



SORGHUM FARMING

Frequently Asked Questions

1. Where is the Kenya Breweries Limited (KBL) office?

KBL HQ is situated in Ruaraka off Thika road.

2. Does KBL organize training sessions for farmers?

Yes, these are run through our subsidiary East African Maltings Limited (EAML) and are run periodically depending on the season. We encourage farmers to embrace regenerative agriculture to combat climate change and improve yields during the drought season.

3. What is the process of becoming a sorghum supplier?

Please obtain an expression of interest form by emailing us at sorghumfarmers@eabl.com, or calling 0722207129 or visiting us at EAML, Kampala Rd.

4. What is the required seed variety for potential farmers?

We purchase white sorghum varieties only, such as Sila, Gadam and Hybrid 23012. Once you express interest, you will be advised on the best sorghum variety depending on the climatic conditions of the area where your farm is located.

5. What areas are good for sorghum farming?

The sorghum varieties we are working with thrive well in warm, arid areas such as Tharaka Nithi, Embu, Kitui, Siaya, Kisumu, Homa Bay, Migori, Busia, Baringo, Taita Taveta, Meru, Makueni, Kisumu, Kwale and Tana River.

6. Does KBL provide seed to potential farmers with land?

Yes, through our seed merchants such as Seedco (Sila), Karlo, Katumani (Gadam) and Highland seeds (23012), we offer contracted farmers seed at discounted prices.

7. Are you contracting farmers from all parts of the country?

Based on research, we are focusing on the sorghum zones outlined above for success of the crop.

8. While I do not have a contract, I have grown sorghum that is consistent with KBL variety and quality requirements. Will you purchase it?

KBL is obligated to purchase from farmers who have contracts and have adhered to specific guidelines issued by our field officers. If you wish to grow grain for KBL, kindly express your interest by contacting us before you plant.

9. My organization is launching a programme to support a certain group of sorghum farmers. Will KBL purchase the produce?

Ensure you inform KBL of your intentions to deliver any programmes that impact the sorghum value chain, especially if you are expecting KBL to be the buyer. Our decision to purchase grain from farmers is informed by the quality of the seed and the demand needed to produce our beverages in the market.

10. I have a contract to grow sorghum for KBL, but I have found a better price from another buyer. Can I sell to another buyer?

No, you are contractually bound to sell to KBL. Side-selling is not acceptable as it breaks the contract and destroys the economic sense of the entire contract farming arrangement.

Opportunistic behavior is detrimental, and a contract farming arrangement will not be successful without buyer-seller integrity and respect.

11. Are there intermediaries in KBL's agricultural value chain?

No, there are no intermediaries in our value chain. Our appointed aggregators are the only players that help us in bringing together smallholder farmers.

12. What is the relationship between EAML (East African Maltings Limited), KBL (Kenya Breweries Limited and EABL (East African Breweries Limited PLC)?

EAML is an owned subsidiary of KBL that handles agribusiness. KBL is, in turn, a subsidiary of EABL in Kenya.

13. For all Quality issues with regards to the brands.

Kindly reach us on 0721-985566 for more information.