



Long Rain Season Report – 2018



Covering Momentum Trust's activities from
February to August 2018



Momentum Trust operates in Western Kenya and seeks to empower small-scale farmers through microfinance and business partnerships. During the long rain season 2018, Momentum was engaged in two activities. For one, we continued to work with our loan-based model, where we provide farming inputs (seeds, fertiliser and trainings on modern agricultural techniques) on a loan basis, aiming to provide food security to farmers and help them overcome poverty. This initiative has been running since 2014. Momentum's second activity this season was to engage in business partnerships with farmers on chia production. This is the first season Momentum runs this activity. Realising the great income potential of chia for farmers, Momentum provides farmers with free seeds and agricultural trainings and guarantees to buy their chia output. The output is sold to local and Danish companies. Momentum's intention with this partnership is to improve the farmers' livelihoods by providing them with an additional and stable source of income.

This report provides an overview of our results during the long rain season 2018 (LR18). The report includes performance overviews, a snapshot of the farmers' experiences and an outlook of Momentum's future.

The long rain season typically starts with the distribution of farming inputs in February, followed by the onset of rains, which should stretch from March to July, and then ends with harvesting in August. In the long rain season 2018 Momentum worked with 165 farmers in the loan-model and 69 chia farmers.

Due to the drought that hit the farmers and us in 2016, we are still in survival mode. This means we have had to reorganise our model to ensure long term survival. Therefore we decided in partnership with a Danish company and farmers to contract farmers on chia seed production. The aim of this initiative is to grow a crop, which we can guarantee our farmers there is a market for and to generate an income for Momentum to finance our activities. While creating the chia model, we had to downscale our number of farmers in the loan model to ensure we would be able to have two successful models running.

It is in Momentum's DNA to become a self-sustaining development organisation working with small scale farmers. This is not an easy task, but a task we will accomplish with the support from our donors who believe in our vision.

The past three years have been extremely tough for Momentum. However, we do believe the future looks brighter with the add-on of the chia initiative to our existing loan-model.

Christian Hoff, founder and CEO

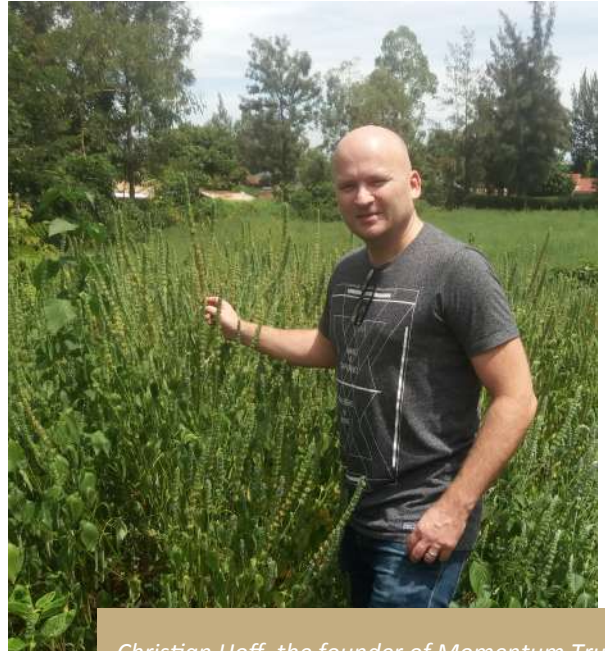
About this Report and the LR18

How the Report Was Created

This Long Rain Season 2018 (LR18) Report is distinct from our previous rain reports, as it does not solely report on Momentum's loan-based initiative but also on the new chia activity. The LR18 was the first season Momentum worked with chia farmers after having tested chia seeds in 2016-2017.

Unfortunately, Momentum lacked the resources to produce a Long Rain Season report for LR17, which is why this report mainly compares numbers and calculations from the loan-based programme with LR16. When data is available numbers from LR17 are included.

This report is based on data of our 165 farmers from our loan-based programme in Siaya and 69 chia farmers from the areas Busia and Oyugis. The data has been gathered through group meetings, phone calls to farmers as well as through one-to-one interviews with a total of 23 farmers (9 chia farmers and 14 loan-model farmers).



Christian Hoff, the founder of Momentum Trust, standing in a chia field.

Status of LR18

The season proved to be a good one for our farmers with sufficient rains and many farmers got a satisfactory output.

However, the consequences of the drought from 2016 are still to be felt. Many farmers were severely hit by the drought, and some still struggle to pay back their loans to Momentum. For that reason, we took a strategic decision to downscale our loan-based initiative to ensure that all farmers pay back their previous loans before taking new ones.

This has meant that we have had to find new ways to empower farmers and improve their livelihoods, which is why we have ventured into business partnerships with chia farmers.



Momentum's field officers often visit the chia farmers to give them advice in their planting and caretaking of their fields.

Why Chia?

Background

The severe drought in Kenya in 2016 had devastating consequences for our farmers in the loan-model. Because of their limited harvest outputs, they struggled with their repayments. And without repayments, Momentum cannot survive in the long term. To ensure our own survival, we were faced with two options: to either close down our loan model or to add a new activity that could ensure our survival. We chose the latter option.

Through our Danish network, we got in touch with Chia Martin former partner in the company Original Chia, who was the first to procure chia seeds to the European Union from South America. We decided to give chia production in Kenya a try for several good reasons. First, chia is highly nutritious containing a high amount of fibre, protein and minerals such as calcium. That makes it a perfect solution for our mission to eradicate hunger and malnutrition.

Two, chia grows very fast and can be harvested only 3 months after planting. Three, chia needs less water than most crops making it more drought resilient. Four, chia seeds can be planted close to the equator as it needs around 12 hours of darkness. Five, we have the market for chia in Denmark and Kenya, so we can guarantee our farmers that they can sell their output helping them to get an additional income source.

We started the first testing of chia seeds in Siaya in 2016. Even with little rain, it germinated well and we believe it is a potential game-changer for African small-scale farmers. It is still very new and too early to predict the outcome, but chia has without a doubt created new hope for our farmers and us.



Chia Martin visits chia fields together with our staff member Washington in Busia

Momentum Trust Contributes to the UN's SDGs

Social Business Approach to Development

Momentum Trust is a development organisation that believes that the most sustainable way of creating development for our farmers is to empower them to ensure that they in the long run become self-reliant. We work with a social business approach. More specifically, we engage in business partnerships with small-scale farmers to support them in income generating activities and in ensuring food security. In this way, we can grow together with our farmers not working on a project basis with an exit date like many other development organisations.

We are a strong supporter of the United Nations' Sustainable Development Goals (SDGs). Through our activities, we directly contribute to the fulfilment of SDG 2: Zero Hunger, SDG 3: Good Health and Well-Being and SDG 17: Partnerships for the Goals.

We seek to contribute to fulfil SDG 2 by improving farmers' productivity and income levels through our trainings and direct relationships with the farmers, and to reduce malnutrition by promoting and growing nutritious crops like superfoods such as chia, sorghum and amaranth.

In terms of SDG 3, we seek to improve our farmers' health by ensuring that they have adequate food that is nutritious. We believe in superfoods to improve our farmers' physical and mental health. In addition, our farmers increase their income with us, which many of them need to spend on health-related expenses.

Lastly, Momentum contributes to SDG 17 as we engage in direct partnerships with small-scale farmers, local NGOs and companies. This enhances knowledge-sharing and creates export opportunities from Kenya. We believe that our impact grows when we work with others. Therefore, we are constantly looking for new partners in Kenya and globally.

THE GLOBAL GOALS

For Sustainable Development



Momentum's Presence in Kenya

Two Activities – Three Locations

In 2018, Momentum Trust has had two activities in three different locations in Western Kenya. In Siaya, we continue with our loan model, which has been on-going ever since the inception of Momentum in 2013. In addition, Momentum has ventured into production of chia seeds in the areas around Busia and Oyugis.

Since the launch of our first loan programme in 2014, Momentum has worked with a total of more than 2450 different farmers. In 2018, the total amount of loans disbursed reached 1,000,000 DKK – a milestone we are proud to have passed.



Joseph Ochieng,
Trainer and
Admin Siaya



Paul Wasongaa,
Field Officer
Siaya



Caleb Okello,
Volunteer Field
Officer Siaya



Philip Odhiambo,
Area Manager
Oyugis

Meet Our Staff on the Ground

All Momentum's staff on the ground are locally hired with knowledge of the local context. In Siaya, we have three full time staff: Joseph, Paul and Caleb. All three come from farmer families in the area and know first hand the challenges of the farmers we work with.

Our chia activities are handled by Philip in Oyugis and Washington and Faith in Busia. Washington has been with Momentum since the very beginning working with the loan-based model until early 2018. Philip and Faith have both joined Momentum recently. They both have personal experience with chia farming.

Momentum's Presence in Kenya

To support our staff on the ground, Kevin and Judy work on a part-time basis giving advice and handling administrative tasks. Both have previously worked for Momentum as full time staff members, and we are happy that they wish to continue contributing to our work on a part-time basis.

From Denmark, Momentum is directed by our board of four members and director; Christian Hoff. Christian frequently takes trips to Kenya to stay in touch with staff and ensure that our activities are well run.

Interning with Momentum Trust

Part of the staff on the ground are also our interns. During 2018, we had one intern, Astrid, who studies International Development at Sciences Po, Paris. She was with us from August until the end of the year. During the first two months, she was based in Siaya from where she supported staff in carrying out various activities in Siaya, Busia and Oyugis such as arranging a visit from our supporter Borupgaard Gymnasium. She spent the second half of her internship in Nairobi to talk to potential partners. One of the main intern tasks is to collect the data for this report and to outline and draft it. We are looking forward to welcoming new interns during 2019.

Astrid Melchior
Olesen, Intern from
August 2018 to
January 2019



Washington
Otieno, Field
Trainer Busia



Faith Egessah,
Volunteer Admin
Busia



Kevin Okello,
Management
Advisor



Judy Kamande,
Part-time
Administrator

"Interning with Momentum Trust has in many ways been a rollercoaster experience: always exciting, never knowing what to expect and overwhelming. I was given a lot of responsibility, which has made me grow and develop both professionally and personally. This internship has in many ways been challenging, but also rewarding. I am especially grateful for all the interesting and warm Kenyan people I have met: from passionate farmers, to dedicated field officers and welcoming NGO-partners in Nairobi."

Momentum's Presence in Kenya: Siaya

Siaya: The Logic Behind the Loan Model

It is now four years ago that the pilot programme of the loan model was completed in Siaya in 2014. We are still following the same model that is based on input loans for small-scale farmers. Momentum offers farmers loan bundles consisting of certified farm inputs and quality training in agricultural techniques. This season, all farmers were provided with maize seeds. After providing the loan, our field officers follow up on the progress of the farmers and collect the loan repayment in instalments. The farmers are organised in groups that meet on a regular basis. By being in groups, the farmers can support and motivate each other to ensure loan repayment. In addition, it becomes easier for Momentum's field officers to coordinate meetings to follow up on their progress.

Momentum continues to experience that this approach empowers farmers and drives sustainable development.

After the drought of 2016, we had to down-scale the number of farmers we work with in Siaya for financial reasons. This has meant that we are now more careful with whom we disperse loans to as many farmers struggled with repayments after the drought. As a result, we today work with the more resourceful farmers to ensure that the loan burden does not become insurmountable. We regret to see that we have to give up working with the farmers most in need, but our experience shows that for them to engage in a loan will in most cases cause more harm – in the form of indebtedness – than good.

Process of Loan-Model



...everything starts with food

Momentum's Presence in Kenya: Busia and Oyugis

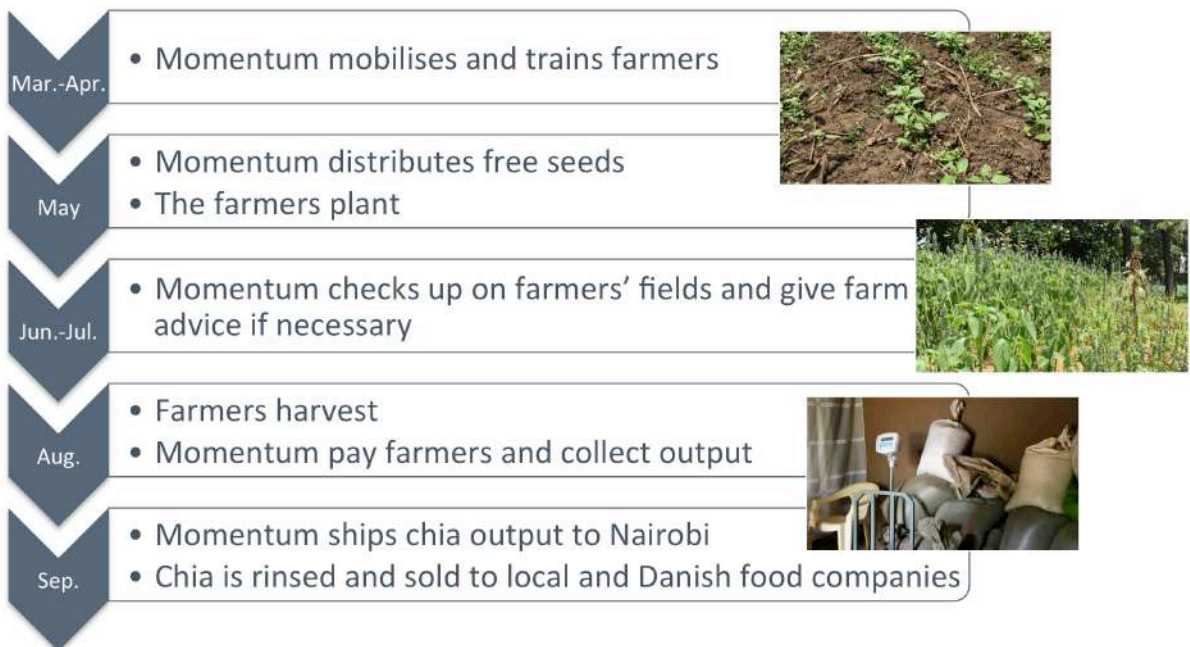
Busia and Oyugis: The Why and How behind Chia Farming

Momentum has ventured into a new business partnership model with small-scale farmers. Chia seeds are highly nutritional and relatively simple to plant organically. There is a great demand for chia seeds in both Europe and Kenya. Seeing the great income potential in chia, Momentum launched the chia initiative in LR18. We provide seeds and trainings to farmers in the areas around Busia and Oyugis. After the harvest, we buy the farmers' output and ship it to Nairobi, where the seeds are rinsed, packed and sold to local and Danish foods companies. Chia is a profitable cash crop for the farmers, and in addition many of the farmers realise the nutritional value of chia and eat it themselves on a daily basis.

Momentum did initial testing with chia in Siaya. However, it quickly became clear that the farmers here were not interested in venturing into this crop. The main reason for this reluctance is that many of the farmers struggle financially and they regard an unknown crop such as chia as risky compared to maize, which they have a long experience with. In Momentum, we do believe in the potential of chia for the farmers in Siaya and hope that they will realise the possibilities in the future.

We chose to enter Busia as many sesame farmers here showed interest in chia as an alternative cash crop. Oyugis was chosen because of the interest shown by a farmer group and the dedication of our local staff member, Philip. It is important for us to expand into more areas, to diversify our risks.

Chia production process



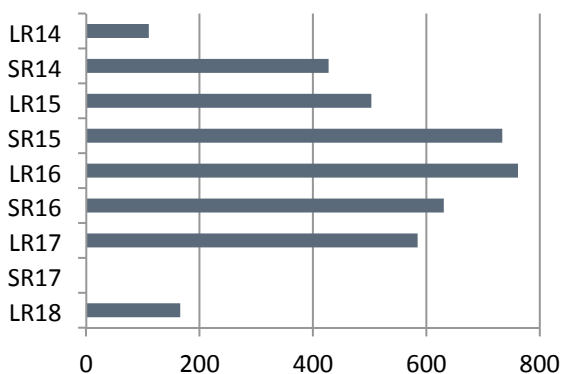
Siaya: Progress and Numbers

A Decrease in Farmers

The graphs below clearly show what the drought has done to our progress and impact and why alternative thinking is critical to sustain Momentum Trust.

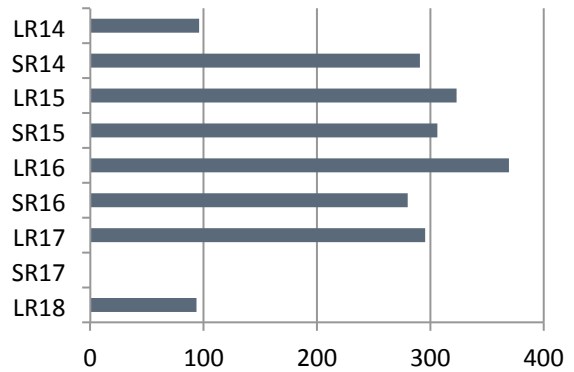
As the first graph illustrates, the number of farmers for the LR18 was the lowest since Momentum started in 2014 – apart from in the short rains 2017, when Momentum dispersed zero loans. The main reason for this is that many farmers in 2017 still struggled to clear their previous loans. As a response, Momentum decided to downscale to concentrate on investing efforts in the new chia activity. As the chia initiative was successfully launched in LR18, the loan model was restarted. We believe the profit made from the chia production can help us increase the number of farmers in the loan-model.

Total number of loans



In total, Momentum dispersed loans to 165 farmers during LR18. These farmers were distributed among 21 groups. Momentum is careful to find the right balance between offering loans that can help improve farmers' livelihoods without the repayment burden becoming too heavy.

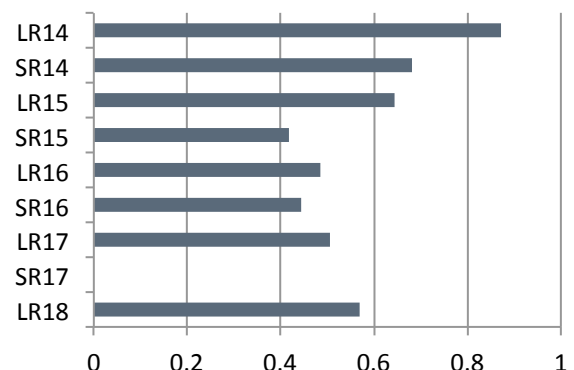
Acres cultivated



Acres Cultivated per Farmer on the Rise

As the number of farmers has decreased, so has the amount of acres cultivated. This season, Momentum's farmers cultivated a total of 96 acres, which is the second lowest – the lowest being during our first season in 2014. However, the average acres cultivated per farmer has been on the rise since the drought 2016. Because of the drought, farmers were weary of planting too much land as the risk of failure was high. Since SR16, the average acres planted per farmer have slightly increased from 0.4 in SR16 to 0.6 in LR18. We are still far from the averages before the drought, but we regard this as a sign of the farmers being at a better position to invest in more land and being more optimistic about the season's outcome.

Average acres planted per farmer

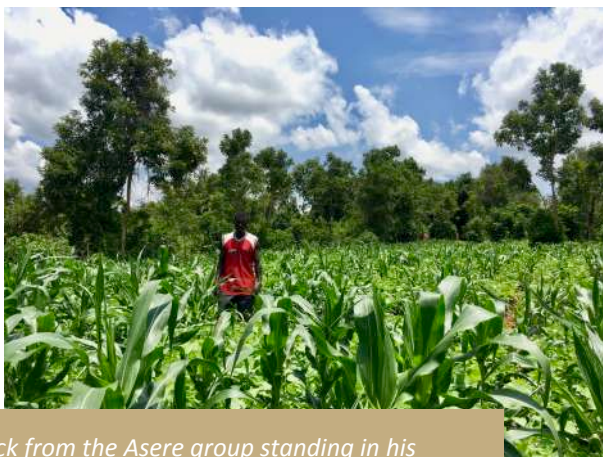
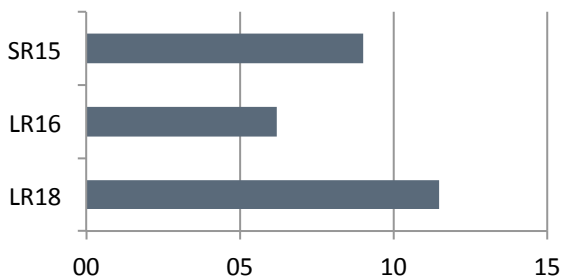


Siaya: Outcome and Impact

Maize Production Back on Track

The drought of 2016 had a great impact on the farmers' maize production. The average output per acre was in LR16 6.2 bags down from 9 bags in SR15. This season, the farmers have not only improved their output since the drought, but also surpassed the production of SR15 at an average production of 11.5 bags per acre. This improvement reflects the more favourable weather conditions, but might also indicate that Momentum this season has been more careful in only working with the better performing farmers to ensure the loan would not become an insurmountable burden.

Maize production (bags) per acre



Frederick from the Asere group standing in his maize field 5 weeks after planting.



3-year old Fabian accompanied his mother from the Kodiere group for the distribution of seeds and fertilizer.

Quality Inputs on Time Ensure Food and Economic Surplus

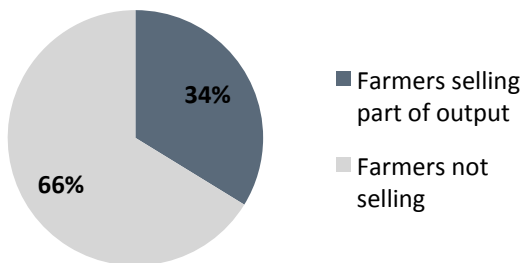
Many of the farmers we work with used to be net buyers of maize at the local market. Most of the farmers do not have enough money at the beginning of the season to buy the necessary inputs. In addition, without the loan they can only afford to buy local seeds, which give much lower yields than the quality seeds provided by Momentum. Now by giving them access to quality inputs on time, the farmers' yields have greatly increased. Our farmers report that they are now able to produce enough maize to feed their families, and many even have a surplus. For many farmers, this surplus is used to cover their children's school fees or health care costs.

Siaya: Outcome and Impact

Household Consumption vs. Sale

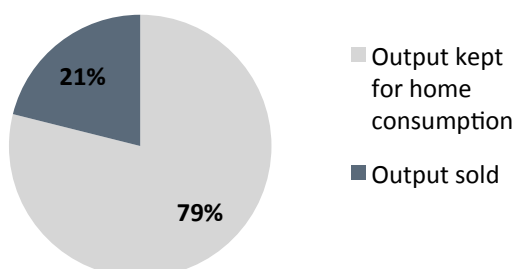
The farmers, who harvest more maize than they need for food, will sell it on the market. The market prices are lowest right around harvest, when the markets are flooded by the newly harvested output. If the farmers are not in immediate cash need, they will store their maize and sell when the prices rise again.

Who is selling



The diagram above illustrates the share of farmers who sold part of their maize output and the share who kept everything for consumption. Around a third of the farmers harvested enough to sell some of their maize bags on the market. In LR16, the share was only 17 pct., which again demonstrates that the farmers' output this season has greatly improved.

Home Consumption vs. Sale



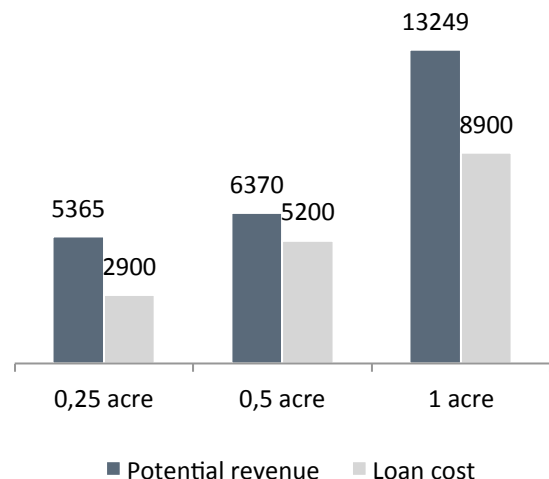
The diagram at the bottom illustrates the share of the total output sold on the market and the share kept for home consumption. In total, 21 per cent of the farmers' output was sold on the market and thus generating a direct income for the farmers.

Potential Revenue Generation

Farmers' potential revenue from a loan has greatly improved since the drought of 2016. Our results of potential revenue are calculated based on the average number of bags of maize the farmers harvested from respectively 0.25, 0.5 and 1 acre and the minimum market price per bag of maize right after harvest.

As the diagram illustrates, the potential revenue from growing 0.25 acre was 5365 KES. This is a great improvement compared to 3300 KES in 2016. For 0.5 and 1 acre, the potential revenue has also improved since 2016 from respectively 5500 to 6370 KES and 10,700 to 13,249 KES.

Loan Cost vs. Potential Revenue



Siaya: Outcome and Impact

Return on Investment

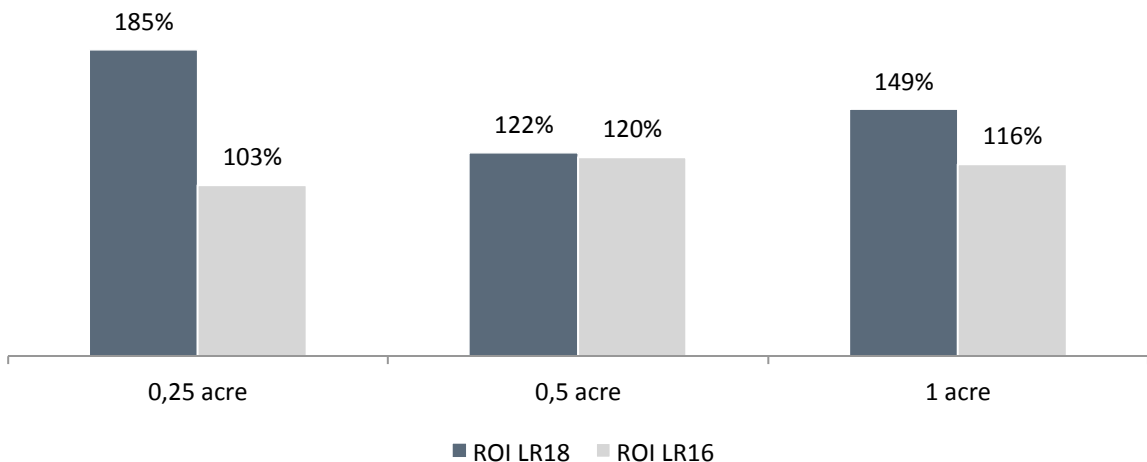
Since the potential revenue for the farmers has increased since 2016, so has their potential return on investment. The figure below illustrates the return on investment for each bundle group and compares that with the return in 2016. The numbers are calculated based on the loan cost and potential revenue reported in the previous section.

As the figure illustrates, the profit range of LR18 was 22 to 85 per cent compared to 3 to 20 per cent in LR16. This improvement again reflects the more favourable weather conditions and likely that Momentum this season has worked with the better performing farmers.



The Siaya team, Caleb, Paul and Joseph, are always working in a cheery mood.

Return on Investment



Siaya: Loan Repayments

Loan Repayments

The total loan portfolio for LR18 is at 963,800 KES, which is around one fifth of the total LR16 portfolio. This sharp decline again reflects Momentum's strategic decision to downscale the loan activities, while starting up the chia initiative. As the table below illustrates, the average loan size for LR18 was 5841 KES, approximately the same as in LR16: 5999 KES.

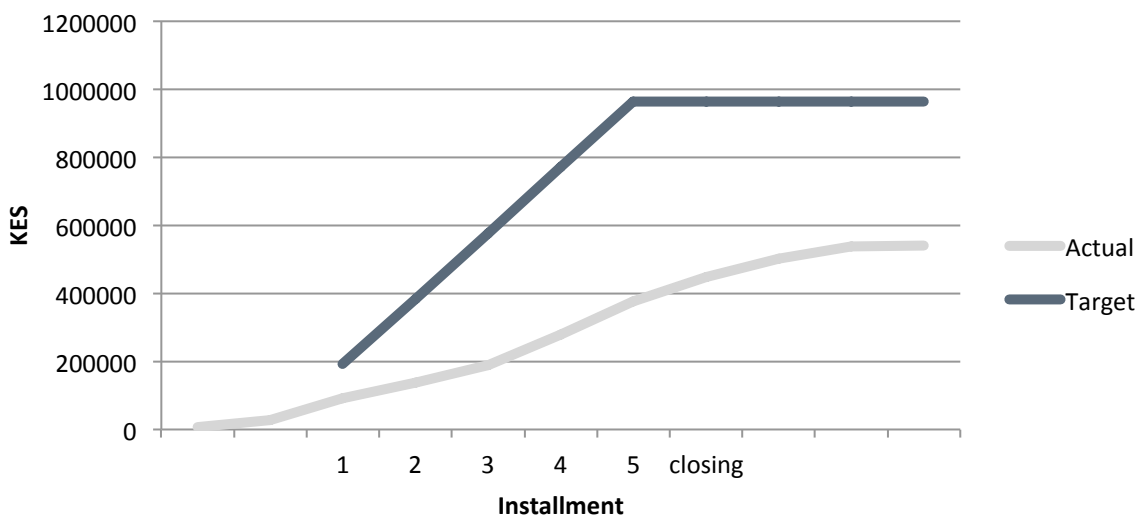
| | LR18 | LR16 |
|-----------------------|---------|-----------|
| Loan portfolio KES | 963,800 | 4,565,450 |
| No. of farmers | 165 | 761 |
| Average loan size KES | 5841 | 5999 |

The graph below shows the accumulated target repayments and the accumulated actual repayments. Clearly, the actual repayments fall far from the target, which was the same trend back in LR16. As of December 2018, only 56 per cent of the LR18 loan repayments have been collected.

Such a small share is not acceptable. Our field officers are directing more efforts into collecting repayments. In addition, the field officers are trying new ways of repayment collection. Instead of collecting the repayments in five instalments, smaller instalments are collected more frequently. For instance, during the SR18 groups have met weekly, where each member pays a very small amount to the field officers. This approach seems to work, as the weekly meetings motivate farmers since they see each group member contributing and as each repayment is very small, it is easier for the farmer to pay each time.

The rate of repayment has to improve if Momentum is to continue the work with giving out loans. That is why figuring out how we can motivate the farmers to improve their repayments is currently our key priority. We know it is possible, since we were close to 100 per cent repayments in our first season. Our farmers still struggle with the consequences of the drought in 2016; it might take a couple of seasons before they get back on their feet.

Repayment LR18



Meet the Farmers in Siaya



Rosaline Agola
Uyore Group

Rosaline planted one acre this season and she harvested 25 bags of maize. That is more than enough to feed her family. She will sell a total of 15 bags when the prices have increased. The profit will be spent on school fees for her three children. Before joining Momentum, Rosaline usually got 5 bags of maize per acre, Momentum has thus helped her to get five times more.

"Momentum is the best! Being a Momentum farmer means that I no longer need to buy maize from the market, I now have enough to feed my family."

Mary Chila
Mbaga Group

Mary is very happy about her output from this season. She planted 2 acres and harvested 26 bags. Of the 26 bags, she has sold 11 and kept the rest to feed her household. Mary lives with her husband, their daughter in law, 3 grandchildren and 2 house helpers. After having joined Momentum, Mary feels safe and certain that she will have enough food for her family.



"I have experienced great improvement after joining Momentum. Before I harvested 4-5 bags per acre, now I get more than 10 bags per acre of land."

Meet the Farmers in Siaya



Anthony Omondi
Kodiare Group

Anthony planted one acre and harvested 20 bags of maize this season. His expectation was to get 35 bags, but heavy rains flooded his field and ruined part of his planting. Of the 20 bags he got, he expects to sell 15. Right now, he is keeping the bags until the price goes up to get as high a profit as possible. He will spend the profit on various household expenses as well as to pay for school fees of his three children.

"The greatest thing about Momentum is that we get our inputs early. By giving us a loan, we can get our inputs on time and plant at the right moment."

Rose Aloch
Mbaga Group

Rose has experienced great improvements after becoming a Momentum farmer. Before, she could not afford fertilizer or quality seeds. With the inputs from Momentum, Rose has increased her output from 2-3 bags per acre to 13 bags this season! All of the maize is kept to feed her large family. Rose lives with her husband, 7 children and 3 more children they are taking care of.



"Momentum has helped me with two things: to have enough food and to get farm inputs on time."

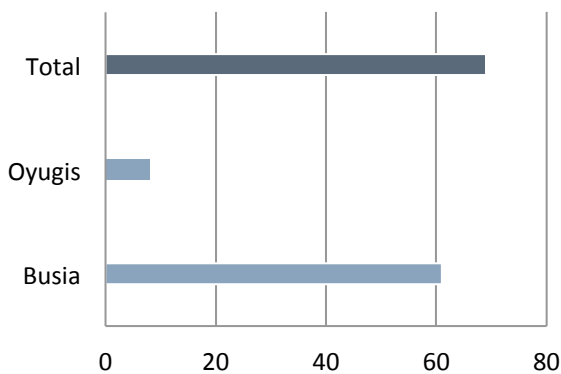
Busia and Oyugis: Chia Farming

Number of Farmers

As the diagram illustrates, Momentum worked with 61 farmers in Busia and 8 in Oyugis: that is a total of 69 farmers. Mobilising chia farmers in the area around Oyugis has been more challenging than expected. First of all, Momentum has less staff on the ground than in Busia, and second; many farmers in Oyugis have despite initial interest been sceptical about the income potential of chia.



Number of Chia Farmers



On the contrary, the mobilization of farmers was successful in Busia – partly because many were already organised in a cooperative growing sesame. Momentum experiences a great interest from the Busia farmers to enter chia production. Many of our farmers here have previously grown sesame as an organic cash crop. They are thus familiar with Momentum’s model of providing them with inputs and trainings and buying their output. In addition, the income potential is greater with chia than sesame, which led many farmers to switch this season.



...everything starts with food

Busia and Oyugis: Output and Challenges

Challenges in the Production of Chia

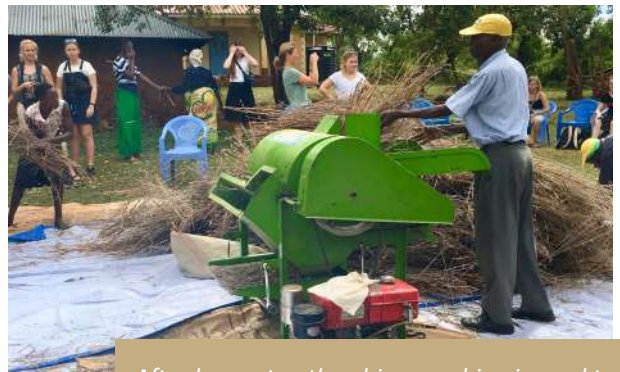
As the table below demonstrates, there is great variation in the average output per acre between the farmers in Oyugis and Busia. In average, Busia farmers harvested around 128 kg of chia per cultivated acre. The farmer with the highest yield harvested an average of 212 kg of chia per acre, while the lowest yield in Busia was an average of 22 kg of chia per acre. In Oyugis, the overall average was 34 kg with the highest average yield being 122 kg per acre and the lowest average being 5 kg per acre.

The reason behind these great differences in average yield is the wide-ranging challenges the farmers faced. Most farmers report being challenged in not having experience in and knowledge about chia farming, as for almost all of our farmers this was their first season planting chia. Even though all our farmers were receiving trainings, a great number of farmers reported planting and germination problems. If chia is not planted properly with for instance the right spacing and in times of sufficient amounts of rain, the crop's germination will be limited. This is the most important stage of the growth of chia, as if the planting is not done properly, the limited germination means that less plants will grow.

There is always a risk that the trainings are not enough on their own: growing a new crop can be challenging requiring first hand experience. Hopefully, the farmers have now gained experience that will inform their planting the coming season.

In addition, a few farmers have reported challenges in connection with their harvest. Some farmers did not have access to a threshing machine to separate the seeds from the plants. This means that they did it manually, which often causes great losses.

We were lucky to get a threshing machine donated this season by a private supporter. However, the great distances between the farms mean it is not accessible for all of them. Therefore we need more threshing machines in the future, especially as our number of chia farmers and their geographical spread is growing.



After harvest, a threshing machine is used to separate the seeds from the plant.

| Chia LR18 | Acres planted | Output (kg) | Average output (kg) per acre |
|-----------|---------------|-------------|------------------------------|
| Busia | 26.53 | 3417.14 | 128.83 |
| Oyugis | 6 | 204 | 34 |
| Total | 32.53 | 3621.14 | 111.33 |

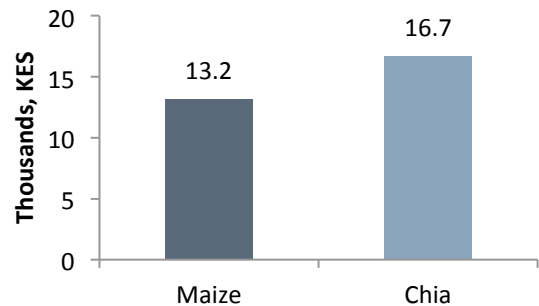
Busia and Oyugis: Chia's Income Potential

Great Income Potential

Chia is a cash crop, which means that farmers grow it for sales to generate an income. Part of the motivation to venture into chia production has for all of our farmers been the income potential. When engaging in the partnership with Momentum, all farmers sign a contract that guarantees that Momentum buys their entire output at a fixed price. When possible, we will help farmers obtain an organic certification, which ensures they get a higher price and apply sustainable farming methods leading to higher yields in the long run.

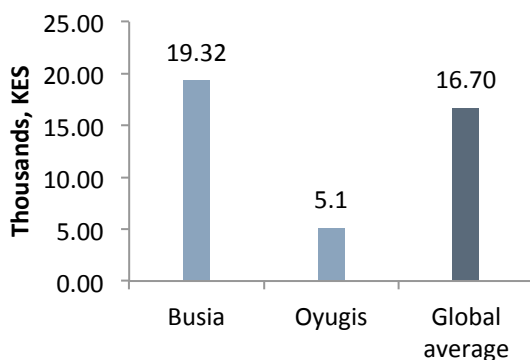
As the table demonstrates, the farmers' average revenue was 16,700 KES per acre cultivated. The cost of growing chia is limited, since all farmers were provided with free seeds from Momentum and it does not require any fertiliser. The cost for the farmers lay in the amount of man-hours they needed to plant, weed the fields and harvest. It is thus complicated to calculate the farmers' final profit, as it is challenging for the farmers to estimate their exact costs.

Potential Income: Maize vs. Chia



The table above compares the potential income from growing 1 acre of maize with 1 acre of chia. The numbers are based on the average output per acre times the price paid by Momentum for the chia and the minimum market price for maize. However, no farmer has sold their entire output of maize and only around one third of the farmers sell part of their maize output. In conclusion, the income potential of chia is much greater as on the one hand the entire output is sold and on the other hand it ensures a more stable income as the price is fixed. But it must be noted that chia unlike maize does not directly provide food on the table and therefore our farmers grow it as a supplement to maize and other crops.

Average Revenue per Acre, KES



Given that most chia farmers report that they expect to increase their yields the coming season based on the experiences and knowledge they have gained this season, Momentum regards it as very likely that the farmers' income potential is greater for the coming seasons. For most farmers, this income is crucial as it contributes to cover their children's school fees, health care expenses and farm investments.

Meet the Chia Farmers in Busia



Michael Adungo
Chia farmer, Busia

Michael was encouraged by other farmers to go into organic chia farming as his farm had great potential. He hoped to gain a good profit from planting 2 acres. He got a total output of 325 kg, which is well above average. However, since it was Michael's first season as a chia farmer, he faced some challenges in not having enough experience. He has now learned a lot, and he is confident that he will do better next season, when he will plant 3 acres.

"I gained a good profit from my first season as a chia farmer. I have used this profit to invest in my chia farming, and I will plant an extra acre next season. I feel more prepared for the coming season, as I have learned a lot."

Jennifer Adapat
Chia farmer, Busia

Jennifer was attracted towards chia planting, when she saw how other farmers got a good output and benefitted from eating it. Now Jennifer and her children eat chia on a daily basis. Despite challenges that reduced her final output to be below average, Jennifer still earned a good profit, which was spent on buying new land and a goat. She has learned a lot during her first season, and she is motivated to continue as a chia farmer and to plant more land next season.



"I spent the profit from the chia sale on buying new land and a goat. Chia is my only income source, but it is not only of economical value to me. I also eat chia as a food supplement and feel its great health benefits."

Meet the Chia Farmers in Busia



Mary Egessah
Chia farmer, Busia

Mary is our first chia farmer and one of the most successful. Initially, she turned to chia to do crop rotation on her fields, where she grew sesame. It turned out that chia was more profitable than sesame, and Mary has introduced the crop to many of the farmers in her area. She has now become very popular, and many farmers come to her to ask for advice.

"I'm proud to be a chia farmer. After having success as a chia farmer, I have introduced the crop in my area, and farmers often come to visit and thank me for that."

Stephen Kedi
Chia farmer, Busia

Stephen planted 1.25 acres and harvested a total of 432 kg – making him one of our best performing farmers. He spent his profit on clearing his children's school fee balances and buying a new motorbike. With the motorbike, it has become much easier for him and his family to move around in the area. Chia is not only of economic importance for Stephen, he also regards it as a healthy food supplement and his family eats it daily.



"I'm already now ready for the next season, when I will plant at least 1.5 acres. My children like to eat chia, and I think it's a healthy energy source. Just look at my baby face; I'm sure it's the chia that makes me continue to look this young."

Momentum's Future Outlook

Positive about the Future

After the drought in 2016, the good rains during this season have been of great value to our farmers from the loan-model in Siaya. More and more farmers are getting back on track with increasing outputs. Given these optimistic signals, we expect to upscale our number of farmers for the long rain season 2019. There are many good farmers whom we worked with in the good years before the drought that we would like to engage again.

However, repayments continue to be a challenge and it is our key focus to improve the level of repayments before we significantly increase our number of farmers. For instance, we wish to introduce mobile payment to our farmers. Mobile payment can make the payment process more flexible and increase transparency.

In Busia and Oyugis, we have been satisfied with the launch of the chia activity. Many farmers have reported challenges rooted in their lack of experience, but most report to have learned a lot and to be motivated to continue. By the end of 2018, we have increased our number of chia farmers from 69 to several hundreds! We share our farmers' positive outlook and we are certain that there is a great future potential in chia. With adequate trainings and a good coming rain season, there is no doubt our farmers can move very far.

Momentum also hopes to engage in new crops during 2019. Many farmers still rely mainly on maize, which is not as nutritional as other crops. Therefore, Momentum seeks to introduce the farmers to more nutritional crops, such as chia, sorghum and amaranth.

A Big Thank You to Our Donors

Without our donors' financial support and trust in our work we would not have made it this far. We are eternally grateful for their continued support.

A special thank you goes to the Danish High School Borupgaard Gymnasium that we are extremely proud of. Since 2015, the high school has been supporting us financially. For the third time, the school sent a group to Kenya to visit our activities this year. The visit from the 10 students and 2 teachers made a great impression on both our staff and farmers. The students' positive attitudes and high level of engagement mean a lot to us.



Students and teachers from Borupgaard High School spent one week in Kenya visiting our initiatives in Siaya and Oyugis.