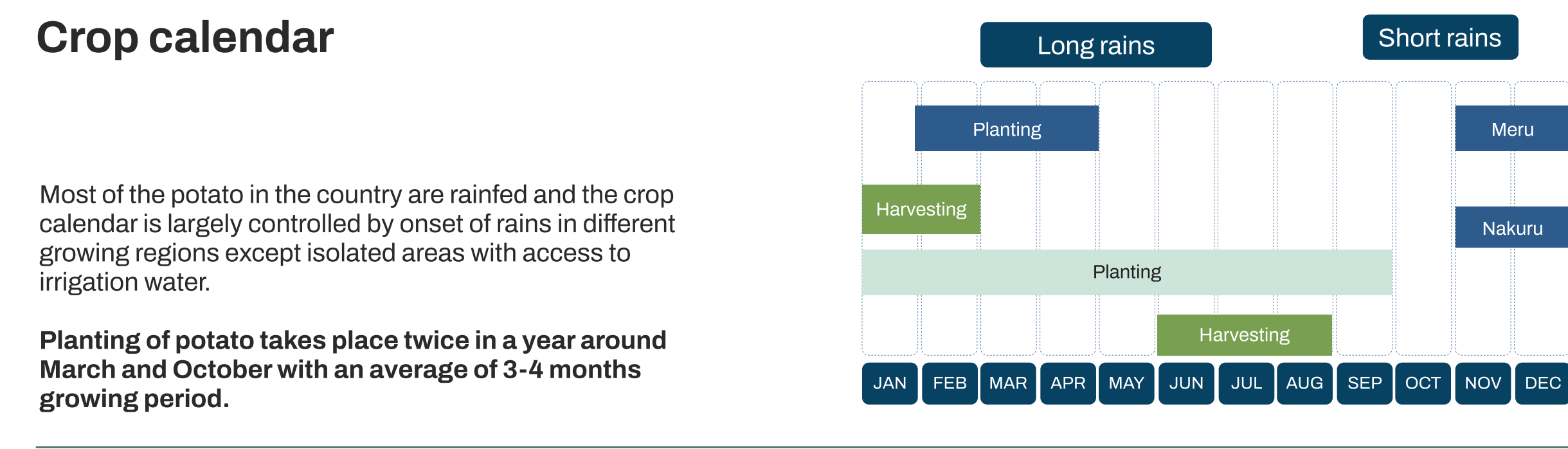




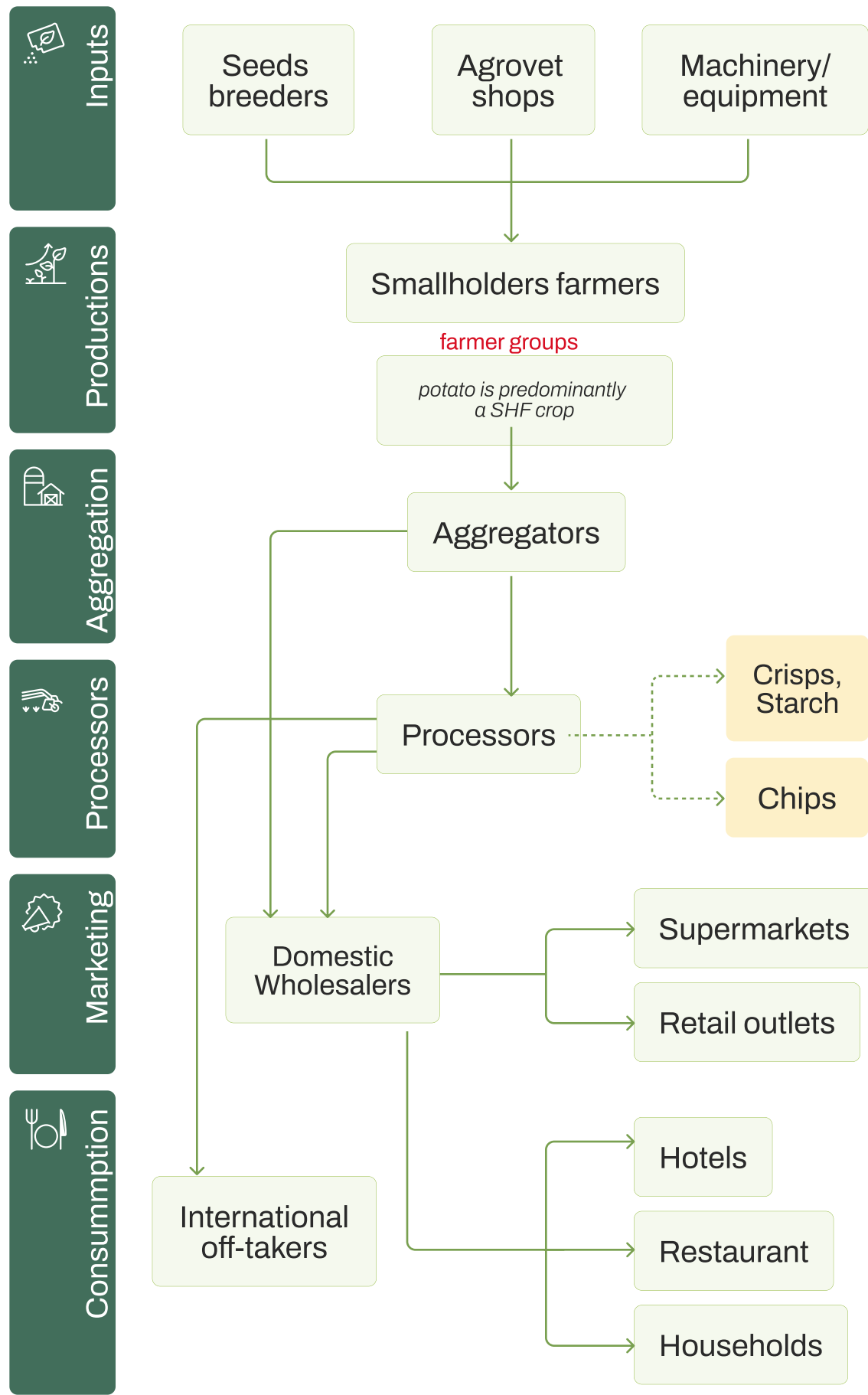
Global production of potato - 2023		
Source: (TRIDGE, 2024)		
Country	Production %	Volume in Million Kg
China	25.50%	95.57B
India	14.99%	56.18B
Ukraine	5.58%	20.90B
Russia	5.04%	18.89B
United States	4.75%	17.79B
Germany	2.85%	10.68B
Bangladesh	2.71%	10.14B
France	2.15%	8.07B
Pakistan	2.12%	7.94B



Leading potato exporters globally		
Source: (TRIDGE, 2024)		
Country	Share in export value	Export Value in \$
France	19.29%	954.92M
Netherlands	12.78%	632.83M
Germany	12.06%	596.90M
Canada	8.69%	430.14M
Egypt	6.77%	335M
United States	6.44%	318.66M
China	4.62%	228.70M
Belgium	4.52%	223.61M
Spain	4.27%	211.22M

Top Kenya's potato export destination		
Source: (TRIDGE, 2024)		
Export Destination	Share in Export	Export Value in \$
Uganda	98.47%	5.50M
South Sudan	1.21%	67.62K
Kuwait	0.11%	5.92K
DRC	0.09%	5.28K
Somalia	0.07%	3.92K
Hungary	0.04%	2.06K
Rwanda	0.01%	\$583

Value chain



- Main players

Sample Inputs suppliers

Seed

Crop protection products

Spray service providers

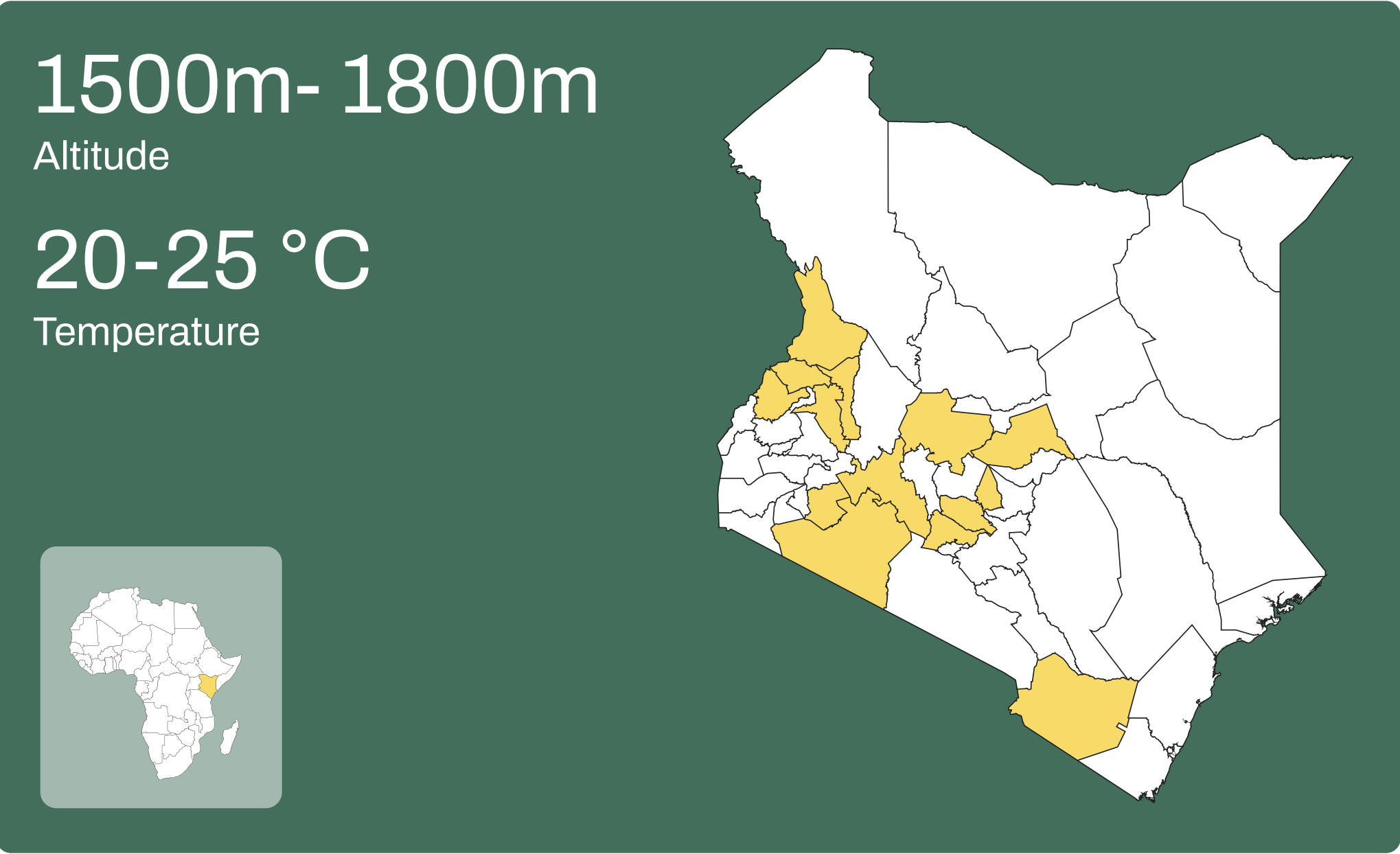
Fertilizer

Soil sampling and testing

Farm Mechanization

Research

Production areas



It is estimated that Kenyan farmers grow potatoes on approximately 120,000 to 150,000 ha annually. **Total annual output is about 1.7 to 2.2 million tonnes per year.**

Potato is mainly cultivated in high-altitude areas ranging from 1500-1800m above sea level. It is a cool climate crop with optimal performance temperatures under 20-250 C and below 200 C for day and night. Potato requires 500-750 mm rainfall during its growing period.

Potatoes are produced in **Bomet, Bungoma, Elgeyo Marakwet, Kiambu, Kirinyaga, Laikipia, Meru, Murang’a, Nakuru, Narok, Nyandarua, Nyeri, Taita Taveta, Trans Nzoia, Uasin Gishu, and West Pokot.**



Challenges

- Inadequate certified seed potato supply.
- Inadequate supply of processing potatoes.
- **Uncompetitive high prices** of processing potato.
- **Lack of potato processing varieties** with a longer shelf life.
- **Low processing capacity** among processors.
- Low adoption of **food safety standards**.
- Difficulty in **accessing financing**.
- **Supply chain disruptions**.
- Cheaper ready-cut frozen chips’ import.

Opportunities

- Fast-growing and **profitable market**.
- **Financing institutions active** in Agri-processing in Kenya.
- **Government support** toward potato value chains.

Sustainability financing

VC Segment	Green Finance Requirements
Processor	• Water recycling facilities • Eco-friendly packaging • Effluent treatment plant • Solar powered cold storage facilities
Aggregate	• Efficient Cold Chain System
Producer	• Mechanized or computerized planters • Off grid on-farm potato stores • Drip irrigation • Water harvesting • Solar Powered Irrigation
Input	• Aeroponics seed potato production system • Hydroponics seed potato production system • Water efficient potato varieties

Deforestation risk

In the sixteen counties where potatoes are cultivated, five counties are classified as high- risk deforestation counties and the remaining counties ranging from medium to low risk.

This distribution highlights the environmental challenges associated with potato farming in these regions, **emphasizing the need for sustainable agricultural practices to mitigate deforestation risks.**



eco.business fund

The **eco.business Fund** aims to promote business and consumption practices that contribute to the **conservation of biodiversity, the sustainable use of natural resources, and climate change mitigation and adaptation**. By financing business practices that preserve nature and promote biodiversity, the fund seeks investments that generate both **environmental and economic returns**. The fund primarily offers loans to qualified financial institutions, which in turn lend to eligible borrowers. These borrowers include holders of recognized certifications as well as those implementing changes that **support conservation and biodiversity**. The fund supports sustainable operations in the **agriculture, fisheries (including aquaculture), forestry, and tourism sectors**.

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