



2009 AWARD Fellow  
**Anne Gichangi**

<b>Position:</b>	Agricultural economist
<b>Institution:</b>	Kenya Agricultural Research Institute (KARI)
<b>Country:</b>	Kenya
<b>BSc:</b>	Agricultural Economics, Egerton University, Kenya, 2005
<b>Mentored by:</b>	Dr. Margaret Ngigi, Senior lecturer Department of Agricultural Economics and Agribusiness Management Egerton University, Njoro, Nakuru, Kenya

*"I will impart marketing skills to women traders to be able to overcome barriers (which may be both cultural and structural) to the acquisition of skills which may earn them higher profits."*

Anne Gichangi is an agricultural economist working with KARI. Her research interest is marketing of agricultural produce. She is writing her final MSc thesis on the structure, conduct and performance of sweet potato marketing in Kenya.

Gichangi, 44, says she enjoys the quick wins of working with horticultural crops: with a little input, farmers can harvest three crops per year. However, they have challenges marketing their increased produce. "Small-scale farmers face massive exploitation from the traders because they lack bargaining power caused by low economies of scale," says Gichangi.

Gichangi wants to change that. In 2007, Gichangi, a mother of two children, decided to go back to university to study agricultural marketing. While completing her thesis, she is helping sweet potato farmers in Kenya's Rift Valley province to form marketing cooperatives through a project funded by the Alliance for a Green Revolution in Africa. "I'll feel really good when their lives are transformed by being more economically empowered," says Gichangi.

Gichangi is feeling good about progress in her own career as an AWARD Fellow. "I have gained more confidence and I have a better strategy of how to plan my career. I want to help the poor and combat food insecurity in Kenya. During the AWARD orientation workshop, I learned that, to progress in my career, people skills are just as important as scientific skills."

*Gichangi is one of 180 African woman scientists who have won an AWARD Fellowship. AWARD is a professional development program that strengthens the research and leadership skills of African women in agricultural science, empowering them to contribute more effectively to poverty alleviation and food security in sub-Saharan Africa. For more information, please visit [www.awardfellowships.org](http://www.awardfellowships.org)*