



INTERNATIONAL CONFERENCE ON **CONTRACT FARMING**

Theme:

Exploring Market Opportunities in Contract Farming

*Understanding Market Demands and Creating
Linkages.*



Nov 18th –
19th 2025



Sarit Expo Centre,
Nairobi

**Endorsed by the Ministry of
Agriculture and Livestock
Development**



DAY 1: 18TH NOVEMBER 2025

0800hrs– 0900hrs.

Arrival and Registration

0900hrs – 1000hrs

0900hrs – 0905hrs Welcome Note

0905hrs – 0930hrs Opening Remarks

Filippo Amato, Head of Trade Section, Delegation of the European Union to Kenya

HE Dr. Irungu Kangata, CBS, Governor, Murang'a County

Ambassador Demeke Atnafu Ambulo, Deputy Head of Ethiopian Embassy in Nairobi , Kenya

Royal Embassy of Saudi Arabia in Nairobi, Kenya

Dr. Bruno Linyiru, OGW, Director General, Agriculture and Food Authority (AFA)

0930hrs – 1000hrs Keynote Address

Ms. Regina Akoth Ombam, Principal Secretary, State Department of Trade

Dr. Paul Kipronoh Ronoh, Principal Secretary, State Department for Agriculture



1000hrs – 1030 hrs

Tea Break

1030hrs – 1130hrs

Market Access & Buyer Connections - Panel Discussion

***Session Brief:** This session brings together key trade and agriculture stakeholders to discuss actionable pathways for expanding market access and strengthening buyer–seller linkages across agricultural value chains. The discussion will highlight how government policies, bilateral trade relations, and buyer-driven standards can work in tandem to unlock new market opportunities.*

Discussion Areas:

- Understanding buyer expectations and compliance requirements for local and export markets
- Leveraging bilateral and multilateral trade agreements to boost agricultural exports
- Strengthening value chain linkages between producers, intermediaries, and buyers
- Enhancing market access through standardization, certification, and producer aggregation models
- Role of trade policy and regulatory alignment in enabling access to premium markets

Session Speakers:

- Rebecca Githaiga, Deputy Director, State Department for Agriculture
- Filippo Amato, Head of Trade Section, Delegation of the European Union to Kenya
- Pauline Arunga, International Trade Manager, Israel Embassy
- Dr. Kiplimo Araap Lagat, PhD, County Executive Committee Member, County Government of Nandi
- County Executive Committee Member- Agriculture and Trade, County of Muranga

Moderator: Elizabeth Mueni Kiio-Nzioka, Food Security, Climate Justice, and Trade Policy Specialist



1130hrs – 1215hrs

From Farm to Market: The Role of Standards and Certification in Value Chains- Panel Discussion

***Session Brief:** This session will explore how agricultural standards, certification systems, and supportive policy frameworks influence competitiveness and market access across domestic, regional, and export value chains. It will bring together policy specialists, regulators, and industry experts to discuss the evolving role of certification in ensuring food safety, sustainability, and traceability within contract farming arrangements.*

Discussion Areas:

- Strengthening the policy and regulatory environment for standards and certification in agriculture
- The role of national and regional bodies in facilitating compliance and cross-border trade
- How buyers and agribusinesses drive standard adoption within contract farming models
- Integrating sustainability, traceability, and food safety in certification schemes
- Linking certification to consumer confidence, competitiveness, and access to premium markets
- How buyers and agribusinesses drive standard adoption within contract farming models

Session Speakers:

- Agatha Thuo, General Manager, Agriculture Sector Network (ASNET)
- Anthony Mwangi, Policy Specialist and CEO, Visible Industries Ltd
- James Mureithi, Managing Director, Control Union
- Christine Kalui, Manager Agriculture Standards, Kenya Bureau of Standards (KEBS)
- Jacinta Mwau, Head of Programs, East Africa Grain Council (EAGC)
- Faith Ndunge, Deputy Director- Standards International Obligations and Trade, Kenya Plant Health Inspectorate Service (KEPHIS)

Moderator: Elizabeth Mueni Kiio-Nzioka, Food Security, Climate Justice, and Trade Policy Specialist



1215hrs – 1300hrs

Closing the Finance and Investment Gap for Contract Farmers

***Session Brief:** This session will explore how access to finance and tailored financial solutions can unlock the full potential of contract farming. It will highlight approaches to closing the financing gap for smallholder farmers, innovative credit and investment models, and strategies to foster stronger collaboration between financial institutions, agribusinesses, and farmer organizations.*

Discussion Areas:

- Who is investing in contract farmers in Africa today? Innovative financing mechanisms for
- contract farming (e.g., credit guarantees, blended finance).
- The role of banks, microfinance institutions, and AgriTech platforms in expanding access to
- capital.
- Designing financial products that align with the structure of contract farming agreements.
- Stimulating investment in value addition and infrastructure to improve market readiness.

Session Speakers:

- Bruce Chemjor, Senior Project Manager, COLEAD
- Dr. Esther Muchemi, Group CEO, Samchi Group
- Nancy Kinyanjui, Managing Director, Avenews Kenya
- Penny Musengi, Founder/CEO, Pesira Limited
- Samuel Karanja, Senior Regional Agriculture Manager, Mercy Corps Agrifin
- Equity Bank

Moderator: Robert Asenah, Strategist and Impact Lead, The Sunflower Events



SIDE EVENT

1100hrs – 1300 hrs CGA Deal Room

Sharing practical experience on contract farming and its potential for improving farmers livelihoods.

Brief: The Cereal Growers Association (CGA), together with its partners, will coordinate this special side forum to share case studies, practical experiences, and recommendations on contract farming

Program for the side event

	Activity	Speaker/Responsible
11.00-11.15	Keynote address 1	Giles- Agventure and CGA board member
11.15-11.30	Keynote address 2	AFA rep- Calister
11.30-12.15	Panel discussion of 5 (Giles, AFA, FSC, Unga rep, EAML rep)	Panelists Moderator-Calvince Onyuka
12.15-12.45	Open floor – Q and A	Oswald Miriti
12.45-1.00	Wrap/key findings	Sammy Osebe



1300hrs – 1400hrs

Lunch Break

1400hrs – 1445hrs

Sustainability and Climate-Resilient Contract Farming - Panel Discussion

***Session Brief:** The discussion will highlight policy and private sector initiatives promoting climate-smart agriculture, green financing, and agricultural insurance as key tools for mitigating risks faced by farmers*

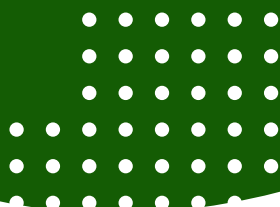
Discussion Areas:

- Integrating climate-smart agriculture practices into contract farming models for sustainability and productivity
- The role of agricultural insurance, credit guarantees, and blended finance in protecting farmers from climate and market risks
- Role of renewable energy, water efficiency, and circular economy models in agriculture.
- Incentivizing sustainable sourcing and green certification schemes.

Session Speakers:

- Ernest Chitechi, Corporate Services Manager, Kenya Climate Innovation Center
- Eustace Kiarii, CEO, Kenya Organic Agriculture Network (KOAN)
- Kennedy Anahinga, Assistant Director of Agriculture, Ministry of Agriculture
- Liza Karen, Business Development and Partnerships Lead, AgriScanAI

Moderator: Gladwell Kimaita, General Manager, Emerge Egress Consulting





1445hrs – 1600hrs

Smart Farming and Its Role in Expanding Market Access- Presentations

***Session Brief:** This session will explore how smart farming innovations across fisheries, cereals, livestock, oilseeds, and horticulture are transforming contract farming. Speakers will share practical applications of digital platforms, Artificial Intelligence (AI), Internet of Things (IoT), precision agronomy, and climate-smart technologies*

Discussion Areas:

- Tech-enabled solutions for cold storage, logistics, and post-harvest loss reduction.
- AI and IoT applications for predictive farming, input optimization, and quality assurance.
- Climate-smart innovations: solar-powered irrigation, seed systems, and oil crop aggregation.
- Innovations in animal health, soil management, and sustainable productivity.
- Value addition and processing opportunities to strengthen farmer income and competitiveness.
- Smart farming models for integrating smallholders into contract farming arrangements.
- Digital platforms and innovations for aquaculture and fisheries value chains.

Session Speakers:

- Julius Nyabicha, Marketing and Communication Lead, Cereal Growers Association
- Dr. Wilfred Kamau, Business Development Manager, Unga Farmcare (E.A) Ltd, UNGA Limited
- Sanjaykumar Vasoya, Global Head of Vegetable Seeds, Agronomy, Marketing, and Digitalization, ETG
- Edward Njiru, Co-founder and CEO, Sowphie Ltd
- Linda Kamau, Chief Executive Officer, SowPrecise Africa
- Dave Okech, Founder & Chief Imagination Officer (CEO), Aquarech



1600hrs

Networking and Exhibition Engagement





DAY 2: 19TH NOVEMBER 2025

0900hrs – 1000hrs

Day one Recap and Remarks

- Opening Remarks
- KNCCI remarks

Opening Keynote: 09.00- 0920hrs

Hon. Jonathan Mueke, Principal Secretary, State Department for Livestock Development

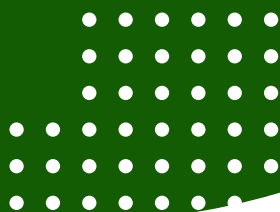
1000hrs – 1030hrs

Tea break

1030hrs–1115hrs

Inclusive Agripreneurship – Empowering Women, Youth, and Smallholders in Contract Farming- Panel Discussion

***Session Brief:** This session will highlight practical approaches that enhance productivity, facilitate market access, and foster equitable participation in contract farming. By showcasing innovative agronomy practices, digital solutions, and partnership-driven models, the discussion will demonstrate how empowering these groups contributes to sustainable food systems, improved livelihoods, and scalable agribusiness growth.*





Discussion Areas:

- Strengthening the participation of women, youth, and smallholders in contract farming.
- Leveraging agronomy innovations and agripreneurship to boost productivity and inclusivity.
- Expanding market access through partnerships, aggregation, and value addition.
- Gender- and youth-responsive financing and capacity-building models.
- Showcasing successful inclusive agribusiness and cooperative initiatives.

Session Speakers:

- Nancy Gitonga, Chief Executive Officer, One Voice Women Trade Network
- Monica Nyaga, Gender, Youth & Advocacy Program Lead, PELUM Kenya
- Faith Mbuguah, Business Development and Programmes Support, SAF-A
- Saverino Manene, Assistant Director of Agriculture, Ministry of Agriculture

Moderator: Salimo Wa Kilimo, Co-Founder, Agriculture Made Attractive (AMA)

1115hrs–1200hrs

Logistics and Trade Corridors

Session Brief: *This session will spotlight the role of logistics and transport networks in facilitating contract farming and agricultural trade. Speakers will examine how airfreight, ocean shipping, and integrated logistics solutions are expanding market access for farmers, reducing costs, and strengthening value chains. Discussions will also explore opportunities for collaboration between carriers, logistics companies, and agribusinesses to improve efficiency and reliability in moving agricultural products to local, regional, and global markets.*



1200hrs–1300hrs

Farmer Perspectives: Opportunities and Challenges in Market Access and Trends

***Session Brief:** This session will spotlight farmers lived experiences in navigating domestic and export markets through contract farming. Farmers will share both the opportunities that have enabled growth and the challenges that continue to hinder participation in value chains. Their insights will be complemented by market specialists who connect these realities to evolving consumer and market trends, offering practical takeaways for strengthening farmer–market linkages.*

- **Keynote speaker: Ernest Muthomi, CEO, Avocado Society of Kenya**

Discussion Areas:

- Opportunities in domestic and export value chains (avocado, French beans, cut flowers, potatoes, dairy, fruits).
- Challenges around payments, price volatility, quality rejections, and infrastructure gaps.
- Meeting certification and sustainability requirements to remain competitive.
- Adapting to changing consumer preferences and exploring value addition.

Session Speakers:

- Fred Muthama farmer
- Peter Munyaka, Farmer Service Centre
- Avocado Farmer
- Dr. Gilbert arap Bor, Senior Lecturer of Marketing and Management, Catholic University of Eastern Africa
- Phoebe Awour, Development Consultant and Contract Farming Coach, Lamiro Consult Limited-Eldoret
- Isaac Tallam, Chief Executive Officer , Alika Mazao Ltd
- Nicholas Ambanya, Chief Executive Officer, Selu Africa Ltd

Moderator: Linda Capwell, Head of Marketing, Communications & Investor Relations, Kentegra Biotechnology

1300hrs – 1400hrs

Lunch Break



B2B Session

1400hrs – 1600hrs

The Deal Room: Building Partnerships Across Agricultural Value Chains

Session Brief: The B2B Session at ICCF will serve as a high-level marketplace for partnerships, networking, and deal-making across the agricultural value chain., The session will bring together leading industry players—ranging from input suppliers, processors, and exporters to logistics and freight providers—to explore opportunities in contract farming and structured trade across Africa and internationally.

• •
• •
• •
• •
• •
• •
• •
This interactive forum will create a space for farmers' organizations, agribusinesses, and service providers to engage directly with potential partners, buyers, and investors. It will highlight practical pathways to build sustainable linkages, drive access to markets, ensure reliable off-take arrangements, and strengthen supply chain efficiencies.

Objectives

- Connect with trusted partners across multiple value chains.
- Explore innovative models for financing, inputs provision, and off-take agreements.
- Identify logistics and freight solutions that reduce costs and improve competitiveness.
- Unlock business opportunities that advance inclusive and sustainable contract farming.



1. Opening Segment

- Welcome and objectives- setting of the Session – Session Moderator highlights the purpose: connecting stakeholders, fostering partnerships, and identifying investment opportunities.
- Quick overview of value chains present and the roundtable process.
- Outline of session flow and expectations for participants.

2. Market Insights and Spotlight Presentations

Short (10-minute) focused inputs by selected industry players to set the stage:

- Input Providers: Innovative financing and input provision
- Processors/Exporters: Off-take models and demand trends
- Logistics and Freight Providers: Solutions for cost reduction and competitiveness.
- Investors/Financiers: Opportunities for scaling sustainable contract farming
- Anthony Kioko, Chief Executive Officer, Cereal Growers Association

3. Roundtable Discussions

Facilitated one-on-one/small group meetings between:

Roundtables:

1. Farmers' organizations and agribusinesses
2. Processors/exporters and input suppliers
3. Potatoes
4. Avocado
5. Vegetables (horticulture)
6. Grains Pulses
7. Dairy
8. Logistics and enablers

4. Report Back and Deal Announcements

1630hrs – 1700hrs:

Closing Remarks

SPONSORS AND PARTNERS





For general Enquiries

+254117369686

info@contractfarmingexpo.com