KickStart International

From Poverty to Prosperity in One Season
KickStart in Brief

• **Mission**: Promote and distribute irrigation tools that enable smallholder farmers in sub-Saharan Africa (SSA) to achieve food and income security quickly, cost-effectively and sustainably.

• **Vision**: A food and income secure future for millions of families built upon equitable access to the tools that make farming a productive, profitable and resilient enterprise.

• **Where We Work**: Operations in 16 countries in Africa.

• **Why Irrigation?** With irrigation farmers can grow and harvest crops throughout the year—indeedent of the rains—sell when prices are high and break the cycle of poverty.

• **How we work?**
  • Non-Profit Social Enterprise
  • Encourage farmer-led demand for irrigation solutions and promote behavior change to *Irrigate Africa*
  • Develop, promote, and distribute innovative irrigation technology through private sector supply chain and highly leveraged partnership model.
  • Establish local supply chain of importers, distributors, retail shops to ensure sustainable access to pumps, accessories, spares.
Impacts to Date

• Over 355,000 irrigation pumps in the hands of farmers
• 270,000 highly profitable irrigated-farming enterprises
• Over 1.3 million women, men and children have taken a major step out of poverty
• ~$190,000,000 in new profits and wages generated annually
The challenge

With a heavy reliance on rain-fed farming, rapid population growth and devastating climate change, smallholder farmers in SSA face unstable outcomes and uncertain futures.

Subsistence Poverty
They all plant and harvest at the same time, produce 1-2 harvests per year, flood the markets, sell for low prices and ~40% of crops spoil before being eaten or sold. They remain with little during the long dry ‘hungry seasons’, struggle to pay for education or healthcare and are trapped in a cycle of poverty.

Climate Change
When the rains fall, they harvest nothing. And when floods wash away their crops, they must wait until the next season to replant. They lack resilience to shocks and they need more options.

Food Insecurity
With highly unreliable food and income streams, one in four of the population remains chronically hungry.

Gender Inequality
Women contribute 50% of the farm labor, but face challenges in accessing resources, controlling the profits and owning the land.
The Opportunity

• With irrigation farmers can grow and harvest crops throughout the year—indeed of the rains—sell when prices are high and break the cycle of poverty.

• Only 4% of farmland in SSA is irrigated vs. over 40% across Asia. Yet SSA has an abundance of renewable ground and surface water & ~20% of smallholders can access water on their farms.

• By promoting small-scale farmer-led irrigation and transforming the system to reach millions, we can empower smallholders to control of their incomes and feed the continent.
With small-scale Irrigation

**Climate Resilience**
Farmers plant and harvest multiple cycles of high-value crops throughout the year—-independent of the rains. They can save their rain-fed crops when the rains fail, and replant quickly after floods.

**Food & Nutritional Security**
Households harvest and sell nutritious fruits and vegetables year-round, fully meeting their nutritional needs, guaranteeing their food and income security, and feeding their communities.

**Vibrant Livelihoods**
By selling crops in the dry ‘hungry seasons’, when food is scarce and prices are high, smallholders can transform their farms into highly profitable family businesses—increasing farm incomes by ~400%—and invest in education, healthcare and their futures.

**Empowered Women Farmers**
Women benefit greatly when they adopt small-scale irrigation. They assert more power—because irrigation builds on their traditional roles—improve their household and community standing, and as family incomes increase, they are even less vulnerable to gender-based violence.
KickStart Designs for Impact: MoneyMaker Irrigation Pumps

• Affordable, high-quality, durable tools with a high return on investment for farmers
• Design life of four years; guaranteed for one year
• Pull water from shallow wells to ~7m deep, or from surface sources, and push it under pressure thru a hosepipe ~7.5m above the pump or for ~150m on flat ground
• Proven designs that, require no tools to install or maintain, are portable, easy to use and ergonomically & water efficient.
• Gender inclusive designs
• Fully equipped with hosepipes and spare parts
Our MoneyMaker Technologies

Starter Pump
Retail Price: ~$55
(w/hosepipes & spares)
Irrigates: ~0.8 acre per day

Hip Pump
Retail Price: ~$115
(w/hosepipes & spares)
Irrigates: ~1.2 acre per day

Max Pump
Retail Price: ~$200
(w/hosepipes & spares)
Irrigates: ~2 acres per day

Solar Pump (Coming in 2022)
Retail Price: ~$400
(w/hosepipe, cable, panels & spares)
Irrigates: ~1 acre per day
KickStart distributes pumps through a leveraged partnership sales model

**Contract manufacturers**
- Produce pumps in China

**Local distributors**
- Buy, warehouse and sell

**Retail shops**
- Sell to farmers

**KickStart Partners**
- Educate, distribute, and/or sell to farmers

**Small-scale farmers**
- Make money, grow food, withstand climate change

**Local Distributors** form the heart of profitable local supply chains that Import & Sell KickStart products, spares, and accessories – *examples*

- HORTIPRO LIMITED
- MARI SEED
- Techno Relief Group
- Victoria Seeds Limited
- syngenta

KickStart works through **100s of Partners** (each working with thousands of farmers) to cost-effectively reach and educate farmers – *examples*

- VisionFund
- ICRC
- World Vision
- Oxfam
- World Food Program
- Concern Worldwide
- MercyCorps
- iDE
- Mercy Corps
- Opportunity International
- UCSF
Partnership Model

Promoting irrigation & MoneyMaker pumps to their farmers and their stakeholders by:

- Demonstrating pumps at key locations and events
- Donating demo-pumps to kick-start demand
- Marketing pumps through local radio and media

Training their staff & farmers about irrigation & pumps by:

- TOT training of staff/trainers on pumps and irrigation
- Providing promotional & training materials
- Training farmers on pumps & on Agropreneurship. A customizable curriculum on the agronomy of irrigated crops and principles of market-led production (‘farming as a business’) to optimize farmers’ success

Ensuring pumps are a locally sustainable solution by:

- Recruiting and training local distributors/retailers to stock pumps & spares parts

Developing opportunities for increased funding by:

- Providing evidence of pump’s impacts and help with impact measurement frameworks
- Collaborating on joint funding proposals
Partnering to Finance Irrigation

- **Financing small-scale irrigation is much lower risk than financing rain-fed farming.** The year-round production & sales— independent of the rains—and increased incomes, makes it easier to pay and reduces defaults due to droughts/floods.

- The **rapid cost-recovery** from selling high-value crops in off-seasons means that after a small down-payment and 3-4 month payment-holiday, loans can be fully repaid within 6-9 months—i.e. shortly after the first/second harvest.

- Risk can be further reduced by **timing loans to match irrigated planting cycles**, bundling with inputs/farmer-training/information-apps and/or by developing up-market linkages (i.e. connecting farmers with agribusinesses in specific value chains).

- KickStart’s **new low-cost Starter Pump** is also enabling links to new financing mechanisms and providers.
Implementing Partners

Local Organizations & Agribusinesses

- ADPP
- PanAfricare
- Sasakawa Africa Association
- CADECOM
- TECHNO RELIEF GROUP
- ARDAP
- Juhudi Kilimo
- COMACO
- My farming story
- WOFAN
- MLT

Governments

- Govt. of Nigeria
- Govt. of Malawi
- Govt. of Angola
- Govt. of Kenya
- Govt. of Rwanda