

Climate Information Prize Winner

Mukingi CBO Cereals, Pulses & Grass Seed Production Business



Prize:

Wazo Prize

Award date:

April 2016

Target area:

Kitui County

Interested in partnering?

Contact:

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MUTOMO- KITUI –MWINGI

CLIMATE INFORMATION USERS

CBO

Mukingi CBO specialises in production of cereals, pulses and grass seeds and sale of the same. The business is compounded by producing cereals. Following a triangular approach, our strategy interprets the seasonal forecast issued by the meteorological department into farm level investment decisions which match the probability indications of the forecast.

Climate informed marketing methods are used for cereals, pulses and grass seeds in relation to the seasonal consumption patterns and also match the same to climate forecast for purpose of optimizing returns. The marketing approach takes the form of strategic hedging prices negotiated way ahead of the growing season immediately upon announcement of the seasonal forecast by the Meteorological Department. The mixture of climate informed production and marketing guarantees profitability. Following this approach, we envisage business growth in our business.

About the Climate Information Prize (CIP)

CIP awards cash prizes to incentivise the development of innovative solutions and make climate information more accessible and useable for vulnerable individuals, households and communities. CIP is funded by UK Aid and works in partnership with the Kenya Meteorological Department.

Find out more on www.climateinformationprize.org or follow us on Twitter @CIPrize