



# **e-GRANARY – Digitally aggregating Farmers for Market in East Africa**

## INNOVATIVE IDEAS

# e-GRANARY – Digitally aggregating Farmers for Market in East Africa

by Eastern African Farmers Federation, EAFF

**e-GRANARY** is a mobile based digital platform that facilitates the meeting of demand and supply of agricultural output and inputs, reduces cost to serve and risks to enable service providers gainfully invest/serve small holder farmers. The e-GRANARY is a unique blend between a public body (EAFF) that represents farmers and farmer groups, and a commercial business model, e-GRANARY that builds on that to generate sustainable economic returns and stimulate investment across the value chain.

The structure of EAFF allows the e-GRANARY to effectively organize and aggregate the otherwise dispersed producer base, in order to achieve scale and engage as a significant stakeholder in the agricultural economy.

The business goal of the e-GRANARY is to increase farming profitability by improving the productivity of participating farmers through input provision and technical services, as well as resolving bottlenecks and improving efficiencies of the value chain leading to access to markets and improved trade. The business is hinged on these four key components;

**Direct and efficient access to markets** – e-GRANARY secures supply contracts, giving farmers a predictable and consistent market. This ensures farmers are paid fair prices for their commodities and enabled to sell in bulk since partner off-takers have the capacity to purchase large quantities.

**Farmer groups for marketing** – It is very expensive to serve individual smallholder farmers. Thus, EAFF aggregates farmers into viable economic groups to enable them to access their network of service providers.

**Pooled purchasing** – Grouping farmers enable e-GRANARY to aggregate the demand for advantageous rates/bulk purchase discounts and ease of access for certified inputs, small loans and crop insurance.

**Digital financial services** – Farmers now receive payments via mobile money. They are able to pay for inputs and rent tractors through their mobile phones, and access to credit is envisaged through the mobile digital platform.



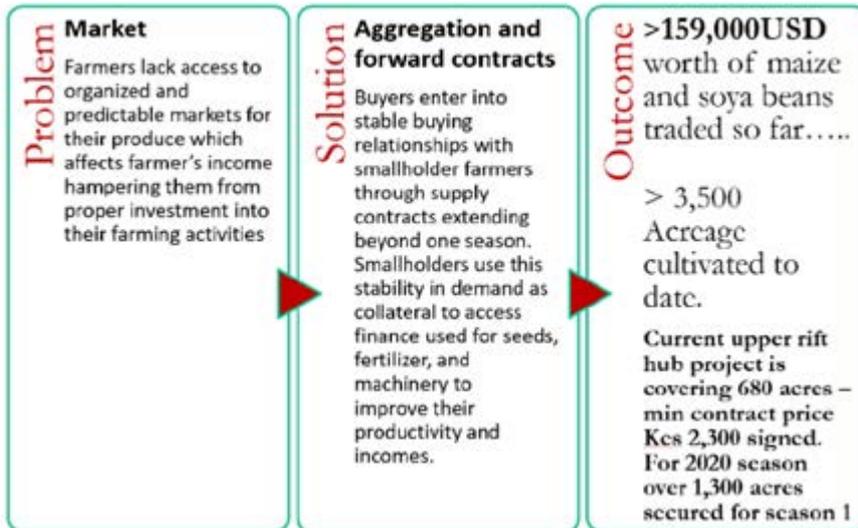
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## Progress to date

So slightly over 200,000 farmers have been recruited on e-Granary, enabling access to inputs and crop markets, while 30,000 farmers are accessing extension messages.

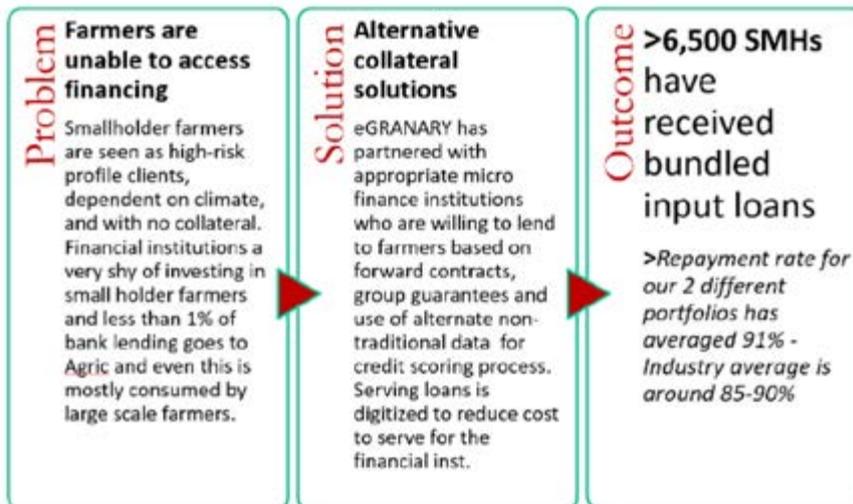


## Increased market access by farmers



EAFF is a non-political, non-profit and a democratic apex organization of all Farmers of Eastern Africa. Its role is to voice legitimate concerns and interests of farmers of the region with the aim of enhancing regional cohesiveness and social-economic status of the farmers. The Federation apart from voicing views and demands of the farmers on crosscutting issues will also endeavor to promote regional integration of the farmers through trade and good neighbourliness.

## Access to financial services –credit/insurance



Find out more at  
<https://www.eaffu.org/>

Data

**Problem** **Non existence data on farmers**

Lack of bio data, traceable financial and production history for farmer to aid in decision making on the sector.

**Solution** **eGRANARY data platform**

eGRANARY has implemented a farmer led data management solution. Data capture is done by farmers through their mobile phones using a USSD app. This basic supply chain information allows relevant service providers engage with farmers in a mutually beneficial relationship.

**Outcome** eGRANARY has so far registered **>216,000 farmers** in Kenya alone. 46,000 of these farmer have had their data verified through a Govt. Database

Farmers	
Registered:	216,552 – 100.00%
Verified:	46,900 – 21.66%
Pending:	169,652 – 78.34%
Groups:	118
Acreage:	367,142.87

Demographics	
Male:	96,125
Female:	105,833
Youth:	53,065

Age Breakdown			
Age Range	Female	Male	Total
Below 25	4,271	7,539	11,810
25-35	17,975	19,629	37,604
36-45	55,099	43,510	98,609
46-55	12,393	10,429	22,822
Above 55	14,584	12,630	27,214
<b>Total</b>	<b>95,903</b>	<b>105,719</b>	<b>216,202</b>

Access to GAPS

**Problem** **expensive, inaccessible and ineffectual extension services**

Extension services infrastructure is broken and in many farming communities not there. Farmers rely on old farming practices. Available extension service is expensive and not accessible to most farmers

**Solution** **eGRANARY e-extension solution**

eGRANARY together with relevant research institutions has implemented a text and voice based e-extension services that accessible to all our farmers. Also through the farmer groups we have established centers of excellence with help of our field staff.

**Outcome** **>30,700 SMHs** have received training on GAP (good Agricultural Practices) in the last two and half years.

Key value chain partner already secured and validated

