

## **ABSTRACT**

Even though quality of seed is a major yield determinant in potato (*Solanum tuberosum* L.) production and global food security, inadequate availability of and access to high quality (certified) seed is a major challenge to potato producers in Sub-Saharan Africa. The objective of this study was to examine farmer's adoption tendency towards decentralised clean seed potato multiplication agri-enterprise (CSPMAE) in Central Rift Valley, Kenya, which aids in implementation of stage matched entrepreneurial interventions. A cross-sectional survey was conducted using a semi-structured questionnaire on 54 seed potato producers and 192 non-seed potato producers, through multistage sampling. Ordered logistic regression analysis, based on the trans-theoretical model, revealed that household head, partner knowledge, gender, land size allocated for potato production, level of education, ownership of transport and/or storage facilities, frequency of interaction with certified seed potato producers and agricultural extension officers influenced adoption tendencies of CSPMAE, positively and significantly. Seed potato value chain stakeholder platforms, development workers and donors should prioritise their support for clean seed agri-enterprises to farmers with such traits. This is likely to lead to increased supply of access to clean seed, thereby improving potato yields in Kenya.