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| Name of project: | USAID Kenya Horticulture Competitiveness Project |
| Donor: | USAID |
| Implementing organization: | Fintrac Inc |
| M&E organization: | Fintrac Inc |
| Project start date: | June 2010 |
| Project end date: | February 2015 |
| Geographic coverage: (countries) | Kenya |
| Status of impact assessment (when are/were baselines to be conducted, what quantitative or qualitative assessments have been done, etc.) | Productivity baseline begins in November 1, 2010 Gender and Youth baselines to follow thereafter |
| To what extent is the project targeted to women? | 50-60% |
| Does this project aim to directly build assets, or would increases in assets be a secondary effect (e.g. project aims to increase incomes, but people might then invest in assets)? | USAID-KHCP's mission is to building a Highly Competitive Kenyan Horticulture Industry through improved productivity and food security and strengthening of local and domestic horticulture supply chains. Increases in assets is a secondary effect. |
| What kinds of assets might have observable changes (for men or women)? | (For each type of capital below that you think your project may affect, please mention the kinds of assets that may be affected) |
| <ul style="list-style-type: none"> • Natural capital (e.g. land, water): | Natural resources e.g Land, Water bodies, forests |
| <ul style="list-style-type: none"> • Physical capital (e.g. housing, equipment, cell phones): | Housing, livestock assets, production equipment and structures |
| <ul style="list-style-type: none"> • Financial capital (savings, credit, remittances): | Savings, Micro loans |
| <ul style="list-style-type: none"> • Social capital (e.g. group membership, connections, either within communities or with outsiders): | Group Membership |
| <ul style="list-style-type: none"> • Human capital (e.g. education, skills, health, nutritional status): | Nutritional status, health, education, technical /agronomic skills, |
| <p>Brief abstract about the project—what is it trying to achieve, what is the strategy being used for integrating gender into project implementation and in M&E/impact evaluation? (max 1 page)</p> <p>ABOUT USAID-KHCP</p> <p>The Kenya Horticulture Competitiveness Project (KHCP) is a four-year USAID initiative helping small farmers and allied agribusinesses take advantage of local, regional, and global market opportunities. Designed on the premise that the horticulture industry can be transformative for rural income, employment generation, and food security, USAID-KHCP focuses on:</p> <ul style="list-style-type: none"> • Enhanced productivity • Increased value-addition | |

- Improved value-chain coordination, marketing, and trade promotion
- Improved business environment, and institutional capacity

USAID-KHCP is implemented in cooperation with Kenyan private and public sector partners and actively encourages women and youth to participate. It is part of USAID's "Feed the Future" program, and provides technical assistance, training, and cost-shared grants to improve competitiveness and livelihoods throughout Kenya's provinces.

STRATEGIC SUPPORT

Farmers, farmer groups, and related companies interested in participating are encouraged to contact project offices directly. USAID-KHCP's primary interventions and services are:

Product Diversification – Promoting high-value crops suitable for smallholder production, commercialization and value-addition.

Market Diversification – Meeting immediate and growing demand for fresh and processed products domestically, regionally and in the US, as well as strengthening EU market share.

Technology – Transferring production, processing, and postharvest technologies through demonstration-based training.

Market Intelligence – Creating a state-of-the-art national production and market intelligence system.

Standards – Consolidating domestic and international standards and supporting compliance to improve market access while also protecting consumers and the environment.

Infrastructure – Supporting development of new wholesale markets and product handling facilities, and cost-sharing investment in affordable, on-farm postharvest infrastructure including cooling huts, collection sheds, and portable packhouses.

Policy – Providing analytical support to government and trade associations on enabling environment issues.

Smallholder Business Development – Training in organizational governance, recordkeeping, financial management, and contract negotiations for grower associations, with an emphasis on women and youth.

USAID KHCP recognizes that gender is not just about the number of men and women farmers that it is working with but the economic, social, political and cultural attributes and opportunities, roles and responsibilities that are associated with being a man or a woman.