



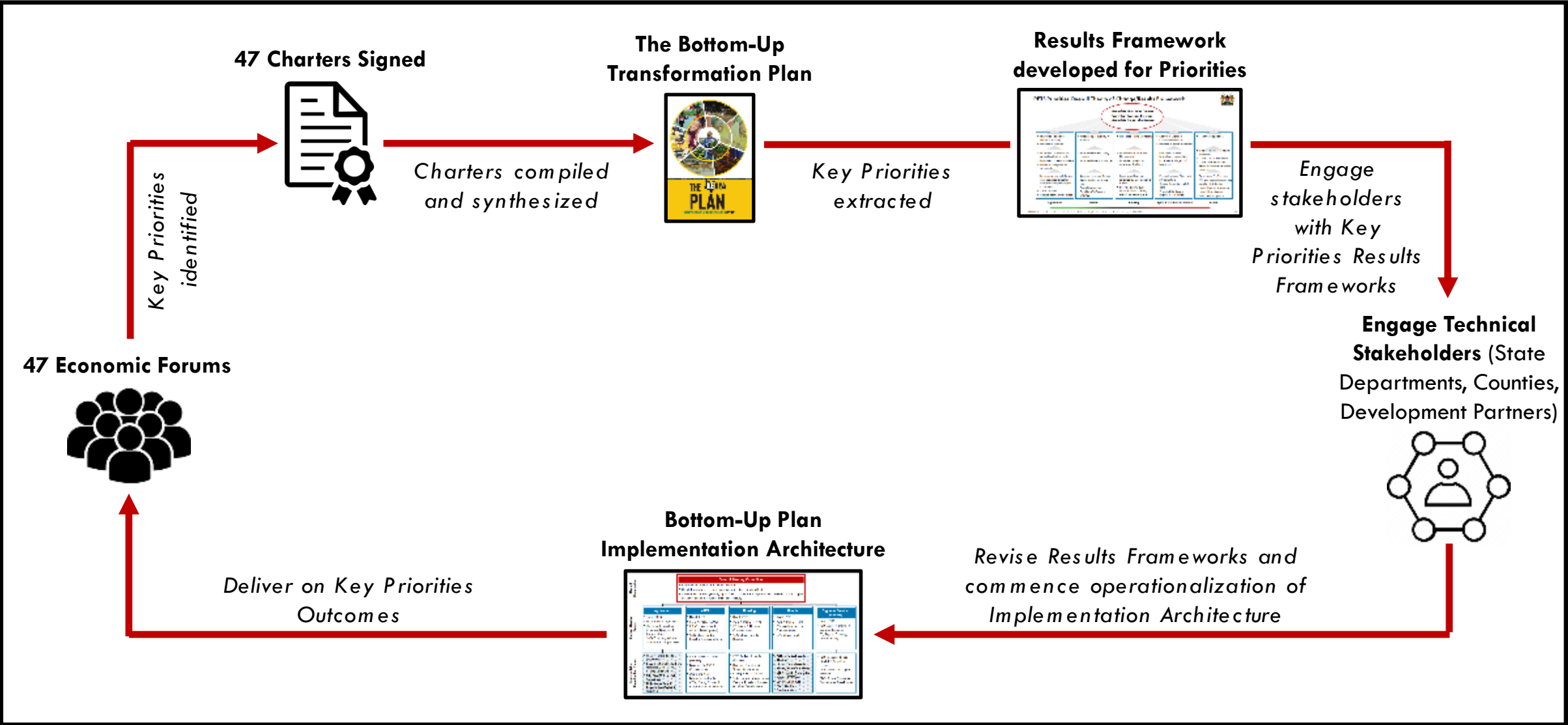
# **Bottom- Up Economic Transformation Agenda (BETA) FOOD SECURITY**

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**Executive Office Of The President  
Republic Of Kenya  
Presidential economic transformation secretariat**

May 2023

# In the run-up to the 2022 elections, a rigorous consultative process was undertaken to develop and deliver results from the Bottom-Up Plan



The President's Economic Transformation Secretariat was set-up to coordinate the implementation of the Bottom-Up Plan's critical priorities



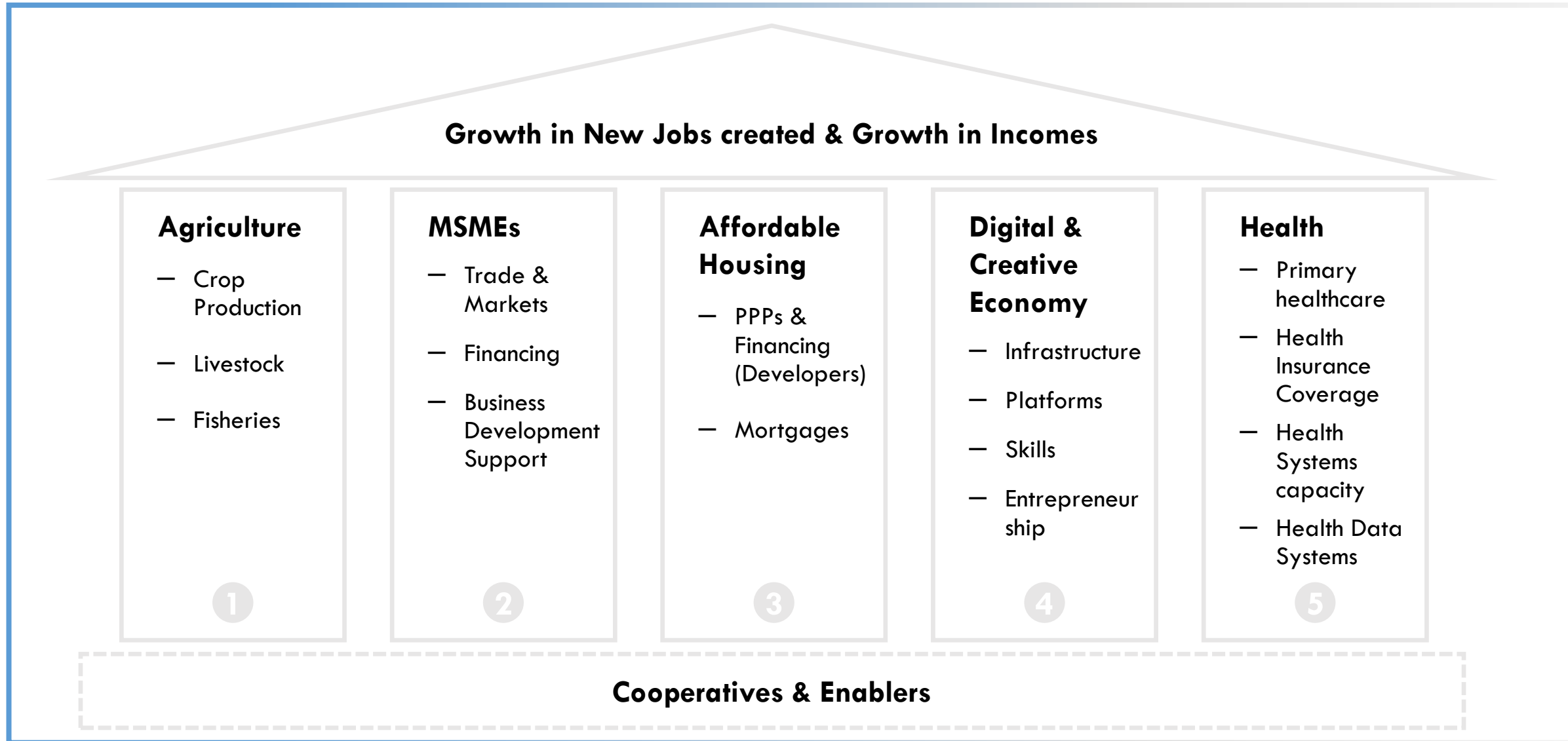
**President's Council of Economic Advisors**

**President's Economic Transformation Secretariat (PETS)**

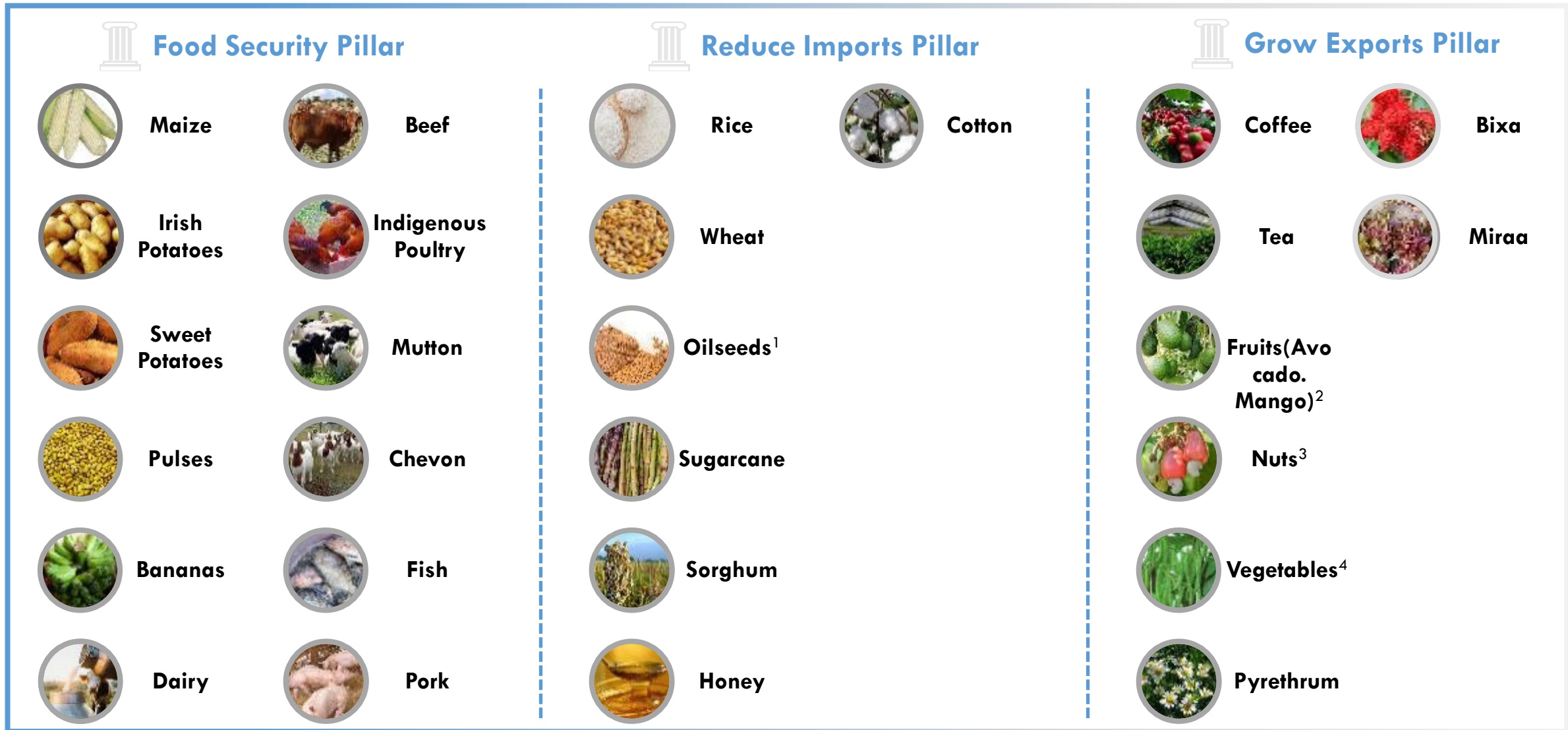
### **The President's Economic Transformation Secretariat Philosophy/Approach**

- The President's Economic Transformation Secretariat **does not implement** or **seek to play** the role of an implementing body or agency.
- The Presidential Economic Transformation Secretariat **supports implementation bodies or agencies** by unlocking challenges and bottlenecks to ensure that the outcomes envisaged in the Bottom-Up plan are achieved.

# Five key Priorities have been identified and defined for the BETA



# Priority Value Chains have been identified and aligned to the Agriculture Pillars



1: Canola, Soybeans, Sunflower, Sesame, Groundnut/Peanut

2: Avocado, Mangoes, Passion Fruit, Pineapple

3: Macadamia, Cashew nuts, Coconut

4: Garden Peas, African Bird eye Chillies

# The Agriculture Priority Logical/Results Framework

## Achieve Food Security

### Organize all farmers and other key stakeholders into Cooperatives:

- Provide Start-Up Capital & Technical Assistance & Business Development Support

### Increase Production and Productivity at competitive costs:

- Provide Fertilizers, Feeds, Agroveter supplies, improved seeds/seedlings, breeding stock
- Expand cultivated and Irrigated acreage

### Reduce Post harvest Losses and Provide Warehousing Support:

- Drying, Coolers, Cold rooms, Curing Facilities and storage facilities

### Increase Value Addition:

- Milling, Livestock Feed Manufacture, Processing

**Increased farmers income and Job creation**

## Reduce Food Imports

### Organize all farmers and other key stakeholders into Cooperatives:

- Provide Start-Up Capital & Technical Assistance & Business Development Support

### Increase Production and Productivity at competitive costs:

- Provide Fertilizers, Feeds, Agroveter supplies, improved seeds/seedlings, breeding stock
- Expand cultivated and Irrigated acreage

### Reduce Post harvest Losses and Provide Warehousing Support:

- Drying and storage facilities

### Increase Value Addition:

- Pressing, Milling, Livestock Feed Manufacture, Processing

**Increased farmers income and Job creation**

## Increase Exports

### Organize all farmers and other key stakeholders into Cooperatives:

- Provide Start-Up Capital & Technical Assistance & Business Development Support

### Increase Production and Productivity at competitive costs:

- Provide Fertilizers, Feeds, Agroveter supplies, improved seeds/seedlings, breeding stock
- Expand cultivated and Irrigated acreage

### Reduce Post harvest Losses and Provide Warehousing Support:

- Drying and cold storage facilities

### Establish & Enforce Standards:

- Enforce phytosanitary certification & Consumer driven standards

### Increase Value Addition:

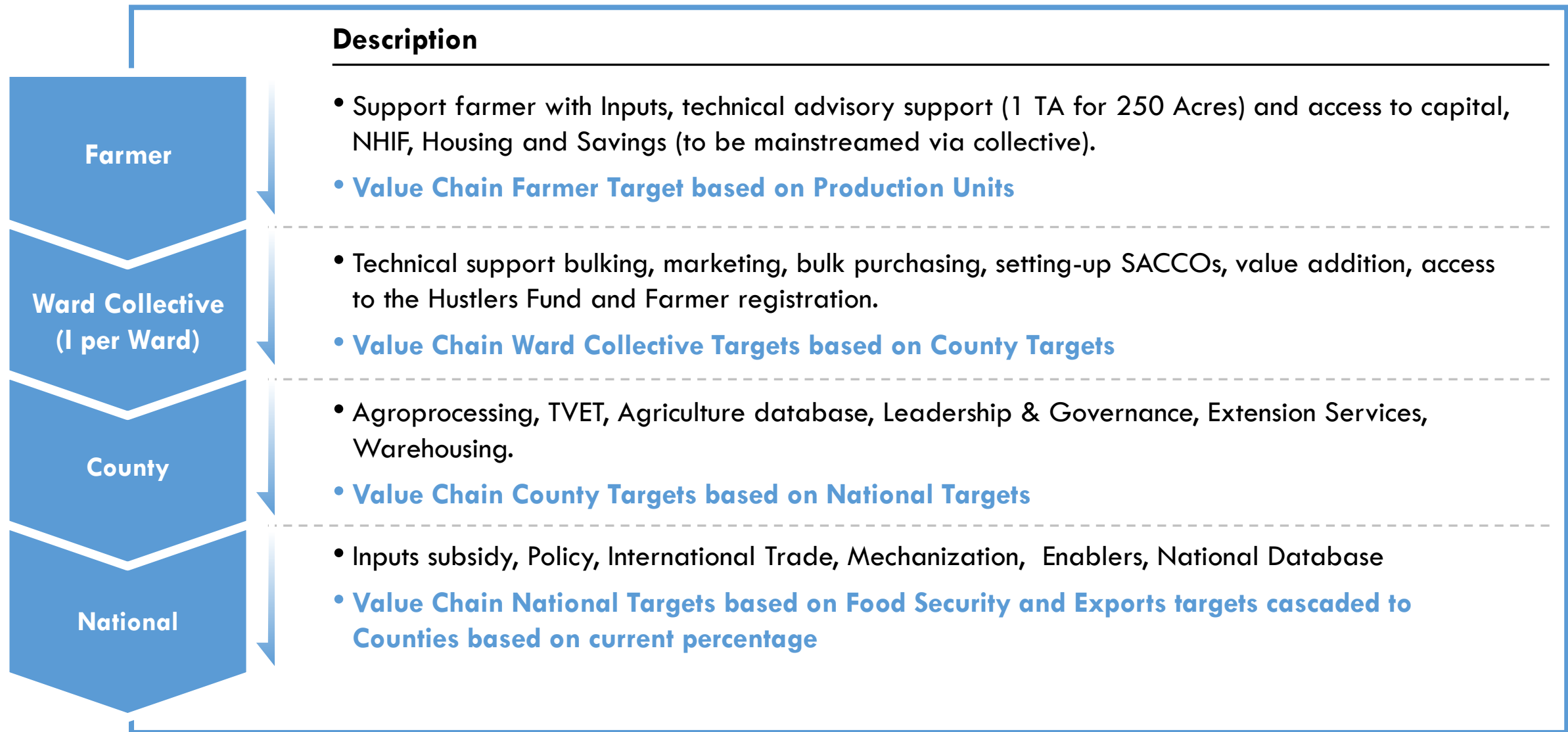
- Blending & Flavouring, Hulling, Roasting, Drying, Roasting, Jams

### Provide marketing access support:

- Branding & New market entry

**Increased farmers income and Job creation**

# ... and our approach is encapsulated in the Bottom-up Agriculture Productivity Model



# The BETA Overall Agriculture Paradigm shift

## From ...

### **Farmer Based Production**

- Declining size and productivity of production resources
- Climate change
- Unknown farmers and unknown value chain
- 80% telephone farmers
- Ageing farmers( average age of 60 year

### **Extension Model**

- Assumption; Training translates to production
- Collapsing extension in counties and national government due to retiring staff and lack of recruitment
- 330000 unemployed graduates (1989-2022)
- Universities/colleges shutting down agriculture departments due to declining student intake



## ... To

### **Resource Management Production**

- Production resource focus ( land and livestock resource managed as national assets linked to national food security or export target
- Focusing on unit productivity rather than production
- Farms run as profitable enterprises
- Production and marketing through multipurpose ward cooperatives

### **Farm Resource Management**

- Allocate county agriculture staff resources to manage and set targets on resources
- Work with farmers rather than train them
- Manage all the value chains within the allocated area
- Data driven agriculture



# Key KPIs at two levels have been identified for the Agriculture Priority

## Level 1 or Pillar Level KPIs

- 1 Absolute number of food insecure Kenyans (by categories).
- 2 Annual foreign exchange expenditure
- 3 Annual export earnings.
- 4 Average annual farmers gross/net income.
- 5 New jobs created along each pillar's value chains



## Level 2 or Value Chain KPIs

- a Quantity of commodity produced
- b Average commodity production cost
- c Total acreage cultivated/harvested
- d Average crop yield per acreage:
  - Total fertiliser demanded/supplied (by type) per planting season.
  - Quantity of improved seeding demanded/supplied per planting season.
- e Average yield per livestock:
  - Quantity of improved breeding stock demanded/supplied
  - Number of feedlots established and operational.
- f Average Post Harvest Losses
- g Average value of raw produce captured

# End State Model for the Ward Cooperative

