

Improving Maize Productivity and Farmer Profitability in Kenya

Mid and High Altitude Project Delivering Results with Pioneer® Brand Maize Hybrids

Situation

Maize is a major staple food in Kenya. However, land is limited and agricultural productivity has not been able to keep pace with population growth, leading to annual maize imports and food insecurity.

Pioneer Hi-Bred, a DuPont business, and its Kenyan distributor, FarmChem, have collaborated to launch the Kenya Mid- and High-Altitude Project.

The project's primary goal is to improve maize productivity and profitability for Kenyan farmers by realizing the full potential of intensive maize production.



Solution

The highlands region of Kenya is known as the "Granary of Kenya," with significant opportunities to increase maize production.

The combination of two new, top-performing new Pioneer® brand hybrids – PHB 30V53 and PHB 30G19 – along with high-quality agronomic services from Pioneer to influential farmers will help increase productivity and make customers more profitable.

Impact

This project is on target to improve customer profitability, and is predicted to at least double maize yield for farmers in the highlands of Kenya.

Kenyan farmers are experiencing the new Pioneer hybrids for the first time in more than 320 field demonstrations of one-acre side-by-side plots. These plots demonstrate both Pioneer products and best agronomic practices.

