

Role of Networking Capability, Socio-Economic and Institutional Characteristics on Adoption Tendencies of *Clean Seed* Potato Agri-enterprises in Central Rift Valley, Kenya

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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 Nakuru County, 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 transtheoretical 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 and access of *clean seed*, thereby improving potato yields in Nakuru County and ultimately in Kenya.

Key words: *Solanum tuberosum*, Sub-Saharan Africa, stakeholder platforms, trans theoretical model, ordered logistic.