

Carol Kamau

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Anne: What are your marketing challenges?

Carol: In Bogoma Distirict there are no formal marketing chains. At the moment we have an informal maize chain. At harvest time the middlemen- traders come from Nairobi and Eldoret and pick up the maize from Bungoma at very low prices. Some of the good farmers try to take their harvest to the National Cereals Board to get a better price. For horticulture crops we have contract farming with aid from Nairobi Horticultural Office. Field schools are producing tomatoes, cabbages and onions. We are also introducing French beans for contract farming.

Anne: How will you help farmers improve their marketing?

Carol: We will try to educate the farmers and traders about the proper quality and quantity required by the consumers, and we will make sure that they have the right scale balances to ensure that the farmer is not cheated and good storage facilities. We need to bring all these people together for they require each other and they don't have to exploit each other as they need one another. It will work if we have a workshop to bring these key players together so that each gets the necessary fair profit margin. We need to educate farmers on producing quality and quantity. If the traders come and find what they want the farmers will gain profits. We also need to teach farmers financial management.

¹ Interviewed by Anne Dennig on August 2nd 2006 at LLL Trade Fair Workshop in Kakamega, Kenya.