New Initiatives Country Perspective
Agriclime Offer by Syngenta East Africa Ltd

Agnes Gitonga, 4th Dec 2017.
Agricultural Overview In Kenya

- The Kenyan population, standing at ~ 47 million, will continue growing at a projected 3% p.a. Feeding this population will require investments and technology adoption in agriculture.

- Projected GDP 2017 is at 5.2% down from 5.8% 2016 - due to the prolonged drought from October 2016 but is expected to rise to 5.8% in 2018.

- New pests and diseases will continue becoming a challenge for the country – MNLD, FAW, *Tuta absoluta*, etc.

- Fluctuating commodity prices

- Challenging credit access

- >90% of agriculture in Kenya is rain fed

- Erratic weather patterns remain a challenge
Climate volatility impact on ~90% rain-fed Kenyan agriculture market

Source: http://dataviz.vam.wfp.org/Agroclimatic_Charts
Syngenta Partnering With Growers In All Situation

- Weather Index guarantee - satellite data MET / NASA
- Drought & excess rain cover
- In a good season assured higher yields
- In a bad year a product guarantee

Weather based index insurance

Growers → A weather based Syngenta products guarantee
Key Players in the Offer

- ACRE Africa provides commercial/technical support and offer structuring
- Growers have no interaction with the insurance company
Crops & Growers Segment

Target Crops

- Maize
- Wheat
- Barley

Target Customers

Large scale growers

Why Large Scale Growers

- Easy of management
  - Coordinates collection
  - Sales tracking
  - Ease of communication and contract signing
- Better technology adoption rate
Benefits To Syngenta & Farmers

- Customer loyalty
- Allow growers to use quality products season on season
- Guaranteed partnership
- Buffers growers for the next season incase of drought or excess rain
Challenges

- Growers practices
  - Land lease – changes season by season
  - Reluctant sharing of information critical to the success of the offer e.g. planting dates
- Satellite distances limiting farmers we can sign on with accuracy
- Technology- data capture & Sign up
- Cost to Syngenta
- Growers attitudes and biases towards insurance
Way Forward

• Venture into other growers segments
• Scaling up the offer in the largescale sector
• Partnerships in the smallholder sector
• Technology for easy of data collection, sign up and relay of information to growers
• Enrich offer by sharing weather information with farmers as a decision making tool
• Explore more innovative approach by sharing experiences with other countries
THANK YOU