# Republic of Kenya

## Impact Evaluation of the Smallholder Horticulture Marketing Programme (SHoMaP)

### Country Context

- **Population**: 49,699,862
- **Life Expectancy at Birth**: 67 years
- **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

- **Targeted smallholder horticultural farmers**: 36% are women
- **Reached 21,311 direct households in 14 districts**

### 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

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.

### 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.

### Key Findings

- **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**
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- **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. **Recommendation 1**
   - Adopt an integrated approach and a proper sequencing of value chain activities.

2. **Recommendation 2**
   - Allocate sufficient time and support for capacity development and behavioural shifts to take shape.

3. **Recommendation 3**
   - Target individual entrepreneurs or smaller enterprises for agro-processing while positioning farmers as suppliers of raw materials.

4. **Recommendation 4**
   - Establish mechanisms for collaboration among stakeholders as part of the exit strategy.