



ssnup

Smallholder Sustainability
Upscaling Programme

SCALING INCLUSIVE AND CERTIFIED MACADAMIA SUPPLY CHAINS IN KENYA



Africa



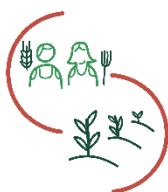
Latin America



Asia



Financial services delivery



Capacity building for end beneficiaries



Market access and product development



Management systems improvement

CONTEXT

The Kenyan macadamia value chain is a high value, export driven sector involving more than 200,000 farmers, with strong global demand for organic and fairtrade nuts. Kenya ranks among the top global producers of macadamia producing 13% of the world's supply in 2025. Despite these opportunities, the sector faces persistent challenges such as fragmented production, limited smallholder's organisation, costly certification, and limited access to extension services and premium markets. These barriers are especially severe for women, youth, and persons with disabilities, who face insecure land tenure, limited financing and access to information leaving many excluded. Macadamia remains a high-value export commodity

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Tropical Mac EPZ Limited (TML) is a Kenyan macadamia processor established in 2018, operating a farmer-first, inclusive business model. The company sources from 12,000 smallholders out of which 99,6% are cultivating under 5 hectares and supplies international buyers. TML holds Organic and Fair for Life certifications, with 3,240 farmers certified fairtrade and 1,190 USDA-NOP Organic certified. TML's modern facility processes 10,000 MT annually. However, the company faces sourcing challenges typical of the competitive macadamia markets, particularly related to farmer cash-flow constraints, price sensitivity and quality. These risks are mitigated through prompt farmer payments, strong local networks, and continued investment in farmer capacity building.

OBJECTIVE OF THE PROJECT

The primary objective of the project is to strengthen the Kenyan macadamia supply chain by fostering inclusive farmer organisations, building capacity to access premium market, and deploying digital extension services for smallholder farmers.

The expected results of the project are:

- Formalise and strengthen 27 farmer organisations, 18 of which are women-led, including 5,000 smallholder farmers.
- Train 5,000 producers, including 70% women, in sustainable and climate-smart production practices.
- Support the first-time organic certification of 3,000 smallholder farmers.

PRIORITY TOPICS

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

IMPACT INVESTOR



incofin
invest for impact

BENEFICIARY ORGANISATION

Tropical Mac EPZ Limited (TML), Kenya

TARGET

5,000 smallholder farmers

AGRICULTURAL VALUE CHAIN

Macadamia

STARTING DATE

August 2026

DURATION

20 months

TOTAL TA BUDGET

€154,151
Including €123,263 (80%)
contribution from SSNUP



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