

Farm AFRICA

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Case Study: John Odhiabo

John Odhiabo is a 56-year-old farmer from the Kochogo location. Kochogo is an hour's drive from Kisumu, the second largest city in Kenya after Nairobi.

From his small farm John has to feed his family; two wives, eight children, five grandchildren and a number of other relatives he looks after.



There are currently two acres of the new variety of cassava under cultivation on John's farm. Speaking through an interpreter John said: "I was shown a number of new varieties on a demonstration plot but I decided to grow this one because of its potential high market value.

"That was two years ago and I have managed to feed my family and grow enough extra crop to sell at market. These last sales meant I could buy a cow and three sheep.

"My maize crop has been severely affected by the drought and strong sun but the cassava crop is ok, it is much more able to survive without water. Maize also needs fertiliser and has more insects and pests, whereas cassava requires only three weedings and no other inputs are needed. After seeing my success, other family members are starting to grow it now too."

John estimates that from the same amount of time spent he earns around 6,000 Kenyan shillings for three sacks of maize, which is about £40. He receives 10,000 Kenyan shillings for the same amount of cassava, around £65. He says with what is taken to feed his family, at around 20,000 worth of Kenya shillings, John's overall total gross profit is around 30,000 Kenya shillings – £193. He is very pleased; able to feed his family, sell at market, and send his children to school.