



CRAFT

FreshCrop Co. Ltd: Effortlessly Farming Potato amid extreme weather

[Taking climate-smart steps to decentralize Potato seed multiplication for efficiency in production and bulking]



Round Potato in Kenya

Although Round Potato (*Solanum tuberosum*) is perceived as tedious to grow, it is generous with an abundant harvest. Meaning Kenya's smallholder farmers and value chain actors can benefit from the crops increasing demand from both local and regional markets. However, climate change is increasingly affecting how farmers produce the crop.

To address the climate challenge is FreshCrop Company Limited, a CRAFT business champion. The company is using climate-smart approaches in supporting farmers to produce the crop more.

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 FreshCrop Co. Ltd

FreshCrop Co. Ltd. is a registered Agri-based company specializing in the production of ware potatoes. The company was established in 2017, realizing the lack of certified potato seed in the market. Most of its revenues are from procuring apical cuttings—a rooted potato transplant provided by Stockman Rozen. The potato cuttings are developed in adherence to the Health Inspectorate Service (KEPHIS) guidelines—a thorough and intensive agronomy regimen.





Starting with only 4-acres in Nakuru County, FreshCrop Co. Ltd has expanded to Nyandarua county. In addition, the company provides farmers access to market-based services, including training, access to inputs, and insurance. It is also encouraging seed distribution by assisting in the process of acquiring KEPHIS seed merchant licenses.

Climate Smartness

In addressing climate-smartness, FreshCrop Co. Ltd's strategy focuses on three pillars: 1.) the integration of climate-smart practices in the production of ware potato, 2.) bundled climate-smart services, and 3.) Enhanced opportunities from partnerships and structured market.

In approaching agronomy, the company is providing farmers with climate-resilient seeds. After, targeted farmers get training on climate-smart solutions such as cutting multiplication, conservation tillage for improved water management, and soil health management strategies. Additionally, farmers are trained on post-harvest handling and provided with cold storage and diffuse light storage facilities for harvest preservation.

Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
3,500 	600 	11 (Finance-2, Mechanisation-1, Inputs-4, WIS -1, Certification-1, Insurance-2) 	3,200 MT of C1 seed potato (Metric tons per year) 

Target market segments and consumers

FreshCrop Co. Ltd has segmented the market based on the two categories of products it offers. The consumers of potatoes as seed are smallholder farmers, whereas the customers of ware potato are a varied range of finished products consumers. To meet the market demand for potatoes as seed, the company is expanding production to 3200 tonnes for 3,500 smallholder farmers. The farmers will plant the seed potato on 1,600 hectares of land.

After producing the ware potato, FreshCrop Co.Ltd will supply to the following groups of customers that

have already signed supply contracts. These include 1.) Hotels: Sarova Woodlands, Ole Ken, Lemon Valley, Seb's Hotel. 2.) Schools and Institutions: Greensteds International, Shah School, Melvin Jones Academy, Roots Academy, Laikipia University, Highway Butchery, St. Theresa Orphanage, and Gilani's Butchery. 3.) Restaurant and processor: Bites crisps processor, Straight Arrow Enterprises Ltd, Java House.

Partners

Under CRAFT the company's main partners are Syngenta Yara Fertilizers, AEM Services KEPHIS, CropNuts, AFC & Sidian Bank, APA/Acre Africa, Stokman Rozen, Yara Farm Weather, Sunculture & Eunidrip & Agri Irrigation & Borehole System, CIP.

Key Objectives and Outcomes

Enhance the capacity of 3,500 smallholder farmers to improve potato output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	3,500 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 20 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 68 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 potato 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 potato 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 depot 3) Facilitate efficient collection and delivery of potato to the market 	
Business case budget	Total: € 395,568.6	Own funds; 57%