



MARKET

Each year, the average Kenyan consumes 98 kilograms of maize. Maize is the staple food in Kenya and one of the leading cash crops in the East African agricultural driven economies, providing a source of livelihood to hundreds of thousands of farmers. Jogoo is widely distributed throughout the country and is the number one maize meal brand in most major supermarket chains.

As consumers focus on healthy living, product research and development has confirmed that the health platform is the future of food products. Jogoo is evolving to meet growing needs and demands in this area through innovation and continuous improvement.

ACHIEVEMENTS

The Jogoo brand is supported by a strong heritage. UNGA Ltd the manufacturer of Jogoo has been in existence for over 100 years producing high quality maize

meal, wheat flour and porridge products, and is a Hazard Analysis and Critical Control Points (HACCP) certified organisation, meaning the company ensures food safety control measures are observed and maintained at all times. These have also been incorporated into the ISO 9001 Quality Management System, which further ensures that consumers of UNGA brands are guaranteed food products manufactured under the highest hygienic standards.

Jogoo packaging was revamped in 2012 reflecting a change in consumer needs, fortification (added vitamins and minerals), and to reassure the market that the brand continues to be the trendsetter in its category. This change can be seen across all UNGA consumer flour and meal categories.

HISTORY

UNGA Limited, a Group operating company, is one of the oldest companies in Kenya, registered on 28th December 1908, with the aim of

serving the milling needs of the fledgling wheat growing

industry that had established itself in the Rift Valley region. The first mill was built in Nairobi in early 1909 on what is now known as Koinange Street; the directors later sold the mill and commissioned a new mill at Njoro in 1921.

By the 1970s, UNGA Limited had become the largest grain miller in East Africa with operations in Nairobi, Eldoret, Nakuru, Iringa, Dar es Salaam, Arusha and Jinja. UNGA Group Limited has been a publicly listed company in Kenya since 1956. Today, UNGA Group is headquartered in Nairobi and is the holding company for four operating companies:-

- UNGA Limited (human nutrition)
- UNGA Farm Care (EA) Limited (animal nutrition and health)
- UNGA Millers (Uganda) Limited (human and animal nutrition)
- Bullpak Limited (paper packaging).
- UNGA Limited has mills in Eldoret and Nairobi; UNGA Farm Care has manufacturing facilities in Nakuru and Nairobi. These facilities are supported by well equipped analytical laboratories.

PRODUCT

Jogoo is the flagship brand for UNGA Ltd and the leading national maize meal brand in Kenya. It is rich in carbohydrates and fibre, fortified with nine vitamins and minerals, and offers good value for money. Jogoo is dressed in attractive white packaging, an embodiment of the pure high quality product inside. In the supermarkets, Jogoo stands out because of its high quality packaging and hygiene; factors that increase visual impact and trust, boosting demand and product take-up.

Jogoo is available in four pack sizes: 1kg, 2kg, 5kg and 10kg.





finished product. This gives management easy product traceability.

Jogoo's First In-First Out (FIFO) policy from its own warehouses through to distributor's warehouses and retail outlets ensures that only the freshest Jogoo products are available to consumers at all times.

RECENT DEVELOPMENTS

UNGA Ltd has been one of key champions of fortification of maize meal in Kenya with the Jogoo brand following in the footsteps of *Hostess* which was fortified from inception. Both brands now bear the fortification logo on all their packs. Giving you the micronutrients that are required in our bodies.

PROMOTION

After the launch of Jogoo fortified, advertising was done mainly in print in all leading dailies and magazines that lasted for a period of months. This was supported by below-the-line marketing activities throughout the country. The company partnered with other millers and the Ministry of Public Health and Sanitation to champion the cause in Kenya.

BRAND VALUES

The Jogoo name originated from the Kiswahili word 'Jogoo' meaning Cockerel. The name association depicts strength, masculinity and

power, pointing to the benefits derived by the consumer of the brand.

Jogoo has, since 2003, borne two brand extensions - Jogoo Wimbi (made from Sorghum) and Jogoo Extra (maize meal with extra fibre).

Jogoo embodies superior, premium, consistent quality, value and availability.

The brand is committed to:-

Quality – it has invested in the best machinery and a fully equipped quality control and assurance laboratory.

Value – product offerings that always deliver value.

Range – variety of products to meet different consumer needs.

Innovation – leads the market through continuous innovation improvement, in store activations and design.

The Jogoo identity is a "symbol of quality products you can trust". Various quality control procedures are consistently implemented: through HACCP, hazard analysis and controls to ensure consumers have raw material purchase, continuing through the milling process, packaging of the product, right up to dispatch of the

Things you didn't know about JOGOO

Jogoo is the flagship brand for UNGA Ltd and the leading national maize meal brand in Kenya.

The Jogoo brand picks its name from 'Jogoo', the Swahili word for Cockerel.

Unga Ltd, owners of the Jogoo brand, has been in existence for over 100 years.

Unga Ltd is a Hazard Analysis and Critical Control Points (HACCP) certified organisation.

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Superbrands