



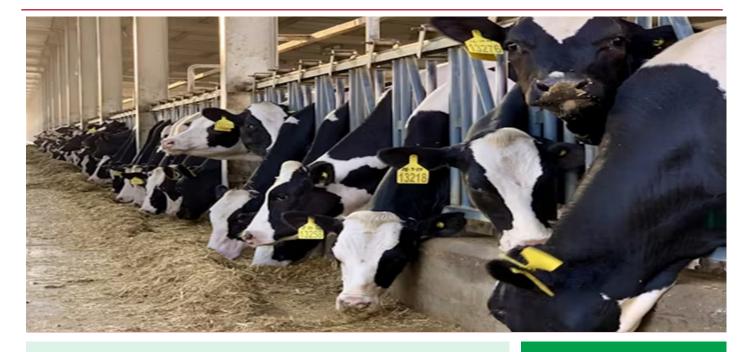
# Tradealert

ISSUE 1

A BI-MONTHLY EXPORT TRADE BULLETIN

A Publication by the Kenya Export Promotion and Branding Agency

**MARCH** 2024



#### KENYA DAIRY SECTOR DEVELOPMENT

he dairy industry is a key subsector of Agriculture contributing to 4%,14% and 44% of the national, agriculture and livestock GDP respectively. The subsector is a source of livelihood to over 2 million small holder dairy farmers and employs approximately 1.2 million people both directly and indirectly. In 2023 the national production was 5.2 billion litres. Upstream, the industry supports several enterprises including 423 milk coolers; 1,402 milk bars; 463 milk dispensers; 104 mini dairies; 92 cottage industries; and 35 milk processors.

The Kenya Dairy Board has partnered with USAID Kenya Investment Mechanism to develop a 10- year Dairy Industry Sustainability Roadmap (KDSR). This framework is a collective responsibility by industry stakeholders aimed at catalysing and accelerating industry-widetransition to a more sustainable, competitive, and low-carbon footing industry marked by enhanced economic viability of milk producers and processors. It is anticipated that the framework will enhance higher self-sufficiency; improved food safety & nutrition; better care for dairy animals; and reduced impact on the environment in compliance with laws, policies, and conventions.

Development of this framework entailed consultations and consensus building with leading industry actors such as milk processors, producer organizations, suppliers, financiers, regulators, and policy makers. Their role was to assess, identify and develop sustainable solutions to address critical challenges affecting the industry.

#### **Read More:**

https://makeitkenya.go.ke/about-keproba/news-room/latest-news/kenya-dairy-sectordevelopment



SCAN HERE TO APPLY FOR THE **MADE IN KENYA MARK** 



### **UPCOMING EVENTS**



AFRICA INVESTMENT AND TRADE FORUM AND **EXHIBITION** 



**EUROPEAN UNION DEFORESTATION** REGULATIONS WEBINAR



**KENYA- SOUTH AFRICA TRADE BRIEF** 

## **EMERGING TRENDS**



Register as a seller for free!

www.makeitkenya.go.ke

Follow us on 👩 🧿 🗖 🕷 @MakeltKenya









