



SOCAA NEWSLETTER

September 2026



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In this edition

Welcome to the September edition of the SOCAA Newsletter.

This edition comes at an exciting time for SOCAA as we continue to strengthen our contribution to sustainable and resilient food systems in Kenya. Over the past few months, we have continued to work alongside county governments, farmers, development partners, private sector actors and other stakeholders to advance policy, strengthen capacity and create opportunities for collaboration.

Our recent work under the Power for Food Partnership has seen important progress at county level, including the launch of the Bungoma County Agroecology Strategy and the Nakuru County Agroecology Policy Implementation Strategy. In Bungoma, the integration of Regenerative Agriculture (RA) and Productive Use of Renewable Energy (PURE) into the strategy marks an important milestone in our continued policy engagement.

Beyond policy and programme implementation, SOCAA continues to create spaces for learning, visibility and professional growth. This edition brings you stories from our members, sector updates, insights on agricultural standards, innovation, and a reflection on SOCAA's journey in policy advocacy over the past decade.

We remain grateful to our members, partners and stakeholders for their continued collaboration and commitment. Together, we can strengthen professional advisory services, influence meaningful policy and contribute to food systems that are sustainable, inclusive and resilient.

Thank you for being part of the SOCAA community.

SOCAA Secretariat

From the chair's desk :Agriculture isn't a last resort – It's one of the smartest career choices a young kenyan can make.



By Jane Musindi - Chair Person SOCAA.

“What do you want to study after high school?”

It's a question thousands of young Kenyans are asked every year. The answers are often familiar: medicine, law, engineering, accounting and information technology. Rarely does someone proudly say, “I want to study agriculture.”

Why?

Agriculture is still often seen as a career of last resort, associated with hard labour, little income and limited opportunities. But that picture is outdated.

The food on our tables, flowers exported to Europe, avocados shipped to Asia and vegetables sold in our markets are all part of a modern industry powered by professionals, innovation and technology. Agriculture is no longer simply about growing crops. It is about solving problems, creating businesses, protecting the environment and feeding a growing population.

Every Meal Has a Story

Think about the breakfast you had this morning. Before it reached your table, many people worked behind the scenes. Plant breeders develop improved crop varieties, soil scientists help maintain soil fertility, and agronomists advise farmers on good agricultural practices. Food scientists ensure products are safe, while logistics specialists and exporters connect produce to markets locally and internationally.

Researchers, technology providers and policy experts also contribute to better production and new solutions.

That is modern agriculture: a profession filled with people solving real problems every day.

Agriculture Has Changed.

Have we changed the way We See It? Today, young professionals use drones to monitor crop health and artificial intelligence to predict pests and diseases. Others design water-efficient irrigation systems or develop mobile apps connecting farmers with buyers, financial services and weather information.

Agriculture is becoming smarter, more digital and innovative. It needs young people who embrace technology, think differently and challenge old ways of doing things.

More Than One Way to Build a Career Studying agriculture does not mean you must become a farmer. The sector offers opportunities for almost every interest and talent.

You could become an agronomist, specialise in horticulture, study food science or design agricultural equipment as an engineer. Agribusiness management and agricultural marketing offer pathways into trade, while digital agriculture and biotechnology create opportunities for innovation.

Other fields include soil science, plant breeding, climate-smart agriculture, food safety, agricultural economics, post-harvest management, irrigation, veterinary medicine, agricultural extension and advisory services, forestry and environmental management.

The opportunities are as diverse as the challenges the world is trying to solve. Kenya Needs a New Generation of Agricultural Professionals Our farmers face unpredictable weather, rising production costs, pests and diseases, and changing market standards.

They need professionals who understand science, markets and technology, and can help them produce better, waste less and earn more.

At SOCAA, we see how skilled advisors support farmers to improve yields, meet export standards, reduce losses and access better-paying markets. Behind many successful farmers is a team of dedicated professionals whose work often goes unnoticed. We need many more of them.

A Future Worth Exploring

To students choosing a course, agriculture offers opportunities to become scientists, entrepreneurs, researchers, consultants, exporters, innovators or business owners. It is a sector where your work can create jobs, strengthen communities and contribute to safe, nutritious food for families. Parents, teachers and career advisers also have a role in ensuring agriculture is part of the career conversation not as a last resort, but as a field with diverse opportunities and purpose.

The world will always need food, and professionals who know how to produce it sustainably, safely and profitably. As universities and TVET institutions welcome new students, we encourage young Kenyans to take a fresh look at agriculture. Visit university open days, speak to lecturers and professionals, and explore the courses available.

You may discover a career you had never considered one that combines innovation, purpose and endless possibilities.

At SOCAA, we believe the future of agriculture belongs to young people ready to think differently, embrace technology and lead with purpose. Agriculture is not yesterday's career. It is tomorrow's opportunity and perhaps, the future you have been looking for.

BE PART OF REGREENING KENYA'S AGRICULTURE BY JOINING SOCAA!!



Use our paybill number **972900** , account number **08239760008**, forward the confirmation message on our whatsapp via 0777221508.

Pictorial



Left: Our former chair Rikki Agudah and our member David Ndegwa. Right: Our C.E.O Stella Wawira and our member Stephen

NEMguard® SC



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Developed to repel adult pests, inhibit egg hatch and prevent larvae from damaging crops, Nemguard® SC offers an effective solution for managing False Codling Moth (FCM), Diamondback Moth (DBM) and Plant Parasitic Nematodes in selected crops.

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

From Voice to influence: A decade of SOCAA's journey in policy advocacy



Group photo of some of our founder members

Ten years ago in a hotel board room in Nairobi, an idea was born, to form a society where agribusiness professionals can network, share opportunities and capacity build.

This year, as SOCAA marks a decade of existence, that belief remains at the heart of its work. What has changed is the scale of the journey, the lessons gathered along the way and the organisation's growing ability to bring diverse voices together to influence policies and decisions. Over the years, SOCAA's work has evolved through different partnerships and programmes, each contributing an important chapter to the organisation's story.

One of these chapters was the Voice 4 Change project, which strengthened conversations around food safety. Our journey continued through the REALMS Project, supported by the IKEA Foundation and implemented in partnership with SNV. Through the project, we worked with farmers and policy makers in western Kenya to create favourable policy environment for regenerative agriculture.

These experiences helped sharpen SOCAA's understanding of advocacy. Policy change, the organisation has learnt, does not happen through a single meeting or a single document. It requires evidence, relationships, persistence and the ability to bring different actors around the same table.

That lesson is now being carried forward through Power for Food, a five-year movement supported by the IKEA Foundation and coordinated by SNV across Kenya, Uganda, Ethiopia and Rwanda.

*By SOCAA Secretariat
Editorial ; Victor Oranja*

Under Power for Food, SOCAA continues to contribute to efforts aimed at transforming food systems by supporting collaboration, learning and policy advocacy in RA and PURE across 7 counties in Kenya. Currently, SOCAA has steered the development and launch of Bungoma Agroecology strategy, and Nakuru Agroecology policy implementation strategy.

For SOCAA, the past decade has demonstrated that advocacy is not simply about demanding change. It is about building common ground, connecting evidence with decision-makers and ensuring that policies are informed by the realities of the people they are meant to serve. It is also about knowing when to listen.

Over the years, SOCAA has worked with farmers, civil society organisations, government institutions, development partners and private sector actors. These relationships have shown that lasting progress in agriculture cannot be achieved by any single institution working alone. As the organisation looks to the future, the lessons of the past 10 years will remain central to its work.

Ten years on, the journey continues. And as agriculture and food systems face new challenges and opportunities, SOCAA remains committed to ensuring that the voices, experiences and ideas of communities continue to shape the future of sustainable food systems.



From policy to practice : Nakuru takes the next step for agroecology policy



Group photo taken during the launch in Nakuru County

A policy can provide direction. But its true value is measured by what happens after it is launched. For Nakuru County, the next chapter in its agroecology journey is now taking shape with the launch of the Nakuru County Agroecology Policy Implementation framework, stakeholder mapping and MEL plan signalling an important shift from policy commitments to practical action.

The framework provides a roadmap for translating the county's agroecology ambitions into action, bringing together stakeholders with a shared interest in building more sustainable, resilient and inclusive food systems.

For SOCAA, the milestone represents more than the launch of another policy document. It reflects the importance of sustained engagement, collaboration and advocacy in ensuring that policies move beyond paper and begin creating change on the ground.

Working under the Power for Food movement, SOCAA has continued to engage with county governments, civil society organisations, farmers and other stakeholders in advancing conversations around sustainable agriculture and resilient food systems.

The launch of the implementation strategy now raises an equally important question: what happens next?

Implementation will be the real test. Turning the strategy into meaningful results will require continued collaboration among government institutions, farmers, civil society, development partners and the private sector. It will require coordination, resources and a shared commitment to ensuring that agroecological approaches translate into practical benefits for communities.

The journey also demonstrates an important lesson from SOCAA's decade-long experience in policy advocacy: influencing policy is only one part of the work. Supporting implementation, strengthening accountability and maintaining dialogue are equally important.

As Nakuru moves forward, the focus will increasingly turn towards how commitments are translated into action and how stakeholders can work together to build a food system that is environmentally sustainable, economically viable and responsive to the needs of communities.

The launch may mark the end of one policy journey, but it is also the beginning of another. For SOCAA and its partners, the work continues ensuring that good policies do not simply remain documents, but become catalysts for meaningful and lasting change.

By : Victor Oranja
Editorial : Stella Wawira

Agroecology policy launch in 2025



Strategy development meeting during a multistakeholder platform workshop in March 2026



Launch of agroecology policy implementation strategy in August 2026



Pictorial



Left: Our members Nicholas Kahiga and Henry Kinyua after a meeting. Right: Nicholas Kahiga poster for scheduled media interview.

The advertisement for 'The Hive' Stingless Bees Honey features a vibrant yellow background with a green banner at the bottom. At the top, the brand name 'The Hive' is written in a stylized, green font, accompanied by a bee logo. Below this, the text 'Pure. Rare. Remarkable' is written in a cursive font, followed by 'STINGLESS BEES HONEY' in large, bold, black letters. A large, dark glass bottle of honey with a gold-colored cap and a label featuring the brand logo is prominently displayed on the right side. On the left, a list of benefits is provided, including 'Blood Sugar & Metabolic Support', 'Advanced Wound & Skin Healing', 'Superior Antimicrobial Defence', 'Brain & Inflammation Protection', and 'Advanced Dental & Gut Health'. At the bottom, a green banner contains the phone number '+254 706 349 748' and the email address 'Beekeepers@thehive.co.ke'. A small image of a wooden beehive is also visible in the bottom right corner.

From Policy to Prosperity: SOCAA Champions Delivery Agenda at 6th National Agribusiness Summit

KICC | Nairobi



SOCOA board chair Jane Musindi, Nicholas Kahiga and Charles Muigai having a side chat during the Agribusiness summit held in Nairobi.

The 6th National Agribusiness Summit 2026, convened by the Agriculture Sector Network (ASNET), brought together over 500 leaders from government, private sector, development partners and farmer organizations under the theme “Turning Dialogue into Delivery – From Policy to Prosperity.” The Summit marked a turning point – moving from years of policy dialogue to a concrete delivery framework anchored on 10 pillars: People, Policy, Investment, Implementation, Partnerships, Innovation, Productivity, Markets, Accountability and Prosperity.

SOCOA was at the Centre of the Conversation, with our members taking active roles as speakers and panelists. Jane Musindi, Chair, shared insights. Dr. Lilian Wanjiru, our board Member and CEO of Fertilizer Association of Kenya. Nicholas Kahiga and Rikki Agudah contributed on

Their participation reaffirmed SOCAA’s position as a key voice linking consumers, producers and policy. The 10-Point Action Plan – What Was Agreed. The Summit closed with an Executive Briefing dubbed “10 Key Action Points – From Policy to Prosperity” a practical roadmap to make the National Agriculture Sector Investment Plan (NASIP) work.

The highlights: 1. Operationalise NASIP: The plan calls for sequenced National-to-County delivery compacts with clear owners, timelines and a single NASIP Delivery Unit in the State Department for Agriculture. 2. Ease of Doing Agribusiness: harmonise the many licences, levies, cess, and inspections into a one-stop digital Government-to-Business (G2B) service to reduce the cost of compliance for MSMEs. 3. Food and Feed Safety: Fully operationalise the Food and Feed Safety Control Coordination framework and establish risk-based One Health controls from farm to fork

4. Finance That Fits Farming: Move away from conventional collateral-based lending to agricultural finance built around real cash-flows, risk-sharing, partial guarantees, blended finance, and de-risking through insurance. 5. Early Warning to Early Action: Launch integrated systems with pre-agreed triggers and financing for drought, floods, pests and market shocks – so we act before crisis. 6. Commercialise Climate-Smart Solutions: Scale productive-use technologies – solar irrigation, cold storage, bio-inputs, circular economy solutions – through viable business models, not just pilots. 7.

Productive Alliances & Professionalisation: Institutionalise market-led alliances where buyers and organized farmer groups co-invest, supported by ASNET networks and aggregation models. 8. Farmer Identity, Data and Traceability: Build an integrated national farmer registry linked to e-extension, subsidy targeting and market traceability to improve transparency. 9. Accountability & Measurement: Establish a joint sector scorecard to track implementation, with quarterly reviews by government and private sector. 10. Prosperity for All: Ensure delivery translates into jobs, incomes and affordable nutritious food – Invest Today, Nourish Tomorrow. What Next for SOCAA? For SOCAA members, this agenda directly speaks to our strategic focus – advocating for consumer rights, supporting sustainable agri-SMEs, and promoting safe food systems. We will be following up on the county compacts and the food safety framework in our upcoming forums. Congratulations to our members who represented us so well at KICC. Invest Today. Nourish Tomorrow.

By Victor Oranja /communications Lead SOCAA.

Photo credits - ASNET

Pictorial



Our members Chris Nzuki and Nicholas Kahiga at The Hive Kenya head office. Right : Our former vice chair Nekesah Wafula and Dr Lilian Wanjiru C.E.O Fertilizer Association of Kenya and our board member



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.

Bungoma Launches County Agroecology Strategy



Left: Bungoma County Deputy Governor , H.E Janepher Chemtai handing over an appreciation gift to SOCAA project manager Rikki Agudah. Right : SOCAA project manager Rikki Agudah giving a speech during the launch in Bungoma

Bungoma County made history on 30th July with the official launch of the Bungoma County Agroecology Strategy at Mabanga Agricultural Training Centre (ATC).

The strategy was developed under the Power for Food Partnership, where SOCAA, together with other partners, provided technical and financial support to the County Government of Bungoma.

The launch brought together county leadership, farmers, private sector and development partners committed to a more resilient and sustainable food system for Bungoma.

For us at SOCAA, the key win is that the final strategy incorporates both RA (Regenerative Agriculture) and PURE (Productive Use of Renewable Energy) - two critical pillars that SOCAA and KERA have consistently lobbied for.

This means Bungoma will not only promote agroecological practices that restore soils and biodiversity, but also embrace clean energy solutions for productive use - from solar irrigation to cold storage - driving real incomes for farmers.



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Ranks Limited also provides specialized agricultural and environmental services, including farm layout, drainage and irrigation systems, agribusiness advisory, soil and environmental impact assessments, technical supervision and construction support. Through its multidisciplinary expertise, the company works with clients to develop sustainable, efficient and environmentally responsible solutions for a better future.

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FERTILIZER, SOIL HEALTH & SUSTAINABILITY CONFERENCE 2026



13-14th OCTOBER



Nairobi, Kenya

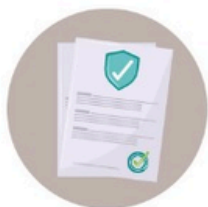
Theme

Soil Degradation and Soil Health:
The Big Business Opportunity in Kenya and Africa

*Sub-theme: Building the Future of Soil Systems:
Bridging Productivity, Profitability & Regeneration*



Science



Policy



Investment



Innovation



Business

Please Register
to attend



Join us as we shape
the future of sustainable
soil health and resilient
food systems.

Pictorial :From our archives



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



Mary Wanza

More Than 5 Years In The Soil
And With The People

Mary Wanza is an experienced Agricultural Trainer and Agribusiness Practitioner with over five years of hands-on work where it matters most on the farm. Her expertise sits at the intersection of three critical areas for Kenya's future: crop value chain development, climate-smart agriculture, and farmer capacity building.

In a time when climate change is real for every farmer from Kitui to Embu, Mary brings practical solutions, not just theory. She teaches farmers how to produce more with less, how to adapt to unpredictable rains, and how to see farming as a business, not just a way to survive.

The Founder of MAWA Agri-Solutions

Driven by the gaps she saw on the ground, Mary founded MAWA Agri-Solutions.

Through MAWA, she designs and delivers practical, hands-on training programmes tailored for the real Kenyan farmer.

Her focus is clear: supporting smallholder farmers, youth, and women to adopt sustainable and market-oriented agricultural practices.

For her, it's not about just planting. It's about planting for the market. It's about value addition, record keeping, and making sure the farmer gets profit at the end of the season.

Her work has spread across Eastern Kenya, touching farms and families who are now farming smarter.

A Trainer Recognized and Trusted

Mary's strength goes beyond the field. She is a TVETA-registered trainer with strong experience in Competency-Based Education and Training (CBET) within TVET institutions.

his means she is shaping the next generation of agri-professionals in colleges, while still staying connected to extension services and community mobilisation at the grassroots.

Her numbers speak for themselves:

- Over 500 farmers and youth trained
- Dozens of agribusiness plans developed and supported
- Value addition initiatives that help farmers earn more from the same harvest
- Close collaboration with NGOs, cooperatives, and agritech actors to strengthen sustainable food systems.

She speaks the language of the farmer, the student, and the development partner and connects them.

Why We Are Celebrating Her

At SOCAA, we believe in Driving Professionalism in Agriculture. Mary Wanza embodies this. She represents the new face of agricultural extension in Kenya: professional, competent, youth-driven, women-led, and deeply practical.

[LINK WITH MARY](#)

MaWa



Member spotlight



Henry Kinyua

This month we celebrate our own, Henry Kinyua an active SOCAA founding member.

Henry previously served in the Executive Office of the President (Presidential Economic Transformation Secretariat) as an advisor on crops and value chains.

An alumnus of Harvard School, USIU and other top universities, he has previously served with leading organisations such as Digital Green and the New KPCU.

A consultant in agriculture value chains, market development and programme design, Henry is known for bridging policy and the farm. He is digitally savvy, very active on social media, and is the brains behind the Kilimo News App that tracks live coffee prices at the Nairobi Coffee Exchange — a tool many farmers now depend on. In his free time, you will find him enjoying the green spaces on the golf course.



We proudly congratulate Henry Kinyua on his appointment as the **Board Chair of the Coffee Board of Kenya** by H.E. Dr. William Ruto, President of the Republic of Kenya. This is not just a win for Henry, but for all crop advisors and for the coffee farmer. His experience, passion for value chains, and deep understanding of the coffee market make him the right leader at the right time to drive reforms in the coffee sub-sector.

We celebrate you, Chair. The future of Kenyan coffee is in good hands.



Congratulations!

The board and members of SOCAA congratulate Henry Kinyua, one of our founder members and former board member on his appointment as the Chair of Coffee Board of Kenya by H.E Dr. William Ruto.

We wish Henry success



Member spotlight



Nicholas Kahiga

Nicholas is a seasoned value chain development expert and agronomist, a graduate of Egerton University and Lancaster University. Until recently, he served as the Global Head Agronomist at Industrial Promotion Services (IPS) Ltd, where he led teams of agricultural experts and farmers, fostering systems where safe, high-quality products are the norm.

He is passionate about what matters most transforming lives by giving farmers knowledge and tools to improve yields, protect the environment, and enhance food security. He is also a mentor to many, spending his free days teaching and guiding youth who are interested in agriculture. At SOCAA, Nicholas is family. He has served as a Board Member of SOCAA Kenya, helping steer our mission of Driving Professionalism in Agriculture



We proudly congratulate Nicholas Kahiga on his appointment as the **Chief Executive Officer (CEO) of Kilimo Agro Pro**. We are proud of you and we wish you great success in this new chapter. The industry is in safe hands.





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.

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Driving Professionalism in Agriculture

Committed to creating an enabling environment to realize economic potential of the agriculture sector in Kenya

OUR APPROACH



**LET'S BUILD UP
LIVING SOILS**

#RegreeningKenya'sAgriculture

Healthy Roots, Healthy Crops

Maintain Living Root Year-Round



Editorial

Jane Musindi - SOCAA Chair

Stella Wawira - SOCAA C.E.O

Rikki Agudah - SOCAA Project Manager

Victor Oranja - SOCAA Communications Lead