



HOW TO EXPORT for smallholders

WORKSHOP OUTLINE

This workshop is for individual entrepreneurs and small and medium-sized farms to fast track their move into export sales. It provides buyers contacts, and a guide to executing export sales administratively, logistically, and financially.

Resource personnel: Trade experts, industry association, market researchers, exporters.

Learning outcomes: On completion, farmers will:

- Know how to locate export market opportunities,
- Understand the export process,
- Know how to navigate the major export documents required by governments, transporters, and banks,
- Understand payment options, including letters of credit,
- Understand insurance options,
- Understand the challenges that need to be resolved during packaging and transport.

S.No	Topic	Duration (TBC)	Facilitator (input name)
1	The export process	9:00	FarmBizAfrica
2	Finding buyers	9:30	Research Tree Africa
3	Documentation and insurance	10:45	KenTrade
	LUNCH	13:00	LUNCH
4	Export payments, packaging, and transport	14:00	Fresh Produce Consortium of Kenya (FPC Kenya)
5	Meet the export buyers	16:00	Private sector buyers

Location: FarmBizAfrica offices, New Kitisuru, Nairobi

Number of participants: 30 - 60 growers

Additional visitors: up to 10 buyers for export

TOPIC OUTLINE

1. Exporting: an overview

- a. Kenya's main markets
- b. The responsibility of buyers and sellers
- c. Common mistakes
- d. Major issues that lock out exporters from the market
- e. Assistance available

2. Finding buyers

- a. Social media
- b. Trade leads
- c. Online marketplaces
- d. Distributors and agents
- e. Marketing Help

3. Documentation

- a. Finding your pathway on the KenTrade guide

Following the procedural steps

Contacts where things get held up

- b. Carry-aways:

Your commercial documents checklist

Your regulatory documents checklist

- c. Transporting requirements

Types of cargo and freight charges

Insurance and methods of insuring – determining the insured value of goods

4. Export Payments

- a. Identifying the payment options and opening accounts
- b. Documents needed for payment
- c. When to expect payment and payment terms
- d. Tariff regulations
- e. Consignment issues
- f. How to deal with credit and letters of credit
- g. The risks associated with each payment methods.
- h. Financing options available through commercial banks and government financing

5. Packaging and transport

- a. Technical/regulatory requirements
- b. Global good agricultural practices to access the market, Kenya GAP measures
- c. Traceability system for exporters
- d. Packaging during transport
- e. Finding and booking transport
- f. Container sizes, costs and management

6. Linking farmers with prospective exporters

The workshop will be attended by a number of certified exporting companies, such as Vegpro, Homefresh Horticulture Export Ltd, and Keitt Exporters Ltd

MONITORING AND FEEDBACK

To measure the success or failure of the training program, its impact, and how it can be improved, questionnaires will be given out at the end of the session. After three months, another questionnaire will be issued to measure changes in knowledge and assess the impact of the program.

SPEAKERS

FarmBizAfrica and Research Tree Africa

Kentrade - TBC

Fresh Produce Consortium of Kenya (FPC Kenya)

Okisegere Ojepat – Farmer and Chief Executive Officer