



TANA RIVER
GREEN HEART

Transforming lives
Spurring economic growth
Sustaining nature values



The Rationale

The Tana River Delta is a mosaic of various ecosystems, including riverine woodlands, oxbow lakes, swamps, open water, river channels, mangrove forests and grassland. These varied habitats host many animal and plant species, earning the Delta recognition as an internationally acclaimed biodiversity hotspot: Ramsar Site (wetland of international importance), Key Biodiversity Area (KBA), and Important Bird Area (IBA). Most local communities also depend on the Delta for their livelihoods through farming, pastoralism, fishing and tourism.

Over the years, natural resource use conflicts, population increase, competition for land and land-based resources and encroachment of the Delta's fragile ecosystems have contributed to its degradation, threatening its unique biodiversity and community livelihoods.

A Sustainable Pathway

In 2011, the Tana River Delta Land Use Plan, an agreed framework to guide the management of land and natural resources at the Delta, was developed. Now in its implementation phase, the land use plan seeks to protect the unique environmental qualities of the Delta and achieve a balanced approach towards sustainable development. Water lies at the heart of the Tana Delta. All economic activities in the area rely on the continued flow of River Tana. Wise use of water, land and other natural resources holds the key to a sustainable future of the Delta.



The Tana River Green Heart

Based on the Tana River Delta LUP recommendations, the Tana River Delta Green Heart Project emphasizes preserving critical relationships between communities, natural resources and biodiversity to strengthen economic activity, reduce poverty, improve human welfare and protect the environment.

The Tana River Green Heart Project seeks to enhance biodiversity protection, promote conservation-linked enterprises and develop green value chains.

The Tana River Green Heart Project offers a vision for the future and a means of achieving this goal within the next thirty years. This project is a collaboration between the Tana River and Lamu County Governments, national agencies and international partners to:



Create wealth in a sustainable manner



Safeguard vital wetlands and other habitats in Tana River Delta



Boost the livelihoods of the 120,000 Tana River Delta inhabitants

Objective

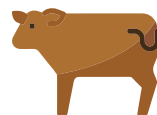
Promote the sustainable production, processing, and marketing of products from the Tana River Delta to create wealth and employment, improve local community welfare and livelihoods, and enhance biodiversity conservation.



The Tana River Green Heart Project has two elements; a **Green Heartland (the entire Tana Delta, measuring 130,000 ha)** and an **industrial estate.**

The Green Heart Targets

These activities will create more than **19,000 jobs** and generate more than **KES 8.7 billion**, with profits of **KES 2.5 billion** annually.



20,000 Ha

of dedicated grazing land for beef cattle rearing



5,000 Ha

for vegetable production in 80 communal and private farms



3,000 Ha

for rice growing



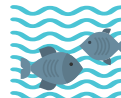
2,000 Ha

for fruit farming



175,000 Ha

for community wildlife conservancy and tourism investment



Extensive aquaculture and beekeeping

Value Addition and Processing

Tana River Green Heart Project will establish a 60 Ha pilot Green Industrial Park, ideally located close to the Malindi - Garissa Road near Garsen town. Once fully developed, the park will position the Tana Delta as a competitive agro-business hub in Kenya and beyond.

The Green Industrial Park will feature:

- Modern supporting infrastructure and basic amenities;
- Good access roads;
- Ample go-down construction and parking space, and
- Secure surroundings.



Investment Opportunities

Investment opportunities in the Tana River Delta exist in primary production, value addition and processing.

In Primary Production

Rice Farming: The Tana River Delta offers scope for substantial rice production under the Tana Delta Sustainability Board, with appropriate investment in water supply and effective management and maintenance of flood protection dykes and levees. Private investors and local farmers would then be encouraged to undertake rice farming.



Investment opportunities

Rice farming, supply of seeds, implements and irrigation technologies.

Horticulture: A study conducted in 2018 indicated a considerable potential for small-scale irrigation schemes operated by local farming cooperatives in the Tana Delta. A variety of horticultural crops are suitable for cultivation in the Delta. They include tomatoes, onions



and chillies. Demand for fruits and vegetables exists in local markets in Witu, Lamu, Garsen and Malindi, and further afield in towns along the coast road to Mombasa.

Investment opportunities

Production, of high-value vegetables, supply of seeds, implements and irrigation technologies.

Livestock rearing: Currently, the Delta hosts an estimated 200,000 head of cattle during the rainy season. The Tana Green Heart Project will establish 20,000 hectares of dedicated grassland for premium-grade cattle grazing. This area will progressively be managed for between 5-10 years with the capacity to fatten 50,000 head of cattle annually. An abattoir and meat processing facility will be put up near Garsen. Meat products from the Tana Delta will be marketed under an exclusive brand name to attract premium prices. Other livestock, including cattle, raised outside the core area would also form part of the overall marketing initiative.



Investment opportunities

Beef cattle rearing, supply of veterinary products.

Investment Opportunities

In Value Addition & Processing

Fruit Processing: Tana River County is a major producer of mangoes in Kenya. Several varieties of bananas also grow in the county.

Investment opportunities

Juice processing, canning, drying, packaging and distribution.



Sunflower: Sunflowers can grow in less fertile and semi-arid areas and are commonly inter-cropped with or used as a rotational crop for cereals. Sunflower is an oil seed crop, a good source of premium-grade edible vegetable oil. Many consumers worldwide are turning to sunflower oil as a healthier cooking option. Sunflower is also a good source of protein for animals. It is one of the key ingredients used in the manufacture of animal



feed. Demand for sunflower for edible oil production currently exceeds supplies. With its conducive soils and ideal climatic conditions, the Tana River Delta offers potential for sunflower cultivation.

Investment opportunities

Sunflower cultivation, edible oil extraction, processing, packaging and distribution

Soybeans: Soybeans can be grown in tropical areas as one way of enriching soils. The Kenya Agricultural and Livestock Research Organization (KALRO) has developed a variety suited for the Tana River Delta. Soybeans are ideal for inter-cropping with other traditional crops and have market value for food and fodder.



Investment opportunities

Soybean processing

Sesame: This is a crop well adapted to the East Africa warm climate. Sesame is one of the oldest commercial oilseed crop with an oil content of 48-55%, the highest of any oil crop. Sesame thrives under moderate rainfall of 300-600mm, is resistant to drought and can yield good harvests when soil moisture is adequate. This makes it a perfect agribusiness venture during the short rain seasons. Sesame hay, if dried correctly, can be used to fodder livestock.



Investment opportunities

Sesame seed processing, edible oil extraction

Community Conservancy: The establishment of an Indigenous Community Conservation Area (ICCA) within the Delta offers an opportunity for developing ecotourism based on its unique biodiversity and status as a Ramsar site (wetland of international importance). Visitors can enjoy birdwatching, wildlife viewing, boat rides, cultural tours, among other recreational activities.



Investment opportunities

Ecotourism, hospitality and catering

Other Investment Opportunities

The Tana River Green Heart Project will provide additional investment opportunities in:

- Fisheries;
- Beekeeping;
- Trading and marketing, and
- Transportation and other support services.



Investment Opportunities

Marketing

A dedicated marketing team promoting the Tana River Green Heart brand will assist in product sales and distribution across Kenya and internationally.

Finance

Financial viability of the Tana River Green Heart Project will be underwritten by the County Government of Tana River and its financial partners including national banks and ethical investment funds.

Sustainable Development

The project will embrace the latest concepts in financing for sustainable development, including plans to draw down international loans from Climate Fund, the creation of Green Bonds and assistance from Kenya's international business partners.

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The background of the slide is a photograph of a field of eggplants. In the foreground, several dark purple eggplants are visible, some still attached to their green, lobed leaves. The plants are growing in a field, and the background is slightly blurred, showing more vegetation and a hint of a structure in the distance. A semi-transparent dark green rectangular box is positioned on the left side of the image, containing white text.

Invitation to **Investors, Companies and Entrepreneurs**

The promoters of the Tana River Green Heart Project have committed time and resources to background research and are fully confident in its future success.

They are well aware that private investors and companies choosing to invest in the Tana River Delta in the first year of the project existence will take on higher level of risk than those who respond later.

Incentive for **Early Investment**

Preferential conditions will be awarded to companies, community groups and individual entrepreneurs who take up the investment opportunity in the first year.

Every organization entering into a formal agreement to invest in 2023 will be placed in the register of the Tana River Green Heart Project and given preferential treatment for a minimum period of two years over other competitors. This will include free marketing of products on the Tana River Green Heart website and through Trade Fairs and related campaigns.



Investor Eligibility Criteria

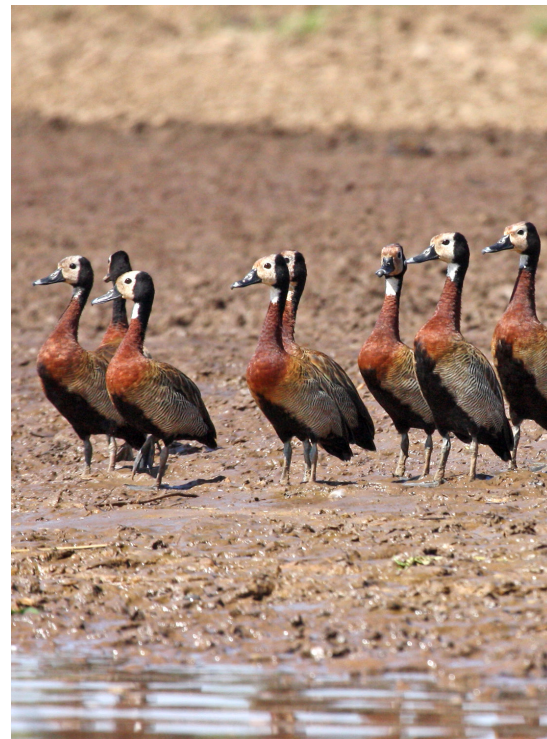
All prospective green investments should comply with the Environmental Management and Coordination Act (EMCA) environmental (impact assessment and audit) regulations. Investment opportunities will be subject to environmental, social and governance assessments and evaluations as proposed in the Tana River Delta Strategic Environmental Assessment and Land Use Plan.

Envisaged investments should:

1. have an annual water demand not exceeding 2 million cubic meters;
2. create more than 100 full-time jobs for locals;
3. extend to special features of habitat and settlement as identified in the land use plan;
4. not lead to the displacement of more than five homesteads, and
5. not disrupt the livelihood of more than 100 people.

In addition, the green investments in the Delta should:

- enhance landscape restoration;
- promote climate-smart production;
- supports agro-forestry;
- promote biodiversity conservation;
- comply with existing law, and
- comply with national and international sustainability principles.



Confirm your Interest

To confirm your personal, company's or organization's interest in being part of the Tana River Green Heart Project, please contact the Green Heart Secretariat or the Director Trade, County Government of Tana River:

Phone: +254 701 194036

Email: greenheart@naturekenya.org

Or visit the **Tana River Green Heart Project Office located at Ardhi House, Hola.**

All inquiries will be treated in strict confidence.

An information pack and free copy of summary report detailing the business case and rationale for the Tana River Delta Green Heart Project is available on request.

Project Partners



About Tana River Delta

Tana River Delta straddles Tana River and Lamu counties. The Delta comprises a vast patchwork of palm savanna, seasonally flooded grasslands, forest fragments, acacia woodland, lakes, marine wetlands and the river itself. Tana River Delta is internationally recognized as a wetland of global importance. The area harbours high biodiversity due to its rich and diverse habitats.

Over 120,000 people living in the core of the Delta depend on River Tana for livelihood. Farming communities practice agriculture on the receding lake edges. Pastoralists use the Delta's wetlands as dry season grazing grounds for their livestock. Fishing communities are dependent on lakes and watercourses for fish supplies.

Over the years, resource use conflicts in the Delta have escalated as demand for competing land uses, natural resources, conservation and community interests have intensified. A participatory land-use planning process was initiated in 2011 to promote regulated access, wise use and improved rangeland management in the Tana River Delta. The Tana Delta Green Heart Project is designed to deliver the preferred strategy set out in the Tana River Delta Land Use Plan (2014).





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