



Strathmore Business School



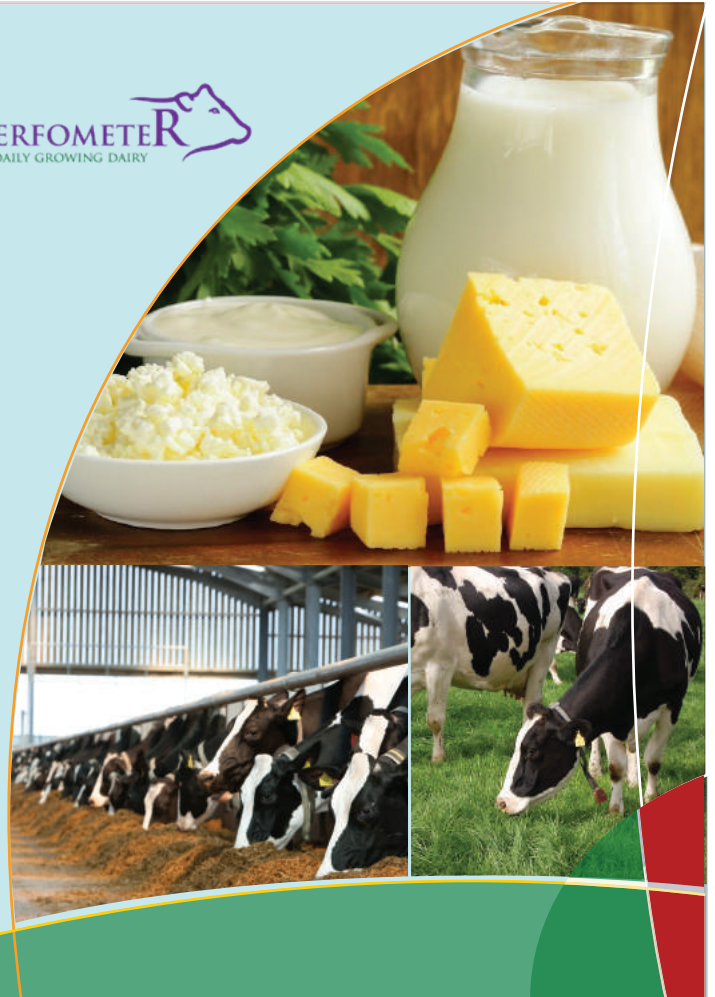
## Dairy Investors Program

### Module I:

2nd - 6th April 2018

### Module II:

23rd - 27th April 2018



### Introduction

The dairy industry in Kenya is one of the largest and advanced in Africa, with an estimated 5 billion litres produced in the country. A recent study showed that Kenya leads Sub-Saharan Africa on per-capita milk consumption and leads globally among developing countries. With the continuous population growth and the expansion of the middle class, it's estimated that by 2030 each Kenyan will consume double their current consumption of milk and milk products, currently estimated to be 111 litres per year.

The dairy industry in Kenya leads in East Africa and is the fastest growing single sub-sector in agriculture in the country. It accounts for approximately 14% of agricultural GDP and an estimated 1 million jobs at farm level. The sector has great potential for growth, but despite the high investment into it, the sector is yet to achieve its full potential. Four key challenges that affect entrepreneurs within this sector include:

- Seasonal fluctuation of production which affects the processors' ability to absorb all the milk, leading to periods of surplus followed shortly by that of low volumes
- Low milk production
- Operating below optimal capacity, leading to lower incomes
- Poor farm management: Many farms rely on farm managers, yet the managers lack the strategic level of knowledge to drive the vision of the owners

### Overview

The Dairy Investors Program will seek to equip investors keen on building wealth in the dairy sector with critical skill and knowledge that will guarantee them a return on their dairy investment.

"Dairy Farming  
is fueled  
by passion  
but driven  
by knowledge  
and data"

## Area of Focus include:

- Key Success factors for dairy enterprises
- Dairy cattle feeding and nutrition
- Forage production and preservation
- Fundamentals of Cow Comfort and Cow Housing
- Fertility and Breeding
- Record keeping for a dairy farm
- Financial management – Cost and Profit analysis
- Optimization in dairy production and risk management
- Dairy farm planning and resource management
- Young stock management
- Soil fertility management
- Animal care and management – culling, dehorning and hoof care
- Route to market for a dairy investor
- Working capital management and management decisions
- Milk quality and proper milking techniques
- Dairy Supplementation

## Program Delivery

**Module I** will be delivered through a series of highly interactive classroom sessions, facilitated by experts within the sector and highly qualified faculty, as well as practical sessions which involve an on-farm visit to a local dairy farm.

**Module II** will involve a 5 day intensive international exchange to selected farms in the Denmark, a world leader in the Dairy sector.

Meals and program materials will be provided to the participants of this program in both modules.

## Costs

Module I and II : USD 4225

- 4 day class work sessions at SBS;
- 1 day on-farm practical session
- Meals and refreshments at SBS for the 4 days and during the On-farm visit;
- Return flights to Denmark and return airport transfers;
- Visas for participants;
- 5 nights' accommodation on half board basis in Denmark; (Dinner and breakfast)
- Transportation to and from farm sites in Denmark
- Travel Insurance;
- All taxes for included services



## Key Benefits

Attending this program will:

- Expose you to the best practices in the dairy sector and to the opportunities that exist to improve your portfolio as a dairy investor.
- Expose you to the most advanced agricultural working methods in the dairy sector and equip you with the necessary skills and tools to adopt them.
- Give you a deeper understanding of what it takes to successfully manage and run a profitable commercial dairy farm, operating at an optimal capacity.
- Give you a deeper understanding of how to plan and manage your farm and your resources.
- Give you an opportunity to share your experiences and network with other dairy investors and experts.
- Expose you to new opportunities, innovations and technologies in the dairy sector.
- Equip you with the tools to model your business effectively and gain access to markets for your produce.

## Who Should Attend?

This program is designed for investors keen on investing in the dairy sector, commercial dairy farmers looking to optimize productivity and to increase profitability and investment groups keen on investing in the dairy sector.

This program is ideal for individuals who are ready to invest to acquire knowledge and are motivated to implement their learnings on their farm.

## Contacts

For more information, please contact, Veronica Muniu on [agribusiness@strathmore.edu](mailto:agribusiness@strathmore.edu) or 0729089308. Visit [www.sbs.strathmore.edu](http://www.sbs.strathmore.edu)

