SimpAgri
CONSULTING LIMITED

COMPANY PROFILE

Simplifying agriculture. Transforming livelihoods.

An African agricultural consulting firm working at the point where smallholder farmers, agribusinesses, financiers and governments meet — turning evidence into productivity, income and food security.

Nairobi, Kenya · Serving Sub-Saharan Africa · simpagri.com



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INSIDE THIS PROFILE

What you will find here

A working introduction to how we think, what we deliver, and the results our clients have seen in the field.



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01 · WHO WE ARE

A consulting firm built inside the systems it advises

SimpAgri Consulting Limited is an African agricultural consulting firm. We work with smallholder producers, agribusinesses, financial institutions, development partners and public agencies to make agricultural systems more productive, more bankable and more resilient.

Africa does not have an agriculture problem so much as a systems problem: good agronomy that never reaches the farm, produce that loses value between harvest and market, and capital that cannot see the risk clearly enough to lend. We are structured to close those gaps — combining field-level implementation with the analytics that boards, lenders and donors need to act.

Pan-African reach

Assignments delivered across 11+ countries in Eastern, Western and Southern Africa

Embedded teams

Local consultants and enumerators who live in the markets they analyse

Evidence first

Every recommendation carries a data trail a client can audit



Field diagnostics, Makueni County — SimpAgri consultants assess a dryland horticulture scheme.

02 · WHAT GUIDES US

Vision, mission and the values we are held to

Our vision

A food-secure and prosperous Africa, where agriculture is a genuine engine of economic growth and improved livelihoods — not a sector to be subsidised, but one that pays.

Our mission

To simplify agricultural complexity through innovative, practical and context-specific consulting that empowers farmers, agribusinesses and institutions to make better decisions and act on them.

OUR VALUES

Integrity

We report what the data shows, including when it is inconvenient for the client — or for us. Our evaluations are written to be defensible in front of a third party.

Proximity

Decisions are made close to the field. We do not advise from a distance, and no recommendation leaves the office untested against ground conditions.

Rigour

Methods are documented, replicable and open to challenge. If a client cannot reproduce our analysis from our workings, we have not finished.

Partnership

We build capability deliberately, transferring tools and method so the gains outlast the contract rather than leaving when we do.

03 · OUR SERVICES

Four practice areas, one continuous chain of value

Most clients start in one practice and grow into two or three. The practices are built to hand over to each other — a strategy engagement that uncovers a processing gap flows into value-chain work, and from there into the training that makes the change stick.

Agribusiness advisory

Strategy, financial modelling, investment readiness and market entry for agribusinesses that need to scale without breaking.

- Business & growth strategy
- Financial models and projections
- Investor and lender packs
- Market entry and pricing

Agricultural development

Design, implementation support and evaluation of programmes for donors, foundations and public agencies.

- Programme and project design
- Baselines, MEL frameworks
- Implementation support
- Mid-term and final evaluations

Value chain development

Strengthening the links from farm to market so that quality, volume and margin all improve together.

- Value chain mapping
- Aggregation and offtake models
- Post-harvest loss reduction
- Traceability and standards

Capacity building

Training and institutional strengthening that leaves behind people and systems, not just a report.

- Farmer field schools
- Cooperative strengthening
- Staff and extension training
- Systems and SOP development

Agribusiness advisory & agricultural development

Agribusiness advisory

For processors, input suppliers, aggregators, cooperatives and agri-lenders.

THE PROBLEM WE SOLVE

Promising agribusinesses stall because the unit economics were never modelled, or because capital was raised against numbers no lender could verify.

WHAT WE DO

Build the operating and financial model, stress-test it against real procurement and yield data, and package the result into a strategy and an investment case.

WHAT YOU RECEIVE

Growth strategy, 5-year financial model, investment memorandum, market and pricing analysis, board-ready decision papers.

TYPICAL ENGAGEMENT

Six to twelve weeks for a strategy and model; longer where investor engagement or market testing forms part of the scope.

Agricultural development

For donors, foundations, NGOs, county and national government agencies.

THE PROBLEM WE SOLVE

Programmes are designed on assumptions that field reality quietly contradicts, and are then evaluated too late to change anything.

WHAT WE DO

Ground design in primary data, install a monitoring, evaluation and learning system that reports early, and support implementation teams on the ground.

WHAT YOU RECEIVE

Theory of change, logframe and MEL plan, baseline and endline studies, implementation support, independent evaluation reports.

TYPICAL ENGAGEMENT

Four to eight weeks for a design or evaluation; multi-year where we hold the learning function for a programme.

Value chain development & capacity building

Value chain development

For commodity programmes, offtakers and producer organisations.

THE PROBLEM WE SOLVE

Farmers grow well and still earn little, because losses, informal middlemen and quality rejection strip out the margin between the field and the buyer.

WHAT WE DO

Map every actor, cost and loss point in the chain, then redesign aggregation, storage, grading and offtake so more of the final price returns to the producer.

WHAT YOU RECEIVE

Chain maps and margin analysis, post-harvest loss assessment, aggregation and offtake model, traceability and standards roadmap.

TYPICAL ENGAGEMENT

Eight to sixteen weeks per commodity chain, with field enumeration across production, aggregation and market nodes.

Capacity building

For cooperatives, extension services, NGOs and corporate agri-teams.

THE PROBLEM WE SOLVE

Training is delivered once, to the wrong people, in a format nobody can repeat — so practice reverts within a season.

WHAT WE DO

Design curricula around the decisions people actually make, train trainers rather than audiences, and leave documented systems behind.

WHAT YOU RECEIVE

Curricula and facilitator guides, farmer field school rollout, cooperative governance strengthening, SOPs and competency assessments.

TYPICAL ENGAGEMENT

A full season for farmer training cycles; two to six weeks for institutional and staff capacity programmes.

04 · SECTORS WE SERVE

Specialist depth across Africa's productive sectors

Each sector carries a different risk profile, a different buyer and a different reason margins leak. We staff assignments with people who have worked that specific commodity.



Cash crops

Coffee, tea, cocoa, cashew, macadamia and horticulture for export.

Quality, certification and traceability decide the price. We work on grading discipline, compliance with buyer standards, and the real cost of getting a container to specification on time.



Food crops

Maize, rice, wheat, sorghum, soybean, pulses and vegetables.

Volume and post-harvest loss decide the outcome. We focus on aggregation, drying and storage, structured trade, and links to institutional and processor buyers.



Livestock & fisheries

Dairy, beef, poultry, small ruminants and aquaculture.

Protein demand is growing faster than the supply systems behind it. We work on feed economics, animal health delivery, cold chain and producer aggregation.



05 · OUR APPROACH

Every engagement begins with listening

We embed in the local context before we recommend anything, co-create with the people who will have to live with the decision, and measure what actually matters — so that interventions hold after we leave.

01 **Diagnose**

Field assessment, primary data collection and stakeholder interviews establish what is actually happening — not what the last report assumed.

02 **Design**

Options are co-created with clients and beneficiaries, costed, and tested against the constraints the system really has.

03 **Deliver**

Implementation with local teams, clear milestones and weekly visibility, so problems surface while they are still cheap to fix.

04 **Evaluate**

Independent measurement against baseline, an honest account of what worked, and a handover that keeps the gains in place.

How the work is actually done

OUR EVIDENCE STACK

Primary field data

Structured farmer and trader surveys, digital enumeration with GPS-tagged records, and enumerator quality control at source.

Market and price analysis

Farmgate-to-retail margin tracing, seasonal price series, and buyer requirement mapping against what producers can actually supply.

Financial and economic modelling

Enterprise budgets, unit economics, cost-of-production benchmarks and scenario analysis a lender or board can interrogate.

Participatory methods

Focus groups, value chain workshops and co-design sessions that surface constraints surveys never reach.

Monitoring & evaluation

Theory-of-change logic, indicator frameworks, baseline and endline measurement, and attribution that survives scrutiny.

HOW WE CONTRACT



Advisory retainer

Ongoing access to a named lead consultant for boards and management teams — typically 3 to 12 months, priced monthly.



Defined-scope assignment

A single study, strategy, design or evaluation with fixed deliverables, milestones and a fixed fee.



Embedded implementation

Our team works inside your programme or business for the duration of a delivery phase, reporting into your structure.



Training & facilitation

Curriculum design and delivery, trainer certification, or independent facilitation of stakeholder processes.

06 · WHO WE SERVE

Four kinds of client, one shared question: what will actually work here?

The sectors differ and the balance sheets differ, but the question in the room is always the same. We answer it with primary evidence rather than sector orthodoxy.

Agribusinesses & investors

Processors, input companies, aggregators, exporters and the funds and banks lending to them. They need defensible numbers and a growth path.

Government & public agencies

National ministries, county departments and parastatals designing policy, subsidy schemes or public investment in the sector.

Development partners & NGOs

Bilateral and multilateral donors, foundations and implementing NGOs who need design, measurement and independent evidence.

Producer organisations

Cooperatives, farmer groups and out-grower schemes seeking stronger governance, better aggregation and reliable offtake.



Recognition of long-service contribution to sector association leadership, Nairobi.

06 · CONVENING & POLICY

Trusted in the rooms where sector decisions get made

Consulting is only half of the work. SimpAgri's leadership sits on industry platforms, contributes to national agricultural finance and policy dialogue, and convenes the private sector, financiers and government around problems none of them can solve alone. That access is what makes our advice implementable rather than merely correct.

- **Policy dialogue**
  Technical input into national and county agricultural strategy and agri-finance processes.
- **Industry platforms**
  Board and committee service with sector associations and multi-stakeholder initiatives.
- **Convening**
  Design and facilitation of forums bringing producers, processors, lenders and regulators to one table.







Sector convening and stakeholder engagement, Nairobi · Irrigated rice scheme under assessment

07 · OUR IMPACT

What the work has added up to

Figures below are cumulative across SimpAgri assignments and the prior programme work of our senior team. Every number is traceable to a project record.

1M+

Farmers reached

Smallholder producers trained, surveyed or supported through programmes we designed or delivered

40+

Projects delivered

Advisory, design, evaluation and implementation assignments completed for private and public clients

11+

Countries

An operational footprint spanning Eastern, Western and Southern Africa

30%

Average income growth

Typical improvement in household income among beneficiary farming households at endline

> *Impact is not the number of farmers in a report. It is whether the farmer still uses the practice three seasons after the project vehicle stopped coming.*

07 · WHY SIMPAGRI

What sets us apart is not what we do — it is how

Plenty of firms can write an agricultural strategy. Fewer can write one that survives contact with a rural road, a delayed rainfall season and a cooperative committee meeting.

Deep local roots

We do not parachute in. Our consultants live and work in the markets they analyse, speak the languages of the value chain, and are still reachable after the contract closes.

Evidence-based practice

Every recommendation is grounded in primary data collection, documented analysis and field-tested method — never in a template borrowed from another geography.

Partnership mindset

We work alongside client teams rather than around them, and deliberately transfer method and tooling so internal capability grows during the engagement.

Agile and adaptive

Climate, market and policy conditions shift within a project cycle. Our designs carry explicit trigger points and alternatives rather than a single fragile plan.

Independent judgement

We tell clients when a proposed investment or programme design will not work. That candour is the reason our evaluations are accepted by third parties.

Systems view

We connect the farm, the processor, the lender and the regulator, because interventions that fix only one link rarely change the outcome for the producer.



Founder & Lead Consultant

THE TEAM BEHIND THE WORK

Led by a practitioner, not a presentation

SimpAgri was founded by a seasoned agricultural development professional whose career spans field implementation, agricultural finance, policy advisory and private sector development across Kenya and Sub-Saharan Africa.

That combination — academic rigour paired with grassroots experience — is deliberately built into the firm. Assignments are led by people who have run the programmes they are now asked to evaluate, and who have sat on the other side of the table when the financing decision was made. Around that core, SimpAgri assembles specialist associates by commodity and by country, so each team is staffed for the specific chain in question rather than from a fixed bench.

19+ years	Africa regional development experience
Multi-sector	Public, private and NGO leadership roles
Associate network	Specialists engaged by commodity and country

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08 · START THE CONVERSATION

Let's build the future of African agriculture — together

Whether you are an agribusiness preparing to scale, a development partner designing a new programme, or a public agency shaping policy — our team is ready to listen, diagnose the specific problem in front of you, and design something that works. Reach out for a discovery conversation: no obligation, no template proposal.

LOCATION
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