

NTHAKA

Kenya Agribusiness Investment Guide

Your Strategic Roadmap to Profitable Farming in Kenya

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1 Executive Summary



Aerial view of patchwork farms in Mau Narok, Kenya

Agriculture remains the backbone of the Kenyan economy, contributing approximately **21.8% to the Gross Domestic Product (GDP)** and supporting the livelihoods of over **70% of the rural population**. Under the **Kenya Vision 2030** and the **Bottom-Up Economic Transformation Agenda (BETA)**, the sector is positioned as a primary driver for food security, job creation, and export earnings.

This guide, curated by **Nthaka Limited**, provides an in-depth analysis of Kenya's agro-ecological zones, high-potential value chains, and the strategic market landscape. Our mission is to bridge the gap between land ownership and productive investment, ensuring that every acre of leased land contributes to a profitable and sustainable future.

1.1 Big News: We Are Live!

We are excited to announce that our digital marketplace is now officially live at nthaka.co.ke. You can now browse verified agricultural land for lease across Kenya, filter by county, crop suitability, and budget, all from the comfort of your device. Skip the brokers and WhatsApp groups — find your next farm with confidence.

2 Detailed Regional Analysis & Value Chains

Kenya's diverse climate and topography create distinct agricultural zones, each suited to specific types of farming. Understanding these regional strengths is crucial for maximizing yield and profitability.

2.1 The Central Highlands: The High-Value Powerhouse

The Central Highlands (Kiambu, Nyeri, Murang'a, Kirinyaga, Embu, Meru) are characterized by high altitudes (1,500m - 2,500m) and fertile volcanic soils.

- **Avocado (Hass):** Currently the “green gold” of Kenya. Hass avocados require well-drained soils and consistent moisture. The market for Hass avocados is robust, with strong demand in Europe and the Middle East.
- **Macadamia:** A high-value nut crop with growing global demand. Meru and Embu counties are leading producers.
- **Dairy:** Intensive zero-grazing systems are prevalent here, driven by the high demand from the Nairobi milk market.



High-quality Hass Avocados ready for export

2.2 The Rift Valley: The National Breadbasket

Spanning from the North (Trans Nzoia) to the South (Narok), this region is the center of mechanized cereal production and extensive livestock farming.

- **Maize & Wheat:** Trans Nzoia and Uasin Gishu produce over 40% of the national maize supply. Large-scale mechanized farming is key to profitability.
- **Irish Potatoes:** Thriving in cooler areas like Molo and Mau Narok, Irish potatoes benefit from rich volcanic soils.
- **Beef & Dairy:** Large-scale ranching in counties like Nakuru and Laikipia offers opportunities for high-quality meat and milk production.

2.3 The Eastern Semi-Arid Lands: The Horticulture Frontier

Counties like Makueni, Machakos, and Kitui have transformed through strategic irrigation and water harvesting initiatives.

- **Pixie Oranges & Mangoes:** Makueni is a national hub for these fruits, known for their sweetness and market appeal.
- **Green Grams (Ndengu):** A short-season legume with high domestic demand and significant export potential.

3 Land Lease Price Guide

Leasing agricultural land in Kenya involves a range of prices influenced by factors such as county, proximity to infrastructure, soil fertility, and water availability. Nthaka Limited facilitates transparent and fair lease agreements.

County	Annual Lease (KES/acre)	Notes
Kiambu	15,000 - 30,000	High-value crops, near Nairobi urban centers
Nakuru	10,000 - 25,000	Large-scale cereals, horticulture, and dairy

Narok	6,000 - 15,000	Vast lands, good for wheat, maize, and livestock
Makueni	4,000 - 10,000	Fruit hubs, prices reflect irrigation access
Trans Nzoia	7,000 - 18,000	Prime maize and wheat belt, mechanized farming
Nyeri	10,000 - 25,000	Ideal for tea, coffee, and intensive dairy
Uasin Gishu	8,000 - 19,000	Strong cereal production, similar to Trans Nzoia

4 Contact Nthaka Limited

We are here to help you navigate the Kenyan agribusiness landscape. Whether you are looking for land to lease or have land you want to list, get in touch with our team today.

Get in Touch

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Verified Agricultural Land for Lease in Kenya.