

Nakuru IBM Arranges Trade of Oranges from Tanzania

By Elijah Kinyanjui¹

Introducing Elijah, IBM Nakuru

Hi, I am Elijah Kinyanjui an Information Board Manager (IBM) in Nakuru in Kenya. I was introduced to the idea of an Information Board (IB) to provide and collect market information by Moses Gichuru the Regional Manager for AgriTrade in Nakuru.

Adverts on the IB

Since April 2009 I have been managing the board in the Nakuru Central Market. The IBs attract many people; traders as well as retail customers. Besides the adverts on farm produce for sale or wanted, I have put up many different kinds of adverts from a variety of people: individuals selling properties; printing companies; folks selling services for weddings, family gatherings and other social activities such as video coverage; tents and chair hire.

Learning from First Local Deals

The first deal that I made was to supply maize flour within the shops and grocery stores. As I continue to do this I am learning a lot from the parties concerned, the IBMs, the farmers, the brokers, the traders and the customers. I am also learning about the competition, trends and the market, without forgetting price fluctuation due to greedy traders who push the price in their favour.

Transport for Local Deals

As a Nakuru IBM I am building up my network within Nakuru District. To do this I have found that it is important to help the farmers to market their produce through assisting them with transport. It works like this; we transport farm products direct from the farmers and growers to the consumers. To cut down the brokerage fee and the transport cost, I usually use bicycles well known as bodaboda. Sometimes it's hectic when it rains; the time it takes to deliver the product into the market would be faster if I could get a more reliable means of transport, then I could increase the profit and improve on delivery. The advantage of the service to the

farmers is that there is no transport cost and they incur no problem in looking for customers. They can concentrate on farm work rather than on transporting the farm produce and looking for a market for their produce. Therefore these farmers in our network are wasting no time away from their farms. This system is working in my area and I am hoping to improve it more as we get a more reliable means of transport in my area, as you know bicycles can't carry bulky or heavy loads and they are slow.

Currently I am working with a milling company, helping them to source maize from the farmers and assisting them to transport maize flour within the area. The factory can produce 2.5 tons per week; because it is very new in the market I am trying to market the flour for them. I move in the morning looking for orders, then I deliver flour and by doing this I get commission both from farm producers and from the flour factory.

Oranges from Tanzania



Elijah Kinyanjui and James Kiragu with a load of oranges from Tanzania

In the photo above is Mr James Kiragu (with a white shirt on) with me in Nakuru market. This was taken after a load of oranges from Tanzania was delivered. The onlookers are the area traders and brokers in the Nakuru wholesale market, who are very supportive of the new IB when it comes to knowing what is and is not in the market and the price trend of farm produce.

I met with James Kiragu in the main wholesale market when I was teaching the public about the importance of the IB; how it can add value in the market and is a very important tool for customers to see and compare prices and to advertise sales or demands. I taught James and his friends how the IB operates and how the

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AgriTrade system for deal making works. They appreciated its benefits after we had earned Ksh 7800/- from a deal and each one of us got Ksh 2600/-!

James Kiragu has been in the market for some years and is an experienced broker, dealing with different types of seasonal fruits. Through the LLL I heard about networking with others in the same field in Tanzania and Uganda. On the issue of oranges it was my first time to make a deal outside our country. Dealing with new and strange people was not easy, and the quality of oranges matters in our market more than the weight so it was important to get the correct size and quality from Tanzania.


James Kiragu assisted me a lot with organizing the payments through his uncle who gave him a soft loan to go about the business. I organised the transport of the oranges through my cousin who deals with transport of farm produce. He gave me the necessary support for transporting the oranges from Tanzania. Oranges were collected from different farmers sourced from Mwenza, Mchungwani and the Kirongo area.


The deal was hectic due to transport, finding enough capital and sourcing the oranges. Most of these oranges were of the same grade due to direct selection from the farmers; a brokerage fee was paid in some areas.

Next Steps

We are hoping that we will continue making more deals. We know that there is a market for dairy goats in Nakuru. For the supply of these I am linking up with James Kanyi (Regional Manager of Mount Kenya Region). We are yet to finalize the customers on the mode of payment and how we are going to transport these goats. The health of these animals is very important.

Contact:


A link to Markets, Finance & Information



IBM Nakuru Central Market
Elijah Kinyanjui
E mail: shikiki2006@yahoo.com.
Mob: +254 727419500