



INTERNATIONAL CONFERENCE ON CONTRACT FARMING-ICCF 2025



THEME: Exploring Market
Opportunities in Contract
Farming: Understanding
Market Demands and
Creating Linkages

Nov 18th –19th 2025
Sarit Expo Centre, Nairobi

www.contractfarmingexpo.com

Welcome Note

Welcome to the 2nd International Conference on Contract Farming (ICCF 2025)



It is a great pleasure to welcome you all today to the Sarit Centre Expo, Nairobi, for this exciting two-day gathering - a moment to connect, learn, and shape the future of contract farming together.

Building on the success of last year's inaugural conference, **ICCF 2025** brings together producers, buyers, agribusiness leaders, policymakers, researchers, and development partners.

Under the theme “**Exploring Market Opportunities in Contract Farming: Understanding Market Demands and Creating Linkages**,” this year's conference is about turning conversations into action. Over the next two days, we will explore how contract farming can strengthen market linkages, empower farmers, and create sustainable value chains that work for everyone.

We are particularly excited about Day 2's Deal Room, a high-level B2B session. This interactive marketplace will bring together farmers' organizations, agribusinesses, input suppliers, processors, exporters, logistics providers, and investors to explore partnerships and structured trade opportunities across Africa and internationally. The Deal Room is designed to facilitate real connections, unlock business opportunities, and showcase innovative models for financing, off-take agreements, and supply chain efficiency. I encourage all delegates to take full advantage of this unique opportunity to engage directly with potential partners and collaborators.

We also extend our heartfelt appreciation to all partners, sponsors, exhibitors, and speakers whose support has made this event possible. Your commitment to advancing inclusive and sustainable agriculture continues to inspire and drive the growth of this platform.

On behalf of the organizing committee, thank you for being part of ICCF 2025. I wish you productive sessions, meaningful connections, and an inspiring conference experience.
Sincerely,

Peris Wanjiku
Director, International Conference on Contract Farming
(ICCF 2025)
Sunflower Events Secretariat



Spotlight on the International Conference on Contract Farming (ICCF 2025)



Coming to Nairobi this November, the ICCF 2025 marks the next leap forward in transforming Africa's agricultural landscape into one of opportunity, inclusion and market-driven growth. Following a powerful inaugural edition in 2024, the 2025 conference invites farmers, agribusinesses, policymakers and finance partners to the heart of Kenya's capital to explore what happens when reliable markets meet enterprising producers.

Held at the Sarit Expo Centre on 18–19 November 2025, ICCF 2025 is themed “Exploring Market Opportunities in Contract Farming: Understanding Market Demands and Creating Linkages”

Why this matters

Contract farming — where producers and buyers agree in advance on volumes, quality and delivery, is increasingly recognised as a key model for unlocking agricultural development. It offers farmers more stable income and market access, and gives buyers predictable supply chains.

Yet to fully deliver on this promise, the model must better address the real-world challenges of smallholder producers: meeting export-grade standards, accessing finance, adopting technology, and navigating regulatory frameworks. ICCF 2025 is set to tackle exactly these challenges.



What to expect

- Rich mix of participants. Growers, aggregators, buyers, tech providers, associations, policymakers and investors will all converge under one roof to engage, exchange and partner.
- High-impact sessions. Expect a programme of keynote talks, panel discussions, spotlight sessions, side events and a dedicated deal room for matchmaking between farmers and buyers
- Tech, standards and trade. Topics will span digital and smart-farming tools (IoT, analytics, Cold-chain), meeting global quality and traceability standards, and creating new trade linkages—both domestic and across borders.

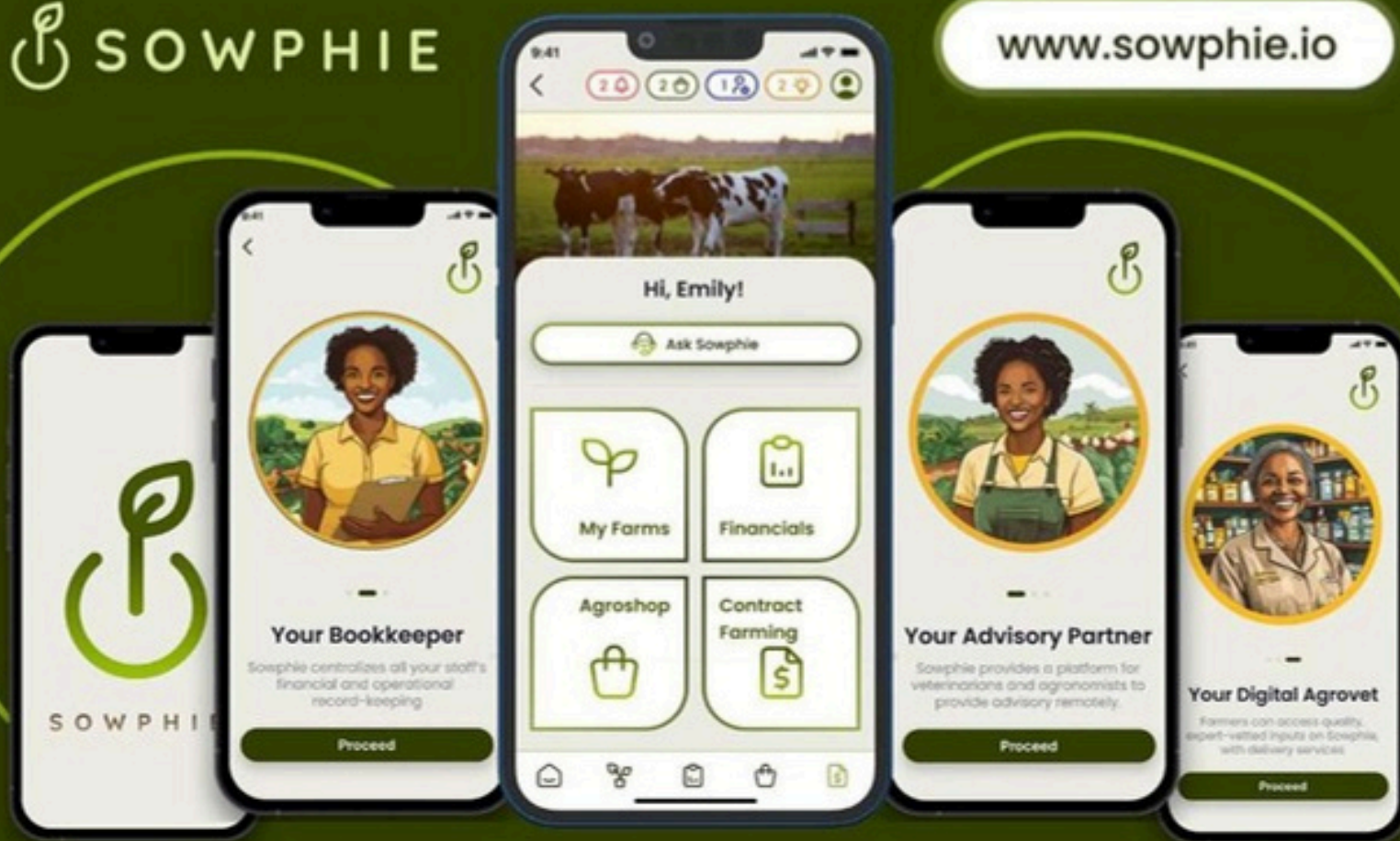
The value for you

Farmers, buyers, and innovators this is your platform to connect, learn, and grow. In two days, gain:

- Market insights and strategies
- Valuable partnerships
- Tools to scale contract farming



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Speakers' Profiles



Samuel Karanja

Agriculture and Technology
Portfolio Manager
Mercy Corps AgriFin

Samuel has over 15 years of experience designing inclusive market facilitation and financing models for SMEs across Sub-Saharan Africa. A PhD finalist in Strategic Management, he also holds an MBA and a bachelor's degree in Agriculture from Jomo Kenyatta University of Agriculture and Technology.

An expert in Market Systems Development, Samuel has built innovative, competitive value chains and delivered consultancy work for organizations such as WFP, World Vision, NRC, DCA, and Mercy Corps. He currently leads the Agriculture and Technology portfolio at Mercy Corps AgriFin. Previously, he headed the USAID Growth Enterprise, Employment, and Livelihoods project in Somalia, strengthening agricultural value chains. His earlier experience includes establishing the agribusiness financing docket at Equity Bank Kenya and providing business advisory support with Technoserve and Global Communities across Kenya, Tanzania, and Malawi.



Christine Kalui

Head of Agriculture Division of
Standards Development and
Trade
Kenya Bureau of Standards
(KEBS)

Over 20 years of professional service in standards development, quality management and conformity assessments systems.

Actively involved in contributing to development and implementation of national/regional/international standards-driven policies/strategies for promoting innovations, productivity, trade and sustainable socio-economic activities – especially in the agriculture sector and related value chain industry.



Dr. Gilbert arap Bor, PhD.

Senior Lecturer, Marketing and
Management
Catholic University of Eastern
Africa (CUEA)

Dr. Gilbert arap Bor is a Senior Lecturer in Marketing and Management at the Catholic University of Eastern Africa, Gaba Campus, Eldoret, where he has served since 2009. He holds a PhD in Business Administration (Marketing) and a Bachelor's degree in Business Management from Moi University, as well as an MSc in International Community Economic Development from the University of Southern New Hampshire, USA.

Beyond academia, Dr. Bor is an active smallholder farmer in Kapseret, Uasin Gishu County, engaged in dairy, maize, avocado, and coffee farming. As a member of the Global Farmer Network, he has participated in multiple World Food Prize events in Iowa, visited leading U.S. agribusinesses such as John Deere, and joined Global Farmers' Roundtables. In 2011, he received the prestigious GFN Kleckner Global Farm Leader Award and now serves on the Global Farmer Network Advisory Council.



Filippo Amato

First Counsellor, Head of the
Trade Section
EU Delegation to Kenya

Mr. Filippo Amato serves as First Counsellor and Head of the Trade Section at the EU Delegation to Kenya, representing the Directorate General for Trade of the European Commission since September 2023. He brings extensive expertise in international and EU trade law, antitrust law, and litigation.

Mr. Amato holds advanced degrees from Columbia University, the College of Europe, the University Institute of European Studies in Turin, and the University of Turin. Before his posting to Kenya, he led trade sections at the EU Delegations to Nigeria and ECOWAS (2014–2019) and to Cameroon and Equatorial Guinea (2019–2023). Earlier, he worked with leading U.S. law firms and the European Commission. Filippo is fluent in English, French, Italian, and Spanish.





Dr. Esther Muchemi

Chief Executive Officer
Samchi Group & Director at
Janari Farms

Dr. Esther Muchemi is an astute entrepreneur, who has conquered many mountains and has peaked at the top of her entrepreneurial journey having built the empire that is Samchi Group over the last 20 years—a feat that has had her described by one of the media houses as one of Kenya's silent female billionaires. Before embarking on her entrepreneurial journey, Dr. Esther professionally had built a sterling career in a tier one audit firms, starting out as a trainee in Ernest and Young and rising to the level of partner at PKF, at which point she decided to take a deep dive into the world of entrepreneurship and set up her first shop on Nairobi's Koinange Street. That was 20+ years ago.



Agatha Thuo

Chief Executive Officer
Agriculture Sector Network
(ASNET)

Agatha is a dynamic leader with extensive experience across public and private agriculture sectors. Her expertise covers policy development, advocacy, value chain growth, project management, and agricultural transformation. She has worked in extension services and coordinated major programs like NALEP and KAPAP, which enhanced smallholder productivity and incomes. A former County Executive for Agriculture, she also served on JASSCOM and the Joint Agriculture Secretariat (JAS) for five years. Currently, Agatha is the CEO of the Agriculture Sector Network (ASNET), the agricultural board of KEPISA. She leads private sector coordination, policy advocacy, and trade facilitation locally, regionally, and internationally. She also serves on the boards of Tegemeo Institute, the World Bank-funded National Agriculture Value Chains Development Project, the COMESA Regional Food Balance Sheet Initiative, and the National Horticulture Task Force.



Dr. Wilfred Kamau

Business Development Manager
Unga Farmcare (E.A) Ltd.

Dr. Wilfred Kamau is a veterinarian with over 15 years of experience in animal nutrition, feed formulation, and agribusiness development. He serves as the Business Development Manager at Unga Farmcare (E.A) Ltd, leading feed formulation, market development, and industry partnerships to boost livestock productivity and farmer profitability.

He also serves as Deputy Secretary General of the Association of Kenya Feed Manufacturers (AKEFEMA) and sits on AKEFEMA and KEBS Technical Committees, contributing to feed standards and sustainable industry practices. Combining technical expertise, business strategy, and policy engagement, Dr. Kamau is dedicated to advancing innovative nutrition solutions for poultry, swine, and livestock farmers across Eastern Africa.



Monica Nyaga

Gender & Youth Advocacy
Program Officer
Pelum Kenya

Monica is a passionate farmer and innovative leader in gender-transformative programming and youth inclusion within agribusiness, agroecology, and sustainable agriculture. With a background in Gender, Development, and Sustainable Food Systems from Moi University and the University of Nairobi, she serves as the Gender, Youth & Advocacy Programs Officer at PELUM Kenya, driving initiatives that empower women and youth in agroecology. She coordinates impactful programs such as AWOLA (Africa Women Leaders in Agroecology) across eight African countries and the WE4R Program under GIZ, promoting women's leadership and land rights. Monica also leads youth-focused projects like PSAMY, YALTA, and GSAILI, which strengthen advocacy, governance, and agribusiness opportunities for young people and women. A strong believer in innovation, she explores how technology and AI can advance agroecology. Beyond work, Monica volunteers with the Rotaract Club of Milimani and enjoys farming, photography, and storytelling through TikTok.



Eustace Kiarii Gacanja

Chief Executive Officer
Kenya Organic Agriculture
Network (KOAN)

Eustace is the Chief Executive Officer of the Kenya Organic Agriculture Network (KOAN), where he leads national and regional initiatives promoting organic agriculture, climate-smart farming, policy advocacy, and market systems strengthening. He holds an MSc in Agribusiness Management and Trade from Kenyatta University and a BSc in Natural Resources Management from Egerton University. With extensive experience in project design, financial management, and policy engagement, Eustace brings strong expertise in organic standards, market systems, business planning, and participatory development. He also serves on several advisory and technical boards focused on agriculture, biodiversity, biosafety, and climate change. His work reflects a blend of technical excellence, strategic leadership, and a commitment to empowering communities through sustainable and resilient agricultural systems.



Sanjaykumar Vasoya

Global Head of Vegetable
Seeds, Agronomy, Marketing,
and Digitalization
Export Trading Group (ETG)

Sanjaykumar Vasoya is an accomplished agribusiness strategist and digital innovator, recognized globally for designing and executing scalable, farmer-centric, and tech-driven solutions across Africa and Asia. As the Global Head of Vegetable Seeds, Agronomy, Marketing, and Digitalization at ETG, he has pioneered breakthrough business models that deliver both exceptional financial returns and sustainable agricultural transformation.

With a proven track record of launching award-winning platforms, establishing new business verticals, and scaling field operations to 20+ countries, Sanjaykumar is a trusted leader for investors, innovators, and policy makers looking to unlock growth in emerging markets.



Nicholas Ambanya

Chief Executive Officer
SELU AFRICA LTD

Nicholas Ambanya is an accomplished agribusiness executive and technical expert with over 20 years of hands-on experience driving growth, innovation, and sustainability across Africa's agricultural sector.



Peter Munyaka

I will be speaking at ICCF 2025 to share my experience and insights as a farmer and a Farmer Service Centre (FSC) on contract farming.



Penny Musengi

CEO and Founder
Pesira Ltd.

Ms. Penny Musengi is the CEO and Founder of Pesira Ltd, an AgriFinTech operating at the intersection of Finance, Commerce and Agriculture with a mission to digitize Africa's agriculture and drive financial inclusion to 70% of its population made up of small-scale farmers. With 17 years of experience, she previously led ATS Travel Group and held roles such as Director of Finance at Enterprise Africa Limited, Management positions in various Banks and CEO of Raspberry Adams Group, focusing on socio-economic development.

Musengi's leadership spans various sectors and has facilitated successful ventures. With a background in international business administration, finance and project management, she has garnered recognition for exceptional leadership. Musengi's mission is to lead purposefully, uphold ethics, and create positive impacts globally.



organic farming, permaculture, value chain development, agricultural policy advocacy across Kenya and the East African region.

SAF | AFRICA
Sustainable Agriculture Foundation

Building Sustainable Agriculture in Africa

Kenya, Sudan, Tanzania, Rwanda, Zambia and, Malawi

Who is SAF-A?

The Sustainable Agriculture Foundation (SAF) - Africa is a non-profit legacy organization of the Syngenta Foundation for Sustainable Agriculture (SFSA). Formed in 2024, and officially launched in May 2025, SAF-A will continue to improve farmer incomes and food security by providing smallholder-relevant innovations, helping farmers access these innovations through markets, and addressing barriers in the agricultural value chain. Additionally, SAF-A will scale up the adoption of climate-smart agricultural practices and foster the empowerment of women, youth, and disadvantaged groups.

Vision

A world in which smallholders, communities, and nature thrive together.

Mission

Scaling up collective action on markets and innovations so that farming can better serve smallholder families, rural communities, and nature.

What we do

- Catalyzing access to quality, affordable, and climate-smart seed technologies.
- Developing agri-Entrepreneurs offering all agricultural needs of farmers.
- Designing Climate Resilience and Inclusive Finance Solutions.
- Developing Catalytic entities that ensures sustainability of initiatives.
- Research and Development.

Our Year of Rebirth: 2024 Annual Report

**SCAN
ME**



Be part of the change

We invite partners to support our impact by co-designing, funding, and implementing
flagshipinfo.safa@susagfoundation.org
programmes that benefit smallholder farmers.

Contact:

www.susagfoundation.org



Linda Kamau

Chief Executive Officer
SowPrecise Africa

Linda Kamau is the Chief Executive Officer of SowPrecise Africa, an agri-tech startup in Kenya pioneering affordable, climate-smart irrigation. She leads the development of SunRider, a mobile solar-powered irrigation system designed to eliminate the high upfront costs that often lock low-income farmers out of irrigation. Farmers access irrigation through a service-based model, paying only a nominal fee per use. This innovation reduces dependence on fossil fuel powered irrigation pumps mitigating carbon emissions while increasing productivity and farmer incomes.

She is passionate about circular agribusiness and focuses on building inclusive value chains in food production that uplift women and youth, positioning SowPrecise as a scalable solution for food security in East Africa.



Dr. Bernard Kiplimo

Secretary of Agriculture Sector
CECMs at the Council of
Governors
Nandi County

Dr. Bernard Kiplimo Araap Lagat is a Development Economist with over 15 years of leadership experience in public policy, research, and consultancy within the agriculture sector. Currently serving as the County Executive Committee Member (CECM) for Agriculture and Co-operative Development, Nandi County, and Secretary of Agriculture Sector CECMs at the Council of Governors. Extensive expertise in policy formulation, donor-funded projects, value chain development, data analytics and agritech innovations. Previous academic roles include Senior Lecturer at Moi University and Visiting Fellow at Cornell University in USA and Research Fellow at University of Siena in Italy. Experienced in grant writing, policy reforms, and strategic leadership in international development.



Faith Mbuguah

Business Development and
Programmes Support
SAF-A

Faith is a seasoned expert in Agronomy and Program Management with a passion for enhancing smallholder food systems. With over 14 years of experience Faith has successfully designed, implemented and managed agronomy programs tailored to the specific needs of smallholder communities.



Ernest Chitechi

Corporate Services Manager
Kenya Climate Innovation Center

Seasoned, innovative, results-driven executive with over 20 years track record of executing sound but aggressive communication strategies and programs; adhering to core values; and building and motivating cross-functional teams within organizations.



Isaac Tallam

Chief Executive Officer of Alika
Mazao Ltd

Isaac Tallam, Chief Executive Officer of Alika Mazao Ltd, possesses more than 25 years of expertise in international commodity trading, agricultural finance, and market system development. He has a proven track record in designing effective market systems, mentoring agribusiness SMEs, smallholder commercialization, and facilitating cross-border trade across Africa, Asia, and the Middle East.

Mr. Tallam's core competencies include strategic planning, SME mentorship within agribusiness, enhancing market linkages, and advocating for policy reforms. His skills span export development and cross-border commerce, consistently contributing to the advancement of the agricultural industry. Currently, he is leading the MSA Business Group's expansion into East Africa, leveraging opportunities presented by AfCFTA to strengthen international trade.



Nancy Gitonga

Chief Executive Officer
One Voice Women Trade
Network

Nancy is the Chairperson of the East Africa Women in Business Platform (EAWiBP), President of Zamora Consulting Group Kenya Limited, and CEO of One Voice Women Trade Network. She is deeply committed to advancing women's economic empowerment and private sector growth.

With over 20 years of experience, Nancy specializes in private sector development, gender and trade, SMEs and entrepreneurship development, community development, strategic partnerships, and stakeholder engagement. She is an expert on AfCFTA and AGOA trade agreements and has worked with organizations such as AWEPP Kenya, EAWiBP, East African Business Council, and FEWA.

A certified international consultant, Nancy supports governments, donors, BMOs, federations, and civil society in donor-funded project management, institutional strengthening, strategic leadership, risk management, and resource mobilization.



Edward Njiru

Co-founder and CEO
Sowphie

Edward Njiru has a combined experience as a dairy farmer, and technology expert for over five years. He is a product designer and developer, crafting solutions in Agriculture for farmers across 115+ different sectors.

As the co-founder and CEO at Sowphie, he leads innovation, where they build digital extension services, operational and financial management tools for contract farmers, aggregators and exporters across Sub-Saharan Africa.



Nancy Kinyanjui

Managing Director
Avenews Kenya

Nancy Kinyanjui has over 15 years of experience in banking, credit bureaus, and microfinance, driving initiatives that link financial innovation with market growth to help agribusinesses operate efficiently and competitively.

She is the Managing Director of Avenews Kenya, leading strategies to expand access to finance across agricultural supply chains and strengthen agri-traders' capacities. Nancy focuses on unlocking working capital for supply chain actors, leveraging technology and tailored financing models to bridge liquidity gaps, enhance value chain linkages, and build resilient food systems.

Her expertise includes credit risk management, digital transformation, and designing inclusive financial products, balancing commercial sustainability with social impact. Nancy is a strong advocate for financial inclusion in agriculture, promoting solutions that build transparent, resilient, and sustainable supply chains aligned with global standards like GLOBALG.A.P

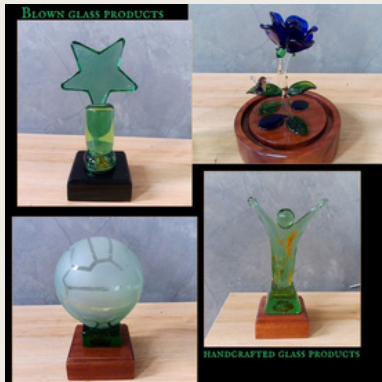


Anthony Kioko

Council Member
CGA (Cereal Growers
Association)

Anthony Kioko is an East Africa Agribusiness expert with 20 years' experience managing public – private sector engagement initiatives. An agronomist by training, his previous management positions were at Oil Crop Development Ltd (Unilever Kenya Ltd subsidiary then), East African Breweries Ltd (a Diageo Plc Company). He was a beneficiary of the 2017 USDA FAS Cochran Fellowship Program, on Agricultural Extension and Farmer Leadership.

Anthony serves on several boards including the Seed Trade Association of Kenya (STAK), Agriculture Industry Network (AIN) and is a Council Member of the Agriculture Sector Network (ASNET). Anthony is also a member of several Technical Working Groups in the Agriculture Sector including the Joint Thematic Working Group of the Ministry of Agriculture Livestock Fisheries and Cooperatives (MOALF&C) and ASNET.



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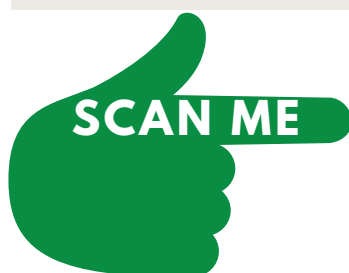
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Julius Nyabicha

Marketing and Communication
Lead
CGA (Cereal Growers
Association)

Julius holds a master's degree in Agribusiness Management and is currently undertaking PhD studies in food safety, focusing on aflatoxin. Julius has cross-border experience in food security and safety and specializes in marketing and communication for the adoption of agricultural technology.

Julius has worked in the agriculture sector for two decades, both in the public and private sectors. Julius worked in Tanzania for eight years as an expatriate supporting smallholder farmers in the fertilizer, horticulture, and post-harvest handling technologies (hermetic bags and Aflasafe bio-pesticide) to control aflatoxin in grains and pulses. He is currently the Marketing and Communication Lead at Cereal Growers Association. He is in charge of aligning grant and non-grant activities with CGA's core mandate and information packaging for easy dissemination to stakeholders, including the media.



Sammy Osebe

Project Manager
CGA (Cereal Growers
Association)

Samuel Osebe is an experienced strategic project management and implementation expert with over 10 years' progressive experience gained from working in various capacities. He has successfully supported

multiple CGA projects, partners and stakeholders in their business linkage activities including trade fairs. Highly proficient in supply chain / logistics management



Calvince Onyuka

Senior Project Manager
CGA (Cereal Growers
Association)

Calvince Onyuka is an experienced agribusiness consultant with over a decade of hands-on expertise in agricultural development and rural economic empowerment. He currently serves as Senior Project Manager at the Cereal Growers Association (CGA), where he leads initiatives that enhance smallholder farmers' productivity, market access, and financial inclusion.

He holds a Bachelor of Science in Agribusiness Management from the University of Nairobi and is pursuing a Master of Science in Agricultural Economics and Resource Management at Moi University. Calvince has successfully trained over 10,000 farmers, facilitated market and credit linkages, and coordinated multi-stakeholder partnerships for sustainable growth.

Driven by a passion for innovation and sustainability, he focuses on promoting inclusive markets, climate-smart practices, and strategic collaborations that strengthen agricultural value chains and improve rural livelihoods.



Dr. Moses Osia Mwanje

Business Partnerships and
Development Lead
CGA (Cereal Growers Association)

Dr. Mwanje is a transformational leader with over 20 years of experience in agri-food systems, public policy, partnership management, and community development. His expertise spans strategic management, agricultural policy planning, and organizational change across both public and private sectors.

He has led impactful initiatives benefiting over 720,000 smallholder farmers, 660 schools, and 354 churches, focusing on food security, school feeding, water projects, and market linkages. His partnerships extend to global institutions such as Harvard, UC Berkeley, the World Bank, IFAD, AGRA, Rockefeller Foundation, WFP, and Bayer.

Formerly a County Executive Committee Member for Agriculture, Livestock, and Fisheries, Dr. Mwanje has chaired intergovernmental sector groups and built strong donor and private sector collaborations.

He holds a PhD and MBA in Strategic Management from JKUAT, a BSc in Agriculture from Egerton University, and certifications in business process engineering, facilitation, and public administration from Ordu University, ESAMI, and GULL.



Salimo Wa Kilimo

Co Founder
AMA - Agriculture Made
Attractive

Salimo – The Voice of Agriculture is a youth in Agriculture enthusiast who is making Agriculture Attractive to the youth by dignify the Agricultural sector through Impactful and engaging agricultural content in the AgriFood Systems through amaafrica.co.ke and AMA AgriSpace.

Salimo – The Queen of AgriTours is Passionate about Farm Adventures and is the mastermind behind AMA AgriTours, a company that takes people on a private and group AgriTours.

Salimo is an Agricultural content curator and is hoping through her content, more youths will join Agriculture and before we know it, we will achieve food security in Africa.



Pauline Arunga

International Trade Manager and
Economic Affairs Officer
Embassy of Israel in Kenya

Pauline Arunga is the International Trade Manager and Economic Affairs Officer at the Embassy of Israel in Kenya, where she plays a key role in advancing trade and investment relations between Israel and the East African region.

Based in Nairobi, she works to strengthen economic ties, facilitate business partnerships, and promote innovation-led collaboration across key sectors such as technology, infrastructure, agriculture, and cybersecurity. In her role, Pauline engages with government agencies, private sector players, and regional organizations to identify opportunities for cooperation and support Israeli companies seeking to enter or expand within East African markets. She has represented the embassy at various trade and investment forums and a founder of the East Africa-Israel Chamber of Commerce, which aims to boost regional trade and partnership.



Gladys Kahindo

Manager of Viazi Kings Ltd
(VKL)

Gladys Kahindo is the Manager of Viazi Kings Ltd (VKL), an agribusiness company that strengthens farmer-market linkages by sourcing potatoes directly from smallholder farmers and supplying them to diverse market outlets under contract farming arrangements. She is committed to advancing sustainable and inclusive agribusiness models that enhance farmer incomes, promote inclusive growth, and contribute to resilient food systems within Kenya's potato sector.



Linda Capwell

lead market access,
communications, and investor
relations at Kentegra
Biotechnology.

Linda is a seasoned marketing and communications professional with extensive experience across diverse sectors, including telecommunications, financial services, agriculture, and fast-moving consumer goods (FMCG).

Linda is uniquely skilled in driving business growth through strategic brand development initiatives, new revenue generation streams, profitable portfolio optimization, and new market entry for multinational brands.

Currently, she leads the market access, communications, and investor relations function at Kentegra Biotechnology, a U.S.-Kenya company at the forefront of reshaping Kenya's pyrethrum industry on a global scale.

Linda is passionate about leveraging her expertise to develop and champion human-centered initiatives that drive positive, scalable, and sustainable impact for communities to thrive.

Moderators' Profiles

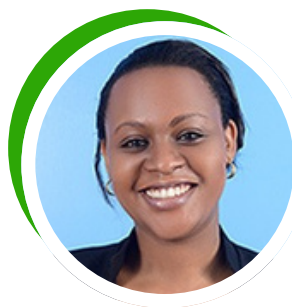


Elizabeth Mueni Kiio-Nzioka

General Manager, Emerge Egress Consulting

Elizabeth Mueni Kiio-Nzioka is a Policy Advocacy professional with over 15 years of experience in Food Security, Sustainable Livelihoods, Climate Justice, International Trade Policy, Governance, and Women's Leadership across Africa. She has a proven track record in movement building, systems change, and program management, having worked with international NGOs such as Oxfam and ActionAid, government institutions, and grassroots organizations including Conservtz.

Elizabeth is adept at weaving networks, mobilizing resources, and fostering justice-centred partnerships. She is skilled in managing multicultural teams and partnerships, and in representing organizations at high-level regional and global fora. A passionate advocate for community-led transformation, agroecology, stewardship of natural resources, and just economies, Elizabeth combines her professional expertise with her personal commitment as a farmer and entrepreneur in the food industry.



Gladwell Kimaita

General Manager & Lead Strategic
Corporate & Transformation
Consultant
Emerge Egress Consulting

Gladwell is an accomplished Corporate Consultant with 15+ years of experience delivering strategic and operational solutions that drive sustainable transformation and strong stakeholder satisfaction. Her expertise spans Agile implementation, leadership development, executive support, recruitment, strategic marketing, and blended learning programs. She excels in shaping high-performing cross-functional teams and supporting long-term operational excellence.

Her sector experience covers public institutions, private organizations, and NGOs across finance, healthcare, hospitality, agriculture, academia, manufacturing, and more. Guided by her belief in people-driven results, she inspires and challenges individuals toward self-led growth. Gladwell holds an MBA in Strategic Management and a BCom in Marketing with a PR minor.



Robert Asenah

Strategy and Impact Lead at The Sunflower Events Company

Robert Asenah is the Strategy and Impact Lead at The RB Solutions, where he drives organizational growth, purpose-driven partnerships, and sustainable transformation. Known for his professionalism, charisma, and sharp strategic insight, Robert has built a strong reputation for turning ideas into clear, actionable outcomes. His engaging leadership style, thoughtful communication, and commitment to excellence make him a trusted voice in the events and social impact space. At #ICCF2025, Robert brings his signature presence to the stage as moderator—guiding conversations with clarity, confidence, and a dynamic ability to draw out meaningful insights.



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Reduce use of fertilizer by 50% or more



- ✓ Rehabilitates tired soils naturally.
- ✓ Enhances crop vitality naturally.
- ✓ Avails natural N, P, K to plants.
- ✓ Increases plant resistance to diseases.
- ✓ Enhances crop resilience to stress.
- ✓ Boosts crop growth and yield when used with  (tank mix 40ml/20ltrs) during planting and (tank mix 40ml/20ltrs) after crop emergence.
- ✓ Improves soil structure, thus water retention.

Exhibitors profile



Pembe Flour is a trusted household name in Kenya, celebrated for its consistent quality, superior taste, and commitment to excellence. Milled from carefully selected grains using modern technology, Pembe Flour guarantees purity, freshness, and optimal nutrition in every pack. Beyond quality, Pembe is dedicated to sustainability from responsible sourcing of raw materials to eco-friendly production processes that reduce waste and energy use. Our goal is to nourish communities today while protecting the environment for future generations. Our values of quality, integrity, innovation, and care guide everything we do. We take pride in delivering flour that not only feeds families but also supports a better, more sustainable future for all. At Pembe, quality is not just a standard it's a promise.



Unga Group Plc is a leading human nutrition, animal nutrition and animal health production company in Kenya with over 117 years of operation in the East Africa region. Locally, Unga has 2 plants in Nairobi, 2 plants in Nakuru and 1 plant in Eldoret, with numerous depots across various regions including Kisumu, Eldoret, Sagana, Voi, Kayole and Mombasa. Additionally, the Group has associate companies in Kenya and Uganda, producing fish feed and animal feeds respectively, through a joint venture with Nutreco. Unga prides itself on quality products with various ISO certifications and most recently, the KMFI awards for most outstanding miller in Kenya.



Sowphie is a smart farm management assistant built by farmers, for farmers in Africa. Designed to simplify collaboration, it connects farm owners, managers, and extension officers on one digital platform. With Sowphie, you can record, monitor, and manage over 100 types of crops and livestock all from your phone.

It helps farmers track activities, expenses, and income from planting to harvest, providing a complete digital history for easy audits and smarter planning. Sowphie enables remote monitoring and data-driven decisions to boost productivity and profitability.

More than a tool, Sowphie is a network. It links farmers to trusted extension officers and input suppliers who offer personalized, location-specific farming programs and recommendations. From planning to execution, Sowphie ensures every farmer gets expert guidance, accurate timing, and efficient farm management — turning data into better yields and sustainable growth.





The Sustainable Agriculture Foundation (SAF) - Africa is a non-profit legacy organization of the Syngenta Foundation for Sustainable Agriculture (SFSA). Formed in 2024, and officially launched in May 2025, SAF-A will continue to improve farmer incomes and food security by providing smallholder-relevant

innovations, helping farmers access these innovations through markets, and addressing barriers in the agricultural value chain. Additionally, SAF-A will scale up the adoption of climate-smart agricultural practices and foster the empowerment of women, youth, and disadvantaged groups.



The Cereal Growers Association (CGA) is Kenya's leading farmer-based organization, representing and supporting agribusiness stakeholders across food value chains, with a strong focus on cereals—the country's main staple. CGA champions the interests of smallholder and commercial farmers and currently works with about 800,000 farmers across 32 counties.

We provide policy advocacy, market linkages, technical training, and access to modern technologies that help farmers improve productivity and build resilience. We work closely with government bodies, research institutions, development partners, and private sector organizations to strengthen food security and promote fair, competitive markets for grains and other foods.

Through capacity building, climate-smart agriculture programs, and platforms that support digitization, youth, and women in agribusiness, we help farmers grow stronger and more competitive. By promoting evidence-based policy dialogue and strong partnerships, CGA continues to play a key role in Kenya's agricultural transformation.

Credible Blooms Limited

Credible Blooms Limited is a flower growing and exporting company located in Rumuruti, Laikipia County, Kenya at an altitude of 1900m above sea level. The location provides an excellent climate for production of Roses, Spray roses, Chrysanthemums, and Summer flowers. Currently producing a wide range of varieties on 32ha under greenhouses for export to several countries globally. Weekly volumes average about 900,000 stems. We create direct employment to over 800 staff and indirectly to over 3000 people. Credible Blooms adheres to ethical production practices observing social and environmental protocols leading to certification by international and national certifying bodies like FAIRTRADE, MPS, GLOBAL GAP, SEDEX, KFC etc. Additionally we are involved in community development through several CSR projects.

Recently diversified into the food security sector where we produce Maize seed, Potatoes for processing and Avocadoes.





The deal room all the way to farmers livelihoods

The Deal Room - Sharing practical experience on contract farming and its potential for improving farmers' livelihoods.
What's Inside;

01 Real deals, real impact

02 From talks to transactions

03 Bridging farm to market

04 Power in partnership

05 Tech & trust at work

06 Fair contracts, better livelihoods

07 Women, youth & inclusion





Ramani Warehouse is a leading Kenyan manufacturer providing innovative solutions for homes, businesses, and industries. Founded in 2018 and strategically located along Thika Road next to Saint Vincentian Retreat Center, we produce high-quality water tanks, HDPE plastic products, eco-friendly furniture, recycled composite “eco-boards,” and handcrafted glass solutions. Our plastic and tank products are made from pure virgin materials, ensuring durability, safety, and long-lasting performance.

Our commitment to the circular economy drives us to repurpose non-recyclable waste such as Tetra Pak cartons, end-of-life tyres, and glass into durable, functional, and stylish products that serve both residential and commercial spaces.

With a skilled team combining craftsmanship and modern technology, we ensure every product meets the highest standards of quality, functionality, and environmental responsibility. At Ramani Warehouse, we are dedicated to providing premium virgin-material plastics and tanks, alongside sustainable recycled solutions, creating value for our clients while protecting the planet for future generations



Krystal Scanning & Mobility Group Ltd is a technology solutions company driving digital transformation across agriculture, logistics, and manufacturing Industries.

We empower agribusinesses and producer organizations with automation tools that enhance supply chain visibility, traceability, and market linkage efficiency.

Our expertise includes mobile data collection, warehouse and inventory management systems, barcode and RFID tracking, and document digitization — enabling farmers and aggregators to connect seamlessly with buyers, meet market standards, and improve operational transparency.

By integrating smart mobility and automation technologies, we help agri-enterprises streamline produce handling, reduce post-harvest losses, and ensure real-time access to market information.

Partnering with global technology leaders such as Honeywell, Zebra, Datalogic, SOTI and Bartender, Krystal continues to bridge the gap between producers and markets through reliable, scalable digital solutions.

Krystal Scanning & Mobility Group Ltd – Empowering Agriculture Through Technology and Innovation.





Control Union is a globally recognized leader in independent inspection, certification, and sustainability solutions. With operations in over 80 countries, we work with stakeholders across the agricultural value chain to ensure compliance, transparency, and trust in international trade.

In Kenya, Control Union offers GLOBALG.A.P. Certification, Organic Certification, Food Safety Standards (FSSC 22000, BRCGS), and Sustainability and Climate Programs that promote responsible production and resilient supply chains. We also provide Fumigation and Pest Control Services approved by PCPB and Trainings approved by NITA, supporting capacity building and regulatory compliance.

At Control Union, we are committed to advancing sustainable growth in agriculture by empowering businesses to meet market demands while safeguarding people and the planet.

Learn more at www.controlunion.com



For 119 years, CKL Africa Ltd has stood at the helm of agricultural transformation across East Africa delivering solutions that empower farmers, elevate productivity, and secure food systems.

Our legacy is built on unwavering reliability & trust which has made us market leaders.

Our products ensure healthier animals, better yields, and livelihoods, with safety and reliability at the forefront. From household names like Maclik, Nilzan, CKL Milking Salve, and Triatix we continue to set the standard in animal health and with our latest additions in crop care nutrition such as Harmony and Biospektrum the future looks great!

Join us as we showcase the new chapters in our journey—a new generation of solutions engineered for the demands of modern farming. These innovations are designed to deliver measurable impact, sustainable growth, and unmatched quality.

Why CKL Africa Ltd?

- Heritage of Trust: 119 years of proven performance with tried tested and trusted solutions in farming
- Market Leadership: Solutions backed by rigorous quality control processes and field validation.
- Market Authority: A portfolio that serves farmers needs end to end
- Future-Ready: continuous innovation aligned with tomorrow's agricultural challenges.

CKL Africa Ltd, Providing trusted farming solutions since 1906.





Exportiga Global Limited is a fast-growing Kenyan agribusiness company committed to delivering premium, high-value fresh produce to global markets. Operating from the heart of Kenya's horticultural belt, we specialize in the end-to-end management of farm production, quality assurance, and export logistics—ensuring every shipment meets the highest international standards. Through a robust contract farming model, we guarantee consistent volumes, strict quality control, and full traceability from seed to shelf. Our export portfolio features French beans, chilies, cucurbits, and other specialty vegetables cultivated under sustainable, compliant, and closely monitored practices. Backed by GlobalG.A.P. protocols, cold-chain integrity, and a dedicated packhouse, we uphold uncompromising food safety and operational excellence. Beyond supply, we empower farmers with training and technical support while forging long-term, trust-driven relationships with buyers. Exportiga stands as a reliable global sourcing partner—delivering freshness, transparency, and value with every shipment.



Acknowledgements



The Organizing Committee of the 2nd International Conference on Contract Farming (ICCF 2025) extends its sincere gratitude to all those who have made this event possible.

We thank our partners, sponsors, exhibitors, speakers, and delegates for their invaluable support, commitment, and participation. Your collaboration and engagement are central to the success of ICCF 2025 and the continued growth of inclusive and sustainable agricultural value chains across Africa and beyond.

Special Thanks to all

- Supporting partners
- All exhibitors

Your support helps create a platform where producers, buyers, policymakers, agribusinesses, and development partners can come together to explore opportunities, share knowledge, and forge lasting partnerships.

We look forward to continuing this journey with you and thank you for your commitment to advancing inclusive, sustainable, and prosperous agricultural systems through contract farming

The ICCF 2025 Organizing Team
Sunflower Secretariat

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Our Mission

"To Make Every Event a Remarkable Experience"

Our Vision

"To be the event management partner of choice."

Our Core Values

*Bold
Reliable
Accountable
Collaborative
Fun*

Who We Are

Sunflower Events (K) Ltd is an event planning, management, and organizing company. We create unique events with excellent execution through acute attention to detail, taking responsibility for the creative, technical, and logistical elements of your event.

We also specialize in conference management, exhibition management, brand management, and both digital and offline marketing. Our distinctive strategies bring our clients closer to their target audiences and help manage their brand reputation.

Other events we handle include anniversaries, end-of-year parties, award ceremonies, sports events, and corporate celebrations.

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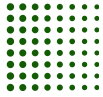
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