

| Information Sheet of KEN-Concept Note - 8 |  |   |   |   |   |    |     |
|---|--|---|---|---|---|----|-----|
| 1. Project Title                          | Promotion of efficient rice marketing and trading  |   |   |   |   |    |     |
| 2. Location                               | Kisumu, Busia, Kirinyaga, Kwale, Taita Taveta, Migori, Homa Bay  |   |   |   |   |    |     |
| 3. Type of Project                        | 1  | 2   | 3 | 4 | 5 |    |     |
|   | 1. Grant, 2. Loan, 3. Technical Coop./Assistance, 4. National budget, 5. Private sector  |   |   |   |   |    |     |
| 4. Fields covered (multiple selection)    | 1  | 2   | 3 | 5 | 8 | 10 | ICT |
|   | 1. Policy, 2. R & D, 3. Extension & Training, 4. Production, 5. Marketing 6. Post-harvest, 7. Irrigation, 8. Credit, 9. Seed, 10. Other ( specify above) |   |   |   |   |    |     |
| 5. Suggested Fund source                  | National Government, County Governments, Development Partners, Private sector, Farmer organizations, RDA, Research institutions                          |   |   |   |   |    |     |
| 6. Budget / Cost                          | USD 27 million   |   |   |   |   |    |     |
| 7. Project duration                       | 5 years  |   |   |   |   |    |     |
| 8. Target beneficiaries                   | Direct   | Rice farmers, consumers, financial institutions, traders, transporters, millers, SMEs, insurance companies                                    |   |   |   |    |     |
|   | Indirect/ Secondary  | Input supplies  |   |   |   |    |     |
| 8. Overall objective (Goal)               | Increase the competitiveness of locally produced rice through promotion of efficient rice marketing and trading  |   |   |   |   |    |     |
| 9. Project objectives                     | Specific Obj 1:  | Increase accessibility, availability and preference of local rice to consumers  |   |   |   |    |     |
|   | Specific Obj 2:  | Promote linkages between farmers, farmer-based organizations, millers and markets   |   |   |   |    |     |
|   | Specific Obj 3:  | Facilitate procurement of locally produced rice by public and private institutions  |   |   |   |    |     |
| 10. Expected results/Projects outputs     | R1   | 60% increase of consumers accessing local rice  |   |   |   |    |     |
|   | R2.  | At least 5 new linkages among rice farmers and traders created for enhanced marketing of rice   |   |   |   |    |     |
|   | R3.  | At least 10% of farmer organizations selling their locally produced rice to public and private institutions<br>At least 18 varieties promoted |   |   |   |    |     |
| 11. Components and Activities             | <b>Component 1 (Objective 1):</b>  |   |   |   |   |    |     |
|   | A1.1.  | <i>Conduct consumer survey on pricing, accessibility, availability and</i>  |   |   |   |    |     |
|   | A1.2.  | <i>Undertake advertisement, marketing and distribution of locally produced rice</i>   |   |   |   |    |     |
|   | A1.3.  | <i>Conduct promotional campaigns for consumption of locally produced rice</i>   |   |   |   |    |     |
|   | A1.4.  | <i>Conduct M&amp;E on accessibilty, availabilty and consumer preference</i>   |   |   |   |    |     |
|   |  |   |   |   |   |    |     |
|   | <b>Component 2 (Objective 2):</b>  |   |   |   |   |    |     |
|   | A2.1.  | <i>Create fora and ICT platforms for linking farmers, farmer-based organizations, millers and markets</i>                                     |   |   |   |    |     |
|   | A2.2.  | <i>Conduct M&amp;E on the number of fora and linkages created</i>   |   |   |   |    |     |
|   | <b>Component 3 (Objective 3):</b>  |   |   |   |   |    |     |
| A3.1.                                     | <i>Develop policy to promote procuriement of locally produced rice by public and private institutions</i>  |   |   |   |   |    |     |

|       |   |
|-------|---|
| A3.2. | <i>Organise farmers into farmers-based organisations and link them to public and private institutions</i>             |
| A3.3. | <i>Conduct M&amp;E on the number of farmer organizations selling their produce to public and private institutions</i> |