



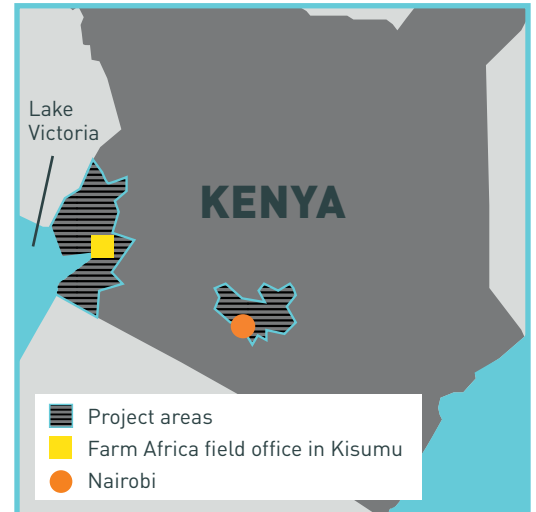
## Kenya Market-led Aquaculture Programme (KMAP)

2016-2019 | Western and central Kenya

**Kenya's fish production is heavily reliant on wild fish caught in Lake Victoria, but stocks are dwindling, particularly of tilapia, the country's most popular freshwater fish. Farm Africa is boosting fish production in ponds to help protect Lake Victoria's strained resources, offer the population a sustainable source of fish and provide fish farmers with reliable incomes.**

Demand for fish in Kenya is increasing rapidly due to population growth, rising incomes and increased awareness about the nutritional benefits of fish. But the country's wild fisheries are struggling to meet demand. In an attempt to solve the issue the Government of Kenya has been actively promoting the development of an aquaculture (fish farming) sector. This project builds upon previous work carried out by the Government of Kenya to promote fish farming, who between 2009 and 2012 built an estimated 48,000 fishponds across the country. Drawing important lessons from the Government's project, KMAP focuses on strengthening fish farmers' links to high-quality, affordable input suppliers and improving fish farmers' market orientation and profitability.

Aquaculture has the potential to increase employment, boost incomes and provide families with an affordable and sustainable source of protein, but farmers, suppliers and traders need support and investment if fish farming is to become a competitive industry. To lay the foundations for a successful aquaculture sector, KMAP works along the whole fish farming value chain. It aims to increase productivity, and strengthen market systems and the policy environment so that farmers can turn their ponds into thriving businesses.



The project is being delivered in Bungoma, Busia, Homa Bay, Kakamega, Kisii, Kisumu, Migori, Siaya, Vihiga and Nyamira counties in the west of Kenya and in the central counties of Nairobi, Kiambu, Machakos and Murang'a.

### PROJECT PARTNERS:

KMAP is implemented by Farm Africa and five key partners:

- Netherlands Senior Experts (PUM)
- BoP Innovation Center
- Larive International BV, with its partner Food Tech Africa (FTA)
- World Fish Center (WFC)
- Centre for Development Innovation (CDI)



Lake Victoria accounts for 76% of Kenyan fish production, but stocks are dwindling.

Farm Africa is promoting fish farming in ponds and works directly with fish farmers, suppliers and traders to improve the production and marketing of farmed fish.

KMAP will directly benefit 9,500 farming households and provide a sustainable source of fish for an estimated 1.2 million consumers.



## BOOSTING THE PRODUCTIVITY OF INPUT SUPPLIERS AND FISH FARMERS

Access to high-quality, affordable inputs like fish feeds and fingerlings can boost fish yields by up to 100%, and is key to enabling fish farmers to grow their businesses. KMAP offers training and guidance to aquaculture suppliers, including local aqua shops previously set up by Farm Africa, to help them improve the quality of the inputs they sell.

Technical training in aquaculture and workshops on demonstration farms help fish farmers to develop the skills needed to ensure the long-term viability of their ponds. Farm Africa also trains farmers in how to maintain accurate records on fish yields so they can monitor their business and the impact of feed quality on productivity. This will increase demand for high-quality inputs, and in turn stimulate investment in the aquaculture sector.



## INCREASING ACCESS TO MARKETS

Market research revealed that fish farmers often struggle to access markets beyond their immediate local area. KMAP trains farmers in how to identify promising markets and provides them with up to date market information for both tilapia and catfish. Farm Africa also works with traders to build their links to fish farming cooperatives and builds traders' capacity to sell larger volumes of farmed fish. Through training in business and marketing as well as support in accessing finance, Farm Africa ensures that fish farmers and input suppliers can further invest in their businesses and increase their income.

Negative consumer perceptions of catfish are hindering the growth of the Kenyan aquaculture sector. This project will stimulate the market for catfish by focusing on strengthening consumer demand and increasing sales channels.



## PROMOTING ECO-FRIENDLY POLICY AND PRACTICE

Intensive aquaculture increases the likelihood of disease outbreaks and can lead to a loss of biodiversity. Farm Africa is mitigating against these negative environmental impacts by providing farmers with training on how to maintain suitable environmental conditions, select healthy fish, provide a nutritious diet and prevent disease outbreaks. We have collated our experience in this sector to provide an evidence-based framework for competitive and sustainable aquaculture in Kenya, which has been shared widely with national agriculture and fisheries ministries.

## PROJECT ACHIEVEMENTS:

- Increased the productivity of tilapia farms by 43% (March 2017 – September 2017)
- Provided extension support to 1072 fish farmers (April 2016 - September 2017)
- Provided technical and market engagement training to 578 fish farmers (June 2016 - September 2017)
- Directly worked with over 1072 fish farmers to improve farmers' technical expertise and links to markets (April 2016 - September 2017)
- Reached over 5020 fish farmers through trade shows, e-learning platforms and peer-to-peer learning (August 2016 – December 2017)

### FARM AFRICA

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