



Republic of Kenya

Ministry of Cooperatives
and Micro, Small and Medium
Enterprises (MSME)
Development



PRESIDENT RUTO UNVEILS CUTTING-EDGE FACILITY TO BOOST POTATO INDUSTRY IN MERU COUNTY

Timau, Thursday 25TH January 2024... H.E. President Dr. William Ruto officially commissioned the Ngusishi Potato Cold Storage Facility in Meru County, marking a significant advancement in agribusiness infrastructure. With a capacity to store 2000 metric tonnes per year, this state-of-the-art facility incorporates cutting-edge technology to maintain optimal temperatures for the stored potatoes. Serving over 14,000 farmers, the facility ensures minimal wastage and incorporates advanced grading and sorting equipment, enhancing the competitiveness of the potatoes in both local and international markets.

Meru County, with over 17,000 hectares dedicated to potato production, contributes substantially to the national potato yield. However, challenges such as inadequate storage facilities, post-harvest losses, and limited value addition have impeded the sector's growth. The newly commissioned cold storage facility is expected to address these issues, safeguarding the livelihoods of farmers and fostering sectoral growth.

Addressing farmers during the commissioning, the President said that the cold storage project is a testament to the potential of our nation's productive capacity and Government's commitment of creating sustainable solutions for MSMEs in the agricultural sector, and especially towards achieving food security.

The cold storage facility, part of a Kshs 300 million investment covering Kisii and Nyandarua counties, aims to minimize post-harvest losses, ensure the economic viability of potato farming and create competitive and sustainable jobs along the value chain. The three projects collectively contribute to increasing the income of smallholder farmers and rural entrepreneurs engaged in potato and vegetable production.

The Meru facility aligns with the government's commitment to creating sustainable solutions for MSEs in agriculture, contributing to food security. Operationalized by the Micro and Small Enterprise Authority, these projects, along with other initiatives such as the Constituency Industrial Development Centers and access to finance through the Hustler Fund, underscore Kenya's efforts to become a key player in the global agricultural market.

About MSEA (Micro and Small Enterprises Authority)

MSEA is an abbreviated form for Micro and Small Enterprises Authority (MSEA). It is a government body established under the Micro and Small Enterprise Act No. 55 of 2012 mandated to formulate and coordinate policies that will facilitate the integration and



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harmonization of various
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initiatives for the promotion, development, and regulation of the Micro and Small Enterprises. The Authority is domiciled under the Ministry of Cooperatives and Micro, Small & Medium Enterprises (MSME) Development.