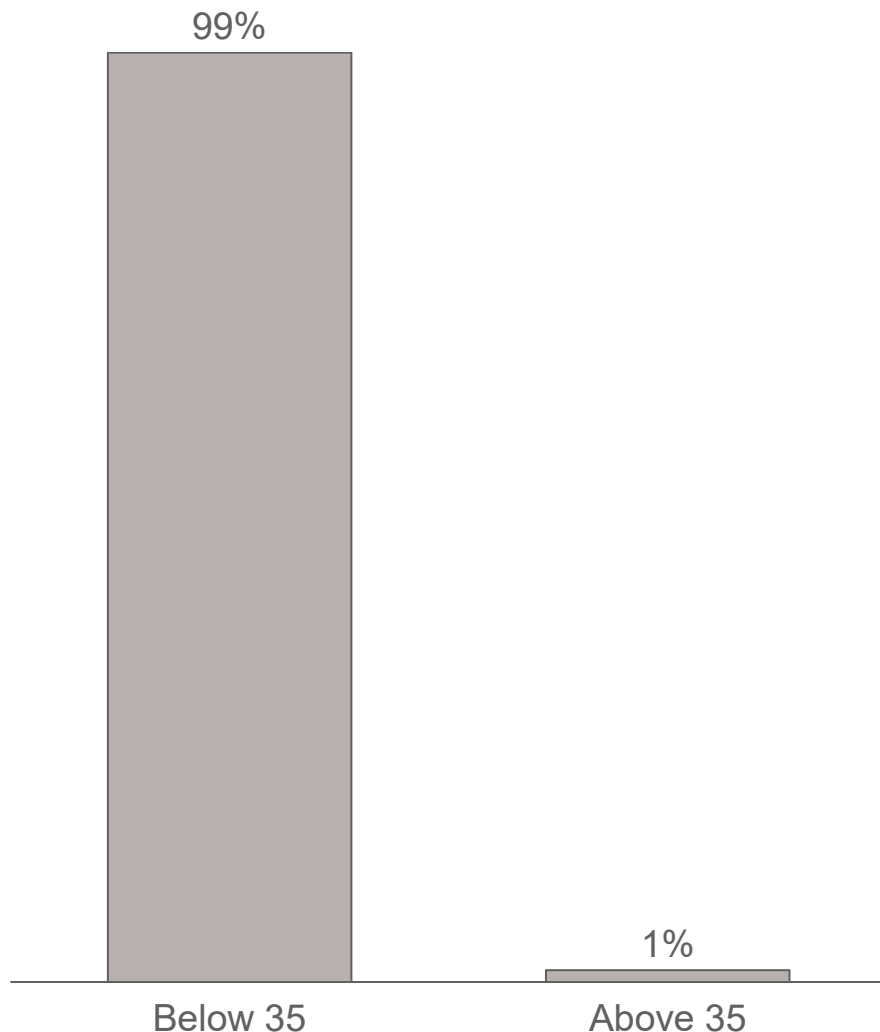
**Opportunity for targeted support in low-agripreneur counties:** Some counties have relatively fewer agripreneurs, such as Machakos, Kiambu, and Kajiado (each with 6) or Uasin Gishu, Trans Nzoia, and Makueni (7 each). While this still represents a footprint, these areas may benefit from further recruitment or support to increase local coverage, especially if they are strategically important for agriculture.

**Foundations for scaling digital extension:** This distribution shows that the programme has built a robust foundation for a decentralised, peer-led digital extension system, which is critical for scaling agricultural knowledge and digital services to last-mile farmers whom traditional extension services may otherwise underserve.

**Equity of reach considerations:** Counties with fewer agripreneurs may face challenges in meeting the same scale of farmer engagement as counties with larger cohorts. This suggests a need for differentiated strategies — such as tailored mentorship, resource reallocation, or localized partnerships — to ensure that the impact is equitable across all regions.

# Nearly all agripreneurs are youthful, indicating the ease to onboard younger tech-savvy population open to innovative agribusiness practices

Distribution of agripreneurs by age, n = 324

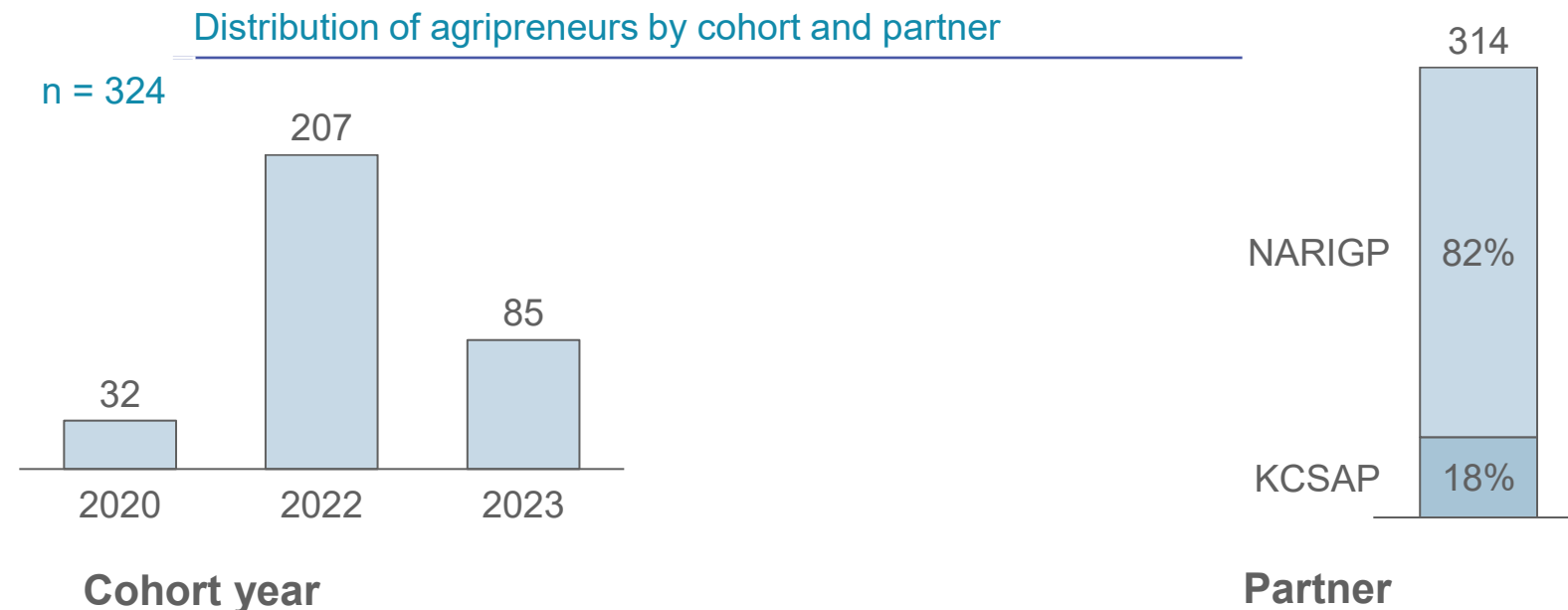


## Agripreneur demographic profiles

- **Kuza model holds strong potential for long-term sustainability, largely due to its deliberate engagement of youth agripreneurs.** The agripreneurs profiled reflect a young, vibrant, and highly motivated demographic, with most individuals in their mid-20s to early 30s. Many are university graduates with degrees in fields such as agriculture, social work, and business, and some are pursuing further professional qualifications like CPA. Their work goes beyond basic agricultural support to include agribusiness consultancy, group dynamics facilitation, conflict resolution, and the implementation of advanced farming techniques. Several agripreneurs are actively involved in farmer training programmes, focusing on areas such as Global GAP compliance, good agricultural practices (GAP), and productivity enhancement through farmer field schools.
- **Kuza is partnering with the right-minded human resource.** These agripreneurs demonstrate a strong commitment to community development and agricultural transformation. Their activities range from operating seedling nurseries and conducting motivational speaking to volunteering with youth groups and working as community-based facilitators under donor-funded programmes like NARIGP and KCSAP. They are not only service providers but also role models and change agents who bridge knowledge gaps between agricultural innovation and rural farmers. Their hands-on involvement in farmer mobilisation, training, and practical demonstrations suggests a deeply rooted passion for empowering smallholder farmers and enhancing sustainable agribusiness at the grassroots level.

# Agripreneurs were recruited through a staged cohort roll-out which highlights a strategy of piloting first then scaling rapidly after demonstrating proof of concept

- **Strong alignment with public sector programmes:** Majority of agripreneurs (around 82%) were recruited under the NARIGP programme, showing the significant scale and central role of this partnership in expanding Kuza’s model. KCSAP supported a smaller but still substantial share (~18%). AgriFin also played a role in supporting the recruitment of agripreneurs, further demonstrating the importance of cross-sector collaboration. Collectively, these partnerships highlight how Kuza effectively tapped into government- and donor-funded programmes to embed youth-led extension services within county agricultural systems.
- **Progressive scaling shows proof of concept to institutional adoption:** The DAT programme was layered onto government initiatives (NARIGP, KCSAP) to extend digital services and reach more farmers. DAT provided an integrated digital extension layer that complemented and strengthened ongoing agricultural support. The progression from early pilots to broader adoption across multiple counties indicates that local governments and partners saw clear value in institutionalising Kuza’s youth-driven digital extension approach within their mainstream agriculture delivery — a strong signal that the model can scale effectively in real-world contexts.



# Agripreneurs reinforce the government-aligned recruitment model as across counties, a majority described learning about Kuza through structured government partnerships

Stakeholder	Agripreneur Recruitment & Onboarding Processes
<b>Government Institutions and County Departments</b>	Most agripreneurs learned about Kuza through partnerships with local government bodies or donor-funded programmes (most notably NARIGP) and various county agriculture departments. This demonstrates Kuza’s effective institutional entry strategy through public-sector linkages
<b>Agricultural Networks &amp; Volunteering</b>	Some agripreneurs were already embedded in agricultural ecosystems—either as volunteers or through internships—and heard about Kuza through existing professional relationships. Their pre-existing exposure to the agricultural sector made them more receptive to new capacity-building opportunities like Kuza
<b>Direct engagement with Kuza Representatives</b>	Kuza representatives played a direct role in recruiting and equipping potential agripreneurs, particularly those who were already active in farming

## County Distinct Variations

<b>Makueni &amp; Nyandarua:</b> Agripreneurs had prior exposure to agricultural extension or had been actively volunteering in the sector	<b>Kajiado &amp; Homa Bay:</b> Recruitment seemed more opportunity-based and less formal, with youth and community engagement being primary entry points	<b>Kilifi:</b> Strong collaboration with local agricultural officers, especially for those already involved in farmer support networks
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# Key aspects used to recruit agripreneurs

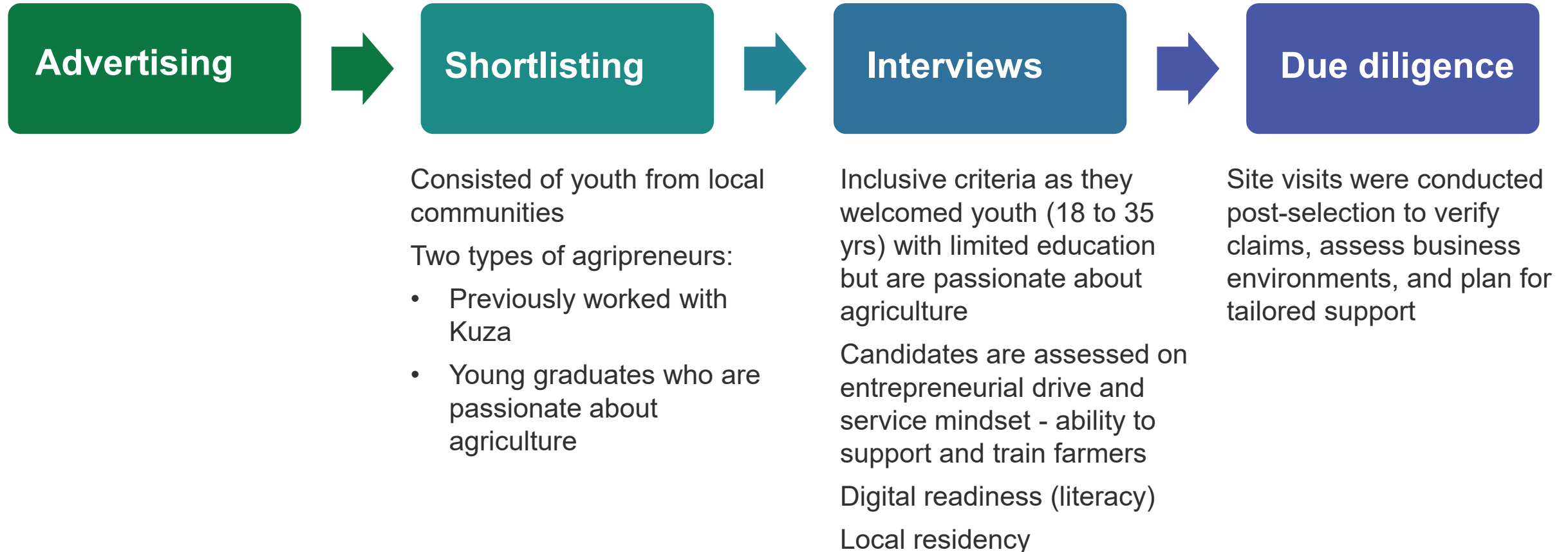
The success of the agripreneur model begins with the selection of suitable candidates. Recruitment was largely conducted through partnerships with county governments and donor-funded agricultural programmes such as NARIGP and KCSAP, and with support from AgriFin. Several key aspects guided this recruitment:

Youth focus	Priority was given to <b>young people</b> , positioning the programme as a youth-led extension model that could tackle unemployment while strengthening agricultural value chains. This included youth with passion and experience in agriculture, and youth who have worked with County Agriculture programs in extension
Community roots	Agripreneurs were required to come from the <b>local communities</b> they would serve. This ensured trust with farmers, easier mobilisation, and context-specific delivery of extension services.
Education and literacy levels	While not all were highly educated, agripreneurs were expected to have <b>basic digital literacy</b> and the capacity to engage with the Kuza digital tools (OneNetwork, Agribytes, and Leadership Academy modules).
Entrepreneurial mindset	The programme looked for individuals with an interest in <b>agribusiness, innovation, and income generation</b> , ensuring they could sustain themselves through commissions and business ventures linked to the platform.
Gender inclusion	Counties were encouraged to consider <b>young women agripreneurs</b> to promote gender equity in access to digital extension opportunities, although uptake varied across counties.
Programme alignment	Recruitment was layered into <b>counties already implementing DAT-linked programmes (NARIGP, KCSAP)</b> . This approach ensured agripreneurs were placed in regions where there were already mobilised farmer groups and public-sector support structures.

This recruitment framework created a pool of young, community-embedded agripreneurs positioned to act as the last-mile link between digital solutions and smallholder farmers.

# A collaborative and inclusive model was used for agripreneur selection

Recruitment of the agripreneurs was described as a multi-layered process where panels were formed which included stakeholders like county governments, Kuza staff, and community leaders participate jointly



Intentional inclusion of vulnerable groups: Women, youth and PwDs were encouraged to apply as interview checklists were used to avoid discrimination. Currently the programme currently has at 50% women and 5% PwDs

# Agripreneur Interaction With the Kuza Platform

# Training experience (AgriBytes + Leadership)

## Kuza AgriBytes

### Key Elements in the Training:

Value chain production practices, climate-smart and regenerative agriculture techniques, post-harvest handling, value addition, and market access insights.

Agribytes are 42+ value chain content digitised in short 3-minute videos in English and Swahili languages. Agribytes emerged as a core pillar of Kuza's training, focusing on practical, business-oriented agricultural skills.

**Nakuru and Kilifi** agripreneurs highlighted learning how to write business plans enabled them win grants, identify market gaps, and apply structured thinking.

**Tomato and Milk Value addition** was cited mentioning that at first they were only producing for example, milk which they added value by producing "Lala" (fermented mild) and "Yoghurt" implying a full-cycle nature of the training from production to market

Agripreneurs reported learning skills such as soil test and drip irrigation that have been instrumental in their businesses verifying entrepreneurship as a driver joining Kuza

## Kuza Leadership Academy

### Key Elements in the Training:

Leadership development, communication, confidence building, group facilitation

The Kuza Leadership Academy is a 15-week mini-MBA course covering mindset, business training. The Leadership Academy was effective in building confidence and interpersonal skills. The trainings had transformative effect on social influence, enabling agripreneurs to mobilise, communicate, and lead effectively

The leadership training was appreciated as a complement to technical and marketing knowledge

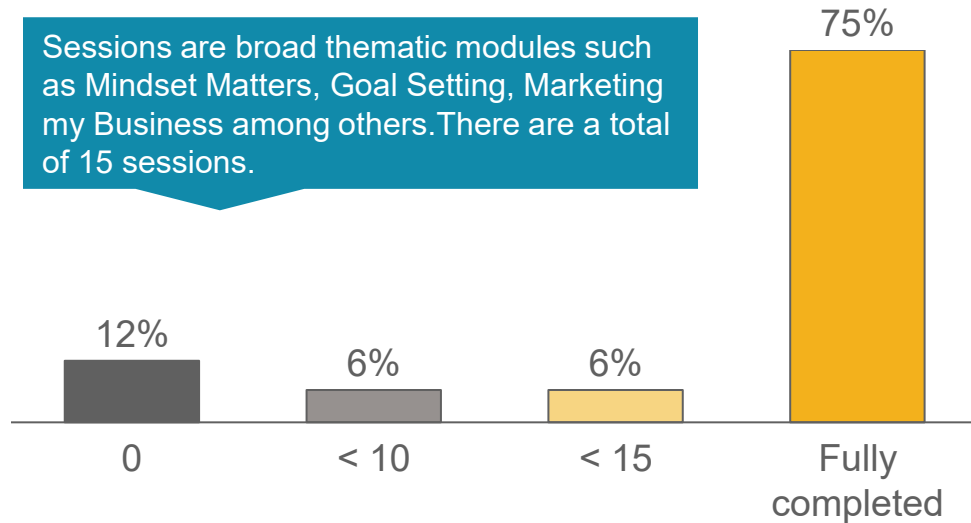
In Homabay, the training helped agripreneurs navigate generational and group dynamics, making them more comfortable working with diverse farmer groups

Nakuru agripreneurs reported that the training equipped participants with the knowledge to serve as **one-stop service providers** for farmers, offering support across the entire agricultural value chain—including access to inputs, soil testing, and market linkages

# Overall, 75% of agripreneurs successfully completed all 15 sessions of their training, demonstrating strong programme engagement and commitment

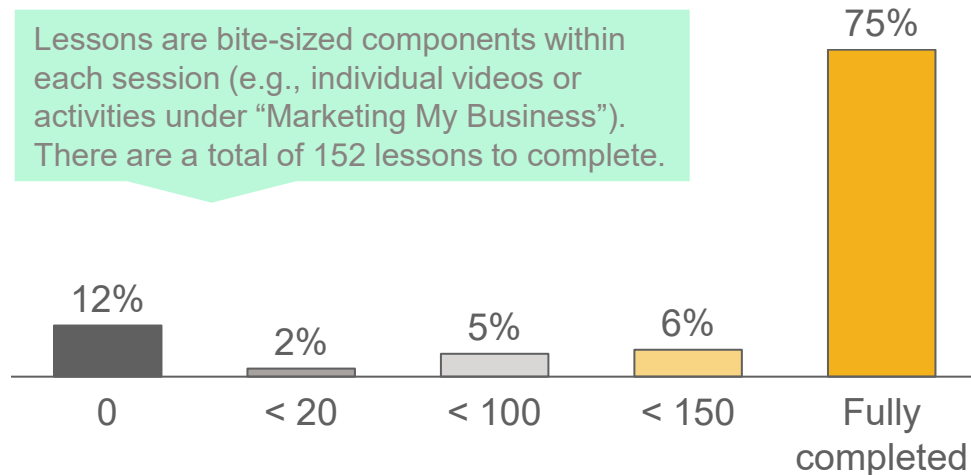
## Session completion rates, n=324

Sessions are broad thematic modules such as Mindset Matters, Goal Setting, Marketing my Business among others. There are a total of 15 sessions.



## Lesson completion rates, n= 324

Lessons are bite-sized components within each session (e.g., individual videos or activities under “Marketing My Business”). There are a total of 152 lessons to complete.

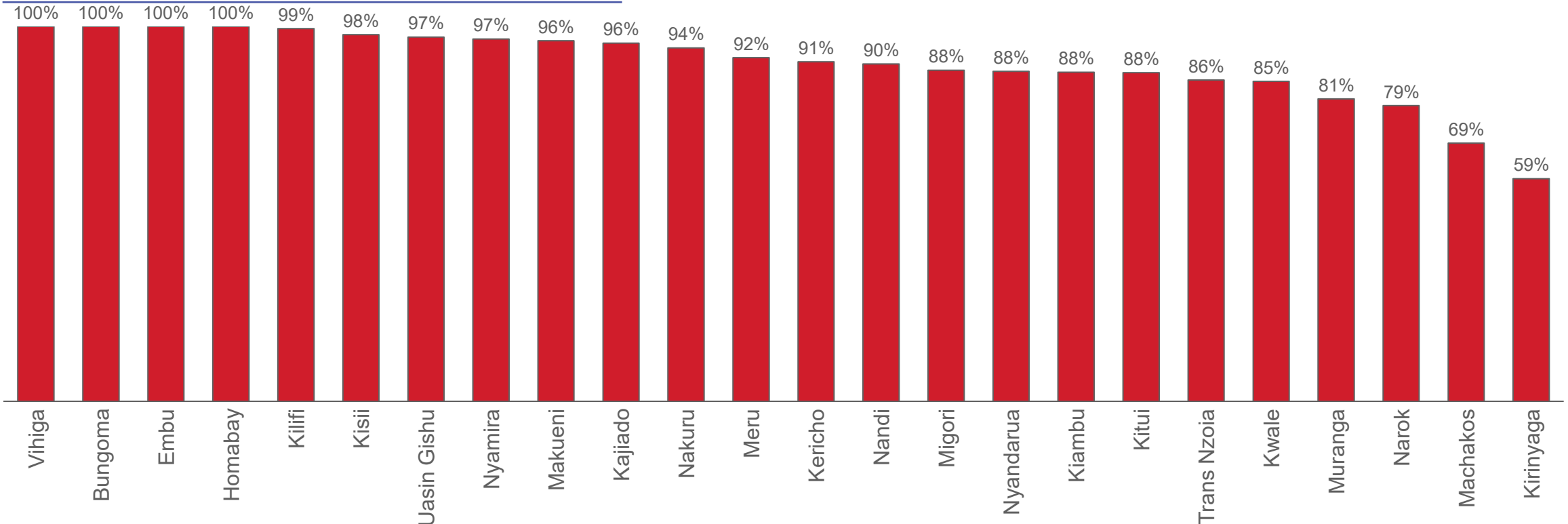


## Key highlights

- **Strong commitment among completers:** The fact that 3 out of 4 agripreneurs completed the full programme suggests the model resonates well with its intended audience once they are engaged. This builds confidence in the effectiveness of the agripreneur-led approach.
- **Early-stage barriers are critical:** The 12% with zero engagement largely reflects counties where the incubation process could not start before programme funding cycles closed. While this is not a reflection of agripreneur interest, it highlights the importance of aligning onboarding timelines with county programme schedules to avoid gaps in participation when projects end or transition.
- **Partial completers show potential:** The 13% who engaged partially represent a group that could be nudged into full completion with improved support structures — such as mentorship follow-ups, motivational nudges, or more flexible delivery formats.
- **Sustained programme relevance:** With such high completion rates among the majority, it's clear the curriculum was well-structured and relevant to agripreneurs' needs. This strengthens the case for scaling the model to more counties and integrating it with public sector programmes.

# The variability in completed sessions suggests that some agripreneurs face local barriers that hinder the full utilisation of the training materials

## Session completion rates



The lower percentages in Kirinyaga, Narok, and Nyandarua do not indicate poor engagement. These counties already had many agripreneurs trained in earlier DAT cohorts; repeat participants did not need to retake the full 15-session incubation. The figures, therefore, reflect programme design and previous training history rather than low uptake.

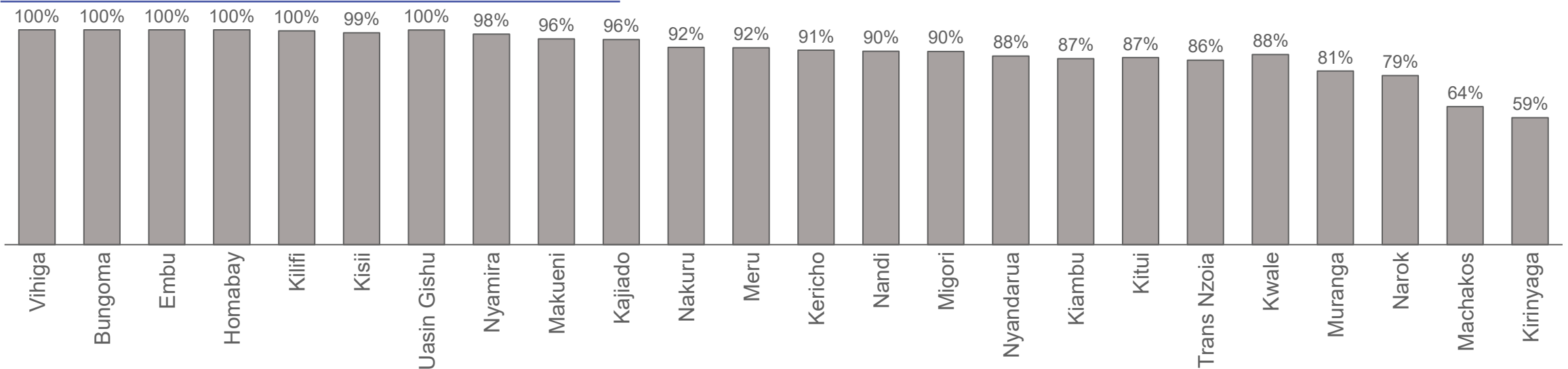
Nyeri and Tana River could not onboard agripreneurs due to budgetary delays/ conclusion of NARIGP/KCSAP programmes.

## ... lesson completion followed the same pattern across the counties

**Full alignment with sessions:** In high-performing counties such as Vihiga, Bungoma, Embu, Homabay, Kilifi, and Kisii, lesson completion mirrored session outcomes, with rates of 98–100%. This demonstrates not only attendance at sessions but also thorough engagement with the detailed content.

**Partial completion suggests surface-level engagement:** Counties like Nakuru (92%), Meru (92%), Kericho (91%), and Nandi (90%) show slightly lower lesson completion compared to sessions. This suggests that while agripreneurs were present for training sessions, some did not engage fully with all lessons, possibly reflecting surface-level participation rather than deep learning.

### Lesson completion rates



Understanding training completion rates is critical to assessing the effectiveness of the agripreneur model under the DAT programme. Completion rates at both the session and lesson levels provide insights into the extent to which agripreneurs engaged with the Kuza Leadership Academy and the Agribytes training. Sessions represent the broader training milestones, while lessons are the detailed building blocks within each session. By looking at both, we can distinguish between surface-level participation and deeper engagement.

# Agripreneurs' high engagement & completion: fuelled by training relevance, personal growth, and community impact

Most agripreneurs reported that they completed the Kuza training and they cited that the content was applicable and useful

“ Yes, I completed it because the content was simplified and practical for my farming activities

**Source:** IDI, Agripreneur Kajiado

“ Yes, I completed it. I had started a business that failed. The training helped me understand how to keep records and track profits and losses

**Source:** IDI, Agripreneur Kilifi



An agripreneur from Makueni **did not complete all training modules**, primarily due to the fact that they were onboarded onto the programme mid-way, when the other Agripreneurs had covered a lot of content



## Drivers to complete training

- Business failure and uncertainty
- Connection between the training and farm realities
- Sense of purpose as the training would impart members of the community
- Personal growth
- Passion for Agriculture

Though the trainings were beneficial, the agripreneurs cited several challenges:



Some agripreneurs mentioned needing to use personal phones and internet for training content.



Some mentioned that training completion was tied to equipment return (e.g., digital kits), which created a deadline-driven incentive.

# Concepts from the training applied by the agripreneurs

**Business Planning and Strategic Thinking:** Participants frequently cited business planning concepts, including identifying business goals, customer targeting, site selection, and profit estimation as highly applicable to their agribusinesses

**Financial Management:** Understanding cost, revenue, profit margins, and digital record-keeping tools was a major takeaway, especially for participants previously running informal or loss-making businesses

**Record Keeping and Use of Digital Tools:** Participants consistently highlighted record keeping—both traditional and digital—as a crucial skill they applied after training

**Agronomic Practices and Technical Knowledge:** Some participants applied technical knowledge on inputs, soil testing, mechanisation, and crop-specific value chains directly to their agricultural practices

**Leadership and Mindset Shift:** Leadership skills and mindset development (e.g., growth vs. fixed mindsets) were important in shaping participants' ability to lead both in business and the community

# Verbatim on concepts from the training applied by the agripreneurs

“ I applied the business concepts I learned to my agribusiness, particularly by first identifying the type of business, choosing a suitable location, assessing customer availability, and determining the products that would meet their needs

**Source:** IDI, Agripreneur Homabay

“ What helped me most was learning how to do business calculations. Previously, I often made mistakes, but with the gadget, I was able to record all transactions—sales, commissions, and training payments. By the end of the month, it calculated everything for me, helping me track payments made via phone and improving how I manage my business finances

**Source:** IDI, Agripreneur Makueni

“ During the training on agro-inputs, I learned how to acquire and use quality fertilizer, conduct soil testing, and apply mechanisation. I noticed that farmers started demanding these services from me e.g. seeking guidance on fertilizers, soil testing, mechanisation, and agro-chemicals like pesticides

**Source:** IDI, Agripreneur Nakuru

“ I applied the training on the tomato value chain directly to my farming activities, as a tomato farmer. I also found the marketing lessons valuable, as they are relevant across many areas of life

**Source:** IDI, Agripreneur Kajado

“ Most of the training content was applicable to my farm, but what stood out most was the record-keeping component. Previously, I relied on books, but using apps made the process easier and more efficient—addressing a common challenge many farmers face in maintaining accurate records

**Source:** IDI, Agripreneur Nyandarua

“ One key concept I applied was goal setting. For example, at the start of the year, I set a target to have 300 layers by year-end, and working toward that goal has helped me significantly

**Source:** IDI, Agripreneur Kilifi

# The programme is not just training — it's shifting mindsets, building real business capacity, and laying the foundation for agripreneurs to be trusted, capable last-mile extension agents for farmers

## Session completion rates



## Key highlights

### 1. Overall high completion rates show strong commitment

Despite the decline, the average completion rate across all 15 sessions remained quite high (**above 80%**). This is a likely indication that the agripreneurs were largely committed to completing the curriculum, showing that the phygital approach and content remained relevant and engaging.

### 2. Strong initial engagement and gradual decline over time

The first sessions (e.g., *Mindset Matters* and *Goal Setting*) had very high completion rates — **94%** and **92%** respectively. As the training progressed into more advanced and operational topics (e.g., *Managing my Cash Flow & Credit*, *Growing my Business*), completion rates declined slightly to around **83–85%**. This gradual drop is typical in long learning programmes, suggesting that while initial motivation was strong, sustained engagement may have been challenged by external factors like time, workload, or topic difficulty.

### 3. Topics requiring sustained application saw slightly lower completion

Sessions covering **financial management and operational aspects** (e.g., *Managing Income & Expenses*, *Managing Cash Flow & Credit*, *Managing Quality & Service*) had slightly lower completion rates (~84–86%). This could reflect real-world challenges: these topics often demand more time, reflection, or data collection, which could affect timely completion.

### Implication for programme design and impact

The platform data shows that **phygital learning models can achieve high completion and retention** among decentralised agripreneurs. However, **future iterations** could strengthen engagement in operational sessions through additional support: refresher sessions, peer groups, or practical assignments.

# Agripreneurs' mindset shift and capacity building driven by personal growth, community service, and practical training

## Drivers to join the Kuza Programme

### Knowledge and Skills Development:

Agripreneurs were motivated by a desire to gain agricultural or business knowledge for personal improvement and community support.

The desire to become more competent and to serve others as an Agripreneur appears as a source of pride and purpose within the community, mainly in Nakuru County.

In Homabay County, agripreneurs highlighted goal alignment between Kuza content and their personal entrepreneurial visions, indicating a highly intentional learning mindset

Agripreneurs in Kajiado County view themselves as a potential knowledge multiplier, who aim at imparting the knowledge gained through Kuza to the community members

### Access to Digital Tools and Practical Training:

Digital facilitation tools were a key motivation as they were seen to simplify farmer training and enhance delivery. Additionally, Kuza's focus on business viability and profit motivated participation

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“ To gain more knowledge about what I was expected to do. In the process of helping the farmers, I was also learning and improving myself

**Source:** IDI, Agripreneur, Nakuru

“ I was motivated to join Kuza because the programme provided training on topics I was interested in. I felt the areas covered were relevant and important to me, and they would help me apply what I learned to carry out plans I had been developing

**Source:** IDI, Agripreneur, Homabay

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“ When I was informed that there was a gadget to assist in training farmers, I saw it as something that would make my work easier since I would be able to use it to project videos during the training sessions

**Source:** IDI, Agripreneur, Makueni

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# The mind shift by agripreneurs also sparked entrepreneurial aspirations and career transitions

## Drivers to join the Kuza Programme

### **Economic Aspirations:**

Seeing real-life success stories within their community (especially from chamas) gaining financially from Agriculture sparked their interest

Some participants were attracted to the programme due to the financial incentives provided

### **Networking with fellow Agripreneurs and Farmers:**

In Nakuru, agripreneurs found non-financial rewards such as farmer relationships, trust, and recognition to be highly motivating

### **Career Transition:**

One of the Agripreneurs from Nyandarua joined Kuza as a stepping-stone to improve income, shift careers, and stabilise livelihoods

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“ I was inspired by a woman in our chama who was earning up to 30,000 from poultry. I decided to join Kuza so that I can also get learnings and start poultry farming with my husband's support.

**Source:** IDI, Agripreneur, Kilifi

“ Initially, they promised that payments will be given to all Agripreneurs who will be trained.

**Source:** IDI, Agripreneur, Nakuru

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“ I saw the value in networking with farmers, staying informed about what was happening in the field, and having genuine, first-hand interactions, especially the pride that comes from directly helping someone solve a problem.

**Source:** IDI, Agripreneur, Nakuru

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“ I chose to transition into farming because it promised better income, and I focused on horticulture. At the time, I was interacting with a limited number of agricultural extension officers and noticed a significant knowledge gap among farmers.

**Source:** IDI, Agripreneur, Nyandarua

# Agripreneur Sessions With the Mentors

# Key takeaways from agripreneur discussions with the mentors

The responses reveal a strong focus on several key themes related to **business management, mindset, growth, and practical tips** for small business owners, especially those in the agricultural and agroveter sectors. Below are some **insights** drawn from the data:

Theme	Narrative	Positive sentiment	Comment
1. Importance of Record Keeping	Agripreneurs emphasize the value of <b>keeping records</b> for tracking business performance, identifying profits and losses, and ensuring smooth operations. They recognise that consistent record-keeping helps them monitor <b>cash flow, expenditures, and inventory</b> , which ultimately aids in making informed decisions.	"I have learnt that keeping daily records helps me know whether I am making profit or loss. I can now run my agroveter without fear."	<b>Impact on success:</b> Business owners who maintain regular records are more likely to stay on top of their business performance and respond proactively to challenges.
2. Growth Mindset and Business Success	A strong <b>growth mindset</b> is frequently highlighted as a key driver of business success. Participants recognize that <b>attitude, perseverance, and willingness to learn</b> play crucial roles in overcoming challenges and achieving business goals.	"With a growth mindset, nothing is impossible. Starting a small business is just the beginning. With determination, you can grow your business."	<b>Mindset shift:</b> Responses suggest that individuals with a <b>fixed mindset</b> struggle with setbacks and may abandon business goals more easily, while those with a growth mindset see failure as an opportunity to learn and improve.
3. The Role of Goal Setting	The importance of <b>goal setting</b> in business is a recurring theme. Responses show that agripreneurs have gained a better understanding of how to set <b>specific, measurable, achievable, relevant, and time-bound (SMART)</b> goals, which help them stay focused and motivated.	"Goal setting is important because it helps us know the direction we are moving towards. It gives a clear path to follow."	<b>Actionable insight:</b> Goal setting is viewed as crucial not only for personal motivation but also for <b>measuring business success</b> and ensuring that growth targets are met.
4. Business Planning and Budgeting	Agripreneurs discuss the critical role of <b>business plans</b> and <b>budgets</b> in the early stages of a business. They recognise that <b>planning</b> helps define the <b>direction</b> of the business, allocate resources effectively, and secure funding if needed.	"A business plan helps you set clear goals and ensures you stay on track to meet them."	<b>Key insight:</b> Business owners who fail to plan properly often face difficulties in securing loans, managing cash flow, and making informed business decisions.

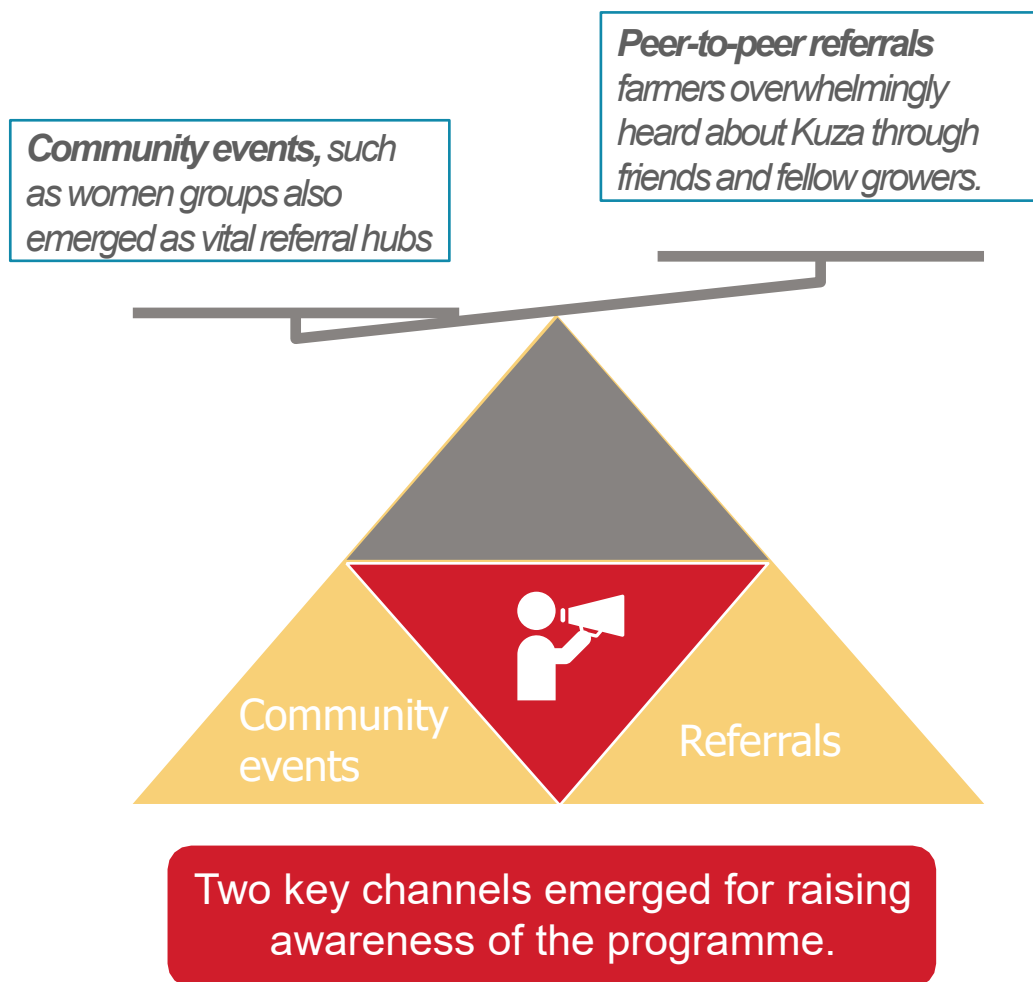
# Key takeaways from agripreneur discussions cont'

Theme	Narrative	Positive sentiment	Comment
5. Cash Flow and Credit Management	Managing <b>cash flow</b> effectively is highlighted as essential for business sustainability. The ability to monitor income and expenses helps business owners make better decisions about <b>reinvesting profits</b> and <b>avoiding financial pitfalls</b> .	"Without cash flow, a business cannot survive. Managing credit and expenses is key to the longevity of your business."	<b>Challenges identified:</b> Agripreneurs mention <b>credit management</b> as a challenge, especially with customers who delay payments. Several suggestions include maintaining a <b>credit register</b> , following up on debts, and ensuring that customers are <b>trustworthy</b> before extending credit.
6. Inventory and Product Management	Effective <b>inventory management</b> is frequently mentioned as an area of focus for business owners. Agripreneurs recognize that keeping track of their <b>stock levels</b> and understanding customer demand helps prevent <b>stockouts</b> and improve sales.	"With a growth mindset, nothing is impossible. Starting a small business is just the beginning. With determination, you can grow your business."	<b>Growth opportunity:</b> Business owners also emphasise the importance of offering a <b>variety of products</b> based on customer preferences and market demand.
7. Marketing and Customer Relationship	The importance of <b>marketing</b> in attracting and retaining customers is widely acknowledged. Agripreneur show a clear understanding of the role of <b>advertising, branding, and customer service</b> in business growth.	"Marketing helps you get more customers. If your marketing is good, you will attract more clients and your business will grow."	<b>Strategy:</b> Agripreneur responses discuss the use of <b>SWOT analysis</b> and <b>the 4Ps (Product, Price, Place, Promotion)</b> to effectively target the right market and build strong customer relationships.
8. Understanding the Market and Competition	Agripreneur responses reflect a <b>deep awareness</b> of the need to understand <b>market dynamics</b> , including customer needs, competitor strengths and weaknesses, and regional trends.	"Knowing your market environment helps you make better business decisions. Understanding your customers' needs is key to meeting their expectations."	<b>Insight for success:</b> Agripreneurs recognize that <b>competition</b> is inevitable but can be managed by offering unique products or better customer service.

The key takeaways from the responses reflect a positive shift in **entrepreneurial mindset**, with the agripreneurs actively applying **practical strategies** such as **goal setting, record keeping, cash flow management, and marketing** to grow their businesses. The insights also highlight a collective recognition of the importance of **planning, understanding the market, and staying focused on long-term success**.

# Farmer Engagement

# Introduction pathways to agripreneurs



## Peer-to-peer referrals

- These were effective as they rely on existing relationships and personal endorsements, which are critical for overcoming skepticism and motivating farmers to try something new
- The first training session with Agripreneurs encouraged certain members to bring new individuals into the programme

## Community events

- Farmers noted that once a well-respected “connector” in their group endorsed the programme—by sharing WhatsApp invites or personally vouching—it created a bandwagon effect. Nearly everyone then wanted to join too

“ After meeting with the trainer and heard his teaching was good. In my group of 15 people, we agreed that each of us to bring two people

“ We opened a WhatsApp group that we would use to mobilise people. Through that WhatsApp group, we’ve been able to mobilise about 20 people

# Assessment of the farmer engagement with agripreneurs

Farmers were driven to attend trainings by the promise of practical, high-impact knowledge that directly improved their yields, income, and farming practices

## Motivations

### Increased yields and productivity

““ We were getting 20 sacks before; after training, we are getting 80

### Improved farming inputs and practices

““ We used to apply 50kg fertilizer; now we use 100kg and get better results.

### Peer influence and group learning

““ After seeing the trainer’s teaching was good, we decided to come as a group

### Livelihood diversification

““ I learned how to rear chickens for money and eggs

### Access to new knowledge

““ Knowledge is power. I went to learn what I didn’t know—like ridging for potatoes

### Correcting harmful practices

I used to plant the same crop again and again. Crop rotation has helped me—now the soil is doing good.

Farmers faced challenges in accessing one-on-one support and follow-up communication with the trainer, largely due to availability issues and the cost of communication

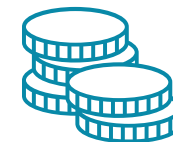
## Challenges



**Limited Trainer Availability & Incomplete Follow-through:** *incubator use was not fully covered*



**Desire for In-depth, One-on-One Engagement:** *lacking personalised approach*

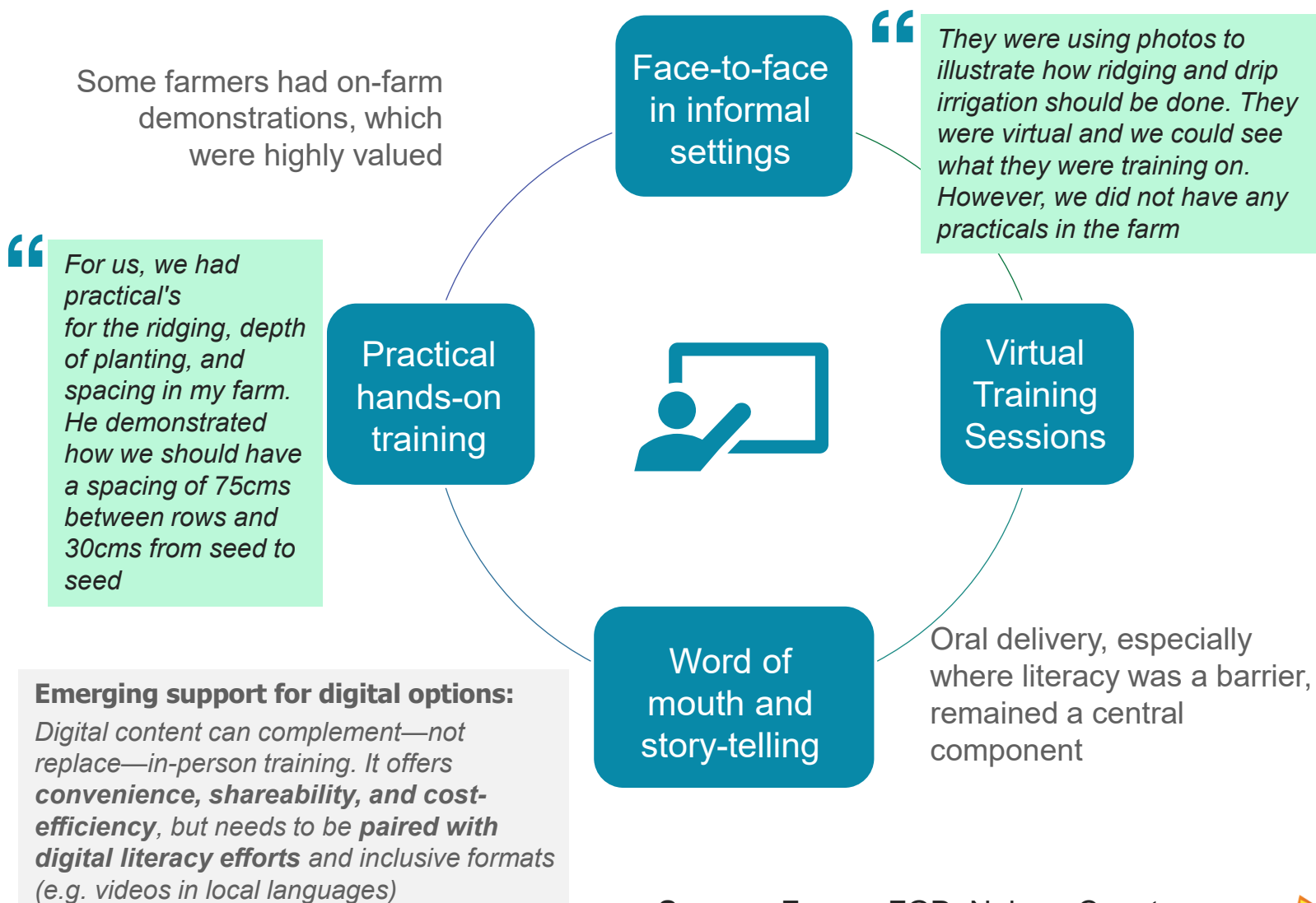


**Economic Barriers to Communication:** *high airtime costs*

Source: Farmer FGD, Nakuru County

# Training: Content delivery

Most farmers received in-person training in homes, with charts hung on granary walls or whiteboards used in makeshift classrooms. The virtual sessions incorporated visual aids, including illustrations and photos were widely used.



## Farmer training methods

**In-person demonstrations** on banana, tomato, and poultry farming.

**Group discussions** facilitated by agripreneurs with prior rapport with local farmers.

**Interactive learning** supported by real-farm examples, especially in beans, poultry, and tomato value chains.

**Use of tablets and projectors** to showcase preloaded digital training videos.

# Structured outreach drives high reach, but farmer retention remains a challenge in some counties including Kilifi

County	Gender	# of Farmers Trained
Nakuru	Female	500
Nakuru	Male	1000+
Homabay	Male	Multiple groups ranging from 15–50 members
Homabay	Female	200
Kilifi	Male	320
Kilifi	Female	600
Makueni	Male	300+
Makueni	Male	300
Kajiado	Male	750+
Nyandarua	Male	200+

The agripreneurs reported training between 200 and 1,000+ farmers, often by engaging with a high number of organized groups and using structured outreach strategies

In Nakuru, high outreach numbers reflect systematic engagement through pre-organised groups, suggesting strong community networks and effective coordination.

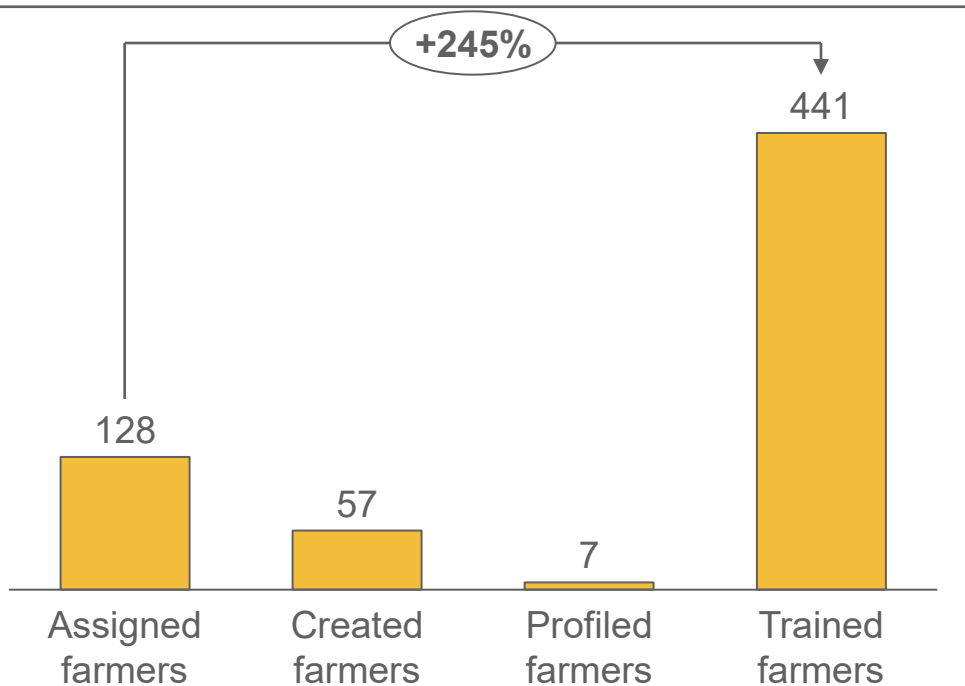
In Kilifi, while total reach was high for one agripreneur (~600), there's a distinction between trained vs. active farmers (only 63 remain engaged), as a large proportion of the dropped off. The reason given for those who dropped off was financial constraints.

“ I worked with two groups on a daily basis. Each group had at least twenty members and I worked with a total of ten groups. So, if we take twenty as the number of members and multiply by ten then I would say that I have trained roughly two hundred members

**Source:** IDI, Agripreneur Homabay

# The average number of farmers trained by the agripreneurs is more than 3X the number of farmers assigned to the agripreneurs

Average # of farmers engaged by an agripreneur



Metric of farmers engaged by agripreneurs

Farmer	Mean	Range (Max-Min)	Agripreneurs
Assigned farmers	128	0-719	324
Created farmers	57	0-521	324
Profiled farmers	7	0-250	324
Trained farmers	441	0-2200	324

## Key highlights

While agripreneurs are doing well at delivering extension training at scale, the platform’s promise as a comprehensive digital agribusiness tool is hampered by uneven or incomplete farmer data capture. Targeted support—especially in high-outreach counties—to streamline “create” and “profile” workflows could unlock richer insights and improve service personalization. Key insights drawn from agripreneur to farmer engagement metrics include:

### Strong Training Reach, Weak Data Capture

- **High training numbers:** On average each agripreneur trains 441 farmers (median 459), with some training up to 2,200 farmers. This shows the agribyte extension model is broadly effective at getting “good agronomic practices” into the field.
- **Low profiling & creation:** By contrast, only 7 farmers on average are fully profiled, and 57 farmers are “created” in One Network platform. This gulf between training reach and back-end data capture suggests agripreneurs often deliver in-person services without completing the digital workflows to register or profile those farmers.

### Wide Variability Indicates Uneven Adoption

- **High dispersion:** Standard deviations are large—144 for assigned, 104 for created, 329 for trained—indicating some agripreneurs onboard dozens of farmers, while others onboard none. Likewise, training ranges from 0 to 2,200 farmers per agripreneur.
- **Tail-end cases:** A notable minority of agripreneurs haven’t assigned or trained any farmers at all, pointing to either very new participants or those who never fully engaged the platform.

### Missed Opportunity in Data-Driven Extension

- **Disconnect between field & platform:** The fact that many agripreneurs train hundreds of farmers but barely profile a handful implies that Kuza’s data-analytics potential—tracking farmer performance over time, generating financial statements, targeting follow-up training—is vastly under-utilised.

# Agripreneurs from Kisii counties trained the largest number of farmers even though having nil for both number of farmers created and profiled

County	Average # of assigned farmers	Average # of created farmers	Average # of profiled farmers	Average # of trained farmers	Agripreneurs
Kisii	190	0	0	859	15
Kilifi	0	240	0	758	12
Meru	104	0	0	758	12
Embu	6	309	0	748	12
Bungoma	263	0	0	738	13
Kitui	242	0	0	666	13
Vihiga	316	220	0	569	15
Kwale	0	0	0	542	10
Uasin Gishu	225	0	0	529	7
Muranga	182	0	0	529	10
Makueni	0	0	0	520	7
Kericho	349	0	0	507	12
Homabay	78	229	0	504	12
Kiambu	199	0	0	496	6
Trans Nzoia	223	0	0	487	7
Nyamira	0	202	0	471	12
Nandi	20	0	0	451	10
Kajiado	261	0	0	436	6
Machakos	0	0	0	314	6
Nyandarua	80	12	13	294	15
Narok	173	46	0	266	35
Kirinyaga	182	8	64	239	31
Nakuru	0	52	0	222	14
Migori	0	48	0	43	12

## Key highlights

### Regional patterns reflect different operational models

- **Assignment-heavy counties:** Kericho (349 assigned), Vihiga (316), Bungoma (263), Kitui (242), Kisii (190), and Kajiado (261) show agripreneurs focusing heavily on farmer outreach—yet in many of these the “created” and “profiled” counts remain zero, again highlighting incomplete digital follow-through.
- **Creation-heavy counties:** Embu (309 created), Kilifi (240), Homabay (229), and Nyamira (202) have agripreneurs who invest time in building farmer records, even if they assign fewer overall. This may reflect stronger emphasis on digital data capture or the presence of local incentives to register farmers on One Network.
- **Balanced engagement:** Nyandarua and Kirinyaga stand out as the only regions with nonzero profiling averages (13 and 64 profiled, respectively), suggesting pilot efforts or local policy nudges to complete full farmer profiles.
- **Training impact:** The high average of farmers trained indicates agripreneurs are effectively using agribytes to deliver extension services—even if they do not fully profile every farmer digitally. Counties like Kisii, Kilifi, Meru, Embu and Bungoma stand out, reflecting strong field engagement. The agripreneurs likely benefit from moderate digital literacy and farmer receptivity balanced against occasional logistical constraints.
- **Region-specific best practices:** Counties that both create and train large numbers (e.g., Vihiga, Embu) may hold lessons—such as dedicated data-entry support or pairing agripreneurs with digital champions—that can be replicated elsewhere to close the data-capture gap.

# Drivers to training farmers

## Drivers

### Passion and Experience

Many agripreneurs began training farmers because they are farmers themselves and experienced firsthand the challenges of low yields, livestock deaths, or lack of knowledge. Their personal success stories inspired them to share what they learned

### Knowledge gap among farmers

Some agripreneurs noted that farmers themselves requested training, especially after noticing gaps in knowledge or poor productivity

### Programme-Driven Incentive

Others were inspired by Kuza's support which empowered them to confidently lead and engage farmers

## Verbatim

*"I noticed other farmers' chickens were dying, while mine survived due to proper vaccination and other practices I had been taught. I had to share that knowledge. Source: IDI, Agripreneur Homabay*

*"Agriculture and soil are my passion and career path; I enjoy training and helping other farmers Source: IDI, Agripreneur Nakuru*

*"I formed a cooperative with other farmers to attract buyers. The need for collective learning made training necessary Source: IDI, Agripreneur Nyandarua*

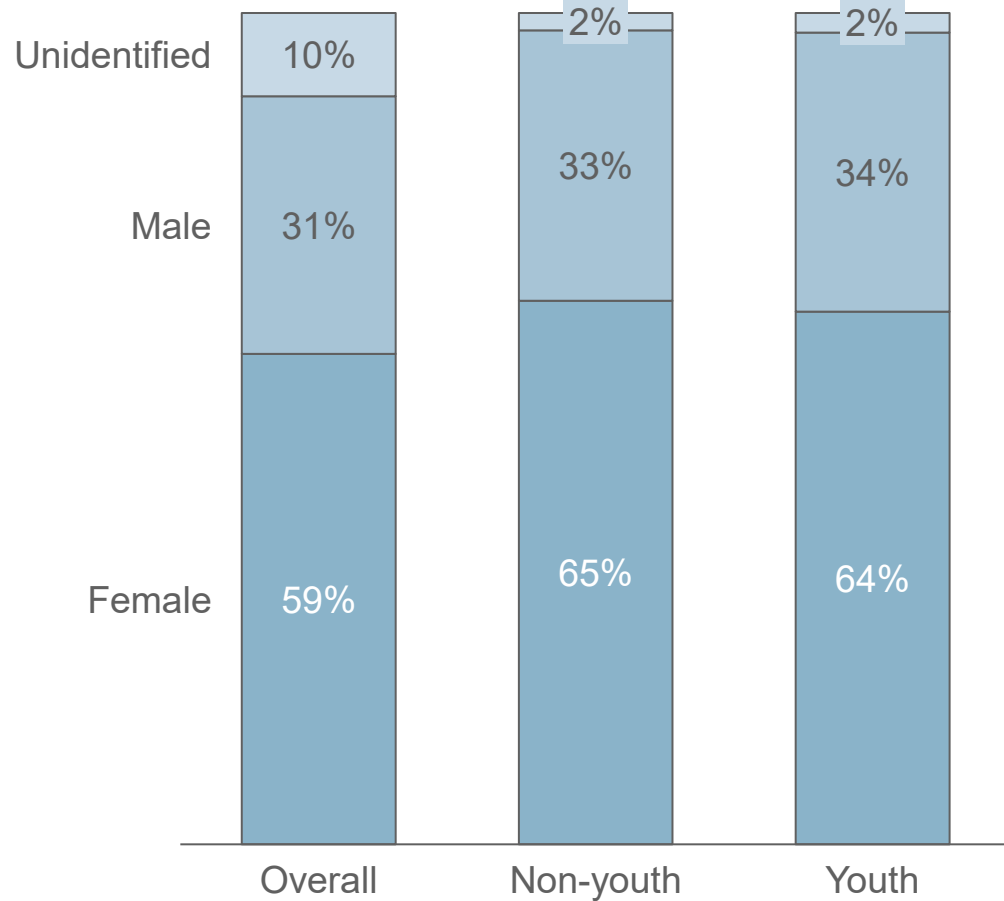
*"Even today, farmers call requesting farming videos. There is a real hunger for knowledge Source: IDI, Agripreneur Homabay*

*"I wanted to help farmers do the right thing across all stages—this would improve productivity and their lives. Source: IDI, Agripreneur Kajiado*

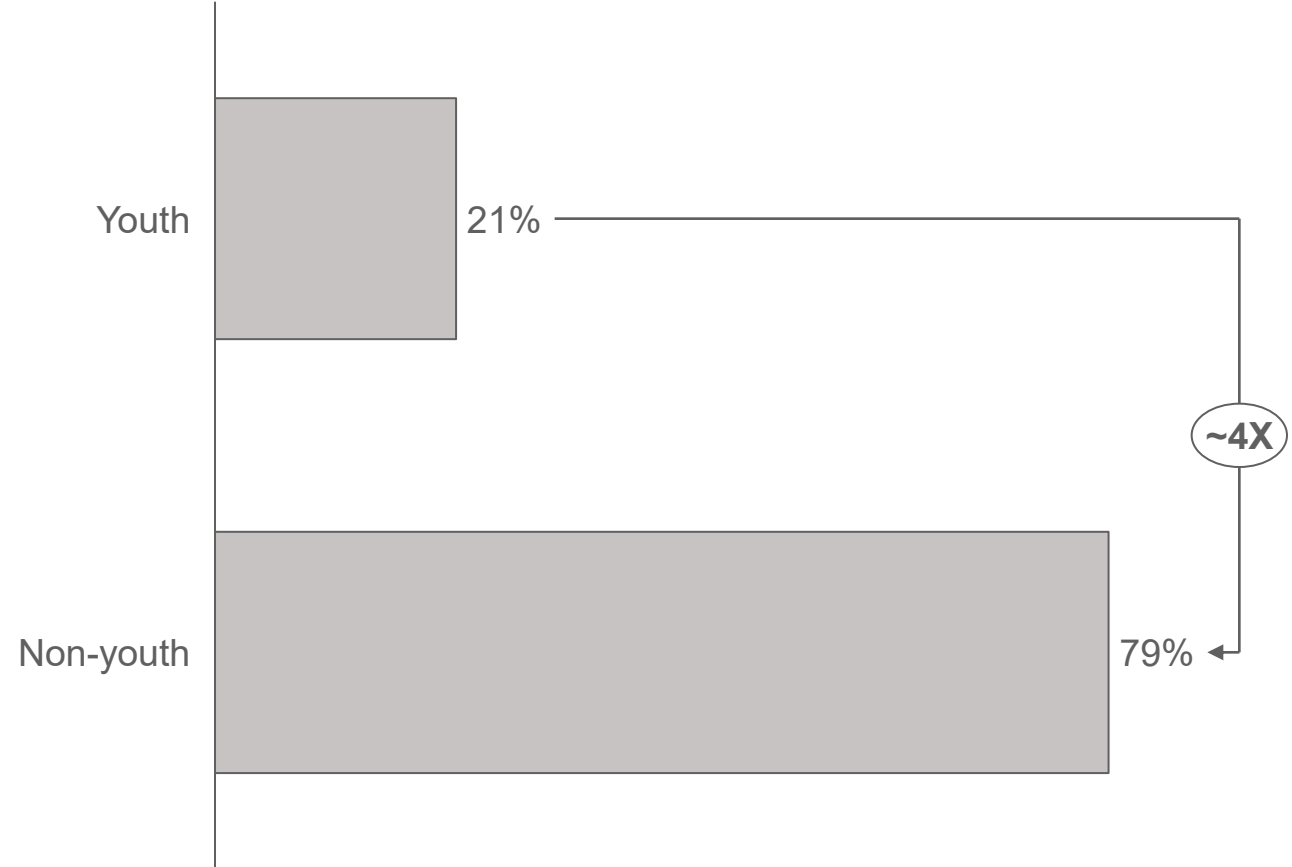
*"The projector provided made it easier for me to train farmers. We also interacted on WhatsApp, and when I shared photos of my crops on Facebook—like my bean production and harvest—they had no doubts about accepting what I was teaching them Source: IDI, Agripreneur Makueni*

# About 3 in 5 of the farmers trained by the agripreneurs identify as women; nearly 4 in 5 of the farmers in training are non-youth

Distribution of farmers by age and gender

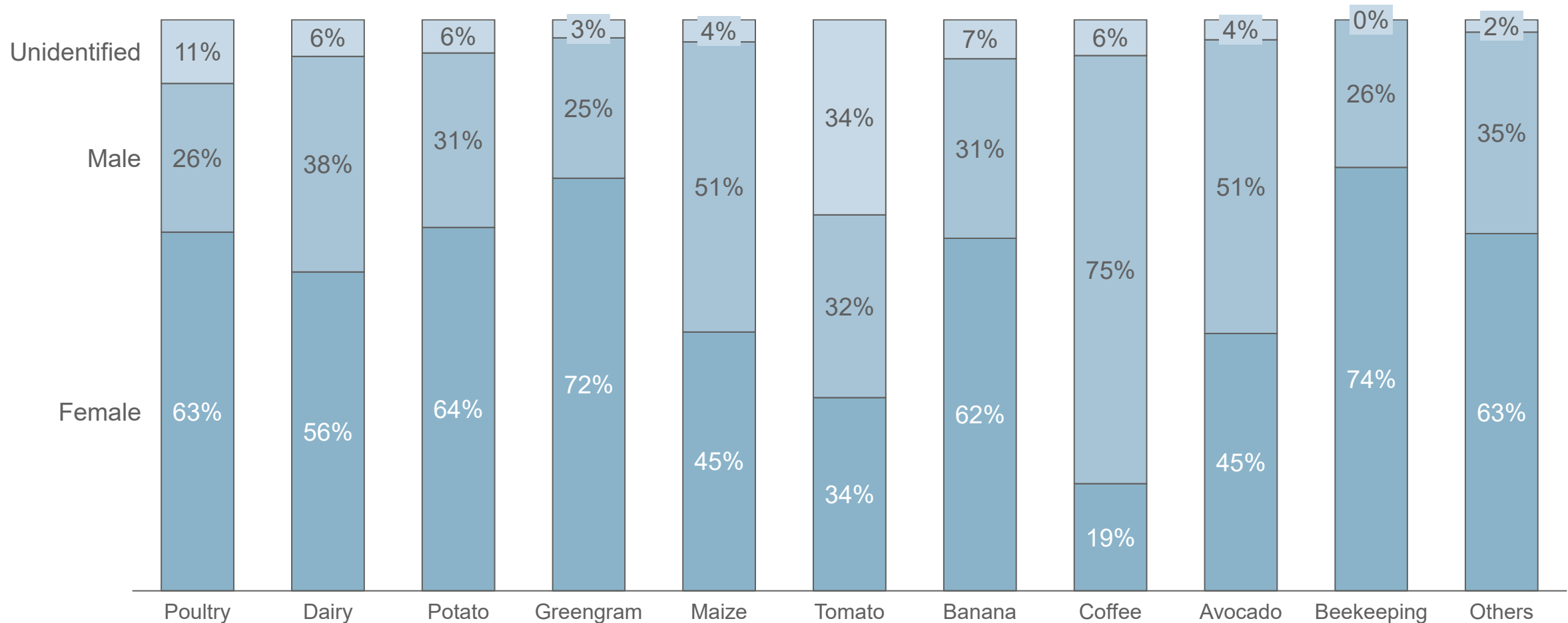


Distribution of farmers by age



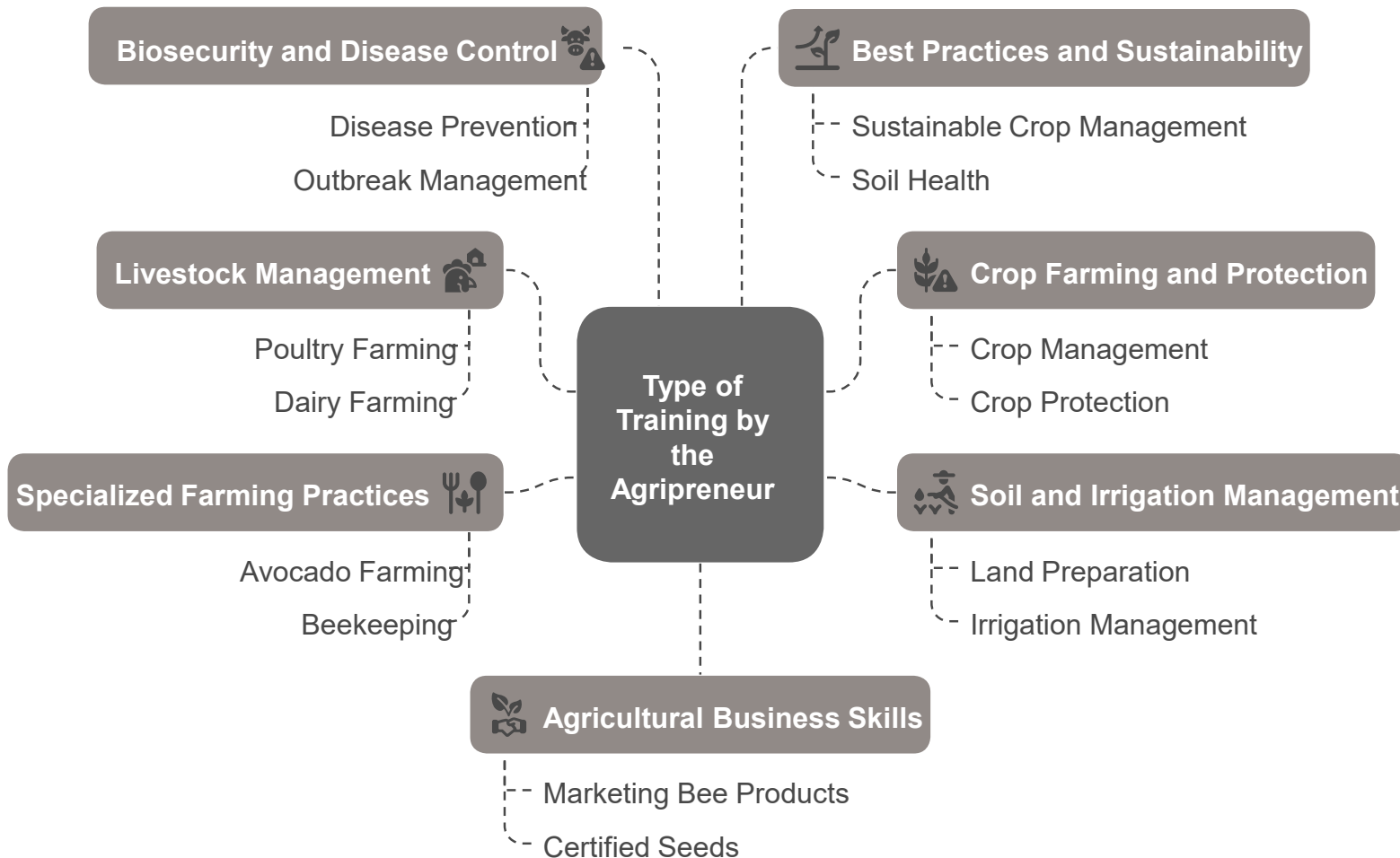
# These farmers practice mixed farming for subsistence and commercial purposes ensuring food security and income generation for their households

Distribution of value chains practiced by farmers by gender



# Training topics covered by the agripreneurs (1/2)

The training provided to farmers is comprehensive, covering a broad range of agricultural practices necessary for improving productivity, sustainability, and profitability. From **livestock management** and **crop protection** to **specialised farming** and **market engagement**, the programme equips farmers with the knowledge and skills needed to thrive in a competitive agricultural landscape. By focusing on both traditional and innovative farming techniques, the training programme seeks to empower farmers to enhance their productivity while promoting environmental sustainability and economic growth.



## General trends

- **Poultry and Dairy Farming:** These two sectors have the highest training frequency, suggesting they are priorities for agricultural development and focus.
- **Crop Protection and Management:** Training on crop protection and nutrient management shows a focus on improving the health and productivity of crops.
- **Weed Management:** An important training topic indicating that weed control is critical to ensuring crop yields.
- **Land Preparation:** This appears to be a foundational topic, as it's frequently covered, suggesting that farmers are given the tools to prepare their land before planting crops.

# Training topics covered by the agripreneurs (2/2)

## Technical Knowledge on Agriculture

Agripreneurs provide hands-on training tailored to local value chains. Topics vary based on their area of expertise and local demand

Below are some of the topics covered by the agripreneurs

- **Poultry:** Chick vaccination, disease management, feed formulation, housing, transitioning from kienyeji to hybrid breeds
- **Dairy:** Feeding, hygiene, milking practices, value addition, milk handling
- **Crop Farming:** Land prep, certified seeds, pest control, fertiliser use, irrigation, crop rotation, and post-harvest practices

## Agribusiness and Financial Literacy

Beyond production, many trainers reported to be teaching business-oriented farming, mainly:  
Record keeping: both digital and manual

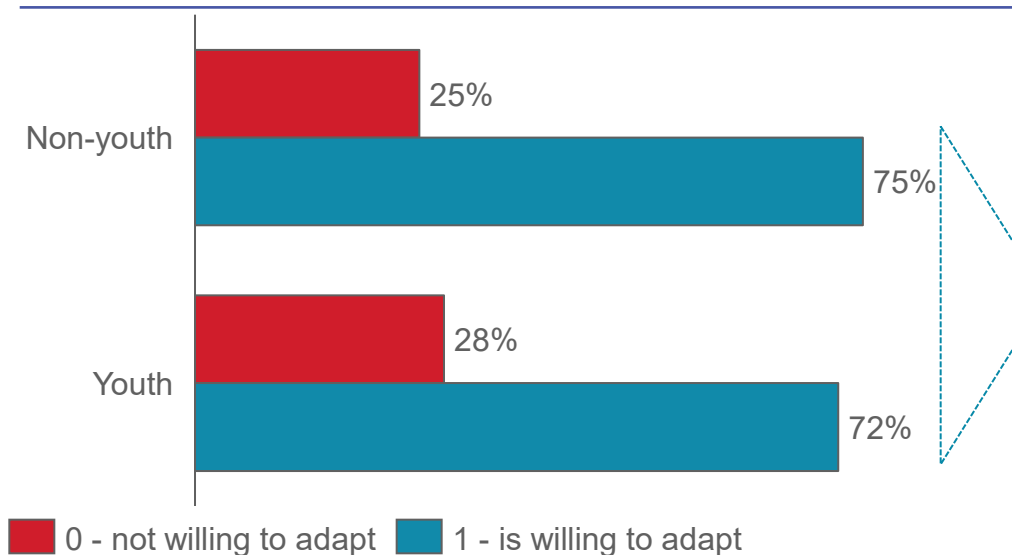
- Goal setting and tracking
- Business planning and profitability analysis
- SACCOs, savings, credit access
- Marketing and value addition

“ I In chicken farming, I teach them how to take care of their chicken, chicken diseases, chicken medication, vaccinations, poultry houses, chicken feeds, layers and broiler feeds as they are different

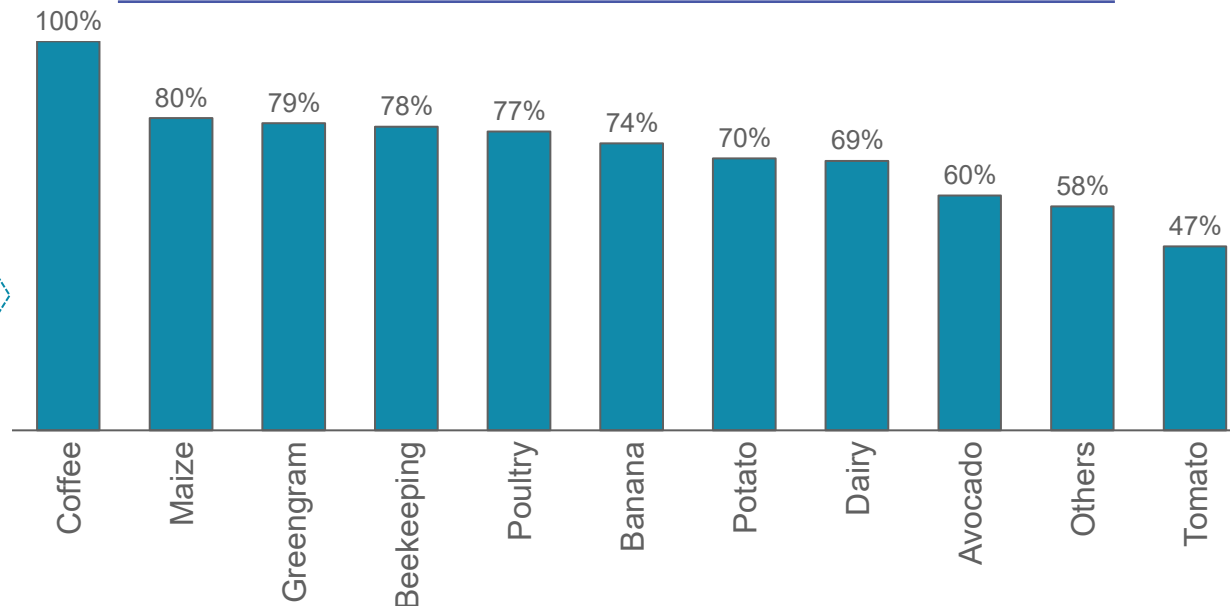
Source: IDI, Agripreneur Makueni

# Over 70% of the trained farmers are willing to adapt the good agronomic practices they are trained on

## Distribution of farmers' willingness to adapt by age



## Farmers' willingness to adapt across value chains



The agriprenuer-led extension approach demonstrates strong acceptance and trust across ages and major value chains, with potential to sustainably improve agricultural practices for both food security and income diversification — if remaining adoption gaps are tackled through more tailored support and market enablers.

- The high willingness among major enterprises like poultry, banana, and dairy shows the programme's strong potential to drive meaningful change across thousands of smallholders.
- Lower willingness among tomato and avocado farmers may highlight crop-specific barriers (e.g., market volatility, disease risk, or investment costs).
- The small but fully willing group in coffee and high willingness in maize, greengram, and beekeeping suggest strong niche opportunities for scaling and demonstrating early success.

# Training: Content and application



## Crop Production Techniques

- Spacing, ridging, seed placement and depth of planting
- Furrow and surface planting



## Soil Fertility and Input

- Appropriate use of fertiliser quantity
- Use of compost manure



## Pest Control

- Pesticide application practices
- Identification and treatment of common crop diseases (**gaps in understanding pest/disease types**)



## Chick rearing

- Basic knowledge on chick rearing
- Introduction to incubator usage, **although follow-up support was lacking**



## Water Management Techniques

- Use and benefits of drip irrigation systems (**Nakuru rains frequently, therefore not used**)
- Soil preparation and water retention



## Crop Rotation

- Importance and techniques for effective crop rotation to improve soil productivity



## Storage

- Curing and storage techniques for potatoes
- Prevention of rot and pest infestation during storage

# Training preferences and recommendations

Mainly preferred by digitally savvy and well-educated youth

1.

**Practical, farm-based demonstrations:** Farmers overwhelmingly preferred on-farm demonstrations over classroom-based sessions, especially for practical topics like spacing and ridging, where low literacy and limited prior experience made hands-on learning more effective

“ Classroom learning can be easily forgotten, especially for practical topics like seed spacing in potato farming. However, when such skills are taught through hands-on demonstration, they are more likely to be retained

2.

**Digital-only training:** Some participants showed initiative in downloading farming materials or searching online to supplement their knowledge. However, others, mainly women lacked smartphones or digital literacy and were hesitant about digital-only training.

“ I download and read the material for weeding my potato farm. I check Google for herbicides and their uses, so I know what to ask at the agrovet.

3.

**Documentation accessible both online and offline:** Where digital devices accessible, some farmers prefer digital training as it saved time, reduced transport costs, share with peers, and allowed them to learn at their own pace (pdf docs, YouTube, handouts etc)

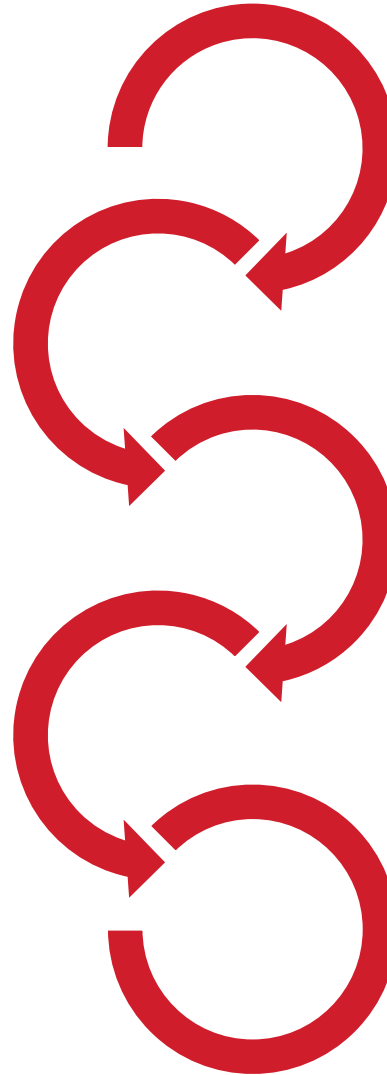
“ It would be more time-efficient than attending group trainings, allowing me to learn independently from the comfort of my home.

# Barriers to attending training sessions

**Declining Group Engagement Over Time:** Initial enthusiasm declined due to inconsistent attendance, leading to a breakdown of group dynamics.

“ The very first session was okay. We were over 10. Yes. Later on, you find that you are two who are present

**Trainer Unavailability:** Farmers reported difficulties in accessing trainers due to logistical barriers and conflicting schedules. In some cases, trainers were unavailable when farmers needed support, while at other times, farmers themselves had competing obligations.



**Competing Priorities and Time Constraints:** The farmers prioritized immediate, income-generating farm work over attending training sessions. Despite recognising the value of training, the opportunity cost of time—particularly during planting or harvest periods—was too high

**Leveraging on the Group to Form Saving Schemes:** The introduction of merry-go-rounds triggered suspicion and distrust among participants, likely due to past negative experiences or broader socio-economic insecurities

“ Some members started dropping out when we mentioned we wanted to start a merry-go-round

**Poor Road Infrastructure in Remote Areas:** Farmers in remote locations mentioned that impassable roads, especially during the rainy season, made it difficult for trainers to reach them. This led to withdrawal of some group members

*Source: Farmer FGD, Nakuru County*

# Farmer perspective on improving training approaches



## Diversify Content Based on Farmer Needs

- *Farmers expressed a need for content that is relevant to their immediate realities. For example, including training on different types of crop and not only limit it to potatoes and chick rearing*



## Farm Record-Keeping as a Core Module

- *There is low awareness and practice of farm record-keeping, yet farmers acknowledge its importance*



## Improve Training Scheduling and Communication

- *There is uncertainty around training schedules. Farmers want greater clarity and advance notice so they can organize their time and avoid missing sessions*



## Address Language Barriers in Content Delivery

- *Language was a significant barrier when trainers were not fluent in the local dialects and had to use an interpreter.*



## Ensure Inclusive Learning Approaches

- *Farmers highlighted the need for inclusive content that accommodates different learning speeds and styles. Some participants reported that they struggled to grasp content*



## Improve Reach to Remote

- *Logistical challenges are a recurring barrier to training uptake in remote communities. Therefore, those most in need may be left out due to bad road conditions*

**Source:** Farmer FGD, Nakuru County



**Note:** For DAT, Kuza had to stick to the priority value chains of the respective county within the NARIGP and KCSAP programme recommendations. With other programmes, Kuza promotes choice for agripreneurs- we have 42 crops and livestock content prioritized, and agripreneurs can choose which ones they want.

# Post training experiences: Reliance on alternative support channels

Farmers shared that they have not been in contact with the Agripreneurs for over a year. In the absence of ongoing support, they turn to alternative sources of assistance when challenges arise. The three most commonly mentioned channels are:

Peer learning plays a vital role in knowledge dissemination and troubleshooting. Farmers leverage on the experience of their peers before seeking support from Agrovets.



Farmers frequently turn to agrovets as trusted and accessible sources of agronomic advice

“When we encounter challenges in potato farming, we usually consult the agrovet. If there's a specific problem, we ask them for advice on what to use. We prefer going to knowledgeable and experienced agrovets rather than just random ones

Less common – public extension officers for more complex challenges

Source: Farmer FGD, Nakuru County

# Impact of climate smart regenerative practices

## Increase in yields

Farmers reported improvements in potato yields. These outcomes demonstrate strong adoption of practices

“ Initially we had leased one acre and got about 20 sacks. After training, we’re now getting 80 bag after using the Super variety of Shangji seeds

“ Using 50kg of fertiliser gave poor results; after applying 100kg, yield increased significantly

## Better Pest and Disease Management

Crop rotation techniques led to improved soil health, reduced occurrence of diseases, thus farmers had lower input costs – pesticides and fertiliser

“ Crop rotation has reduced the need for pesticides, as disease occurrence has significantly declined. This has lowered input costs and improved yields. Additionally, less fertilizer is required.

## Improved Livelihoods Through Chicken Farming

Beyond potato farming, farmers who received training on chick rearing reported increased income from poultry.

“ We formed a group and started rearing chicken. We were taught on rearing layers and are now making money from selling eggs

## Improved Agricultural Literacy

Farmers reported increased confidence when engaging with input suppliers or agricultural service providers which suggests improved agricultural literacy

“ I have improved decision-making when visiting agrovets to seek services, in that, I know exactly what to ask for

“ We seek services only from Agrovets who are well-informed

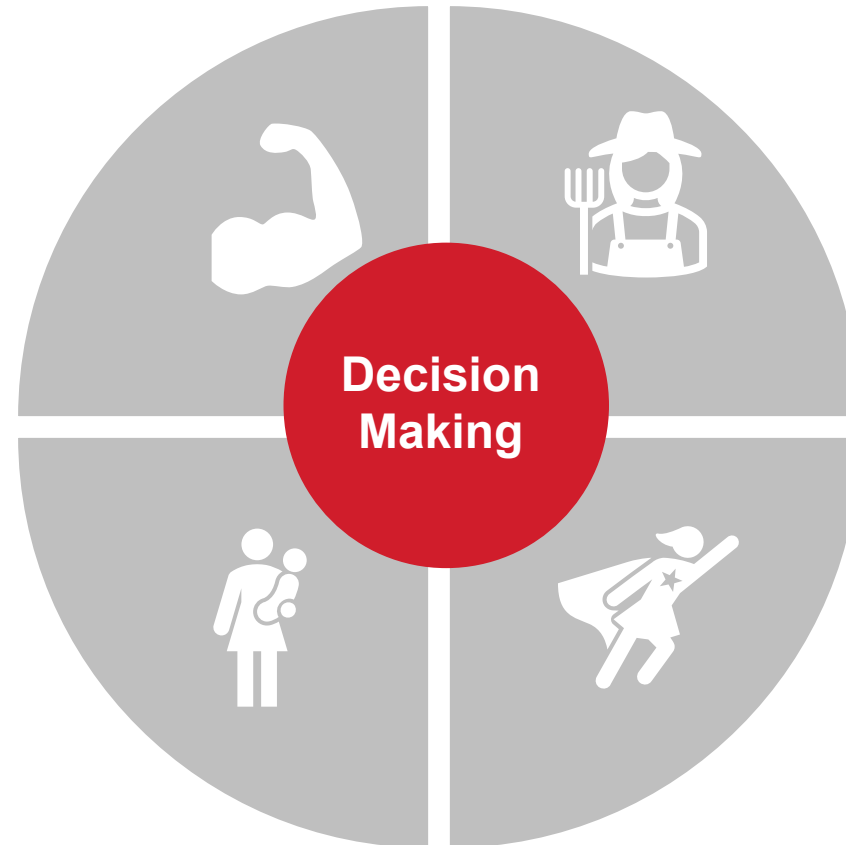
# Gender dynamics

## Male dominance in Decision Making

Men hold final authority in household decisions, including farming

## Female barriers to accessing training

Women face many challenges attending trainings, such as housework, lack of support from their husbands, and cultural beliefs. Some husbands think the trainings are like informal savings groups and discourage their wives from joining



## Conditional female influence

Women may negotiate for influence through small-scale experimentation

## Improving training access to women

Participants suggested practical ways to include more women, such as holding trainings in places they already go like churches and farms, and using simple materials like printed handouts to make learning easier

# Verbatim on Gender dynamics and decision making

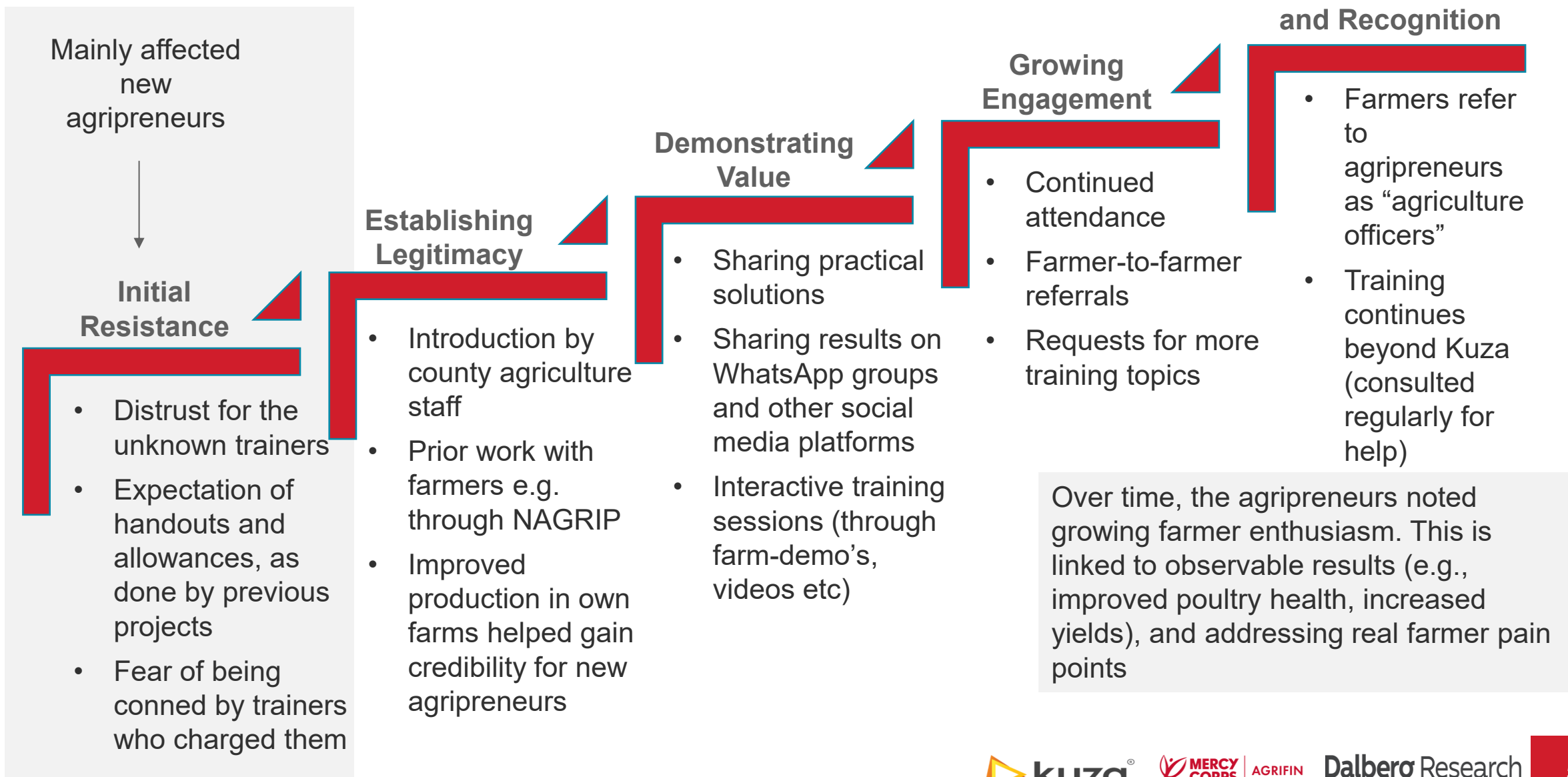
## Male Respondents

- “ I am the one who married my wife, and I'm more knowledgeable about the farm's soil fertility, so I'm in a better position to decide what should be planted. While I'm the head of the family, we still discuss together since the farm belongs to both of us
- “ We are Africans and this tradition have been passed down from generations that the man is the head of the family
- “ Some women are unable to attend trainings because they have children to care for and no one to help them. Others face suspicion from their spouses, who think they might be unfaithful if they spend too much time away at the training

## Female Respondents

- “ The husband is the authoritative figure in our home. I have to inform him about everything, and he must approve it
- “ Our husbands discourage us from attending because they think it's just a chama group where we waste money, like in table banking
- “ I would ask my husband to give me a small portion of land to try out the new seeds. He wouldn't agree to a larger area, especially because there's a risk the seeds might get infected.
- “ I would encourage my husband to try planting the new seeds first so we can see how they perform and compare the yields with what we used to get from the old seeds

# Pathway to building trust with farmers



# Agripreneur Challenges and Opportunities

# During their session with the mentors, agripreneurs mention a couple of challenges they face

01

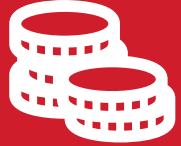
## Call logs

- Based on the call logs and discussion summaries, the agripreneurs demonstrated a mix of dedication, technical challenges, and community engagement as they carried out their responsibilities. Many agripreneurs were actively involved in farmer profiling, completing digital training sessions, and engaging farmer groups in discussions about topics such as soil testing and agricultural practices. They frequently reported challenges like network connectivity issues, unresponsive tablets, difficulty accessing farmer groups due to distance or lack of transport, and farmers' reluctance to participate. Despite these, most agripreneurs expressed optimism, commitment to completing their assignments, and eagerness to take advantage of new opportunities once their current tasks were done. The logs show that some were even supporting additional farmers and following up beyond expectations.

02

- Another recurring theme in the logs is the role of technical support and follow-ups by project staff. Numerous agripreneurs faced syncing problems with tablets, inaccessible training videos, and incomplete data uploads, which were escalated and often resolved through coordination with technical teams. Some of these were due to agripreneur changes made by the county at the last minute.
- Agripreneurs provided feedback that helped identify system bugs (e.g., profile forms losing data upon editing). Additionally, they voiced concerns over delayed payments affecting their ability to conduct field visits, especially in remote areas. Nevertheless, their consistent communication, field visits, and proactive problem-solving highlight their commitment and potential as change agents in agricultural transformation.

# Challenges in delivering services to farmers when working with the government



## Financial Constraints and Delays

- *Agripreneurs from Nakuru, Kajjado, and Kilifi consistently reported financial challenges, including delayed reimbursements from Kuza and out-of-pocket expenses for travel, which hindered their ability to reach farmers or maintain consistency in training delivery*



## Farmer Expectations and Low Adoption Rates

- *Agripreneurs encountered resistance from farmers expecting handouts or doubting the legitimacy of trainings*
- *Difficulties arose in mobilising full attendance due to travel, weather, or competing responsibilities*



## Political Interference

- *Local political figures, such as MCAs, misinterpreted training initiatives as political moves, which disrupted initial implementation*



## Logistical Challenges

- *The agripreneurs faced significant logistical issues, including lack of follow-up support, challenging terrain, poor infrastructure, and unavailability of tools and transport*
- *After training, many agripreneurs felt abandoned with equipment and no follow-up support or community engagement strategies*



## Language Barrier

- *A significant language barrier was noted: the Kuza platform and materials were in English and Swahili, yet many farmers understood only local languages*



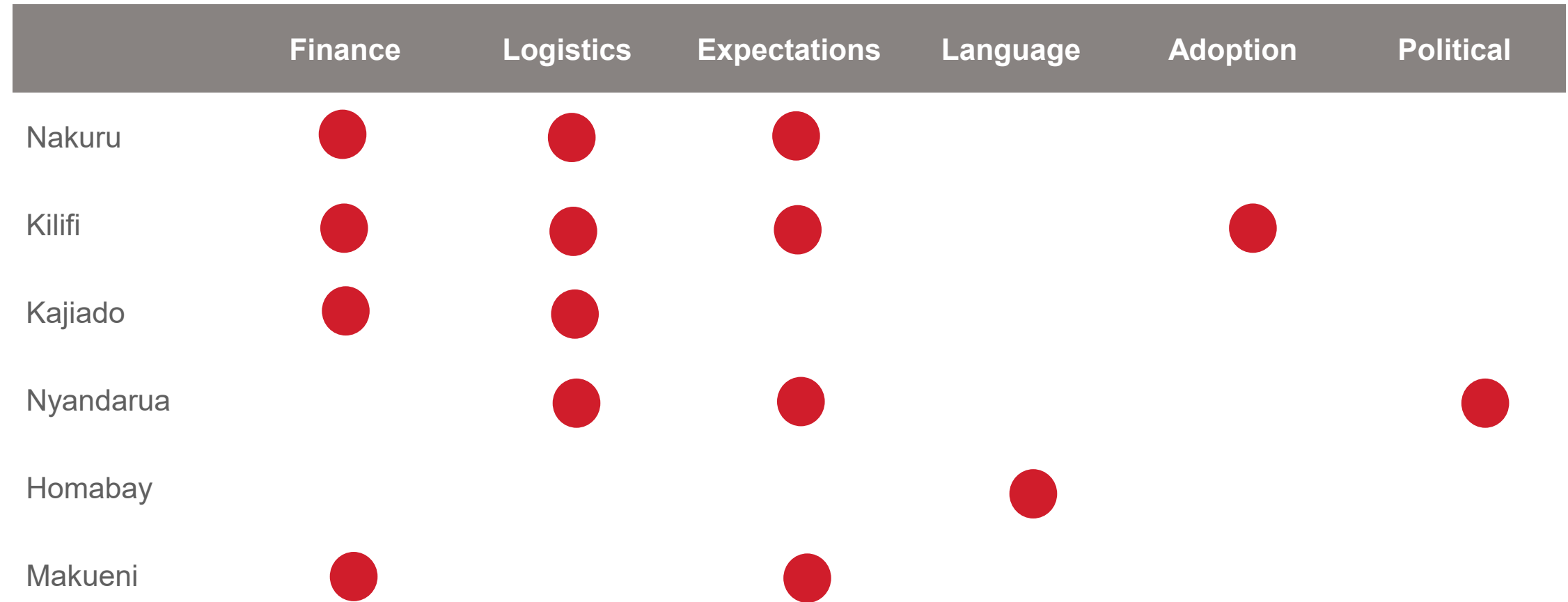
## Initial Skepticism

- *Some farmers responded rudely or mistrusted trainers initially. Trainers had to strategise so as to win them over*



**Note:** The payment of agripreneurs was being done by the counties. When there was delays from the counties, Kuza stepped in to pay the agripreneurs and then later claimed from the counties.

# Summary on challenges in delivering services to farmers : county heat map



Overall, agripreneurs from Kilifi County recorded most challenges in delivering services to the farmers

# Verbatim on challenges in delivering services to farmers

“ Sometimes, a farmer orders for some products as I also used to sell to them. However, paying for the products once delivered was a challenge. There is a farmer who ordered 60 bags and was supposed to settle the debt in a week, he ended up paying after 3 months.

**Source:** IDI, Agripreneur Nakuru

“ The content had jargon that was not easily understood by the farmers. Even explaining to them such things in the local language was a challenge. Also, the platform was only in English

**Source:** IDI, Agripreneur Homabay

“ Kuza would reimburse us at the end of the month for some of the costs incurred. The challenge was that there were delays in receiving those funds most of the time

**Source:** IDI, Agripreneur Makueni

“ The MCA thought that I wanted to interfere with his work, so he stopped the training for a while. We later resolved the issue

**Source:** IDI, Agripreneur Nyandarua

“ During the training, the farmers would ask me for writing material, but I wasn't able to provide. Some would also complain that the projector was dim and that they would not be able to see what was being projected

**Source:** IDI, Agripreneur Kilifi

“ Device charging issues in homes without power disrupted access to training tools

**Source:** IDI, Agripreneur Kilifi

“ Expensive inputs & vaccines limited farmer participation in value chains

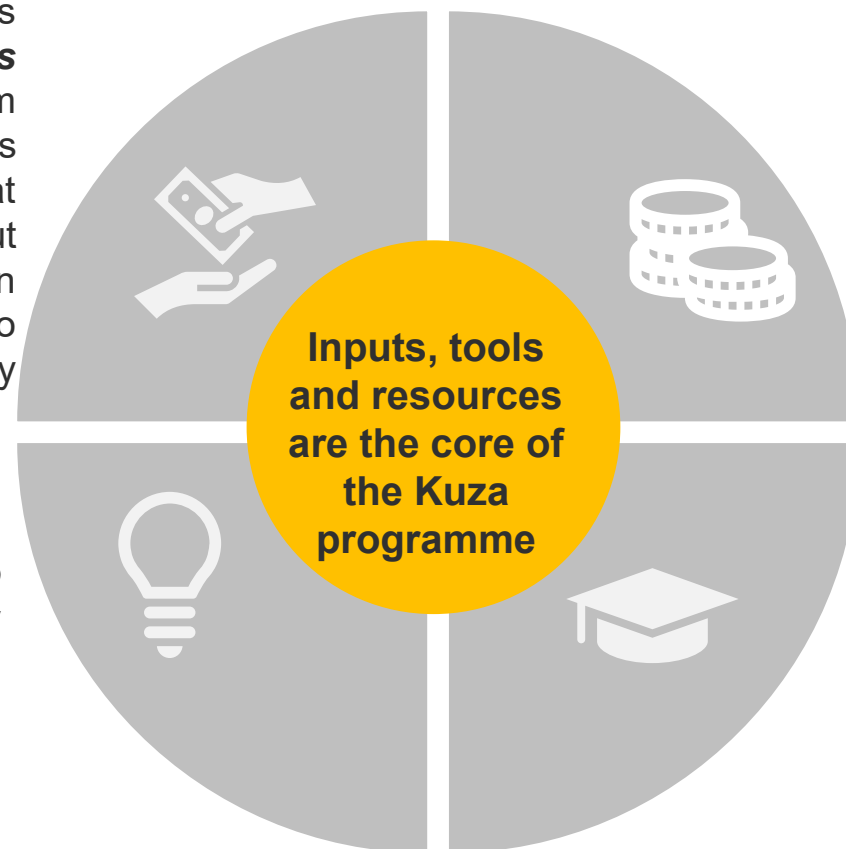
**Source:** IDI, Agripreneur Homabay

# Challenges to inputs, training tools, and resources

Even where financial support was available, **loan repayment conditions and low market prices** for farm services posed operational risks. An agripreneur in Nakuru noted that returns from ploughing/hiring out tractors were insufficient to meet loan repayment obligations, forcing them to cover the shortfall personally.

Some agripreneurs **lacked access to basic infrastructure** needed to fully utilise digital tools, including power, smartphones, and network coverage. In Homabay & Kilifi, power shortages made charging training devices difficult, requiring long travel distances.

**Language barriers and literacy** issues made digital materials inaccessible to some farmers.



Across all counties, agripreneurs reported **financial limitations** as the most persistent barrier to delivering services effectively. These include lack of operational funds, inability to purchase inputs, delayed stipends, and limited access to affordable credit.

**Knowledge gaps:** Some agripreneurs lacked immediate access to technical guidance or up-to-date agronomic information, which made them feel underprepared when handling farmer questions.

# Support required by agripreneurs to better serve farmers (1/2)

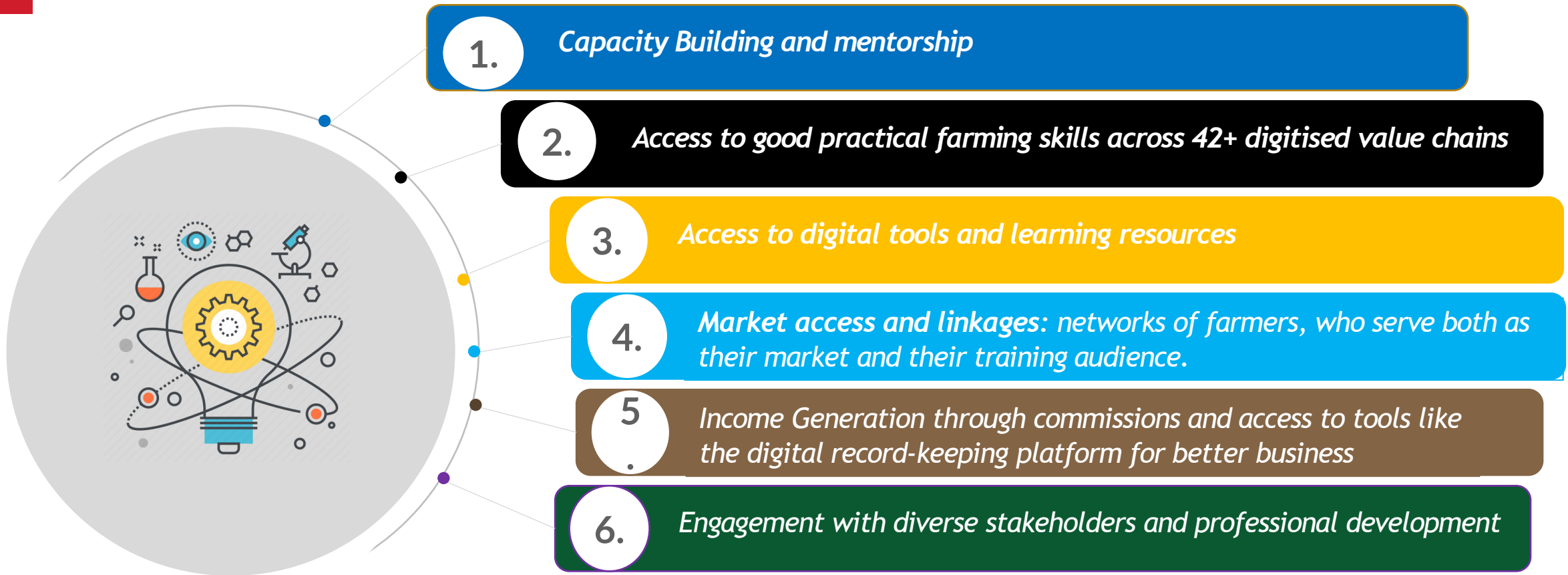
Support Required	Findings
<b>Ongoing Training and Capacity Building</b>	Participants across several counties expressed a desire for continuous, updated training on a wider range of topics. They stressed that knowledge is dynamic, and additional training would strengthen their ability to support farmers effectively. Suggestions included, regular refresher trainings, expanding content to include more value chains as well as deeper training in marketing, financial literacy, and agribusiness development
<b>Access to Capital, Grants, and Financial Linkages</b>	Financial support emerged as one of the most cited needs. Agripreneurs want grants, low-interest loans, or soft funding to help them: purchase inputs, scale their businesses and support farmers through input distribution. They also recommend that KUZA links them with financial institutions and facilitate direct partnerships with input suppliers and/or processors
<b>Improved Digital Tools</b>	Agripreneurs appreciated the digital tools provided by KUZA but reported technical limitations such as power issues, projector malfunction, as well as the need for better connectivity and local language support beyond the provision of the contents in English or Swahili. Suggestions for improvement included: more reliable gadgets and technical support when required, local language translations for inclusivity, and provision of power banks

## Support required by agripreneurs to better serve farmers (2/2)

Support Required	Findings
<b>Follow-up Engagement</b>	<p>Participants felt the programme lacked continued engagement and recognition post-training, The agripreneurs recommended: regular check-ins or follow-ups by KUZA coordinators, physical rather than phone-based support and recognition and support for high-performing agripreneurs</p> <p>Agripreneurs in Nakuru &amp; Kajiado expressed need for mentorship and continued connection to KUZA</p>
<b>Strengthening Public-Private Collaboration</b>	<p>Several agripreneurs suggested deeper collaboration between KUZA, local governments, and farmer groups to ensure aligned and sustained service delivery. Suggestions included: more agripreneurs per ward to cover growing demand,</p>

# Impact on Agripreneur Business

# Benefits of Kuza platform to agripreneurs



A programme mentor mentioned that mentorship doesn't just support technical skills, but also entrepreneurial decision-making and sustainability planning

A Kuza staff also added that the programme's design ensures standardised training, high scalability, and secure data access, promoting trust and professionalisation

# The programme has had impact to agripreneur businesses starting from increased income, income diversification to job creation

## Increased business income

- Most agripreneurs across counties reported a significant increase in income since joining Kuza. This improvement is linked to better knowledge, improved practices, and enhanced linkages
- In Homabay, the agripreneur shifted from selling a few chickens to managing 200 layers; daily income grew from KES 1,000–1,800 to KES 4,000–5,000

## Income diversification

- The agripreneurs expanded their product offerings or launched complementary businesses to cushion against market fluctuations and idle time
- In Homabay and Makueni, the agripreneurs leveraged poultry, beans, and feed production as multiple income streams
- In Nakuru, an agripreneur started a shop to remain active during off-peak farming seasons

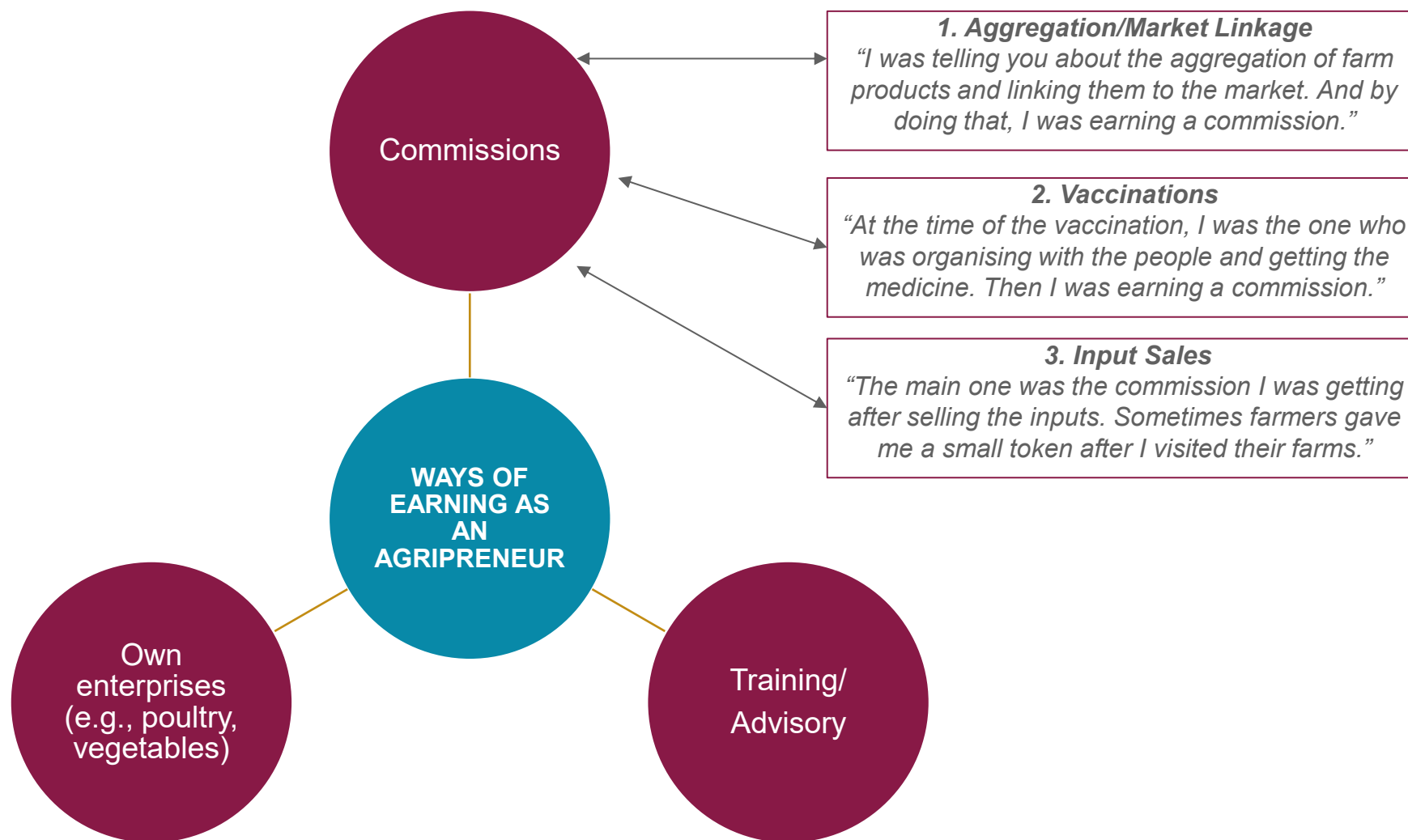
## Employment Creation

- The agripreneurs noted that their income growth enabled them to employ others or create indirect jobs within their communities
- In Kilifi, an agripreneur engaged local community members to assist in feed production, poultry slaughter, and retail distribution
- While in Nakuru, an agripreneur employed a tractor operator and expanded customer-facing services

# Beyond Farming: How agripreneurs built multiple income streams

During the programme, agripreneurs were describing multiple streams through which they were earning money.

The mainstream was commissions that they were earning from linking farmers to input suppliers, agrochemical companies, or market buyers. Others were earning through coordinating farm services such as soil testing, vaccinations, and aggregation of produce.



Across all accounts, agripreneurs emphasised that commissions were the dominant stream while supplementary income sources were being developed as opportunities arose.

# How agripreneur income shifted over time



## 1. Typical Monthly Commissions Being Earned

Agripreneurs were reporting that their commissions were varying widely depending on activity levels such as coordinating input supply, aggregating produce, linking farmers to markets, and organising services like soil testing or vaccinations and market cycles. For most, they were earning between **KSh 10,000** and **KSh 20,000** in a typical month. Generally, commissions were being described as **inconsistent**, with some months generating zero income while other months were yielding substantial returns. This pattern was reinforcing the **seasonal nature** of the agripreneur role.



## 2. Changes in Commissions Over Time

Agripreneurs stated that their earnings were starting small and gradually increasing as they kept building trust with farmers and as their networks were expanding. For example, some were beginning with **about KSh 5,000–7,000** a month and later reaching **15,000–20,000**. This growth was being attributed to having more farmers, access to Kuza tools, and gaining experience. The overall picture was that commissions were increasing with experience but were never stable, fluctuating with conditions beyond the agripreneurs' control.



## 3. Drivers of Increase or Decrease in Earnings

When asked why their commissions were increasing or decreasing, agripreneurs were highlighting several factors. **Increases were being attributed to consistency, commitment, farmer trust, and the support of Kuza training and digital tools.** On the other hand, **decreases were being tied to poor weather, crop failures, high costs of inputs, and weak market demand.** Some were also explaining that **commissions were being lowered when oversupply occurred**, such as in banana farming seasons where too much produce led to market price drops. Overall, agripreneurs were showing a clear understanding that their earnings were directly tied to external agricultural cycles and market dynamics.



## 4. Peak and Off-Peak Seasons

Agripreneurs described their commissions as being seasonal, with peaks during planting and harvest periods and off-peaks when production was low. For example, potatoes were being cited as generating high commission between April and July when farmers were buying fertiliser and pesticides. Off-peak months such as January or October were being described as almost income-free. Some crops like tomatoes were being linked directly to rainfall cycles, with heavy rains destroying harvests and reducing income. Others were pointing out that irrigation could help reduce these seasonal dips, but generally agripreneurs were agreeing that their earnings were highest when farming cycles were most active and lowest in between seasons.

# The drivers of agripreneur motivation: A blend of financial gain and community passion



Agripreneurs were emphasising that commissions and **financial gain** were strong motivators, but they were also highlighting deeper intrinsic motivations. Many were saying that they enjoyed teaching farmers, **sharing knowledge, and building community relationships**. They were describing how strong **farmer-agripreneur bonds** were motivating them to remain committed, as success was being shared on both sides. Some were motivated by the **stipends or lunch money** they were receiving, while others were inspired by the **personal satisfaction of seeing farmers succeed**. Overall, while money was an important driver, the narratives showed that a **passion for farming and community service** were equally motivating them to remain engaged.

*“Something that was keeping me active was the commission. Money was good. But the second thing, I was enjoying teaching people.”*

*“What was motivating me was that the people who came to my trainings were giving me something small, even lunch. And they were eager to learn.”*

*“When I engaged myself in the activities I had learned, I realised things could work out. That motivated me to continue.”*

# The flip side: addressing sustainability concerns for agripreneurs

Fluctuating market prices, unreliable season patterns, and limited access to affordable credit were identified as persistent threats to business stability. An agripreneur indicated that their income was higher during peak seasons (most productive and profitable time of the year for farming and agribusiness activities) but significantly dropped during off-peak periods—making long-term planning and debt servicing difficult.

Many farmers cited **capital constraints** as a recurring barrier. Delayed farmer payments, and **high input costs also** often stifled ambitions. One agripreneur in Kilifi explained how **a sick child and lack of insurance forced her to liquidate business capital**, disrupting the progress she'd made selling deras and shoes.

Overall, the data paints a picture of empowered agripreneurs who are increasingly applying digital knowledge and market insights to grow their enterprises. Yet, sustaining this growth requires addressing underlying systemic challenges such as access to capital, affordable credit, and market stability.



*My income has experienced a significant up turn. My monthly income before KUZA was somewhere below 10,000 but as of now I make about 90,000 monthly. - Nyandarua*



*Before I depended on selling farm produce alone but now I also rely on commissions and some compensation I get from the NGOs for training farmers.” - Nyandarua*



*Before KUZA I was able to produce 70 to 80 crates per acre but now I produce about 120 crates (tomatoes). This has led to an increase in my income. I have also increased the number of income streams. - Kajjado*



*Capital is the main challenge that I face. Sometimes I lack the capital to do things to the scale I want.” - Kajjado*





# KUZA Impact Case Studies

FROM “TOURIST COWS” TO “TRANSFORMING LIVES”



# “the training was also filling some gaps that I had in my farming experience...”

Before Kuza, **John Doe** was just another face in the crowd, a struggling farmer in Nyandarua who grazed his cattle “like tourists,” roaming aimlessly from field to field without structure or returns. He had dreams of building something meaningful but lacked the knowledge, the network, and the structure to make it happen. “I used to accompany agriculture officers and get small tokens,” he shares. “I knew I wanted more, but I didn’t know how to get there.”

That changed in 2019, when John was introduced to Kuza through the Farm to Market Alliance, an NGO backed by the World Food Programme. What began as a connection through his existing networks soon became the turning point in his life.

*“before KUZA I was just grazing my cattle just anyhow, in fact I used to call them tourists, they were like tourists so I just take them to the field in the morning and take them back in the evening...”*

*Source: IDI, Agripreneur in Nyandarua*

“At first, the transition was difficult. Having been out of school for a while, John struggled with the tests and the discipline required for the online training modules. But he pushed through 15 rigorous sessions covering dairy, potato, and maize farming.

“*What stood out for me*,” he says, “*was record keeping*.” Before Kuza, I used to record everything in books. But the platform showed me how to use apps, and that changed everything.” Through KUZA One Network, his phone became his office. Every transaction, sales, training records, commissions, was tracked digitally. The platform’s videos and Agribytes training gave him the confidence to train others. “*To date, I still use it to review material and train new farmers*,” he notes proudly.

from ksh.10,000 to ksh.90,000 monthly!



John's transformation didn't stop at personal growth. He became a pillar in his community, training over 200 farmers in potato value chains, land preparation, integrated pest management, water harvesting, and certified seed use. He helped form a cooperative to access larger markets and off-takers. "I realised I couldn't reach all farmers alone," he says. "So, I teamed up with five others, who now help me train across ward levels. They call me their boss."

His credibility grew, and agro-dealers and input suppliers now engage him to create demand and train farmers on their products—for a commission. This business model funds his family. "My firstborn just finished college at Utalii," he says. "Every school fee I've paid is from this business."



Before Kuza, John earned less than **KES 10,000 per month**. Today, his income averages **KES 90,000 monthly**. He's reinvested that income into his farm and home: building a **zero-grazing unit** for five cattle, purchasing a **10,000-litre water tank**, and installing a **biogas system**. NGOs like CARE Kenya and DMDP now hire him as a lead trainer, recognising the credibility and expertise he's developed.



# Need for pluralistic agricultural extension policy not only involving the government but also the civil society and the private sector organisations

Drawing on the insights gathered from in-depth interviews across six (6) counties, this section outlines key recommendations to enhance the sustainability, scalability, and impact of the Kuza programme. Agripreneurs highlighted critical areas where improvements, particularly in policy engagement, content localisation, and support systems, could further elevate the programme's contribution to agribusiness development in Kenya.

## Localise and Simplify Digital Content

Translate training modules into local languages from English and Swahili language and improve the usability of digital tools, potentially with offline capabilities and provision of power banks.

## Deepen Collaboration with County Governments

County governments were repeatedly cited as essential players in agripreneur recruitment, trust-building, and farmer mobilisation. Many agripreneurs reported being introduced to the Kuza platform through county agricultural officers. Formalising this collaboration could amplify the programme's reach and legitimacy.

## Enhance Access to Financial Services

Financial constraints remain a persistent barrier. Farmers and agripreneurs alike cited the inability to access credit or repay loans as a challenge to implementing what they learned during the programme.

## Post-Training Support

Several agripreneurs expressed a need for continued mentorship and technical support after the Kuza training period. The sudden withdrawal of training tools such as tablets and projectors also disrupted service continuity.

## Extend Digital Tool Usage and Technical Support

Financial constraints remain a persistent barrier. Farmers and agripreneurs alike cited the inability to access credit or repay loans as a challenge to implementing what they learned during the programme.



**Note:** In 2024, [Kenya Launched the pluralistic extension policy](#)

## Path forward:

“The local MCA who was convinced that I had a political agenda.”

### Challenges:

The journey hasn't been without hurdles. John Doe has faced **political interference**, **network/technology issues**, and **a lack of digital inclusivity**, especially among farmers who cannot read or afford smartphones. Some farmers still expect hand-outs, and **loan access** is a significant issue, limited by collateral requirements or high interest rates.

But John remains optimistic. “The changes are sustainable,” he says, “but we must consider climate change, product quality from suppliers, and ongoing mentorship.”

### He believes Kuza can go further by:

- ✓ Collaborating more directly with county governments for shared implementation.
- ✓ Translating modules into local languages.
- ✓ Offering retraining opportunities.
- ✓ And most importantly, recognising and rewarding grassroots leaders like himself.

*John Doe is no longer just a farmer: he is a business owner, a mentor, a community leader, and a provider. What started with a digital training and a borrowed projector has grown into a **model of sustainable impact**, across Nyandarua through knowledge, opportunity, and empowerment.*

# Recommendations & Key Learnings

# Amidst challenges, opportunities present themselves

## Challenges faced in staying active:

Agripreneurs were recounting several challenges that were making it difficult to stay active.

- **Off-seasons** were being described as discouraging because of **zero income**.
- **High input costs**, especially fertiliser, were being noted as a major barrier.
- **Transport difficulties** were also emphasised, as reaching farmers in remote areas was costly and sometimes impossible.
- **Personal challenges** such as illness or family obligations were also reducing activity levels for some.
- Others mentioned poor weather and group resistance to training tools as additional barriers.

These challenges collectively showed that **while agripreneurs were motivated, structural and contextual barriers were consistently constraining their ability to operate smoothly.**

## Recommendations by the agripreneurs:

When asked what more could be done, agripreneurs were proposing several ideas. They were suggesting **that Kuza should help diversify markets beyond local areas and explore international markets.** They were recommending:

- **Support in starting other value** chains, including livestock in areas where this is not yet implemented, as well as consumer products.
- The agripreneurs also mentioned the **need for more tools**, such as teaching gadgets, digital platforms, and even machinery like feed formulation equipment.
- Some recommended **provision of motorbikes to ease transport for farmers.**
- Others proposed **stronger mentorship programs** and more stable recognition of high-performing agripreneurs.

Overall, **agripreneurs were actively identifying practical and context-specific ways to strengthen their income channels and reduce vulnerability to seasonality.**

# Improvements suggested in onboarding agripreneurs



## Introduce financial and motivational incentive

*The agripreneurs mentioned that the current model lacks sufficient incentives to attract or retain committed agripreneurs thus high attrition*



## Refine minimum age criteria

*The younger agripreneurs (below 24yrs) had challenges such as lack of commitment, short-term expectations and no follow-through*



## Increase understanding of the Kuza Model

*Agripreneurs mentioned that many applicants (or non-applicants) don't understand the opportunity well enough. A structured pre-recruitment exposure is needed to ensure only committed agripreneurs apply*



## Prioritise experience-based selection

*In shortlisting, there is need to prioritise youth with prior experience in agribusiness, have a proven track record of engaging in agriculture as a business and have successfully engaged farmers previously*



## Broaden selection panel

*An agripreneur flagged issues of political interference in recruitment processes. To mitigate, panels should include more technical experts from agriculture ministries and development programs*



## Enhancing women participation

*While 50% of the agripreneurs are women, increasing the number to 60-70% would be ideal due to better long-term commitment and alignment with broader gender empowerment goals*



## More robust onboarding process

*Suggestion for improvement included, tracking onboarding outcomes and localising content further by sub-county or agro-ecological zone*



## Incorporate adults (1-2 per cohort)

*They would play a role of mentoring and motivating the young agripreneurs. This reflects the sociocultural importance of elders in rural contexts*

# Key learnings

1. **Agripreneurs as essential service nodes:** Kuza-trained agripreneurs have evolved into de facto extension agents in their communities, delivering training, linking farmers to markets, and aggregating inputs. Many continue to serve farmers even after project closure, often at personal cost.
2. **Device ownership and sustainability:** Early challenges arose where counties procured and reclaimed digital devices, disrupting continuity. Kuza recommends that future programs enable agripreneurs to own their tools e.g., through county-backed loans or ward-level SACCO financing (now integrated in World Bank NAVCDP & FSRP). This approach builds long-term sustainability and true systems change.
3. **Localise and contextualise support:** There is a need to continue adapting training and materials to local realities, including translating modules, integrating practical field-based refreshers, and providing tools that help agripreneurs deliver value in diverse agro-ecological contexts.
4. **Income and business growth are real, but uneven:** Significant income growth was reported across most counties, especially where agripreneurs leveraged new income streams (e.g., commission from inputs, training fees, value chain). However, sustainability is challenged by seasonality, input access, and lack of structured post-programme support.
5. **Diversified portfolio for resilience:** Sustainability improves when agripreneurs build a mixed portfolio, combining crop and livestock services to avoid seasonality risk and ensure year-round income.
6. **Trust and social capital matter:** Agripreneurs who had pre-existing relationships with farmer groups (e.g., through county government, Facebook groups, or NGOs) were more effective in mobilising attendance and building lasting training relationships.
7. **Expand access to finance:** There is a need to partner with financial institutions and county programs to unlock grants, subsidies, seasonal loans, and input financing so agripreneurs can maintain inventory, pre-finance farmer demand, and grow service offerings.
8. **Strengthen post-incubation support:** There is a need to maintain structured follow-ups, mentorship circles, and peer-to-peer learning to keep agripreneurs motivated, troubleshoot challenges early, and showcase high performers as role models.
9. **Deepen market and government linkages:** There is a need to build stronger bridges with buyers, aggregators, and county governments so agripreneurs become a recognised part of local extension and market systems, enhancing their credibility and reach.
10. **Diversify service offerings:** Encouraging agripreneurs to bundle advisory services with inputs, aggregation, and other market-driven solutions would increase farmer loyalty and ensure business sustainability.

# Kuza OneNetwork Platform: Implementation fidelity summary

## What worked

1. Farmer profiling and sensitisation activities were successfully rolled out across counties.
2. Digital extension and training components were partially implemented, with iterative improvements over time.
3. Mentor support was largely effective; the mentor reported 95–98% success in achieving training targets.
4. Hybrid training models (online + in-person) improved accessibility and adaptability post-COVID.
5. Innovation in digital tools: Kuza introduced battery-operated, offline-compatible toolkits to address power and internet issues.
6. Continuous learning and system tweaks by Kuza staff ensured better integration of components over time

## What didn't work

1. Delayed fund disbursement: County program fund release was slow, disrupting activity timelines, procurement, and training schedules.
2. Limited use of M&E platform: 60 Decibel evaluation reports done to evaluate the impact..
3. Informal market linkages: Farmer connections to buyers and input suppliers were mostly ad-hoc, with few structured value-chain partnerships, bundled services, or scalable commercial pathways..
4. Reallocation of digital toolkits: Counties retracted tablets and projectors after project closure, reducing some agripreneurs' ability to continue delivering digital services.
5. Inconsistent county engagement: County participation in training and follow-up was uneven, limiting consistent integration of the model into local extension systems..
6. Diverse stakeholder feedback: Mentors reported positive results, but some partners highlighted gaps in delivery consistency and unmet expectations..



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