

ORGANIC FERTILIZERS FOR SMALLHOLDER FARMERS

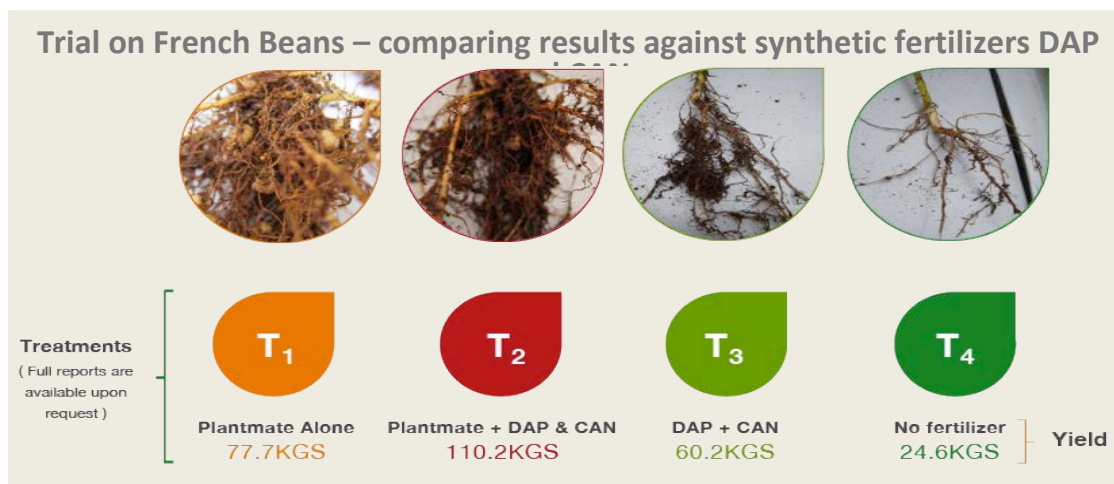
The Problem

- Poor agronomic practices have led to increased erosion and reduced soil fertility
- Limited access to quality fertilizers and organic matter for smallholder farmers
- Poor productivity resulting in low earnings for smallholder farmers and food insecurity

The Innovative Solution

Wanda Organic is currently importing and marketing *Plantmate Organic Fertilizer* and *Prime EC Foliar Plant Food*, with the aim of setting up local production facilities in the region.

The products, which comprise the breakthrough results of over 40 years in biotechnological research, increase crop yield by restoring soil health, unlocking nutrients, and improving water retention capacity.



About the Award

Following an open and competitive process in 2013, Wanda Organic was among seven initial innovations which won a seed funding and technical assistance award from USAID, through Feed the Future Kenya Innovation Engine. In 2016, Wanda Organic qualified for the next-level innovation award.

Stage 1 Award: January 2014 - May 2015

Amount: KES 7.7million (\$94,572)

Stage 2 Award: Feb 2016 - March 2016

Amount: KES 34.9million (\$342,625)

Technical Assistance: product development & testing, business plan development, market study, monitoring and evaluation capacity building, business modelling, I.T. infrastructure

Target Counties: Machakos, Makueni, Meru, Tharaka Nithi

Targeted Value Chain: Horticulture

About the Innovator

Ms. Marion Atieno Moon is the Founder and Managing Director of Wanda Organic. A Bachelor of Arts in Business Management graduate, Marion is a Fellow of the Acumen Fund East Africa. In 2013, the Growth Africa/Village Capital Innovation to Impact initiative provided the firm with US\$25,000 in funding following its peer selection as one of two companies lauded for running green enterprises. Marion participated in the Global Entrepreneurship Summit 2015 in Nairobi and has been invited to speak at the GES 2016 plenary session in Washington, D.C. in June.

Achievements – Stage 1 Award

- Established over **30 demo sites** in two semi-arid counties, all of which showed positive results.
- Trained almost 2,100 farmers on sustainable farming and use of the organic product with over 360 adopting the fertilizer as repeat customers.
- Plantmate Organic fertilizer has helped farmers to achieve over **30% increase in yields** and **20% decrease in cost of inputs**, due to the efficacy of the innovation.
- Improved productivity has translated to a **50% increase in value of sales** among smallholder farmers.

Goals – Stage 2 Award

- Product formulation and approval in readiness to establish local production facilities for Plantmate Organic fertilizer. The fertilizer is expected to retail at \$25 per 50Kg bag down from the current \$32 per bag.
- Set up viable distribution channels as well as develop I.T. infrastructure for online payment and ordering.
- Over 3,200 farmers to adopt the innovation
- Establish local production facilities and set up a distribution network.
- Build the capacity of company staff on technical competences and systems operations.

“I like the color, that is has no odor and it is moist...it ‘feels alive’.”

Comments from a farmer’s wife in Machakos County.



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