

VALUE CHAINS



Value chains have the potential to intensify Regreening practices



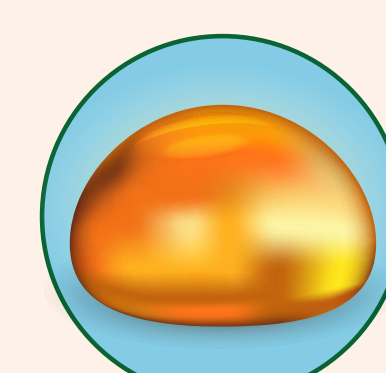
Promising value chains include:



Fruit Trees

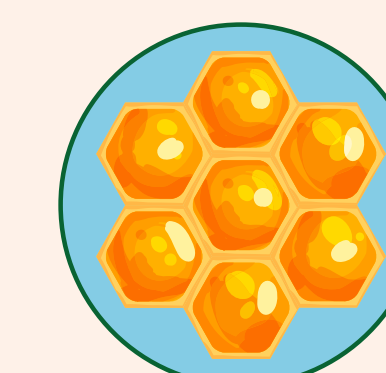
Avocado and Mango

Market: the avocado market is mainly international (Hass variety), although the local market is picking up. The mango market is mainly local (both as ripe fruits and juice).



Gums and Resins

Market: both local and international.



Honey

Markets: honey is used locally predominantly.



Program Support

Regreening Africa has helped strengthen value chains in Kenya

The program has:

- Helped link farmers to various businesses, such as Habex Agro Ltd. and Parecma Company Ltd., and establish farming production contracts.
- Improved producer aggregation to address market challenges associated with produce access and volume acquisitions, transport, and contracts.

- Provided farmers with trainings on beekeeping, sustainable production, tree management, and grafting, enabling them to use more effective and environmental methods.

Strengthening value chains is crucial for job creation for women and youth.