



Sidai: a social enterprise in Kenya

Providing quality livestock services and crop inputs



Photo: John Ologo

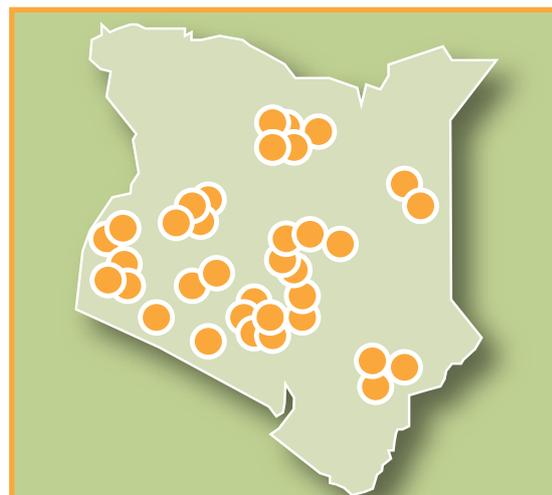
Sidai is a social enterprise that was set up by Farm Africa in Kenya. It runs a network of centres providing high-quality crop inputs and livestock and veterinary services to pastoralists and farmers in rural areas.

Livestock and agriculture in Africa play many different roles in supporting families and are particularly important for low-income households. Increasing income in urban areas is driving the demand for animal products and opening up new opportunities for livestock farmers to make money. Yet farmers in rural Kenya often face huge challenges in taking advantage of these growing opportunities, as they lack good technical advice, quality inputs (drugs, feeds, vaccines, seeds, fertilisers etc), and access to markets.

Launched in 2011, Sidai is unique in that many of its service centres are located where they are most needed: remote rural areas where they are serving farming communities whose needs have often been neglected by commercial suppliers.

Sidai centres charge fair market prices for their goods and services, and also offer professional technical advice to farmers and pastoralists.

By filling the gap in available goods and services and making them more accessible, Sidai helps rural communities to keep their livestock healthy and increase their crop yields, which in turn can increase their incomes and household security.



Sidai's products and services are available at 350 stockists and 130 company-run stores across rural Kenya.



In Africa **25%** of livestock die each year because of preventable diseases¹. As many people are dependent on livestock for their income and food security, improving animal health is critically linked to increasing the income and welfare of Kenyan livestock keepers.

¹ Grace D, Gilbert J, Randolph T and Kang'ethe E. 2012. The multiple burdens of zoonotic disease and anecohealth approach to their assessment. Tropical Animal Health and Production, 44(S1): 67-73.

Sidai centres charge fair market prices for their goods and services, and also offer professional technical advice to farmers, ensuring communities can keep their livestock healthy.



BENEFITS FOR FARMERS AND FRANCHISEES

- Farmers and livestock keepers living in remote locations can now access a wide range of quality crop inputs, animal health products and services, and training in their local Sidai centre.
- Sidai gives veterinarians, livestock technicians and entrepreneurs the chance to own an exciting enterprise. Sidai sources quality products, offers thorough business training and, if required, will assist franchisees to access adequate finance to start their own Sidai centre.



OUTCOMES

Sidai draws on more than three decades of Farm Africa's practical experience of establishing sustainable livestock services and improving crop yields. Key outcomes for farmers are:

- Improved household security from lower livestock mortality
- Better nutrition due to an increased supply of animal products and crops
- Increased income from improved access to markets



THE FUTURE

Over the last five years, Sidai has extended its services, which now incorporate own-branded products, artificial insemination, and refresher training for vets. It continues to grow, with 130 stores now open across Kenya.

A recent investment by the Lundin Foundation, consisting of a mixture of debt and equity financing, will enable Sidai to open a new hub and expand its range of products, as well as investigate expansion into other countries in eastern Africa. Securing such finance is an important step in demonstrating the long-term commercial viability of Sidai.