



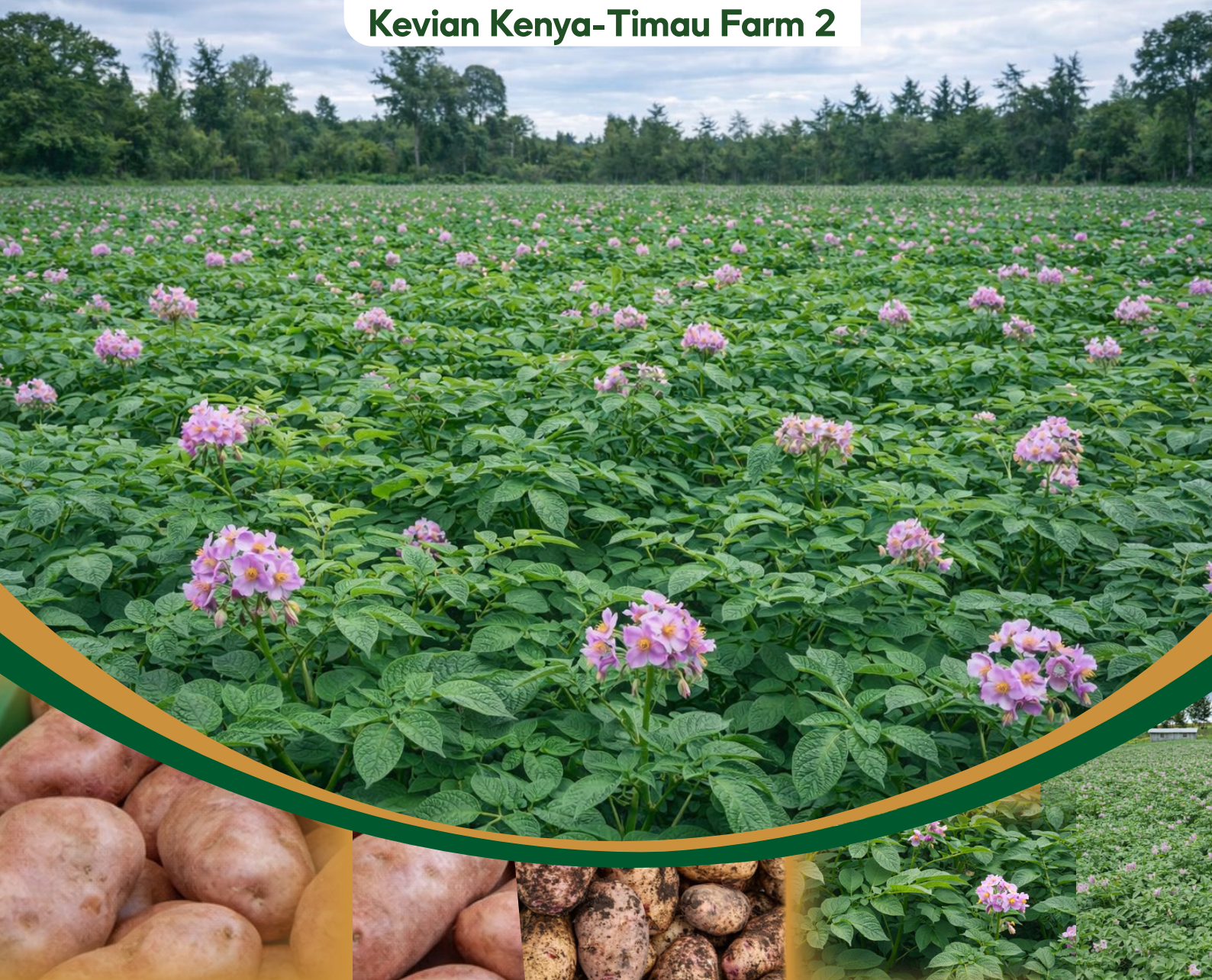
REGIONAL POTATO FAIR & INTERNATIONAL DAY OF POTATO 2026 CELEBRATION

Theme: Where potatoes grow, livelihoods flourish

GUIDE BOOK

29th May 2026.

Kevian Kenya-Timau Farm 2



Message from Chairman, National Potato Council of Kenya

Dear Participants,



The International Day of Potato is a global event that has been held annually since 2024, recognizing the vital role of potato in ensuring food security and nutrition, improved livelihoods, and economic development. This year's celebration brings together government institutions at both County and National levels, private sector players, development partners, farmers, researchers, policymakers, private sector players, development partners, and other stakeholders to highlight innovations, opportunities, and the contribution of the potato sector to Kenya's agricultural transformation.

Potato is the second most important food and cash crop in Kenya after maize, occupying a prime position in ensuring food security, poverty eradication, and contributing to economic development. The industry benefits over 1.3 million smallholder farmers, employs 3.5 million people along its marketing channels, and contributes over KES 70 billion to the national economy.

Ladies and gentlemen, I wish to welcome you all to the International Day of Potato (IDP) 2026. This event is a key milestone for the potato industry, as it provides an important platform to recognize the resilience and value of the potato in supporting livelihoods both in rural and urban set ups. This year's theme, 'Where potatoes grow, livelihoods flourish,' reminds us of the powerful role that potato continues to play in the lives of our many small holder farmers and our lives in general. The objectives of this event are;

- Creating awareness and celebrating International Day of the Potato
- Showcasing investment opportunities and facilitating business linkages
- Promoting exchange of technologies, innovations, and best practices
- Provide updates about the WPC 2026 that will be hosted in Kenya in October 26th – 30th, including partnership creation
- Strengthening partnerships for structured production and marketing
- Status of the implementation of Crops Irish Potato Regulations 2019

I am delighted to join you during this year's International Day of the Potato celebrations, which provide a valuable platform for meaningful discussions on the challenges facing the seed potato sub-sector, available investment opportunities, and the critical role that potato plays in fighting hunger and reducing poverty in Meru County and Kenya at large. This event also offers exhibitors an excellent opportunity to showcase new technologies, innovations, and best practices in the potato industry that farmers can adopt to improve potato production and productivity. I am confident that today's engagement will create new business opportunities, provide practical solutions to farmers' production challenges, and strengthen collaboration among stakeholders toward achieving the overall goals of the potato industry. On matters of policies and regulations, our regulators, Kenya Plant Health Inspectorate Service and Agriculture and Food Authority, will provide updates on the current status of the sector, where we aspire to go, and the collective actions required to achieve a more organized, productive, and sustainable potato industry.

I wish to appreciate support from NPCK partners and sponsors who have helped bring this event into a success. We are thankful to the Ministry of Agriculture and Livestock Development (MoALD), AGRA through the KSPI project, FAO, Agriculture and Food Authority (AFA), aak Grow, CIP and XXX. Also special thanks to the organizing committee of the IDP led by NPCK team through the CEO, all organizations who have helped raise awareness about the potato and the IDP, and to all NPCK partners who have been actively involved in supporting such initiatives. Let us continue working together to grow and transform the potato industry.

Ladies and gentlemen, welcome again to the International Day of Potato 2026, let's learn from each other and implement. Thank you.

PROF JOHN NDERITU
CHAIRPERSON,
NATIONAL POTATO COUNCIL OF KENYA

Message from CEO, National Potato Council of Kenya

Dear Members, Partners, farmers and Friends of the Potato Industry,

CEO Speech – Eastern and Central Region Potato Fair & International Day of Potato 2026

Dear Members, Partners, Farmers and Friends of the Potato Industry,

It gives me great pleasure to welcome you all to the Eastern and Central Region Potato Fair 2026 here in Meru County. This important regional event brings together farmers, cooperatives, agribusinesses, researchers, county governments, development partners, financial institutions, processors, and other key stakeholders within the potato value chain to showcase innovations, share experiences, strengthen partnerships, and explore opportunities that continue to transform the potato industry in Kenya.

Today's fair is particularly special because we are also joining the rest of the world in celebrating the International Day of Potato 2026, a global recognition of the potato crop and its immense contribution to food security, nutrition, employment creation, and economic growth.

This year's event has been made possible through the collaboration of NPCK, the County Government of Meru, and Kevian Kenya Ltd, together with our valued partners and sponsors including AGRA, AFA, CIP, Bayer EA and aak-GROW among many others whose continued support is driving transformation within the potato value chain.

The theme for this year's International Day of Potato, "Where Potato Grows, Livelihoods Flourish," perfectly reflects the transformative role that the potato industry continues to play in the lives of millions of people across Kenya and around the world. Wherever potato farming thrives, we witness improved household incomes, enhanced food and nutrition security, employment creation for youth and women, growth of agribusiness enterprises, and stronger rural economies.

The fair also demonstrates the growing importance of regional collaboration in strengthening potato production, marketing, and value addition across Kenya's potato-producing counties. By bringing together stakeholders from Eastern and Central regions, we continue to build stronger linkages that enhance market access, promote adoption of improved technologies, and support sustainable growth of the sector.

As Kenya prepares to host the World Potato Congress 2026, events such as this regional potato fair provide a timely opportunity to showcase the remarkable potential of our potato sector and the impact it continues to create across communities.

Today's event provides an important platform for learning, networking, and showcasing innovations that are shaping the future of the industry. Through the exhibitions, field demonstrations, panel discussions, and stakeholder engagements, we are creating opportunities for farmers and agribusinesses to exchange ideas, strengthen partnerships, and unlock new investment opportunities within the value chain.

As NPCK, we remain committed to promoting structured production and marketing systems, supporting farmer organizations, facilitating market linkages, and advocating for policies that enhance the competitiveness of the potato industry. We are encouraged by the continued efforts by stakeholders to strengthen access to quality seed potato, mechanization, digital solutions, and climate-smart technologies that are improving resilience and productivity among farmers.

On behalf of NPCK, I sincerely thank our sponsors; AGRA, AFA, aakGROW, CIP, exhibitors, farmers, county government of Meru, development partners, and participants for making this event possible. Your support and commitment continue to drive the growth of the potato industry in Kenya, and I wish you fruitful engagements, meaningful partnerships, and a successful International Day of Potato 2026 celebration. Thank you.

Warm regards,

MR. WACHIRA KAGUONGO
CEO, NATIONAL POTATO COUNCIL OF KENYA



A BRIEF ABOUT NPCK

The National Potato Council of Kenya (NPCK) is a Public-Private partnership organization formed by multi-stakeholders in the potato industry. It is non-profit making with the main mandate of helping to organize and coordinate all stakeholder activities along the potato value chain with the aim of transforming the subsector into a robust, competitive, and self-regulated industry. The Potato Council's organizational structure enables it to draw synergies from a wide membership representing institutions, organizations and associations from public and private sectors that include seed potato producers, ware potato farmers, farmer groups, cooperatives and unions, traders, processors and other market outlets, extension, research, academia, input providers, financial institutions, insurance companies, development partners, national and county governments and Affiliates organizations. The services provided by NPCK to the stakeholders include: 1) providing forums for engagement, planning, networking, and solution search; 2) advocating for supportive policies and legal frameworks; 3) providing services that enhance businesses in the industry; and 4) promoting adherence to regulations and the adoption of good standards and best practices.

Vision Statement:

Potato industry is a leading contributor to increased incomes, food security, and improved welfare in Kenya.

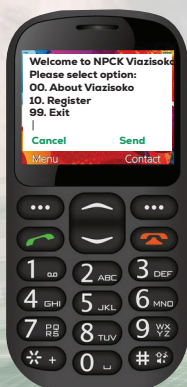
Mission Statement:

Coordinate potato sub-sector stakeholders towards development of potato industry's profitability and livelihoods improvement.

Key Milestones Achieved:

- Enhancing Regulatory Framework and Enforcement
- Launched Kenya Sustainable Potato Initiative (KSPI), funded by AGRA and implemented by NPCK, KALRO, and Egerton University.
- Increased seed potato distribution and accessibility through ordering on the Viazi Soko digital platform.
- Empowering Youth and Women through the Village-Based Advisor Model
- Enhanced Regional, National, and international partnerships aimed at improving potato production and marketing.
- Hosting the CEHA Kenya charter aimed at promoting the production and marketing of potato, onion, and avocado across the COMESA countries
- Lobbied for the World Potato Congress (WPC) to be held in Kenya in 2026 and took a leading role in its planning.
- Building farmer capacity and strengthening producer and marketing groups.

1 USSD SHORT CODE SERVICE



a) Registration

- 1) Dial ***483*331#** on your mobile phone.
- 2) Select option 10 "Register"
- 3) Enter your details to complete registration (*County, Sub county/ Constituency, Ward and Full names*).
Note: After completion of registration, you will receive a confirmation text.

You can also visit the NPCK website or reach out to your local VBA or cooperative society for support. Lynar's story is proof that with innovation, purpose, and the right platform, youth can lead the future of agriculture. So don't wait, step into the potato value chain today, and shape a future full of possibilities!

INTERNATIONAL DAY OF POTATO

The International Day of Potato is a global event that has been held annually since 2014, recognizing the vital role of potato in ensuring food security and nutrition, improved livelihoods, and economic development. The event is celebrated annually on May 30, and was established by the United Nations to spotlight the vital role of the potato in global food systems. As a resilient, nutrient-dense, and highly adaptable crop, the potato plays a key role in enhancing food security, nutrition, and livelihoods worldwide.

First marked in 2014, the inaugural theme, “Harvesting Diversity, Feeding Hope,” underscored the crop’s genetic richness and its potential to address hunger and malnutrition in a changing climate. In 2025, the theme “Shaping History, Feeding the Future” built on this foundation, recognizing the potato’s deep historical roots and its promise as a crop that can help feed a growing global population in the face of environmental and socio-economic challenges. During the event, the potato policy framework was reshaped through the re-launch of the crops Irish potato regulations 2019, the event also offered a nice platform for youths to present their innovations which touched on GAPs, seed production and value addition.

The 2026 event themed Where potatoes grow, livelihoods flourish will provide a good platform for celebrating the resilient of the crop and also build on the foundation of previous celebrations. In Kenya, the potato holds significant National importance as the second most important food crop after maize, contributing immensely to food and income security. It supports over 1.3M smallholder farmers and directly engages more than 3.5 million people along its value chain, including in production, aggregation, processing, and marketing. The Crop is grown in 13 major potato producing counties The crop is a critical source of income for rural households and a key commodity in urban diets. Yet the sector faces persistent challenges, low yields due to limited access to quality planting materials, high post-harvest losses, poor storage and handling practices, weak market linkages, and underdeveloped farmer organizations that hinder collective action and access to finance and inputs.

To confront these issues, Kenya is implementing various strategic interventions. These include the Developing the National Potato Master Plan 2026-2035, and initiatives such as the Kenya Sustainable Potato Initiative (KSPI), supported by AGRA and other partners like CIP, GIZ, Agriterra, Cereal Growers Association, COMESA EA Horticulture Accelerator (CEHA), and private sector stakeholders. These efforts aim to strengthen seed systems, enhance farmer capacities, promote market-oriented production, and advocate for policy reforms that support value chain development. The International Day of the Potato provides Kenya with an opportunity to celebrate the crop’s contribution to National development, spotlight ongoing innovations, and mobilize stakeholders across the government, private sector, and civil society. The 2026 theme, “Where potatoes grow, livelihoods flourish,” provides a strong platform for celebrating the resilience of the potato crop and building on the foundation laid by previous celebrations.

EASTERN AND CENTRAL REGION POTATO FAIR

The Eastern and Central Region Potato Fair is an activity championed by the NPCK to strengthen collaboration, knowledge sharing, and market linkages within the potato value chain in the region. The fair brings together farmers, cooperatives, agribusinesses, researchers, extension officers, development partners, and government agencies to showcase innovations, technologies, and best practices that promote sustainable potato production and commercialization. Held alongside the International Day of Potato celebrations, the event aims to create awareness on the importance of the potato sector in food security, nutrition, employment, and economic development. The fair also provides stakeholders with an opportunity to engage on key issues affecting the sector, including access to certified seed, climate-smart farming practices, pest and disease management, post-harvest handling, value addition, and market access. Together with the North Rift and South Rift Regional Potato Fairs, the initiative contributes to reaching stakeholders across the 13 major potato-growing counties in Kenya.

REGIONAL POTATO FAIR & INTERNATIONAL DAY OF POTATO 2026 CELEBRATION PROGRAMME

Event Theme: 'Where potatoes grow, livelihoods flourish.'

Objectives;

1) Creating awareness and celebrating International Day of the Potato
2) Showcasing investment opportunities and facilitating business linkages
3) Promoting exchange of technologies, innovations, and best practices
4) Offering a platform for the exhibitors to showcase their products, services, and innovations
5) Strengthening partnerships for structured production and marketing

Activities;

1) Open Exhibition & Field demos
2) Panel discussion
3) Status update of the crop Irish Potato regulations 2019 implementation
4) Update on the WPC 2026

Friday, May 29th 2026

Time	Activity details
8.00 AM	Arrival of delegates
9.00 AM	Open Exhibition and Demo Visit
11:00 AM	Health break
11:30 AM	Welcoming Remarks; <ul style="list-style-type: none"> - Hon. Janairo Gatangugi - CECM Meru County - Dr. Kimani Rugendo - Kevian Kenya MD - Mr. Wachira Kaguongo - CEO NPCK
11:50AM	Remarks; <ul style="list-style-type: none"> - AGRA Country Director -Dr. Davis Muthini - Mr. Calistus Efukho – AFA - Dr. Kiprono Ronoh Paul- MoALD, PS State Department of Agriculture
12:30 PM	Recognition of all sponsoring partners <ul style="list-style-type: none"> - Mr. Wachira Kaguongo – NPCK CEO
1:10 PM	Updates on the WPC 2026 - Dr. Peter VanderZaag-WPC President <ul style="list-style-type: none"> - WPC and its significance to the potato industry and Kenya at large- NPCK and MoALD Objective: Awareness and partnership creation
1:25 PM	Entertainment
1:30 PM	Panel Session: Quality Seed Potato and Market linkages Discussants: Meru- Young Lead Farmer, KEPHIS, FreshCrop, Kevian, Fahari Aviation,PCPB Objective: <i>To promote the use of quality planting materials, the use of technology, and enhanced market linkage</i>
2:30 PM	Status updates on the regulations 2019 implementation <ul style="list-style-type: none"> - AFA Director General, NPCK CEO Objective: <i>Remarks on the status of the implementation, progress made so far, and way forward for enhanced implementation</i>
2:50 PM	<ul style="list-style-type: none"> - Entertainment - Closing remarks – One Sponsor
3:00 PM	Demo farm visit
3:30 PM	Lunch and Exhibition
4:30 PM	CLOSURE



Investing In African Sustainable Food Systems

Across sub-Saharan Africa, smallholder farmers, leaders, and a multitude of organizations and companies are working on better food systems. These systems will be environmentally sustainable, diverse, and inclusive enough to face the challenges of the present and future, while leveraging everything that makes African farming unique. Building them is a complex task for tens of millions of smallholder farmers and thousands of African-made and -led institutions. It will take the right seeds, a broad embrace of sustainable practices, inclusive markets, strategic collaboration, and very smart policies. Fortunately, these efforts are converging through AGRA, an African institution drawing up blueprints for agriculture in rapid transformation through a sustainable food systems lens – and partnering to make the plans a reality.

Who We Are

AGRA, a proudly African-led organization, dedicated to transforming agriculture to improve the lives of smallholder farmers across the continent. Since 2006, AGRA has collaborated with governments, NGOs, research institutions, civil society, and private-sector businesses to empower smallholder farmers to boost their incomes, achieve food security, and enjoy better livelihoods by addressing the binding constraints in seed systems, markets and trade, landscape systems and in the enabling environment. AGRA's Strategic Framework 2022-2030 (AGRA 3.0) outlines a long-term commitment to sustainable agricultural transformation, aligning with global and continental priorities to eradicate hunger, end poverty, and enhance climate resilience.

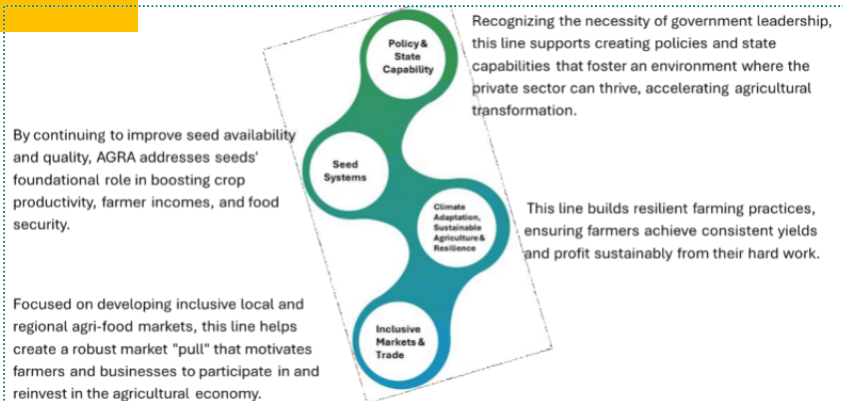
	<p>VISION: To contribute to a food system-inspired inclusive agricultural transformation across Africa, to reduce hunger, improve nutrition, and adapt to climate change</p>
	<p>MISSION: To catalyze the growth of sustainable food systems across Africa by influencing and leveraging partners to build a robust enabling environment where private sector thrives and smallholder farmers are empowered to produce sufficient, healthy food</p>

In pursuing sustainable farming practices, our Climate Adaptation, Sustainable Agriculture and Resilience business line is dedicated to supporting farmers in building resilient farming systems. We aspire to empower farmers to achieve improved yields and derive sustained profits from their agricultural endeavors. By promoting and implementing climate adaptive, resilient and productive farming systems, we contribute to agricultural communities' long-term viability and prosperity.

As the thought leader in the continent, AGRA strives to lead the continent in forward-looking approaches and innovations by generating and disseminating compelling evidence and effective tools to improve decision-making. AGRA works with leaders within national and subnational government institutions. AGRA's approach is deliberately inclusive and designed to result in better natural resources management and enhanced ecosystem services support greater resilience and climate change adaptation and mitigation at the farm and landscape level through coordinated and collective action.

AGRA's strategic priorities

AGRA focuses on four key strategic priority areas / thematic areas designed to support smallholder farmers and catalyze sustainable growth. These strategic priority areas are central to AGRA's mission of empowering smallholder farmers, increasing their productivity, and advancing food security across Africa.



AGRA – At a Glance

AGRA was founded in 2006 to respond to the Call for a Uniquely African Green Revolution by the late Koffi Annan

We empower and build the resilience of small holder famers

We support development of inclusive markets and finance to strengthen agricultural systems

We strengthen state capability to sustain agricultural transformation

We offer our partners credibility, catalytic power, connections, cross sectoral capabilities and commitment



Today, AGRA is a proud African-led institution that is going beyond the Green Revolution to focusing on catalyzing sustainable food systems and inclusive agricultural transformation

Headquartered in Nairobi Kenya, with a continental footprint and an in-country presence in 11 countries With a budget of approximately USD 100M annually, AGRA's current funding partners include Gates Foundation, MasterCard Foundation, Green Climate Fund (GCF), the Rockefeller foundation, FCDO, BMZ/KFW, IKEA foundation Between 2017 and 2021, AGRA reached 11 million farmers directly and 26 million farmers reached through policy, state capability and partnerships work. Of these, 60% adopted post-harvest practices directly.

Explore our Impact Across Africa

We build our achievement through strengthening government capacity and agricultural systems and helping farmers adopt good agronomic practices and technologies.

Re-catalyzing sector momentum by promoting agricultural markets and trade, to significantly increase agricultural contribution to

Propel sector expansion by providing bespoke support across all agricultural systems.

Highly targeted growth in seed, sustainable farming, and agricultural markets and trade given expected challenges with government and donor commitment.

Influence without presence in new countries through a remote delivery model to catalyze a food system inspired inclusive agricultural transformation

AGRA will continue work in its 12 countries of operation and initially scale to four countries to include Côte d'Ivoire, Togo, Senegal and Zambia



11M FARMERS DIRECTLY SUPPORTED	33,000 VILLAGE-BASED ADVISORS TRAINED	G,000 AGRO-DEALERS SUPPORTED	123 MT SEEDS SOLD	G000 SMEs DIRECTLY SUPPORTED
75% FARMERS ADOPTED FERTILIZER USE	48% FARMERS ADOPTED IMPROVED SEEDS	60% FARMERS ADOPTED POST-HARVEST PRACTICES	\$35GM LOANS LEVERAGED VIA FINANCIAL INVESTMENTS	\$141M ADDITIONAL DIRECT INVESTMENT THROUGH PARTNERSHIPS

In our 2023-2028 Strategic Plan, we are building on the previous lessons from our last decade.

What can you invest in through AGRA?

- Sustainable, nature-positive farming methods adapted to Africa’s many environments.
- A new generation of seed systems for productive, climate-smart, and disease-tolerant crops under all types of farming.
- Inclusion of women and young people throughout food systems and in employment.
- Systems building support that very few African institutions are focusing on.
- The capabilities of African governments to enable farmer innovation.
- A foundation for food security that is prepared for climate change and less dependent on imports.
- Better nutrition for Africans that begins in the field.
- Reductions in loss and waste in food systems.
- Coordinated fast-tracking of the Sustainable Development Goals across the continent, in particular an end to poverty (SDG1) and hunger (SDG2).

A continent of immense potential stands at a crucial juncture. AGRA stands with it: a unique African organization taking on the entangled challenges of food and nutrition insecurity, climate change, declining soil fertility, and exclusionary markets – for a vision of a different kind of smallholder agriculture and food system. We pursue systems-level change and impact to sustainably grow Africa’s food systems, while also building local institutions and listening to the emerging needs of countries and their farmers.

Many African countries have started developing pathways for systems transformation, and paving these pathways is the investment opportunity of the decade. AGRA, a trusted catalytic actor and convenor since 2006, is today dedicated to this transformation, informed by sustainable agriculture, nature-positive approaches, and the constraints of a changing climate. This is why, with the upcoming review of the Comprehensive Africa Agriculture Development Programme (CAADP), AGRA is a recognized leader supporting and ensuring food system indicators in the next iteration. Our targets align with global and continental priorities, and just as importantly, connect these with the priorities of the farming communities we serve. We have seen their resilience and innovation in facing countless challenges and we know what is possible. Africa doesn’t just need support in reaction to food security crises. It needs investment in the right foundation for a transformation that incorporates all the building blocks of sustainable food systems.

In the years ahead, investments in Africa’s food systems will coalesce around a blueprint for sustainable agriculture that has been articulated by Africans. AGRA, in collaboration with our donors, partners, countries, and farmers, will bring it to life. Investing in AGRA means investing in a systems-level actor that takes a targeted, impact-driven approach wherever national agricultural priorities point the way. This role unites system-building with immediate, effective interventions at the last mile – so investors don’t have to choose between transformation and impact. This investment will help raise the value of farming and volumes of trade, build inclusive market systems and seed systems, spread diverse and nutritious crops, sustain food security in the face of climate shocks, improve soil health, strengthen national sustainable farming frameworks, and create an enabling policy environment for agricultural transformation.

The future will be a self-reliant Africa where smallholder farmers – including women and young farmers – can adapt to the impacts of climate change and thrive without sacrificing environmental sustainability. They will do this knowing that market systems and national policies are working to include them, and that finance on the continent is finally on their side, as well.

Contact us

info@agra.org

West End Towers, 4th Floor, Kanjata Road off Muthangari Drive, Off Waiyaki Way, Nairobi, Kenya

P.O. Box cc773, 00800



Agriculture and Food Authority (AFA) is a State Corporation in the Ministry of Agriculture and Livestock, Development established by the Agriculture and Food Authority Act No 13 of 2013 to operationalize the Crops Act No 16 of 2013. The role of the Authority is to Regulate, Develop and Promote Scheduled Crops value chains for increased economic growth in Kenya. Through its Directorates namely; Miraa, Pyrethrum and other Industria Crops Directorate; Horticultural Crops Directorate; Food Crops Directorate; Nuts and Oil Crops Directorate; Regional Coordination Directorate;

Vision: A world class crops regulator for improved livelihoods

Mission: To develop, promote and regulate scheduled crops value chains for sustainable economic growth and transformation.

Core Values:

- Integrity;
- Professionalism;
- Innovativeness;
- Customer Focus; and
- Teamwork

Core Mandates

- Administer the Crops Act, in accordance with the provisions of these Acts;
- Promote best practices and regulate the production, processing, marketing; grading, storage, collection, transportation, and warehousing of agricultural products; excluding livestock products as may be provided for under the Crops Act;
- Collect and collate data, maintain a database on agricultural products excluding livestock products, documenting and monitoring agriculture through registration of players as provided for in the Crops Act

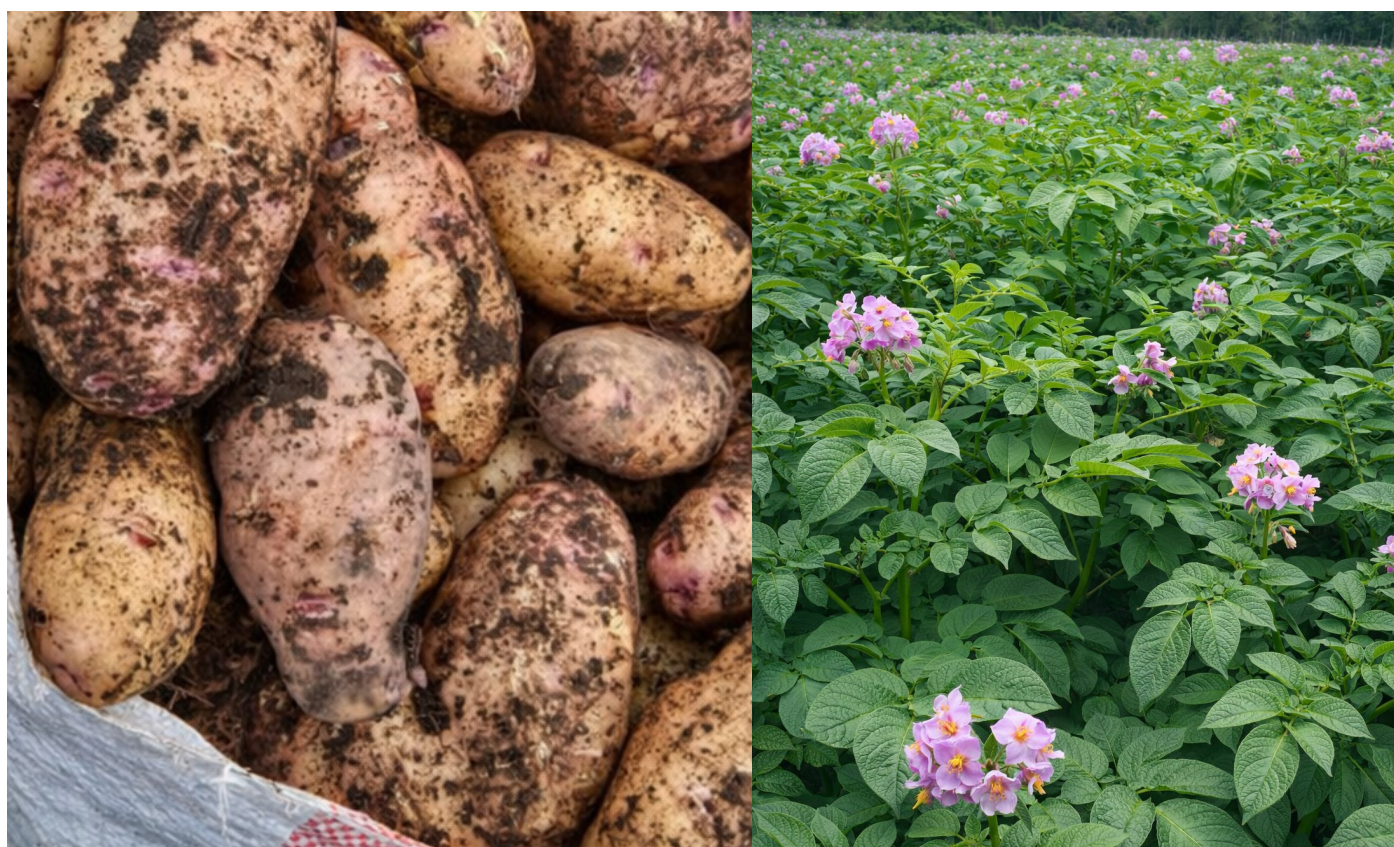
- Be responsible for determining the research priorities in agriculture and to advise generally on research thereof;
- Advise the national government and the county governments on agriculture levies for purposes of planning, enhancing harmony and equity in the sector;
- Carry out such other functions as may be assigned to it by this Act, the Crops Act; and any written law while respecting the roles of the two levels of the Government.

Key milestones of AFA in the Potato sub sector

- The Authority has championed development of several pieces of regulations as instruments to guide the sector and provide enabling environment for the development of potato value chain.

Key milestones include:

- Development of The Crops (Food Crops) regulations 2019 to promote the development and regulation of food crops and food produce, and provide a framework of operation of all the players in the food sub- sector.
- Championed Development of The Crops (Irish potato) regulations 2019 to guide the promotion, development and regulation of production and trade in Irish potatoes
- Sensitized stakeholders and support enforcement of The Crops (Irish Potato) regulations 2019 on packaging and trade of Irish Potatoes in Kenya
- Trained and gazetted 254 crop inspectors drawn from both National and County Governments to enforce the regulations.
- Development of Safe and effective use of agrochemicals in Food Crops (Irish Potato) to guide the industry on pesticide use and food safety protocols
- Timely support to over 8,000 COVID-19 affected small scale producers in the Counties of Meru, Nyandarua and Elgeyo Marakwet in provision of high quality planting materials under the project Revitalizing Irish Potato Production for Covid-19 Affected Small-Scale Producers in partnership with IFAD
- Supporting growers in attaining production and marketing standards through awareness creation forums with the need of enhancing increased production and compliance purposes
- Developed self-regulation guidelines in scheduled food crops. This is geared towards encouraging organized responsibility ownership by sector players providing quick responses to their needs and championing adherence to sector guidelines.





Transforming Kenya's Root and Tuber Crops for Food and Nutrition Security

This second celebration of the International Day of Potato comes at a timely moment when the International Potato Center (CIP) is increasingly leveraging the power of partnerships to accelerate agricultural transformation, strengthen food systems, and scale science-based innovations for impact. The emerging global recognition of root and tuber crops as strategic drivers of food system transformation has been further reinforced by the recent launch of the Partnership for Root and Tuber Crops in Africa, convened by CIP and partners. This initiative brings together evidence, partnerships, and investment to position root and tuber crops at the center of Africa's food systems agenda.

With strong partnerships, science-led innovation, and enabling policy environments, root and tuber crops are increasingly contributing to food security, nutrition, and rural incomes. Potato, Kenya's second most important staple after maize, plays a central role in both household consumption and rural livelihoods. More than 2 million smallholder farmers in Africa and Asia increased yields and incomes by planting quality seed potatoes and improved varieties. An additional 2–3 million value chain actors, including traders, transporters, processors, and retailers.

The International Potato Center (CIP) remains a key partner in this transformation, working closely with national and county governments, research institutions, development partners, and the private sector to strengthen potato and sweetpotato value chains. Through these collaborations, CIP is advancing improved varieties, strengthening seed systems, enhancing market linkages, and promoting climate-smart and nutrition-sensitive agriculture.

CIP has also made significant contributions to Kenya's sweetpotato sector, particularly through the promotion of orange-fleshed sweetpotato (OFSP), a biofortified crop rich in beta-carotene, a precursor of vitamin A. Through targeted nutrition-sensitive interventions such as the Scaling up Sweetpotato Through Agriculture and Nutrition (SUSTAIN) project, more than 1.3 million women and children have regularly consumed OFSP, improving vitamin A intake and contributing to better nutrition outcomes. CIP has further supported the integration of OFSP into school feeding programs, maternal and child health initiatives, and community nutrition platforms, especially in rural and food-insecure regions where malnutrition remains a persistent challenge.



Strengthening seed systems for sustainable impact

Kenya's potato sector continues to face constraints related to inadequate access to high-quality seed, with late-blight diseases remaining a major productivity challenge. To address this, CIP has worked with The Kenya Agricultural and Livestock Research Organization (KALRO) and The Kenya Plant Health Inspectorate Service (KEPHIS) to strengthen seed systems through the introduction and scaling of innovative technologies. These include aeroponics, screenhouse multiplication systems, and rooted apical cuttings, which enable rapid production of clean planting materials.

In addition, CIP is advancing biotechnology-driven approaches under ongoing seed innovation initiatives aimed at accelerating the multiplication of disease-free planting material, improving varietal resilience, and enhancing seed system efficiency for faster farmer uptake and scale-up. CIP is also working closely with government institutions and regulatory agencies to support the development of policy and regulatory frameworks, standards, and guidelines for vegetatively propagated crops such as potato and sweetpotato, thereby strengthening quality assurance and regional seed trade systems. Roots, Tubers and Bananas East Africa Germplasm Exchange Laboratory (RTB-EAGLE) state-of-the-art facility is serving not only Kenya but also the broader Eastern and Southern Africa region as a hub for germplasm exchange, phytosanitary services, seed certification support, and regional collaboration on root, tuber, and banana seed systems. CIP's engagement in Kenya has been the development and dissemination of improved potato varieties in collaboration with KALRO and other national partners. Varieties such as Shangi, Unica, Sherekea, Wanjiku, Nyota, Chulu, Konjo, and Lenana among others have been widely promoted for their high yield potential, early maturity, and resistance to major diseases such as late blight

Developing competitive and inclusive value chains

Beyond production, CIP has supported the development of more efficient and inclusive potato value chains. Through partnerships with county governments and development agencies, interventions have focused on improving grading systems, standardizing packaging, and strengthening market linkages.

These efforts have contributed to improved price transparency, reduced market inefficiencies, and enhanced farmer bargaining power. They have also catalyzed investment in value addition and agro-processing, creating employment opportunities particularly for women and youth.

A key innovation within CIP's sweetpotato portfolio is the development of OFSP puree technology. This shelf-stable, vacuum-packed product enables partial substitution of wheat flour (30–60%) in baked products such as bread, biscuits, buns, and doughnuts. The innovation has created new market opportunities, with annual demand for OFSP puree in Kenya estimated at over USD 5 million. It has also reduced reliance on imported wheat, improved nutritional content of processed foods, and expanded agribusiness opportunities and jobs for women and youth along the value chain.

Partnership driven food system transformation

CIP's work in Kenya is anchored in strong, multi-stakeholder partnerships with national and county governments, private sectors, humanitarian agencies, farmer organizations, and regional platforms. These collaborations have been instrumental in enabling the development, testing, and scaling of root and tuber crop innovations across diverse agro-ecological zones, particularly in high-potential potato-growing regions where productivity gains can be rapidly realized. Collectively, CIP's work in Kenya demonstrates the transformative potential of science-driven innovation in strengthening root and tuber crop systems. Through advances in varietal development, seed system strengthening, value chain development, and nutrition-sensitive agriculture, CIP has contributed to improved productivity, enhanced resilience, and better nutrition outcomes for millions of households.

As Kenya advances its agricultural transformation agenda, potatoes and sweetpotatoes are increasingly recognized not only as staple crops, but as strategic commodities central to food system resilience, climate adaptation, and inclusive economic growth. Through sustained partnerships and innovation, CIP remains committed to supporting a future where root and tuber crops play a central role in sustainable development across Africa and beyond.



KEVIAN SEEDS

For Farmers, By Experts - Seeds you can Trust







KEVIAN SEEDS

WHO WE ARE ?





Keivan Seeds is a seed solutions provider under Keivan Kenya Limited, specializing in high-quality certified seeds for potatoes. We focus on breeding, multiplying, and distributing climate-smart potato varieties that offer superior yields and resilience. Our goal is to increase national production of potato seeds, potato varieties, and national processing capacity by providing access to high-yielding, disease-resistant seed varieties tailored to African climates.

Assurance You Can Trust :

We uphold the highest standards of seed production in East Africa. Our commitment to quality, safety, and traceability forms the backbone of our seed innovation ecosystem. We are:

Our Flagship Variety

RAMS






Cream White Flesh Color; Medium Eyes; White Cream Skin (180-250g).


- » Use: Chips and Crisps
- » Maturity: 110-130 days
- » Yield Potential: 25-30 Tons/Ha; 10.1-12.4 Tons/Acre
- » Agro-Ecological Zones: High-altitude (1000- 3000m)
- » **Optimal Sites:** Kajiado, Kiambu, Limuru, Molo, Timau, Kamae, Isinya, Cherangany, Nyandarua & Narok
- » **Key Traits:** 4-6 Week Month Dormancy, 24% Dry Matter, Cold-tolerant, high uniformity
- » **Best For:** Contract farming (export/processing)







CONTACT US




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potato@keviankenya.com



Thika, Kenya



www.kevianseeds.com

Expert Seed Producers of:

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aak-GROW is Kenya's leading organization uniting stakeholders in the pest control sector, including producers, manufacturers, importers, formulators, re-packers, distributors, and users of pest control products. As the national representative of the global pest control industry under CropLife International, aak-GROW-also known as CropLife Kenya-plays a pivotal role in promoting responsible and sustainable agricultural practices.

Driven by our commitment to better farming, better food, and better health, we advocate for the responsible management of pest control solutions to enhance agricultural productivity while safeguarding ecosystems. By ensuring that pest control products are used effectively and sustainably, we contribute to improved food and nutrition security, healthier households, and a resilient national food system. These efforts are fundamental to achieving sustainable socio-economic development and enhancing human well-being for present and future generations.





KENYA'S LEADING POTATO VALUE CHAIN EXPERTS

FreshCrop Limited is a fully integrated potato value chain management company based in Kenya. FreshCrop operates as a one-stop shop for farmers, producing our own certified seeds and bundling them with high-quality inputs, training, and extension services through **FreshVet Agro Dealers**. By linking these climate-smart production methods directly to our own factory, **FreshChips Processors**, the group of companies supports smallholders to achieve higher yields and a guaranteed market for products like Kenya's best fresh-cut french fries, effectively bridging the gap from tissue culture to consumption.



[FRESHCROP.CO.KE](https://www.freshcrop.co.ke)



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- //// **2nd** Spray at flowering to control any disease present in the leaves and stem
- //// **3rd** spray to protect blight in the tubers.

Active Ingredients	Target Disease
Fluopicolide 62.5g/L+ Propamocarb hydrochloride 625g/L	Early blight and Late blight
Rate of Application	Pack
30mls 20 litres of water	250ml, 500ml





Catalyzing improved Potato Productivity and Marketing for a Sustainable Potato Food System LAIKIPIA, MERU, NANDI and NYANDARUA COUNTIES

Project Goal:

To increase productivity and incomes of 150,000 farmers directly and increase the competitiveness of the industry through improved value addition, marketing and policy environment.

Objectives:

1. Sustainable potato farming:

- To build a strong and efficient potato seed system that enhances farmers' access to high-quality seed of appropriate varieties
- To promote sustainable ware potato production through the adoption of climate-smart potato farming practices for improved yields and profitability

2. Inclusive potato market and trade:

- To build inclusive and structured input and output markets, access to financial services and trade opportunities for smallholder potato farmers

3. Policy and state capabilities:

- To improve the enabling environment and coordination in the potato subsector for inclusive agriculture transformation

Outputs:

- Increase seed potato production of the demanded varieties by 50% for improved access by smallholder farmer
- 150,000 farmers access extension information on sustainable farming practices for improved production
- 400 potato farmer groups strengthened and supported to trade through structured marketing system
- Strategies and regulations on ware and seed potato production and marketing are effectively adopted in the project counties

Outcomes:

- 50% increase in production of certified seeds and high-quality planting materials of demanded varieties
- The number of farmers practicing climate-smart potato farming increased by at least 50%
- Number of potato farmers accessing coordinated and structured market linkages increased by 100%
- 4 project counties implementing potato strategies and regulations for ware and seed potatoes

Key partners:

- National Potato Council of Kenya (NPCK)
- Egerton University (EU)
- Kenya Agricultural and Livestock Research Organization (KALRO)

Role of the government in the project

- Implementing partners comprise both government and private institutions. The government institutions are KALRO and Egerton University. KALRO will support increased production of certified seeds, while Egerton University will ensure farmers have access to extension information on sustainable farming practices.
- At the national level, the project will work with regulatory agencies such as KEPHIS, AFA, KEBS, PCPB, and the Ministries of Agriculture and Interior to coordinate the enforcement of regulations.
- The County Government Department of Agriculture will support the identification, recruitment, and mobilization of beneficiaries, as well as contribute to the sustainability of the project.

Other collaborating partners:

Seed producers, fertilizer companies, agro-chemical companies, financial institutions, soil testing companies, agro-processors, mechanization companies, and other logistic companies and other key actors and players in the industry.
Beneficiaries: 150,000 direct beneficiaries, 40% women and 10% youth and 300,000 indirect beneficiaries
Number of targeted new jobs for youth and women 4,876 in primary production, input sourcing, marketing of potatoes, service provision, seed multiplication



Midterm Project Achievements

The consortium partners have made notable progress in implementing the Kenya Sustainable Potato Initiative Project across the potato value chain. The project has focused on strengthening seed systems, improving ware potato production, enhancing market access, and supporting policy and institutional development within the subsector.

Some of the Key Project Achievements

1. Strengthening Potato Seed Systems

The project has significantly improved seed distribution and accessibility:

- Established 665 seed pick-up points against a target of 800.
- Facilitated the sale and accessibility of 2,924.6 MT of certified seed through pick-up points.
- Enabled 5,949 smallholder farmers to access and use certified seed.
- Supported 350 Village-Based Advisors (VBAs) in seed aggregation and ordering.

2. Promoting Sustainable Ware Potato Production

The project improved access to quality inputs and extension services:

- Registered 132,865 farmers on the Viazi Soko platform and regularly received seed and market information.
- Signed MoUs with 34 agricultural input companies to support potato farmers.
- Conducted 86 extension service events reaching over 84,419 farmers directly.

3. Enhancing Youth and Women Employment

- Enhanced business opportunities for 1,784 youth and women through aggregation, soil testing, and seed distribution enterprises, processing, spray services and value addition.

4. Improving Potato Marketing and Structured Trade

- Trained and supported 354 farmer groups to become commercial production and Marketing groups and to engage in structured marketing systems
- Facilitated sale of 25,301.5 MT of potatoes through structured markets valued at Approximately USD 7.2 million.
- Enabled 132,865 farmers to access market information through the Viazi Soko platform.
- Supported 574 farmers to engage in contract farming arrangements with processors.

5. Supporting Policy and Regulatory Environment

- Development of the Potato Industry Code of Practice and traceability system
- Support for county potato strategy development in Meru and Laikipia
- Promotion of the implementation of Irish Potato Regulations

Acknowledgement

The consortium members highly appreciate AGRA for the financial and technical support of this Project

Introduction

Viazi Soko (meaning “Potato Market” in Kiswahili) is a digital platform developed by the National Potato Council of Kenya (NPCK) to strengthen the potato value chain in Kenya. The platform was created to provide potato farmers and value chain actors with a one-stop digital hub for information, market access, input sourcing, and advisory services.

Background and Context

Potato is Kenya’s second most important food and cash crop after maize. Kenya produces over 2.5 million tons annually and the sector contributes more than KES 60 billion to the economy. Despite its importance, productivity remains low due to poor access to certified seed, weak advisory services, limited market linkages, high transaction costs, and inadequate access to quality inputs.

The Digital Opportunity

Kenya has high mobile penetration and strong digital adoption through mobile money services such as M-Pesa. Over 90% of households have access to a mobile phone, while 4G connectivity covers over 97% of the population. These conditions provide an opportunity for scalable digital agricultural solutions.

Evolution of the Platform

Viazi Soko was first established in 2013 as an ICT platform connecting seed producers and ware potato farmers through SMS and web-based communication.

In 2020, it was upgraded into an e-commerce ecosystem accessible through a web portal and USSD code. Additional services introduced in 2022 include fertilizer and agrochemical sourcing, soil testing, mechanization, and spray services.

Current Reach and Ecosystem

The platform currently serves over 223,186 registered farmers, representing approximately 20% of Kenya’s potato farmers. It also works with over 350 Village-Based Advisors/Farmer Service Providers (VBAs/FSPs), more than 30 seed producers, fertilizer and agrochemical companies, soil testing facilities, spray service providers, mechanization providers, processors, and market off-takers.

Services Offered

Farmers using Viazi Soko can access certified seed booking and purchasing services, recommended fertilizers and agrochemicals, soil testing, mechanization and spray services, extension and advisory support, pest and disease management information, weather forecasts, and market linkages for ware potatoes.

Business and Delivery Model

The platform operates using aggregation and collective ordering systems. Farmers can order certified seed and inputs online and collect them from designated pick-up points across the country. Logistics companies certified by KEPHIS ensure timely, high-quality delivery. On the market side, VBAs/FSPs upload production information, buyers access verified stock information, and transactions are completed through transparent payment processes.

Impact of Viazi Soko

The platform has improved access to quality seed and inputs, enhanced market transparency, reduced reliance on middlemen, improved farmer incomes, strengthened farmer representation, and created employment opportunities for youth through the VBA/FSP network. Real-time payment notifications and digital coordination have improved trust among farmers and buyers.

Key Challenges

Despite its success, the platform faces several challenges, including limited adoption, lack of a dedicated mobile application, incomplete end-to-end functionality, and underutilization by farmers. Only around 7,000 farmers have transacted through the platform for certified seed and inputs.

Contact us

0792589216

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EXHIBITORS



REPUBLIC OF KENYA
Ministry of Agriculture & Livestock Development



EGERTON UNIVERSITY



FreshCrop



Reliability & Value





Usawa potato marketing cooperative union limited members display their registration certificate during its inaugural Annual general meeting on 12th Nov 2025

Usawa Potato Marketing Cooperative Union Limited is a farmer-owned apex organization established to aggregate, coordinate, and strengthen structured potato marketing systems across Kenya.

The Union was conceptualized through consultative pre-cooperative engagements beginning on 13th December 2023, with formal consolidation of stakeholders during a national meeting held on 30th January 2025. These engagements brought together cooperatives, government representatives, development partners, and private sector actors to address systemic inefficiencies in the potato value chain.

The Union is officially registered and operates within Nairobi County and all major potato-producing counties in Kenya. It serves as a National platform for: Collective marketing; Farmer representation and advocacy; Value chain coordination and Access to finance, inputs, and structured markets

Vision and Mission

Vision: To be a leading farmer-owned union driving efficient, inclusive, and profitable potato marketing systems in Kenya.

Mission: To empower member cooperatives through collective marketing, aggregation, value addition, and access to markets and financial services.

Strategic Objectives

- Eliminate exploitative middlemen through direct market linkages
- Enhance aggregation, grading, storage, and structured marketing
- Promote traceability, standards, and quality assurance
- Strengthen access to certified seeds and inputs
- Support value addition and processing
- Facilitate access to finance and credit
- Build capacity of cooperatives and farmer organizations
- Promote contract farming and long-term buyer partnerships
- Disseminate research findings, innovations, and appropriate technologies to farmers and cooperatives

Strategic Focus Areas

- Structured potato marketing systems
- Reduction of post-harvest losses
- Digital market integration (e.g., Viazi Soko platform)
- Strengthening cooperative governance and compliance
- Development of common user facilities
- Expansion of contract farming arrangements
- Promoting adoption of research outputs, innovations, and modern technologies
- Partnerships with development programs

NPCK'S BUSINESS CHARTER

The NPCK's Business Charter highlights areas of business engagement with partners in potato industry. The services provided by the Council aims at helping improve businesses for the actors, players and partners.

The services include:

1. Dissemination of subsector information through NPCK Website, Monthly newsletter, Potato Magazine and Variety Catalogue.
2. Promotion and advertisement of products and services through NPCK website, Viazisoko platform and Bulk SMSs.
3. Organize annual National Potato Conference and Trade Fair and Trade fairs/ Field demos in the Major Potato producing Counties to facilitate business to business engagement, networking, information sharing and learning of new technologies and innovations.
4. Facilitate development of standardized branded seed and ware potato packaging bags for use by farmers and traders. To help improve the quality of seed and ware potatoes marketed and help establish Traceability. This will also help the Council earn income for sustainability.
5. Develop or facilitate market linkages between ware potato farmers and the market outlets, and between seed producers and ware potato farmers. This will help improve businesses for processors and other market outlets and create business opportunities for financial institutions and other input and service providers. NPCK will earn small commission for doing this organization and management of data which will help in sustainability.
6. Establish private seed inspectorate and efficacy trial services. The NPCK will have authorized seed inspectors to serve the seed producers in the counties who will be trained and gazetted by KEPHIS to improve on efficiency and cost effectiveness. NPCK will also provide efficacy trial services after accreditation by PCPB. This service will contribute to improved safe use of effective agrochemical products for improved productivity.
7. Organize regular meetings and forums for actors and players in specialized segments of value chain for engagement, solution search, networking, business development planning, learning and sharing information.
8. Up-scaling and expanding partnership in Viazisoko Digital Platform for online marketing of potato-related inputs, products and services, information dissemination and ware potato market linkages. NPCK will also run a call center for handling all potato-related issues.
9. The NPCK will increase and improve services to the members through structured membership that allows engagement at different levels. Membership will be categorized into four levels that will qualify for different levels of services and different discounts for services. The four categories, namely Platinum, Gold, Silver and Bronze, will be offered corresponding services and privileges.

A. Platinum

A platinum member will pay annual subscription of **Kshs 500,000**. The noncompeting categories along the potato value chain, that is, seed producers, fertilizer companies, agrochemical companies, financial institutions, insurance companies and others will each have a maximum of two platinum members. Platinum members will have the following entitlements: All the benefits of an ordinary member Have company logos appearing in all NPCK publications and communication channels such as website, Potato variety catalogue, Potato magazine, fliers/brochures One free full page for advertisement in all NPCK publications and communication channels such as website, Potato variety catalogue and Potato magazine Free sizeable space for exhibition and showcasing during National Potato Conference and the three Regional potato fairs Priority given to the company as the sole sponsors of any potato event 25% discount on amount payable for Bulk SMS used to disseminate information to the farmers registered in Viazisoko platform Members will have access to NPCK database with all subsector statistic, information, publication and innovations

B. Gold

A Gold member will pay annual subscription of **Kshs 100,000**. This is a premium level membership with the following entitlements: All the benefits of an ordinary member Have their logos appearing on all NPCK publications and communication channels, such as website, Potato variety catalogue, Potato Guardian and fliers/ brochures Receive 15% discount on any advertisement made through NPCK publications and communication channels such as website, Potato Variety catalogue and Potato Magazine Receive 15% discount on fees charged

for exhibition and showcasing during National and County trade fairs Members will have access to NPCK database with all subsector statistics, information, publications & innovations

C. Silver

A Silver member will pay annual subscription of **Ksh 50,000**. This is a medium level membership with the following entitlements: All the benefits of an ordinary member Have their logo appear NPCK website Receive 10% discount on advertisement made through NPCK publications and communication channels, such as website, Potato variety catalogue

and Potato Magazine Receive 10% discount on fees charged for exhibition and showcasing during National and County trade fairs

D. Bronze

A Bronze member will pay **Ksh 20,000**. This is an ordinary level membership with the following entitlements: Assistance in input sourcing, marketing and linkages Attend subsector meetings .Access general subsector information Forward business challenges for solution search

*Please pay by cheque, bank transfer or deposit money to the following Account:
Name: National Potato Council of Kenya, Bank and branch: NCBA Bank, ABC Branch,
Account No: 2726570057, Swiftcode: CBAFKENX, Bank Code: 07000*

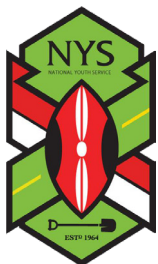
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REGIONAL POTATO FAIR & INTERNATIONAL DAY OF POTATO 2026 CELEBRATION

“Where Potatoes Grow, Livelihoods Flourish”

This handbook has been developed to guide and enhance your experience at the **Eastern & Central Region Potato Fair and International Day of Potato 2026**.

It contains the programme, exhibitors, partners, sponsor information and useful insights to help you make the most of the event.



Innovate . Connect . Invest . Thrive

“Together, we grow a stronger potato value chain.”

Our Partners & Sponsors



Thank you

to all our partners, sponsors, exhibitors, farmers and stakeholders for making this event possible.

NATIONAL POTATO COUNCIL OF KENYA (NPCK)

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