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Better Days Shine for KMC



One on One with Chef Omondi



Zambeef-A Parfect Meaty Case Study











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CHIEF EDITOR'S NOTE

his edition is about a well-loved delicacy around the world... meat! The consumption of meat is an integral part of many Kenyans' diets and according to statistics, the average Kenyan consumes 15 kilogrammes of meat annually.

We delve into the meat industry in Kenya, from farm to plate. We look at the progress that has been made in the production

> of meat, including slaughterhouses, packaging and value- addition. High production standards are crucial in promoting meat exports and this issue has looked at the necessary standards for the benefit of potential exporters. We have also included recipes for mouth-watering meat dishes from a renowned chef to ensure you serve up only the best.

> > Dig in and Enjoy!



Maureen Mambo Editor -In- Chief



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ONTHE COVER Different types of meat, Raw and Nyama Choma

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ABOUT US

Kenya Export Promotion and Branding Agency is a state corporation that offers integrated solutions for all trade promotion and nation branding activities for Kenya, covering local, regional and international engagements.

OUR VISION

To Transform Kenya into a Top Global Brand

OUR MISSION

Brand Kenya, Export Kenyan, Build Kenya



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- **Export Trade Information Services**
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- International Market Development and Promotion
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- Market Research & Surveys

















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eat is a well-loved delicacy around the world. The consumption of meat globally has been rising steadily, currently standing at 350 million tons. The top meat-eating countries in the world are the United States of America, Australia, Argentina, New Zealand and Spain.

The meat sector is a high-yielding one and is currently valued at USD 838 billion. In Kenya, the value of meat exports was USD 55 million, majority of which was red meat.

There is tremendous potential for Kenya to reap big from this sector. The Kenya Meat Commission has been revived and it has a slaughter capacity of 1,250 large animals per day and 2,000 small stocks per day. The challenge now lies in processing the meat to fetch higher prices for exports and to increase consumption of different types of meat such as seafood to the mainstream population.

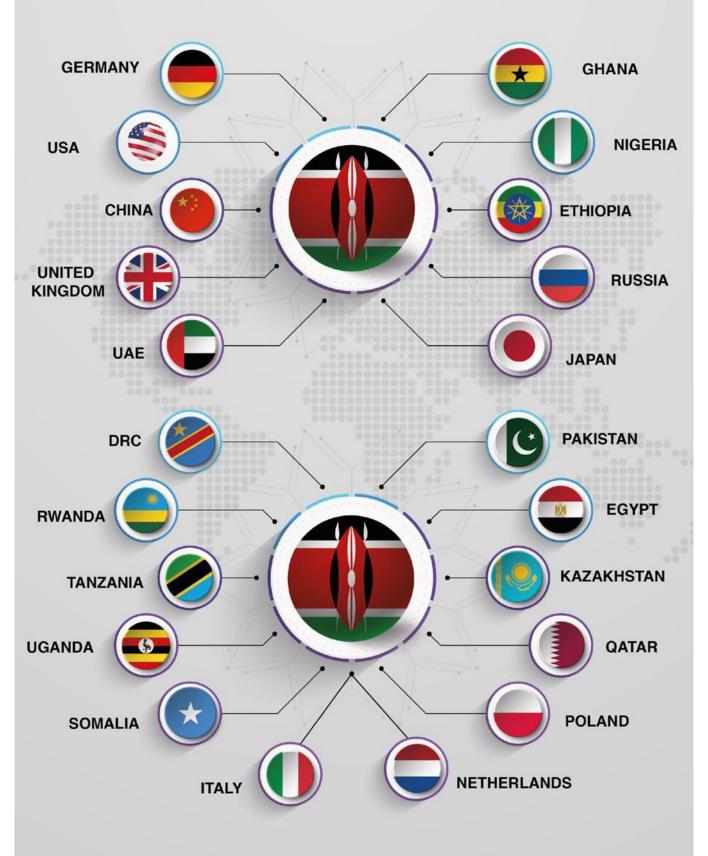
Dr. Wilfred Marube,PHDCEO, Kenya Export Promotion and Branding Agency



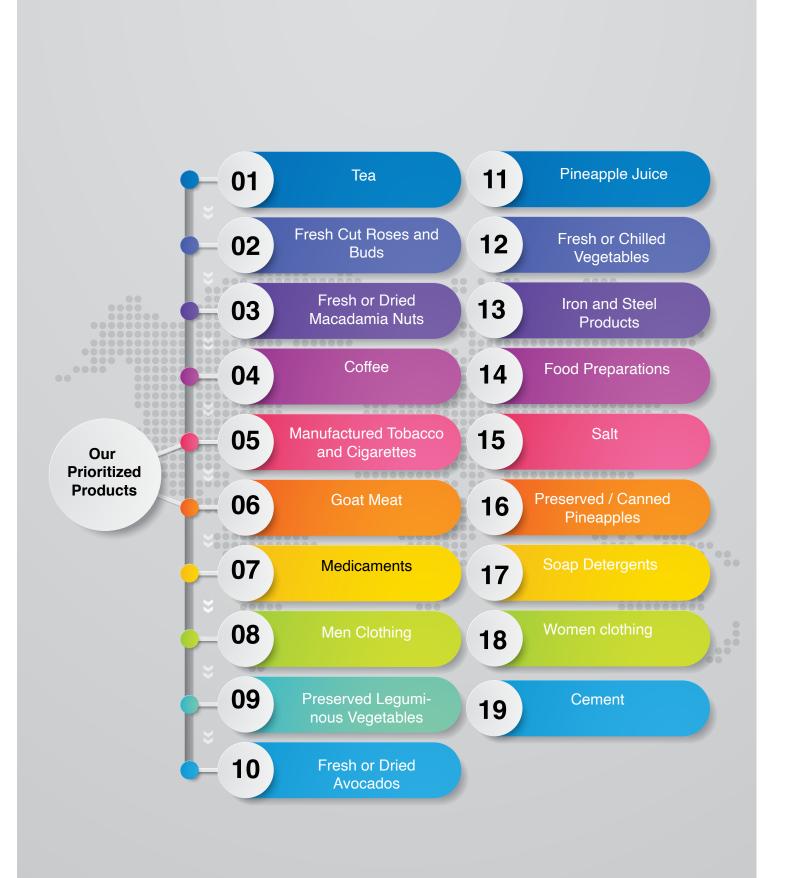




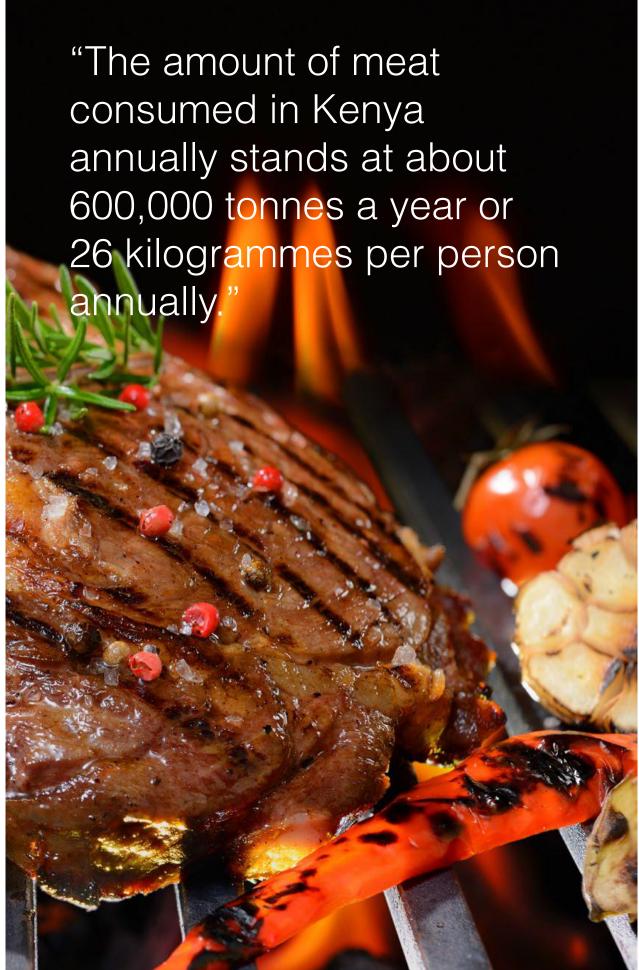
PRIORITISED MARKETS



















BETTER DAYS SHINE FOR STATE-OWNED MEAT PROCESSOR, KMC By James Kariuki

he government has exuded its commitment to revive the Kenya Meat Commission (KMC) with parliament approving a Kshs. 1.87 billion allocation in this year's Supplementary Budget, being a 297.87 percent rise or Sh1.4 billion more atop the Kshs. 470 million allocated in the current financial year.

Since revival, the processor who now handles 1,250 large animals and 2,000 small stocks per day compared to earlier days when it would go upto a fortnight without a single slaughter is utilising all its facilities as opposed to pre-military management days when it maintained many staff on its payroll.

Unlike local butchers who sell meat based on quantity required by a buyer, KMC processes whole carcasses of beef, lamb and goats, based grades from T-bone, rump steak, sirloin steak, top side, fillet, silverside and rib eye. They have a section dealing in value added products such as meat balls, beef burgers, stir fries, beef cubes, minced meat both lean and ordinary as well as sausages.

A kilogramme of beef retails at Kshs. 440, chick on bone going for Kshs. 500, rump steak retailing at Kshs. 600, ordinary minced meat at Kshs. 470 and short ribs going for Kshs. 480.

Traditionally, KMC has been the sole supplier of canned products such as corned beef to various regiments of the disciplined forces and are now set to expand canned beef processing, thanks to incoming local and export orders for the same. The state-owned Halal certified abattoir is also involved in production of pet food, and bone meal, hides and skins, blood meal, horns, hooves, and tallow as well as offals such as liver, tripe, kidneys thereby ensuring nothing is lost in the process.

Its clientele is drawn from government institutions among them Kenya Wildlife Service, the armed forces, hospitals, the hotel industry, universities, schools and colleges as well as private institutions. To deepen its reach, KMC has also franchised some local butcheries in Nairobi and Mombasa cities to cater for walk-in clients.

Concerted efforts to revive the meat sector are paying off after the military took over the facility with livestock dealers being paid within three days upon delivery of livestock to KMC facility in Athi River. In the past it took up to four years for KMC to pay livestock traders their dues.

Since revival, the processor who now handles 1,250 large animals and 2,000 small stocks per day compared to earlier days when it would go upto a fortnight without a single slaughter









In a recent television panel discussion during the Meat Expo, Kenya Meat Commission Chief Brigadier, James Gathaga, said KMC was modernising its equipment to ensure value addition takes place on everything 'harvested' from cows, goats and sheep.

"We have meat products that we are processing for the local and export markets while bones are being milled for making animal feeds. Hides and skins will also be handled professionally for tanning and later supplied to local leather product producers, "he said.

The KMC Managing Commissioner said their refurbished mini shop, dubbed Meat Haven that earlier earned KMC Kshs. 8,000 daily, had since increased its earnings to Kshs. 1 million daily following introductions of a mandatory cashless system for all purchases.

"All meat sold at the Meat Haven, either in the restaurant or choma zone must be bought from KMC. Our new concept is to tap into the local meat market by offering our butcheries, supermarkets or nyama choma dens quality meat, "he said.

KMC is also refurbishing its 3,000-acre property in Athi river that will act as a quarantine for all livestock bought from contracted farmers thereby enabling them to fatten all animals received while removing the frail one for treatment and further monitoring thereby assuring the market that all their produce is disease or antibiotic free.

Establishment of dedicated and fenced off livestock holding grounds has also opened a leeway for KMC to buy more animals with the 8:2 bull-heifer quota system eliminated allowing all animals to be delivered from across the 23 arid and semi-arid counties.



"KMC is modernizing its equipment to ensure value addition takes place on everything 'harvested' from cows, goats and sheep"

Mr Gathaga says the livestock offtake programme not only cautions farmers against the effects of the harsh drought conditions but also opens dialogue between KMC and the pastoralist communities thereby enabling them to plan direct business engagements.

The state-owned agency which was last year handed over to the army has suffered a streak of mismanagement adversely hurting its operations since its re-opening on 26th June, 2006 after 15 years of closure.

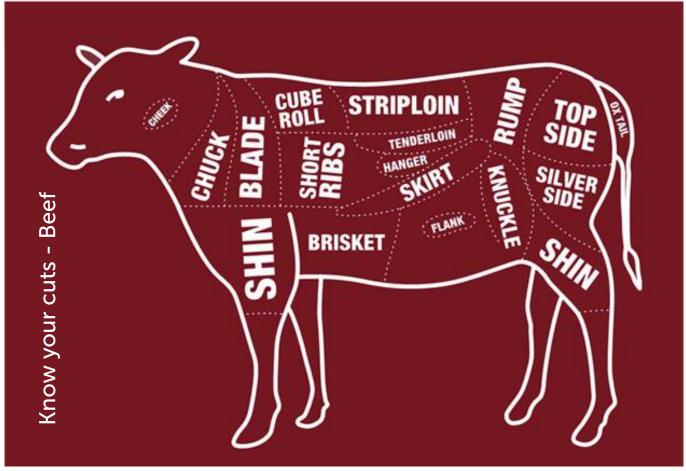
The new management has also initiated plans to revamp the KMC facility in Kibarani Mombasa to reduce distances travelled by livestock traders when delivering animals to the Athi River facility.

The facility has employed veterinary officers at its facilities who clinically inspect all livestock delivered to them and further inspection is carried out at various stages during quarantine and later after slaughter where the carcass is split, washed, weighed and graded. All the products are stored in the chilling facilities where the ageing or curing of the meat takes place resulting to tender meat.

"The chilling facilities have a capacity of 1750 carcasses operating at temperatures of between 0 - 2°C. The carcasses are held at these temperatures for 5 - 7 days to age the meat resulting in tender juicy meat cuts. There are also additional freezing storage areas where frozen carcasses and cuts are held before dispatch, "adds KMC.

In its Mombasa facility, 250 large stock and 500 small stock are slaughtered daily.

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What role does DVS play to ensure safe and high-quality animal products for export?

Directorate of Veterinary Services (DVS) is one of the directorates under the State Department for Livestock in the Ministry of Agriculture, Livestock, Fisheries and Co-operatives. DVS is the competent authority nationally in animal health matters as guided by World Organization for Animal Health.

The Directorate's mandate is to safeguard animal and human health, improve animal welfare, increase animal resource productivity, and ensure safe and high-quality animals and their products to facilitate food security, and domestic and international trade.

DVS plays an important role to ensure safe and high-quality animal products for export by implementing the above-mentioned mandate through ensuring health animals are produced, transported to the slaughterhouses, slaughtered, inspected and approved as safe meat and meat products for domestic consumption and for export.

What strategies have you put in place to ensure that you achieve this mandate?

In the implementation of its mandate, DVS is guided by various policy and legal frameworks. This includes: The Constitution of Kenya, Vision 2030, Directorate of Veterinary Services Strategic Plan 2018-2022, Guidelines for the Delivery of Veterinary Services and various Acts of Parliament, key among them being Animal Disease Act Cap 364 and Meat Control Act Cap 356.

Strategies

The following strategies have been developed: -

- Disease control strategies and plans for Foot and Mouth Disease (FMD), Peste des Petits Ruminant (PPR), Brucellosis, Anthrax, Rabies and Contagious Bovine Pleuropneumonia (CBPP), Rift Valley Fever(RVF) contingency plan
- National Livestock Identification and Traceability System (LITS) legal framework and strategy
- National animal welfare strategy

The implementation of these strategies will improve animal health of the livestock in the country resulting in production of safe, healthy meat and meat products.



What are the current statistics on the export of meat and meat products?

Kenya exports meat and meat products to the East Africa Community countries, Ethiopia, Sudan, Somalia, Nigeria, Ghana, Cote de Ivoire. In the Gulf it exports to United Arab Emirates, Oman, Kuwait, Saudi Arabia, Qatar and Bahrain

2021 Meat Export in Metric Tonnes (MT)

3

Pork	Beef	Lamb	Goat Meat	Poultry	
883.7	1,027	2,752	8,445	1,103	

How many meat abattoirs do we have in the country?

There are over 2000 local slaughterhouse distributed throughout the country and 9 export slaughter houses namely; Kenchic Poultry Processing plant, Farmers Choice, Choice Meat, Omra Meat Processors, Neema, Quality Meat Packers, Kenmeat, Kenya Meat Commission slaughterhouses in Athi River and Kibarani, Mombasa.



Kenmeat export slaughterhouse

What policies/interventions have been put in place to ensure Kenya produces safe and high-quality animals and animal products?

The Government has developed various policies related to meat production such as Livestock Policy and Veterinary Policy.

There are intervention measures which are geared towards production of safe, high-quality animal and animal products. Some of these measures are: -

- Improved animal disease reporting and surveillance the DVS has migrated from analogue disease
 report system to digital mobile based system namely- Kenya Animal Biosurveillance System(KABS).
 With the use of KABS, real time animal disease reporting from field to central data base has been
 made possible. This enables the DVS to institute rapid response during animal disease outbreaks.
- Improved laboratory diagnostic capacity- There are 8 laboratories; Central Veterinary Laboratories, Kabete, National Veterinary Quality Control laboratory for Foot and Mouth Disease, Embakasi and 6 Regional Veterinary Investigation Laboratories(VILs) namely Nakuru, Kericho, Eldoret, Karatina, Mariakani and Garissa; 2 satellite VILs namely Ukunda and Witu; whose diagnostic capacity has been enhanced through rehabilitation and improvement of animal disease diagnostic facilities.
- Meat inspectorate staff training- There are 3 Animal Health and Industry Training Institutes, namely AHITI located in Kabete, Ndomba-Kutus and Nyahururu and 1 Meat Training Institute at Athi River. These training institutes contributes to the capacity development of veterinary technical officers in animal health, animal production and meat inspection.
- Meat export certification system- The DVS has established a meat certification system for attesting
 that the meat and meat products meets the international export requirements. This system has
 enables meat and meat products to market access to the international market.







Meat inspection at the slaughterhouse

What were some of the key outcomes of the Meat Expo that took place late last year?

The Meat Expo was held in November 2021 at Kenya International Conference Centre, Nairobi. It was attended by various stakeholders in the meat industry and members of the public who were exposed to diverse issues related to meat industry in Kenya. The Expo was held through exhibition and conference mode.

5

The key outcomes of this event are: -

- Awareness creation to the meat industry stakeholders on various players in the along the meat value chain.
- Increased inquiries and interest on diverse aspects related to meat production and meat export aspects from the participants in slaughterhouse construction procedure, capacity building, meat processing, meat export requirements e.t.c
- Interaction with various actors along the meat value chain and networking.
- Request by the other meat industry stakeholders, local investors and development partners to be included in the future Meat Expos

How does the future look like?

The future for meat industry looks bright. This is attributed to the following: -

- Improvement and expansion of meat export infrastructure- there is increased interest by the investors
 to improve and expand the current meat export capacity. There are 3 slaughterhouses under
 construction namely: Isiolo, Marsabit and West Pokot owned by respective county governments.
 A private export slaughterhouse Juja International Abattoir Limited is nearing completion. The
 DVS has also received requests from other investors intending to construct more meat processing
 facilities.
- 6
- Preference of meat and meat products from Kenya in the Middle East and North Africa markets
- Increased meat export requests- The DVS has received inquiries to export meat to Malaysia, Mauritius, Jordan, Indonesia, Iran. This indicate the meat export market is on an upwards trend.
- Enactment of Animal Health bill, Veterinary Public health bill and Animal Welfare and Protection bill will streamline the meat industry in Kenya hence promote meat and meat products export trade.
- Promotion of production of quality slaughter animals through the proposed establishment of feedlots and quarantine stations.
- Establishment of the Lamu port animal marshalling and holding ground.
- The establishment of African Continental Free Trade Area(AfCFTA) whose objective is to promote intra African trade. Meat industry is set to benefit from AfCFTA through increased meat and meat product export especially into the West and Central Africa markets.



MEAT EDITION









MEAT DISHES ARE PART OF AN EMBEDDED CULTURE IN KENYA'S DNA

By James Kariuki

he most memorable treat for most Kenyans would be a nyama choma' treat. Nyama choma, the Swahili word for 'roasted meat' remains a must treat even for visiting tourists and traditionally, it is linked to various cultural rites conducted by various communities in Kenya.

Weddings, cleansing and burial ceremonies are not complete without a meat dish being served to crown the event while chances are high that any Kenyan visiting a hotel or home will be treated to a meat dish. Interestingly, different communities adore different animals with Western Kenya largely preferring ingokho (chicken) meat where imondo (gizzards) is a preserve for men, while Nyanza communities adore fish (rech), as well as gweno (chicken), aliya" (sun-dried meat), Rift Valley and Central Kenya communities cherish a dish of beef and mutton. Communities living next to the Indian Ocean love seafood.

Northern Kenya communities are known for their love for camel meat while the Maasai community is world famous for their raw cow blood delicacy drunk during special occasions from the birth of a baby to the circumcision of a child and weddings.

A cow's bowels stuffed with meat mutura has gained national prominence and is a regular occurrence within butcheries across Kenya. A cow's bowel filled with cow blood that is then roasted over an open fire is a revered delicacy only served during dowry ceremonies. During burial ceremonies, some communities ensure bull а slaughtered to signify that a respected elder has died while communities following seekina peace bloody feuds amongst themselves slaughter bulls where the blood is sprinkled on the earth as a sign of a peace settlement. They then share the roasted meat and dance late into the night. Families experiencing omen after omen such as unexplained deaths or illnesses, usually convene family gatherings where goats are slaughtered, and blood sprinkled on the ground to appease ancestors to fend off future bad luck.

During dowry ceremonies, a piece of goat meat is shared with the bride's parents to bless the marriage after which the ceremony goes on with lots of Nyama





Choma, drinking and making merry. Interestingly, some communities prohibit women and children from eating meat products citing traditional taboos such as the Giriama community where women of reproductive age and children below 5 years of age are barred from eating animal-based foods that are protein rich.

Among traditional Maasai community, pregnant women are advised to avoid fatty foods and instead drink cow's blood, sour milk and lots of water. This keeps the baby small at birth and ensure safe delivery. During the pre-colonial era, the Mbeere community forbade pregnant women and children from eating offal as it was believed that this would interfere with their growth as well as that of the unborn child. Among the Luhya, eating of gizzards has been blamed for a rising number of marital disputes among couples.

Ngwidi (chicken tail) was traditionally preserved for Giriama women but they were not allowed to consume gizzards, goat testicles or chicken wings. It was an established norm among the Kalenjin community that animal organs including tongue, heart, udder and male reproductive organs were a preserve of men, barren and menopausal women. Interestingly, among the Kikuyu, women rarely ate meat and only when given to them by their husbands.

But the age-old do's and don'ts have long been discarded, making meat products a key ingredient at the dinner table in most homes daily.

Nyama choma and tumbukiza (boiled meat) are Kenya's unnamed national dishes across all communities. Roasted bowels of sheep, goats and cows are

also a revered delicacy often sold at butcheries, meat counters with supermarkets and at open air restaurants. A nationwide survey by Kenya Market Trust entitled 'Meat End Market Trends in Kenya', shows health concerns and price determine the preferred type of meat consumed where affluent Kenyans buy large quantities of meat for refrigeration. They mostly chicken (96%)consume followed by fish (90%)then beef (79%) and goat meat (73%) but largely shun pork and mutton. Middle incomers prefer chicken (88%) followed by beef (82%), then fish (76%) and goat meat (69%) but hardly consume pork and mutton. Beef is the most popular meat eaten in lowincome households 84% followed by chicken (82%)then fish (79%)goat meat (70%).

Middle and low income earners prefer to cook meat on the same day it is bought from the butcheries. Interestingly, Kenyans adore lean meat from freshly slaughtered animals and are attracted to different meat parts due to the tastes.

Meat-eating got a major boost after introduction of rules that barred drinking of beer before 5pm. That resulted in beer being consumed as a side beverage after a meal. This saw emergence of roadside roast meat joints that also sell beer and sodas.





MEAT TRADE: WHAT THE PAST FIVE YEARS LOOK LIKE

By James Kariuki

oss of jobs and closure of eateries following the COVID-19 pandemic adversely hurt the livestock sector registering a 36.6 percent decline of all cows slaughtered from 366,000 heads of cattle to 195,000 heads of cattle in 2021.

A report released by the Kenya National Bureau of Statistics (KNBS) blames reduced purchasing power due to loss of jobs and mandatory closure of eateries that disrupted retail sales avenues.

"The number of pigs slaughtered declined by 4.1 percent from 413,500 in 2019 to 396,700 in 2020. However, the number of sheep and goats slaughtered increased by 6.5 percent from 11.3 million to 12 million goats slaughtered in 2020,"it reads. Fall in demand adversely hurt investments within the sector where pastoralist communities and other livestock keepers spent 1.95 billion in 2020 or 53.4 percent, the lowest recorded expenditure in the past five years with 2016 reporting the highest injection at Sh4.18 billion.

The livestock sector reported a steady decline in spending revealing falling interest in the sector due to dwindling returns with a 32.6 percent drop or Sh941 .3 million less spent in 2020 which registered Sh1.95 billion compared to Sh2.89 billion spent a year earlier.

	2016	2017	2018	2019	2020
Cattle and Calves	2,460.2	2,590.0	2,781.7	3,080.8	1,953.7
Sheep and Goats	8,220.2	9,206.7	10,247.6	11,302.7	12,040.2
Pigs	313.6	360.1	388.2	413.5	396.7

Source: Economic Survey, 2021(Kenya)

	2016	2017	2018	2019	2020
Ksh	4,179.2	4,610.7	2,296.7	2,888.8	1,947.5

Source: Economic Survey, 2021(Kenya)





White meat consumption is rising while red meat consumption is declining, largely due to misconceived health concerns that eating white meat is healthier than eating red meat.

Earnings from livestock and livestock product sales slightly rose revealing a clear stagnation as a result of stay-at-home orders that also saw schools closed, county boundaries closed to curtail human movement and businesses sending workers home while a curfew was imposed to stem the spread of the Coronavirus.

While the amount of meat consumed in Kenya annually stands at about 600,000 tonnes a year or 26 kilogrammes per person annually, white meat consumption is rising while red meat consumption is declining, largely due to misconceived health concerns that eating white meat is healthier than eating red meat.

According to non-state actor Kenya Market Trust (KMT), Value addition holds the key to higher returns from exports as opposed to sale of live animals to auction markets in the Gulf region.

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	2016	2017	2018	2019	2020
Cattle and Calves	84,701.2	93,630.2	100,248.7	107,352.6	117,144
Goats and Sheep	5,767.4	6,782.4	7,758.8	7,591.4	8,527.1
Chicken and eggs	8,788.4	10,674.8	12,069.2	9,227.8	10,686.7

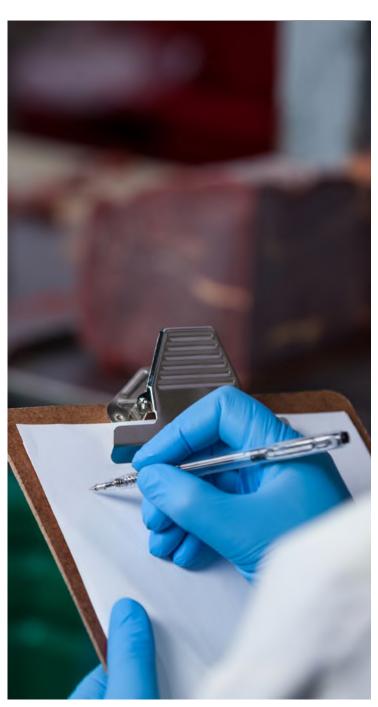
Source: Economic Survey, 2021(Kenya)



ADHERING TO **STANDARDS**IS CRITICAL TO KENYA'S MEAT TRADE SUCCESS

A predominant approach to address the meat nutrient deficiency involves meat quality assurance through effective meat quality testing and getting a meat safety certificate that is internationally recognised.

By Yvonne Nkirote



t is difficult to imagine international trade in meat and meat products without safety standards in place.

With today's consumers being more informed about the quality of food they purchase, meeting the ever-evolving meat quality standards has become inherent with the onus left to individual countries to set national meat standards or risk being banned from international trade in meat and meat products.

Meat and meat products are the highest-risk category in the food industry that are known live carriers of food-borne diseases. Adhering to high-quality assurance practices in the meat sector forms a strong basis for minimising zoonotic (livestock-to-people) diseases.

According to a 2021 study by FAO, more than two billion people worldwide suffer from what is commonly referred to as "hidden hunger" or micronutrient deficiency. Over the last two decades, there has been a significant reduction in food insecurity with the number of hungry or undernourished people decreasing from 18.7 percent to 11.3 percent.

It is anticipated that around 660 million people may still face hunger in 2030, in part due to the lasting effects of the pandemic on global food security. The increase in the world's population continues to put pressure on maintaining a balanced diet in both the developed and the developing world.

According to FAO, good quality meat has the potential to reduce food insecurity and poverty among the pastoralist communities whose arid and semi-arid lands are best suited for livestock keeping and not farming.

Historically, meat and meat products are known to be a major contributor for protein-rich foods, a



rich source of essential nutrients required for development and growth of the human body. Incidentally, meat production and processing provide employment and income generation in both commercial and informal farming sectors.

A predominant approach to address the meat nutrient deficiency involves meat quality assurance through effective meat quality testing and getting a meat safety certificate that is internationally recognised.

Contacted, Kenya Bureau of Standards (KEBS) which is mandated to promote product standardisation in industry and facilitate trade through standards development, conformity assessment, testing and metrology said it had developed several standards for various meat products for Kenya's meat sector.

KEBS has formulated and released approved standards for meat sausages specification, minced meat specification, rabbit meat specification, dried meat specification, carcasses and meat grades specification for goat meat, pork and camel, among others.

The new meat standards that have since been adopted to become East African Standards enable dealers in various products to moot products based on standard requirements.

KEBS confirms that these standards are benchmarked against international standards where meat processors are engaged during the development of these standards both at the committee development stages and at the public review stages.

New players in the meat sector need to be equally invested in the standardisation process as this will set a basis for establishing a brand name for their meat business. It means having a robust quality assurance system and a good tie up with the best of the meat quality testing facility and meat safety certificate provider. Through government institutions like Kenya Bureau of Standards and Directorate of Veterinary Services, meat sector players are supported to ensure that the meat and poultry in their supply chains is processed to high standards.

KEBS adds that players can also moot new products and engage KEBS for formulation of new standards for specific products thereby enabling players to market their products locally, regionally, and abroad.





BACHUMA QUARANTINE FACILITY TO REVOLUTIONISE THE LIVESTOCK EXPORT TRADE

"A professionally operated quarantine is required by importing countries to ensure that livestock are free from disease.

By James Kariuki





enya's first commercial quarantine facility at Bachuma, Taita Taveta County could revolutionise the livestock export trade attracting foreign buyers to Kenya's shores.

Opening new revenue streams for pastoralists, county and national governments, the 15,000-acre facility will create a formalised avenue for pastoralists to dispose of surplus livestock at handsome prices.

Having disease-free quarantine facility is a mandatory requirement for anyone eyeing livestock export as it provides treatments and antibiotic withholding times to ensure that the animal is not slaughtered with antibiotic residues that could endanger the human food chain.

Bachuma which received Kshs. 380 million budgetary allocation was selected due to its proximity to Mombasa Port and has a Standard Gauge Railway line passing near it making it suitable for use as a pre-shipment holding facility.

On March 2, 2022 Livestock and Fisheries Chief Administrative Secretary (CAS) Lawrence Omuhaka announced that Sh100 million had been allocated for the project's completion by Techniques Supplies Limited after a three year delay.

According to international export zones operator, Livestock Trade Services (LTS) which was involved in designing of the facility, Bachuma is a highly fortified facility that will be truly isolated from livestock, wildlife, and people.

Having disease-free quarantine facility is a mandatory requirement for anyone eyeing livestock export





"A professionally operated quarantine is required by importing countries to ensure that livestock are free from disease. The World Animal Health Organisation (OIE) prefers that quarantines are operated by the private sector and supervised by the Directorate of Veterinary Services.

This offers a two-step process which is viewed as more secure to providing disease-free animals to importing countries, adds LTS Chief Executive, Dr Chip Stem.

Once operational, Bachuma quarantine facility will accommodate sheep, goats, cattle and camels totalling between 7,000 to 9,000 heads in its 22 paddocks for the 21-day quarantine period required before animals are exported to foreign markets.

Dr Stem said they were looking at establishing a second quarantine facility that will host livestock sourced from livestock traders and pastoralist self-help group aligned to the Kenya Meat and Livestock Exporters Industry Council (KEMLEIC).

"We have buyers ready, but no operable facility. We are close to securing investment for the same, "he said.

CAS Omuhaka confirmed that Bachuma facility will serve as a pre-shipment holding ground for live animals thereby giving buyers assurance that all animals destined for export are disease-free.

"We have sent out a trade delegation to the Gulf region eyeing new business for our pastoralist communities. United Arab Emirates, Saudi Arabia, Bahrain including the United States are major capture markets that are eyeing Kenya's livestock, "he said, adding that they were dispatching 15,000 goats and sheep to Oman in February 2022.

Speaking at the recently concluded Meat Expo, Kenya Meat Commission Chief Operations Officer, Reuben Biwott, described Bachuma as a gamechanger in the livestock business since it will restore confidence among foreign buyers eyeing Kenya's livestock.

"The quality of animals we put on sale to our foreign buyers must revolve around a disease-free zone. Bachuma is a great project and we are also rehabilitating our 3,000 acre farm in Athi River that will become a holding ground for all animals that we buy from our pastoralists," he said.

In January 2022, Kenya unlocked the Oman market with 13,000 goats and sheep worth Kshs. 125.3 million exported to the Gulf nation.

Kenya's livestock export trade suffered a major slump after Rift Valley Fever, a zoonotic and mosquito-borne disease that affects animals and humans, broke out across the East African region in 2006.



In January 2022, Kenya unlocked the Oman market with 13,000 goats and sheep worth Kshs. 125.3 million exported to the Gulf nation.



Livestock, long perceived as a source of wealth, became an expression of poverty since pastoralist communities sell their animals to middlemen at throwaway prices only for the same animals to fetch four times higher a price once sold in urban markets.

Currently, Kenya does not have any disease-free livestock zones where export-bound animals are quarantined over a period for fattening and disease surveillance.

According to the Public Private Partnerships Unit (PPPU), Bachuma is a favourable pre-shipment holding facility since Kilindini harbour does not have such a facility. PPPU adds that inclusion of private sector players in development of commercial livestock holding facilities would fast-track implementation and attract many players thereby benefiting the Kenyan farmer.

"Under a PPP arrangement, the private entity is incentivised to carry out the project on-time and on-budget. Another advantage of PPP procurement stems from the private investor operating the project and providing services more efficiently than the department of veterinary services would, "adds a project report prepared by PPPU.

Other facilities open for Build-Own-Operate-Transfer scheme are development of a Marshalling yard at Miritini (Miritini Station) in Mombasa, development of the Export Quarantine Station in Kurawa (Kurawa Station), Tana River County.

The Livestock sector in the country currently accounts for 12 percent of the Gross Domestic Product (GDP) and in the financial year 2020, exports of meat and its product accounted for 1.1 percent of total exports or Kshs. 7 billion.

The products mainly include goat and sheep meat which comprises 85.3 percent of total meat export, meat from bovine animals including cows (7.1 percent), meat from edible offal (2.4 percent), meat and offal from fowls, rabbits, turkeys, among others that were mainly exported to the United Arab Emirates, Saudi Arabia, Bahrain, South Sudan and Kuwait.

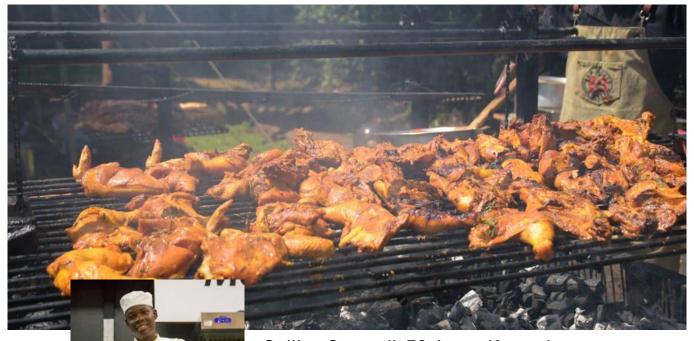
The Livestock sector in the country currently accounts for 12 percent of the **Gross Domestic** Product (GDP) and in the financial year 2020, exports of meat and its product accounted for 1.1 percent of total exports or Kshs. 7 billion.

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Collins Omondi, 32, is a self-taught entrepreneur with extensive culinary experience who converted his passion into a thriving business. Chef Omondi, as he is fondly referred to, sat down to talk about his life and meat.

By Nicholas Mundia

Tell us your journey of how you ended up as a Chef

was born in a family of five in Ligega, Siaya County. My love for culinary matters started at the tender age of six, following the death of our mother. We helped in the kitchen and as I grew older, my first cooking experience featured ugali and kunde (cowpeas leaves), which went horribly wrong. My sisters laughed it off and we all participated in making meals as therapy to cope with the loss of a mother.

While I was in Form 3, my father passed on adversely hurting my future prospects. Amid financial hardships, I sat for my Kenya Certificate of Secondary Education examinations in 2008 and started working at a shortcake/jaggery store in Kakamega, where we served students from nearby schools. I later moved to Sosa Cottages, a popular tourist destination in Vihiga where I worked for 8 months helping my siblings to cater for their school fees. I quit to pursue a food and beverage course at Siaya Institute of Science and Technology in 2010 after which I joined Kaimosi College of Research and Technology but cut short my studies after 8 months due to lack of fees.

I returned to Kakamega where Ms Terry Odongo employed me as a chef at her catering company. She later elevated me to head chef, a position I held for two years before moving to Kakamega

Golf Club as a chef de partie.

My career breakthrough came when I took part in K24's Kikwetu Supa Chef show in 2014 representing the Western region and that exposure earned me a new position at Kisii Governor's Office and later at the Chaka Ranch. In 2016, I transferred to Hemingways Karen, where I worked for two years under executive chef Archie and gained fine dining experience. This is when I first learned about the various types of meat available, including sushi.

From 2018, I have been working as a consultant chef for Uni Industries and part time at Laico Regency Hotel, Nairobi.

Come 2002 and the advent of the COVID-19 pandemic hit me hard as I lost my job forcing me to engage in food delivery business as well as handle one-off events for family outings and social groupings. As many families remained indoors, I concentrated on building my small outfit, Le Chef, that largely sold its services via social media.

Who is the local chef you admire, and why?

adore renowned super Chef Rubua who has been a mentor and someone to look up to in my time of need.





What's your typical day like?

get up at 4 a.m., go to the gym, and then check customer orders between 5 and 6 a.m. The majority of my mornings are spent preparing orders for clientele in Karen, CBD, Langata, and Westlands.

According to reports, Kenyans averagely consume about 15 Kilograms of meat annually. What are the types of meat you frequently prepare for your client? Or what is most frequently requested?

ost of my clientele prefer white meat over red meat for health benefits.

Do you follow trends in meat preparations, do any trends excite you?

Infusing beers into meat preparation is one of the newest trends. Last year, I participated in the Flavour by Flame experience, which involved infusing Kenya Breweries Limited's Hop House beer brand with barbecue meat. Beer, it turns out, isn't only a beverage you drink; it's also a terrific marinade that can give your BBQ a particular flavour that's genuinely finger-licking good. A beer marinade tenderises the meat while also adding a new depth of flavour.

Another popular approach is pot roasting. This entails slow-cooking a tough piece of beef in a wet environment. For this approach, tougher cuts like chuck steak, bottom round, short ribs, and 7-bone roast are preferred. While the stiffness of the fibres prevents oven roasting, moderate cooking tenderises the flesh by allowing the liquid to impart some of its flavour to the meat.

Finally, dry ageing is a popular trend. Large pieces of

beef are aged for a period of time ranging from a few weeks to many months before being trimmed and cut into steaks. It's a method that not only helps the steak develop flavour, but also makes it significantly more tender than it would be if it were still raw. This method is particularly delicate because it necessitates a lot of room and meticulous temperature and humidity monitoring.

What's your favourite meal with meat?

love sushi. It requires special attention during preparation. If you visit my house, I will serve you sushi.

How/where do you source your meat products? Is there something specifically you look for in your meat products?

hen it comes to buying beef products, I take a number of factors into account, particularly in relation to my clients. For example, I buy my chicken from a farmer in the Rongai area who specialises in free-range chicken (popularly known as kienyeji). I get my beef from Kiserian, where I know the killed animals have only been fed grass.

I also handle special requests from clients, such as wagyu beef, which is only found in Japan and costs approximately Kshs. 150,000 per kilogram.

I order salmon and tuna kinds from Mombasa for fish, especially while making sushi. This is because raw meat delicacies made from saltwater fish are the tastiest. Salmon costs Kshs. 4,000 per kilogram, while tuna costs Kshs. 3,800.



One on One with Shef Omond

Do you think the government has a role to play in ensuring the best quality meat products in the market?

he government must have a role in regulating the sector, such as animal feed costs, which have a direct impact on the purchase price. Chicken feed, for example, has been on the rise.

To avoid importation of the same animal types, I believe the government should encourage farmers to consider a variety of animal breeds.

The government should also educate farmers on proper feeding

The government should also educate farmers on proper feeding practices, because this has a direct impact on meat quality.

Anything else you would recommend?

o enrich the dining experience, I encourage Kenyans to try different types of meat cooking.

I've noticed that when individuals place orders, they don't take medium well cooked meat into account. When it comes to nutrition, there's no difference between a rare or well-done steak; the difference is in the flavour and juiciness. There are five different types of cooked meat, ranging from rare (where the steak is cooked for a very short time and the centre remains cool and red) to well done (where the meat is greyish brown all the way through with no sign of pink).

As a chef, I highly recommend the medium well-cooked being ideal if you want a slightly juicy steak without any blood.

I love sushi. It requires special attention during preparation. If you visit my house, I will serve you sushi.

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CHALLENGES AND OPPORTUNITIES IN THE LIVESTOCK SECTOR

An interview with George Wamae of Kenya Livestock Market Systems Activity





ivestock is an important sector for the Kenyan economy with a potential to increase and benefit millions of people with jobs as well as nutritional intake. Data from the Ministry of Agriculture Livestock Fisheries and Cooperatives shows that the sector accounts for 12 percent of the Gross Domestic Product (GDP), contributes 40 percent to the agricultural GDP and employs about 50 percent of the agricultural workforce.

It is a major undertaking in the arid and semi-arid lands (ASAL) contributing 95 percent of household income. The sector creates a livelihood for more than 10 million people, mostly the pastoral communities.

In November 2021, at the inaugural national Meat Expo hosted in Nairobi, Agriculture, Livestock and Fisheries Cabinet Secretary, Peter Munya, expressed optimism that the sector is set for a major revolution with a set of key bills being pushed in parliament that will see the sector receive more support from county governments as well as market facilitation from the national government.

On their part, county governments are equally developing a livestock bill that will introduce mandatory creation of member-producer associations to help livestock owners aggregate their produce and sell them in bulk so as to eliminate middle men from the value chain, hence maximising profits.

According to Dr George Wamae, Senior Market Systems Specialist at Kenya Livestock Market Systems (LMS), Kenya's livestock sector is mainly fragmented and disorganised and poorly managed with low production standards, thereby

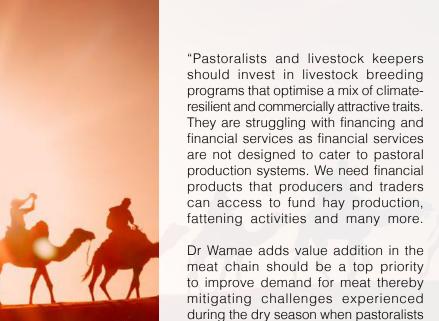
limiting the sector's competitiveness. He says there is a disconnect between the livestock producers and the market with many actors such as livestock traders, intermediaries, and transporters, getting involved in a single transaction.

"This creates high transaction costs and the producer bears most of the cost and receives the lowest profit margins," he adds.

Low livestock output is largely caused by inadequate feed and nutrition, widespread diseases, poor genetic potential, market problems, inefficiency of livestock development services with respect to credit, extension, and marketing. Poor infrastructure adversely affects delivery of extension services as well as transportation of livestock to the market.

Another challenge bedevilling the sector is opaque and unregulated pricing mechanisms. With the information about the sector being limited, the absence of livestock marketing or trading groups is also an alarm bell for the sector and the situation is worsened by unavailability of market data. The prices are usually informal and speculative.

Dr Wamae says pastoralists and other livestock keepers should consider investing in hay and fodder production to provide pasture during drought periods. Pasture can be used for domestic herds or sold to other livestock owners. However, breed improvement is another area not yet fully explored in the sector.



"The processing and value addition of lowquality meat, that is, especially prevalent during drought into popular products such as sausages and smokies should see more investments done in upgrading of processing facilities and purchasing the necessary equipment," he says.

have no market for their dying livestock.

Dr Wamae opines that encouraging the formation of livestock marketing associations is a step in the right direction as this will increase their market participation and collective bargaining power. The Kenya Livestock Marketing Council (KLMC) and the Departments for Trade and Livestock should support producers and traders to form these groups and provide capacity building and training on marketing and value addition," he says.

Beyond the high-end meat channels, there is an absence of a well-developed cold chain facility that would inform sale of beef, mutton or lamb meat at good prices as opposed to the haphazard 'rush' to dispose livestock to middlemen when drought strikes.

Dr Wamae urges the private sector to invest in cold storage to avoid meat losses and reduced prices for meat that must be sold by the end of the day of slaughter and allow time for processing and value addition.

Kenya Livestock Market Systems, he says, is running a Social and Behaviour Change Campaign in Wajir, Garissa, Turkana, Marsabit, and Isiolo. He says the campaign seeks to promote positive change by addressing social and behavioural constraints, that impede pastoralists from using Animal Health Technologies such as vaccination, deworming, routine veterinary treatment for animals, and use of animal medicine.

This will improve the health of their animals, protect them from diseases and increase their resilience during disease outbreaks.

Dr Wamae notes that LMS has supported individual/community businesses to establish commercial fodder production; supported para veterinarians through kitting them with Animal Health Service providers starter pack to offer animal health services and inputs; strengthened livestock trading markets through vibrant Livestock Marketing Associations (LMAs) with sustainable revenue sharing agreements; and supported integrated rangeland resource management through reseeding the pasture denuded rangelands, soil conservation and surface water runoff.

He says that they are also supporting other diversified alternative livestock initiatives like poultry production and fish and fish products diversification.

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RECIPE

By Norah Rotich I nrotich@apn.co.ke

Ingredients (for the steak)

- 1kg sirloin or rib-eye steaks
- 2 rosemary sprigs
- 2 tablespoons butter
- 2 tablespoons vegetable or olive oil
- 1 teaspoon salt
- 1/2 teaspoon black pepper
- ⅓ ½ teaspoon cayenne
- 4 large, minced garlic cloves
- 3 tablespoons unsalted melted butter

Ingredients (for the wine sauce)

- 1 Tablespoon drippings from steak or 1 tablespoon butter
- 1 Tablespoon minced garlic
- ⅓ ¹/₄ cup minced shallots
- 2 sprigs of fresh thyme
- 1 cup beef stock or 1 beef cube
- 4 cup roughly chopped parsley leaves
- 2 tablespoons red wine vinegar or balsamic vinegar
- 1 cup red wine
- 2 tablespoons butter

(All ingredients are locally sourced)

Instructions (for the steak)

- 1. Heat the cast iron pan until hot then add 1/2 tablespoon oil over medium-high heat, swirling to coat
- 2. In a separate bowl, add cayenne, black pepper, herbs, melted butter, minced garlic, salt, and mix thoroughly
- 3. Once the oil is very hot, add steaks to the skillet.

Sear the steaks on the first side for 4 minutes until a brown crust has formed then flip and cook another 3-4 minutes. Using tongs, turn the steak on its sides to render the white fat and sear the edges (1-minute per edge).

4. Reduce heat to medium and add the bowl's contents. Add in the rosemary sprigs. Baste the steaks with the butter sauce coating all sides. Cook until the steak is about 5-10 degrees from your desired doneness.

Transfer the steaks to a cutting board and let them rest for 3-4 minutes. Keep the butter sauce to make the red wine sauce. Slice steaks and serve

Instructions (for the red wine sauce)

- 1. In the reserved butter sauce drippings, add garlic and onions and sauté
- 2. Add red wine, beef stock, and fresh thyme sprigs. Bring to a simmer over medium-high heat
- 3. Allow the mixture to reduce until thickened (Approximately 3-5 minutes)
- Turn heat to low and mix in 2 tablespoons of butter
- 5. Add the chopped parsley. Season with salt and pepper as desired.
- 6. Drizzle the sauce over sliced steaks. Serve and enjoy!

Recipe Notes

Steak Doneness Chart:

Medium Rare: 145 degrees F

Medium Doneness: 160 degrees F

• Well Done: 170 degrees F





By Chrispine Onyango

eat is a staple foodstuff on every dinner table for many middle- and upper-class families globally. Whether one eats sausages daily for breakfast or orders a burger for lunch, you have most likely grown up eating some type of meaty meals.

If you choose to stop eating chicken, sausage, beef and other meats, you are probably missing out on a lot of the health benefits that meat provides and will need to find them elsewhere in your diet.

Meat is a great source of protein - a key ingredient in making one's hair, nails, organs and ligaments, as well as muscles. It creates strong bones, cartilage, skin and blood and contributes the majority of the nonwater weight in our bodies.

The meat sector is largely informal, urban based and fragmented along income lines with the middle-and low-income divisions accounting for the majority of local consumers. It is dominated by middlemen with very few organised processors buying directly from livestock producers.

According to a Kenya Markets Trust (KMT) Livestock report, it is projected that the consumption of meat in Africa will hit 13.3 million metric tons by 2025.

Domestic demand for meat has been historically strong, driven by urbanisation, a growing middle class and exports. Nairobi and Mombasa constitute the key local markets accounting for 75 percent of the country's meat consumption with an average of 23.5 kilograms per capita.

EXPORT MARKETS
FOR KENYA'S
MEAT AND MEAT
PRODUCTS;
TRENDS IN MEAT
CONSUMPTION
LOCALLY &
GLOBALLY



According to Meat End-Market Trends in the KMT study, the average Kenyan consumes about 15 Kilograms of meat annually. Red meat, comprising beef, mutton, goat and camel meat, accounts for over 80 per cent of all the meat consumed while white meat from poultry and pork accounts for about 19 percent.

Data shows that approximately 80 to 90 percent of the red meat consumed in Kenya comes from livestock locally raised by pastoralists and neighbouring countries mainly Tanzania, South Sudan, Ethiopia and Somalia.

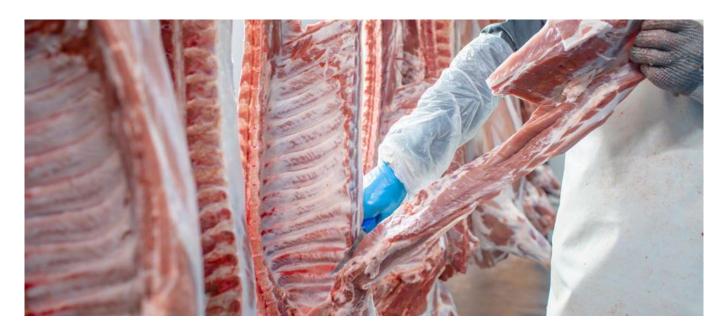
Kenyan pastoralists account for about 65-70 percent of the Kenya red meat supply while the remaining 20-25 percent comes from informal cross border trade with neighbouring counties. The private ranches contribute about 2–3 percent of total meat production in Kenya, principally for the high value market.

With an annual meat deficit of 300.000 metric tonnes according to the I-Dev report - Meat Sector in Kenya, Kenya's meat industry still largely operates sub-optimally against a demand of 648,252 tonnes annually. It is due to this fact that the Kenya Export Promotion & Brand Agency (KEPROBA) has enlisted the meat and meat products sector among its 22 points of focus. The Agency's product prioritisation process factors in commodities with prospects, both in terms of returns and long-term growth, while also being cognizant of the capacity to meet and satisfy the market requirements.

Globally there has been a steady increase in meat consumption patterns linked with meat production and demand in these countries. According to the World Bank, the total meat production in the developing world tripled from 45-134 million tons in the period 1980 and 2002 while a report from the Food and Agriculture Organisation (FAO) indicates that poultry meat production has steadily increased by factor nearly 10 from 9 million metric tons in the 1960s to over 60 million metric tons in 2000.

As of 2020, Kenya exported USD 65.4 million worth of meat and edible meat according to the United Nations Commodity Trade Statistics Database on international trade, accounting for 1.1 percent of total exports from Kenya during the year.





The products were mainly goat and sheep meat that comprised 85.3 percent of total meat exports from the country. Others were products from bovine animals, including meat at 7.1 percent, edible offal at 2.4 percent, and meat and offal from fowls, rabbits, and turkey, among others.

The top five export markets for Kenya's meats include the United Arab Emirates, Saudi Arabia, Bahrain, Qatar and Kuwait with the first three currently having a market share of 75 percent of the entire meat and meat exports to the world.

Kenya Meat Commission (KMC) recently received an order to supply 280,000 tins of canned beef monthly with more regional markets expected to open up as KMC stabilises its production levels with acquisition of new machines thereby enabling them to process a variety of new products.

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NEEMA LIVESTOCK AND SLAUGHTERING INVESTMENT COMPANY (NLSIC)

In Mr Waweru Kamau's office, a string of calls from exporters at JKIA making last-minute confirmations of consignments from Neema Livestock and Slaughterhouse heading to the Middle East countries interrupts my interview.

eema Livestock and Slaughtering Investment Company (NLSIC) is a privately owned business with about 3,000 shareholders who contributed money towards its establishment in 2013 resulting in employment for 90 locals handling 4,000 animals a day and up to 7,000 animals when demand rises during the festive seasons.

By James Kariuki

"Is the Kuwait flight ready? OK, our van is within JKIA ready for delivery, what about Saudi Arabia, delays... not really your consignment will not miss the flight. All is in order," the operations manager at the internationally certified abattoir and meat exporter ends the call and engages a dispatch department employee standing next to his table.

"For Saudi Arabia, pack 150 since he had two orders and for Kuwait pack another 150. Approved, ensure it is dispatched immediately using our refrigerated van," he adds. Then another call comes in from a trader at JKIA and Mr Waweru confirms details of the dispatch to Dubai leaving later in the evening.

The facility has since expanded, having 260 employees in its three slaughterhouses with an installed daily slaughter capacity of 12,000 and 6,000 small stock (goats/sheep) for local and export markets respectively. Over 85 percent of their products are sold overseas.

"We offer a contractual service to individuals or companies that bring animals to us. We clinically inspect all animals and upon certification, we slaughter them, slice the carcass into prime cuts and send for packaging ahead of chilling, "he adds.

After inspection by resident veterinarians, the animals are slaughtered and chopped into desirable chunks and packed for the market shelves before being sent to the chilling room. After a day, the frozen consignment is then transported to JKIA for airlifting to Qatar, United Arab Emirates, Kuwait, Bahrain, Oman and Saudi Arabia.

"The world is in love with Kenya's meat products. All we need is a little support from the government like that given to flower exports. At JKIA, we would be happy to have a dedicated facility for meat exporters that is fully equipped with cold storage facilities. That would save us costs of running chilled vehicles that we pack for long hours awaiting transfer to waiting planes," he said.





The operations manager adds that Kenya's flight charges are very high compared to Ethiopia Airways that offers meat exporters attractive subsidies and cold-rooms. This ensures their products are competitively priced in the export markets.

He adds that stringent regulatory and revenue measures at the county level where movement of livestock from one county to another is heavily taxed has also seen Kenya lose the much-needed revenue since most pastoralists now drive their animals to Somalia and Ethiopia for export.

"Kenya has the second highest number of livestock after South Africa, but Ethiopia and Somalia export more livestock than we do. Our county governments must understand that high levies are hurting our economy and hence our wellbeing since revenue that would have been received in Kenya benefits other governments, "he adds.



Mr Waweru says Kenya can improve the quality of its animals by establishing feedlots thereby giving farmers a viable solution to the perennial drought that forces many livestock keepers to sell their animals at throwaway prices.

County governments can also invest heavily in water provision, thereby ending cattle deaths attributed to drought.

"The demand for Kenyan beef is huge. We are unable to fulfil orders we receive as our animals are mostly in poor health. Our weather patterns demand corrective measures that would include fodder production and establishment of secluded grazing zones, "he says.

To increase sales, Mr Waweru says Kenya should move fast to support better animal husbandry methods for pastoralist communities. He says cultural practices where livestock is considered a source of wealth should be discarded with livestock keepers adopting a raise-for-the-market regime.

Neema Chairman Mohammed Bonaya adds that they have since expanded their local market clientele to include Kenyatta National Hospital, 10 five-star hotels in Nairobi, local roast meat eateries, universities, colleges, butcheries, and supermarkets as well as some state establishments.

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By Josiah Mwangi

enya's beef sector can largely be described as 'lacklustre' where each player does their own thing, the value chain segmented, unsynchronised and hardly informs processing and export timelines. But a look at Zambia reveals concerted efforts to attract billion-shilling investments into the sector. Josiah Mwangi who lived in Zambia a few years ago, reflects on the farm-to-folk meat processor and dairy processor, with excerpts from Zambeef website ...

I lived in Zambia a few years ago and came across a unique meat butchery concept that I was interested to learn more about. Zambeef used to run local butcheries in Chingola where I lived, which is a small mining town in the Copperbelt region. The entire business concept was new to me from Nairobi, where running butcheries is a highly individual-led retail trade and the value chain fragmented.

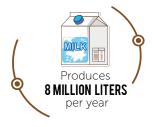
Started in 1994, Zambeef has grown from a small butchery in Kabwata area in Lusaka to become the most successful cold chain food processing and retailing businesses in the South African region.

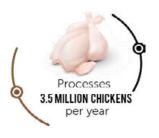
Zambeef Products Plc is one of the largest integrated cold chain food products in Africa that is involved in the primary production, processing, distribution and retailing of beef, chicken, pork, milk, eggs, dairy products, fish, flour and stockfeed, throughout Zambia and the surrounding region, as well as Nigeria and Ghana. Its subsidiaries include Master Meats Production Company of Nigeria.

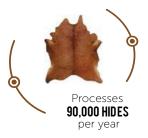
Unlike Kenya, where butcheries are run by individual owners, Zambeef has 228 retail outlets throughout Zambia and West Africa where it employs over 7,400 people with a monthly wage bill of Ksh. 228 million (USD 2 million).

It boasts of five ultra-modern abattoirs and three feedlots strategically located around Zambia that can host up to 24,000 heads of cattle at a time. Zambeef has heavily invested in chicken and egg production with a capacity to host 8.8m broilers and produces up to 22.4-million-day-old chicks a year.











It runs piggeries, pig abattoirs and pork processing plants with a capacity to slaughter 75,000 pigs a year, while its dairy has a capacity to produce up to 120,000 litres of milk per day.

The Group has 7,973 hectares of arable land under irrigation, where cereal crops are planted twice a year, and a further 8,776 hectares that are cultivated under the rainfed/dry-land system.

Zambeef has expanded its portfolio to include poultry operations via its subsidiary, Zam Chick and Zamhatch that produces an average of 340,000 day-old chicks per week. This hatchery supplies day-old chicks for sale to smallholders, as well as meet Zam Chick's internal broiler chicken production needs.

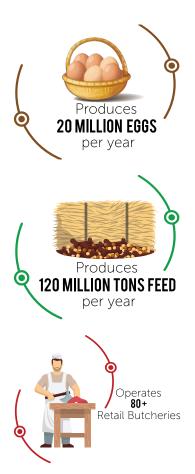
Its dairy farms host about 2,400 dairy cattle producing over 19 million litres of milk per annum that is processed into yoghurt, cheese, butter, milk and milk-based juices.

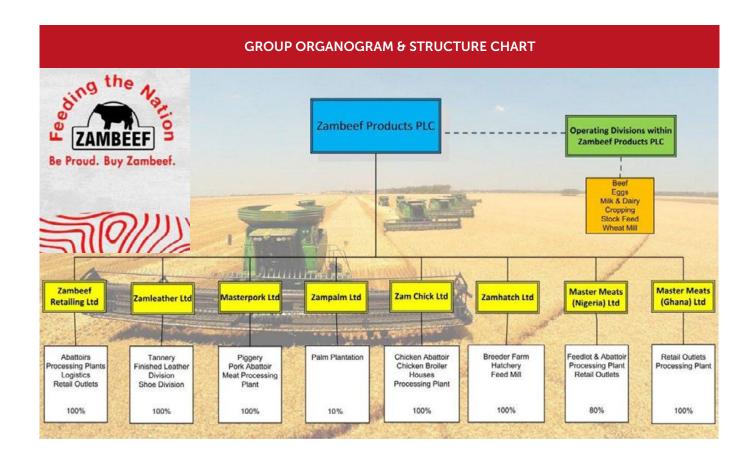
Another subsidiary, Zamleather absorbs all skins and hides sourced from their abattoirs and provides local farmers with a ready market for their skins and hides to produce leather for Zamshu footwear brand.

The company listed its shares on the Lusaka Securities Exchange (LuSE) in 2003, and in 2011 the company also listed on the Alternative Investment Market (AIM) of the London Stock Exchange (LSE), which provides opportunities to growing companies to access capital from the global public market owing to its greater regulatory flexibility compared with the larger and more complicated main market.

The stock market listing also enabled a further capital injection from CDC Group Plc, which invested Ksh7.41 billion (US\$65 million) in Zambeef in 2016: Ksh1.1 billion (US\$9.5 million) in return for 52.6 million ordinary shares and 6.33 billion (US\$55.5 million) for 100 million convertible redeemable preference shares resulting in a 17.5 percent stake in Zambeef. This was viewed as a major vote of confidence resulting in a 50 percent price hike in Zambeef shares trading on the AIM segment.

"There is no doubt that Zambeef plays a significant role in promoting value addition in the agricultural sector. This

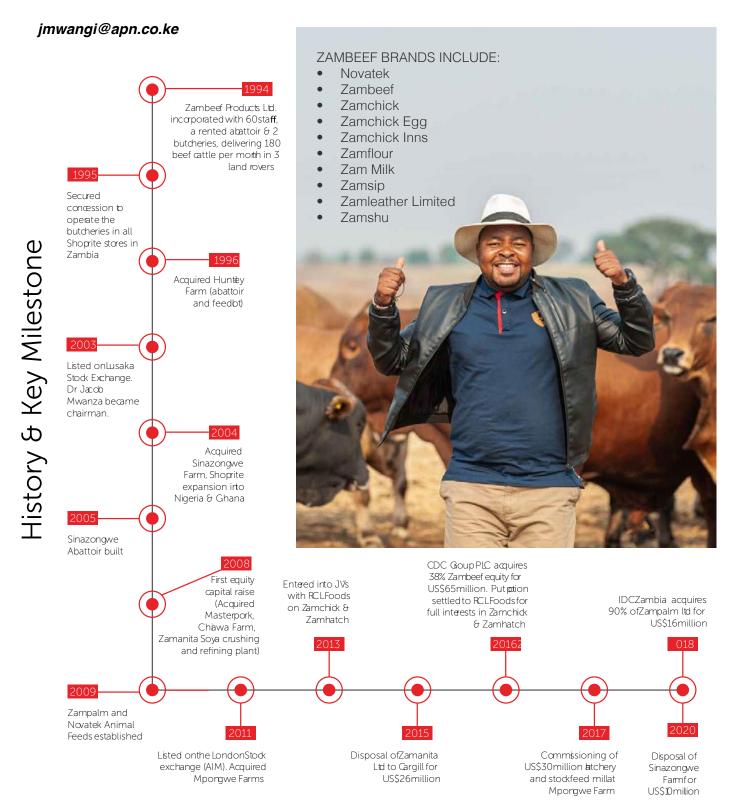




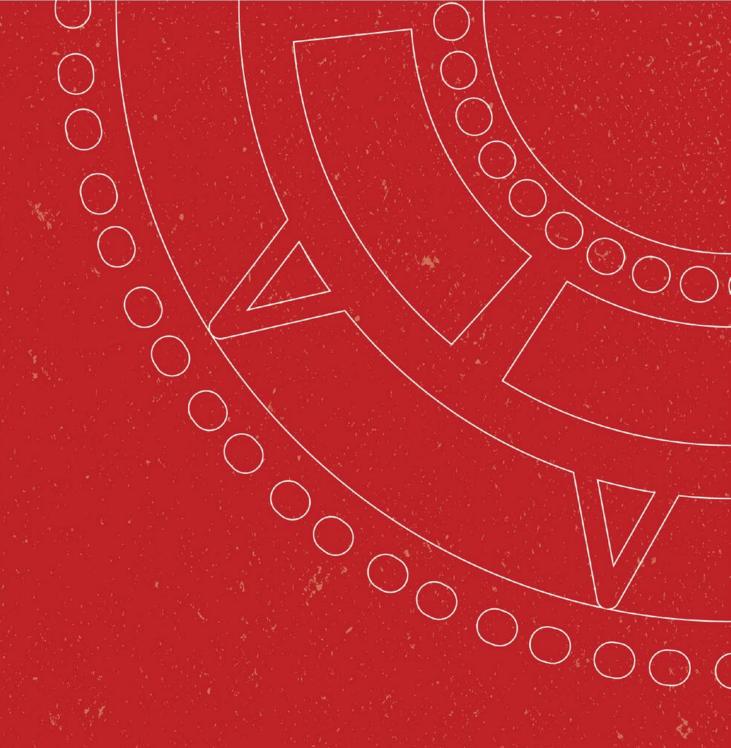


is in line with my government's policy of promoting value addition. The food sector in Zambia uses large quantities of locally produced raw cuts from major poultry producers such as Zamchick, a Zambeef subsidiary which grows day-old chicks from its own state-of-the art hatcheries and this is also commendable. Zambeef has demonstrated unwavering passion in ensuring value addition at every stage of production. Further, Zambeef has been supporting the implementation of the local procurement policy by buying livestock from farmers across the country. Even hides are used by Zamleather to produce leather products. This is also in line with our government's industrialisation agenda," Zambia's past president Edgar Lungu noted of the firm during their 25-year celebrations.

Today Zambeef accounts for over 1% of Zambia's GDP and is the leading agribusiness in Zambia and the South African region.







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