



KadAfrica

Innovating for an inclusive future for women and girls

CHALLENGE

Uganda has one of the youngest populations in the world, and 90% of its population is rural. With endemic unemployment family resources are stretched and girls aren't given the same opportunities as boys. Girls in Western Uganda—where KadAfrica is based—are among the most marginalized in the country. Less than 50% of girls complete primary school, and girls are pressured to marry and have children at a young age; 20% of girls are married, and 30% give birth by the age of 18 years. Economic dependence and lack of education forces girls into risky livelihood options.

Approximately 80% of Ugandans rely on agriculture as a source of income. However, the majority of smallholder farmers grow mainly subsistence crops, using basic methods, have limited access to crop processing technology and limited access to markets. As a result, 20% of them live below the poverty line.

THE INNOVATION

KadAfrica is a commercial passion fruit farm and socially-driven agribusiness that creates economic opportunity for out-of-school girls, refugees and smallholder farmers through passion fruit farming in Uganda. The approach is a market driven solution that enables all participants to become self-sustaining "agripreneurs".

Addressing girls' lack of opportunity is complex and requires a multifaceted intervention. KadAfrica's approach is unique and holistic, promoting an inclusive future for women and girls. The "KadAfrica Experience", designed specifically for out-of-school girls, provides an end-to-end business solution for these girls to participate in their local economies, as well as to learn about and actualize their sexual and reproductive health and rights. The innovation has two primary components:

Agriculture assets & capacity building

KadAfrica provides access to land, mentorship and support for young women to form cooperatives to grow and market passion fruit. KadAfrica connects this last mile of production with market distribution.

Proprietary curriculum

Girls progress through a 10-month integrated curriculum with their peers, including lessons on: sexual and reproductive health; financial literacy; life skills, such as hygiene and nutrition; entrepreneurship; improved agriculture; and community advocacy and communication. As a result, participants are well-equipped to both make and afford responsible health decisions for themselves and their children.



PATH TO SCALE & SUSTAINABILITY

KadAfrica is a guaranteed off-taker, and purchases 100% of the Grade A and B fruits from out-growers at a set market price. It processes the fruits in its manufacturing unit based in Fort Portal in the west of the country. The pulp is sold in Kampala to the hospitality industry, beverage companies and commodity traders.

Train



3,000+

Farmers trained on best ag practices

Buy



100%

Of fruits at fair market price

Process



20 tons

Monthly capacity of processing unit

Sell



\$6 billion

Estimated global market size

Reinvest



51%

Profits to be shared with farms or reinvested

KadAfrica has partnered with the Food and Agriculture Organisation (FAO) to provide seedlings for 2,000 farmers in refugee settlements (with a net profit of \$75,000), as the FAO is interested in replicating KadAfrica's model.

KadAfrica secured an agreement with the Office of the Prime Minister in Uganda to operate in refugee settlements until 2022, and is piloting its model in four such settlements. The Government of Uganda has been providing small pieces of land to each refugee family, and is particularly keen to collaborate with KadAfrica. Passion fruit is a vine and thus enables refugees to grow it as a cash crop, while still allowing them to practice subsistence farming. In addition, the fact that KadAfrica provides access to the market is unique, and it promotes economic stability among refugee families.



2,500+

out-of-school girls and women enrolled in the "KadAfrica Experience"



5x

increase in yearly income generated from passion fruit sales



100%

of girls have access to menstrual hygiene products



30%

of girls have increased the number of meals they consume in a day

IMPACT STORY

Katutu Daphne is mute, and as a result she was socially outcast by her community. Katutu's grandmother used to struggle to care for her, and she had no support or help to do so. When KadAfrica came to the community, they welcomed Katutu to the group so that she could participate in the cooperative with other girls. Her grandmother shared that this has made Katutu very happy, and has helped her to realize that she is just like everyone else. She finally feels accepted by a community.





Creation of opportunities for vulnerable girls

KadAfrica distinguishes itself from other organizations in the field by specifically targeting out-of-school girls (ages 14-24), a segment that has been historically overlooked by traditional development initiatives, with a curriculum that enables them to build their own support systems to become independent and empowered decision makers. Through the integration of the pulping process, KadAfrica is also creating employment opportunities for out-of-school girls along a larger segment of the agriculture value chain (i.e., not only in last mile farming, but also in fruit pulp processing, and business management and development).

Land lease model

Where most agriculture development programs work with established landowners, KadAfrica addresses the barrier that land in Uganda is typically owned by men by sourcing land for cooperatives through local churches and landowners. This is, in turn, sub-leased free of charge to girl farmers so they can utilize land outside of the influence of relatives to generate protected income. KadAfrica's innovative community-based land lease model has allowed the organization to expand quickly, without the overhead costs of purchasing land, while ensuring girl farmers maintain control over the income generated through their farms. By partnering with local religious institutions and large landholders, KadAfrica also provides communities and churches with a sustainable way to utilize land assets to benefit the community while maintaining the integrity of private land holdings.

Streamlined value chain

By shortening the value chain and training suppliers to produce high quality passion fruit, KadAfrica is able to ensure greater equity in the prices received by their cooperative farms and farmer groups. To further drive rural economic impact, KadAfrica established its customized pulp processing facility in a central location close to where the fruit is grown so as to reduce transportation costs, provide easier access to extension services, and ensure quicker resolution of on-farm issues. KadAfrica's model addresses inefficiencies by working directly with female farmers on the one hand and fruit pulp buyers on the other, thereby shortening the value chain with respect to the number of intermediaries. The result is an agro-industrial development model that is wholly inclusive of smallholder farmers in rural areas.



\$60,000 in revenue generated over past 3 years



110,000+ kilograms of passion fruit harvested since 2012



KadAfrica has been piloting processing passion fruit into pulp since May 2019, a key expansion of their value chain, and is now certified by the Uganda National Bureau of Standards



2016 winner of the Mastercard Foundation and Ashoka's Future Forward award, a challenge to solve youth under-employment in Africa



FAO is interested in replicating this model elsewhere in Africa



Global Affairs Canada

Affaires mondiales Canada



Center for Inclusive Growth



Grand Challenges Canada
Grands Défis Canada