

## Country Context



**Population**  
 49,699,862

Life  
 expectation  
 at Birth  
**67**

Population in  
 Agriculture  
**61%**

**GDP**  
 74.938

## Programme Financing

**Total project cost**  
**\$32.15 million**

IFAD contribution  
**\$23.53 million**  
 (71.6%)

Government financing  
**\$ 7.23 million**  
 (22.5%)

Beneficiary contribution:  
**\$1.39 million**  
 (4.3%)

## Coverage

Started in:  
 July 2007

Closed in:  
 June 2015

Targeted smallholder  
 horticultural farmers  
 producing primarily for:

the domestic market    input suppliers (stockists)    processors    transporters    produce traders

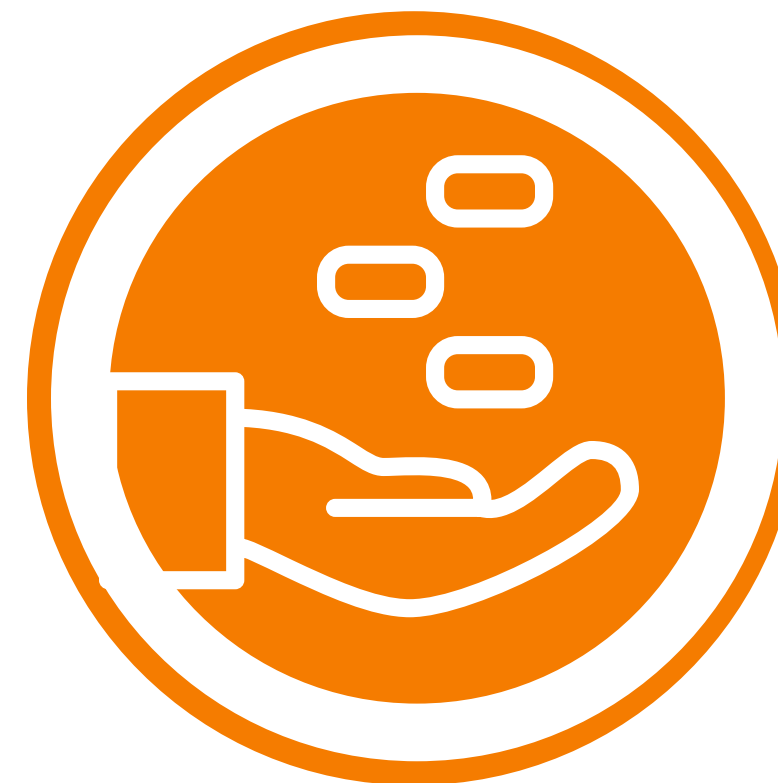


**in 14 districts**

Reached 21,311  
 direct households

**36%**  
 are women

## Objectives



Increase incomes and reduce poverty among poor rural households in medium- to high-potential farming areas for which horticulture was a source of livelihood



Increase the health and welfare of Kenyans by improving quality and quantity of horticultural produce in the country

## Programme Components

SHoMaP was implemented through 4 components:

**1** Domestic market systems analysis

**2** Institutional strengthening

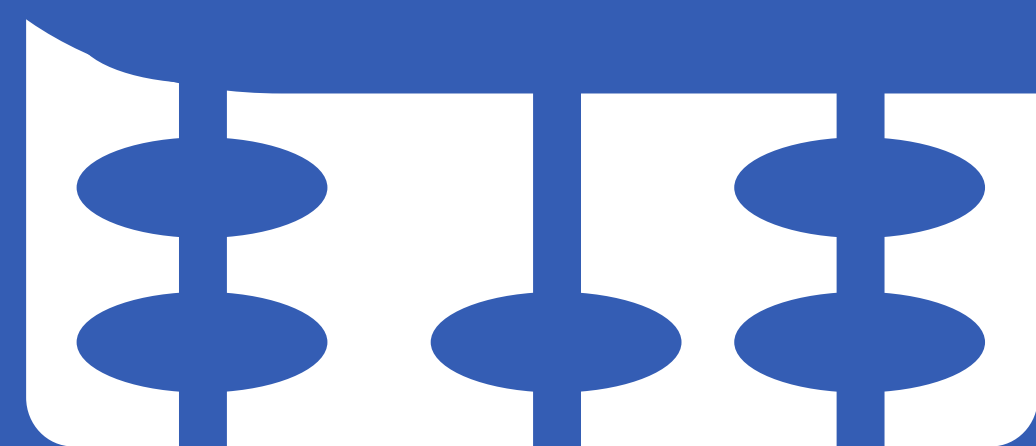
**3** Investment in domestic horticultural value chains

**4** Programme management and coordination

## SHoMaP Impact Evaluation

**1**

A quasi-experimental approach combining econometric and quantitative techniques to estimate impact.



**2**

A total of 1,522 households surveyed

**825**  
 in control

**697**  
 in treatment

relying on propensity score matching method.

**3**

Two measures of food security employed to assess impact on food security –

the Household Food Insecurity Assessment Score and the Household Dietary Diversity Score.



The project was assessed against a set of internationally recognized performance criteria and IFAD-specific evaluation criteria.



Relevance

Effectiveness

Efficiency

Sustainability

Impact

Innovation and scaling up

Gender equality and women's empowerment

Performance partners

## Key Findings

### Areas of Strength



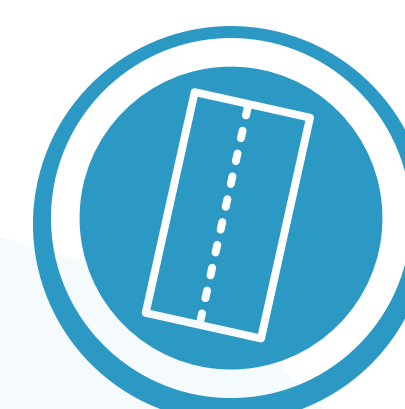
#### Productivity

Crop yields for bananas and Irish potatoes were greater in beneficiaries' households.



#### Greenhouses

for tomatoes displayed evidence of functioning quite well.



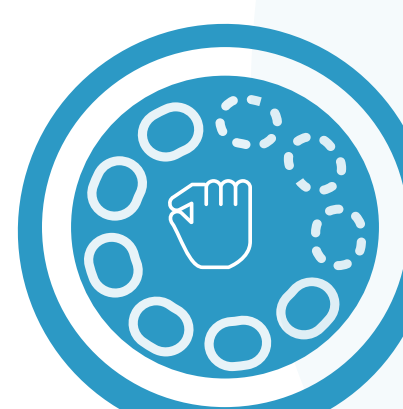
#### Small-scale infrastructure

Rehabilitation of feeder roads was successful in granting access to the market.



#### Women

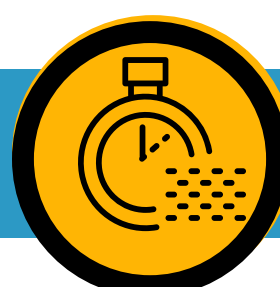
Beneficiary households had more women involved in household decision-making.



#### Capacity-building

training helped the community's understanding of environmental risk management through technology and crop-rotations.

### Areas for Improvement



#### Value chain diagnostics

Timely value chain diagnostics was lacking.



#### Group dynamics

Lack of accountability and poor governance resulted in limited success with farmer marketing groups.



#### Markets

Almost half of the physical market structures (18 out of 38) were not in complete use at the time of evaluation.



#### Value-added

Half of the pilot (value added) initiatives (41 out of 80) were not producing income or had stopped functioning.



#### Value chain relationships

Business relations between farmer groups and traders did not improve as expected.

## Recommendations

1



**Adopt an integrated approach and a proper sequencing of value chain activities.**

2



**Allocate sufficient time and support for capacity development and behavioural shifts to take shape.**

3



**Target individual entrepreneurs or smaller enterprises for agro-processing while positioning farmers as suppliers of raw materials.**

4



**Establish mechanisms for collaboration among stakeholders as part of the exit strategy.**