

School milk programme Kenya

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BY: DR. PHILIP K. CHERONO
KENYA DAIRY BOARD



Industry Overview

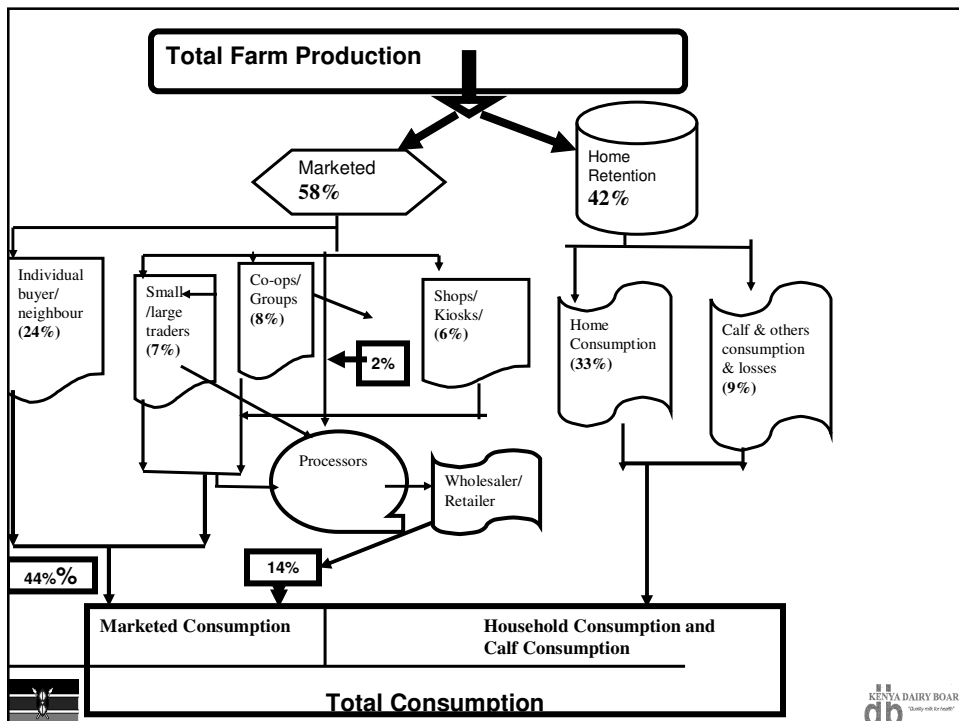
The Kenyan dairy industry;

- Contributes about 3% of Kenya's Gross Domestic Product (GDP)
- Supports over 1 million small holder dairy households
- Generates 365,000 waged jobs and over 500,000 jobs in support services

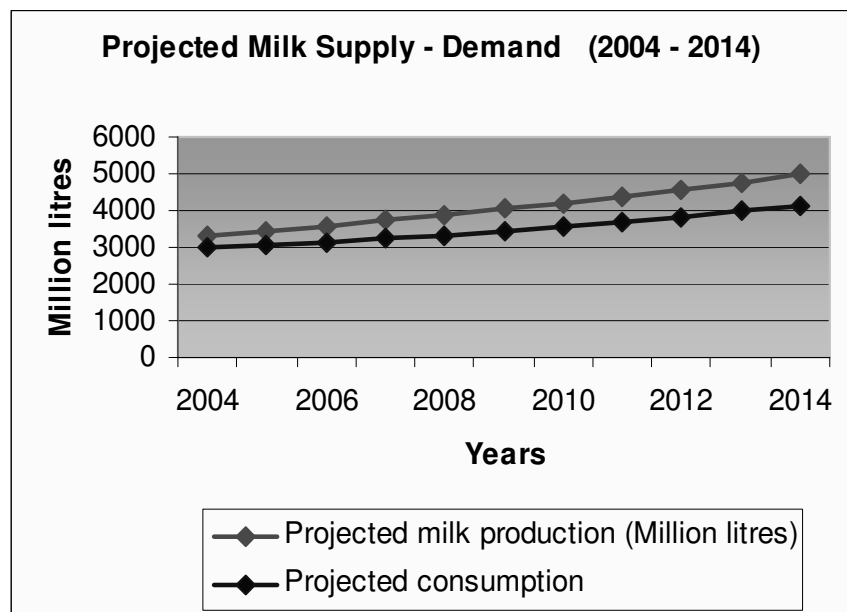
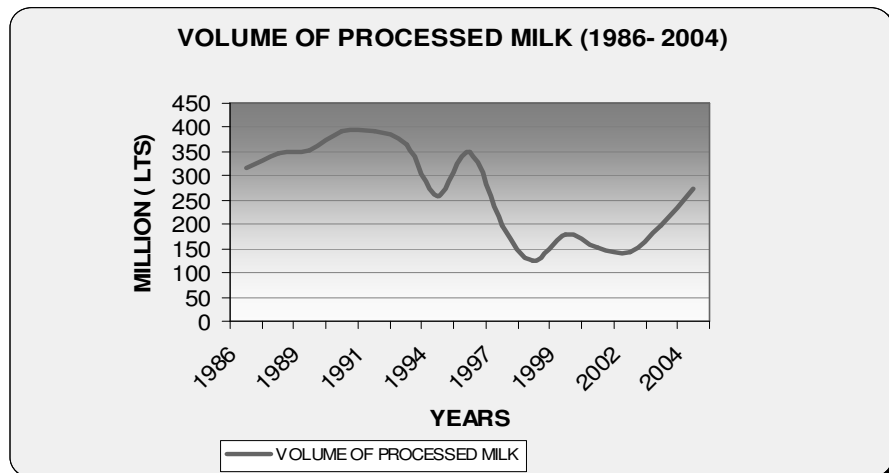


Milk production

- Annual milk production is estimated at 3.12 b litres (2003 MoL&FD Reports) with 1.8 b litres being marketed.
- The production is concentrated in the Rift valley, Central and Eastern provinces
- Cattle population is estimated at 11.5 million heads distributed as follows:
 - ❑ Dairy 3.3 million
 - ❑ Beef 8.2 million (mainly **zebu**)
- Average production is 1500lts/per cow/yr



Performance of Dairy Industry



The formal sector

Consists of;

- **33 active processors**
- **80 mini dairies (max 5000 lts per day)**
- **55 cottage industries**
- **810 milk bars**



The formal Sector

Processing Capacity:

- **Products made are – fresh milk , mala, yoghurt, ice cream, cheese, long life fresh milk, powder milk, butter, ghee**
- **Installed processing capacity - 2.9 million lts per day**
- **Presently processing about 1 Million lts per day**



Nyayo school milk programme



Background

- Introduced by former president Moi in 1980
- Boost the health and diet of the children
- Programme fully funded by the government
- Rolled through out the country

Target

- Primary school children
- Ages 5 –13 yrs
- Total children were 4.3 m
- Over 11,000 Schools



Strategy

- Kenya co-operative Creameries was a monopoly in milk processing and distribution at the time
- K.C.C processed and packed the school milk
- 80% of the milk was 200 ml long life targeting schools far from the K.C.C plants.
- 20% was pasteurised 200 ml fresh milk for the schools in urban areas
- K.C.C carried out a three month training on milk handling to the education officers



Logistics

- Distribution of fresh milk was done by K.C.C
- Long life milk was delivered to the DEO's stores
- The education office then delivered it to the schools
- Distribution done twice a week
- Estimated milk requirement was 61.8 M lts/ Year
- Design of packet was different from commercial



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Benefits realised

- Guaranteed market for milk - dairy farmers and dairy herd increased raising milk production/ household incomes.
- K.C.C. expanded facilities ; cooling and processing plants
- Long life milk product plants were expanded
(The capacity still exist in Kenya to date)
- School attendance and general health of the children improved according to teachers.
- Instituted a culture of milk drinking hence the high per capita consumption in Kenya



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Programme Challenges

The programme became too costly/ unsustainable for the Govt especially for the long life milk as a result of;

- Poor road infrastructure- high transport cost
- Heavy losses through spoilage - lack of experience/ knowledge on milk handling at the DEO go-downs.
- Lack of capacity in terms of personnel to handle the huge stocks of milk at the MoE.
- Poor accountability - MoE



Important lessons

- 'Free' is not sustainable in the long term
- Launching of a country wide programme may pose management challenges - start on small scale, monitor and upscale as appropriately
- Need to educate the handlers (teachers etc) on proper milk handling
- Preferably processors should deliver the milk to the schools



Proposed school milk programme

- Target group is the primary and pre-primary school going children
- Both private and public schools
- Kenya dairy Board to lead programme - committee to involve Key stakeholders – public institutions, producers, Processors, Input suppliers, development partners.



Proposed Strategy

- Produce lowly priced products by negotiating with Key players to cut down costs.
- Develop an easily identifiable school milk packaging design for distribution to schools only
- Each packet to have a logo of the processor who processed and packed the product and other traceability records



Strategy cont'

- Start a pilot programme for interested private and public schools
- Private schools - the cost to be incorporated in the school fees structure
- Public Schools – To involve the PTA in the programme management.
- Parents to meet the cost of the reduced product price
- Seek complementation in product delivery to schools with an already existing school feeding programme.
- Seek support for very needy schools that cannot afford



Conclusion

- A school milk programme has both economic and health benefits
- The benefits can only be realised with proper planning before start of programme



