

Creating efficiency in input ordering, extension and market linkages

Gladys Kahindo, VIAZI KINGS LIMITED, NAIROBI, Kenya

Initiative Objective

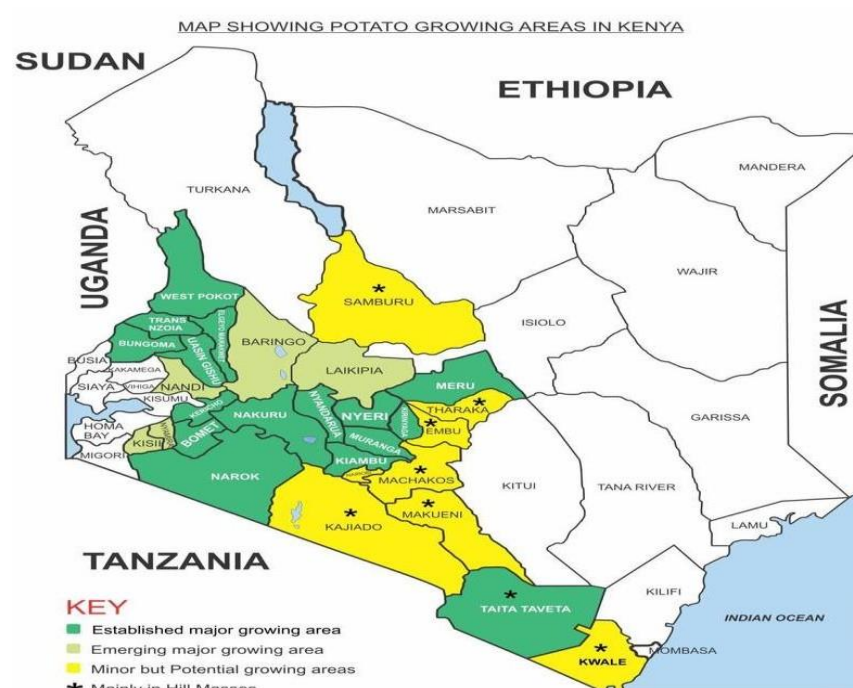
Low potato productivity and poor quality continue to persist mainly because farmers lack sufficient information on recommended inputs, effective application regimes and proper crop management practices. In addition, limited storage facilities, lack of collective marketing, and weak linkages to markets have led to high transaction costs and low farmer bargaining power. Farmers also package the potato in mixed varieties and different sizes which lower the quality of potatoes and make them inappropriate for processing and specialized utilization. To address the challenges, the initiative aims at aggregation and collective procurement of inputs, reduced transaction costs through provision of logistics services in input delivery to farmers and ware potato delivery to markets, and provision of extension services for increased productivity and profitability.

Activities & Progress

The company is working with the National Potato Council of Kenya (NPCK) through an e commerce ecosystem known as Viazi Soko in inputs procuring and distribution. From that, a total of 900 farmers from all potato producing counties purchased 170.5 tonnes of certified seeds in 2021. Provision of logistics services at reduced costs has positively impacted the postharvest management process. Contract farming has greatly benefitted potato farmers because of reliable markets and better prices. Through that 300 farmers have been supported with a target of 5,000 farmers in the next two years. Conversely, Viazi Kings has benefited through consistent supply of quality potatoes and in the required quantities.

Impact

The distribution of quality certified seeds has led to increased yields per ha and reduction in diseases risk. About 5,000 farmers have been supported to sell their produce leading to increased profitability and a reduction in market unavailability. Employment opportunities have been created in; aggregation, sorting and grading of potatoes and majority of potato farmers can now access quality inputs and use them appropriately with minimal wastage and environmental pollution.



Sources; MOAL& F National Potato Strategy 2021- 2025

This Poster has been presented with the support of the Irish Department of Agriculture, Food and the Marine

