



ELGON KENYA

Transforming Farms & Lives Through Technology



discuss vital issues in the industry and identify gaps with a view to finding lasting solutions.

The response to these clinics is overwhelming bringing into sharp focus the need for agronomy. The clinics are augmented by an online information center to connect farmers with

constraints.

Like any commercial entity, Elgon Kenya Limited has positioned itself in the market with competitive products geared for its niche market. Its approach is to be seen more as a "caring friend" than a corporation to of its client has given it a competitive edge among other Kenyan companies.

ACHIEVEMENTS

Elgon Kenya has emerged as a company of many firsts, positioning itself as a giant in the agricultural sector.

In 2015 Elgon Kenya was awarded AA grade for standards in packaging by the British Retail Consortium (BRC) Audit, the best that can be achieved. The company was also declared SEDEX compliant after the latest Ethical Trading Initiative (E.T.I) audit conducted in March this year. SEDEX is an online search conducted by potential customers



MARKET

Elgon Kenya is a leading agro inputs and services provider in East and Central Africa. They specialized in the manufacture and sale of agrochemicals, fertilizers, seeds, irrigation and packaging materials; training as well as agriculture information services. The company's client base cuts across small, medium and large-scale farmers in horticulture,



floriculture, livestock, and cereals among others with a substantial command in floriculture requirements. Elgon Kenya's strategy in reaching the markets has been through partnerships with leading multinational agriculture science companies whose products are distributed by the firm through a network of agro dealers spread across the country.

One of the most innovative Elgon Kenya services is The Plant Clinics. These special meetings, held in partnership with leading media house, the Nation Media Group through its farming magazine Seeds of Gold, bring together farmers and agricultural experts in one forum to

of technology in agriculture.

The development, seeks to align the company to the needs of a changing agriculture sector brought on by Information Technology that sees farmers increasingly turn to the internet in search of knowledge. Elgon Kenya has also unveiled an online portal that enables farmers to place orders from the convenience of their farms. The portal, www.elgonkenya.co.ke is interactive and easily navigable, giving users easier access to the company's products. The online shopping portal is paired with other services like delivery of inputs to the farm regardless of the quantity, cutting out middlemen and lengthy logistical

advice in real time. Users can call in and an agronomist is at the centre to answer all the questions. This is supported by an e-commerce platform to tap into the growing role

to check on the company's status of compliance.

Elgon Kenya Director Mr Bimal Kantaria was also recognized by Kenyan President, Uhuru Kenyatta, at the 2014 Agricultural Society of Kenya Nairobi International Show for his immense contribution to agriculture through the National Farmers Awards.

In 2012 Elgon Kenya won the Du Pont Environmental Respect Award for its active role in preserving and protecting nature.

Elgon Kenya was also honored as the Ernst & Young Entrepreneur of The Year 2011 under the Master Class category of honours for its vision, strategy, financials, community impact, leadership and growth model.

In 2009, the company was recognized as a distinguished taxpayer by the Kenya Revenue Authority.

In 2004, Mr. Rajnikant Kantaria, the chairman, was awarded the prestigious Head of State Commendation (HSC) by President Mwai Kibaki for his contribution in various social activities in Kenya.

In its commitment to growing the agriculture sector, Elgon Kenya is the first company to roll out the National Farmers Awards Scheme, that rewards the best farmers across the country, organized in partnership with the Ministry of Agriculture as a Private Public Partnership.

Now in its fifth year, the National Farmers Awards is an important activity in Kenya's annual farming calendar.

Elgon Kenya is also the first company to have introduced the miniature drip irrigation dubbed Kadogo drip kit, targeting smallholder farmers with a view to move them from reliance on rainfed agriculture to rain fed agriculture in small land units.

HISTORY

Elgon Kenya can trace its roots back to 1898, when its founding father the late Nanal "Nanu" Kantaria, started a sawmill business in Redhill area of Limuru.

Over time the business would metamorphose into a packaging company and later to a fully fledged agro input company with the change in business model having been guided by the market needs and changing times. Elgon Kenya relocated to the Industrial Area in Nairobi where it has continued growing into the regional giant it is today.

Decades and generations later, the promise of keeping Elgon Kenya "all Kenyan" has been firmly etched in its values of commitment to quality and better services. This is further proven in the many business and social ventures the company has been actively involved in, which are evident in the increased yields of farmers.

PRODUCT

Fertilizer

Kenya and Sub Saharan Africa is struggling with shrinking arable land due to competition from real estate, mining of minerals, and population explosion. The situation is further exacerbated by low soil fertility, resulting from the shortening or elimination of the fallow period without concurrent efforts to increase soil nutrients through fertilizer application or other soil management practices. Kenya, and in extension Africa, lags behind in fertilizer use, which explains low productivity in the fields has declined over the years. Kenya's average fertilizer application rate is 13 kilograms per hectare compared with an average of 94 kilograms per hectare in other developing countries.

Elgon Kenya aware of the importance of fertilizer in crop production and food security has entered the fertilizer market by importing the commodity in bulk and packaging it in smaller sizes suited to farmer's needs and pockets.

By locally packaging fertilizers under the brand name Elgon Thabiti DAP, CAN, 171717 and Urea fertilizers, Elgon Kenya has taken the burden of high import cost from farmers which have translated into lower costs. Elgon Kenya is the only company that is packaging fertilizer in 10kg, 25 kg and 50 kg bags respectively.

Seeds

Elgon Kenya recognised the urgent need for high quality seeds thus move into seed research and development. Through its dedicated seeds companies and in partnership with local and international research institutions and seed breeders it has come up with superior seed varieties that are high yielding, disease and drought resistant and fast maturing. Elgon Kenya has

partnered with Pannar Seed to avail superior maize seed varieties that meet all these qualities.

Understanding that the cost of the high quality seeds in Kenya has held back many smallholders in achieving the highest yields, as well as limiting them in trying out new crops. Elgon Kenya once again reduced the size of packets of seeds. Now farmers can easily access seeds in 5g and 10g packets.



PROMOTION

Elgon Kenya has a very specific target customer and uses a "cocktail" of media to entice its prospective customers. Their key media platforms include:

- Advertising on TV, Radio, television
- Elgon key staff attending talk shows predominantly on radio
- Advertorials and opinion pieces in newspapers
- Participating in trade shows, and farmer open days.
- Attending farmer related meetings and pushing the brand among farmers and stakeholders.

BRAND VALUES

Elgon Kenya's unwavering commitment to quality and better services make the group a name to reckon with by key customers of this region. Respect for employees, customers, suppliers and community as a whole.

Elgon Kenya mission is to serve Kenyan farmers by providing original, novel, latest, reliable, premium quality agri-inputs along with packaging material which enable them to generate incomes.

We position ourselves to become a Kenya's largest "One-stop-shop" for quality agri-inputs and packaging materials for both small and large scale entrepreneurs at competitive prices.

www.elgonkenya.com

Irrigation Systems

Elgon Kenya has adopted an irrigation technology that guarantees higher crop yields within record time while ensuring no water is wasted. The portable Kadogo drip kit, is meant for farmers who cannot afford expensive equipment for their irrigation needs. Allowing efficient water use and reduction of manual labour the kit is suitable for small plots of between 250m² and 500m² and is suitable for vegetables, cereals and pulses among others.

Greenhouses

Elgon Kenya has also introduced low cost greenhouses, the Elgon Kinga Mimiea Greenhouse sheeting materials and constructed through locally sourced materials making them within reach for thousands of farmers.

RECENT DEVELOPMENTS

Elgon Kenya has recently unveiled their Livestock Department as part of its diversification strategy. It aims to reach out and help farmers who want to diversify from crops and move into livestock.

Elgon Kenya recently signed a partnership agreement with seed producer Pannar Seed to distribute superior varieties of maize seeds in the country. Thus continuing to ensure farmers get world class products in a timely manner.

Elgon Kenya partnered with global plant health and seed company UPL to unveil a unique soil enhancer dubbed Zeba, that absorbs and releases moisture and nutrients only when plants need them, conserving water at a time when food producers are grappling with water shortage.



Things you didn't know about ELGON KENYA

- Elgon Kenya started as a sawmill company in 1898
- Elgon Kenya is a Kenyan company run by Kenyans
- Elgon Kenya is the first company in the region to have introduced the National Farmers Awards acknowledging the efforts of the farmers and rewarding the best.
- Elgon Kenya is the first agriculture company to have rolled out the Farmers Clinics, a model that seeks to bring together agricultural experts and farmers under one roof.
- Elgon Tosha is our mantra.
- Elgon Kenya has one of the largest agronomist network across Kenya ensuring farmers receive timely information on their farming ventures free of charge