

COMPANY PROFILE.

Pioneer Feeds Limited was incorporated under the companies Act (Cap 486) laws of Kenya on twenty second day of September the year 2004 as a Private limited liability company under **certificate number C.112460**. The company was initially registered with two directors who later brought on board two more others on April 2005 and August 2006 to make a total of four as currently constituted.

The shareholder's of the Company serves in the board as full time service director's and are actively involved in the day to day running of the company. The Company is divided into four divisions namely, Finance & administration, Sales & marketing, procurement & stores and Production & Quality Assurance all headed by the four directors.

Pioneer's business is conducted by its employees, managers and officers, under the direction of the chief executive officer (the CEO) and the oversight of the Board, to enhance the long-term value of the Company for its shareholders. The Board of Directors monitors the performance of the CEO and senior management to ensure that the long-term interests of the shareholders are being served.

The Board of Directors adopts the principles of corporate governance, together with the charters of the various committees and task groups which provides the framework for the governance of the Company. The Board reviews these principles and other aspects of Pioneer governance annually or more often, as the Board deems necessary or appropriate. The board has recently incorporated the Japanese tool of KAIZEN in its management style to improve efficiency and increase productivity.

As a professional Feed Company, we offer specialized services in manufacturing and distribution of all categories of Animal Feeds, additives and mineral supplements to the Kenya farming community. The Company started its operations on 1st April 2006 in Nairobi east District, Embakasi division, Nairobi County.

CORPORATE IDENTITY.

At PIONEER FEEDS LIMITED, our guiding philosophy has been to constantly reinvent ourselves to face the challenges of a dynamic business environment and ensure sustainable development. Our commitment to maintain unimpeachable standards of excellence and efficiency has led us to become a large and respected feed manufacturer. We are a dominant force in animal feeds and mineral licks in Kenya.

a) Vision

To be the preferred animal feeds manufacturer and supplier in Kenya.

b) Mission

To continuously manufacture and supply animal feeds of superior quality that will consistently give our customers value and provide stakeholders with optimum returns.

c) Tag Line

Quality feeds for quality foods.

OUR CORE VALUES

The foundation of our culture and our core values serve as a guide for how we do business daily- internally and externally. These include:

a) Quality

We are dedicated to satisfying customer needs and honoring commitments that we have made to them. We maintain standards of excellence in all that we do.

b) Safety

We put safety first to ensure the physical health and safety of every team member.

c) Team work:

Our team is supportive of each other's efforts, loyal to one another, and care for each other both personally and professionally.

d) Community and environment:

We strive to help and improve the communities and environments, where we work and live.

e) Integrity:

We act with honor, honesty, integrity, and fairness and we hold ourselves to highest ethical standards, not compromising the truth.

f) Passion for results:

We show pride, enthusiasm and dedication in everything that we do. We are committed to selling and delivering high quality products and services. We take great pride in achieving exceptional outcomes.

g) Respect:

We treat our team members, customers, partners and suppliers with mutual respect and sensitivity, recognizing the importance of diversity. We respect all individuals and value their contributions.

h) Open communication:

All team members are encouraged to openly share their opinions and views.

GUIDING PRINCIPLES OF QMS AT PFL.

a) Customer focus

PFL has established this focus by trying to understand and meet its customers' current and future requirements and expectations.

b) Leadership

The Top management has established and maintained the internal environment in which employees are fully involved in achieving the organization's unified objectives.

c) Involvement of people

PFL ensures that employees are competent, encouraging continuous enhancement of their knowledge and skills, and empowering them, encouraging engagement and recognizing achievements.

d) Process approach

PFL enhances her performance by ensuring that the various departmental heads manage and control their processes, as well as the inputs and outputs that tie these processes together.

System approach to management

All the processes at PFL are managed as one coherent quality management system throughout the company.

e) Continual improvement

PFL has a system to maintain current levels of performance, respond to changing conditions, and identify, create and exploit new opportunities when they establish and sustain an ongoing focus on continual improvement.

f) Factual approach to decision making

PFL success is based on an evidence-based decision making process that entails gathering input from multiple sources, identifying facts, objectively analyzing data, examining cause/effect, and considering potential consequences together as a team.

g) Mutually beneficial supplier relationships

PFL involve and respect its relationships with suppliers and partners to nurture positive and productive involvement, support and feedback from those entities.

1.1 QUALITY POLICY

QUALITY POLICY STATEMENT

We, at Pioneer Feeds limited, are committed to supply, provide feeds which are SAFE, of the HIGHEST QUALITY, CONFORM TO THE LEGAL STANDARDS and SATISFY THE NEEDS OF OUR CUSTOMERS.

This will be done consistently through:

1. Systematic monitoring of work procedures against laid down Standard Operating Procedures (SOPs) from receipt of incoming materials to dispatch of finished goods/feeds.
2. Preventing, eliminating or minimizing all possible contaminations; physical, chemical or microbiological hazards at the earliest possible stage through the use of HACCP plan.
3. Ensuring that the necessary statutory and regulatory requirements towards Feed Safety and Quality are met.
4. Maintaining high standard of hygiene in the plant, machinery and personnel through the observance of Good Manufacturing Practices (GMPs).
5. Creating awareness amongst all employees and stakeholders on Feed Safety and Quality Management System (QMS).
6. Ensuring continual improvement and strict adherence to Quality Assurance System.
7. Regularly auditing of our Feed Safety Managements system and QMS and review the Quality Policy.

This policy forms part of all employees' terms and conditions of employment.

The quality policy and objectives shall be reviewed annually

PRODUCTS.

PLF manufactures products of different animal categories including cattle feeds, poultry feeds and pig feeds.

In addition, we also manufacture the livestock mineral supplements including High phosphorus, stock lick, dairy maziwa and Dry cow mineral lick.

Poultry feeds

a) Chick and duck mash

Feed to young laying or breeding chicken and ducklings up to **6 to 8 weeks** of age as a sole source of nutrients. Feed dry up to a total of **2 kilograms** of feed per chick during this period.

b) Growers mash

Feed for laying or breeding chicken from **6 weeks** up to the point of lay. On average one pullet will consume **7 kilograms** of feed during this period.

c) Layers mash

Feed to laying hens producing eggs. Feed at a rate of **140 grams** per hen per day.

d) Fast-grow broiler starter mash

For use as a sole source of nutrients for chicken specially bred for meat from zero to **3 weeks** of age. The consumption as **0.9 to 1 kilogram** of feed over this period.

e) Fast-grow Broiler finisher mash

For use as a sole source of nutrients for chicken specially bred for meat from **4 to 6 weeks** of age. They consume **2.8 to 3 Kilograms** during this period on average.

f) Kienyeji mash

For use as a sole source of nutrients for free range chicken from 4 weeks of age.

Pig feeds

a) Sow and weaner meal

For use as a sole source of nutrients for growing pigs up to **55 kilograms** live weight and adult breeding pigs. On average consume 3 kg per day except suckling sow that consume **4.5 to 5.5 kilograms** of feed per day depending on litter size.

b) Pig finishing meal

For use as a sole source of nutrient for pig weighing over **55 kilograms** live weight. Over this period, each pig consumes **2.6 kilograms** of finishing meal per day.

Cattle feeds

a) Extra yield dairy meal

For use as supplement for feeding standard dairy cows yielding from **10 to 15 litres** of milk per day. Feed **1 kilogram** of feed for every **2 kilograms** of milk produced above **7 litres** of milk per day.

b) Maxpro dairy meal

For use as a supplement for feeding high milk yielding dairy cattle from 15 to 20 litres of milk per day. Feed 1 kg for every 2.5 kg of milk produced above 10 litres per day.

c) Maxplus dairy meal

For use as supplement feeding high milk yielding dairy cattle producing more than 20 liters of milk per day. Feed 1 kg for every 2.5 kg of milk produced above 10 litres per day.

MINERAL LICKS.

In addition to the feeds and supplements, we manufacture the following mineral licks:

a) High phosphorus dairy lick.

A mineral supplement for high yielding dairy cows.

Attributes and benefits.

- Contains high levels of trace and major minerals.
- Contains high levels of phosphorus which increases reproductive performance.
- Promotes high milk production.
- Boosts fertility and general cows' health.
- Promotes efficient heat detection and faster return to heat.

Feeding rate

- Milking cows-100g per head per day.
- Bulling heifer- 50g per head per day.

b) Stock lick.

A mineral supplement for beef cattle, sheep and goats.

Attributes and benefits

- Improved feed intake leading to better weight gain.
- Promotes good health and eliminates salt deficiencies.
- Improves growth rate in growing and fattening stock.
- Improves milk production in lactating livestock.

Feeding rate

- Feed ad-lib (free choice) for adult bull cattle.
- For sheep and goats: 30 to 50 grams per head per day depending on body weight.
- Calves: Allow **50** grams per head per day.

c) Dairy maziwa lick.

Mineral supplement for optimum milk production.

Attributes and benefits.

- Contains highly digestible ingredients for better performance.
- Promotes enhanced milk production.

- Provides a balance of all major and trace minerals to replace losses in milk production.
- Promoted fertility and general health of the cow.

Feeding rate

Milking cows: 100grams per head per day.

Bulling heifer: 50grams per head per day.

d) Dry cow dairy lick

A mineral supplement for dry cow.

Attributes and benefits

- Contains special; flavor to make it more palatable
- Promotes vigorous calf growth.
- Promotes development of healthy calves.
- Promotes quick return to heat after calving.

Feeding rate

- 80 to 100 grams per head per day depending on the body weight.

DEPARTMENTS.

a) Production.

The department is headed by the director in-charge of production. The production manager oversees the day to day running of the production processes.

The production department is charged with the overall products manufacturing process within the facility and offering technical advisory services to our esteemed customers.

b) Procurement and stores.

The department is headed by the director in-charge of procurement and stores.

The purchasing and stores officer is responsible for the procurement of goods and inventory management.

c) Administration and Finance.

The department is headed by the director in-charge of Finance and administration.

The Accounts manager is responsible for the daily accounts and administration operations within the facility.

d) Sales and marketing.

The department is headed by the director in-charge of Sales and marketing.

The sales manager is responsible for conducting market research and the management of sales and distribution of feeds and customer care services.

e) Quality Assurance.

The department is headed by the director in-charge of production.

The quality assurance officer is responsible in ensuring that all the customer requirements are met through the implementation of QMS to meet quality, safety and statutory

requirements. This is done by ensuring that necessary procedures, policies and instructions are developed and implemented. PFL has an internal laboratory for testing raw materials and finished products for compliance including aflatoxin tests.

SERVICES

- a) Extension services
- b) Seminars
- c) Field visits and Field Day.
- d) Deliveries