

■ Bloom Farm Report

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Potato Price Trend Report: Njoro Agri-Hub (Nakuru County)

This report provides a comprehensive analysis of potato price trends relevant to Njoro Agri-Hub, combining historical internal data with current market intelligence from online sources for Nakuru County.

1. Executive Summary

The potato market in Nakuru County is currently experiencing a period of **stable pricing** according to internal historical data, with a current price of KES 30.0 per kg and an average historical price of KES 30.8 per kg. However, recent online market intelligence indicates a **significant price increase** in late 2025 due to supply shortages from delayed rains and reduced production. This presents a favorable selling environment for farmers with available stock, particularly those who managed good harvests. The best historical season for selling potatoes has been Season 2.

2. Historical Price Trends (Internal Data)

Our internal records show the following price trends for potatoes:

- **Overall Trend:** Stable
- **Current Price (as per internal data, 2025 S1):** KES 30.0 per kg
- **Average Historical Price:** KES 30.8 per kg
- **Best Season for Selling (Historically):** Season 2 (S2), with an average price of KES 31.8 per kg.
- **Current Sell Timing Recommendation:** Good time to sell - Sell Soon.

2.1. Historical Price Data per Kilogram

Year	Season	Period	Price (KES/kg)
2022	S1	2022 S1	30.0
2022	S2	2022 S2	32.0

2023	S1	2023 S1	28.0
2023	S1	2023 S1	28.0
2023	S2	2023 S2	35.0
2024	S1	2024 S1	33.0
2024	S2	2024 S2	31.0
2024	S2	2024 S2	30.0
2024	S2	2024 S2	31.0
2025	S1	2025 S1	30.0

3. Current Market Intelligence (Nakuru County - Late 2025)

Recent online searches reveal a dynamic and generally high-priced potato market in Nakuru County:

- **Current Wholesale Price (90-kg sack):** Approximately **KES 4,000**, which translates to about **KES 44-45 per kilogram**.
- **Current Retail Prices:** Ranges from **KES 30 to KES 45 per kilogram** in local markets, with specific outlets reporting KES 30 per kg.
- **Key Drivers for Price Hike:** Delayed rains and reduced production have significantly lowered supply, consequently driving up consumer costs.
- **Beneficiaries:** Farmers who managed to achieve better harvests, often through irrigation or favorable micro-climates, are currently benefiting from the high demand and prices.
- **National Price Context:** Wholesale prices for Irish potatoes nationally ranged from KES 63/kg, with retail prices between KES 81-110/kg in major towns. Nakuru's prices generally fall between the extremes observed in cities like Nairobi (higher) and Eldoret (lower).
- **Shangi Potato Trends:** Wholesale prices for the popular Shangi variety in Nakuru saw about a 10% increase throughout 2025, indicating a steady upward trend.
- **Price Variation:** Some local listings show prices for a 90-kg sack between KES 2,000-3,500, highlighting that quality and specific market conditions can cause significant variations.

4. Synthesis and Recommendations

While our historical data suggests a stable trend and a current price of KES 30.0/kg, the recent web search data indicates that the broader market in Nakuru County, as of late 2025, is experiencing elevated prices (KES 44-45/kg wholesale equivalent, KES 30-45/kg retail).

This discrepancy might be due to the internal data representing a specific transaction or an average that predates the recent surge.

Given the current market conditions:

- **Consider Selling Now:** The online data strongly suggests that prices are favorable due to scarcity. If you have potatoes ready for sale, it is a good time to capitalize on the higher market rates.
- **Target Season 2:** Historically, Season 2 has shown higher average prices. Aligning harvest and sales with this period in future cycles could optimize returns.
- **Monitor Local Market:** While the wholesale price for a 90kg sack is around KES 4,000, retail prices can offer better margins (up to KES 45/kg). Investigate local market demand and direct sales opportunities to maximize profit.
- **Quality Matters:** Price variations based on quality are evident. Ensuring high-quality produce can command better prices, even within fluctuating market conditions.
- **Irrigation Advantage:** The current high prices underscore the value of practices like irrigation that mitigate the impact of adverse weather (e.g., delayed rains) on production, allowing farmers to supply during periods of scarcity and high demand.

5. Data Sources

- Web search conducted on 2025-10-26 for "potatoes prices Nakuru County". Key sources include: Mount Kenya Times (mountkenyatimes.co.ke)
- Mkulima Bora Portal (portal.mkulimabora.org)
- Food Security Portal (ssa.foodsecurityportal.org)
- PotatoPro (potatopro.com)
- National Potato Council of Kenya (npck.org)
- Agroberichten Buitenland (agroberichtenbuitenland.nl)

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