

AgriTrade Nakuru Network

By Moses Gichuru¹

Linking with the AgriTrade Network

I am based in Nakuru. My main registered business is 'Kingsolo Live Traders'; we buy cereals from the farmers, sort, clean and repackage as a quality brand. We also mill millet, cassava, ground nuts and soya to make flour for porridge and fortified concentrates. We formulate cattle feed using the by-products from the milling and sell these to the farmers in the peri-urban Nakuru area.



I have been involved in the promotion of organic farming for many years. I am working with Nature Food and Fertility farming groups (NF3) who are producing fresh mushrooms from Gilgil; and organic vegetables in Dundoli. I am also dealing in dairy goats and have a huge market for this here in Nakuru.

Linking with AgriTrade will assist me to source the raw materials for my business and to find markets for these and other farming groups and for the products produced by my business.

Building a Network around Nakuru

I have been building up a network of Information Boards (IBs) both in the three main markets in Nakuru and in the surrounding villages. We have three new IB managers for the markets in Central, Eastern and Western Nakuru. I recently spoke to the municipal authority about the positioning of the boards in the markets. They insisted that the IBs be put within the market area as they believe that they will assist the traders and add value to the markets. We will pay a yearly licence but they will come up with the figure once they see how the boards are doing. Permission has been granted, in fact they asked for IBs in two additional markets. So we will have IBs in five main markets in Nakuru county council.

Central, Eastern and Western Markets in Nakuru

In the Central Market the IB manager (IBM) is Elijah Kinyanjui. The central market is divided into two parts; one wholesale which is open from 5 am- 11am and one retail which is open from 11am – 5pm. Elijah collects prices at 8:00 a.m., these are the opening wholesale prices. This is a huge market with around 3,000 registered brokers



IBMs at Nakuru Markets; Anthony, Yuvenalis and Elijah

Yuvenalis Mokaya is the IBM at the Eastern market. This is where a new market is being built which will then become a main market place. Western Market (Ponda Mali) has Anthony Ndirangu as IBM. Anthony is well known in the market as he has been working there as a salesman.

Anthony has an idea to advertise the boards through the local radio; I will get a spot on Farmers' Voice so that we can inform and promote the idea of the IBs in the area.

IBs in the villages; Waseges

We are also increasing our network of farmers around Nakuru. In Waseges we have an IB manager, Isaac Gakunga (0725277687), to link the farmers in the area of Mbogoini, outside Nakuru. Both the chief and the councillor have told me that marketing is a problem and after hearing the role of AgriTrade they were keen to link up with our network.



Introducing AgriTrade to farmers in Waseges

¹ Interviewed by Anne Dennig in March 2009

Around Waseges, the farmers are growing cassava which they dry and mill. They mix this with amaranth, soya, millet and sorghum to produce various types of flour.



Waseges Cottage Industry

After meeting the Waseges Cottage Industry group, I went to a local supermarket in Nakuru and gave them samples of the flour they produce. The supermarket was impressed with the quality and contacted the producers and bought their entire stock. They were amazed that they could source from their doorstep rather than from Kilifi (on the coast) their usual source. Sadly the farmers do not produce enough flour for a regular supply but perhaps this will develop.

At Kapsita in Molo we have links to a farming group who would also like to link with us to market their vegetables. We are setting up an IB there with a manager who is an Agro-Dealer (Mrs Wangechi).



Moses and Clive with Mary Wangechi Ndegwa

Up-coming Deals

We have plans to try to carry out the following deals:-

- Through contacts in the Western Region (Solomon Mulindi), we would like to try to link with the banana producers in Bukembe for sale in the main markets in Nakuru.



Banana ripening sheds at the Central Nakuru Market

- For the trade in dairy goats we would like to link up with Alex Adala in Luanda and to source for the peri-urban Nakuru area.
- In Nakuru we have markets that sell French beans, snowpeas and sugarsnaps. We would like to link through James Kanyi with the horticulturalists in Ndaragua to buy their grade two produce.
- We are also looking forward to have links with AgriNet Uganda who we hope can help us to source raw materials for our flour and feed businesses.

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