



ACRE Africa

Role of Stakeholders in Agricultural Insurance
Rahab Kariuki, May 2017

About ACRE Africa

- **Micro-insurance product designer** linking stakeholders to agricultural insurance through localized solutions to reduce climate risks
- **Licensed insurance intermediary**, supporting local insurers to offer smallholder-focused insurance across value chains
- Offices present in **Kenya, Rwanda and Tanzania**
- 32 professional staff with expertise in Insurance, Agriculture and Veterinary Sciences, Actuarial Science, Marketing, Strategy and Finance

Founder



Impact Investors



Challenge 1: “Insurance is sold not bought”, but farmers do not trust insurance sales men.

- Our first challenge in 2009
- Regulatory framework does not allow unlicensed parties to distribute insurance
- Applied for an exemption in Kenya to allow agro input shops



Roles played by Agro-input shops:

1. Premium aggregation
2. Product Information
3. Registration of insured
4. Hold a physical master policy document for reference

Challenge 2: Farmers do not want to buy insurance alone

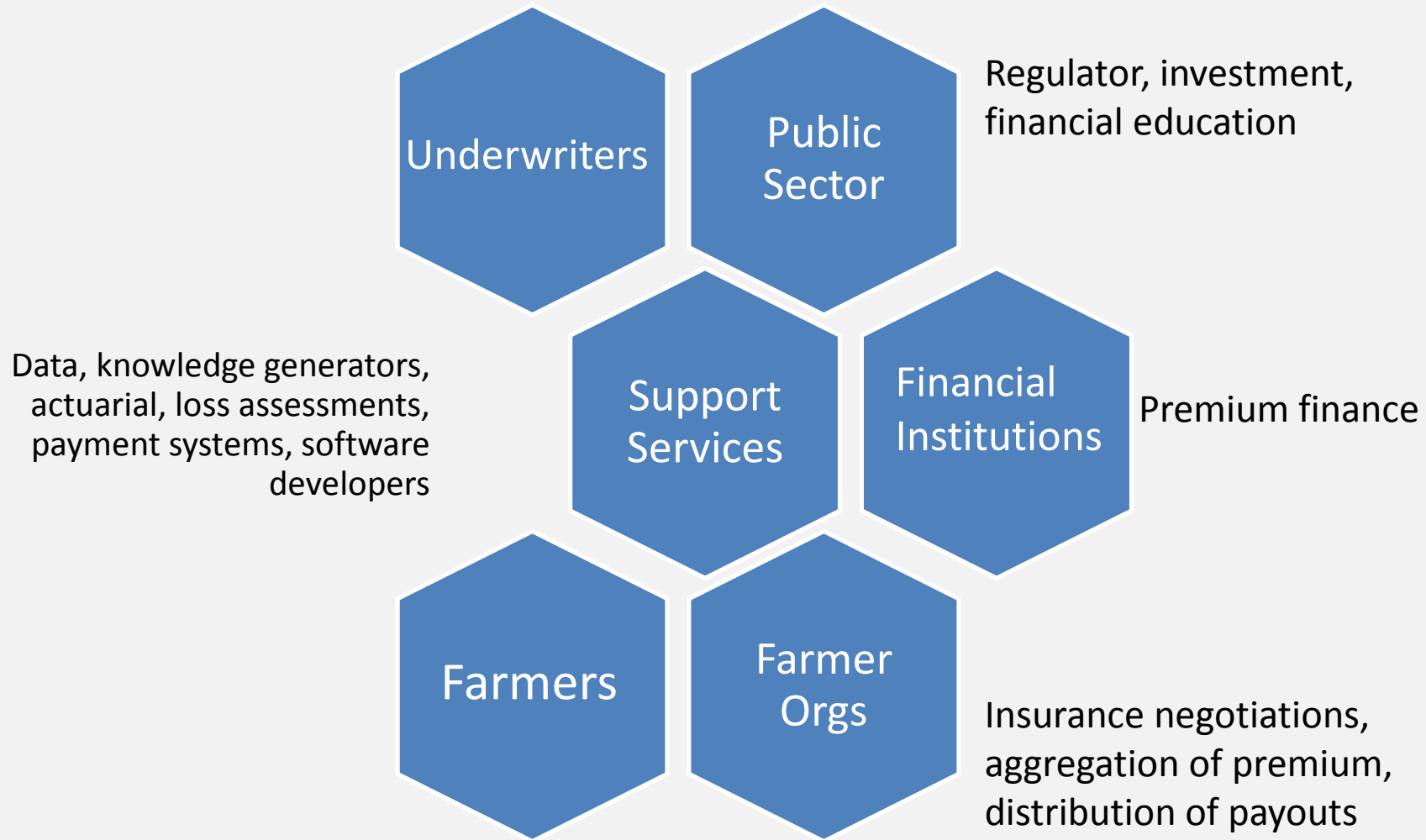
Insurance faces a challenging barrier. Micro-insurance (pay out later) is a harder sell than micro-credit (get money now).



We have partnered with VFI's 3in1 program to enable farmers unlock potential of their businesses. We identify aggregated groups that do not have access to credit and link them to VFI's network of MFIs.

Other stakeholders in insurance distribution are: input companies, offtakers, farmer associations, mobile companies, climate information services,

Summary of Roles of Stakeholders in Index Insurance





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