

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

Prof John H. Nderitu  
Mount Kenya University

# 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