

# AFRICAN PEER PARTNERING: DEVELOPING EFFECTIVE BUSINESS AND MARKETING LEARNING FOR COOPERATIVE SMALLHOLDERS



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Project site: Rumukia, Kenya



PHOTO: LYF

Healthy coffee ready for harvesting

## Background

The Lorna Young Foundation (LYF) is a UK registered education charity, established in 2003. Its aim is to reduce poverty, promote ethical trading and support sustainable livelihoods.

Despite liberalisation of the Kenyan coffee market, which many hoped would bring greater smallholder empowerment, the primary and secondary Kenyan coffee cooperatives do not have access to business, marketing and managerial training that would enable them to compete fairly within the market. Until the secondary cooperatives begin to make better profits and manage them more effectively they cannot afford to access training; and the subsequent lack of business acumen impacts on their ability to make greater profits. There is also a need for greater engagement of women and youth and to consider the effect of HIV on farmers' livelihoods within cooperatives.

## Project summary

LYF previously supported the development of bespoke

training courses for coffee smallholder in Ethiopia via Ambo University. This current project will create african 'peer partner' learning institutions in order to train smallholders and encourage the institutions to learn from each other.

Ambo and Nyeri Technical Training Institute (NTTI) will work together to carry out a training needs assessment of coffee farmers in the Rumukia cooperatives and will create and pilot training courses suitable for the cooperatives.

Developing the capacity of local educational institutions to provide training and to support locally based trainers, will increase the confidence of local educational institutions, and support the secondary cooperatives to initiate a region-wide smallholders training support network linking with other peer institution in Africa.

### Contribution to the Decent Work Country Programme's priorities (DWCP):

- Increase youth empowerment, youth employment and eliminate child labour, particularly in its worst form
- Fight against HIV/AIDS at the workplace and expansion of social protection

## Partners

Our partners for this project include:

- Ambo University, Ethiopia will act as 'Peer Partner' and will support NTTI to develop effective training;
- Nyeri Technical Training Institute (NTTI) Kenya will work with Ambo to develop courses;
- Cooperative Colleges UK and Kenya will provide project advisors (the former throughout the course of the project and the latter towards the end).

## Beneficiaries

92 people from secondary coffee farming cooperatives in Nyeri Kenya will receive training (22 women included). Primary cooperatives are indirect beneficiaries and will receive 'cascade' training. Ultimately up to 5,000 women and 15,000 men will be reached within the wider cooperative sector in Nyeri.

## Expected achievements

- Establishment of quality business, marketing, governance and enterprise training courses developed for coffee smallholder cooperatives, which embed HIV effects on livelihoods and take account of language, history and market conditions (for both primary and secondary cooperatives);
- Training of 5 Nyeri coffee secondary cooperatives equipped to 'cascade' their training/ knowledge for use by primary cooperatives;

- Creation of South-South 'Peer Partnering' and development amongst cooperative educational establishments in Kenya and Ethiopia and planning for extension to other African countries;
- Creation of a region-wide support network that furthers business education amongst Nyeri cooperatives;
- Reduction in poverty amongst smallholder coffee farming communities as knowledge is 'cascaded' and greater prices are achieved due to increased business skills and confidence.

## Project duration and budget

Project duration: August 2009 - July 2010

Total budget: USD 24,000

Contribution from COOP<sup>AFRICA</sup>: USD 22,140

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