Our Impact
KENYA
The Wealth Creation Project

The Wealth Creation Project aimed to increase the agri-production systems of 9,500 smallholder farming families.

Where we work in Kenya

Almost 50% of rural Kenyans live below national poverty line (World Bank Development Indicators)

The bottom 20% of the Kenyan population has only 4.7% of the income (Development Initiatives)

A third of children under 5 are stunted; one sixth are underweight (World Bank Development Indicators)

About the data

The baseline data was gathered in December 2013 from a total of 1,087 families. Of these 649 were members of self-help groups and 437 were members of marketing hubs.

The impact data was gathered in September 2016 from a total of 334 farmers. Of these 147 were members of the self-help groups and 187 were members of the hubs.

Farmers were selected at random from a possible 9,500 farmers, which included 2,041 self-help group members.

Throughout the report we have used data taken from the self-help groups, except on p14 where data includes members of marketing hubs.

Our surveys were validated by Communications for Development Ltd (C4D Ltd), which carried out an end-of-project evaluation in October 2016. Their report has been referenced in this publication.
Executive Summary
Titus Sagala, Country Director

Farming families in western Kenya are flourishing with our support. They are overcoming immense challenges – such as high rates of HIV and Aids, lack of education, and the effects of climate change – to build for themselves and their communities lives rich in opportunities.

That is the picture shown by this report. The Wealth Creation Project has been a bold and vital step forward for Send a Cow Kenya: not only is it by far our largest to date, but it has also been our most ambitious in terms of approach.

As always, we have worked with groups of farming families to give them the confidence, skills, and means to maximise their resources and build successful, sustainable farms. We have provided suitable livestock to those who need it. But we have added a new element: we have supported existing agricultural marketing hubs, which bring farmers together to sell their surplus, especially milk, to reliable markets at a fair price.

Now I am delighted to see these results:

- Families are eating well all year round – reporting hunger for an average of just two weeks, against a baseline of four months (see pages 7-8)
- Women’s lives are improving – almost 90% say they are now involved in decision making in the home, whereas before the project 36% could say the same (see pages 3-4)
- 68% of families are above the poverty line of $1.25 per day whereas previously it was just 10%; and they are securing their futures by saving an average of US$725 per year (see pages 11-14)
- Some 81% are confident they can provide for their families from their farms; and 99% are hopeful for the future (see pages 3-5)

Just like the farmers we support, Send a Cow Kenya has taken risks and learned a lot. We will take this learning on board for our next projects (p17). I am proud to lead such a strong and dedicated team of staff and peer farmer trainers (see page 16).

This project has been made possible by our many funders, partners and supporters: in particular, our main funder, UK Aid, and Big Lottery. Heifer Kenya has been our implementing partner for the work with the marketing hubs (see page 13-14), and we value their expertise highly.

But above all, I would like to thank the farmers themselves. The process of change is never easy and I am always in awe of the commitment of everyone involved. We are privileged to work with thousands of people like Beatrice Auma Ochieng, whose story is on pages 9-10.

My heartfelt thanks go to everyone involved in this project. These life-changing improvements for thousands of farming families will be felt for generations to come.
WOMEN AND FAMILY

It takes huge amounts of personal courage and vision for families to break out of poverty. They have to be willing to trust us, to work hard, and to make often brave changes.

Our staff help families and communities see what could be possible. They help them build a vision of where they want to be – then they equip them with the skills to get there.

This work begins at family level. Traditionally, Kenyan women bear the heaviest burden both in terms of household chores and farm labour. They are further disadvantaged by cultural traditions which give men control of decision making.

We believe that in order for families and communities to reach their potential and eliminate food insecurity, both men and women must play a full and equal role in running the household and farming the land.

That means that women must be able to increase their self-confidence and decision-making abilities. And men must respect them, and share the workloads more equally.

So our work not only builds food security and income, but also creates more confident and hopeful people and more harmonious homes.

“Gender training has brought harmony in the family and we share workloads and work plans in the farm.”

Stephen Onyango, peer farmer trainer
The HOW behind gender equity training

Sylvia Owino, Gender and Social Development Advisor

Send a Cow has recently begun employing the practical gender analysis tool, Transformational Household Methodology (THM), to create awareness of intrahousehold relations between men and women.

Staff work with families using simple materials such as ropes and stones to lay out a grid on the ground. This is then used to illustrate how the family divides up labour, resources and decision making.

This exercise triggers families to question their own deeply held beliefs on gender relations, and opens up a dialogue for change. This in turn leads to a more equitable division of labour and decision making amongst household members: men and boys take on more of the ‘female’ domestic responsibilities, such as household chores.

Group training reinforces THM, as family members learn to appreciate how the household will gain from this reallocation.

I have found that THM has made dialogue on gender equality much easier, with nobody left feeling that change is being imposed. I am always impressed when, after the exercise, the men of the family point out the traditional practices they intend to change. Farmers appreciate the healthier and more productive relationships they now have, and men are very happy that the pressure of being the main breadwinner is lifted.

This tool was developed by my colleagues in Ethiopia combining the Harvard Gender Analytical Tool and Participatory Rural Appraisal.

For more information visit: www.sendacow.org
Many of our farmers believe that because they only own a small plot of land, they can never produce enough to thrive. At Send a Cow we know that even the smallest piece of land – well under two acres – can yield significant results. Our approach is one of maximising existing resources, thus minimising the need for new ones. We work with farmers to map out what they have – eg land, livestock, access to water – and then consider how best to integrate those into a sustainable, mixed crop-livestock farm. If necessary, we give farmers suitable livestock: dairy cows, or dairy goats and poultry.

Our programme staff and peer farmer trainers equip farmers with a wide range of valuable sustainable farming techniques, many based around composted manure, to ensure their land grows enough food for their families, plus a surplus to sell.

We work with our farmers not just to teach them new skills, but to help them understand their farm in the wider context of the environment and protecting resources for the future.

Farmers’ newfound confidence and increased self-esteem, coupled with new skills and a sustainable approach to farming, lead to a dramatic increase in confidence in the land to produce what is needed.

“\textit{The training coupled with the gift of seeds and eventually the cow turned round my life completely.}”

\textit{Dorcas Ndiare}
Stemborer moths and the parasitic striga weed are two major threats to cereal crops in east Africa. So we are trialling a novel platform technology called Push-Pull Technology to combat them.

Farmers intercrop their maize with desmodium, and plant napier or mulato grass around the plot as attractant crops.

The desmodium is a repellant and the napier grass an attractant. So the stemborers are pushed away from the maize, and pulled towards the napier grass – which is naturally sticky, and traps the pests. The desmodium roots induce the suicidal germination of the striga seeds, then inhibit their attachment to cereals, making them die off. This depletes the number of striga seeds in the soil, rendering the fields free of striga.

Push-pull is especially beneficial for mixed crop and animal farmers, as both desmodium and napier grass are also high quality fodder plants. Desmodium is also a legume, which fixes nitrogen in the soil, improving its fertility. And both plants are perennials, conserving soil moisture even when the maize crop is harvested.

The system – a natural form of biotechnology – has been developed by the International Centre for Insect Physiology and Ecology. It’s simple, cheap and highly effective. Farmers no longer need to buy expensive pesticides to protect their crops.

All farmers practising this technology have realised high returns, eg harvests increased by 80%. This makes farmers food secure, leading to better futures.
FOOD

Families have transformed their diets.

Prior to the project most farmers were undernourished and unable to provide enough food for their families. They are now able to provide sufficient food almost all year round.

Most importantly they can produce a variety of foodstuffs which cover all of the major food groups. Our nutrition training opens their eyes to the importance of this.

They get milk from their cows and goats, but also vegetables and fruit grown in the manure-enriched soil.

With proceeds from surplus milk and vegetables, families can buy any extras they need, tiding them over the ‘hungry months’ and improving their diets further.

This delivers health benefits for all, particularly to more vulnerable members of the family: babies and children, pregnant women, old people, sick people, and those living with HIV.

“The project has been most successful in achieving the outcomes for increased food security and improved income.” Wealth Creation Project evaluation report, C4D Ltd

People who have food security

Households enjoying a diverse range of foods in the past week

Average adequate food months

The fluctuation of food availability can be seen in more detail in the graph opposite.

Baseline

2013

IMPACT 2016

60% 900% INCREASE

IMPACT 2016

6% 60%
Households’ dietary diversity score rises from five different foodstuffs per day to seven, where six is considered the minimum for a healthy diet.

Households reporting months of adequate food
This new house in Nyanza Province is where Beatrice Auma Ochieng lives with her two young daughters, Mary, 8 and Dolin, 3. She was widowed almost 10 years ago, aged 17, when pregnant. Of all her many achievements since then, she is most proud of her house.

“People used to despise me and could never visit because I lived in a very poor hut. Today, they flock to my home to buy vegetables and milk, and admire my house.”

Dolin helps her mother in the fields. After Beatrice’s husband died, and even while pregnant, she had to work on other people’s land to earn the occasional dollar. Her self-confidence and hope were rock bottom. An elderly neighbour put Beatrice in contact with a local self-help group, Chiwri, which comprises mainly widows. The group was given initial agricultural training by local government officials, who also put them in touch with Send a Cow’s Wealth Creation Project.

Beatrice spent the US $40 she earned from her first rice harvest on buying her daughter her first ever pair of shoes, plus uniform and school fees.

“Shortly afterwards, God opened the gates of blessings. I started earning $1.5 a day from vegetables, my maize yield increased from 45kg to 360kg, and I harvested 180kg of groundnuts and 180kg of rice.”

Her confidence blossomed, and she began to invest in building a cow shelter.
The family prepares dinner. The children’s favourite food is chicken and ugali, the Kenyan maize dish, which they wash down with a glass of milk. After they have finished school and their chores, they enjoy sitting down together over a meal and chatting.

Before her agricultural training, Beatrice’s family went hungry for five months of the year. They were reliant on gifts of food from wellwishers.

“Today, I do not lack or miss any food, I eat whatever food I wish to, much of it produced at home. I buy in any food that I wish to eat. Thanks to God I have adequate milk and income.”

The cow provides an average of 12 litres of milk a day, of which Beatrice’s family drinks two, sells four from their home, and sells the remainder through their marketing hub. For this, Beatrice receives a monthly lump sum payment of $72, which has enabled her to open a bank account for the first time in her life, and save money.

Beatrice watches her daughters enjoy milk from their cow, which they received from Send a Cow in November 2015. As a small child, Mary was in and out of hospital with malnutrition, and almost died. Beatrice herself had not drunk milk since childhood, and enjoys the feeling that now she can drink milk whenever she wishes.

“Me, of all people, owning a dairy cow! It was a dream.”

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Beatrice relaxes with Dolin on her land. She owns just half-an-acre. After her husband’s death, his family tried to persuade her to marry one of his relatives – a common practice in the region, aimed at keeping land in the husband’s family. Beatrice refused, and was ostracised by them.

Beatrice loathes the typical life of a woman in Nyanza, which she says is full of difficulties such as poverty, hunger, domestic abuse, inequality and dependence. She only received primary schooling herself, but is determined to educate her own daughters to the highest possible level.

“It is by God’s grace, and I deeply thank Send a Cow Kenya for relieving me of such a deplorable past. With my knowledge, skills and dairy cow, I cannot see myself going back to such a life, never again.”

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INCOME

The Wealth Creation Project has delivered exceptional results in increasing agricultural income for participants, with farmers experiencing an average four-fold increase.

This income is still derived from a range of sources. But farmers are able to reduce the amount of time working for lower wages elsewhere due to the increased productivity of their land: there has been a small but significant rise of 5% in the number of those who rely solely on their farms for income.

This re-evaluation of their worth empowers them to focus on maximising the potential of all their resources. This is a huge step forward for a farming community which has traditionally viewed their land as unable to provide what they need to survive.

Annual agricultural income (includes milk)

The currency equivalents as of 10.1.17 are:
$271 = £223 = 28,210 Ksh  /  $1456 = £1197 = 151,306 Ksh

Baseline 2013

Percentage earning over US$1.25/day

“...I have the confidence, skills and means never to drop back to such life of poverty, courtesy of Send a Cow.”

Dorcas Ndiare
Percentage of homes with a good roof, walls and floor

- **Baseline 2013**: 50%
- **Impact 2016**: 86%
  - **Increase**: 72%

Asset ownership

- **Baseline 2013**: 23%
- **Impact 2016**: 40%
  - **Increase**: 74%
- **Ownership of all four items**
  - Bike: 19% INCREASE
  - Wheelbarrow: 83% INCREASE
  - Mobile phone: 14% INCREASE
  - Bed/Mattress: 4% DECREASE

- **Percentage of homes with a good roof, walls and floor**
  - **Baseline 2013**: 50%
  - **Impact 2016**: 86%
    - **Increase**: 72%
ENTERPRISE AND HUBS

An essential part of the process of securing a brighter future for our farmers is developing their potential as small business owners. Enterprise development is a key part of Send a Cow’s new Five Year Strategy.

The Wealth Creation Project included a new strand to our work: supporting the development of several existing farmer-led marketing hubs. The hubs aimed to give farmers more equitable access to bigger and better markets by bringing them together in a cooperative arrangement.

Activities at the hubs were not limited to milk sales, but extended to the establishment of savings services and agro-vet services and training. Farmers were trained in how to identify viable enterprises, develop a business plan, identify and assess potential markets, and make decisions on which products to grow and sell.

Enterprise development is a new area for Send a Cow, and this element of the project was implemented in partnership with Heifer Kenya, which already runs similar operations in central Kenya.

In some key respects, results for the hubs were not as we had hoped: although hub farmers’ incomes rose, they did not meet the targets of the project. The Final Evaluation found that the central Kenyan model was less effective in western Kenya.

However, the hubs were successful in other areas – particularly in enabling farmers to access group savings and credit schemes. This protected them from expensive loans, and enabled them to invest in their farms.

“I heard about Send a Cow Kenya/Heifer International in a newspaper that I borrowed. My group decided to contact Send a Cow Kenya in Kakamega. Two Send a Cow Kenya staff visited us, and first of all we ran away as we were scared of coming into contact with anyone, particularly strangers, because of our HIV status. The Send a Cow Kenya staff were patient and slowly we developed confidence and we started talking openly and gave our problems to the Send a Cow team.”

Beatrice Lusika, farmer and chairlady of the Hequeendo group for widows with HIV

Average annual savings per household

<table>
<thead>
<tr>
<th>Baseline 2013</th>
<th>US$ 143</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT 2016</td>
<td>US$ 725</td>
</tr>
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The currency equivalents as of 10.1.17 are:

$143 = £117 = 14,811Ksh / $725 = £596 = 75,310 Ksh

408% increase
The data in the graphs above is taken from surveys carried out among members of self-help groups and members of marketing hubs. Data for all other graphs in this report is from self-help groups only.
Community is very important to Kenyans. They rely on each other for moral support, and practical help, especially in times of need.

This community spirit enables farmers to work together on our projects, and share knowledge and resources.

Our staff develop strong relationships with farming communities through face-to-face training. We help strengthen community bonds, so all farmers feel supported in their work. And ‘passing on the gift’ is a key principle to our work: farmers commit to passing on the benefits of the programme to others, e.g., skills, knowledge, and a calf if they have received livestock.

We also ensure communities encourage participation from everyone, including those marginalised by disability, age, or HIV status. Women hold almost 80% of leadership positions on group committees.

Farmers’ satisfaction in the support they get from their community has more than doubled. It is vital that this mutual support is maintained for the future, and peer farmers will be instrumental in this.

“The most significant impact on me is the concept of passing on the gift. I have passed on one heifer calf and I feel proud of spreading the benefits to others. This has elevated my self-esteem as I feel that I have contributed towards wealth creation in a larger community.”

Margaret Wafuwa, farmer
**Satisfaction with community support**

**Baseline 2013**

34%

**INCREASE**

171%

**IMPACT 2016**

92%

“I no longer make frequent visits to hospital, people admire my family and wonder what miracle befell me.”  
Ruth Machuma Ndunde, farmer

**People who believe that women can influence decision makers**

**Baseline 2013**

22%

**IMPACT 2016**

82%

**INCREASE**

40%

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**PEER FARMER TRAINERS**

Our Peer Farmer Trainers are key to the success of our work.

They are experienced in Send a Cow farming techniques and receive further training to enable them to share their skills and knowledge with other members of the community.

They provide extremely high quality face-to-face training to our farmers, developing close relationships and encouraging participants to commit fully to the project. Their accessibility both in person and via mobile phones reassures farmers that help is always at hand. Furthermore, the Peer Farmer Trainers are able to provide support and guidance long after project completion.

We continue to invest in our Peer Farmer Trainers as we understand the importance of their contribution to the sustainability of our work. As part of the Wealth Creation Project Send a Cow further enhanced their skills through leadership training, developing their ability to plan, organise, communicate, lead, negotiate and mentor.

Beyond this project we are very excited to be developing an accreditation scheme which will enable Peer Farmer Trainers to further benefit from giving so generously of their time.

For more information visit: [www.sendacow.org](http://www.sendacow.org)
The Wealth Creation Project has been a huge success. It has tangibly changed people's lives. But we constantly learn from our experience and improve on what we do. We are currently designing a further three projects in Western and Nyanza provinces that will build on our learning from the Wealth Creation Project and take our work to the next level. This also fits with Send a Cow’s Five Year Strategy, which seeks to expand our work in the areas of youth, community, enterprise, land and dependency. We thank all our partners and funders for their support so far.

Women are in leadership positions.
Homes are more harmonious.

Farmers are increasing production from their land.
Families are eating healthily all year round.

Further strengthen our farming systems work. Help farmers map all the resources in their neighbourhoods: natural, social, human etc. Decrease the amount of livestock provided. Farmers will earn money from vegetable sales, then buy their own animals if necessary.

Further focus on nutrition for under 5s and women of childbearing age, in recognition of the importance of the first 1000 days of a child's life.
Aim to increase incomes to over $5 per day through expanding our work on enterprise.

Most farmers are now above the absolute poverty line.
Encourage farmers to think entrepreneurially from the outset.

Hubs have made good progress on savings and access to credit. Some hubs did not have good local markets, so were not able to fetch good prices. Some farmers were not yet ready to think in an entrepreneurial way.

Encourage farmers to think entrepreneurially from the outset.
Conduct rigorous market analysis to ensure the hubs have markets for their produce.
Target young people.

Satisfaction with community support is extremely high. Peer farmers will continue to act as ‘walking encyclopaedias’.
When designing programmes, carry out assessments at community level to better integrate wider neighbourhood, eg through joint ventures such as seedlings nurseries.
Seek partnerships with other NGOs in complementary areas, especially health.

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OUR SOCIAL VALUE

“Social Return on Investment (SROI) measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them.”

A Guide to Social Return on Investment, Cabinet Office, Office of the Third Sector

For more information visit:
www.socialvalueuk.org/resources/sroi-guide

FOR EVERY $1 INVESTED IN THE PROJECT THERE IS $6.86 OF RETURN

This graph shows the remarkable social value in the first year after the project ends. This value will accumulate in coming years. The graph is based on an SROI analysis carried out by the independent evaluation team from C4D Ltd. (See www.sendacow.org/impact-report for more information.)

“I am always amazed by the bravery and hard work of the farmers we support. They have to be prepared to change their mindsets, their relationships, and their ways of working. They can do this only because they have built up profound relationships of trust with our staff, who are all local, and the peer farmer trainers. This rapport is based on mutual respect. It is vital to our work. Everyone involved in this project should be proud of it.” Gemma Porter, Programme Coordinator
Thanks to all those involved in the Wealth Creation Project: farmers, staff, supporters and funders.

Photographers: Fredrik Lerneryd and Send a Cow staff. Front cover photo shows Ruth Machuma Ndunde, by Fredrik Lerneryd.

Thanks to volunteers Sophie Leese and Emma Ford for their help in producing this report.

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