

**Press release:**

**Strathmore University Launches the Strathmore Agri-Food Innovation Centre:  
Catalysing Data-Driven Insights for Food Systems Transformation in Africa**

**Nairobi, May 14<sup>th</sup>, 2024** – Strathmore University is proud to announce the launch of the Strathmore Agri-Food Innovation Centre (SAFIC), a pioneering initiative aimed at driving sustainable agricultural growth and innovation across Africa through data-driven solutions and private sector collaboration.

Agriculture is the backbone of Africa's economic development, providing livelihoods and ensuring food security for millions. Despite its critical role, addressing data gaps for informed decision-making remains a challenge in the agri-business sector. SAFIC emerges as a beacon of change, committed to co-designing evidence-based interventions that foster sustainable agricultural growth and innovation.

“At SAFIC, we recognize the transformative potential of data-driven solutions in unlocking the full capacity of agriculture,” said Prof. Simon Wagura Nderitu, Principal Investigator of the Strathmore Agri-Food Innovation Centre. “Our aim is to enhance visibility and efficiency across the agricultural value chain, bridging gaps between stakeholders and facilitating informed decision-making.”

During the launch, the following key aspects were highlighted:

**Private Sector Leadership:** SAFIC demonstrated its pivotal role in driving private sector-led, government-supported, and farmer-centric agricultural transformation. Leaders from various sectors acknowledged SAFIC's commitment to fostering collaboration and innovation within the agri-food industry.

**Unveiling a Data Community of Practice (CoP):** The launch emphasized the critical need for multi-sectoral collaboration in bridging data gaps and providing evidence-based decision support. The establishment of the Community of Practice (CoP) on Agri Markets Data for Investment & Growth (AMDIG) showcased SAFIC's dedication to facilitating knowledge sharing and partnerships.

**Innovative Business Advisory Services:** SAFIC showcased its commitment to developing tailored business advisory services that empower small-scale agri-businesses to scale and thrive. Attendees learned about innovative approaches aimed at enhancing market access, risk management strategies, and capacity development for sustainable growth.

During his keynote address at the launch, Dr. John Kanyuithia Mutunga, Chair, Agricultural Committee, National Assembly, emphasized the critical role of credible data in shaping policy decisions for enhanced market linkages within the agricultural and livestock sector.

“Today's launch of SAFIC is timely, emphasizing its potential to drive evidence-based decision making and foster transformative developments across agricultural markets,” said Dr. Mutunga.

Central to SAFIC’s mission is the establishment of a Community of Practice (CoP) on Agri Markets Data for Investment & Growth (AMDIG), fostering knowledge sharing and partnerships among government entities, private sector players, producers, research institutions, and development partners.

Dr. Vincent Ogutu, Vice Chancellor of Strathmore University, assured attendees that Strathmore is a trusted partner committed to giving back to the community. He expressed his delight that the center will not only create value for the country but also for the continent at large.

“The launch of SAFIC and the AMDIG CoP represents a collective effort towards sustainable inclusive agricultural transformation,” said Dr. Ogutu. “We invite stakeholders to join us in co-developing solutions, exchanging best practices, and charting a course towards resilient and innovative food systems in Africa.”

**Photo Caption:** From left to right: Dr. Vincent Ogutu, Vice Chancellor, Strathmore University, Prof Izael Da Silva, Deputy-Vice Chancellor, Research and Innovation, Strathmore University, Dr. Agnes Kalibata, President, AGRA - Sustainably Growing Africa's Food Systems., and an official from AGRA



**Notes to Editors:**

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**About SAFIC**

SAFIC is an African-led center of excellence at the Strathmore University Business School (SBS) that seeks to empower, enable and scale agri-food innovations, and enhance the competitiveness of food systems across Africa. SAFIC is driven by a clear mission to enhance the transformation of the agriculture and agri-food sector in addition to facilitating and supporting innovation within strategic areas of the sector. We aim to establish a vibrant ecosystem of collaboration, innovation, and knowledge sharing by fostering partnerships and networks across Africa. By embracing cutting-edge technologies, a strong bias for data-driven insights, and adopting interdisciplinary approaches, we will contribute significantly to Africa's journey towards achieving food security, sustainable development, and economic prosperity. Further, through knowledge transfer and capacity building, local stakeholders will gain the necessary skills and expertise to implement innovative practices, ensuring long-term enablement and data scaling in the agri-food sector.