



sidai

Delivering Solutions On Farm



Your Trusted Farming Partner

Halima Gedi (2nd from right), Lead Herder in Isiolo, experienced high mortality in her sheep until Sidai vaccinated them against enterotoxaemia. She now advocates for routine vaccination in her community and pays Sidai to vaccinate her sheep, goats and camels.

Why Sidai?

Farmers in Kenya lack the inputs, services and knowledge they need to farm productively and profitably

Kenya's Yield Gap

Agriculture makes up a significant part of Kenya's economy, contributing 24% of GDP and supporting the livelihoods of 71% of Kenya's 48 million population. Estimates suggest that Kenya's population is set to grow at a rate of 2.5%, increasing the need for food in the coming years. The Kenyan agriculture sector struggles to respond to this rising demand due to its underlying poor performance. There remains a significant yield gap between actual and potential production and significant losses from pests and diseases, which urgently need to be addressed. Maize yields are 25%-35% of what they could be, while 25% of livestock die from preventable diseases every year.

Vaccination and good nutrition could solve 90% of livestock production issues.

Why is Kenya's livestock sector underperforming?



An estimated 60% of farm inputs in the market do not meet basic quality standards

NO

access to livestock services in remote regions of Kenya



An estimated 85% of agrovet staff have no technical qualifications

Quality Issues

It is estimated that over 60% of farm inputs (seeds, drugs, feeds, fertilizers etc) in the market in Kenya do not meet basic quality standards. They may be poorly-manufactured or even counterfeit, containing no active ingredient at all. The poor handling of products, including the breakdown of vaccine cold chains, can also lead to poor quality products being bought by unsuspecting farmers. The widespread sale of cheap, poor-quality, ineffective products leads to poor results on farm and holds back the agriculture sector in Kenya.

Access Challenges

Most farm input retailers are concentrated in the higher-potential farming areas leaving large parts of the country underserved or with no access to inputs at all. The arid and semi-arid northern counties of Kenya are particularly poorly served by suppliers and shortage of qualified professionals.

Knowledge Gaps

Farmers often lack the knowledge they need to farm successfully. Farmers obtain knowledge from a wide range of sources including their neighbours, local agrovet shop, radio or TV. However, all too often this information is not correct or biased to sell a particular product. For example, 85% of agrovet staff have no technical qualifications. It is difficult for farmers to find well-trained professionals to give them advice and training they can trust. Professionals too may lack specialist knowledge of more commercial farming practices.



Sidai's Approach

Sidai's **unique business model** delivers comprehensive and practical solutions on-farm

Professionally-staffed Distribution Network

Sidai is a company that supplies quality inputs, services and training to farmers and pastoralists across Kenya. Sidai's unique, professionally-staffed, distribution network and integrated approach ensures farmers get what they need to farm reliably and profitably.

Quality Products

Sidai manufactures its own range of livestock products, using trusted GMP manufacturers, ensuring factory to farm quality. Sidai works with local and international suppliers to stock a full range of products ensuring that farmers can get what they need through Sidai's network of 'one-stop' shops. Sidai's professional staff, network of franchises and stockists ensures that farmers get the specialist knowledge they need to use products cost-effectively and proactively manage their crops and livestock.

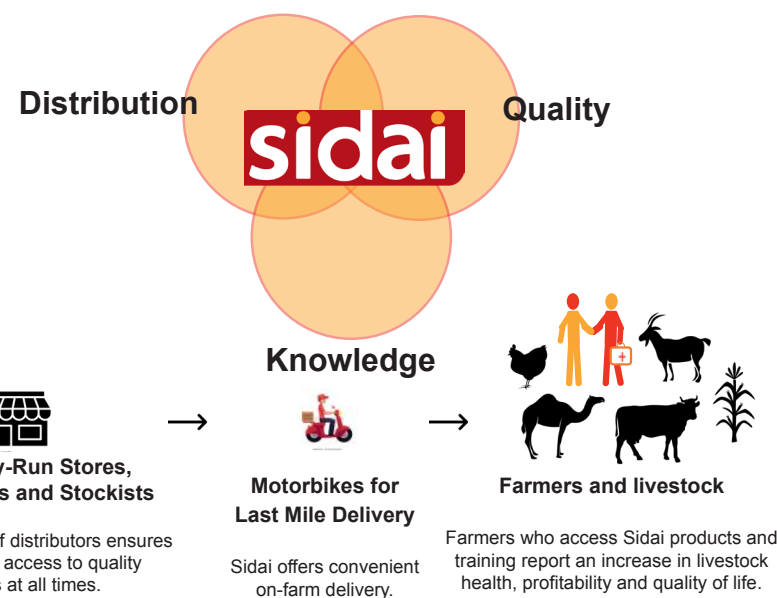
Integrating Supply Chain Actors

Sidai's products and services fill a long-standing gap in the market. By focusing on the intersection of quality, distribution, and knowledge, Sidai provides value to all actors at all stages of the supply chain, ensuring end users are informed, receive high-quality products, and can

access Sidai's services no matter where they are located. As farmers ramp up production, Sidai has the opportunity to grow its own market while helping farmers become self-sustaining.

Market Opportunity

The market opportunity for Sidai is tremendous. Rising demand for food in Kenya means farmers need to step up production, become more profitable and need the tools and knowledge to do that. The current agricultural input market is valued at \$1 billion annually while the growing livestock industry, alone, is estimated to contribute \$3.1bn to Kenya's economy. The livestock population in Kenya is currently valued at \$4.4bn, and represents a huge potential market.



Quality Products

Sidai manufactures and sells a wide range of quality livestock and crop products that farmers can trust

Quality Control

Sidai sources and contract-manufactures a wide range of livestock and crop products. All Sidai suppliers must comply with Good Manufacturing Practice and supply certificate of analyses for all products purchased.

Sidai products are all registered with Kenya's Veterinary Medicines Directorate (VMD) and Kenya Bureau of Standards (KEBS) and rigorous product testing is carried out to ensure they meet the required quality standards at all times.

Sidai has a customer feedback mechanism so that any concerns over product quality are investigated immediately.

Sidai Products

Sidai manufactures a wide range of livestock products including animal feeds, mineral supplements, dewormers, tick control products, poultry vitamins and milking salve. Sidai strives to provide quality products at a price that is affordable and available in small pack sizes to meet the needs of smaller farmers. Farmers who use Sidai products report a notable difference in the health and productivity of their livestock as well as the profitability of their farms.

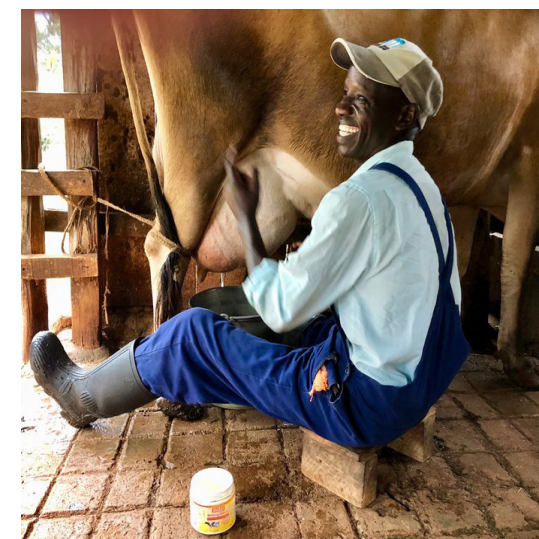
An independent study carried out by Acumen Lean Data in 2018 found that 9 out of 10 farmers found the quality of Sidai products to be better than other products in the market.



“Milk production has greatly improved due to quality minerals from Sidai.”



An independent study by Acumen Lean Data found that **9/10** farmers say the quality of Sidai brand products is **better** than that of competitors



Sidai Products



Sidai Beef Mineral



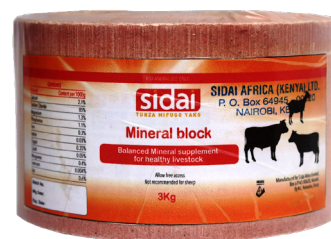
Sidai Camel Mineral



Sidai Dairy Mineral



Sidai Poultry Vitamins



Sidai Mineral Block



Sidai Milking Salve



Sidai Ultradip™ Acaricide



Sidai Dewormer (Albendazole 2.5%)



Sidai Dewormer (Albendazole 10%)



Sidai Dewormer (Levamisole 1.5% B.P. & Oxytocyanide 3% B.P.)



Sidai Dewormer (Levamisole 3% B.P. & Oxytocyanide 6% B.P.)

Sidai Products



Sidai Dairy Meal



Sidai Dairy Meal High Yielder



Sidai Chick & Duckling Mash



Sidai Growers Mash



Sidai Layers Meal



Sidai Broiler Starter Meal



Sidai Broiler Starter Crumbs



Sidai Broiler Finisher Meal



Sidai Broiler Finisher Pellets

Last-Mile Distribution

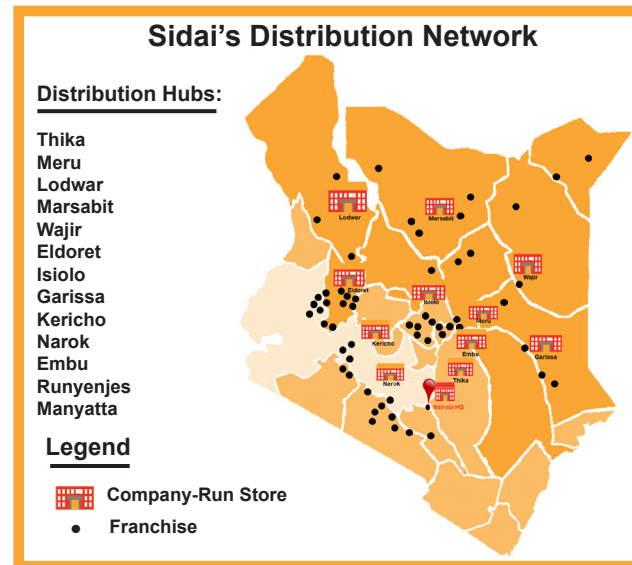
A key part of Sidai's model is getting products to customers - no matter **how remote**

Lack of Access

Most farmers in Kenya lack basic access to quality products and accurate information on correct product use and good husbandry practices. Often suppliers provide limited to no technical information on correct product use and no follow-up after their one-off field days, meaning products are often used incorrectly. A key part of Sidai's business model is ensuring



that quality products reach farmers, no matter how remote, through a network of company-owned stores, franchises, verified stockists, and area farm developers.



Company-Run Stores

Sidai operates 13 company-run stores throughout Kenya. These stores stock Sidai products and are run by qualified professionals well-versed in Sidai products and correct usage.

Franchises

Sidai works with 87 franchisees who receive marketing and sales support for Sidai products, as well as technical and business training to help them run a successful business.

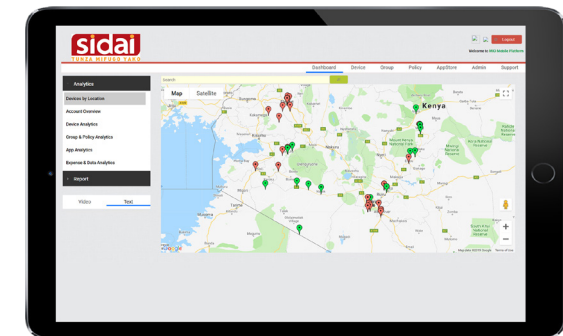
Stockists

Over 1460 stockists sell Sidai products through Sidai's delivery van network, providing access to Sidai products even in the most remote areas of Kenya.

96% of stockists reported improvements in business thanks to Sidai

Area Farm Developers

Sidai also works with 45 Area Farmer Developers (AFD), who travel from company-run stores via motorbike to provide on-farm delivery, services and trainings. Area Farm Developers are able to provide access to Sidai products and services in even the most remote areas of Kenya using Sidai's technology-enabled system, MioApp. MioApp allows AFDs to collect payments, track sales and customer information, and even plan delivery routes.



AFD MioApp showing AFD locations in real-time

Knowledge

Sidai provides **business and technical training** to farmers and professionals across Kenya



Sidai Training and Services

Sidai is a Kenya Veterinary Board accredited continuous professional development training provider. Through Sidai, 30 veterinary internships are completed annually, and 700 poultry professionals have been trained through a joint Sidai and Elanco/Lohmann Animal Health poultry course.

Business Training:

- Essential selling skills
- Agrovet business management
- Commercial farming management

Technical Training:

- ECF vaccination
- Commercial poultry, cow & camel farming
- Tick control
- Soil health and management
- Crop health and management

Sidai franchisees are trained according to defined standard operating procedures and clear customer service standards, and **stockists** are trained in all products and correct product use so that they serve their customers to Sidai's high standards.

Knowledge Gap

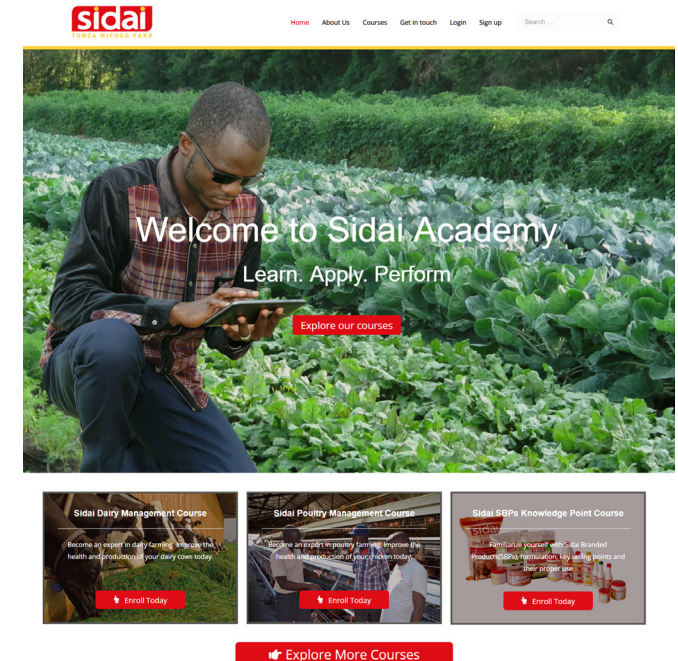
Sidai works to fill the knowledge gaps in each part of its supply chain including resellers, veterinarians, and farmers. Many farmers in rural Kenya lack the proper knowledge and training to keep their livestock and soil healthy and producing to their full potential. Medicine and vaccines in rural Kenya are often sold by unqualified individuals, leading to issues such as antibiotic resistance diseases due to improper dosages and incomplete treatments. Veterinarians that do have technical skills often lack critical business skills to run sustainable service businesses. Sidai offers a range of trainings aimed at boosting the effectiveness of all parts of its business, ensuring that resellers are



knowledgeable, veterinarians are profitable, and that farmers can run a sustainable and profitable business.

Sidai Academy

Sidai has recently launched Sidai Academy, an online platform providing on-demand access to courses ranging from technical skills to business and management principles. The program has been rolled out to Sidai's internal employees and official representatives, and will be available to customers in late 2019, allowing remote farmers the opportunity to take courses in commercial poultry and dairy farming.



On-Farm Services

Sidai offers a range of after-sales support and **on-farm services**, including vaccinations, illness diagnostics and soil diagnostics



Sidai offers on-site vaccinations, animal and product testing, and product support. This holistic approach differentiates Sidai from other providers, ensuring that products are more effective by being used correctly and allowing customers to build trust in Sidai representatives and products. Training is carried out by professionally trained Sidai Area Farm Developers based at Sidai company-run stores, who are able to visit farmers for advisory services.

On-farm services:

- **On-farm milk quality testing**
- **Mastitis testing**
- **Faecal Egg Count (internal parasites)**
- **Blood parasite identification**
- **Post-mortem examinations**
- **Soil testing**
- **Pregnancy Testing**

On-Farm Soil Testing

Sidai offers on-farm soil testing services using a hand-held Near Infrared Spectrometer supplied by our partner, Agrocares. Farmers receive an immediate test result on their mobile phone or printed on paper including fertilizer recommendations.



Diagnostics

Sidai offers numerous on-farm and basic laboratory diagnostic services including blood parasite identification, faecal egg count, and post-mortem examinations.

Mastitis Testing and Prevention

Mastitis is a common problem in dairy cows and leads to a reduction in milk production, rejection of milk, expensive treatment and, in some cases, loss of udder function. Sidai supports farmers by offering milk testing, products to help prevent and treat mastitis, and Mazzicans (available at company outlets) to aid early detection of udder infections.

On-Farm Services



“When they promise to come to your farm, they do come without failure.”

Northern Kenya: The Challenges and Opportunities of Frontier Markets

There are estimated to be \$4.4billion worth of livestock in Kenya of which 75% are kept by pastoralists in the arid, drought-prone, northern counties. For too long this part of Kenya has been the target for short-term emergency interventions which has crowded out the private sector and created a culture of dependency. Sidai is showing how to build resilient pastoral economies and financially sustainable businesses in a challenging market. Sidai's current focus on routine vaccination of the majority of livestock in northern Kenya, through Public-Private Partnerships, has attracted local and international support and interest from the OIE and other organisations.

Vaccination Services

The company offers a complete vaccination service and is able to supply and administer a full range of cattle, sheep and goat vaccines as well vaccines for commercial and village poultry systems. Sidai is also able to offer large-scale vaccination services, on a contract basis, for county governments, donors and NGOs. These include:

Ruminant Vaccines:

- Lumpy Skin Disease (LSD)
- Brucellosis
- Anthrax and Blackquarter
- Contagious Bovine Pleuropneumonia
- Foot and Mouth Disease
- Rift Valley Fever
- Contagious Caprine Pleuropneumonia
- Peste des Petits Ruminants
- Enterotoxaemia
- Rabies
- East Coast Fever

Poultry Vaccines:

- Mareks Disease
- Newcastle Disease
- Gumboro
- Fowl Typhoid



East Coast Fever Vaccine:

Sidai is the national distributor of the East Coast Fever vaccine manufactured by the Centre for Ticks and Tick-Borne Diseases in Malawi. Sidai has played a critical role in developing the ECF vaccine market in Kenya, in partnership with GALVmed, through farmer and professional training as well as importing, storing and supplying the vaccine.

“Thank you for the vaccination that you did to my chickens, because they all survived.”



Research and Development

Sidai works with partners to find **innovative solutions** to Kenya's agricultural challenges

FirstLook Mastitis System

The FirstLook Mastitis system, developed by EIO Diagnostics, combines advanced sensor & machine learning to detect infection signs days before there are physical indications in the udder or milk. Results are provided in less than a second without the need for samples from the milk or the cow, and a signal is provided instantly that integrates with the workflow of the farm. Sidai is working with EIO Diagnostics to test the device in Kenya.



Mazzican Milk Container

Sidai worked with Global Good to field test the new plastic Mazzican milk container which is now manufactured in Kenya and distributed through the Sidai network.

Novel Feed Trials

Michigan State University's Michigan Biotechnology Institute has developed a revolutionary approach, known as AFEXa, that converts low digestibility biomass into a much higher digestible animal feeds, equivalent to alfalfa pellets. Sidai is supporting MSU-MBI to test AFEX pellets in feeding trials of beef cattle in Kenya. This work is supported by USAID.

Diagnostic Tools

Sidai is working with the UK's Centre for Innovation and Excellence in Livestock and the Edinburgh-based company Biotangents to develop a diagnostic tool to test for the bacteria causing Contagious Pleuropneumonia, a highly contagious disease of cattle and goats across Africa, the Middle East, and Europe.

Development Partners

Sidai works with a wide range of development partners -

government agencies, donors & NGOs - who seek to have a significant impact on rural poverty. Organisations will often partner with Sidai to support marginalized communities improve their farming by accessing Sidai's products, services and training. Donors may also support Sidai to test innovative new technologies or business models.



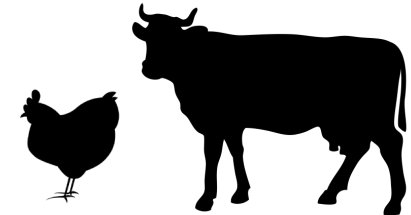
Our Impact



direct jobs, employing
30% women

My animals are very healthy because of quality dewormers.

My chickens are growing at a faster rate and laying big eggs.

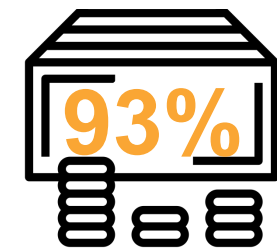


8,237,000
animals vaccinated

Sidai is the only organization that can bring the product to your home.



I have settled the loans I used to owe banks and I am now free.



of farmers have earned more money from crops/livestock since working with Sidai



201,093
farmers reached

Since we started stocking Sidai products, the number of loyal customers has increased.

98%

of farmers reported an improved quality of life thanks to Sidai

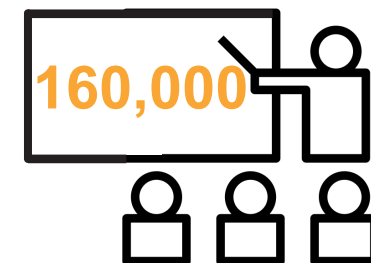
I harvested a lot of maize and beans this season.



96%
of stockists reported improvements in business

"Sidai has provided me with every thing that I need for my broilers...I access all the products I need from the Sidai shop. Sidai staff are always available to respond to my calls and give technical support on poultry management. This has helped me to raise a healthy flock and run a profitable business."

- Lydia Muroita, Customer, Isiolo, Kenya



farmers and professionals accessed Sidai training

T I M E



Dr Christie Peacock sets out a vision for sustainable agriculture in Africa driven by commercial success

2011



Anthony Wainaina joins the leadership team as Sidai's new Managing Director

2013

Franchise model deployed to roll-out stores rapidly and drive the Sidai brand across Kenya



\$1 million loan received from AHL Venture Partners

AHL Venture Partners buys 16% equity in Sidai

2015

November 2011 - first Sidai stores open in Garissa and Eldoret

2012



Bill and Melinda Gates Foundation grant \$5.1 million towards the development of the socially motivated commercial enterprise

BILL & MELINDA GATES foundation

2014

Sidai expands in northern frontier markets in partnership with USAID



First Sidai branded products registered and launched September 2015



L I N E

45 Area Farm
Developers operational



2017

Launch of Sidai range
of compound feeds



Sidai introduces
Sidai Ultradrip™

2019

DEVENISH™
Beyond Nutrition

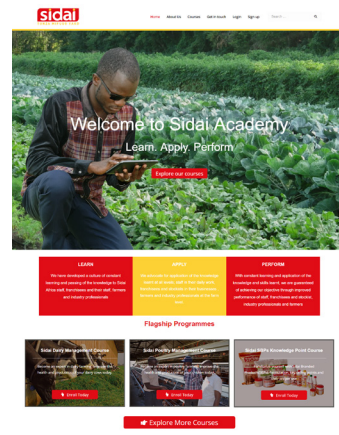
Sidai's growth phase begins
following new partnership
with Devenish

2016



African Union appoints Sidai
as National Distributor of
East Coast Fever Vaccine

Launch of Sidai Academy



2018



Sidai opens three dairy hubs
including a solar milk chiller
at Thika operating in partner-
ship with Brown's Cheese

2020

Sidai agro-
chemical range
launched



Partnerships



DEVENISH[™]
Beyond Nutrition

Devenish Supports Sidai's Growth and Delivery of Nutrition Innovations to Farmers in Kenya

Devenish is a global farming and food company, delivering sustainable and innovative nutritional products and solutions for the feed industry, the food industry and for human health. With a growing world population set to reach nine billion people by 2050, sustainable food production is imperative. As such, the Devenish strategy, 'One Health, From Soil to Society', focuses on the importance of optimising nutrient utilisation in soil, plant, animal, environmental and human health, as key and interlinked components of the value chain. Devenish has expanded rapidly in recent years, exporting to over 40 countries worldwide from production bases across the UK, US and Turkey. Devenish invests heavily in research to help provide these cutting-edge solutions.

Devenish supplies Sidai with nutritional products and technical advice to ensure all Sidai's feeds and mineral supplements are of a consistently high standard. Devenish is currently providing Sidai with strategic business advice, and nutritional and commercial expertise which will provide a platform for growth.



BILL & MELINDA
GATES foundation

Bill & Melinda Gates Foundation: Financially Sustainable 'Last Mile' Veterinary Service Delivery

The Bill & Melinda Gates Foundation has been one of Sidai's long-term supporters and has been a key partner since the start of the company in 2011. The focus of the partnership has been on developing a business that delivers 'last mile' animal health services to livestock keepers, in a financially sustainable manner, across Kenya. The Foundation supported Sidai's early development and currently supports the company's farmer and professional staff training. The Foundation's long-term support for Sidai has enabled Sidai to take risks, grow the market and pioneer unique services for farmers.



Partnerships

Dairy Hub Model

Sidai works with dairy farmers in Kenya by supporting 40 dairy co-operatives with inputs and training. Sidai recently developed a Dairy Hub business model linking Sidai customers to milk processors. Sidai partnered with Inspira Farms to design and construct a unique, turn-key, solar-powered milk chiller and agricultural input retail shop deployed on a pilot basis near Thika, Kenya. Sidai sells a full range of inputs and services to dairy farmers to increase the quantity and quality of their milk.

The milk produced by farmers is immediately chilled through the solar-powered instant milk chiller, maximizing milk quality and returning higher value to the farmer. The dairy hub model offers better payment terms, improved training, and access to inputs, while reducing wastage and running costs. Sidai is the owner and operator of the processing facility, which contains a space for retail, dairy chilling and collection, vaccine cold storage, dry storage and a quality assurance and milk testing laboratory. Sidai plans to locate more off-grid dairy chillers in other more remote parts of Kenya.



Sidai has also partnered with milk processors including Browns Cheese, Kenya's premier cheese maker. The new Dairy Hub model, currently operational in two locations near Embu, ensures that farmers are paid a premium price for quality milk and are able to access the products and advice they need to produce high quality milk.



Building Sustainable Livestock Services in Frontier Markets

Sidai has expanded its activities in northern Kenya during 2018-2019 with financial support from the USAID-funded Livestock Market Systems Project, managed by ACDI-VOCA. The focus of Sidai's work is on expanding the routine vaccination of goats and sheep, demonstrating the impact on herd health and the value to pastoralists of paying to protect their livestock.



In 2014 USAID commissioned Sidai to explore the impact of repeated short-term emergency interventions, described in the report, "Time for Change: The impact of recent livestock emergency interventions on the future of sustainable service delivery in Northern Kenya." The study critically examined the current mechanisms of delivery for livestock health services in Northern Kenya and highlights the impact of subsidized inputs, which, the report argues, are creating a dependency culture and preventing the emergence of more sustainable service delivery systems.



Distributor of Virbac Products

Virbac, a highly-regarded French veterinary pharmaceutical company, has appointed Sidai to be its national distributor in Kenya. Virbac manufactures a wide range of innovative farm animal and pet products and currently sells in over 100 countries. Sidai has facilitated the registration of a range of Virbac products for the Kenyan market.



GALVmed: Developing Vaccine Markets

GALVmed is a UK non-profit focused on facilitating the development and distribution of new livestock vaccines for neglected livestock diseases. Sidai has partnered with GALVmed for over 8 years in developing the market for the East Coast Fever vaccine and ensuring Newcastle Disease vaccination of millions of village chickens.

Financing Partners



AHL Venture Partners

AHL Venture Partners is an African impact investing venture capital firm. AHL invests in innovative, scalable businesses that contribute to solving pressing social and environmental problems. AHL made debt and equity investments in Sidai at a very early stage and is a valued long-term partner to Sidai.



Leadership Team



Dr Christie Peacock CBE
Founder

Christie has 40 years' experience in agricultural research and development in Africa. She was formerly CEO of Farm Africa and is a global leader in livestock development. She is a recognised social entrepreneur, an Ashoka Fellow and Schwab Foundation for Social Entrepreneurship awardee. Christie owns 4 acres of Somerset grassland and has recently started planting an orchard. BSc (Hons), PhD, Hon DSc.



Anthony Wainaina
Managing Director

Anthony has over 20 years of business experience in Africa. He was Head of Sales & Marketing at Kenchic and held senior roles at KTDA, Diageo and Coca-Cola. Anthony has a track record of success in growing sales and building consumer brands. He is a former wheat farmer. BEc, MSc (Marketing).



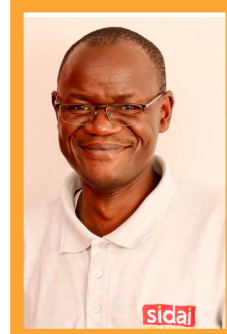
Njuguna Ngumunu
CFO

Njuguna is a senior finance professional with 40 years' experience. He was formerly Financial Controller at Kenchic, General Manager of Interchick & Tanzania Breeders, Finance Manager Toyota (Kenya). Njuguna Led Kenchic's growth and expansion in Tanzania and streamlined reporting to meet international standards. He hopes to spend more time on his small farm in the future. BC, CPA, CPS, Member KIM.



Stanley Kipkoech
National Sales Manager

Stanley has 18 years sales and marketing experience. He was formerly Head of Retail & Trade Marketing at Celtel, Head, Marketing & Corporate Communications at Chemelil Sugar, and Group Marketing Manager at Crown Paints. Stanley is a dairy and maize farmer. B.Ed., MBA (Marketing).



Dr. Rezin Odede
Technical Director

Odede is a qualified veterinarian and animal nutritionist. He has over 20 years' experience in supporting the poultry and dairy industries in Kenya. He was formerly Technical Advisor (poultry) at Unga and Area Technical Manager at Kenchic. Odede Introduced commercial poultry farming to Western Kenya and improved chick quality. Odede has his own flock of layer chickens. BVM, MSc (Nutrition).



Diba Dida Wako
Northern Program Director

Diba is a qualified veterinarian with over 12 years' experience of livestock development in the Horn of Africa. He has an MSc in Epidemiology from Freie Universität Berlin and Addis Ababa University. He was Team Leader Somalia Program, VSF Suisse before joining Sidai. He doubled VSF's programme in Somalia within three years. Diba has his own herds of camels, cattle, sheep and goats. BVM, MSc (Epidemiology).



Duncan Kimani
Supply Chain & Regulatory Affairs Manager

Duncan has over 20 years' experience in operations in pharmaceutical and agrochemicals manufacturing industries. He previously was Head of Quality Assurance at Norbrook Kenya, Head of Production & Quality Control at Murphy Chemicals, Production Manager at Nerix Pharma, Process Assistant and Quality Assurance Inspector at GSK Kenya. B.Eng, MSc. (Procurement & Logistics).



Caroline Waituika
HR & Training Manager

Caroline has 15 years' experience in human resource management. She was formerly HR Business Partner at OLX - Naspers group, HR & Admin Officer at EAM - Nation Media Group subsidiary and HR Liaison Officer at Bollore Logistics. BC, MBA (HR), Member IHRM.



Tony Kipronoh Bor
Chief Agronomist

Tony Kipronoh Bor has 18 years experience in agronomy. He was previously the Unit Head of Frigocan Uganda Limited, and has also worked at Pure Circle (K) Limited, DuduTECH Kenya Limited, and Vitacress Kenya Limited. Bor spearheaded the successful introduction and commercialization of stevia to 3000+ rural small-scale farmers in ten counties in Kenya. B.Sc.

What Can Sidai Do for You?



Are you a farmer?

We can help you to farm more productively and profitably. By using Sidai products and following Sidai advice you will find that you will be a more successful farmer. Sidai customers gave Sidai a Net Promoter Score of 90, an astonishingly high rating indicating the trust farmers place in Sidai and its products.

Are you an agrovet or stockist?

Sidai offers significant commercial advantages to its franchises and distributors due to its trusted brand and range of Sidai products. As a Sidai franchise, you will enjoy significant commercial advantages like access to quality products at discounted prices, support from dedicated franchise managers, access to business financing, free shop branding and marketing support and access to business and technical training and IT support.

Are you a distributor?

Sidai has a range of high-quality products in demand by farmers across Kenya. Sidai offers distributors competitive trading terms and on the ground technical and marketing support.

Are you a manufacturer?

Sidai offers a well-structured route to market that reaches over 300,000 customers in 33 counties in Kenya. Sidai's professional staff are able to train farmers in the correct use of your products to ensure good uptake and sales.

Are you a milk processor or buyer of agricultural produce?

Sidai is able to link you to farmers and provide inputs, training and support to ensure you obtain quality produce.

Are you a county government?

Sidai is able to fulfil tenders and supply a wide range of quality products and equipment. Sidai's staff are able to provide cost-effective training to farmers in your region that will increase their productivity. Sidai's training for professional staff will lead to better government service delivery.

Are you a NGO?

Sidai is able supply products and practical training services on a very competitive basis. Sidai is able to offer practical farmer training as well as training of agriculture staff in practical aspects of business management.

Are you a R&D organisation?

Sidai has experience of field-based research and collaboration with local and international research organisations in testing and adapting technology at the farm level. Sidai is able to provide insights into current farming problems that can help guide research prioritisation and design leading to interventions adopted by farmers.



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