

MEAT EXPO

A Kenyan sizzling experience

THEME

SAFE AND QUALITY
MEAT FOR
NUTRITION, HEALTH
AND WEALTH
CREATION



**KENYA
MARKETS
TRUST**
Better Markets, Better Lives

Welcome to the expo: There's much to learn about us and our work in the meat sector

WORD FROM THE CEO



Alison Ng'eny-Otieno
CEO, Kenya Markets Trust

We are delighted as an organisation to play a strategic role in the ideation, conceptualisation and organisation of this first-ever Kenyan Meat Expo. This is a dream come true for us, that has been realised by lots of labouring, planning and collaboration with sector stakeholders and our other strategic partners.

As Kenya Markets Trust, we pride ourselves in our transformative work that has led to the improvement of livelihoods of Kenyans across different value chains in the country.

To date, over one million Kenyans have seen an improvement in their livelihoods due to the work we have undertaken in the agricultural inputs, livestock and water sectors, which are our core areas of focus.

My hope is that through the information in this publication and testimonials of our engagements, you will catch a glimpse into the spirit of our work and appreciate the contribution that our amazing team is doing to make Kenya a better place for all of us.

Further, I invite you to the Expo where you can learn more about our work and the meat sector in general, as I believe that we are all stakeholders in it – whether as producers, processors, traders, businessmen or consumers of meat and meat products. There is something for everyone at the Expo.

Meat quality and safety: How adoption of improved standards opens doors of profitability and job creation

Background

Meat is one of the oldest traded commodities in the world. In Kenya, it is a widespread delicacy.

In ordinary traditional settings in Kenya, livestock keeping is cultural and for subsistence. It is also a measure of wealth and a medium for marriage transactions. However, with increasing urbanisation and civilisation, livestock rearing is widely commercialised today.

The growing demand for meat and increased sophistication of consumer preferences has changed the outlook of the meat industry. Rigorous breeding programmes aimed at achieving high feed conversion abilities over shortened periods of time to feed meat-thirsty populations are here with us. More slaughterhouses and abattoirs have come up.

But the emergence of roadside chicken slaughter and processing stations, especially in high population settlements and extremely busy cattle abattoirs, have introduced a modern food safety threat into the food chain. In many of these places, personal and premise cleanliness is seldom observed, often owing to the reality that slaughterhouses require volumes of water – a scarce resource – to maintain the required hygiene standards.

To slaughter a goat in a commercial slaughterhouse, one requires at least 20 litres of water, 10 litres for poultry and 100 litres for a cow. In view of this, a majority compromise hygiene, allowing pathogens into meat, which happens to be a good medium for harmful organisms to thrive if the handling is not hygienic.

Safeguards

There are elaborate laws in Kenya to safeguard consumers. The Meat Control Act regulates how livestock is slaughtered, inspected for human consumption, and

how meat is transported. The regulations even dictate that no meat should leave the abattoir when hot and freshly slaughtered. Meat should be chilled to achieve core temperatures of 8-16 degrees centigrade. This allows it to settle and lower its pH from 6.8 to 5.4, thus creating an acidic environment that fights harmful micro-organisms.

There are other private sector standards such as HACCP and ISO, which stipulate even more stringent hygiene measures to ensure safety of meat products. These are globally accepted standards.

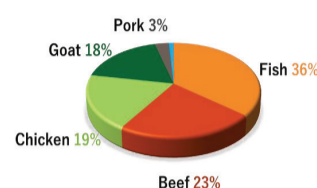
Meat retail outlook

A majority of meat retailers in Kenya hang or place carcasses in non-temperature controlled cubicles or display glass. Common meat retail players include the estate butcheries, supermarkets and hotels. Kenya's per capita meat consumption is estimated at 14kgs, against a global average of 31.6kgs and Africa's average of 25.1kgs. Arid and semi-arid regions produce about 80 percent of the country's meat basket.

Most meat retail outlets operate under minimal stocks for the day and add little or no value addition. The common practice is where walk-in customers ask for good meat and a unit of measure. Thus, it is said that in Kenya, we do not have meat butchers but meat cutters. The story is changing though, with the entry of modern supermarket butcheries and upgraded estate outlets, that are now differentiating meat into specific cuts for different recipes.

The most preferred meat type, according to a KMT report, is fish, followed by beef, chicken, goat. Pork is the least popular.

Sadly, with lack of consumer information on differentiated meat cuts especial-



ly with the red meat, you find a consumer who buys beef fillet and cubes for stewing, or gets T-Bone steak for boiling. Even worse, an Ossobuco, which is best boiled, is sometimes cut into cubes and fried.

Lack of adequate infrastructure and skills to enable meat retailers in the informal meat retail channels discourages any meaningful meat value addition. Poor hygiene standards and practices in a majority of hot chain butcheries results in high losses due to inefficiencies in operating costs, associated with stock management and low value addition.

Investments in a proper cold chain and hygiene and food safety standards should be pursued. It creates more money by enabling value addition and differentiation, reducing wastages, enabling creation of more valuable products with increased shelf life, as well as improved consumer confidence and traceability.

Kenya Markets Trust (KMT) identifies this as a leverage point towards catalysing growth in the meat market systems.

In the last seven years, KMT has supported Neema Slaughterhouse to implement the HACCP standard. Today, Neema Slaughterhouse is a market leader that attracts export markets. It became the first HACCP-certified community-owned local abattoir in East and Central Africa. Neema Slaughterhouse brags to serve seven export markets, mainly in the UAE. It also has slaughter contracts for butcheries that value their customers and their business by keeping high hygiene standards.

Modernisation of butcheries

Estate butcheries that have witnessed the transformation of the meat sub-sector on safety standards and have seen value are continually investing in modernising their facilities.

Presently, Kenya Markets Trust and GIZ's Business Scouts for Development programme commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, are currently partnering in further developing the meat processing sub-sector through a pilot one-year programme, that will see meat companies in Kenya benefit from improved technologies, expert handholding, and new technologies. We jointly believe that the infusion of world-class technical expertise and technologies will drive innovation and improve the competitiveness of the meat processing sub-sector, leading to a healthier population, job creation and securing incomes and livelihoods of many households.

The Dagoreti slaughterhouses – a complex of a number of local abattoirs – have not been left behind. They have been investing in educating their staff on hygiene and safety standards, in cold rooms/chillers and in modernised meat transport carriers.

The media has also played a role in driving consumer education and awareness around meat safety and quality, thus promoting and creating demand for more hygienically handled products.

Investment in a modern butchery would cost between Ksh4-6 million. Such an investment will enable minimum profit margins of 30-40 percent from meat cuts and about 70 percent margins from value added products.

Improving market systems for the benefit of all

In today's world, we witness the daily co-existence of the 'haves' and the 'have-nots'. There are enormous amounts of wealth and improvements in technology, economics and social lives, that people living a century or two ago would not comprehend. At the same time, poverty is present alongside this wealth and development.

A 2019 report by WHO and UNICEF shows that one in every three people globally does not have access to safe drinking water. The World Bank reports that about 10 percent of the world lives in extreme poverty of less than \$1.9 a day. These numbers are grossly skewed towards women and youth, especially those in sub-Saharan Africa. Further, FAO reported that over 800 million people faced hunger in 2020 worldwide, a situation worsened by the Covid-19 pandemic.

Everyone, including poor and marginalised people, need markets for their livelihoods. For example, a pastoralist from Wajir County keeps animals as a source of livelihood. Whenever he needs to pay school fees for his chil-

dren, buy food for his family, or raise finances to cater for medical needs, he quickly goes to the market with his animals and trades them for money.

Unfortunately, market systems are often inaccessible and expensive for certain value chain actors, and are heavily skewed towards the 'haves' in society. These markets may also be uncompetitive, informal and unable to meet the needs of the poor and marginalised effectively.

In his book, Development as Freedom, economist Amartya Sen of India argues that actual development is about expanding the fundamental freedoms of each individual. This, he says, extends to the market systems as the primary route through which humanity trades, interacts, socialises, and gets livelihoods.

Adam Smith, an 18th century Scottish economist and philosopher, had similar views. He saw the freedom of exchange and transaction as part of the basic freedoms that all people should have access to.

In the views of these two scholars, for real development to happen, mar-

ket systems must be inclusive and competitive, and should benefit all the players, including the poor and marginalised.

Kenya Markets Trust (KMT) is an innovative market leader in transformational market systems development. We focus on interventions that modify the incentives and behaviour of businesses and other market players to ensure lasting and large-scale beneficial change to all players of the value chain.

This approach presents a departure from the traditional view of development, where outsiders would prescribe and provide what they viewed was lacking in a specific context, to a more sustainable tactic involving working with existing market players to provide long-term systemic changes that are sustainable beyond the life of a project or organisation.

Since we began our work in 2011, close to 1.1 million households today have recorded improved livelihoods, and over 1.3 million are accessing new markets in the agricultural inputs, livestock and water sectors in Kenya.

Our Impact

Our work spans across all the 47 counties in Kenya where we work through key partnerships with businesses, representative bodies, governments and other relevant institutions in The Agri-Inputs Sector, The Livestock Sector and The Water Sector.



1,089,423

households with improved livelihoods

34

significant enabling policies, regulations, processes and informal rules have been influenced by KMT across its focal sectors

710

businesses have recorded improved performance

307,010

new jobs are estimated to have been created in wider economy due to sector growth

1,329,392

people are accessing new markets, services, products and information

GBP 238,589,275

increase in annual income/savings in selected sectors

GBP 50,639,744

value worth of investments has been leveraged

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