sidai
TUNZA MIFUGO YAKO



SIDAI AFRICA LTD

Company Profile 2026

Quality inputs, services and training for farmers and pastoralists across Kenya.

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WHO WE ARE

Inputs, services and knowledge that reach the farm

We are Sidai Africa, a vertically integrated Kenyan company supplying quality livestock and crop inputs and training to farmers and pastoralists across Kenya.



We were established in 2011, backed by Farm Africa and the Bill & Melinda Gates Foundation, and opened our first stores in Garissa and Eldoret that November. ‘Sidai’ is the Maasai word for ‘good’, a nod to the pastoral heritage of many of the communities we serve.

We source and contract-manufacture to Good Manufacturing Practice (GMP) standards, distribute through our own stores, distributors and stockists, and support farmers on the farm with advice, services and training.

2011

Founded in Kenya

7

Sectors served

SECTORS WE SERVE

Dairy · Beef · Poultry · Camels · Sheep & goats · Vegetables · Maize & legumes

From the factory floor to the farm gate, we link manufacturers and suppliers to farmers through stores, distributors, stockists and field teams.



SIDAI AT A GLANCE

A network built around the farmer

201,367
Farmers supplied
Products and services

4,000+
Stockists
Supplied through our wholesale business

166
Distributors
Extending last-mile reach

8
Regional hubs
HQ, Thika, Lodwar, Marsabit, Eldoret, Kericho, Narok, Isiolo

26
Branded products
Registered and on the market

94
SKUs
Across our branded range

OUR MISSION

To enable every small-scale farmer and pastoralist in Kenya to produce food in a predictable and profitable way.

OUR VISION

Capable and equipped farmers accessing professional services to improve their yields, generating increased household income for a better quality of life.

PURPOSE AND STRATEGIC DIRECTION

Three things farmers need, delivered together

Farmers across Kenya need inputs they can trust, services within reach and advice they can act on. Our model is built where quality, distribution and knowledge meet.

01

Quality

Our suppliers must comply with Good Manufacturing Practice and provide a certificate of analysis for every product we buy. We investigate every quality concern raised by customers.

02

Distribution

Hub shops, distributors, stockists and field teams carry products to farmers, including in remote and arid areas that input suppliers rarely reach.

03

Knowledge

We train farmers, franchisees, stockists and veterinary professionals so that products are used correctly and businesses along the chain stay sustainable.

THE CHALLENGE

Poor-quality inputs, limited access in remote areas and too little trusted advice hold farmers back.



What we are building

- Routine livestock vaccination in northern Kenya, through public–private partnerships.
- Sidai Seeds: certified vegetable, spice, maize and legume varieties, supported by agronomist guidance.
- Crop advice and on-farm soil testing alongside our livestock range.

Founding vision

Dr Christie Peacock, our founder and chairman and a former chief executive of Farm Africa, set out a vision for sustainable agriculture in Africa, driven by commercial success. We run a viable business that serves smallholder farmers and pastoralists well, so that the service lasts.

OUR JOURNEY

From first stores to a full-service agribusiness

2011	Sidai is established through Farm Africa Enterprises. First stores open in Garissa and Eldoret in November.
2012	The Bill & Melinda Gates Foundation supports the development of the enterprise.
2013	The franchise model is rolled out, with stores across Kenya.
2014	Expansion into northern frontier markets, with USAID.
2015	AHL Venture Partners invests. Our first branded products are registered and launched in September.
2016	Distribution of the East Coast fever vaccine begins in Kenya.
2017	Sidai compound feed range launched.
2018	Dairy hubs open, including a solar-powered milk chiller at Thika.
2019	Devenish invests. Sidai Ultradip is introduced.
2020	Agrochemical range launched.
2026	Sidai Seeds: premium certified seeds now in the range. 201,367 farmers supplied.

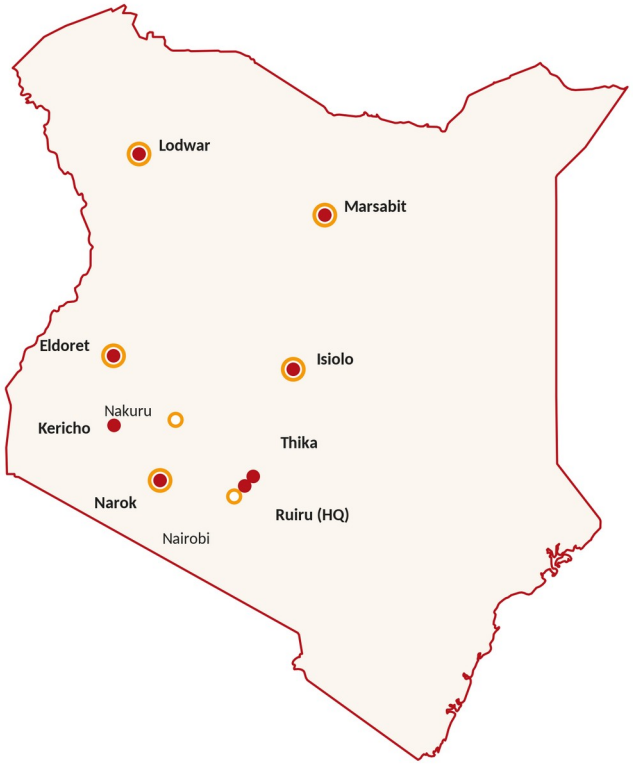


15 years of building a farmer-centred agribusiness in Kenya.

OPERATIONAL CAPABILITIES AND DISTRIBUTION

A distribution network built for the last mile

Hub shops, distributors, stockists and field teams, supplied through our regional hubs and wholesale business, reach farmers wherever they are, including remote and pastoral areas.



MAP KEY

- Regional hub
- Supplied on delivered-price schedules

Regional hubs

HQ (Ruiru), Thika, Lodwar, Marsabit, Eldoret, Kericho, Narok and Isiolo.

Regions supplied

Nairobi, Narok and Nakuru, Eldoret, Isiolo, Marsabit and Lodwar.

Thika dairy hub

Developed with Inspira Farms, with a solar-powered milk chilling hub.

Marker positions show town locations. The map is indicative and not to survey scale.

How we operate

- **Product sourcing:** our own range is made by trusted GMP contract manufacturers, and every supplier provides a certificate of analysis.
- **Wholesale and hubs:** regional hubs keep stockists and distributors supplied.
- **Field engagement:** qualified field staff deliver advice and products on farm, including by motorbike, and carry out vaccination, diagnostics and training.
- **Franchise support:** marketing and sales support, plus technical and business training.
- **Training to standard:** franchisees follow defined operating procedures, stockists are trained in all our products and their correct use, and veterinary staff and agronomists receive professional training.

OUR PRODUCTS AND SERVICES

A full range for livestock and crops, in one place

We have 26 Sidai-branded products (94 SKUs) registered and on the market, many in small packs so that smaller farmers can buy what they need.



Animal health, minerals and vitamins



Dairy and poultry feeds

Animal health	Dewormers, including Sidafluke for liver fluke · Ultradip tick and mite control · Tylosid Plus (antibiotic powder for poultry) · Vaccines for cattle, sheep, goats and poultry (see Livestock health)
Minerals and blocks	Sidai Beef Mineral · Sidai Camel Mineral · Sidai Dairy Mineral · Sidai Mineral Block
Dairy feeds	Sidai Dairy Meal · Sidai Dairy Meal High Yielder
Poultry feeds	Sidai Chick & Duckling Mash · Sidai Growers Mash · Sidai Layers Meal · Sidai Broiler Starter Meal · Sidai Broiler Finisher Pellets
Poultry supplements	Sidai Poultry Vitamins · Egg Booster · Broiler Booster · Chick Starter
Hygiene products	Udder hygiene and biosecurity products
Seeds and crop solutions	Certified vegetable, spice, maize, legume and African leafy vegetable seeds, plus crop protection (see Crop agriculture)
Services and training	Vaccination, diagnostics, mastitis control, soil testing, advice and training

NEW PRODUCT

Sidafluke: Targeted liver fluke control

Sidafluke is our new specialised flukicide dewormer for the treatment and control of liver fluke infestation in cattle, sheep and goats.

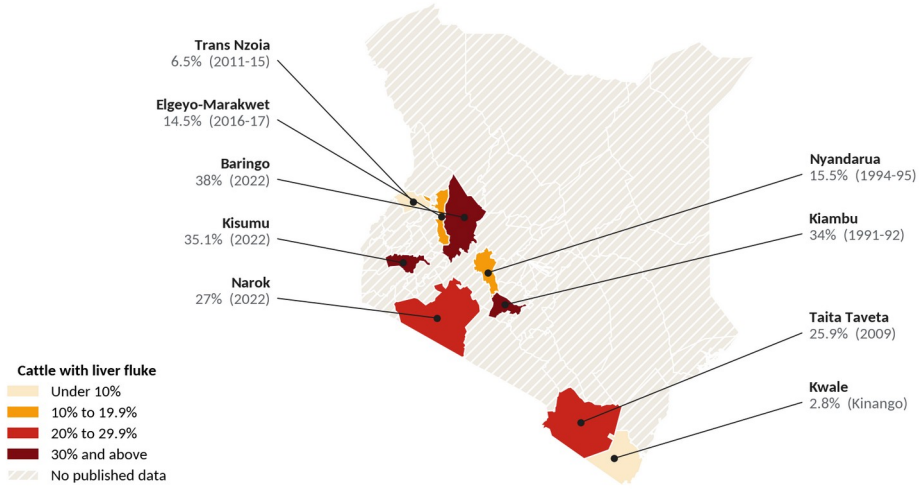


Shown: 60 ml, 120 ml and 500 ml. Also available in 1 litre.

Product facts

PRODUCT	Flukicide dewormer
TREATS	Liver fluke (Fasciola) infestation, for treatment and control
ANIMALS	Cattle, sheep and goats
PACK SIZES	60 ml, 120 ml, 500 ml and 1 litre
RANGE	Sidai-branded dewormers

Sidafluke joins the Sidai-branded dewormer range, which also includes albendazole and levamisole + oxyclozanide products.



The highest figures are from irrigation schemes and river basins: Baringo 38%, Kisumu 35% and Narok 27% in a 2022 survey.

Sources: Kipyegen et al. 2022; Mungube et al. 2012; Musotsi et al. 2017; Odede 2021; Maingi and Gichingi 1999; Kiambu dairy farm study 1991-92; Kerio Valley study 2016-17, as compiled by Magero and Dida 2026.

SOLUTIONS BY SECTOR

One network for every enterprise on the farm

Whatever the enterprise, farmers can find quality inputs, on-farm services and trusted advice from the same network.

Dairy	Dairy minerals and dairy meals, including a high-yielder meal · Udder hygiene products · Milk quality and mastitis testing · Dairy hubs with solar milk chilling, and links to milk processors and buyers
Beef	Beef minerals · Dewormers, including Sidafluke for liver fluke, and Ultradip tick control · Vaccination of cattle, including against lumpy skin disease, foot and mouth, anthrax and blackquarter · Training for livestock keepers
Poultry	Chick, grower, layer and broiler feeds · Poultry vitamins, Egg Booster, Broiler Booster and Chick Starter · Tylosid Plus · Vaccination against Newcastle disease, Gumboro, Marek's disease and fowl typhoid
Camels	Camel minerals · Vaccination and animal health services reaching the arid and semi-arid north, through our hubs in Lodwar, Marsabit and Isiolo
Sheep and goats	Vaccination against PPR, enterotoxaemia and CCPP · Dewormers, including Sidafluke for liver fluke, and tick control · Contract vaccination, including routine goat and sheep vaccination under the USAID-funded Livestock Market Systems Project
Vegetables	Certified vegetable, spice and African leafy vegetable seeds · On-farm soil testing with fertiliser recommendations · Agronomist guidance and an agrochemical range
Maize and legumes	Certified maize and legume seeds · Soil testing and crop advice · Crop and soil training for farmers and agrovet professionals

LIVESTOCK HEALTH AND PRODUCTIVITY

Healthier animals through products, services and knowledge

Animal health depends on prevention as much as treatment. We supply the products, deliver vaccinations and diagnostics, and teach the practices that help livestock keepers protect their animals.



Our animal health portfolio

PRODUCT	USE
Albendazole 2.5% / 10%	Dewormer; available from 40 ml to 5 litres
Levamisole + oxyclozanide	Dewormer; single and double strength
Sidafluke	Flukicide dewormer for liver fluke in cattle, sheep and goats; 60 ml to 1 litre
Ultradip	Tick, mite, flea and fly control
Tylosid Plus	Antibiotic powder for poultry

Vaccination services

We supply and administer vaccines for cattle, sheep, goats and poultry, and deliver large-scale vaccination on contract for county governments, donors and NGOs. We work with GALVmed to develop the market for the East Coast fever vaccine in Kenya.

RUMINANTS

Lumpy skin disease · Foot and mouth · Rift Valley fever · CBPP · CCPP · PPR · Anthrax · Blackquarter · Brucellosis · Enterotoxaemia · Rabies · East Coast fever

POULTRY

Newcastle disease · Gumboro · Marek's disease · Fowl typhoid

CBPP: contagious bovine pleuropneumonia. CCPP: contagious caprine pleuropneumonia. PPR: peste des petits ruminants.

Diagnostics and on-farm services

- Milk quality and mastitis testing
- Faecal egg count and blood parasite identification
- Post-mortems and pregnancy testing



Laboratory diagnostics



Veterinary care in the field

FARMER STORY

In Isiolo, lead herder Halima Gedi saw high mortality in her sheep until we vaccinated them against enterotoxaemia. She now promotes routine vaccination in her community and pays us to vaccinate her sheep, goats and camels.

CROP AGRICULTURE AND FARM INPUTS

Seeds, soil insight and crop know-how

The first decisions on a crop farm are what to plant and what the soil needs. We offer certified seeds, soil testing and agronomist guidance to help farmers make both decisions with confidence.



On-farm soil testing

Our field teams test soil on the farm with a handheld near-infrared spectrometer supplied by our partner, Agrocares. Farmers receive the result on their phone or on paper, with fertiliser recommendations.

What is in the range

Vegetable seeds · Spice seeds · African leafy vegetables · Maize · Legumes

CROP	VARIETY	MATURITY
Cabbage	Copenhagen	70–75 days
Carrot	Nantes	90–120 days
Beetroot	Detroit Dark Red	80–90 days
Sweet pepper	California Wonder	80–90 days
Spinach	Ford Hook Giant	60–65 days
Cucumber	Ashley	45–60 days

Also: onion (Red Creole), collard (Southern Georgia), coriander (Daima), managu, spider plant and amaranthus.

INTRODUCING

Sidai Seeds

Premium certified seeds, combined with our agronomist network and varieties selected for Kenyan soils and growing conditions.

Crop and soil training

Soil health and crop health courses for farmers and agrovet professionals.

Agrochemical range

Introduced in 2020 to complement our seeds and advisory services.

REACH AND IMPACT

Reach we can measure

A snapshot of our reach, and of what farmers and stockists report.

201,367
Farmers supplied
Products and services

8.2 million
Animals vaccinated
Cumulative

160,000
Farmers and professionals trained
Have accessed Sidai training

What farmers and stockists told us



VOICES FROM THE FIELD

What working with Sidai looks like



"Thank you for the vaccination that you did to my chickens, because they all survived."

Poultry farmer



"When they promise to come to your farm, they do come without failure."

Sidai customer



"Milk production has greatly improved due to quality minerals from Sidai."

Dairy farmer

"Sidai staff are always available to respond to my calls and give technical support on poultry management."

Lydia Muroita, customer, Isiolo

PARTNERSHIPS AND COLLABORATION

Partners who have helped us grow and reach further

Investors and founding supporters

Farm Africa

Set up Sidai in 2011 through Farm Africa Enterprises, with Dr Christie Peacock, its former chief executive, as our founder and chairman.

Devenish

A global agri-technology and nutrition company that invested in Sidai in 2019 and supplies nutritional products and technical advice.

Bill & Melinda Gates Foundation

A supporter since 2011, backing financially sustainable last-mile animal health services and our training.

Programme, technical and commercial collaborations

PARTNER	WHAT WE HAVE DONE TOGETHER	PERIOD
USAID	Expanded our northern frontier work; funded the Livestock Market Systems Project, managed by ACDI/VOCA, for routine goat and sheep vaccination	2014; 2018–19
GALVmed	Developed the market for the East Coast fever vaccine and supported Newcastle disease vaccination of village chickens	To 2019
Virbac	Appointed Sidai as its national distributor in Kenya; we supported registration of a range of its products	As of 2019
Brooke East Africa	Funded a pain relief project in Narok, Kajiado and Isiolo; about 445 animal health practitioners and Sidai staff trained	Project period
GIZ	Business development services for our franchisees, interns and field staff	Programme period
AHL Venture Partners	African impact investor that provided early debt and equity investment	From 2015
Inspira Farms, Brown's Cheese	Solar-powered milk chilling hub near Thika; milk supplied to Brown's Cheese under our dairy hub model	2018–19

OUR VALUE PROPOSITION

Why farmers, partners and institutions work with us



HOW WE CAN WORK WITH YOU

FARMERS
Quality products, practical advice and on-farm services.

MILK PROCESSORS AND BUYERS
Links to farmers, backed by inputs, training and quality support.

AGROVETS AND STOCKISTS
Wholesale supply, franchise support, training and a trusted brand.

COUNTY GOVERNMENTS
Quality products and equipment, and training for farmers and staff.

DISTRIBUTORS
A range farmers ask for, with competitive terms and support.

NGOS AND DONORS
Practical farmer training, last-mile delivery and contract vaccination.

MANUFACTURERS
A route to market with trained staff who show farmers how to use your products.

RESEARCH ORGANISATIONS
Field testing of new technologies and farm-level insight.

Let's explore commercial or institutional collaboration.

Contact details on page 17

CONTACT US

We would be glad to hear from you.

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