Factsheet Kenya
Poultry, Meat & Processing Sector

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1. Introduction
This factsheet is prepared for the Poultry, Meat and Processing Trade Mission to Kenya from November 29 - December 4 2015, organized by the Netherlands - African Business Council (NABC) in close cooperation with the Embassy of the Kingdom of the Netherlands in Nairobi. This document aims to inform Dutch entrepreneurs about the business climate in Kenya and the opportunities the country provides for the Dutch poultry, meat and processing sector. Other stakeholders from this value chain for example (practical) knowledge institutions and non-governmental organisations are welcome to join.

The goal of the trade mission is to increase business linkages and investment opportunities in the poultry, meat and processing sector between Kenya and the Netherlands. This will be the opportunity for companies and knowledge institutions to explore how to contribute to the growth of the poultry sector and (to start) doing business in Kenya. Besides this with a delegation representing the Dutch value chain we will work on the first steps in (practical) knowledge transfer during seminars and farm visits.

During the trade mission the International Poultry Expo will take place in Nairobi. To increase the awareness of the Dutch companies a Holland Pavilion will be included in the mission participation. Africa International Poultry Expo (AIPEX 2015) will have more than 2000 exhibitors and brings together the industry, trade, professionals and end consumers. The AIPEX will be held from 30th November to 2nd December 2015.

2. Background
Kenya is one of the three East African countries and is neighboring Ethiopia to the northeast, Somalia to the east, Sudan to the north, Tanzania to the south, Uganda to the west and the Indian Ocean to the southeast. The country hosts a population of 41.6 million people. Agriculture accounts for 24% of Kenya’s gross domestic product, making it the second largest contribution after the service sector. The outlook is promising and a combination of trends could contribute to ensure positive prospects in the short to medium term.

Kenyan Meat Sector
Meat consumption levels are still low, but are expected to rise rapidly with increasing GDP and a growing middle class off increasingly conscientious consumers. These consumers will start making increasing demands concerning quality and safety, which the Kenyan meat production, processing and distribution sectors will have to make enormous efforts to satisfy. It is expected that meat consumption will double in the period 2000 to 2030. Pork and poultry meat consumption are expected to triple as a combined effect of increasing per capita consumption and population growth.

It is only in recent years that the private sector has entered the slaughterhouse sector, especially for ruminants. There is a need for new developments, ideas, approaches and operators. There is a lot to do in the slaughtering, deboning, transport and retail fields in order to meet minimum standards for hygiene and public health.

Kenyan Poultry Sector
Agriculture contributes 25% of GDP in Kenya with poultry playing a major role, representing 30% of the agricultural contribution to GDP. Some poultry companies in Kenya have operations that qualified it to be classified as a sector one farming system, with contract farming as part of their strategy. A substantial number of day old chicks produced in Kenya (42%) are exported to neighboring countries.
Kenya has an estimated poultry population of 31 million birds. Of these, 75% consist of indigenous chicken, 22% of broilers and layers and 1% of breeding stock. Other poultry species like ducks, geese, turkeys, pigeons, ostriches, guinea fowls and quails make up 2% of the poultry production (MOLFD, 2012). While indigenous chicken are mainly found in rural areas, broilers and layers are kept in urban areas. The commercial poultry sector is producing over one million chicks per week (Dr. Humphreys, Head Breeders Association, 2012). The features of the commercial market are a growing urban population and growing retail sector (fast food branches, supermarket branches and restaurants). The demand of commercial chicken (whole, half, parts, grilled and fried chicken) and eggs is high and growing.

Opportunities and challenges
The opportunities and the challenges in the Kenyan poultry sector are:
- High demand for poultry
- Feed price are high due to high raw material prices
- Necessity of a higher supply of parentstock and day old chicks
- Necessity of adequate slaughter houses and equipment
- Need of developing education in the sector
- Necessity of vaccines and drugs supply

Trade Mission to Kenya
In order to enhance business linkages and investment within Kenya and the Netherlands, NABC will organize a poultry, meat and processing trade mission to Kenya. An element during this mission will be participation to the Holland Pavilion on the International Poultry Expo in Nairobi.

International Poultry Expo Nairobi (AIPEX 2015)
From November 30 until December 2 2015, the International Poultry Expo will be organized in Nairobi. This expo will be focused on poultry, meat & goat, swine and refrigeration. To be more specific:
- Breeding and genetics
- Incubators and hatcheries
- Breeding systems and equipment
- Feed Systems
- Feed, additives and supplements
- Pharmaceuticals, veterinary and hygiene products / systems
- Egg processing and packaging systems
- Slaughter, meat processing and packaging systems
- Eggs and egg products
- Processed meat
- Organic products
- Refrigeration
- Transport and logistics
- Livestock housing and facilities
- Agricultural equipment and machinery employed in livestock
- Services, waste disposal and treatment plants
- Consultancy and marketing services