

Future outlook

Great potential exists for fruits and vegetable processing in Kenya and other countries in the region. To realise this potential the following aspects should be looked into:

Processing

- Improvement on the processing equipment currently being used to come up with more efficient tools and equipment e.g., improved and more efficient dryers, more efficient slicing tools, readily available packaging materials especially glass bottles and jars.
- Diversify on the range of fruits and vegetables being processed. Research is required on fruits/vegetables on which little knowledge on processing exists at village level e.g., avocados, tamarinds other indigenous wild fruits.
- Extending fruits and vegetable processing activity to more groups and districts to realise quantity to access wider market.

Marketing

- Aggressive promotion of processed products locally and in the international market should be undertaken to act as catalyst in the activity development.
- The stakeholders involved should get organised into marketing associations in order to facilitate market development.

Certification

The growing consumer awareness on agrochemical residues in fresh and processed food products has led to increased demand for organically produced and processed products. Certification of processed fruits and vegetables as organic products can lead to improved value and demand. There is need for organic certification system to be put in place.

Local market promotion

It is necessary to create awareness on the existence and uses of the processed products through products promotion within and outside the communities where processing is being done. This should involve organised promotion campaigns in local markets, shops, supermarkets, hotels, schools and other institutions. It should also be done during activities such as field days, public meetings and open days. Agricultural shows and trade fairs are good means of creating awareness on the products and technologies available.

The groups involved in processing should be encouraged and supported to have selling outlets within the local towns and market centres. The groups can establish juice bars, and shops where the processed products can be displayed for sale. Farmer associations can also open up distribution centres for products. Food manufacturers can be approached to provide market since they are potential users of processed products in preparation of baby foods, breakfast cereals, biscuits and other confectioneries.