

Brookside Dairy Ups Investment in Livestock Sector for Farmers' Benefit

Brookside Dairy believes that to achieve the best you must be able to put in only the best. We've been able to enjoy success as the leading dairy company in the region by investing heavily in mutually beneficial partnerships (with farmers, the value chain and community) as well in world-class milk production processes and products.

Farmers at the heart of milk production

The farmer is just about the most important component in the milk production process. In recognition of this, all our operations are geared towards empowering farmers towards attaining optimum milk production in their farms. Our model is designed to encourage farmers to embrace farming as a serious business, not a part-time activity, by adopting modern farming techniques so that they may increase their yield and thus enjoy the full benefits of the dairy farming.

This unique approach has seen us partner with more than 125,000 farmers distributed in more than 150 cooperative

societies and self-help groups in Kenya.

We have also partnered with another 3,000 in the value chain (transporters, suppliers of farm inputs, vets etc)

As market leaders, we appreciate our role in helping bring stability and sustainability in the industry which is why we continue to invest heavily in expanding our facilities as well as educating farmers on how to get the best from their farming business. We are also in the forefront of promoting increased consumption of milk to expand the demand for the product.

Farmer Education

We invest over Ksh. 20 million annually to train more than 20,000 farmer's country wide on modern farming methods. We have intensified our dairy training courses to three weekly in various parts of the country to be able to reach a wider segment of farmers. Owing to the seasonal nature of the dairy industry, it is important to educate farmers on how to take advantage of various prevailing conditions to ensure they maintain constant milk production.

The climax of these trainings is the biennial Brookside Livestock Breeders Show and



Dairy judging during the Brookside Livestock Breeders Show

Brookside Dairy Ups Investment in Livestock Sector for Farmers' Benefit cont.

Sale where more than 30,000 farmers and other stakeholders in the livestock sector from the region attend to see the best breeds on display and to also share and learn better farming methods from experts and other large scale farmers.

One of the key topics taught during these trainings is the importance of feed on conservation and how to prepare silage to ensure farmers have adequate pasture for their livestock even during drought. Adequate all-through feed including in droughts helps eliminate erratic milk production patterns thereby guaranteeing milk producer and consumer prices.

Expansion of our milk processing facilities

Our investments in infrastructural development are mainly for the benefit of farmers and the industry at large and one of our key ambitions is to ensure the market is cushioned from weather related conditions where farmers and consumers are affected whenever milk supply is affected. To further cushion the industry from

these weather vagaries, we have embarked on the construction of a powder plant at a cost of USD 15 Million (approximately Ksh. 1.17 billion) with a capacity for over 200,000 litres daily which will boost our processing capacity and strengthen our market leadership position. We have also just installed new milk processing facilities at our second plant in Nairobi's Industrial area which increases our present processing capacity by an additional 250,000.

We are also keen to partner with other investors in the region to grow the industry further and spread more benefits to all stakeholders particularly farmers and consumers. With these investments, we are able to absorb more milk from our contracted farmers and save them the headache of rationing in the event that there is a milk over-supply which helps stabilize the industry.

Promotion of milk consumption

We also partner with the industry, as well as sponsor

private initiatives to promote an increased consumption of milk. Milk has many health benefits and we help promote them through consumer awareness campaigns featuring various brands as well as sponsoring activities targeting the youth like sports. We have taken the initiative to educate the public about new usage of milk and milk products and have expanded our market to cover 9 COMESA countries, thus helping increase milk consumption so as to help guarantee a market for our farmers.

We are currently exporting to Uganda, Tanzania, the Democratic Republic of Congo (DRC), Rwanda, Burundi, Sudan, Zanzibar and Egypt.

The Brookside farmer extension program has been credited as one of the initiatives that have contributed towards the recent revival and resurgence of the local dairy sector that has seen more Kenyans, including the youth reassess their views about dairy farming as a serious and viable economic activity.