KNOWLEDGE AND IMPACT BRIEF

Farmer Service Centre (FSC) Professionalisation

What is a Farmer Service Centre (FSC)?

A **Farmer Service Centre (FSC)** is an **innovative, inclusive,** and **scalable agribusiness** transformed from informal agro-dealers to enterprises delivering **high-quality inputs, demand oriented services, advisory** and **training** to smallholder farmers. It acts as a trusted last-mile extension hub for smallholder farmers. Rather than operating merely as standard retail input shops, these professionalised hubs bundle critical agricultural services together to support rural productivity, including:

Under the Agri-Jobs **4 Youth** initiative, GIZ in partnership with agriBORA and GFA Consulting Group has implemented the Farmer Service Centre (FSC) Professionalisation Programme in Bungoma, Kakamega, Kisumu, Siaya, and Vihiga. It leverages private-sector agility and deep community presence, offering tailored, demand-driven support to smallholder farmers ranging from access to quality inputs and mechanization services to real-time extension advisory and market linkages.

- Certified agricultural inputs and certified seeds or fertilizers
- Financial credit and input financing solutions (such as agriKOPA, Buy-Now-Pay-Later [BNPL])
- E-extension advisory and farmer training services
- Structured commercial market linkages for agri produce

1. Executive Summary & Context

Rural Western Kenya faces severe agricultural productivity bottlenecks driven by a strained public extension officer-to-farmer ratio of roughly **1:1,093**, falling far short of the recommended **1:400 target**. Through the GIZ Agri-Jobs **4 Youth** initiative, the Farmer Service Centre (FSC) Professionalisation Programme addresses rural youth unemployment and extension gaps by positioning these decentralized hubs directly alongside smallholders.



Aggregation of produce at a Farmers Service Centre



Farmer Service Centre applying organic foliar fertilizer to vegetables

PROGRAMME REACH & TARGET ATTAINMENT

FARMER OUTREACH

Over 9,800

unique smallholder farmers trained on Agroecology, Conservation Agriculture (CA), Integrated Soil Fertility Management (ISFM), Good Agricultural Practices (GAPs), and Soil and Water Conservation (SWC).

DIGITAL REACH

3,151

unique e-extension broadcasts reached cumulative audiences exceeding **80,000** farmers.

GENDER INCLUSIVITY

Surpassed targets with **64.9%** female and **46.1%** youth participation.

FINANCIAL INPUT CREDIT (BNPL)

Over KES 745,660

issued in input credit, driving total input transactions of **KES 13,214,676**.

JOB CREATION

93

full-time decent jobs directly created within the core FSC network, alongside hundreds of seasonal jobs.

COMMERCIAL AGGREGATION

300 MT

of hybrid sunflower (valued at **KES 21M** supplied to BIDCO Africa) and **26.5 MT** of sorghum supplied to EABL.

2. Core Implementation Pillars & Reach

The programme achieved measurable success across its structured multi-stage commercial and advisory pathway:

Business Development and Organizational Development (BDS):

Transformed informal agro-dealers and youth-led micro-enterprises into structured, professionalized rural business hubs using Enterprise Growth Plans and digital management tools.

Diversification of Inputs and Services:

Expanded retail offerings beyond standard inputs of certified seeds, specialised fertilizers, mechanisation services, and circular economy solutions like Day Old Chicks (DOCs), Azolla and Black Soldier Fly (BSF) production.

Digitalisation of Operations:

Integrated agriPOS software for transactional records and inventory tracking, alongside remote ordering via shop.agribora.com and digital learning platforms (agriACADEMY).

Training and Extension Advisory:

Deployed localised training hubs utilising smart projectors for video-based learning (Maarifa Mtaani) and mobile advisory messaging to build farmer technical capacity and community trust.

3. Impact, Outcomes & Qualitative Evidence

Post-training evaluations, business coaching assessments, and monitoring data verified significant commercial, financial, and productivity transformations:

STATISTICAL HIGHLIGHT CARD: VERIFIED OUTCOMES

104

Professionalised Hubs Active

Expanded from an initial pilot cohort to a robust network of **104** operational FSCs with nearly **50%** female leadership.

KES 12.9M+

in Input Transactions

High transaction volume facilitated safely between professionalised hubs and smallholder farmers.

KES 973,000+

in BNPL Financing

Input credit disbursed to project FSCs under a high-performing digital credit model.

326.5 MT

Total Market Volume

Significant commercial linkages established, including **300 MT** of sunflower to BIDCO Africa and **26.5 MT** of sorghum to EABL.

Improved Digital Adoption:

Hundreds of farmers actively utilised automated SMS and digital advisory packages for climate-resilient decision-making.



An FSC feeding poultry; keeping poultry provides diversification of income sources and business sustainability

TESTIMONIAL QUOTES

Before FSC professionalisation and digital tracking via agriPOS were introduced, managing stock inventory and securing reliable input credit was a major challenge for our hub. Now, farmers trust our certified inputs, and our business operations run with structured financial visibility. Additionally, Farmers easily connected with the business, since the farmer trainings have helped me build a stronger relationship with farmers.

– Mwilitsa FSC Hub Operator, Vihiga County

I called Jack a few months ago to help me with my farm. My plants were dying, and I didn't know what to do… Jack guided me on the right products to use on my coffee. Now look at them! Asante Mwalimu.

– Mr. Absolom Wanyonyi, Smallholder Farmer, Bungoma County

Published by

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Agri-Jobs **4 You**th
P.O. Box 2968
40100 Kisumu
Kenya
Email: agri-jobs4youth@giz.de
www.giz.de
www.gfa-group.de

As at November 2026

Text Joan Awino and Anthony Nyandiek

Design Lugaka Eric, Nairobi

Photo credits © GIZ/Stephen Kariuki

GIZ is responsible for the content of this publication.

On behalf of Federal Ministry for Economic Cooperation and Development (BMZ)