



COMPANY PROFILE

(Agri-business)



**Better
Crops
Limited**

Soil, Seed, Crop, Market





ABOUT US

About Us

Better Crops Ltd is an agribusiness company established in Kenya. We specialize in providing consultancy services focusing on the following broad areas: **SOIL, SEED, CROP,** and **MARKET** our target being Small holder farmers including the vulnerable groups. Under **SOIL**, our focus is building the capacity of farmers to enable them practice Integrated Soil Fertility Management. In addition, we provide the following services, Soil Sampling, testing, interpretation of the results, training on soil amendments, and Promotion of Vermicomposting. We also provide training on Compost Manure making.

Under **SEEDS**, we produce and sell seeds of various crops through our seed multipliers who are our contracted small holder farmers. We also provide seed production, preservation (Drying) and packaging using the Drying Beads an innovative Seed drying technology. Under **CROPS** we build capacity of small holder farmers through training to enable them practice and promote Good Agricultural Practices, promote use of biological solutions in pest and diseases management and water management which includes promoting use of drip irrigation and other water conservation practices. Under **MARKET**, we conduct market research services and link small holder farmers and most specifically the common interest Groups, Vulnerable groups like women, youths and people living with disability to sustainable markets of their produce.

In addition, we provide consultancy services in Value chain diagnostics and advisory services; as well as design and implementation of agribusiness ventures. We also manufacture and distribute innovative solutions and services in Post Harvest Management, farm inputs and assorted agricultural technologies.

The organization has also developed strategic partnerships that bring together like-minded organizations which are committed to increasing agricultural productivity, profitability and building resilience to climate change among Kenyan smallholder farmers across different Value Chains.

Better Crops Ltd is participating in the following Projects;

(a) Farm to Market Alliance- Funded by World Food Programme and implemented by the Cereal Growers Association (CGA) in Busia, Kakamega, Siaya, Homabay, Kisumu, Tharaka Nithi, Kitui, Makueni, Meru and Migori Counties, the organization is supplying the Small Holder farmers in this project with Dry Card for use in determining the Moisture Content of their produce to minimize rejection of produce from commercial buyers. We are also in this project providing general agricultural consultancy in regards to Post Harvest Handling and Management.

(b) Kendat (Kenya Network for Dissemination of Agricultural Technologies)

We have a partnership to provide Agricultural Training and distribution of DryCards and other post harvest technologies to farmers in their portfolio spread in eight counties in Kenya.

© Africa Natural Products

We have a partnership to provide DryCards and other post harvest technologies alongside their solar dryers to farmers in their portfolio spread in eight counties in Kenya.



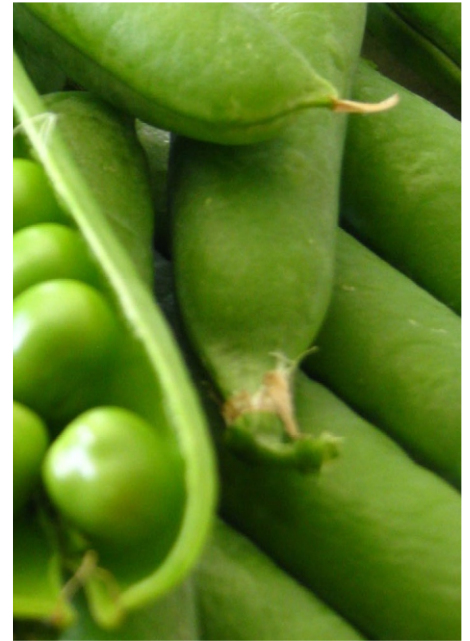
Projects and Assignment Carried out

	Project /Assignment Title.	Task Description	Project Area Country, County	Duration	Client
1.	Baringo Resilience Initiative: Nurturing Greater Opportunity (European Union Funded Project)	The assignment entailed sampling, testing /analyzing soils and giving recommendations for 574 demonstration plots spread across Baringo North, Tiaty, Baringo South and Mogotio sub counties. The analysis was to check for a complete soil physico-chemical characterization, and the resultant recommendations with respect to the productivity of cassava, millet, pasture, sweet potatoes, green grams, and the common crops produced in the region including maize and beans. The assignment also entailed dissemination of the result through dissemination workshop and providing each farmer with a detailed printed report with a copy sent to Self Help Africa.	4 sub counties namely Tiaty, Baringo South, Baringo North, Mogotio in Baringo County.	3 Month	Self Help Africa
2.	Consultancy	Provided technical advisory services which included soil sampling, testing and analysis and interpretation of results to vegetable farmers in the project where they company was providing green houses and Drip irrigation systems.	Kisumu, Homabay and vihiga counties	6 Months	IRRI hub –Kenya
3.	Kenya Climate Smart Agricultural Project (KCSAP) (World Bank funded)	Provision of technical advisory services which includes Soil Sampling, Testing and interpretation of results to enhance increased productivity, increased resilience and reduced greenhouse gases to Cassava farmer group	Busia County	2019-2021	Busia County Government & World Bank.

Projects and Assignment Carried out

	Project /Assignment Title.	Task Description	Project Area Country, County	Duration	Client
4.	Kenya Climate Smart Agriculture Project (KCSAP)	<p>Provided consultancy services to a project whose aims was to increase agricultural productivity and build resilience to climate change risks in the targeted smallholder cassava farmers Busia County.</p> <p>We supported KCSAP achieve this vision by strengthening the capacity of farmers/Common Interest Groups (CIGs)/ Vulnerable and Marginalized Groups (VMGs) i.e. Women, Youths and people Living with disability(PLWD), Producer Organizations (POs) on climate smart agricultural practices for improved cassava productivity, resilience and reduction of Green House Gas Emissions (GHGs).</p> <p>Other Key services we offered in the project included Value Chain Development and analysis, Coordination and management of livelihoods activities, training and financial services.</p>	Kenya - Busia County	2019- 2021	Funded by World Bank & GOK but implemented by Busia County Government through KCSAP County Project Coordinating Unit -Busia County.
		<p>Provision of appropriate technical, advisory on production, processing/ value addition and Market development of cassava produce for optimum return, Enterprise development, analysis and formulation of business plans with real-time report compilation.</p> <p>Coordinating and managing Research, and Extension while mainstreaming cross-cutting issues (gender, social, environmental) in service delivery.</p>			
5.	Demonstration farms designing, development and small holder farmer capacity building	Setting up of Organic Farming Training Units (demonstration farms) and building the capacity of Small Holder farmers on Organic Agriculture principles and practices using the demo farms in Isiolo County.	Kenya (Isiolo County)	2020	Pastoralist Women for Health and Education (PWHE), Behind Loreto Primary School – Isiolo
6.	Mapping exercise on agro ecology and youth, development of youth driven, and viable Organic Agriculture based business models (In consortium with EcoSprew ltd)	To conduct a mapping exercise on Agro-ecology and Youth in Kenya, develop and disseminate viable Agribusiness models based on Ecological Organic Agriculture and Processing	National	2019	AgriProFocus now transitioned to Netherlands Food Partnership.
7.	A Value Chain analysis on local & export marketable crops and crop products	The Value Chain Analysis findings proposes a pro-poor strategy aimed at increasing livelihood options and	Somalia	2019	World Vision International, Somalia Program.

	in Gedo, Bay and Lower Shabelle Regions of Southern Somalia. (In consortium with EcoSprew ltd)	opportunities for vulnerable poor farmers in Gedo, Bay and Lower Shabelle regions of Southern Somalia, enhancing their resilience by increasing their adaptive and absorptive capacities against the multiple shocks that are a result of the impacts of persistent and prolonged droughts in Somalia.			
8.	Accelerated Value Chain Development project (AVCD)	<p>The project aimed at fighting Hunger, Poverty and malnutrition by increasing the household income. In this project Better Crops Ltd provided consultancy services in the following areas,</p> <ol style="list-style-type: none"> 1. Conducted a rapid assessment to identify challenges and opportunities for engaging the youth in the AVCD project. 2. Conducted capacity building trainings to the mobilized youths along the potato value chain in seed production, ware potato production, storage and marketing, and value addition through processing. 3. We further helped the youths in securing contracts with three hotels in Eldoret to supply Unica variety for chips. Boma Inn, Poa Place and Sikirwa sampled Unica and are keen to have a regular supply. The youth groups received Unica seed to begin production and enter supply agreements with hotels. 	Kenya - Uasin Gishu County, Tharaka Nithi, Makueni, Kitui, Busia, Siaya Counties	2017-2018	Funded By USAID and implemented by International Crops Research Institute for Semi-Arid Tropics (ICRISAT) and Farm Africa International.
		<ol style="list-style-type: none"> 4. Under the drought tolerant crops Value Chain, We assisted women groups to acquire high quality seeds and trained them in GAPs, agri-business, improved postharvest handling and storage techniques as well as provided them with multi-purpose threshers for finger millet and sorghum. These threshers have saved significant female energy expenditure (workload) and time which is expected to be directed towards care of themselves and children, including feeding and utilization of maternal and child health and nutrition services to improve their nutritional status. 			



WHAT WE DO

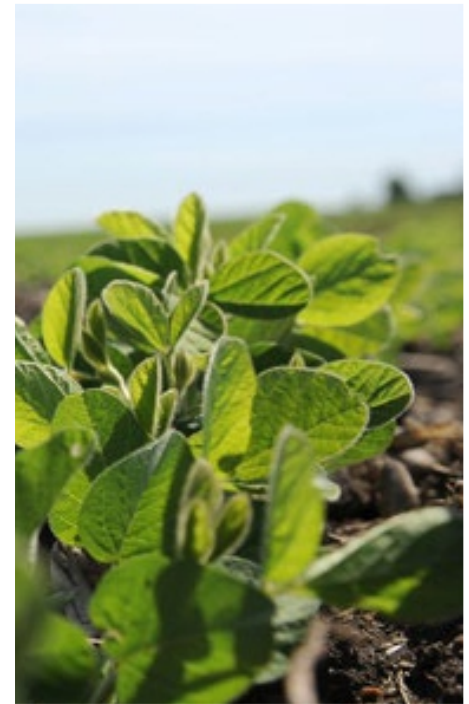
EXPORT SERVICES

We export: **Green Grams, Black eyed peas, Cowpeas, Pigeon Peas, Red kidney beans, French beans and Moringa seeds.**

How: We mobilizes farmers either directly or through partners, advices the farmers of the right certified seeds of a given crop for export market to buy and grow , support the farmers by providing agronomical support services and makes sure the crops meet the safety standards and has traceability and distinguished quality. We then export the commodities to our target destination.

In the local market we sell the following commodities: **Vegetables i.e. Kunde, Managu, Terere, Mrenda, Mitoo, Kansla, Sageti, Kahurura, Kales, Dania and Spinach, Millet, Sorghum, Orange flesh Potatoes, cereals and Butter nuts.**





CONSULTANCY SERVICES:

1. Analysis

a) Resources Analysis: We carry out analysis and we advise farmers on the best crop to grow in a given locality, looking at what the farmer is endowed with and the Resources that is available to a farmer during crop growth that will enable the farmer to produce better crops i.e. soil Moisture, Altitude, Soil type, Soil Nutrients, and soil Temperature.

b) Gross Margin Analysis: We advice farmers on what crops to grow that will give higher returns by carrying out GMA on various crops grown in the area.

2. Agronomic Management of the Crops.

We provide consultancy services on how well the crops need to be managed to produce better yields. We focus on the following areas;

- a) Seed Selection
- b) Timeliness in Farming Operations
- c) Quality in Land Preparations
- d) Soil Fertility Management
 - Carry out Soil Sampling, Testing and interpretation of Results.
 - Promotion of the use of Organic Fertilizers i.e. Manure etc
- e) Pest & Disease Management i.e. Insect Pests, Diseases and Weeds.
- f) Crop Environment Management i.e. Interaction of Crops and other components in the farm e.g. intercropping, Cover Cropping, Agro-forestry, Mulching, Mixed farming- Crops and Livestock.
- g) Prevention of Post-Harvest loses
- h) Crop Value Addition
- i) Crop Storage.



3. Market Research and Linkages Services.

- a) We link farmers and traders to the market by creating market information Systems that gives farmers best information on market trends.
- b) We also build farmer organizations Systems that enable farmers to negotiate and influence the best price of their produce.
- c) We conduct market research services.

4. Seed Propagation/ Multiplication.

Good seeds are the basis of good crops with this moto, we are actively participating in growing seedlings, or multiplying disease free seedlings.

5. Agri business Development Services

We train farmers on the following:

- Basics in agribusiness enterprise development
- Agribusiness diversification.
- The role of agribusiness growth in rural development.
- The gender role in agribusiness enterprise development.
- Farm management planning.
- Economic forces that affect both agribusiness and rural development.


6. Internships

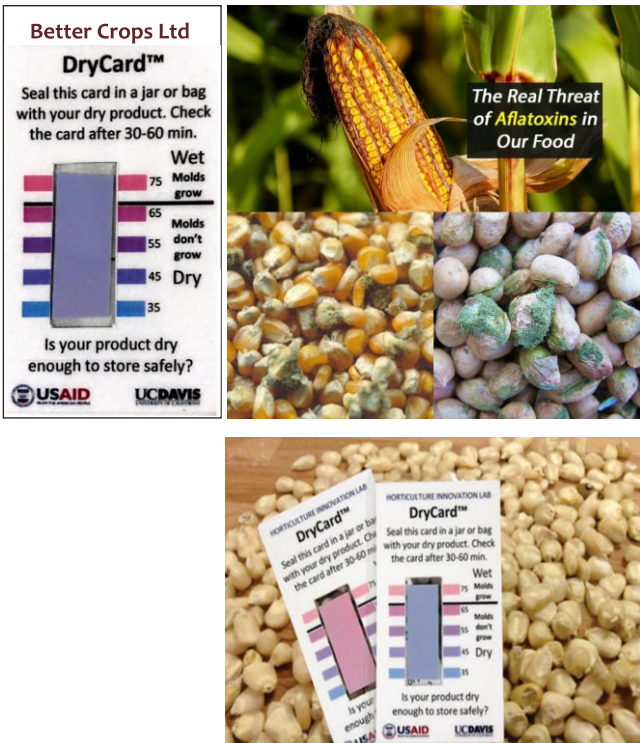
We provide internship opportunities to universities students studying Agriculture or related courses and who are in need of practical experience.


PRODUCT CATALOGUE

Post Harvest Technologies (Dry Chain & Cold Chain)

Make It Dry, Keep It Dry , Keep It Fresh


S/No	Product Images	Product brief/ Features
1.	<p data-bbox="284 1279 464 1312">Drying Beads</p> 	<ul style="list-style-type: none"> • Drying Beads® Technology Very hygroscopic, fast water absorption even in low relative humidity conditions, Strong water binding at 20-25% of its weight Full reactivation at high temperature – 230°C / 450F for 2 hours. • Specific pore size for water. • Low cost and high efficiency. • Fast drying seeds with no heat input. • Storage and Drying at any temperature. • Practical Drying Beads® full reactivation. • Completely renewable, green and sustainable.

S/No	Product Images	Product brief/ Features
2.	<p data-bbox="256 197 384 230">DryCards</p>  <p>The image shows the DryCard product in three different contexts. On the left, a card from 'Better Crops Ltd' is shown with a color scale from 35 (blue, Dry) to 75 (red, Wet). The card includes instructions: 'Seal this card in a jar or bag with your dry product. Check the card after 30-60 min.' and a QR code. In the center, a card is placed on top of a pile of yellow corn cobs, with a sign that reads 'The Real Threat of Aflatoxins in Our Food'. On the right, a card is placed on top of a pile of green and yellow beans. At the bottom, two cards are shown side-by-side on a pile of yellow beans, one showing a pink/red color and the other showing a blue color.</p>	<ul style="list-style-type: none"> <li data-bbox="938 197 1477 461">• It is a low-cost, simple business card size tool that helps farmers in determining if dried food is dry enough to prevent mold growth during storage, reducing food losses and associated toxins like aflatoxin. <li data-bbox="938 506 1477 770">• It also provides an accurate way to determine product dryness, serving as an initial warning for potentially spoiled or harmful foods and potentially indicating a need to improve drying or storage processes.

S/No	Product Images	Product brief/ Features
3.	<p data-bbox="277 1281 608 1314">At House Hermetic Bags</p>  <p>The image consists of two photographs. The top photograph shows a man and a woman in a rural setting, standing next to a large white hermetic bag. The man is holding the top of the bag, and the woman is looking at it. The bottom photograph shows a man in a plaid shirt using a smartphone to scan a QR code on a white hermetic bag. The bag is lying on the ground, and the man is kneeling next to it.</p>	<ul style="list-style-type: none"> <li data-bbox="938 1281 1430 1357">• Insect and Rodent resistant 3ply bags. <li data-bbox="938 1402 1453 1509">• User scans QR codes the labeled on the bags for digitized access to ready market.

S/No	Product Images	Product brief/ Features
4.	<p data-bbox="284 197 416 230">Dry Store</p> 	<ul data-bbox="943 197 1485 931" style="list-style-type: none"> • A hermetic container with build -in the hygrometer to contain/mix a seed and Drying Beads® together in order to dry or maintain seed to safe level. • User can monitor the temperature and humidity inside a hermetic container and able to set desired humidity and temperature level for either for a seed drying or storing purposes. • User can take replace or add more Drying Beads® in the container once the humidity reaches the desired level. • User can create and optimize a right condition for drying or storing seed for different crops. • Replaceable lithium battery.

S/No	Product Images	Product brief/ Features
5.	<p data-bbox="284 1283 400 1317">CA Fresh</p> 	<ul data-bbox="951 1283 1485 1630" style="list-style-type: none"> • Food grade bags made of virgin plastic installed with polymer membrane. • Patented polymer membrane technology extends double the shelf life of fresh produce it works as Passive Modified atmosphere packaging. <p data-bbox="999 1671 1433 1742">(CA-FRESH Bulk bags, CA-FRESH Zip bags, CA-FRESH Stalk cover)</p>

S/No	Product Images	Product brief/ Features
5.	<p>CA Fresh 5(a) CA-FRESH Bulk bags</p> 	<p>Bulk packaging bag</p> <p>No. of bags: 5/pack</p> <p>Capacity: 20 kg/bag</p> <p>Size: 32" X 36"</p> <p>Thickness: 50 micron</p>

S/No	Product Images	Product brief/ Features
5.	<p>CA Fresh 5(b) CA-FRESH Zip bags</p> 	<p>Zip bags for home use</p> <p>No. of bags: 5/pack</p> <p>Capacity & Size:</p> <p>2 bags = 0.5kg (8"x10")</p> <p>2 bags = 1.0kg (10x14")</p> <p>1 bag = 2.0kg (12"x14")</p> <p>Thickness: 65 micron</p>

S/No	Product Images	Product brief/ Features
5.	<p>CA Fresh 5(c) CA-FRESH Stalk cover</p> 	<p>Stack cover</p> <p>No. of bags: 1/pack</p> <p>Capacity: 6 crates/cover</p> <p>Size: 36" X 60"</p> <p>Thickness: 65 micron</p>

INTELLIGENT POLYMER MEMBRANE TECHNOLOGY FOR SHELF LIFE EXTENSION OF FRUITS AND VEGETABLES

- CAFILMS is a unique polymer based technology, which is capable of providing different package permeability, in order to create specific oxygen and carbon dioxide levels in a package and maintain this optimum atmosphere
- As the produce consumes oxygen and gives off carbon dioxide, an equilibrium gas concentration is established in the package. This process is a function of the membrane permeability and its carbon dioxide to oxygen selectivity ratio.
- Thus the created atmosphere is able to extend shelf life, maintain high quality and preserve nutrients of fresh produce/flowers by naturally regulating respiration of said items.
- MAPS extend the shelf life of fresh fruits and vegetables by passively modifying the atmosphere of a produce bag to provide the O₂/CO₂ levels most appropriate for that item.

CA FILMS TOMATO DAY 0



CA FILMS TOMATO DAY 4

1 % Loss



STORAGE TEMP 77 F

CONTROL TOMATO DAY 0



CONTROL TOMATO DAY 4

20 % Loss



CA FILMS BELL PEPPER DAY 0



CA FILMS BELL PEPPER DAY 3

1 % Loss



STORAGE TEMP 77 F

CONTROL BELL PEPPER DAY 0



CONTROL BELL PEPPER DAY 3

20 % Loss





DAY 27 @ 25°C



DAY 6 @ Room Temperature

CA FILMS ORANGES DAY 0



CA FILMS ORANGES DAY 14

3 % Loss



STORAGE TEMP
77 F

CONTROL ORANGES DAY 0



CONTROL ORANGES DAY 14

100 % Loss



SHELF LIFE/VASE LIFE EXTENSIONS USING CA FILMS



Shelf life extended to 35 days



Shelf life extended to 16+ days



Shelf life extended to 7+ days



Shelf life extended to 30 days



Shelf life extended to 24+ days



Shelf life extended to 40 days



Shelf life extended to 32 days



Shelf life extended to 20+ days



Shelf life extended to 28 days



Shelf life extended to 21 days



Shelf life extended to 10+ days



Vase life extended to 18 days

OUR TEAM



ERIC OCHOLA
Managing Director

Eric is an innovative businessman. He holds a Bachelor degree in International Business Administration and currently pursuing a Diploma in entrepreneurship management from the Management University of Africa. He brings a wealth of experience having served as the Head of sales and marketing at Liquid Lever Kenya Ltd a company that specializes in manufacturing and distribution of unblockable Drip Irrigation Systems in Africa where he has interacted with various farmers from diverse regions in Africa. He is also the founder of Mayo Event Planners an events planning and management company. He has coordinated many international and nation events through his company. Eric is the founder of Better Crops Ltd and serves as the Managing Director.



MOSES WANYAMA SITALO
Head of Agronomy & Training

Moses Wanyama Sitalo is the head of agronomy and training in Better Crops Ltd. He is responsible for working closely with farmers and ensuring that they get the best services they deserve. He brings with him a wealth of knowledge and experience from working in the agricultural sector in Kenya, Tanzania and Zambia for the last 8 years. Moses is passionate about soil fertility, IPM and biological pest control to reduce pesticide use in crops and improve food safety and nutrient density. He is a great believer in soil health, organic matter, and carbon sequestration as a way of elevating climate change and increase food security. He loves visiting the farmers and seeing all the different farming methods. He loves a good challenge and will go out of his way to resolve some very complex cases.



SYLVIA OYULA
International Markets
Director

Being a veteran in international business, Sylvia Oyula has vast experience in project management, sourcing and procurement, supply and logistics in various regions across the oceans. Based in Kenya, she has been traveling and working in many countries including Mainland China, Cambodia, Canada, Chile, Cote d'Ivoire, India, Indonesia, Japan, Korea, Mauritius, Malaysia, Philippines, Singapore, South Africa, Taiwan, Tanzania, Thailand, Uganda, U.A.E., U.S.A., Vietnam, etc.



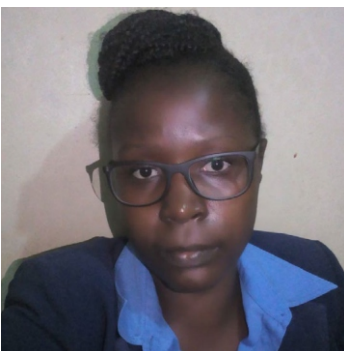
ELIZABETH MUSYOKI
Director Administration &
Business Development.

Elizabeth Musyoki holds a Bachelors of Arts Degree in Business Management from Mount Kenya University and currently undertaking Diploma in Leadership and Management from Management University of Africa. She brings a wealth of experience in Business Administration, Management and Development having worked In Acacia Medical Center as Branch Manager, Amattan Management Services as Head of Business Development, Zenkita Consultants Ltd in Zambia as the Head of Operations.



ADELIDE CHIKAMAI
Accountant

Adelide Chikamai is the Accountant at Better Crops Ltd. She is a dependable, reliable and a flexible team player with 8 years experience in finance. Adelide is a CPA K, holds a degree in Business Administration-Finance option and a Masters in Project Planning and Management from the University of Nairobi. He is a skilled administrator managing a wide variety of functions within Better Crops Ltd.



Judith Webo
Agronomist

Judith joined Better Crops Ltd in October 2017 having worked as an Agronomist for a leading Independent Agronomy Company in the Kenya for 7 years. Prior to this she worked in Crop Trials, in Plant Breeding and in agricultural finance. A graduate of the Royal Agricultural University, Judith has a keen interest in soils and no till farming systems where she has undertaken work looking into weed levels and changes in soil structure, and has extensive experience in field trials and in the development of precision farming techniques.

OUR PARTNERS & CLIENTS

END HUNGER >>> GROW FARMING
FARM AFRICA



Oserian Flowers



International Crops Research
Institute for Semi Arid Tropics



Hygrotech E. A. Ltd



Royal Seeds



Bila Shaka Flowers



Kenya Climate Smart
Agriculture Project



**FARM TO MARKET
ALLIANCE**

Making markets work better for farmers



HORTICULTURE
INNOVATION LAB

UC DAVIS
UNIVERSITY OF CALIFORNIA

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