The Equitable Prosperity Through Private Sector Development (EPTPSD) project is undertaken with the financial support of Mennonite Economic Development Associates (MEDA) and the Government of Canada provided through Global Affairs Canada.

**Company:** Smart Logistics Limited

**Quick Facts**

**Sector:** Agriculture/Agribusiness  
**Core Business/Subsector:** Cereals  
**Initiative Duration:** October 2017 to September 2021  
**Number of SEs targeted:** 3,000 (2,100 female)  
**Target Counties:** Makueni, Kitui and Isiolo  
**Leadership:** Woman owned  
**Management:** Regularly audited financials, tax compliant, valid operating licenses, >USD 1.1M Gross Revenue in 2017, > USD 650K in Net Equity in 2017

**Business Profile**

Smart Logistics Limited (SL) began operations in 2009 as a limited company founded by Mrs. Rose Mutuku. The company’s agribusiness operations support 5,000+ farmers to achieve maximum production of legumes and cereals, which they then aggregate, complete value addition and distribute to domestic and export markets. They also provide extension, logistics and other services to SEs. The company utilizes a Community Production and Marketing System (COPMAS); an out-grower production model that strengthens grassroots farmers groups to increase their members’ production capacity and actively participate in the marketing process.

In collaboration with MEDA as part of the M-SAWA project, SL aims to increase SEs production and supply of quality beans, sorghum and other raw materials targeting 3 counties namely: Isiolo, Kitui and Makueni. This will be accomplished through training of selected distributors on marketing and financial management, creating awareness about the nutritional benefits of pre-cooked beans, introducing sorghum for porridge as a new product for low-income consumers, and formation of new farmer production business groups while scaling up existing groups for collective marketing.

**Key Commitments**

**Business:** 1) Increase the quantity of raw products by growing the number of SEs that work with SL, 2) Mobilize and organize the SEs in a more structured way through COPMAS, 3) Capacity building for SEs, 4) Investing in quality assurance processes and equipment, 5) Increase product offerings to drive higher sales.  
**Gender:** 1) To work with women’s groups as suppliers and support them to increase their capacity to supply and earn incomes and improve their economic and social status, 2) Capacity building at the 7 Village Aggregation Centers (VAC) to comply with the 1/3 gender rule and encourage active participation/advocacy.  
**Environment:** 1) Intensify awareness creation and training on the importance of soil sampling to enable farmers to make informed choices in their farms, 2) Encourage and train farmers to grow pulses to save water and encourage nitrogen fixing.

**Highlights of Progress to Date (As of June 30, 2018*)**

1. **Business** – 315 farmers (M70, F245) recruited and formed into production groups in Makueni and Kitui for collective marketing; SL further built the capacity of 492 (M130, F362) suppliers to meet the market demand for pre-cooked beans. The LF identified 43 (M9, F34) stockists/distributors for pre-cooked beans in small packs targeting the Bottom of the Pyramid (BOP) market.

2. **Gender** – SL trained and built the capacity of 20 leaders (M10, F10) about the 1/3 gender rule for representation in 3 village aggregation centres. The training introduced 1/3 gender representation in leadership and advocated for active participation of all leaders representing farmers at the collection centres in the decision-making process. Active participation of both genders will more effectively represent the views of the farmers and help make more informed decisions.

3. **Environment** – SL encouraged and trained 265 farmers (M70, F195) to grow pulses to save water and fix nitrogen gases in the soil as well combat the effects of green-house gases on the environment. The LF also generated awareness and trained 293 farmers (M70, F223) on the importance of soil sampling to enable farmers to make informed decisions on the type and volume of farm inputs needed each season.

*NOTE: Progress figures are based on information provided by the Lead Firm as of 30th June 2018 but not yet fully validated.*