



*Enhancing Phytosanitary Systems for Healthy  
Plants, Safe & Sustainable Trade”*



INTERNATIONAL YEAR OF  
**PLANT HEALTH**  
2020

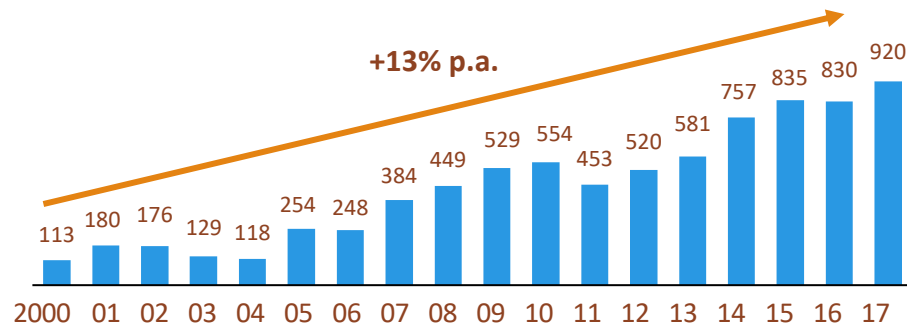
**Partnering with the Private sector to restore Mango  
exports to the EU and UK Markets.**

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USAID-KCDMS

# Mango has an attractive market globally and presents significant economic opportunity in Kenya

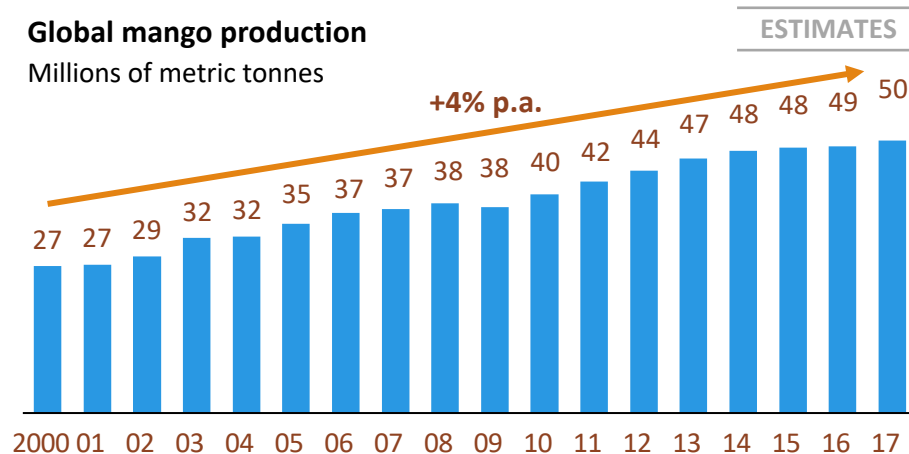
## Kenya mango production

Thousands of metric tonnes



## Global mango production

Millions of metric tonnes



- Kenya is the **10<sup>th</sup> largest mango producer** in the world, with an annual production volume of **~920 thousand metric tonnes** in 2019 valued at KES.15,260,446,464 ( 4<sup>th</sup> in Africa-behind Malawi, Egypt and Nigeria) with Global Production Share.
- On a production volume basis, mango **ranks second** amongst all fruit types produced in Kenya
- Domestic mango production has **increased ~13% p.a.** from 2000-19, significantly outpacing the global production of ~4% p.a.
- Increase in both **domestic consumption and international demand** has driven much of the fast growth in the Kenyan mango market
  - Domestically, population growth, rise in disposable income, and urbanization has generated **growing consumer demand** for fresh and processed mangos
  - In the export market, growing interest in exotic fruits in developed markets along with other factors have nearly **tripled international mango trade** in the last 15 years

## As a major crop in Kenya, mango affects the livelihood of many smallholder farmers, especially those in Makueni County

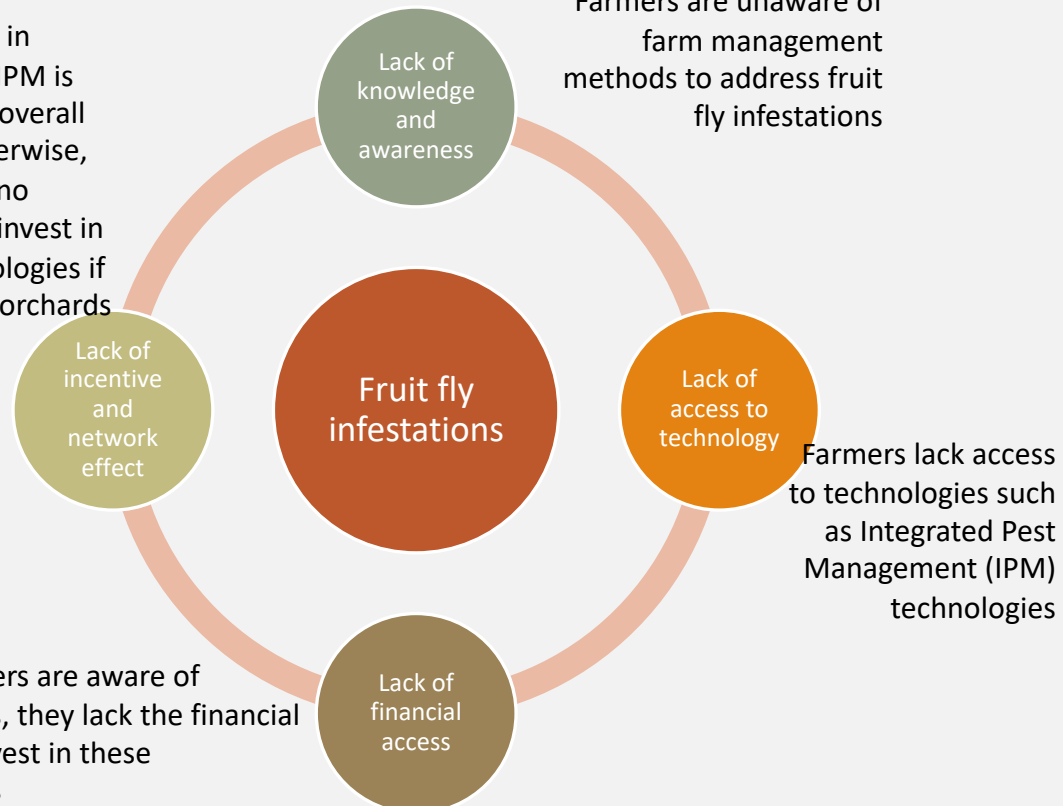
- Mango is grown on **~56 thousand hectares** of land in Kenya
- Total production value of mangos is estimated at **~15 billion Ksh**, representing **21% of the total value of fruits** produced in Kenya
- Makueni County has **~4.3 million mango trees**, grown by 105,465 million farmers, contributing **~1/3 of the total national production** volume
- Mango farming contributes to **~40% of the household income** for farmers in the region



## Several system level constraints have hindered improvement on the current self-ban status of mango exports in Kenya

*Kenya imposed a self-ban on mango exports to Europe, and fruit fly infestations lie at the heart of the problem*

Critical mass in adoption of IPM is required for overall success, otherwise, farmers see no incentive to invest in these technologies if neighboring orchards do not



*The status quo on the self-ban is then reinforced by low market prices resulting from the lack of export markets...*



*... and further exacerbated by unfavourable farming conditions caused by climate change*





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## The objective of the FFFZ intervention is to ultimately preserve the economic and nutritional security of smallholder farmers

**Increase productivity**

By giving farmers the resources (financial, training, equipment, etc.) to eliminate fruit flies, we can help farmers increase mango production

**Reduce post-harvest losses**

Addressing the fruit fly problem will significantly reduce post-harvest losses and increase farmer yield

**Increase product quality**

Growing high quality products that meet European import standards may help open new markets and broaden market access for farmers

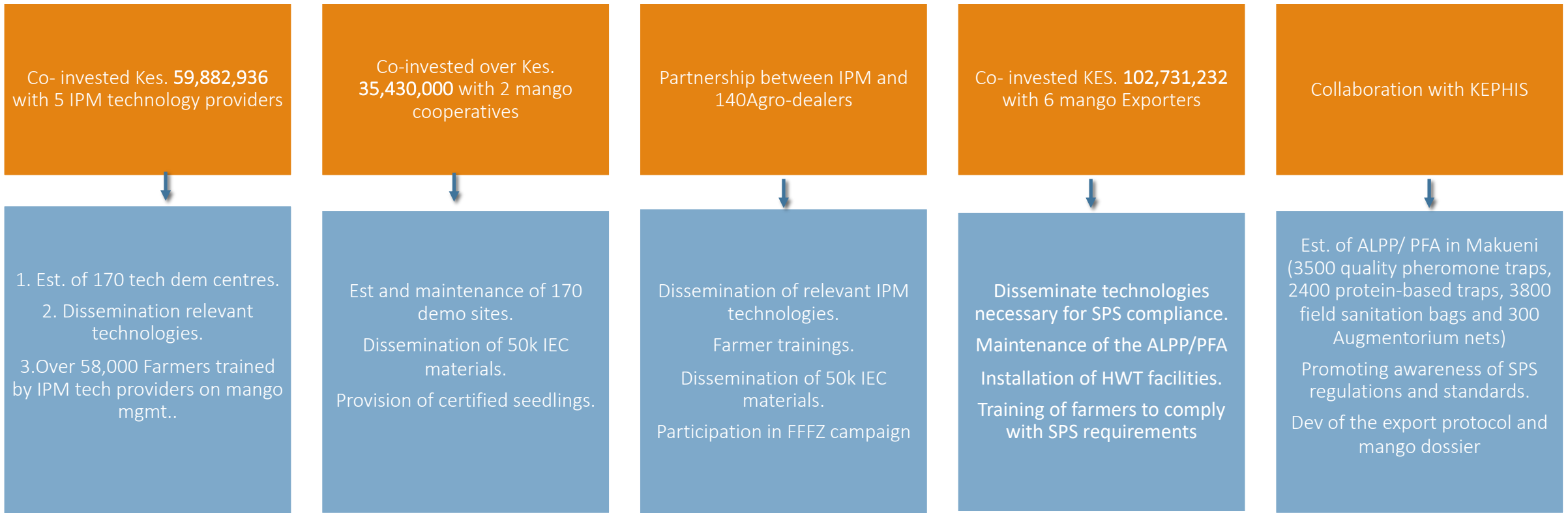
**Create employment for youth**

Job creation for youths as spray service providers will enrich the economic vitality of the local community

*All of this aims to contribute to inclusive, market-driven, environmentally sustainable economic growth*

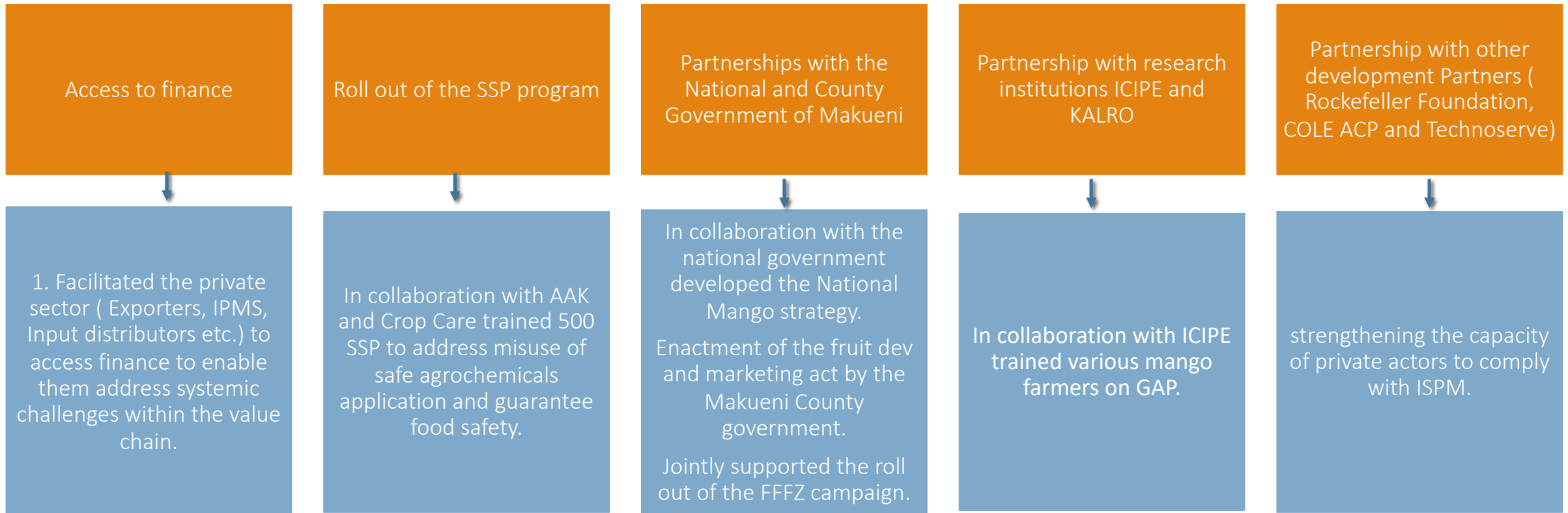


## The first step of the initiative is to organize coordination between various stakeholders and Participation of the private sector.





## The first step of the initiative is to organize coordination between various stakeholders and Participation of the private sector cont.-





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**THANK YOU**





# Acknowledgements



**Theme:** *"Enhancing Phytosanitary Systems for Healthy Plants,  
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