

# SNV



## Business to Business Linkages in Kenya Kenya Market-led Dairy Programme





*Kenya Market-led Dairy Programme  
(KMDP)*



Kingdom of the Netherlands



**State of the art Dutch technology, knowledge, and experience for a successful Kenyan dairy sector**



# Dutch Dairy at a Glance



## Dutch dairy statistics

- 62 dairy factories
- 18,000 dairy farms
- 1.6 million dairy cows
- 1.2 million ha. of grassland and maize (28% of the Netherlands)
- 60,000 jobs in the dairy sector

## Dairy factories: output by product

- |                            |                     |
|----------------------------|---------------------|
| Animal feed                | Fresh milk products |
| Butter and butter products | Infant nutrition    |
| Cheese                     | Medical nutrition   |
| Condensed milk             | Milk powder         |
| Dairy ingredients          | Whey product        |
| Drinking milk              |                     |

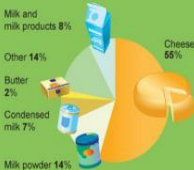
## Dairy markets



## Biggest markets outside EU:

- China
- Nigeria
- Saudi Arabia

## Milk processing



## Dairy exports



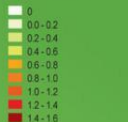
## Export revenues

Annual dairy export value  
€ 7.2 billion

€ 7.2 billion

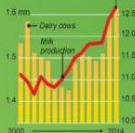
Contribution to trade surplus: 8%

## Dairy cows per hectare per municipality



## Dairy cows and milk yield

In 2014 Dutch milk production was 12.7 billion kg, or 13 Olympic-sized swimming pools per day.



# Preface

Nairobi, Kenya, May 2019

The Dutch dairy sector is 100+ years old and the Netherlands is the most active EU member state on the global dairy market. With an approximate number of 17,500 dairy farmers keeping 1.7 million cows, in 2018 production was 14.3 billion kilograms of milk. The industry generates a total value worth of 7.8 billion Euro; 65% of the milk produced is for export. The sector's contribution to the Dutch trade balance is significant as around 8 cents of every net euro earned by international trade nationally, originates from the dairy sector. The industry provides 45,000 direct jobs (source: ZuivelNL, January 2018).

During the past decennia, the Dutch gained a tremendous amount of knowledge, expertise and skills in dairy production, processing and marketing. This knowledge and best practices are now being exported to other parts of the world, through the private sector identifying opportunities to invest in emerging economies and developing countries. Some of the companies invest in milk production and processing, others are input suppliers or service providers. This goes hand in hand with transfer of knowledge, sometimes through partnerships with local companies or agents. Over the past years, East Africa – and Kenya in particular - has become an interesting market for the Dutch private sector to connect with, engage and seek market share.

The Kenya Market-led Dairy Programme (KMDP, 1 July 2012 – 31 August 2019) is implemented by SNV Netherlands Development Organisation and funded by the Netherlands Embassy in Nairobi. KMDP supports the development of a competitive, market-based and private sector-led Kenyan dairy sector. An important pillar of KMDP is to promote international partnerships and collaboration, this includes business linkages (B2B) with a view to fast track innovation, knowledge exchange and skills development for the Kenyan dairy sector. B2B linkages that result in robust business relations and shared value for the Dutch and the Kenyan dairy sector, are an effective way for spurring sector development.

In this brochure a number of Dutch companies active in the Kenyan market are listed. They are interested and willing to do business with Kenyan dairy stakeholders. The brochure provides an excellent opportunity to broaden your network, get in touch with the companies referred to, and explore opportunities for collaboration and accessing their quality offerings.

Wishing you all fruitful dairy business!

Anton Jansen  
Teamleader Kenya Market-led Dairy Programme (KMDP)  
SNV Netherlands Development Organization  
Nairobi - Kenya

# AG Harvesting

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AG Harvesting was established in 2018 through a partnership between the Kenyan company Agri Assist Ltd and Bergemo BV from the Netherlands. The company offers professional agricultural contracting services to support dairy farmers in maize production, harvesting and ensiling. It operates a complete fleet of heavy duty farm machinery including a late model John Deere six-row harvester with a rotating Kemper head suitable for maize and grass harvesting, loaders, tippers and tractors. AG Harvesting also operates a machinery repair workshop in Eldoret for maintenance and repair of own machinery and for other agricultural contractors. The company has skilled operators and mechanics who have been trained on-the-job by local and by international experts. Through its collaboration with FIT Ltd it can also provide maize and grass baling services.

# Nundoroto Farm Company

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Nundoroto Farm Company was established in 2007 to provide agricultural contracting services to farmers. Its main role is to support feed and fodder production that enhances the dairy sector. With its motto "From Seed To Feed", the company introduced new technology to ensure efficiency at production level. Nundoroto is based in Eldoret and currently operates in the North and South Rift regions of Kenya. It offer services ranging from land and seed bed preparation, maize and wheat planting, crop protection, fertilizer application and maize chopping and silage making as a one-stop-solution. Nundoroto has the requisite fleet of farm machinery and a skilled labour force - trained on-the-job by local and by international experts - for professional service to dairy farmers.

# FIT (Feed & Fodder)

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FIT Ltd, trading as Feed & Fodder, was founded in 2017 with a vision and mission to change the story from shortage to surplus of high quality forages for high yielding dairy cows, at affordable prices. FIT's high-tech Agronic baling machine compacts and wraps maize silage in airtight foil in bales of approximately 350 kgs. The company has baled maize silage available for dairy cows throughout the year, even during the dry seasons. The bales have a shelf life of 8-12 months if not opened and when the foil is not damaged. Through its partnership with ProDairy EA Ltd, FIT also provides technical advice on optimal maize production and forage-based ration formulation for dairy cows. FIT buys fresh maize (direct at harvest time) from contracted farmers who grow maize according to good agricultural practice.

# Agri-Assist

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Agri-Assist Ltd imports and sells a wide range of used farm machinery and equipment from Europe including tractors, forage harvesters, mowers, rakes and balers. Besides, Agri Assist sells and installs milking parlors, coolers and cow barn equipment, such as head locks and cubicles. In its one-stop-dairy-shops in Eldoret, Kitale and Nyeri it sells fencing systems, silage covers, hoof trimming equipment, baled maize silage, dairy meal, premixes and milk replacers from the Netherlands. The company partners with FIT and AG Harvesting to provide maize silage and baling services.

## ProDairy E.A.

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ProDairy EA Ltd (2017) is an initiative of Andrew Maina, owner of Risa Farm, and Johan Fieten of Fieten Ltd. In 2018 Jos Creemers (former Baraka Farm Eldoret) joined ProDairy EA, bringing in 24 years of experience in dairy farming in Kenya. ProDairy assists farmers with investment plans, masterplans, design of modern and efficient cow housing, farm buildings and structures, adapted to the Kenyan situation. The company also supplies state of the art cow barn interiors and implements for optimal cow and working comfort. As regards to farm management, ProDairy focuses on dairy advisory for feed and fodder planning and production, forage-based ration formulation and herd management. In partnership with GAD Foundation, ProDairy offers training with focus on practical skills to improve day to day management of smallholder farms. Finally ProDairy offers consultancy services to donors and NGOs.

## Bles Dairies E.A.

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Bles Dairies East Africa Ltd is a dairy development company established in Kenya in 2016. It specializes in assisting dairy farmers to improve their herd with genetics, advice, feed and more. It also provides consultancy and training regarding milk production and milk handling in the collection chain, from farmer to factory, i.e. fresh milk collection, milk quality control & assurance and milk payment systems. In addition, Bles Dairies EA develops feasibility studies and business plans for large scale dairy farming and processing operations. Bles Dairies EA is an affiliate of the Dutch based Bles Dairies, headquartered in Leeuwarden, The Netherlands. Bles Dairies is a dairy development company with international reputation, operating worldwide and having a separate dairy consultancy and advisory department offering consultancy services.



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CRV is a co-operative owned by Dutch and Belgium dairy and beef farmers and has a membership of 27,000 farmers. CRV offers an unequalled wide range of innovative products and services to breed better cows and to support cow and herd management. It operates worldwide with breeding stations in different continents, and delivers genetics to over 50 countries for a wide range of dairy breeds suitable to the farmer's need and environment. CRV's activities include breeding, sales of high quality semen, collection and processing of cattle data, herd book activities and on-farm AI insemination services. In Kenya it partners with Coopers Kenya Ltd, a reputable and long established firm that offers a wide range of products to livestock keepers in Kenya and East Africa.

## | K.I. SAMEN

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K.I. SAMEN is the biggest private A.I. station with a foundation of the Holstein breed in the Netherlands that started centuries ago. We offer semen to clients in more than 45 countries worldwide. K.I. Samen has (cross) breeding experience in East Africa for over 10 years. The breeding strategy is "Practical Proven Breeding" which stands for "proven and trustful information, well-balanced & trouble-free cows, good milk production, higher components and good health and management traits". As for genetics, the breeding philosophy results worldwide in "better developed cows, higher milk production, late maturity, longevity and good fertility results". We put 20 million spermatozoa per straw, therewith guaranteeing the highest fertility results. K.I SAMEN has the right genetics available for all dairy/beef farm systems in Kenya.

# Mueller

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**MUELLER**

Mueller is a worldwide specialist for raw milk cooling solutions. For more than 60 years, Mueller has been a reliable, global partner for milk producers." The company is well known for its high quality milk cooling and storage solutions, "local" technical assistance and before and after sales support. Mueller is exporting new and used milk cooling tanks to more than 50 countries worldwide. Furthermore, the company develops, designs and installs Milk Collection Points in Africa and Asia, in cooperation with (local) milk processors, government and Non-Governmental Organizations.

# EuroDairy

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EuroDairy Equipment Ltd was incorporated in Kenya in 2017. The company imports European made high-quality bucket milking machines and implements, including vacuum pumps and a wide range of spares for milking machines and milking parlors. It installs milking parlors of various size and capacity as turn-key projects and offers a wide range of products for clean milking, storage, general cow comfort and hygiene. EuroDairy recognizes that the farmer's cows are money makers! Euro Dairy is the official dealer for Mueller milk cooling tanks in Kenya. EuroDairy works hand in hand with its principal partner Kanters Holland B.V. that has over 30 years of experience in the Netherlands in sales, maintenance and repairs of milking machines, milking parlors, cooling tanks and related equipment. It has installed milking parlors all around the world.

# Roodbont Publishers

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Roodbont Publishers specializes in the production and distribution of educational and instructional books for farmers, trainers, students and dairy advisors. It is the publisher of the Cow Signals books, which are sold in over 45 countries worldwide, including Kenya. In Kenya Roodbont launched the East Africa Editions of Cow Signals Advanced and Cow Signals Basics in 2016. The English edition of Cow Signals Basics was followed in 2019 by a Kiswahili translation.

The publications of Roodbont are known for packaging expert knowledge into powerful practical instructional tools to advance agribusiness and of course, the farmer! Roodbont books cover the entire agricultural sector, livestock and food crops, dairy being one of them. All publications are available in English language and many in local vernacular.

# GAD Foundation

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The Global Agricultural Development Foundation (G.A.D.) contributes to agricultural development and food security in developing countries, by offering practical training using the concept of Practical Dairy Training. In Kenya G.A.D. delivers the G.A.D. BASIS dairy training program for dairy entrepreneurs, in collaboration with amongst others ProDairy Ltd. This one-week training is skill-based and very practical, with the objective to enhance farm management and profitability of the dairy business, which is key to improve household incomes and livelihoods. G.A.D. aims to bring participating dairy farmers to a higher level of self-reliance, both as an entrepreneur and as a dairy farmer. The Rabobank Foundation initiated G.A.D. and is still the main contributor.

# Happy Cow

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Happy Cow Ltd in Nakuru is a milk processing company that sources milk from dairy cooperatives in Nakuru and Nyahururu Counties. It produces cheeses, yoghurts and other fermented dairy products, fresh cream and ghee to leading supermarkets, restaurants and hotels countrywide. Happy Cow has established itself as a key player in the local dairy market and offers a complete and comprehensive product portfolio across East Africa under "Cheese makers from Holland" and "Jolly Fresh" brands with a keen focus to providing consistent product quality in accordance to ISO 22000:2005 and Halal certification. Happy Cow through its milk quality tracking and tracing system promotes safe milk and milk hygiene and pays its raw milk suppliers a bonus based on milk quality.

# BIO Food Products

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At Bio Foods we delight our customers by providing them the cleanest, healthiest and best tasting dairy products where and when they want them. Our promise is quality, consistency and great taste. With our Quality Based Payment System, we pay a premium for high quality milk. Through our Dairy Development program we support our milk suppliers with a long term partnership and practical training which results in higher yields and increased farm viability. We partner with passionate dairy farmers and work together to continuously improve milk quality and to create a sustainable and viable dairy supply chain within Kenya.

# Van Den Heuvel Equipment

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Van den Heuvel Dairy & Food Equipment is a worldwide supplier of high quality dairy machinery and processing equipment for the production and storage of dairy products (milk, cheese, butter, yoghurt, curds, kefir) and liquid foodstuffs. The company's equipment comprises of custom-made expert work and complies with the latest European standards. Van de Heuvel also offers a large selection of both new, second-hand and refurbished machinery for the dairy industry, and cheese production lines equipment. The company advises on production process efficiency and the supply of all the necessary technical equipment or components. Van den Heuvel is a known brand in East Africa. In Kenya, it has set up several production lines for cheese and yoghurt for various Kenya based small and medium sized dairy processing enterprises. Recently the company installed a UHT processing line for one of the leading dairy processors in Tanzania.

## Koudijs

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Koudijs DeHeus Animal Nutrition (founded in 1911) has a leading international position in the animal nutrition industry, with a focus on the production, sales and services of complete animal feeds, concentrates and premixes. The company has its roots in the Netherlands. Koudijs exports and produces animal feeds in Africa, Asia, Europe, Middle East and South and Central America. In Africa it has factories in Egypt, Ethiopia, Uganda and South Africa. Koudijs offers products for feed millers, integrators, dealers and importers and also direct sells to farmers. In Kenya it partners with its local agent Quality Meat Packers (QMP) with a focus on poultry feeds. Currently it is adding dairy meals and premixes to its portfolio, including milk replacers.

# SNV KMDP

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SNV is an international not-for-profit development organization founded in the Netherlands in 1965 that provides capacity development services to nearly 2,500 organizations in 36 countries worldwide. SNV implements dairy programs in Ethiopia, Kenya, Tanzania, Uganda and Zambia. In Kenya, SNV's Kenya Market-led Dairy Program (KMDP, July 2012-July 2019) is funded by the Netherlands Embassy in Nairobi. The project works across the dairy value chain with dairy farmers (small, medium & large scale) on good dairy and feed management practices; with cooperatives and processors on farmer training, milk quality and governance; with input suppliers and service providers and – at sector level - with policy makers and industry associations. Key themes are feed & fodder, quality based milk payment, skills development, international exposure and business-to-business linkages (B2B) and innovation.

# PUM Experts

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PUM is the largest private-to-private, volunteer development agency of the Netherlands. PUM provides professional assistance from “entrepreneur to entrepreneur” in developing countries, sharing “hands-on” pro-bono expertise with those that otherwise lack access to knowledge. PUM's mission is to share knowledge for vibrant businesses and better lives. PUM's intervention strategy embraces a solution-based approach through practical low-cost advisory services, targeting specific issues in a company's performance. Focus is on transferring knowledge that is not available locally to entrepreneurs in developing countries. With 2,000 voluntary experts on roster, covering over 35 sectors, PUM has expertise and sufficient scale to serve the demand from small and medium sized enterprises in over 40 countries across the globe. Annually, PUM executes over 1,700 missions.





For more information  
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**SNV**

