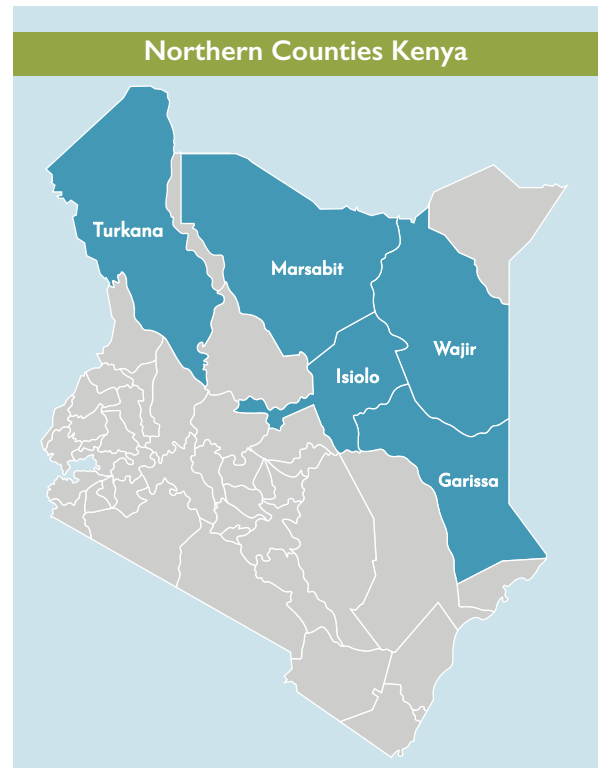


The Feed the Future Kenya Livestock Market Systems Activity studied the effect of the pandemic on 168 businesses in a wide range of industries across 5 counties in Northern Kenya.

The study took place between May-June 2020.



Our research indicates that

52%

reported disruption
of logistics

93%

of businesses
were affected

81%

don't have cash
to last 3 months

95%

get COVID information
from TV and radio

77%

reported loss
of customers

24%

reported compound stress
from locusts, banditry,
drought, and floods

Businesses are struggling and adapting by

Delivering products
direct to customers

51%



Direct marketing to
customers

37%



Reducing operating costs

29%



And with the right support, businesses will continue to improve with

Government

- Tax relief & concessions
- Stimulus packages/credit guarantees
- Health protection & safety
- Gender-specific funding for MSMEs
- Policy reviews to address COVID-19 disruptions

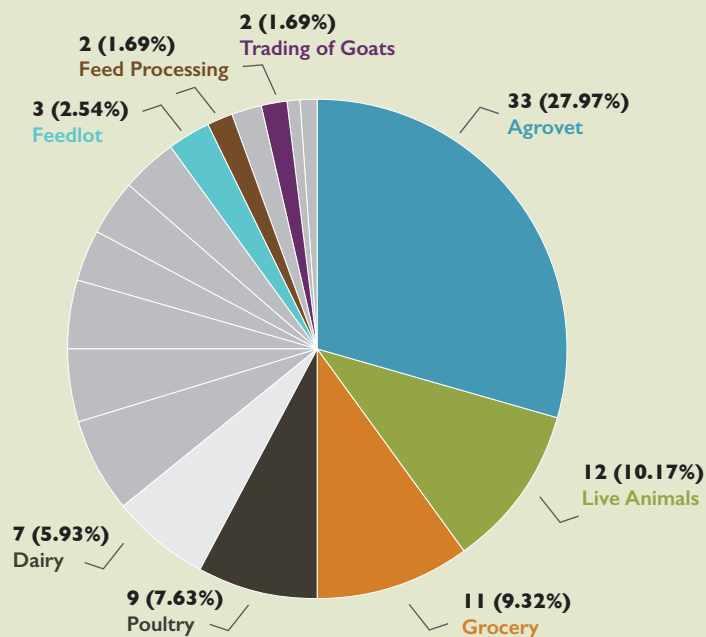
Private Sector

- Affordable & negotiable credit tenor
- Marketing platforms
- Partnerships
- Innovation and technology transfer
- Supply credit & timely payment for MSMEs deliveries

Development Actors

- Grant funding
- Technical assistance support
- Social infrastructure investment
- Support to MSMEs
- Acceleration initiatives

Count of Number of Businesses by Business Sector



“The County government stopped collecting revenue from livestock and fresh produce markets and waived some charges, especially access to health & water services.”

- KII Participant

“Government should initiate stimulus packages and allocate sufficient funds so businesses... can reignite.”

- County Government Official

[Link to larger report](#)