



CRAFT

Sereni Fries Ltd: Investing in proofing farmers from climate shock

[Using climate-smart strategies to build capacity for sustainable potato production and quality]



Round Potatoes in Kenya

Round Potato (*Solanum tuberosum*) offers food security to Kenya's population and commercial benefits for farmers. However, varied weather patterns affect its yields and quality.

Addressing this challenge is Sereni fries Ltd a CRAFT business champion. With support from its leaders—Humphrey Mburu and Eric Mburu, the company is using climate-smart strategies to build capacity in potato production.

CRAFT, also Climate Resilient Agribusiness for Tomorrow, is a project committed to capacitating Agro-based Small and Medium Scale Enterprises (SMEs) to ably support smallholder farmers develop key crop value chains that can survive the impact of extreme climate now and in the future.

About Sereni Fries Ltd

Sereni fries Ltd is an Irish potato processor established in 2012. Its products range from sliced chips, peeled potatoes to potato wedges. While catering services, hotels, restaurants, and fast-food outlets are the company's biggest clients.

To become a lead supplier of potato products, Sereni fries Ltd strategically supports smallholder farmers to produce ware potato. By creating a market, providing inputs, and extension services that were hindrances

to production, the company is addressing the value chain gaps in potato farming. Additionally, it installed a modern potato storage facility to reduce harvest losses.





Climate Smartness

Sereni fries Ltd is ensuring farmers access climate-smart resilient seed and training on climate-smart agriculture (CSA). Through its demonstration farms, farmers are learning various agricultural techniques and applying them. Additionally, it has linked farmers to services such as input financing, farm mechanization, soil testing, and irrigation.

Furthermore, the company is training farmers on scheduled post-harvest handling. These include sorting to separate diseased and cut tubers; then packing and transporting sound tubers to the company's modern potato storage facility.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
2,500 	600 	15 (Finance -3, Mechanisation 2, Inputs -10) 	3,000 MT (Metric tons per year) 

Target market segments and consumers

For consistent and predictable revenues, Sereni fries Ltd is targeting fast-food restaurants and expanding its product range. The company is enticing restaurants making the most daily orders with long-term supply contracts. So far, it has studied consumer behaviour all-year-round, then revised its internal sales discount system. Next, the company will reach out to clients, informing them of the new possibilities.

Sereni fries Ltd is also investing in ready-to-eat potato crisps for additional revenues and cushioning from

price fluctuations. Already it has acquired the necessary certification for processing crisps, set up the brand, and is taking steps in marketing.

Partners

Under the CRAFT project, Sereni fries Ltd's key partners are Agriwallet, Tower Sacco, Equity Bank, Cosmopolitan Sacco, Agrimech, Quipbank, Agrico, Stockman Rozen, Kisima Farm, Suera, Bayer, Amiran, Syngenta, Agrocares, CropNuts, SunCulture, Amiran, Future pump, government extension officers, ward agricultural, WAO and Sub-county agricultural officers, SCAO.

Key Objectives and Outcomes

Enhance the capacity of 2,500 smallholder farmers to improve sorghum output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	2,500 SHF contracted and capacity build to adopt CSA practices.	
	<ol style="list-style-type: none"> 1) Mobilize and engage farmers on scheduled contract farming agreements. 2) Facilitate and mentor leadership, business management skills, marketing, and financial inclusion. 3) Facilitate and Link farmers to Input and mechanization service providers. 4) Recruitment and train 8 TOTs on CSA ultimate to train the SHFs and follow up on the adoption of CSA. 	
Improve resilience to climate Change amongst targeted farmers through the promotion of appropriate climate-smart agricultural practices.	Adoption of CSA practices for increased productivity	
	<ol style="list-style-type: none"> 1) Facilitate and Set up 26 demo farms to showcase CSA practices and technologies. 2) Profile and link TOT service providers and SHFs to extension and business developments services. 	
Improve efficiency in sorghum inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services	
	<ol style="list-style-type: none"> 1) Mapping strategic and establishing inputs delivery channels 2) Organized inputs sourcing, accredited suppliers and link with financial service providers. 3) Conduct farmers deal-making business workshops for VC actors interaction and farmers exposure 	
Improve business turnover by at least 10% through developing new market channels and increasing volumes of sorghum marketed.	Increased supply of volume and sales of potato	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured potato. 2) Establish a distribution 3) Facilitate efficient collection and delivery of potato to the market 	
Business case budget	Total: € 341,146	Own funds; 57%