



COMPANY PROFILE 2026



A Food Resilient Africa.

Strengthening Agricultural Markets for Food Security
in Africa

Who We Are

AGMARK — the Agricultural Market Development Trust — was established in 2004 in Nairobi, Kenya. We are a not-for-profit development organisation dedicated to improving the incomes and food security of smallholder farmers across Africa.

Over two decades, we have grown from a Kenya-focused initiative into a pan-African institution operating across 18 countries in Eastern, Western, and Southern Africa, with deep expertise in market systems development, agro-dealer strengthening, and value chain facilitation.

We work in close partnership with governments, international development agencies, the private sector, and farmer organisations to design and implement programmes that deliver lasting systemic change.

18

Countries across Eastern, Western & Southern Africa

22+

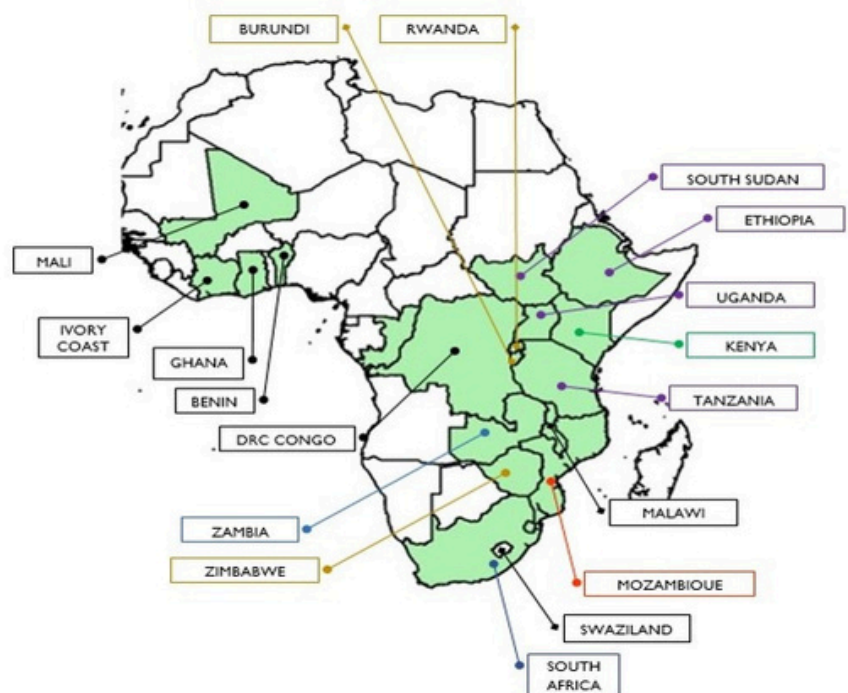
Years of field experience since 2004

HQ

Nairobi, Kenya · Suite808, Applewood
Adams, Kilimani

COUNTRIES OF OPERATION

- Kenya
- Uganda
- Tanzania
- Ethiopia
- Rwanda
- Burundi
- Zambia
- Malawi
- Eswatini
- South Africa
- South Sudan
- Mozambique
- DRC
- Ghana
- Côte d'Ivoire
- Mali
- Benin
- Zimbabwe



Mission & Development Hypothesis

OUR MISSION

"Improve incomes and food security of smallholder farmers in Africa."

Every programme, every partnership, and every intervention is assessed against this singular commitment.

DEVELOPMENT HYPOTHESIS

Our theory of change is grounded in two decades of field experience: **sustainable agricultural transformation requires market-driven interventions that strengthen both supply and demand sides of agricultural value chains.**

AGMARK believes that lasting food security cannot be achieved through inputs distribution alone. True transformation demands viable markets where farmers can buy quality inputs, access finance, adopt better practices, and sell their produce at fair prices through competitive, transparent value chains.

FARMERS ADOPT IMPROVED INPUTS WHEN THEY ARE

- Readily accessible through trusted local Agri-entrepreneurs
- Economically viable within functioning value chains
- Supported by technical knowledge and financial services
- Connected to reliable output markets
- Backed by scaling agroecological services and conservation agriculture

OUR THEORY OF CHANGE



Market Systems

Build the structural conditions for well-functioning agricultural markets to emerge and sustain themselves without permanent subsidy.



Value Chains

Improve the commercial viability and inclusiveness of priority value chains i.e cereals, legumes, horticulture, dairy for smallholder participation.



Policy Enablement

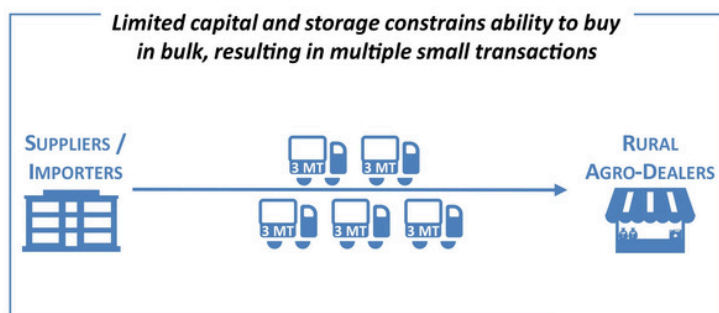
Engage governments and regulators to create enabling environments that incentivise private-sector investment in agricultural markets.

The Hub and Spoke Model

AGMARK pioneered the Hub and Spoke Model, a structured market infrastructure approach that creates commercially viable agro-dealer businesses at the last mile; bridging manufacturers, distributors, farmers, and financial service providers through a network of certified, mentored hubs.

"Hub" agro-dealers have proven to be able to alleviate many of the challenges that both suppliers and rural agro-dealers face in supply and distribution. Based on our analysis, rural agro-dealer revenues generally increase by 20-40% when working with hub agro-dealers (as opposed to buying from suppliers).

Monitor Deloitte on "Assessment of Sustainability of Agrodealer Networks" for Bill and Melinda Gates Foundation - Nov. 2015



The Hub and Spoke Model

THE VALUE OF “HUB & SPOKE” APPROACH

Increased Aggregate Demand

Hubs handle much higher volumes than rural agro-dealers, lowering distribution and transaction costs for suppliers; higher volume orders enable volume discounts which are passed on to rural agro-dealers.

Storage Capacity

Hub agro-dealers (often) have storage capacity, which facilitates large purchases from suppliers, lowering transaction costs, and helps rural agro-dealers minimize their risk of stock-outs.

Fewer Points of Sales

Servicing fewer hub dealers (i.e. ~150 hubs in TZ), lowers costs for the importers/suppliers. Additionally, closer business relationships and trust can be created that enable trade credit facilities to be extended.

Better Serve Local Agro-Dealers

Hub agro-dealers are geographically closer, have greater working capital flexibility, often have an agronomist on staff and are closer to the end-user market. Consequently, hubs can better supply and support local/rural agro-dealers.

Input Advisory

Certified agro-dealers provide expert guidance on seed selection, soil management, and input application to maximise yields.

Financial Access

Linkages to credit, insurance, and savings products tailored for smallholder farmers and agro-dealer businesses.

Market Information

Real-time price data, weather forecasting, and market intelligence delivered via digital platforms to hubs and farmers.

Business Mentorship

Ongoing coaching, business management training, and peer learning networks to sustain hub commercial viability.



22 Years of Measurable Change



IMPACT AREAS



Food Security

Improved food availability and dietary diversity for farming households across 18 countries



Economic Empowerment

Sustained income growth through market participation, reducing vulnerability to seasonal shocks



Climate Resilience

Regenerative practices and climate-smart agriculture adoption reducing exposure to climate risk



Market Systems Change

Lasting structural improvements to how agricultural markets function, independent of donor support

12,000+

Agro-dealers trained and supported across Africa

2.4M+

Smallholder farmers served through our networks

18

Countries across Eastern, Western & Southern Africa

\$40M+

In donor funding managed since 2004

55% above sector average

Share of programme participants who are women

60–90%

Farmers accessing hybrid seeds and fertilisers

40%

Average income improvement for smallholder farmers in AGMARK-supported value chains

200K

Farmers trained in improved agronomic practices, regenerative techniques, and climate-smart agriculture

Strategic Partnerships

AGMARK's track record of delivery has earned the trust of leading development agencies and private sector partners. Our collaborative approach brings together:

DEVELOPMENT PARTNERS & DONORS



PRIVATE SECTOR & FINANCIAL

- Syngenta Foundation
- Bayer (Monsanto) Foundation
- CropLife International
- Equity Bank
- Co-operative Bank of Kenya

INDUSTRY ASSOCIATIONS

- Eastern Africa Grain Council (EAGC)
- Cereal Growers Association (CGA)
- Seed Trade Association of Kenya (STAK)
- Regional Cross-Border Traders Associations

WHY ORGANISATIONS PARTNER WITH AGMARK

Proven Field Presence

20+ years building trusted networks of agro-dealers, farmer groups, and government partners across 18 countries.

Technical Excellence

Specialised expertise in market systems development, value chain facilitation, and evidence-based program design.

Fiduciary Standards

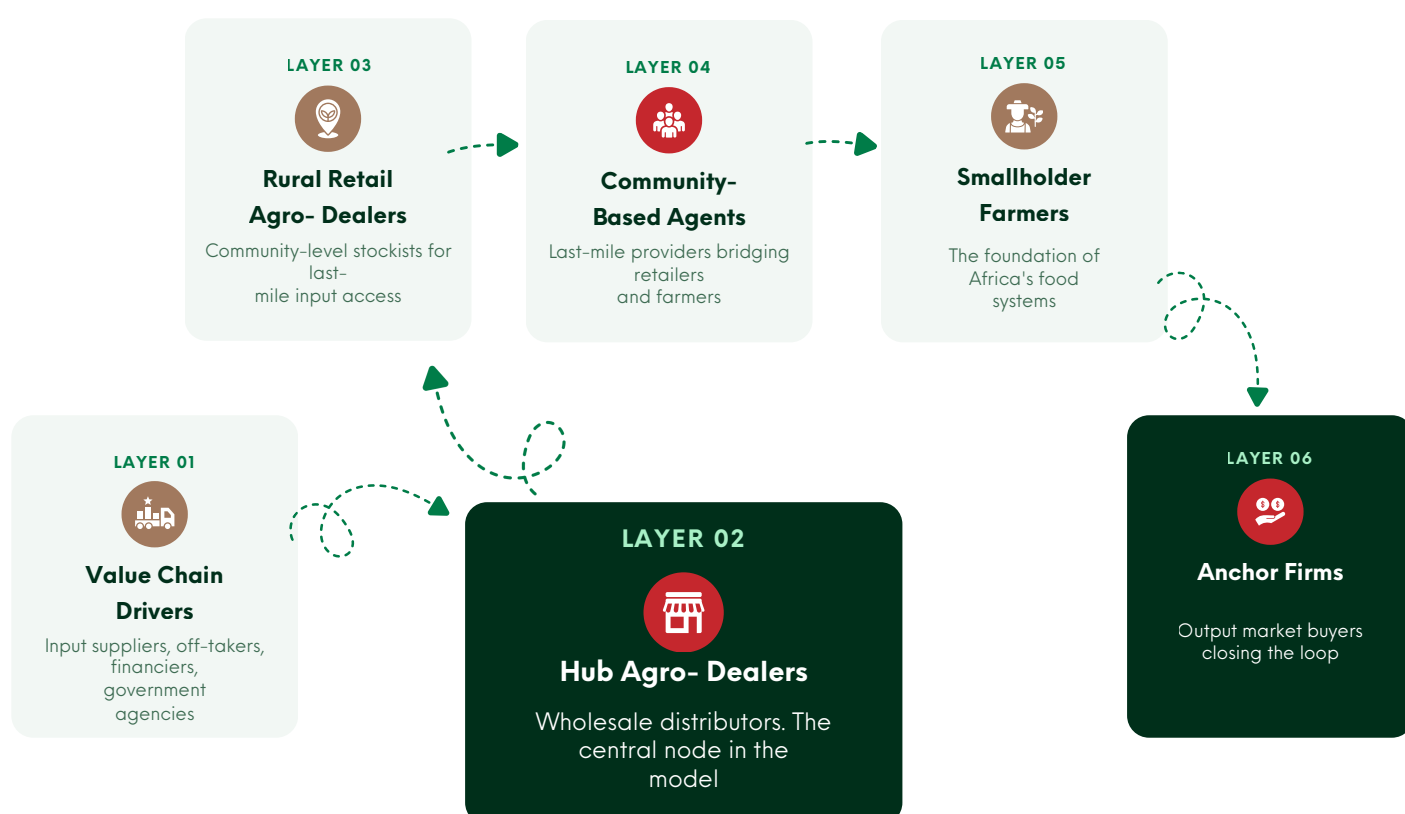
Transparent financial management, rigorous M&E, and regular donor reporting that meets international standards.

Agro-Dealer Development

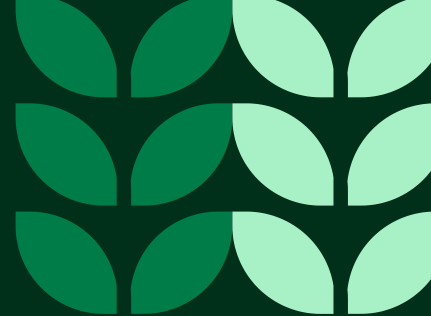
Agro-dealers are the most critical link between agricultural input manufacturers and smallholder farmers across Africa. Yet many operate without adequate training, business skills, or market connections. AGMARK's flagship agro-dealer development programme addresses this gap at scale. We strengthen the agro-dealer value chain as the primary channel for reaching smallholder farmers.

PROGRAM COMPONENTS

COMPONENT	DESCRIPTION	OUTCOME
Business Skills Training	Financial management, inventory control, customer service, and business planning for agro-dealer operators	Increased profitability
Technical Product Training	Certified training on crop protection, seed varieties, and soil nutrition in partnership with input manufacturers	Better farmer advisory
Market Linkages	Connections to reliable suppliers, financial institutions, and farmer cooperative buyers to expand revenue streams	Supply chain stability
Digital Tools	SMS-based market information, inventory management apps, and digital ordering platforms to modernise operations	Operational efficiency
Peer Mentorship	Structured mentorship networks pairing established agro-dealers with new entrants and women-led enterprises	Sustained performance



Building Regenerative Food Systems



Regenerative agriculture is an imperative for AGMARK. As climate change intensifies across Africa, the farming systems that have sustained communities for generations are under mounting pressure. AGMARK integrates regenerative principles across all its programs.



Soil Health & Restoration

Training in composting, cover cropping, minimal tillage, and organic matter management to rebuild degraded soils; improving long-term productivity without increasing input costs.



Water & Climate Resilience

Rainwater harvesting, irrigation efficiency, drought-tolerant variety adoption, and climate-smart scheduling; building farmer resilience to increasingly erratic weather patterns.



Carbon & Ecosystem Markets

Facilitating farmer access to voluntary carbon markets and payment-for-ecosystem-services schemes; creating new revenue streams that reward regenerative land stewardship.



Biodiversity & Agroforestry

Supporting farmers to diversify crops, integrate trees into farm designs, and adopt agroforestry practices that restore ecosystem services and diversify income streams.

AGMARK's regenerative agriculture programmes are aligned with [the African Union's Climate Smart Agriculture strategy](#) and the [UN Decade on Ecosystem Restoration 2021–2030](#).



Key Projects — Active

PERIOD/REGION	PROJECT/DONOR	SUMMARY
2024–2026 Kenya · Uganda · Tanzania · Zambia	Alliance for the Green Revolution in Africa (AGRA) Cross-Border Trade Associations & Trade Facilitation	Build institutional and trade capacity of regional CBTAs; train 800 traders on structured grain trading systems; create 5000 new jobs for women and youth in cross border grain trade. Budget: \$400,000
2024–2026 Kenya	STAK — SISS-Kenya Seed Industry Strengthening Services	Strengthening agro-dealer networks to improve access to certified, climate-resilient seeds for smallholder farmers across Kenya; improving food and nutritional security and lifting household incomes
2026–2028 Kenya · 6 Counties	EU / IFAD — KCEP-CRAL ISLA Investing in Livelihood Resilience & Soil Health	Soil health & agroecological interventions across Makueni, Kilifi, Embu, Trans Nzoia, Kakamega & Taita Taveta; agrodealer capacity building, digital soil mapping, biofertilizer scaling, digital finance and e- voucher supply chains.



Key Projects — 22-Year Track Record

PERIOD	PROJECT / DONOR	KEY ACHIEVEMENT
2020–2022 Kenya	KALRO — Soil Health & ISFM	48 agro-dealers established ISFM crop demos; promoted regenerative agriculture; linked research innovations to farmer adoption through agro-dealer networks.
2018–2021 Kenya	GOK / IFAD / FAO — KCEP-CRAL	86,000 smallholder farmers reached via E-Voucher system; 490 agro-dealers capacitated; climate adaptation integrated into production systems. Budget: \$300,000
2017–2020 Mozambique	AGRA — SMaSh	Improved food security in Nacala Corridor through strengthened value chain players; agro-dealers, VBAs and farming communities. Budget \$860,012
2013–2017 5 Countries	AFAP — Fertilizer Access	Comprehensive fertilizer market assessments; standardised training; hub distributors capacitated. Budget \$961,217
2012–2018 5 Countries	USAID — East & Central Africa	15,000 farmers linked to markets; 2,500 grain traders trained; East African Grain Cross-Border Traders Association established. Budget \$3.5M
2010–2011 8 COMESA States	EU / IFDC — COMRAP	Regional agrodealer training program; 1,450 agro-dealers trained; pioneered COMESA regional accreditation system. Budget €614,982
2008–2022 Multi-country	AGRA — Agri-Business Development	350,000 smallholder farmers; 8,000 agro-dealers; 1,000+ new agro-dealer businesses; Hub Model developed & scaled Africa-wide
2007–2010 Kenya	AGRA / CNFA — KASP	Kenya-wide agrodealer network strengthened; improved smallholder access to inputs and production practices. Budget \$4.5M



Programs & Services

01 · Agro-Dealer Development

Training, certification, and business mentorship for agro-dealers at the last mile — the backbone of agricultural input access for smallholder farmers.

02 · Market Systems Development

Systemic interventions to improve the structure and function of agricultural markets — addressing constraints in supply chains, information, and market access.

03 · Value Chain Facilitation

End-to-end value chain development for priority crops — cereals, legumes, horticulture, dairy — improving smallholder integration and commercial linkages.

04 · Financial Access & Inclusion

Linking farmers and agro-dealers to credit, insurance, and savings products through MFIs, SACCOs, and digital financial service providers.

05 · Regenerative Agriculture

Climate-smart and regenerative practice adoption — soil restoration, agroforestry, and biodiversity — building long-term farm resilience and productivity.

06 · Digital Agriculture Systems

Digital market information, e-extension, digital ordering, and traceability platforms that modernise agricultural market operations.

07 · Policy & Enabling Environment

Technical assistance to governments and regulators to create policies that incentivise private-sector participation and protect smallholder interests.

08 · Advisory & Technical Assistance

Linking farmers and agro-dealers to credit, insurance, and savings products through MFIs, SACCOs, and digital financial service providers.

HOW WE WORK

Systems Diagnosis

Market assessment and root-cause analysis before designing any intervention

Co-Design

Participatory programme design with government, private sector, and community stakeholders

Adaptive Management

Iterative programme adaptation based on real-time data, field learning, and results

Scale & Exit

Designed for handover; market systems and institutions that sustain without permanent donor support





A FOOD RESILIENT AFRICA

PARTNER WITH US

Let's Build Food Resilience Together.

We welcome partnerships, funding collaboration, and technical exchanges with organizations committed to agricultural transformation and food security across Africa.

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