

# GGFAN Agricultural Expo & Business Show 2025

## Preliminary Report

### Introduction

The GGFAN Agricultural Expo and Business Show 2025 was held to share knowledge, build partnerships, and connect individuals in the agriculture sector. The event focused on modern farming practices, supporting small farmers, and enhancing agricultural productivity.

This year's expo advanced modern farming, promoted collaboration, and provided farmers with vital resources. It highlighted new techniques, teamwork for growth, and strategies to boost productivity sustainably. This report summarizes the key achievements, attendance, training sessions, and overall impact on the agricultural community.

### Key Outcomes

#### **Increased Knowledge and Training in Modern Agriculture**

- A total of 16 hours of training were conducted
  - *The number of companies' employees participating in the training: 108*
  - *Training hours per stakeholder: 8*
  - *Total training hours = Number of employees × Training hours per employee*
  - *Total training hours = 108 × 8 = 864*
  - *Average training hours = Total training hours / Number of trainers*
  - *Average training hours = 864 / 108 = 8 hours (equivalent to 2 days).*
- Farmers gained valuable insights into improved crop management, soil fertility techniques, and pest control measures.
- GGFAN, in collaboration with various stakeholders and the Ministry of Agriculture in Laikipia County, played a crucial role in training farmers on both traditional and modern farming methods.

## **Enhanced Access to High-Quality Agricultural Inputs**

- The expo featured 27 leading companies that offered seeds, farm chemicals, fertilizers, biopesticides, and farm management solutions.
- Companies such as Seed Co Limited, Bayer East Africa Limited, and Kenya Seed Company Limited introduced farmers to improved corn and vegetable seed varieties.

## **Expanded Market Linkages and Business Growth**

- The event drew 2,684 attendees, connecting farmers with seed companies like Seed Co Limited, Advanta Seeds, and Agriscope Limited, as well as input suppliers and financial institutions.
- Equity Bank Limited offered financial assistance for farmers interested in agricultural investments.
- Murphy Chemicals (EA) Limited, Greenlife Crop Protection Africa, Bayer East Africa Limited, and Agriscope Limited showcased innovative agricultural chemicals to boost productivity.
- North Coast Medical Training College presented specialized healthcare programs and training opportunities to attract students and industry stakeholders.
- Sistema. Bio utilized the event to expand its network and support farmers with sustainable energy solutions.

## **Introduction of Innovative Technologies and Digital Solutions**

- Stakeholders like Bayer East Africa Limited offered soil analysis services to help farmers improve yields.
- Agrivive Limited provided digital solutions for managing the agrifood value chain, enhancing operations and market access.
- Real IPM (Kenya Ltd) promoted biopesticides and predatory mites, reducing reliance on synthetic pesticides.
- Grekkon Limited supported sustainable farming with solutions like dam liners for water conservation and solar water pumps, helping farmers adopt efficient practices that boost productivity and resilience against climate challenges.

## **Stakeholder Engagement**

The involvement of 27 agricultural companies fostered collaboration and knowledge sharing within the industry. They facilitated sponsorships, technology demonstrations, and investment opportunities, strengthening the agricultural value chain. The expo also promoted research and development, encouraging innovation in sustainable farming and Agri-tech solutions.

## **Youth & Community Engagement:**

Agricultural projects for children have been introduced in schools to promote farming and sustainability through hands-on learning. Initiatives like school gardens, greenhouse farming programs, and composting efforts teach students about food production and waste management. Little Lambs Academy incorporates agricultural education in its curriculum, covering crop rotation, irrigation, and biodiversity, helping students develop life skills and an appreciation for sustainable food systems while sparking interest in agriculture and environmental conservation careers.

## **Economic Impact**

The Agricultural Show has boosted economic growth by improving farm productivity and market access. It connected farmers with investors and policymakers, enhancing funding and expansion opportunities. Networking sessions helped farmers achieve better prices, benefiting rural economies. The event also supported local businesses and job creation in hospitality and retail. By promoting sustainable agriculture, the show reinforced food security and economic resilience.

## **Health and Livestock Management**

The agricultural show highlighted best practices in health and livestock management, supported by veterinary services from Murphy Chemicals and Advanta Seeds. They offered workshops on disease prevention, sustainable farming, breeding training, and demonstrations on proper animal care, helping farmers improve livestock productivity and sustainability.

## **Strengthening Community Engagement**

Participants worked to enhance engagement and communication between organizations and the communities they serve. The aim is to create a stronger sense of connection and ownership

among community members, ensuring they feel heard, valued, and empowered to contribute to their community's well-being.

### **Agricultural Value Chain**

During the agricultural show, a diverse group, including non-farmers, was invited, leading to significant outcomes:

- **Increased Awareness:** Non-farmers learned about agricultural practices and investment opportunities, potentially encouraging future
- **Mixed Reactions:** While many embraced the diversity, some questioned the presence of non-farmers, prompting broader discussions about the agricultural value chain.

### **Challenges**

1. A total of 2,684 people attended the event, falling short of the 5,000 target. This suggests that current outreach and marketing strategies need improvement. A multifaceted approach—incorporating digital marketing, community partnerships, offline promotions, and audience engagement tactics—should be adopted to enhance future attendance.
2. Limited participation from agricultural companies impacted the event's diversity and sponsorship.
3. Additionally, climate-related issues, such as extreme heat, hindered farm demonstrations and stressed crops. To improve future events, organizers should provide shaded areas and utilize climate-adaptive techniques.
4. Many farmers lack awareness of modern practices, which poses a challenge for effective knowledge transfer.
5. Financial constraints also restricted participation from small-scale exhibitors due to budget gaps and delayed payments. This affected the scale and quality of the Agricultural Show, as some essential resources were not provided in time.
6. Transportation costs for farmers were not initially budgeted, stretching financial resources even further. The county government's limited involvement weakened cooperative movements and support for farmers

## **Lessons Learned**

1. Targeted Promotion: Early marketing and partnerships with local media can boost attendance.
2. Enhanced Financial Planning: Implement stricter payment policies, explore sponsorships, establish a contingency fund, and promote cost-sharing.
3. Post-Event Engagement: Continue communication with attendees via follow-ups, farmer networks, and digital platforms to maintain interest, support long-term partnerships, and collect feedback to refine strategies and optimize resource allocation for future events.
4. Planning and Teams: Create a clear timeline, assign teams for tasks, and conduct regular progress reviews.
5. Increasing Awareness: Implement targeted communication strategies through TV, radio, social media, and community meetings to promote participation benefits.
6. Regional Events: Organize events leading to the main Agricultural Show by selecting strategic locations and planning targeted marketing campaigns while collecting data for impact assessment
7. Farmer Participation: Involve local communities in project design and implementation to enhance ownership and adoption.
8. Importance of Communication: Ensure smooth coordination among stakeholders, promote the event through various media, verify participants during registration, manage crises effectively, and collect feedback for future improvements.



## Some Photos from the event



**Conclusion:**

The Agricultural Business and Expo boosted agricultural capacity, improved access to quality inputs, and created market connections. It promoted innovation, knowledge-sharing, and cooperation, enhancing food security and sustainability. Continued collaboration will ensure growth and resilience in the sector.