



REPUBLIC OF KENYA  
THE NATIONAL TREASURY AND ECONOMIC PLANNING

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CABINET SECRETARY'S TALKING NOTES DURING THE LAUNCH OF  
MURANGA COUNTY GOVERNMENT GUARANTEED MINIMUM  
RETURNS (GMR) FOR THE MANGO AND DAIRY SECTORS

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- I. GOOD AFTERNOON, EVERYONE;
- II. I TAKE THIS OPPORTUNITY TO THANK THE COUNTY GOVERNMENT OF MURANGA, LED BY DR. IRUNGU KANG'ATA AND YOU, THE FARMERS OF MURANGA ON THE LAUNCH OF GMR FOR THE MANGO AND DAIRY SECTORS
- III. YOU WILL AGREE WITH ME THAT THIS INITIATIVE IS ONE OF THE MOST TRANSFORMATIVE AGRICULTURE REVIVAL STRATEGIES THAT WOULD GREATLY TRANSFORM THE ECONOMIC FORTUNES OF MURANGA AND ITS PEOPLE
- IV. I AM HAPPY TO NOTE THAT THE INITIATIVE IS SPREAD ACROSS THE ENTIRE MURANGA COUNTY BOTH IN THE LOWER ZONES FOR MANGO FARMING AND DAIRY FARMING IN THE MIDDLE AND UPPER BELTS
- V. I AM EQUALLY HAPPY THAT THE COUNTY GOVERNMENT HAS PUT IN PLACE A WELL-ESTABLISHED FERTILIZER SUBSIDY AND INCENTIVE FUND TO BOLSTER GMR PROGRAMME AND BUILD UP ON THE TRANSFORMATION AGENDA. THIS AGENDA RESONATES WELL WITH THE GOVERNMENT'S BOTTOM-UP ECONOMIC TRANSFORMATION AGENDA THROUGH SUBSIDIZING PRODUCTION AND PROMOTING FOOD SECURITY
- VI. IT IS IMMENSELY ENCOURAGING THAT SO FAR 16,504 DAIRY FARMERS OUT OF THE POTENTIAL 19,254 FARMERS (86%) HAVE MET THE

REQUISITE CONDITIONS OF THE SUBSIDY PROGRAMME. I AM CONFIDENT THAT THE COUNTY GOVERNMENT IS PUTTING IN PLACE MEASURES TO ENSURE THAT THE REMAINING 2,750 FARMERS ARE NOT LEFT BEHIND IN UTILIZING THE SUBSIDY SUPPORT.

- VII. I AM AWARE THAT THE SAME BENEFITS ARE BEING FELT IN THE MANGO FARMING THROUGH TARGETED COOPERATIVE ORGANIZATION AND SENSITIZATION STRATEGY. I WISH TO ENCOURAGE ALL OF YOU TO CONSOLIDATE ON THESE GAINS AND BE PART OF OUR NATIONAL AND REGIONAL TRANSFORMATION AGENDA.
- VIII. AS GMR IS LAUNCHED TODAY, I ENCOURAGE FARMERS AND INDUSTRY PLAYERS TO FULLY UTILIZE THE SUBSIDY SUPPORT TOWARDS DOUBLING THEIR PRODUCTION AND ADD VALUE TO ATTRACT MAXIMUM RETURNS.
- IX. AS WE ROLL OUT THIS PROGRAMME, I WISH TO REMIND YOU THAT TODAY, CLIMATE CHANGE IS A REAL THREAT TO FOOD SECURITY AND NUTRITION, TO THIS END, I WISH TO ENCOURAGE YOU TO DIVERSIFY CROP PRODUCTION BY FOCUSING ON DROUGHT RESISTANT CROPS SUCH AS SORGHUM, MILLET, SWEET POTATOES, CASSAVA AND OTHER FRUIT TREES FOR DOMESTIC AND COMMERCIAL PURPOSES.
- X. I URGE THE COUNTY GOVERNMENT TO BUILD ON THESE AGRICULTURAL INVESTMENTS BY PROVIDING EXTRA SUPPORT IN TERMS OF TECHNICAL ASSISTANCE, AND FIELD EXTENSION SERVICES.
- XI. COGNIZANT OF THE GOVERNMENT COMMITMENT ON DIGITAL TRANSFORMATION AND CREATIVE ECONOMY, IT IS IMPORTANT THAT AS WE ROLL OUT GMR, LETS US ALSO LEVERAGE TECHNOLOGY IN FARMING BY DEPLOYING DIGITAL EXTENSION SERVICES AND TECHNOLOGY ASSISTED FARMING FOR QUALITY, COST MINIMIZATION AND MAXIMUM RETURNS;
- XII. ABOVE ALL, LETS TALK ABOUT THE MARKET. WE CANNOT TALK ABOUT PRODUCTION WITHOUT LINKING THIS TO THE MARKET. IN FACT, THE LOGIC IS THAT FARMING SHOULD, AND MUST, START WITH THE

MARKET. WITHOUT THE MARKET, WHAT IS THE SENSE OF PRODUCING? WE HAVE TO ASK OURSELVES HARD QUESTIONS SUCH AS:

- WHAT IS THE ROLE OF INDUSTRY IN VALUE ADDITION?
- WHAT ARE THE POTENTIAL MARKET SOURCES? BOTH LOCALLY AND INTERNATIONALLY? AND HOW CAN WE REACH THEM?
- HOW IS THE COMPETITION OUT THERE? AND HOW DO YOU DIFFERENTIATE YOURSELF FROM THE COMPETITION?
- HOW CAN WE LEVERAGE ONLINE MARKETING OF PRODUCTS FOR MORE VISIBILITY?
- WHAT ALTERNATIVE OR RELATED INDUSTRIES CAN THE COUNTY EXPLORE? COTTAGE INDUSTRY UNDER THE ONE VILLAGE ONE PRODUCT DESIGN?

**THESE QUESTIONS MUST BE EMBEDDED IN THE ENTIRE DESIGN OF OUR PROGRAMME**

- XIII. **LASTLY, I WISH TO ASSURE YOU THAT AS MURANGA COUNTY TAKES THE LEAD IN GMR, THE NATIONAL TREASURY AND ECONOMIC PLANNING COMMITS TO SUPPORT THE COUNTY GOVERNMENTS, FARMERS AND STAKEHOLDERS SHOULD WE BE CALLED UPON.**
- XIV. **I AM CONFIDENT THAT BY WORKING TOGETHER, WE SHALL TRANSFORM OUR PEOPLE AND COUNTRY. THIS GMR INITIATIVE IS A CLEAR TESTIMONY OF THIS VISION AND THE GOVERNMENT'S BOTTOM-UP ECONOMIC TRANSFORMATION AGENDA;**

**THANK YOU ALL**

**GOD BLESS MURANGA, GOD BLESS KENYA**

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