

NABC's poultry, processing and meat trade mission to Kenya by the Dutch private sector, from 23rd to 27th May 2016.

The objective of this trade mission is to introduce and familiarize Dutch companies in the Dutch poultry, processing and meat value chains to the Kenyan market. With the end goal being to generate investment and trade opportunities within these two value chains between the Netherlands and Kenya. In addition to a number of tailor made excursions and meetings we will participate in a sector related expo taking place from the 25th until the 27th of May in Nairobi Kenya. As such we will also be providing an opportunity to Dutch companies to exhibit and be part of the Holland Pavilion during the expo on a first come first serve basis as there are only 10 slots available.

1.0 Kenyan poultry, processing and meat sector

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, 14 % being layers and the rest being broilers (Dr. Humpreys, 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.

Beef is the other main source of meat in Kenya. The beef sector contributes c.a. 10% to Kenya's GDP (Estimates from 2011). Production is mainly for the local market annual production is c.a. 588,985 metric tons p.a. of which 99% is sold locally and only 1% is for export. The beef sector is made up of camels, cattle, goats and sheep. The per capita consumption of beef is c.a. 19.25kg (2015 estimates) an increase from 15.25kg per capita in 2011. The beef market continues to grow steadily (registered 41% growth between 2006 and 2011) driven by increase in disposable incomes and better farming techniques compared to what traditional beef farming methods. Urban areas account for the largest market as incomes in rural areas are significantly lower in comparison. Regulation in the sector is driving continued modernization of both farming and slaughtering. In general the sector is expected to continue growing steadily in the coming years, driven by increased urbanization, the growth of the middle class and improved access to regional markets.

2.0 Who should participate

The mission program and proposed activities is relevant for all poultry, processing and meat value chain actors from feed to fork. This includes feed manufacturers, input suppliers, service providers, housing suppliers, machinery and equipment suppliers amongst others. We have designed the mission to give all participants a comprehensive look into the poultry, processing and meat value chain in Kenya. The mission will also include interactions with policy makers and regulators.

3.0 Programme

The table below offers a draft program for the 5 day mission to Kenya. Please note that this is a tentative (draft) program and is subject to changes.

Day/ Time	Activity	Description	Location
Day 1	Sunday, May 22nd	Kick-off and briefing	
09:00 - 18:00	Arrival	Arrival of all participants to Nairobi Kenya and checking in to the hotel.	Nairobi
19:00 - 21:00	Welcome dinner and Briefing	Briefing meeting at the hotel to all mission participants.	Nairobi
Day 2	Monday, May 23rd	Seminar and matchmaking session	
09.00 - 10.30	Meeting Ministry of Agriculture Livestock and Fisheries	Introduction and presentation of Netherlands BV to national government authorities at the ministry. (Cabinet secretary Mr. Willy Bet). Meeting with CVO Dr. Kisa Juma Ngeiwa.	Nairobi
11.00 - 13.00	Seminar	Welcome by Dutch Embassy Nairobi, agricultural attaché B. Rikken; Presentation Kenya Poultry farmers Association (KPFA); Presentation Kenya Meat Commission (KMC); Presentation by Kenchic Ltd.; Presentation Kenya Poultry Breeders Association; Association of Kenya feed manufacturers (AKEFEMA) and Brade Gate Poultry solutions (Integration).	Nairobi
13.00 - 14.00	Lunch	With all seminar participants.	Nairobi
14.00 - 15.00	Introduction of Netherlands BV	Dutch companies introduce themselves and give brief information over their products services etc. As an introduction into the match making session.	Nairobi
15.00 - 17.00	Match Making	One to one meetings between the Dutch companies and the Kenyan and or other regional companies. We will invite companies from the region.	Nairobi
18.30 - 21.00	Dinner	Mission dinner with embassy officials.	Nairobi
Day 3	Tuesday, May 24th	Company and farm visits	
08.00 - 10.00	Visit to Kenchic	Visiting the broiler farm and Hatchery of Kenchic in Athi River. Get tour of facilities and presentation from Local manager.	Athi River
11.00 - 12.30	Meet and visit to KMC	Meeting the management and team of KMC (Kenya Meat Commission) visit the slaughter house.	Athi River
13.00 - 14.00	Lunch	Lunch with entire mission team.	Athi River
15.00 - 16.00	Visit Kenchic factory	Visit the slaughter house of Kenchic.	Tigoni
17.00 - 19.00	AIPEX registration and set up of stands	Registration and setting up of the stands at the expo venue KICC.	Nairobi

Day/ Time	Activity	Description	Location
19.00 – 21.00	Dinner	Dinner with team.	Nairobi
Day 4	Wednesday, May 25th	AIPEX Expo and one to one meetings	
08.00 – 09.00	Travel to Venue	Departure from hotel and travel to expo venue	Nairobi
09.00 – 12.30	AIPEX	Participation at AIPEX Nairobi	Nairobi
12.30 – 13.00	Lunch	For mission team.	Nairobi
14.00 – 15.00	Seminars	Presentation of Netherlands BV at various seminars at the conference.	Nairobi
15.00 – 17.30	AIPEX	Match making and one to one meetings at the Holland pavilion within the Expo.	Nairobi
Day 5	Thursday, May 26th	AIPEX expo visit	
08.00 – 12.30	AIPEX	Travel to and participation in the AIPEX expo.	Nairobi
12.30 – 13.00	Lunch	With the mission team.	Nairobi
13.00 – 15.00	Visit hatchery and farm.	Visit a medium scale hatchery and poultry farm.	Nairobi
15.00 – 18.00	Visit Unga Group	Visit to feed manufacturer both large scale and medium scale feed manufacturers.	Nairobi
19.00 – 21.00	Dinner	Mission closing dinner at Carnivore restaurant with the mission team.	Nairobi
Day 6	Friday, May 27th	Personal meetings and departure for the Netherlands	
09.00 – 00.00	Personal meetings and departure.	Any private meetings can be held scheduled for this date at the expo venue, KICC participants can also leave for the Netherlands on this day with the day or evening flight back.	Nairobi
Or:			
8.30 – 10.30	Company visit	Brade Gate Poultry solutions (integration)	Nyeri