

Shamba Pride

January 2024



Project overview

Shamba Pride is tackling the logistical issue of providing quality and affordable agriculture inputs, services and information to smallholders by focusing on the agro-dealers (or agrovets) that they empower with digital services and a franchise network. It sources agri inputs directly from large manufacturers and provides them directly into rural areas, cutting intermediaries in the process.

Funding objective

EDFI AgriFI will invest USD 2 million together with Seedstars Africa Ventures who has committed an additional USD 1.7 million in equity. The financing aims at supporting the company to grow its current activities in Kenya and build additional services. The financing will enable the company to develop its franchise network and benefit from additional working capital to source agri inputs in bulk, which both will increase the impact in rural areas.

Investment rationale

EDFI AgriFI is willing to support Shamba Pride, a SME with high impact in rural areas, which requires appropriate long-term debt to scale up. By becoming the first long term debt provider alongside additional equity investors, EDFI AgriFI will contribute to support Shamba Pride to reach 200 000+ farmers by the end of 2025.

EDFI [AgriFI](#), the EU Agriculture Financing Initiative, is an impact investment mandate to unlock, accelerate and leverage sustainable investments in medium, small and micro agri-enterprises (MSME) that operate in developing countries, with a specific focus on smallholder's inclusiveness. AgriFI is managed by [EDFI Management Company](#) on behalf of the 15 European Development Finance Institutions (DFI).

AT A GLANCE

- **Investment/Project:**
Shamba Pride
- **Total AgriFI financing:**
USD 2m
- **Financial instrument:**
debt
- **Region:** Africa
- **Countries:** Kenya
- **Sector:** Agri SME
- **Allocation:** ACP Regional Window

ENVIRONMENTAL & SOCIAL ASSESSMENT

Based on Environmental and Social (E&S) risks/impacts the E&S risk category is **B**.

The E&S risks and impacts associated with this project are limited, site-specific, and can be readily addressed through generally accepted mitigation measures described in this document. Key E&S risks and issues relate to Shamba Pride E&S policy, HR management, and efficiency and pollution prevention.

<https://shambapride.com/>