

EU-BEEEP – Case Study Based on 2025 Annual Project Report

How EU-funded reforms are moving Kenya's horticulture into higher-value markets

From one firm to an export system

Faith Mumo used to sell her mangoes through marketing agents for about \$6 a kilo. Since September 2025 she has shipped the fruit abroad herself, at \$11 a kilo almost doubling what she earns per kilo¹. Her firm, Iviani Farm in Kenya's Makueni County, buys fruit from 10,000 smallholders and employs 100 people, nine in ten of them women and youth. The licence that let her export directly came through a programme paid for by the EU, that is the Business Environment and Export Enhancement Programme (EU-BEEEP), a €25 million, five-year EU investment running from 2023 to 2027 and aligned with the bloc's Global Gateway strategy and implemented by TradeMark Africa.



Her story is a small but telling part of a larger export reform effort.

Kenya grows world-class avocados and mangoes, yet it loses ground at the border to failed compliance audits, costly logistics and a thin business environment. Horticulture earned the country slightly over \$1.5 billion in 2024², but too much value still leaks between the farm, the packhouse, the inspection desk and the port. EU-BEEEP was designed around that diagnosis. It focuses on avocado, mango and vegetable value chains and supports work that makes exports possible including standards, port efficiency, access to finance and county-level business reforms. It is premised on the view that agricultural exports rise when producers improve the quality of their products, firms can prove compliance, SMEs can access working capital, policy environment is conducive and logistics systems can move fresh produce predictably, affordably and with less waste.

Where the EU-BEEEP has supported export supply hubs, the numbers moved

From the Makueni Export Supply Hub in Kenya's mango production county of Makueni, over 7000 supported farmers exported almost 5000 metric tonnes of fresh mangoes worth slightly over \$5.3 million, up from 4,000 metric tonnes valued at \$4.5 million the previous year³.

Iviani Farm earnings per kilo

\$11 /kg

Nearly double, up from about \$6

EU investment in BEEEP

€25m

Over five years, 2023–2027

Makueni hub mango exports

\$5.3m

Up from \$4.5m - about 5,000 tonnes

Producer jobs sustained

11,080

Up from 10,050

¹ Business Environment & Export Enhancement Programme: Annual Report for Year 3: 2025

² <https://english.news.cn/20250114/6d173f4379504379a29be03ea054fd8e/c.html>

³ Business Environment & Export Enhancement Programme: Annual Report for Year 3: 2025



European Union



The improvement was as a result of training of farmers in climate-smart, inclusive and export-oriented production; mango quality standards and pest and disease management; and deployment of 15,000 fruit-fly traps⁴ to 3,800 farms.

Certification is converting farmers into credible suppliers

Certification is doing similar work, even though most of it is ongoing. In the last year, the programme trained over 2,900 farmers -45% of them women- on GLOBALG.A.P. standards, and certified eight producer groups with another 25 now working towards compliance. Over the same year, exports under its third-party assurance scheme reached over 3,300 tonnes of avocados, mangoes and vegetables worth about \$4.8 million, roughly double the tonnes in 2024 (ibid). Producer jobs sustained along the chain rose to 11,080, from 10,050.

Logistics and SPS reforms are protecting market access

Behind the farm gate gains, is ongoing structural work on especially logistics. At Mombasa Port, the first phase of new signage, yard markings, smart gates and service-level agreements is near completion and is expected to trim truck turnaround by about 5%. The National Logistics Policy was finalised, setting the pathway to shift 50% of fresh produce exports from air to sea and rail by 2030, which is cheaper, and far less polluting. **And by helping Kenya's plant-health authority pass a mock EU DG SANTE audit on False Codling Moth** ahead of formal inspections, the programme helped safeguard an industry that supports roughly 300,000-plus jobs.

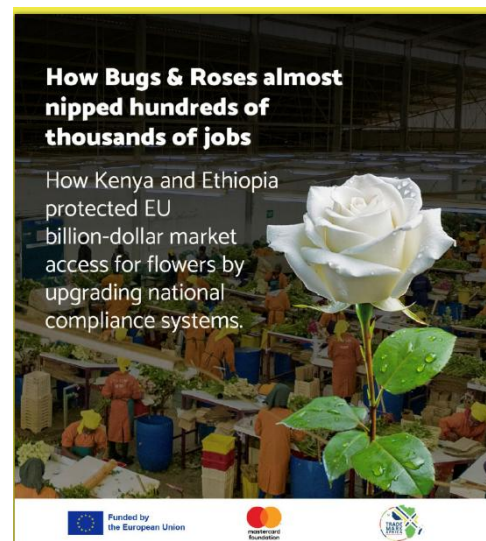
The gains compound when firms, farmers and systems connect

Gaute Fresh shows how these pieces compound. A small avocado exporter that shipped under 10 tonnes, worth less than \$27,000, between 2022 and early 2024, it was cut off from premium markets by unregistered brokers and poor traceability. Linked to EU-BEEEP-trained farmer groups, it has since exported 100 tonnes to the Gulf, grown from six staff to 76, and won interest from buyers in Europe and UK, as its contracted farmers move through certification⁵.



Paul Gaute, proprietor of Gaute Fresh, during a past interview session

In 2026, EU-BEEEP plans to extend hubs to Murang'a and Nakuru counties, release a first tranche of SME credit through the EASETRADE, a blended-finance facility designed to address persistent liquidity challenges facing small and medium-sized enterprises (SMEs) in East Africa, and that is being rolled out by TMA's commercial arm Trade Catalyst Africa.



⁴ Pest-control devices used to attract, capture and monitor fruit flies, which damage fruit crops such as mangoes and can trigger export-market restrictions.

⁵ Business Environment & Export Enhancement Programme: Annual Report for Year 3: 2025