



ssnup

Smallholder Sustainability
Upscaling Programme



BUILDING CLIMATE-SMART CAPACITY FOR MACADAMIA OUTGROWERS IN KENYA



Africa



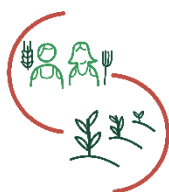
Latin America



Asia



Financial services delivery



Capacity building for end
beneficiaries



Market access and
product development



Management systems
improvement

CONTEXT

The macadamia nut sector in Kenya faces market constraints such as premature harvesting and side selling mainly driven by farmers' cash constraints, and pest damage due to climate change as well as limited access to technical training on good agricultural practices such as pruning and integrated pest management. These constraints undermine nut quality and as a result farm-gate price. Despite these constraints, the sector has strong domestic and global demand. Macadamia remains a high-value export commodity, with Kenya ranking among the top global producers producing 13% of the world's supply in 2025, ranking third globally.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Incorporated in 2013, Sagana Nuts Limited is a Kenyan macadamia nut processor and exporter with a domestic and global footprint that currently counts 56 permanent employees. It is a member of the Afrimac consortium, which consists of five leading macadamia processors and exporters in Kenya. The five companies ship together under the 'Afrimac' brand and Sagana has a state-of-the-art processing facility in Gacharo. The company also has a seedling nursery from which it sells seedlings to small-scale and commercial farmers across the country. Sagana's model depends on direct sourcing from around 3,000 smallholder farmers and on provision of extension services to improve agricultural practices.

OBJECTIVE OF THE PROJECT

The project aims to strengthen the resilience of smallholder households by enhancing extension services to increase the quality and quantity of production through the adoption of climate-smart practices, while promoting income diversification.

The expected results of the project are:

- Establish 4 demo farms to demonstrate good macadamia production practices and income diversification opportunities for smallholder farmers.
- Train 3,000 farmers on climate-smart good agricultural practices and financial literacy through video trainings.
- Register 300 smallholder farmers into farmer groups serving as Village Savings and Loans Associations (VSLAs) to improve access to savings and credit.

PRIORITY TOPICS

- Environment and climate change
- Food security and improved nutrition
- Gender equality
- Fair agrifood systems

IMPACT INVESTOR

AgDevCo

BENEFICIARY ORGANISATION

Sagana Nuts Limited (agri-SME), Kenya

TARGET

3,000 smallholder farmers

AGRICULTURAL VALUE CHAIN

Macadamia

STARTING DATE

April 2026

DURATION

24 months

TOTAL TA BUDGET

€143,886
Including €61,992 (43%)
contribution from SSNUP

