



ssnup

Smallholder Safety Net
Upscaling Programme

IMPROVING MARKET ACCESS FOR CHILLI PRODUCERS IN KENYA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Kenya's agricultural sector is one of the backbones of the country's economy, representing 33% of the annual GDP. The agriculture sector employs more than 40% of the total population and 70% of the rural population. Regarding the chilli market, up until 2018, Kenya was an important exporter of chilli peppers to Europe. However, the new EU plant health regulation which came into operation in 2019 bringing rigorous new rules to prevent the introduction and spread of pests and diseases in the EU sharply reversed this trend. To meet the standards of the lucrative European, exporters need to put in place costly pest control and containment mechanisms, that are essentially not affordable for smallholder producers. Subsequently, more than 90 percent of the Kenyan firms that used to export, stopped the activity for fear of rejection and increasingly focused on the lower-return Middle Eastern markets.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Phyma Fresh Produce Limited (PHYMA) was founded in 2004 and specialises in growing and exporting fresh fruits and vegetables mainly to the European market. PHYMA specialises in three category products: exotic vegetables (green beans, mange tout, sugar snaps, baby corns, baby carrots); Asian vegetables (chillies, aubergines, okra, karella, ravaya, dudhi); and fruits (passion fruits, mangoes and avocados). PHYMA has a network of 1,247 registered smallholder farmers, out of which 450 are specialised in French beans, and 797 farmers supplying chillies as of August 2022. PHYMA benefited from a [SSNUP project in 2022](#) which implemented a traceability system for its chilli producers.

OBJECTIVE OF THE PROJECT

The project aims to improve the income and market access of chilli farmers by improving sustainability through certification that is required by many buyers worldwide and in Europe.

The main expected results are:

- Train and certify 700 farmers to GRASP GLOBAL Good Agricultural Practices¹.
- Train 5 staff on the certification requirements.

¹ The GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) is an add-on for the evaluation of workers' well-being at farm level. It covers four major social responsibility topics: workers' voice, human and labor rights information, human and labor rights indicators, and child and young workers' protection.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Phyma Fresh Produce Limited (SME) – Kenya

TARGET

700 farmers

AGRICULTURAL VALUE CHAIN

Chilli

STARTING DATE

September 2023

DURATION

12 months

TOTAL TA BUDGET

€ 10,791
Including € 8,633 (80%)
contribution from SSNUP

