

CIP - Outcome brief template (4 pp)

The **outcome brief** is a publication that highlights a significant finding or accomplishment from the course of your project. The outcome brief calls special attention to this work for your donors and other stakeholders.

This template is designed to reduce and focus your efforts toward the material needed for the brief. We have listed a series of questions for each section. [1200 wds max for 2 pages](#)

Title

Project tagline (Comms will provide)

Picture

Key messages (3 points)

The AVCD potato project supported the integration of the private and public sectors in new potato value chains in Kenya that are led by farmers societies in the potato growing counties, generating 33,977,789 USD in sales.

Per unit area yields have increased by almost 50%, as has the area of potato grown, with supplies from new certified seed production systems that are owned and run by the farmers organisations.

Working closely with and supporting the county governments to develop their local potato sectors has been vital for success - potato is now included in the development plans of all the counties which have invested over \$1m so far. This success bodes well for future phases of the project and for development of the national potato sector.

Background (200 words)

Potato is cultivated by approximately 800,000 mostly smallholder farmers in Kenya, and plays an important role in Kenya's food and nutrition security plan. The sector employs another 2.5 million people - transporters, distributors, processors, vendors, retailers, and exporters - who earn their livelihoods along the value chain.

Agricultural productivity in Kenya declined from 22 t/ha in 2010 to less than 10 t/ha in 2019, representing a loss of 2.7 million tonnes of food per year. Potato is an excellent option to boost productivity as it responds well to improved farming techniques and technologies, and to improvements in the value chain.

Accelerated Value Chain Development (AVCD) supported the development of a private sector-led potato value chain, integrating county governments in leading and supporting work to disseminate productivity-enhancing technologies, strengthen seed systems and develop farmer producer organizations (FPOs) to improve equality and opportunity in the value chain.

In phase 1 (2015–2018), AVCD covered the traditionally potato-growing counties of Elgeyo-Marakwet, Meru, Nandi, and Uasin Gishu, while in phase 2, (2019–2021), farmers in Bungoma and Taita Taveta counties established new potato value chains using varieties suited to the local conditions.

[Map suggested](#)

Achievement (200 words)

AVCD helped 72,260 smallholder farmers apply productivity-enhancing technologies following season-long practical training on learning farms which were hosted by farmer groups and led by government extension workers. As a result they generated 33,977,789 USD in sales of potato: 27.6M USD in phase 1 and 6.3M USD in the two extra counties in phase 2, with increases in gross margin in phase 1 from 721 USD/ha to 1,680 USD/ha. This represents a direct return on investment of 1 to 9.82 USD on the 3.47M USD investment of the project. In phase 2, yields increased from 7.7 t/ha to 11.5 t/ha, and the average area of potato cultivated per farmer increased from 0.12 ha to 0.35 ha.

TABLE I - KEY OUTCOMES

	Target	Achieved	% Achieved
Number of participants	66,000	74,690	113%
Number of participants who applied improved management practices or technologies	58,917	72,260	123%
Value of annual sales of farms and firms	43,213,260	33,977,789	79% ¹
Number of hectares under improved management practices or technologies	11,323	20,217	178%
Percentage of female participants	40%	71%	178%

¹ Not achieved due to nationally declared drought 2016-2017.

Production of certified seed is a major step towards sustainability - KWESTO in Bungoma began producing certified seed in April 2021 as an outgrower under a Nandi Potato Farmers Cooperative Society license. In Taita Taveta, four AVCD-trained farmer groups produce certified seed under a seed merchant license of Kenya Agriculture and Livestock Research Organization with support from Kenya Climate Smart Agriculture Project. The groups sold the first crop of certified seed in October 2020. Two FPOs from phase 1 started production of certified seed after phase 1 ended, building on the preparations made during that period.

Developing local capacity to drive and support activities has been critical for the success of the project. Five new county-level Farmer Producer Organisations (FPO) that were established by the project have become financially self-sufficient, with Nandi Potato Farmers' Cooperative Society becoming a nationally recognized model for FPO development. The Cooperative is now able to issue outgrowers licenses to partner organizations, a further step in its prominent role in the sector.

Box 1. Nandi Potato Farmers' Cooperative Society

The Nandi Potato Cooperative is a model of cooperative formation and development in collaboration with the county government. The cooperative was registered within six months of its inception, and reached 2,000 members four years later. The cooperative produced certified seed as an outgrower and in 2021 acquired the seed merchant license from KEPHIS. The Cooperative has secured several market linkages in Kenya and has clients in Tanzania.

Nandi County has supported the cooperative through i) purchasing seed produced by the cooperative for farmers valued at 12,000 USD, ii) supporting access to basic seed to produce certified seed valued at 11,000 USD, and iii) purchasing machinery valued at 80,000 USD to lend to the cooperative for mechanized production. This is a testament to the rapid development and relevance of Nandi Potato Cooperative, particularly as Nandi was a county where potato was not grown prior to AVCD interventions.

Images needed

Partnering with the governments of the counties in which the project operated was key to success. As a result of high-level engagement in leading, planning, implementation and monitoring of the interventions, all of the county governments prioritized potato among the county's priority crops, collectively investing 1.3 million USD in potato value chain development.

Capacity development interventions for county governments, FPOs, seed businesses, farmers and stakeholders has left a legacy for further investments and the expansion of AVCD activities by public and private stakeholders, notably county governments, FPOs and private businesses. To support extension services, AVCD trained 65 ward agricultural officers and, in collaboration with the County Department of Nutrition and Dietetics, Ministry of Health, 99 county and subcounty nutrition officers and 193 Community Health Volunteers in nutrition messaging, reaching the primary caregivers of 5,400 children under 23 months.

Box 2. Viazi Soko Digital platform

AVCD supported upgrades to the National Potato Council of Kenya-hosted Viazi Soko (potato marketing) platform <https://npckviazisoko.com/> and an app available on Google play where farmers can place orders and book seed, and access weather forecasts by region, extension services on GAPs, pest and disease advisory services and other farm services.

Viazi Soko also links farmer groups with buyers to sell potato through the platform. Through the USSD service, farmers can query and receive instant responses on the availability of seed and farm inputs and services, and receive bulk advisory SMSs.

- Over 98,000 farmers are registered on the platform.
- Over 1,200 farmers actively use the platform to find inputs, services and advisory information.
- 16 companies are registered on the platform offering various products and services to farmers: seed, apical cuttings, minitubers, agrochemicals, fertilizers, mechanization, soil testing and spraying services.

See the video series here - [Youtube_Viazi Soko Extension](#)

Image needed

Project objectives box if useful

- To improve the potato cultivation and nutritional understanding of rural farming households.
- To develop and improve sustainable potato seed systems by supporting private sector seed businesses.
- To develop and support Farmers Producer Organisations to engage and lead in marketing and value addition.
- To support capacity development of institutions, partners and other stakeholders that improve sustainability and boost the 'Journey to Self Reliance'.

Discussion – ways forward (200-300 words)

.....two or three sentences on what phase 3 will do, and show how it has evolved from earlier phases.

Duration

Dates of the project: *October 1, 2015 to September 30, 2021*

Project code: *to be added*

Budget

USD \$3.47m

(if funding not given in USD, please provide currency type and we will convert)

Contact

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Donors and partners

USAID

International Potato Center (CIP)

National Potato Council of Kenya (NPCK)

Kenya Agriculture and Livestock Research Organization (KALRO)

Kenya Climate Smart Agriculture Project (KCSAP)

Kenya Plant Health Inspection Service (KPHIS)

County governments of Bungoma, Elgeyo-Marakwet, Meru, Nandi, Taita Taveta and Uasin Gishu

Farmer producer Organisations:

ATC-Chebara, Elgeyo-Marakwet county

Jungu Farm, Meru county

KWESTO, Bungoma county

Nandi Potato Farmers Cooperative Society, Nandi county

Taita Taveta FPO, Taita Taveta county

Links

AVCD potato webpage

Selected AVCD potato productions - maybe include a list of these (?)

Viazi Soko - <https://npckviazisoko.com/>