

KENYA COLD CHAIN ACCELERATOR (KCCA) PROJECT SPOTLIGHT

Chill Zone

Integrated cold chain and value addition for horticulture

About the project

Chill Zone's value proposition is to connect smallholder horticultural farmers to reliable local and international markets by providing cold chain services, offtake agreements and direct market access. Through value-addition, the company also helps farmers reach higher-value buyers and earn more from their produce.

Chill Zone plans to build an integrated cold chain and value-addition ecosystem for horticultural farmers in Kenya, starting with passion fruit, mango, and tamarillo. Today, farmers lose 30–40% of their harvest due to limited cold storage and fragmented markets. Chill Zone's farmer-centred model works closely with young smallholder farmers to improve year-round productivity, such as providing disease-resistant crop varieties.

The company will use cold storage to aggregate produce in its target value chains and operate a central hub in Nairobi to supply both domestic and export markets. A major component of their strategy is establishing a value-addition factory in Eldoret to produce juices and jams, helping reduce waste while opening new opportunities in the hotel and restaurant sectors.

Chill Zone will also pilot solar-powered cold storage and transition to low-Global Warming Potential (GWP) refrigerants to support climate-smart operations. The initiative aims to cut post-harvest losses, expand market access, and raise farmer incomes, while actively prioritising women and youth. Over the next five years, the model aims to grow from 450 to 10,000 farmers, creating a scalable solution for horticultural value chains across Kenya.

“KCCA will enable Chill Zone to deliver faster rollout of expanded cold rooms and structured aggregation, protecting fruit quality and cutting post-harvest losses. With enhanced traceability through ERP, where every crate will be tracked from farm to customer. This will strengthen the supply chain as we expand on our value addition of fruit into juices, sauces and jams giving small-scale farmers steady, predictable income and quality produce to consumers.” - Purity Rotich, Fractional CEO, Chill Zone



Company

Chill Zone

Organisation Founded


2024


Counties

Nairobi, Iten and Eldoret, Kenya



 [Learn more about the KCCA](#)

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