

BACKGROUND PAPER

SEPTEMBER 2022

# USAID NAWIRI FOOD AND MARKET SYSTEMS



ISIOLO AND MARSABIT COUNTIES



## BACKGROUND

USAID Nawiri is a five-year flagship initiative with the overarching goal of sustainably reducing levels of persistent acute malnutrition in Kenya's arid and semi-arid lands (ASALs). Despite significant investment to address acute malnutrition in Kenya's ASALs over many years, acute malnutrition rates frequently remain at or above emergency levels and often fail to improve, even when households' access to food and quality healthcare increases. Nawiri is entering its fourth year from October 2022.

Catholic Relief Services (CRS), through a consortium of seven development agencies, is implementing USAID Nawiri in Isiolo and Marsabit Counties of Northern Kenya. The program is building on the existing knowledge base while probing the systemic and societal dynamics driving persistent global acute malnutrition in the target counties. CRS is leading interventions focused on enhancing livelihoods, integrating women and youth, and increasing institutional capacity, among others. Other consortium members include [Global Alliance for Improved Nutrition \(GAIN\)](#) which leads in private sector engagement; Tufts University Feinstein International Centre, which leads the research and design; Concern Worldwide, which leads on nutrition-specific interventions; IBTCI, which leads on monitoring and evaluation; The Manoff Group which leads on Social and Behavior Change (SBC) initiatives; and Village Enterprise, which leads on the Adapted Nutrition Graduation Model (AN-GM).

The Global Alliance for Improved Nutrition (GAIN) leads on food and market systems initiatives, building on its expertise in developing and testing market-based innovations in the Kenyan food system to facilitate greater availability of nutritious and diverse foods in target county markets.

USAID Nawiri food systems activities support Nawiri's Theory of Change *Purpose 1: Vulnerable households' consumption of safe foods meets their daily nutrient requirements, Sub purpose 1.2: Household access to adequate, nutritious & safe food year-round improved (see visual below)*. Towards this, GAIN is leading interventions under the Marketplace for Nutritious Food (MNF) approach to help ensure improved accessibility, affordability, and availability of nutritious food products all year round in targeted communities.

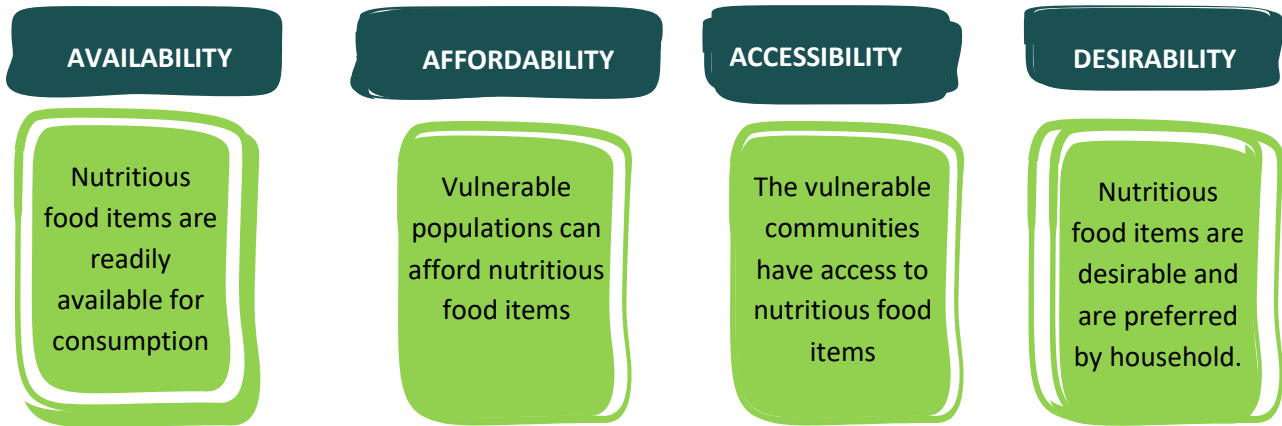
The Global Alliance for Improved Nutrition (GAIN) aims to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially those most vulnerable to malnutrition. GAIN is a member of a global network of development partners working to find long-term solutions to malnutrition.



# Food and Market Systems

**Purpose 1: Vulnerable household consumption of safe foods meet their daily nutrient requirements**

**Sub purpose 1.2: HH access to sufficient, safe, diverse, nutritious, and sustainable diets required by their diverse members**



## A summary of key related Phase 1 research findings (Y1 & Y2)

- The private sector plays a very important role in ensuring food security, availability, and access in remote locations. However, businesses are limited by technical and technological gaps, long distances, poor roads and at times insecurity along the route.
- Existing market supply systems need to be enhanced and market links with supply chains strengthened to ensure sustained safe, affordable, and accessible nutritious food across seasons.
- Food and market access and availability of fresh fruits and vegetables remains inadequate, with poor infrastructure, long distances travelled and limited market days leading to increased food prices and low-quality fruits and vegetables. This is particularly true of very remote, last mile locations.
- At the county level, there is no policy or legislation to guide food preservation practice, alongside limited budget allocation and minimal prioritization by the government.

## Food and Market System (FMS) Implementation Strategy, as part of wider USAID Nawiri programming

- USAID Nawiri will prioritize business technical assistance tailored to specific business contexts, to enhance business capacity and nutritious food provision with priority on milk and meat. It will support the formation of efficient aggregation models for the same.
- Nawiri will offer capacity building support to private sector businesses, e.g., on innovative preservation, storage, and processing technologies suitable in ASAL environments.
- Nawiri is considering ways of strengthening local food supply chains to help ensure the local availability of safe, fresh, nutritious fruits and vegetables throughout the year and to strengthen the local purchasing power of households to ensure food affordability though layering with other approaches like SILC and AN-GM.
- Nawiri is strengthening health and nutrition promotion across its work, including by training CHVs to train and support mothers to diversify their young children's diets.
- Multisectoral collaboration between different county government departments involved will be enhanced through further Sequencing, Layering and Integration (SLI) between and across complementary programs and activities, to help improve household food nutrition and security, safe and hygienic food preservation practices, related awareness (HH and community education) and access to diverse diets.



## Summary of Nawiri FMS accomplishments

- Identification of two appropriate SMEs through a scoping exercise, to support implementation; Isiolo Juakali Nyirinyiri Cooperative and Karare Women's Dairy Cooperative (Marsabit).
- Business pitching on business plan and product plan development was done by Pinehill consultancy, with members of the two SMEs above.
- Agro-pastoral groups from whom Isiolo Juakali Nyirinyiri Cooperative sources camel products, were linked to Nawiri livelihoods team, for further support on animal husbandry, pasture management, disease control etc.
- To meet the minimum requirements for Nawiri SME grant support, Isiolo Juakali Nyirinyiri Cooperative received a grant from GAIN's Keeping Food Markets Working project to purchase five motorcycles, five courier boxes and three deep freezers. In Marsabit, GAIN internally sourced for funds to support Karare Women's Dairy Cooperative to construct a structure to house their milk processing equipment.
- Market research has been conducted to inform the development of a tailor-made marketing and distribution strategy for the 2 SMEs.
- USAID Nawiri is supporting the registration of business entities in the Scaling Up Nutrition Business Network (SBN) in Isiolo and Marsabit counties. County SBN chapters in both counties have now been launched.
- Last Mile Vendor (LMV) mapping has been conducted in both counties. USAID Nawiri FMS conducted an in-house first phase of capacity building for 42 LMVs in Isiolo to address specific technical and knowledge gaps through trainings, guided by a gap analysis conducted among the mapped 72 LMVs in Isiolo.
- Demand creation activities conducted include three cooking demos on nutritious food items like fish, eggs, and vegetables in Oldonyiro and Merti Sub-counties in Isiolo.
- Supporting resources (t-shirts, aprons, buntings) have been distributed in USAID Nawiri locations.





# Lessons Learnt and Key Adaptations to Date

Emerging learning /lessons	Source (specify action/intervention where lessons were generated)	Adaptations Made/ Underway
<ul style="list-style-type: none"> <li>❖ Prolonged drought leading to fluctuating milk and meat volumes, with a downward trend in the current situation</li> </ul>	<ul style="list-style-type: none"> <li>❖ Continuous monitoring through milk sales tracking at Karare Women Dairy Cooperative and Isiolo Juakali Nyirinyiri</li> </ul>	<ul style="list-style-type: none"> <li>❖ Through USIAD Nawiri efforts, Karare Women Dairy Cooperative has established linkages with neighbouring counties to supply surplus milk and has consistently maintained daily production of 200 ltrs to date.</li> <li>❖ Upon commercialization, Karare Women Dairy Cooperative will produce pasteurized milk with extended shelf life of 14 days to increase demand and distribute milk to the malnutrition hotspots</li> </ul>
<ul style="list-style-type: none"> <li>❖ Formation of aggregation centers through registration of groups, to ensure community ownership and increase accountability</li> </ul>	<ul style="list-style-type: none"> <li>❖ Community engagement meetings</li> </ul>	<ul style="list-style-type: none"> <li>❖ Through co-creation, the communities in areas to be engaged through sensitization on forming formal structures with a formal profile (registered farmer self-help groups) that will own and host the aggregation centers</li> </ul>
<ul style="list-style-type: none"> <li>❖ The FMS team to profile LMVs and link them to HHs, through Nawiri SLI opportunities</li> </ul>	<ul style="list-style-type: none"> <li>❖ USAID Nawiri M&amp;E workshop in 13<sup>th</sup> – 17<sup>th</sup> June 2022</li> </ul>	<ul style="list-style-type: none"> <li>❖ The FMS team to identify, map and profile LMVs as participants that can be linked to the number of profiled HHs reached by the project.</li> </ul>
<ul style="list-style-type: none"> <li>❖ The 2 identified SMEs for granting and subsequent commercialization of their respective products in Isiolo and Marsabit did not meet the minimum standards to for installation of the equipment support from Nawiri</li> </ul>	<ul style="list-style-type: none"> <li>❖ Scoping and site visits</li> </ul>	<ul style="list-style-type: none"> <li>❖ To prepare the two identified SMEs, GAIN through its other project; Keeping Food Markets Working (KFMW) supported the cooperatives by issuing grants to support procurement of motorbikes and deep freezers</li> </ul>
<ul style="list-style-type: none"> <li>❖ Due to high COVID 19 infections and risks, the government tightened regulations which restricted field activities.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Adopt digital means of monitoring and SBCC (social media, radio, digitalization of monitoring, online marketing).</li> <li>❖ Use digital means of monitoring, data collection and communication.</li> </ul>

What did not go well?	What are the proposed solutions?
USAID Nawiri grant: Delayed approvals of sub-grant processes	Enhanced communication with the relevant parties for all approvals
Insecurity in Marsabit County made some areas with high volumes of milk like Songa (earlier mapped), to mobilize for aggregation centres inaccessible	<p>Work with local leaders to support sensitization in these areas</p> <p>Alternative milk producing areas are to be sought, for the setup of additional milk aggregation centres</p>
The electioneering period had an impact on the activities targeting capacity building of county staff and MCAs. The change of government officials has caused delay in implementation of this activity	Planned Nawiri sensitization and PICA trainings to be done after the new regime are sworn in.

## USAID Nawiri Year 4 Q1 Plans

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# Annex 1: GAIN's Marketplace for Nutritious Foods (MNF) Platform

Over two billion people worldwide do not have access to diverse diets. As a result, they suffer from a lack of essential vitamins and minerals that impairs immune systems and even cause death. Agriculture - as the primary source of nutrients - holds the key to addressing this deficit by providing ways to improve the nutritional quality of foods from farm to fork. GAIN targets nutritious agricultural value chains and shapes markets to deliver more diverse diets. To achieve this goal, GAIN launched the Marketplace for Nutritious Foods, a platform that strengthens networks, fosters innovation, and provides investment to transform local agriculture into affordable and nutritious foods. Through improved access, consumers, particularly women and children, benefit from nutritious, diverse diets. The Marketplace focuses on two key activities: the Community of Practice and the Innovation Accelerator.

The Community of Practice (CoP) is a network of local entrepreneurs, investors, and institutions in the agriculture nutrition space. Through in-person convenings and online discussions, members of the CoP tackle challenges that inhibit improvement in the quality and delivery of nutritious foods. Members also explore solutions, share lessons learned and exchange knowledge on market opportunities and policy improvements.

The Innovation Accelerator is the engine that drives the scale up of viable, profitable nutritious food innovations. Members of the CoP from along the agricultural value chain are encouraged to submit proposals for innovative concepts that will increase the accessibility, affordability, and diversity of nutritious foods for vulnerable populations. The Innovation Accelerator provides business planning support to ideas that will have an impact on nutrition, are innovative, meet the needs of the local market and rely on in-country resources.

## Plans Why MNF Approach?

- Increase consumers' access to nutritious foods.
- Support companies' ability to produce nutritious foods by providing technical and financial assistance.
- Build capacity and foster networks among SME's that produce nutritious foods.
- Increase awareness around nutrition, and the production of safe and nutritious foods.





# Annex 2: Scaling Up Nutrition Business Network (SBN)

## Background

Small and Medium Enterprises (SMEs) constitute over 90 per cent of all registered businesses and contribute to over 30 per cent of Kenya's GDP. Despite the vital role they play, they face barriers such as to accessing finances, mentorship thus fail to develop to their full potential and scaling up market-based solutions that can improve consumption of safe and nutritious foods.

## About the SUN Business Network (SBN)

SUN Business Network (SBN) is the world's leading private sector focused nutrition initiative. SBN is one of the six SUN networks (Academia, Civil Society, Donor Network, UN Network, SUN Business Network and Government focal point). It is a neutral platform that fosters partnerships and collaborations. It aims to engage and mobilize businesses at a global and national level to act, invest and innovate responsibly, while ensuring sustainable actions in emerging markets. Thus, improving the consumption of safe food and making nutrition more aspirational, accessible, affordable, and available for all people.

SBN's Vision is to contribute to reduction of malnutrition in Kenya while its mission is to Enable businesses to supply consistent, safe, and nutritious foods to consumers in Kenya.

The SUN Business Network is convened by The Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP).

## Who can be a member?

### SUN Business Network (SBN) Kenya All Businesses on the food value chain Membership is Free!!



## Current membership

About 130 businesses- all food focused along the food value chain. The member businesses size varies from the very large to medium, small, and micro enterprises.





# Annex 2: Scaling Up Nutrition Business Network (SBN)

## SBN's strategic plan (2019- 2023)

SBN strategy is aligned to several documents such with the Kenya Nutrition Action Plan (KNAP 2018-2022), the National Policy on Gender and Development 2019, the Kenyan Constitution specifically article 43 (1) (C) which explicitly recognizes the right to 'adequate food of acceptable quality' as an integral part of the right of citizens to seek the highest attainable standard of health. It aims to empower businesses to contribute to the reduction of malnutrition in Kenya by supplying safe and nutritious foods to consumers especially the most vulnerable.

The strategy seeks to create partnerships that support business operations and facilitate creation of an enabling business environment (focusing on women-owned businesses) with specific intervention areas and key activities across five strategic pillars:

- Finance for MSMEs
- Technical Assistance
- Work Force Nutrition
- Policy and Advocacy
- Market and Demand

## SBN Achievements

- Formation of four sub- national chapters: SEKEB Chapter; Machakos Makueni and Kitui, Marsabit Chapter, Isiolo Chapter and Nakuru Nyandarua region.
- Peer to peer learning between SUN CSA Marsabit Chapter, SBN Marsabit Chapter and SUN Civil Society Network of Nigeria.
- Participated in writing of the SUN 3.0 Strategy.
- Participated in reviewing and writing of the Advocacy Social Mobilization and Communication Strategy
- Over 80 SMEs from across the country attended a member meeting with highlight on a tax session led by a tax expert to improve SME understanding of tax compliance procedures, share challenges.
- Election of national SBN Leaders: Chairperson, Vice chairperson and Secretary.
- SUN Pitch Competition that identified innovative nutrition-sensitive SMEs that provide scalable, inspiring, disruptive, and investable solutions to food system challenges namely, food design innovations, post-harvest loss reduction innovations, market connectivity innovations and food safety innovations. Cash prizes up to \$ 15,000 offered to the top three winners.
- Business to Business linkages of SMEs in the food supply chain
- Profiling of SMEs in Gender and Innovation during Global Summits such as Nutrition4Growth
- SBN Kenya part of an in-depth case study on governance and Public Private Partnership conducted by The Partnership Initiative.



GAIN's goal is to transform food systems so that they can provide more nutritious food to all people by collaborating with both governments and businesses, driven by a vision of a world without malnutrition, in which all people have access to and consume nutritious and safe food. GAIN provides technical, financial and policy support to key participants in the food system through alliances. It shapes and influence others' actions using learning and evidence.

This background paper was produced under the USAID Nawiri program funded by the U. S. Agency for International Development (USAID) Bureau for Humanitarian Assistance (BHA). The program's goal is to sustainably reduce levels of acute malnutrition among vulnerable populations in Kenya's arid and semi-arid lands. The program is being implemented in Isiolo and Marsabit counties by a consortium led by Catholic Relief Services

Photos: Anthony Nyandiek, CRS.