BAERBEL JENNERT
FOUNDATION

FOOD & INCOME

AGRICULTURE & ENTERPRISE

Program Overview

LOCATION

Kisumu, Kenya

Last updated: October 2026

ABOUT THE PROGRAM

Growing food, supporting families and creating income opportunities



Agripreneurship combines **agriculture and entrepreneurship** — growing food while developing the skills to turn farming into a source of income. Our program supports participants in producing food for their families and building small agricultural businesses.

The focus is on meeting household food needs, with opportunities to earn additional income by selling surplus produce.

Workshops are led by experienced farmers who share practical growing methods and lessons from their own work. This connects learning with the everyday realities of farming.

AT A GLANCE

- Opportunities to earn income from surplus produce
- Seeds and basic inputs to get started
- Workshops led by experienced farmers
- Kisumu, Kenya

FROM FOOD TO INCOME

Two goals that build on each other

01

Food security for the household

02

A more reliable source of income

The program pursues two connected goals: improving household food security and creating a more reliable source of income. Both start in the same place, with what participants can grow themselves.

Participants first grow food for their own households. What they do not need themselves can be sold, turning a field or garden into a small business.



HOW THE PROGRAM WORKS

From the first seeds to the first sale



Learn	Plan	Start	Grow	Sell
from experienced farmers	with the land and resources available	with seeds and basic inputs	food for the household	surplus produce for income

What participants receive

FARMER-LED WORKSHOPS

Experienced farmers share practical knowledge of what works in the field.

PLANNING SUPPORT

Working out what to grow, estimating costs and planning the work ahead.

STARTER SUPPORT

Seeds and other basics to make the start as easy as possible.

BUSINESS SKILLS

Budgeting, setting prices and finding potential customers.



WORKSHOP TOPICS







Choosing what to grow with the land and resources available

Farming methods that work, shared by experienced farmers

Estimating costs and planning the work

Budgeting

Setting prices

Finding potential customers

Each workshop links farming knowledge with simple business skills, so participants can feed their households and sell what they do not need.

The program is still developing and builds its activities around participants' needs and local opportunities.

STARTER SUPPORT

Making the first step as easy as possible

Knowledge is the first step. To put it into practice, participants also need the right materials to get started.

The foundation helps with seeds and other basics, so participants can apply what they learn in the workshops right away and get started as easily as possible.



LEARNING FROM EXPERIENCE

Practical knowledge, from farmer to farmer



LEARNING FROM THOSE WHO FARM

The workshops are led by experienced farmers. They explain how to grow food successfully and share what has worked for them in their own fields.

PLANNING WITH WHAT IS AVAILABLE

Participants look at the land and resources they have, decide what they can grow and estimate the costs before they begin.

BUILDING A SMALL BUSINESS

Alongside farming, the workshops cover budgeting, setting prices and finding potential customers, so surplus produce can become a more reliable source of income.

OUR GOALS

What the program aims to achieve

01

Improved household food security

02

A more reliable source of income

03

Practical knowledge from experienced farmers

04

An easy start with seeds and basic inputs

05

Business skills: budgeting, pricing, customers



Why this approach

Farming knowledge alone does not create an income, and a business plan alone does not grow food.

That is why the program combines practical farming, starter support and simple business skills.

LOOKING AHEAD

With continued support, the Baerbel Jennert Foundation aims to bring this program to more families and keep developing it around participants' needs and local opportunities. To support the program or learn more, please get in touch.



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