

## **Abstract**

This paper focuses on strategies to revitalize the growth of the pyrethrum sub-sector through value addition. It utilizes value chain analysis as a tool to underpin relations among the various players in the value chain and to identify strategies that can add value to farmers at farm level, improve extraction and system costs at the Pyrethrum Board of Kenya, and encourage value-adding investments at the processing level domestically. The data collection techniques included use of primary and secondary information from various sources. Qualitative as well as quantitative techniques were used for data analysis and presentation. Key findings in the paper were that there are weaknesses at farm, Pyrethrum Board of Kenya (PBK) and processing level that have impeded value addition and hence the growth of the sub-sector. They include very high administrative costs at each node of the value chain, avoidable process costs at the extraction level as well as managerial inefficiencies at all levels. The paper also finds out that domestic processing is impeded by such factors as poor tax policies, weaknesses in legislation as well as inadequate efforts in attracting domestic and foreign investors to the sub-sector. The paper therefore provides a scope for intervention by policy implementers that can make the sub-sector viable and profitable. It is demonstrated that the sub sector faces challenges of competitiveness that can be addressed through continuous improvement of such factors as market differentiation, quality assurance and improving system cost factors.