Challenges and opportunities in production and marketing of ware and seed potatoes

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LECTURE OUTLINE

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Introduction

• Kenya economy survey 2013 indicates that production of Irish potatoes increased to 2.1M tonnes from 1.5M in 2012
• Overall, like other commodities in the agricultural sector, the potato contributed to generally to the general economy marginally
• There are challenges to the production and marketing of the crop in the country
Ware potato

Constraints and opportunities
Constraints to ware production

- Poor growing practices
- Low use of farm inputs
- Poor control of disease and insect pests
- Poor quality of seeds
- Potato varieties for processed products
- Climatic change
Opportunities to ware potato production

• Extend value adding inputs, irrigation and advice, including IT solutions, to a large number of small scale farmers
• Promote the build-up of strong producer organization
• Provide financing to farmers, with a focus on value chain financing, agro-dealer networks, and warehouse receipt financing
• Help farmers move from subsistence to commercial agriculture by integrating them into value chains
• Make potato production attractive to the youth by backing agric-entrepreneurs
Seed production

Constraints and opportunities
Constraints to seed potato production

- Low quality, low-yielding seed potatoes
- Poor see/ware storage
- Seed production over-centralized
- Limited training/capacity on seed
- Limited adoption of rapid multiplication technologies (RMT)
- Poor smallholder seed management
- Poor access to traders, storage/distribution facilities and markets
- Limited awareness of business opportunities in seed value chain
- Limited market intelligence about seed potato
- Poor basic business skills
Intervention for seed potato success

- Rapid multiplication technologies: plantlets/TC labs, minitubers, aeroponics,
- Improved quality of farm-saved planting materials
- Small seed plot technology, certified seeds
- Decentralized production of quality seed for farmers
- Appropriate farmer-friendly seed quality control
- Seed inspection/certification
- Good seed storage/management
- Screen house/green houses/diffuse light stores
- Farmer seed business training
- Farmers awareness creation of quality seed and market friendly varieties
- Farmers/producer organization strengthening
Ware Potato marketing

Constraints and opportunities
constraints

• Limited number of suitable processing varieties
• Low awareness of markets and lack of information
• Poor marketing infrastructure
• Low value addition
• Poor postharvest management practices
• Inadequate regulatory and policy framework
Interventions

• Standardization of the potato packing sizes and weights
• Storage facilities and collection centres at all levels
• Provision of good marketing facility at urban centres
• Proper handling of ware potatoes at the farm level
• Increase potato industrial use
Seed potato marketing
Constraints to seed marketing

• Low usage of quality seed
• Limited varieties for specialized uses
• Unregulated and uncontrolled cross border trade
• Unclear policy guidelines
opportunities

• Increase certified seed production and distribution
• Create seed information desk
• Policy guidelines and protocols
Summary

• Enforcement of legal notices
• Knowledge and management information systems
• Establishment of community storage facilities at the growers site
• Contract farming
• Potato policy
END
THANK YOU