

Abstract

The novelty of the emerging concept “alternative food network” provides a great potential to boost the organic sector in Kenya. A census of all stakeholders in Nairobi’s organic fresh produce value chain was done using semi-structured questionnaires with Ucinet Version 6 used to analyze connections. The results revealed varying connectedness with a high degree (67%) and low Eigenvector (28%) centralities. Proximity varied with low Betweenness (4%) and high nearness (76%) centralities. Most produce was marketed using short supply chains (47% direct to customers and 16% through wholesalers). Spatial proximity, high social embeddedness, and trust were observed with production concentrated in urban and peri-urban areas. Structural holes were evident and characterized by farmers' exploitation, unequal distribution of benefits, and mismatch between supply and demand. Governmental organizations and produce-led sector support institutions have the potential to influence activities, relationships, and performance if utilized, they have unique access to non-redundant information. Emphasis on sharing critical information on demand and supply is vital if the sector is to achieve its optimal potential.