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Hazel Awino

Founder, [Agri Innovation Hub](#)

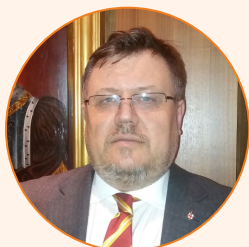


Kenya

Hazel Awino is a pioneering entrepreneur in Kenya's agricultural sector, renowned for transforming potato farming. With expertise in agricultural aggregation and market systems, she empowers smallholder farmers cultivating high-demand varieties like Markies and Challenger. Hazel focuses on building a sustainable, profitable market for potato farmers through trust-based relationships and eco-friendly practices that secure long-term growth and livelihoods.

Agri Innovation Hub

Founded by Hazel Awino, is a Kenyan-based enterprise with a bold mission: to revolutionize potato farming in Kenya Narok County. Acting as a bridge between smallholder farmers and high-value markets, the Hub enables potato growers to overcome market access challenges and secure a steady, fair income. By leveraging innovative technologies and sustainable farming methods, Agri Innovation Hub is positioning itself as a catalyst for change in the potato sector. The Hub operates at the intersection of quality, productivity, and sustainability, aiming to lay a solid foundation for a resilient agricultural ecosystem. Its initiatives range from training farmers on best practices to facilitating connections with buyers who value quality and consistency. Agri Innovation Hub also provides support for compliance with market standards, enabling farmers to meet the size, disease-free, and consistency specifications demanded by formal markets. This not only increases farmers' profitability but also reduces post-harvest losses and waste, which are common issues in the agricultural sector. Under Hazel's leadership, Agri Innovation Hub envisions a platform where agricultural knowledge, resources, and business support converge to foster a sustainable and prosperous farming future. The Hub is actively contributing to the region's economic development by addressing Kenya's agricultural challenges and supporting the Narok Community's goals of economic integration. Through Agri Innovation Hub, Hazel is creating pathways for farmers to access higher-value opportunities, thereby strengthening Kenya's agribusiness sector and enhancing food security across the region.



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Dmytro Tupchiienko

Financial Accountant