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Anne: What are your marketing challenges?

Christopher: My work involves mobilizing the farmers and helping them to make better products that they can sell. It is easy to get farmers to produce. But disposing of the produce is difficult. Market information is a big challenge to the farmers. Right now we have gotten into groupings which has brought FFS groups in the district- through that we are able to access marketing information. Contact between key players has been one of our short comings. The ministry has been trying to talk to the farmers but we have been leaving out the key players. The network members need knowledge and this can be gotten from the internet. If we can break through here we can help our farmers to better access the markets.

Anne: What market chains are you supporting?

Christopher: Right now we have about four honey groups harvesting, refining and packing honey into jerry cans or smaller containers to dispose of locally. We have also got buyers that come to buy 10-20 kg but we don't understand where these wholesalers take it. We want to find this out. We have about three groups whose product goes to market retailers and local shop keepers. We need to work on quality control, packaging and sealing and maintaining the identity of this local product. Communication is an important part. The LLL service has been an eye opener and I want to get back and get our chainman to see how we can get the individual groups to learn from this. There is a lot more to do and with patience and learning along the way.

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