

## **Abstract**

Information asymmetry is often a characteristic present in food value chains. However, high information asymmetry reduces trust and may compromise food safety and quality. Traceability enhances information sharing and disclosure thereby reducing the imperfection. Qualitative and quantitative data was collected from Kenyan certified farmers and organic outlets to generate empirical information on the extent and factors that contribute to traceability along organic kale value chains. Interviews were conducted using a semi-structured questionnaire. Data was analysed using descriptive statistics and factor analysis. Majority (62 %) of smallholder producers had a functional traceability system. Factor analysis revealed that organizational activities and personnel perception contribute to traceability in an organization. Variables that contribute to organizational activities are documentation/record keeping (0.754), certification by other quality management standards (0.711), training on food safety and traceability management (0.444) and system monitoring (0.770). Such knowledge can be used by players along the value chain to reduce information asymmetry. The results suggest need for awareness creation among stakeholders on how organizational activities can be used to improve traceability through enhanced information flow for safer and better quality organic products. In addition, perception of personnel which plays an important role in traceability can be improved through training personnel on beneficial consequences of a traceability system.