



ssnup

Smallholder Safety Net
Upscaling Programme

BUILDING CAPACITY IN THE KENYAN POTATO VALUE CHAIN



Africa



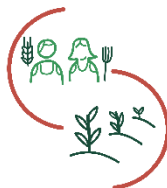
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

The agriculture sector in Kenya plays a vital role in the country's economy, contributing 26% to the Gross Domestic Product (GDP) with another 27% of the GDP indirectly linked through other sectors. The sector employs over 40% of the total population and more than 70% of Kenya's rural people. Potato farming is a cornerstone of Kenyan agriculture, representing a crucial segment within the nation's food supply chain. While the backbone of this agricultural sector is formed by 800,000 smallholder farmers, responsible for more than 80% of the potato farming areas, the average yield per hectare remains low due to low seed quality, poor agronomic practices and inadequate utilization of agricultural inputs.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Gaea Foods is a pioneering female-founded and led business within Kenya's potato value chain. Founded in 1998, the company evolved from trading ware potatoes to becoming a leading potato processor. It directly sources potatoes from smallholder farmers who in Kenya often struggle with market access because market systems are largely dependent on middlemen who may not ensure fair pricing. Gaea Foods bridges this gap by incorporating direct linkages with the farmers to guarantee steady demand, allowing for flexible pricing aligned with market conditions.

OBJECTIVE OF THE PROJECT

The project aims at optimising the potato value chain from seed provision to market delivery, reducing farmers' reliance on middlemen by ensuring a steady demand and enhancing governance and operational efficiency of the beneficiary organisation.

The expected results of the project are:

- Improve good agronomic practices of 62 smallholder farmers.
- Increase the number of smallholder farmers supplying Gaea Foods from 62 to 90.
- Improve the governance structures of the organisation and upskilling of the managerial capacity in readiness for growth.

IMPACT INVESTOR

goodwell
invest with impact

BENEFICIARY ORGANISATION

Gaea Foods Ltd (SME) - Kenya

TARGET

90 smallholder farmers

AGRICULTURAL VALUE CHAIN

Potato

STARTING DATE

August 2024

DURATION

6 months

TOTAL TA BUDGET

€ 25,000
Including € 20,000 (80%)
contribution from SSNUP



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