



Russian meat products supply potential to African countries'

Presenter: Nicholas Ngahu, CEO KEMLEIC
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Brief Introduction of KEMLEIC

- Kenya meat and livestock were renown globally in Europe
- Kenyan meat sector became less globally competitive
- KEMLEIC (a revolutionary BMO) is working hard to reverse this
- Membership (producers, abattoirs, middlemen, transporters, exporters, agents and airlines)

OUR PARTNERS



Republic of Kenya

Ministry of Agriculture, Livestock and Fisheries



Republic of Kenya

Ministry of Industrialization,
Trade and Enterprise Development





Our Activities

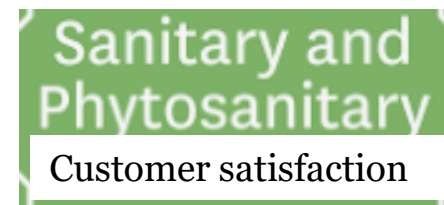
Unlocking the Potential in Meat Industry

Potential

- Younger male livestock
- Producer-Supplier linkage
- Fattening and Finishing in Feedlots
- Animal Welfare
- Meat Processing and Chilling
- Livestock and Meat Traceability
- Niche Segment Production and Marketing
- Collaborative Research and Development

Role of media

- **Safe Consumption**
- **Purchase decision**
- **Environment sustainability**
- **Meat as a matter of facts**
- **Animal welfare**
- **Livestock Identification and Traceability System**



Value added by KEMLEIC

Advocacy and Lobbying - Legislation and Policy

Industry Self-Regulation - Legal, ethical and safety standards

Promotions and Networking - showcasing Kenya's commitment

Capacity Building - Entire value chain

Industry Promotion - Specific sector issues

Market Access - Increased profitability, sustainability and productivity.

Inputs

Production

Processing

Distribution

Main Features of the meat Industry

Value chain Actors: Production and Processing

Actors	Role	Results
Natural resources	Rangeland management, climate and water sources	Sustainable fodder and animal production
Animal Breeding	Breed improvement and productivity	Better quality, market and livestock inventory
Animal Feeds and feed formulation	Cost and quality	Newer Markets
Veterinaries	Treatment and inspection	Safer meat and meat products
Animal health	Animal health care protocols and vaccinations	Less use of veterinary medicine
Farm labor	Innovation and technology	Better skills transfer
Infrastructure, Equipment and tools	Hygiene procedures and feedlots	Lower cost of production
Finance and development partners	Risk management	Scalability
Farms	Increased turnover and profitability	Return on capital
Aggregators, middlemen and traders	Animal rights, more quality and quantities	Higher returns
Transport, logistics and cold storage	More animals and feeds	Higher returns
Slaughter, processing, value addition and manufacturing	More quantity at low cost, higher quality, by products	Minimal wastage/condemnation
Retailers, wholesalers, catering, tourism and exporters	Lower input price, safer meat and market linkages	Meat safety and hygiene
Consumers	Safer product and better price	Higher customer satisfaction
Clearing and forwarding and Airlines	Heavier animals	Better yield

The numbers

Livestock Category	Population (millions)
Dairy cattle	4.3
Beef cattle	14.7
Wool sheep	0.8
Hair sheep	15
Dairy goats	0.6
Meat goats	22
Pigs	0.5
Rabbits	0.8
Broilers	2.7
Layers	4.1
<i>Kienyeji</i>	39
Other poultry	0.5
Ducks	2.6
Turkeys	0.06
Geese	0.03
Donkeys	1.7
Camels	3.2
Crocodiles	0.2

Product (measure)	Volumes
Milk (kg)	3.2b
Beef (kg)	875m
Wool (kg)	21m
Chevon (kg)	38m
Mutton (kg)	124m
Pork (kg)	12m
Rabbit meat (kg)	5m
Poultry meat (kg)	223m
Camel meat (kg)	6.7m
Honey (kg)	25m
Wax (kg)	1.8m
Eggs (No. of trays)	414m
Hides (No.)	6.1m
Skins (No.)	4m

Kshs 896b

334 licensed abattoirs in Kenya, with four(4) export licensed.

Unsatisfied market of 1.2M shoats in the Arabian Peninsula i.e. 12,000 MTs of meat or KSh 6.6B/Year as export to only four (4) countries namely: UAE, Oman, Saudi Arabia and Qatar.

2.5m goats for annual Hajj (Saudi)

Type	MT (1000)	Ksh (m)
Bovine	465	153,450
Sheep/Goat	105	46,200
Pig	14	8,400
Poultry	89	26,700
Other animals	58	19,140
offals	74	22,200
Milk	5090	254,500
		530,590

Kshs 531b

Export Values

Value exported in 2019 (Kshs billion)

	Value exported in 2019 (Kshs billion)			
	Brazil	Australia	New Zealand	Kenya
Meat of sheep or goats, fresh, chilled or frozen	0.06	332.56	277.84	5.70
Meat of horses, asses, mules or hinnies, fresh, chilled or frozen	0.66	0.76	-	0.69
Meat of bovine animals, frozen	605.96	531.93	223.50	0.63
Meat and edible offal, salted, in brine, dried or smoked; edible flours and meals of meat or ...	32.06	0.14	0.64	0.19
Meat of swine, fresh, chilled or frozen	158.92	8.69	0.15	0.11
Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies, fresh, ...	50.79	75.98	20.04	0.09
Meat and edible offal of fowls of the species <i>Gallus domesticus</i> , ducks, geese, turkeys and ...	692.59	5.43	3.76	0.01
Meat of bovine animals, fresh or chilled	95.13	292.10	32.95	0.01
Meat and edible offal of rabbits, hares, pigeons and other animals, fresh, chilled or frozen ...	0.00	2.34	14.01	0.00
Value exported in 2019 (Kshs billion)	1,636.17	1,249.95	572.88	7.43
Average distance of importing countries (km)	12,096	8,728	9,879	3,435

Source:
ITC Trade
Maps

Certification and Labelling

KENYA BUREAU OF STANDARDS (Examples)

[KS CAC/GL 58:2005](#): Code of hygienic practice for meat

[KS EAS 84-1:2020](#): Meat grades and meat cuts - Specification - Part 1: Beef grades and cuts, veal grades

[KS 317-1:2017](#): Carcasses and meat cuts - Specification - Part 1: Bovine - Beef and veal.

[KS 317-3:2020](#): Carcasses and meat cuts - Specification - Part 3: Pork

[KS 317-4:2020](#): Carcasses and meat cuts-Specification-Part 4:Camel

[KS 2831:2019](#): Deep fried meat-Specification

[KS EAS 828:2016](#): Dried and salted dried fish - Specification.

[KS 2723:2017](#): Dried meat - Specification

[KS ISO 13730:1996](#): Specification for meat and meat products - Determination of total phosphorus - Spectrometric method

[KS EAS 954:2020](#): Meat sausages – Specification

[KS EAS 871:2017](#): Fish sausages-Specification

[KS 2845:2021](#): Fermented sausages (salami)-Specification

[KS EAS 75:2019 AMD 1:2021](#): Compounded cattle feed - Specification

[KS EAS 97:2021](#): Fish meal for animal feeds - Specification

[KS 2832-2:2019](#): Fodder hay-Specification-Part 1:Legume hay

Thank You

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Write to Us

The voice of Meat Industry

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