



Growing Sustainable Food Systems through Partnership and Innovation

Highlights in this edition

Welcome to the latest edition of the SOCAA Newsletter, where we share key updates from our ongoing programmes, partnerships, and activities across the agricultural sector.

This edition highlights progress from initiatives such as the Power for Food Partnership, policy engagement at county level, capacity-building activities, and emerging developments shaping sustainable agriculture in Kenya. We also bring you important sector updates on market opportunities, standards, innovation, and climate-smart agriculture to keep our members, partners, and stakeholders informed and connected as we work together to strengthen resilient and competitive food systems.

This edition features a members corner with a spotlight on Elizabeth Wambui and Brenda Mareri who are our members and a section for members to advertise their products and services.

Our Chairperson Jane Musindi shares her perspective on why standards should be viewed as an investment rather than a barrier, and how professional advisory services can support farmers and agribusinesses in navigating an increasingly standards-driven marketplace.

You can join us as a member, enroll in our Agribusiness virtual Academy or partner with us in our development projects.

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spotlight

Sector Update

One health, one food system :Why Kenya must coordinate food safety to unlock trade and protect lives



Every meal we enjoy has travelled a long journey before reaching our plates. Along the way, farmers, transporters, processors, retailers and regulators all play a role in ensuring that the food we consume is safe and of high quality. Food safety is more than a public health issue it is a cornerstone of consumer confidence, agricultural competitiveness and economic growth. Safe food systems protect lives while creating opportunities for farmers and agribusinesses to access high-value markets.

In this insightful article, Jane Musindi explores why Kenya must adopt a more coordinated One Health approach to food safety. The approach recognises that the health of people, animals, plants and the environment is interconnected, and that protecting one depends on protecting them all.

The article explains that food safety begins long before food reaches the market. It starts with healthy soils, clean water, responsible use of agricultural inputs and good farming practices, and continues throughout the entire value chain. As international markets become more demanding, buyers increasingly expect food to be traceable, responsibly produced and compliant with recognised safety standards. Building trust has therefore become a competitive advantage for agricultural exporters.

Kenya has already made significant progress through initiatives such as KS 1758 – Kenya's Code of Practice for Horticulture, strengthened dairy regulations and national traceability systems that are improving transparency and accountability across food value chains.

However, the article highlights that despite these advances, fragmented systems and overlapping institutional mandates continue to create inefficiencies. Greater coordination among national and county governments, regulators and private sector actors is essential to improve compliance and reduce unnecessary costs.

The article also underscores that coordinated food safety systems strengthen disease surveillance, improve emergency response, reduce food losses and increase confidence among consumers and trading partners alike. Achieving these outcomes requires collective action. Government, development partners, farmers, agribusinesses, professional organisations and consumers all have a role to play in building a food system that is safe, resilient and trust

[READ FULL STORY HERE](#)



From the Chair's desk : Are agricultural standards a barrier or a gateway to better markets?



For many farmers and agribusinesses, standards are often viewed as an added cost or a hurdle to accessing markets. Yet, in today's increasingly competitive agricultural sector, standards are becoming one of the most valuable tools for improving product quality, strengthening consumer confidence and unlocking local and international market opportunities.

From food safety and traceability to sustainability and quality assurance, compliance with recognised standards helps producers meet buyer expectations while building resilient and competitive agribusinesses.



As Kenya seeks to expand agricultural exports and improve market competitiveness, embracing standards is no longer just about compliance it is about creating value throughout the food system.

In this article our Chairperson Jane Musindi shares her perspective on why standards should be viewed as an investment rather than a barrier, and how professional advisory services can support farmers and agribusinesses in navigating an increasingly standards-driven marketplace.

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As part of our commitment to showcasing the expertise and innovations of our members, this edition features BAS Africa, one of SOCAA's member enterprises.

For more information call +254 704 491 120 OR SCAN QR CODE

SOCOA joins stakeholders at the national policy dialogue



As a partner in the Power for Food Partnership, the Society of Crop Agribusiness Advisors of Kenya (SOCAA) joined government representatives, development partners, researchers, the private sector and farmer organisations at the Kenya National Policy Dialogue on Integrating Regenerative Agriculture and the Productive Use of Renewable Energy (RA-PURE). Convened by SNV in collaboration with partners including AGRA, .

the dialogue explored practical actions to strengthen policy coherence, mobilise investment and accelerate the adoption of RA-PURE solutions across Kenya. The dialogue reinforced the importance of evidence-based policymaking, multi-stakeholder collaboration and professional advisory services in driving sustainable food systems. Insights from the dialogue will contribute to regional recommendations that will be presented at continental and global food systems platforms.

LEARN MORE ABOUT POWER FOR FOOD



Intern Spotlight

Meet Charles Netia a graduate of Agribusiness from the University of Nairobi. Charles is currently on his fourth month at SOCAA secretariat serving as an agribusiness intern, he is supporting in membership services and project implementation.

During this period Charles has had an opportunity to take part in field activities under Power For Food Partnership project in different counties like Kakamega, Busia, Nakuru and Uasin Gishu. Charles adds that from the field activities,



he is able to learn and practically get experience on advocacy and lobbying and project monitoring and evaluation which is key in navigating the development space. I asked Charles how he got this opportunity,

"I was attending an expo at KICC last year, in the exhibition I met SOCAA team and I was interested to join as a member, I visited their office later and I got a warm welcome and a notebook, when opportunity opened I applied" Charles recalls.

Currently, he has joined the African Food Fellowship exploring more opportunities. At SOCAA we believe young agriculture professionals also deserve a space to gain experience.

Strengthening county policies for sustainable agriculture: SOCAA'S growing impact. A feature story



Creating resilient food systems begins with creating the right policy environment. While innovations such as Regenerative Agriculture (RA) and the Productive Use of Renewable Energy (PURE) have demonstrated significant potential to improve productivity, strengthen climate resilience and support sustainable livelihoods, their long-term success depends on policies that enable farmers, agribusinesses and institutions to adopt and scale these solutions.

Working collaboratively with county governments, development partners, technical experts and other stakeholders, the Society of Crop Agribusiness Advisors of Kenya (SOCAA) continues to play an active role in strengthening county policy frameworks that support sustainable agriculture under the Power For Food Partnership coordinated by SNV.

One of our recent milestones was successfully advocating for the inclusion of the Productive Use of Renewable Energy (PURE) within the Kakamega County Agriculture Extension Policy. Integrating renewable energy into extension services creates new opportunities for farmers to access clean energy solutions for irrigation, processing, cold storage and value addition while strengthening climate resilience across agricultural value chains.

SOCAA has also continued supporting the implementation of the Nakuru County Agroecology Policy, contributing technical expertise and stakeholder engagement that promotes regenerative agriculture and sustainable food systems within the county. In Bungoma County, SOCAA worked alongside county government and development partners to support the development and strengthening of the Bungoma County Agroecology Strategy, which also integrates PURE as a key component of sustainable agricultural transformation. The strategy is scheduled for official launch on 30 July, marking another important milestone in creating an enabling environment for climate-smart agriculture.

These achievements demonstrate the importance of multi-stakeholder collaboration in shaping practical policies that respond to farmers' needs while creating opportunities for investment, innovation and sustainable agricultural growth.

As counties continue strengthening their agricultural policy frameworks, SOCAA remains committed to providing professional advisory services, facilitating policy dialogue and working with partners to ensure that evidence-based, farmer-centred policies translate into meaningful impact on the ground. Through collaboration, sound policy and professional expertise, we are helping build the foundation for resilient, productive and sustainable food systems across Kenya.

*By Victor Oranja /communications Lead
SOCAA.*

*Photo credits - Mercy Kihungu
/Communications officer Nakuru County
department of agriculture.*

SOCOA showcase sustainable agriculture policies and practices at national A.S.K show.



SOCOA joined stakeholders at the Kakamega and Nakuru ASK National Shows in June 2026, showcasing its work in advancing sustainable agriculture through policy advocacy, professional advisory services and strategic partnerships. Through the Power for Food Partnership, SOCAA highlighted progress in integrating Regenerative Agriculture (RA) and the Productive Use of Renewable Energy (PURE) into county policies, while partners demonstrated practical RA-PURE innovations and SMEs showcased climate-smart products and technologies.

The exhibitions provided valuable opportunities to engage farmers, policymakers, development partners and investors on scaling sustainable food systems.



During the Kakamega ASK show, the partnership was recognised as the best organisation supporting youth activities in the county. SOCAA has worked in Kakamega and Nakuru counties for the last five years since the implementation of REALMS project which focused on promoting RA practices.



Take a short course online from ksh 1,500

Invest in your professional growth with the SOCAA Agribusiness Academy. Members can now enrol in the KS1758: Code of Practice for Horticulture course for KSh 1,500. Designed for farmers, crop advisors, agribusiness professionals and value chain actors, the course provides practical knowledge on good agricultural practices, quality assurance, food safety and compliance with recognised horticultural standards. Whether you are looking to strengthen your technical skills or improve market readiness, the Agribusiness Academy offers flexible, industry-relevant learning developed for today's agricultural professionals.

The course is guided by expert tutors and it is available anytime anyday even on weekends. After completion you will be issued a NITA certificate.

We invite partners to join this initiative by supporting in development of more courses.



Kenya unveils strategy to unlock greater access to the EU market.

Kenya has launched a 10-year implementation strategy to help farmers, agribusinesses and exporters maximise opportunities under the Kenya-European Union Economic Partnership Agreement (EPA). The strategy aims to strengthen compliance with international product standards, improve sanitary and phytosanitary (SPS) measures, enhance trade facilitation and expand market access, enabling more Kenyan producers to compete in the European market.

For the agricultural sector, this presents significant opportunities for producers of horticultural crops, tea, coffee, spices, nuts and other high-value commodities. As businesses increasingly seek to meet international quality and food safety requirements, professional advisory services, certification and compliance will play an even greater role in helping farmers access premium export markets. The development reinforces the importance of building competitive, standards-driven agricultural value chains that create greater value for producers while strengthening Kenya's position in global agricultural trade

WATCH HERE



THE HIVE KENYA EXPANDS WINGS WITH A NEW STORE IN KAREN

The Hive Kenya a leading retail in honey and bee keeping equipment, has expanded its wings by opening a new shop at the Galleria mall in Karen Nairobi. The new shop will serve as the fifth store in Nairobi among other stores in Kenya. In Nairobi, the Hive has stores in Two Rivers Mall, Sarit Centre, BBS mall Eastleigh and the head office store along Mombasa road.

For over a decade, The Hive has been buying quality honey from bee keeping farmers, selling bee keeping equipment, selling high quality honey and training farmers in sustainable and profitable bee keeping.

The retail store also operates across east africa with operations in Uganda, Rwanda and South Sudan. SOCAA is proud to host the founder of the Hive Kenya Christopher Nzuki who also doubles as a founder member of SOCAA.

For high quality honey and bee keeping equipment call the Hive Kenya

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Member spotlight



Elizabeth Wambui

Elizabeth Wambui is a young agribusiness professional who is passionate about sustainable agriculture, community development and agribusiness development. With a background in Agribusiness management and enterprise development from JKUAT she is committed to driving impactful and innovative solutions within the agricultural sector.

Elizabeth has served as a project assistant under the GFSI COMESA project at Sustainable Farming Services Africa(SF- Africa) and has also contributed to NARIGP project in Murang'a. Her experience spans project coordination, community engagement, agribusiness strategy and business development.



Outside office

Outside her professional life , she enjoys playing golf and chess . Elizabeth is also interested in podcasting , "Currently I am starting a podcast called His or Hers , I am also looking into starting a podcast on sustainable agriculture and motivate more Gen Z to venture into agriculture"



Elizabeth joined SOCAA in 2024 and subscribed to full membership package through the platform she is able to network with more experienced professionals. However she says the more young people join SOCAA the more vibrant the network will be.

[LINK WITH ELIZABETH](#)



Shaping Eastern Africa's food Future through seed sovereignty

What happens if we can no longer grow our own food? It may sound unthinkable, but the power to grow our own food is under threat. Across Eastern Africa, climate change, biodiversity loss, changing farming systems, and restrictive policies are putting pressure on the Indigenous seeds, local livestock breeds, and traditional knowledge systems that have sustained communities for generations.

Our food systems are built on diversity. The seeds farmers save, the breeds they conserve, and the knowledge they pass from one generation to another are the foundation of resilience, culture, and food sovereignty. When communities lose the ability to control these resources, we risk losing not only biodiversity, but also the power to determine what we grow, what we eat, and how we feed future generations.

For over a decade, Seed Savers Network (SeedSavers) has worked alongside farming communities to protect this power; conserving Indigenous seeds, strengthening community seed systems, promoting agroecology, and advocating for farmers' rights. Today, SeedSavers works with more than 120,000 farmers and established 125 community seed banks, alongside communities. Building on this experience, SeedSavers is convening the 1st Eastern Africa Indigenous Seed Conference, taking place from 17–20 November 2026 in Nairobi, Kenya, under the theme "Realizing the Right to Food through Seed Sovereignty."

The conference comes at a critical moment when the region must rethink how we produce, protect, and access food. It will bring together farmers, seed custodians, researchers, policymakers, civil society organisations, youth, development partners, and other food system actors to exchange knowledge, showcase innovations, influence policy, and strengthen collaboration for a more resilient future.

What makes this conference unique is that it places farmers and communities at the centre of the conversation. It is not only a space to discuss challenges but also a platform to celebrate solutions already working on the ground and build collective action for food sovereignty across Eastern Africa. Whether you are a farmer, policymaker, researcher, practitioner, agri entrepreneur, or advocate for sustainable food systems, this is an opportunity to connect with regional changemakers and contribute to shaping the future of food.



[REGISTER HERE](#)

Member spotlight



Brenda Mareri

Brenda is an agriculture professional with expertise in policy advocacy, value chain development, food safety systems, integrated livestock management and seed systems. She currently works for Harvest Plus solutions as the regional program manager for Africa.

Brenda holds a bachelor degree in plant biotechnology from Jomo Kenyatta University of Agriculture and Technology (JKUAT) and for over a decade, she has led strategic initiatives that strengthen leadership, shape inclusive policy and foster systemic collaboration.



Brenda designs and delivers impactful programs that address complex challenges in food production, distribution and governance. Over the years she has worked in different regions such as east and southern Africa on research, education, and farmer support systems.

She has worked for different reputable organisations including, Sysbiotech, SNV Kenya, CCTBD-Malawi, One Acre Fund, Global Alliance for Improved Nutrition (GAIN), Wasafiri consulting and The African Food Fellowship.



Brenda is really keen on professional visibility as an individual as she recently launched her on personal and branded website where she shares milestones of her contribution to the sector.

[LINK WITH BRENDA](#)





JOIN US

Sustainable agriculture cannot be achieved by one organisation alone. It requires farmers, agribusinesses, researchers, development partners, government institutions, financial organisations and agricultural professionals working together to create resilient, productive and competitive food systems.

At the Society of Crop Agribusiness Advisors of Kenya (SOCAA), we are building a strong network of professionals and partners committed to advancing sustainable agriculture through professional advisory services, policy engagement, knowledge sharing, innovation and strategic partnerships.

Whether you are looking to strengthen your professional skills, collaborate on impactful programmes, support evidence-based policy, promote your business or become part of Kenya's growing community of agricultural professionals, there is a place for you at SOCAA. Here's how you can get involved;

Become a SOCAA Member

Join a growing network of crop agribusiness advisors, researchers, consultants, trainers, agripreneurs, students and value chain actors shaping the future of agriculture in Kenya.

Build Your Skills with the Agribusiness Academy

Access practical, industry-relevant training designed to strengthen technical capacity, improve compliance with industry standards and enhance professional development.

Partner With Us

Work alongside SOCAA in delivering programmes, strengthening county policies, promoting regenerative agriculture, generating evidence and mobilising investment that supports sustainable food systems.

Support the Power for Food Partnership

Join our efforts to accelerate the adoption of Regenerative Agriculture (RA) and the Productive Use of Renewable Energy (PURE) by supporting partnerships, innovation, policy implementation and resource mobilisation across Kenya.

Advertise With SOCAA

Reach an engaged audience of agricultural professionals, agribusinesses, development organisations and policymakers by promoting your products, services, events or opportunities through SOCAA's communication platforms

OUR PARTNERS



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Thank you for reading!



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