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**

![Pie chart showing distribution of businesses by sector]

- Agrovet: 33 (27.97%)
- Live Animals: 12 (10.17%)
- Grocery: 11 (9.32%)
- Poultry: 7 (5.93%)
- Dairy: 6 (5.24%)
- Feedlot: 3 (2.54%)
- Trading of Goats: 2 (1.69%)
- Feed Processing: 2 (1.69%)

---

“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]