

PRESS RELEASE

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For Immediate Use

KBL TO TRAIN 60,000 FARMERS ON SUSTAINABLE AND REGENERATIVE AGRICULTURAL PRACTICES

May 10 2023 – Kenya Breweries Limited (KBL) has committed to providing 100% of their local sourcing communities, currently comprising 60,000 farmers, with agricultural skills and resources to help them build economic and environmental resilience in the face of climate change.

The company will also equip smallholder farmers with the means to successfully build a profitable enterprise while ensuring the utmost quality product enters their supply chain.

The announcement was made today at an agricultural forum hosted by KBL in Nairobi. It aimed at fostering meaningful discussions around regenerative agriculture and climate change.

The forum brought together over 100 stakeholders from the private sector, government, academia and NGOs to discuss pertinent issues around sustainable agriculture in the region.

Speaking at the forum, the Cabinet Secretary, Ministry of Agriculture and Livestock, Hon Mithika Linturi, said there is a need for concerted efforts by all players in optimising the opportunities in the agricultural sector.

"As a ministry, part of our mandate is to create an enabling environment for agricultural development, enhance national food security, and improve market access and trade. We are committed to providing adequate and affordable working capital to farmers and deploying modern

agricultural risk management instruments that ensure farming is profitable and income is predictable. We recognise and appreciate the efforts of the private sector led by companies such as East African Breweries. We applaud their efforts in providing a source of livelihood to thousands of farmers in Kenya and their commitment to promoting sustainable sourcing. We are open for more partnerships and progressive engagements on how best we can work together to ensure that we secure the future of our food.”.

The Group Corporate Relations Director, Eric Kiniti, reaffirmed the company's commitment to locally source sorghum and barley, the raw materials for brewing their products.

“Our local sourcing programme is a crucial business priority for us. It enables us to grow value together with the farmers in Kenya. We invite more farmers to join us and assure them of a steady market and good prices for their produce. Our vision is to make our agricultural supply chains economically, socially and environmentally sustainable”, said Eric Kiniti.

Agriculture is the largest sector of our economy, contributing half of Kenya's GDP, a quarter directly and another quarter indirectly. Two-thirds of Kenyans derive either all or part of their incomes from agriculture.

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About KBL

KBL has been a leading brewer in Kenya since it began operations in 1922.

Key brands include: Tusker Lager which is the flagship brand, Tusker Malt Lager, Pilsner, White Cap, White Cap Light, Senator, Guinness, Allsopps and President Lager.