



## Potatoes

## The Netherlands in Kenya

*“The Netherlands, often referred to as Holland, has had one of the world’s most open economies for centuries. The Dutch engage in all forms of business all around the globe.”*

When it comes to potatoes, the Netherlands is a real powerhouse. Every year we yield more than 4x the amount needed to feed the Dutch population on just 3% of our total land area. This is 7 billion kilogram of potatoes on just 1550km<sup>2</sup> every year (45 t/ha). Part of this success of the “Dutch potato” is because of the high yielding varieties available to Dutch farmers. These Dutch potato varieties are exported all over the world, leading to higher yields everywhere.

**Our vision** | To achieve a healthy business climate in which Dutch and Kenyan companies enter into mutually beneficial partnerships.

**Our approach** | We provide sustainable trade and investment support to Dutch companies that are exploring economic opportunities in Kenya. We are involved in government to government dialogue to improve the business climate and encourage Dutch investment in Kenya.

### Seed potato project

“Good seed is the basis for good crops” with this motto we started a to create a business environment for Dutch and Kenyan companies to invest in the development of the seed potato sector in Kenya. Where a sustainable value chain starts with good seed, so did the investment. Eventually those investments lead to **increased food security**, with yields increasing up to **fivefold** with Dutch varieties compared to Kenyan varieties. An impressive increase from 6 t/ha to 30 t/ha now.



**^ Potatoes are loaded into a Dutch Planter.**



### Investment in the Value Chain

Our seed potato project has triggered investments throughout the value chain. With the availability of good seed the yields rose; leading to opportunities in storing and processing the potatoes. Good storage and available processing help to lower the post harvest losses, further increasing the food security.

**Storage** | original storing solutions are adjusted to fit the situation in Kenya, for instance small low-tech and non energy consuming storage.

**Processing** | processing is picked up by investors supplying big brands with good fries. Dutch varieties hold their quality up to four times longer.

**“The price of 1 kg of potatoes in Nairobi is ~~120Ksh~~ 130Ksh”**

### Growing demand

Potatoes are becoming more popular and prices of the potatoes are rising. A kilo of chips costs five times as much in Kenya as in the Netherlands!

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