



BUSINESS CASE • KENYA

Maziwa lala: Advancing dairy farming and future dairy products

Kajulu Dairy Cooperative



Brief overview of the traditional fermented drink

Maziwa lala (fermented milk) originates from pastoralist communities like the Maasai, Kalenjin, and Kikuyu in the Rift Valley and central highlands to preserve milk in environments with limited water and refrigeration. It is gaining popularity for its nutritional value and probiotic benefits. Maziwa lala is part of rituals such as weddings and ceremonies, symbolising purity and goodwill.





Cooperative

Kajulu Dairy was established in 2015 in Kisumu County to address the lack of formal milk markets for local farmers. At its inception, the cooperative had 50 members and operated primarily with volunteers. Today, it boasts over 250 active members and a staff of 7 employees. The cooperative processes over 200 litres of milk daily, a significant increase from the 50 litres at the startup.

Since its establishment the cooperative has made significant strides in upgrading its operations including the acquisition of modern milk equipments including a milk pasteuriser, milk cooler and grass cutters. The dairy produces pasteurised milk, maziwa lala and yoghurt which is distributed to various schools and community outlets.

Kajulu is proud of its role in gradually transforming the livestock practices in the region. While indigenous Zebu cattle were predominantly found in the region, the cooperative has encouraged the adoption of higher yielding dairy breeds such as Friesian. Looking ahead, Kajulu Dairy aims to diversify its products portfolio by venturing into ghee and cheese production and expanding into fodder cultivation in partnership with local youth groups.





Value Chain

The value chain of Kajulu Dairy involves several key actors who play distinct interconnected roles to ensure smooth flow of milk from farm to consumer.

FEED SUPPLIERS	Provide animal feed to the farmer.
FARMERS	Produce and supply milk to the cooperative; buy shares; and get the dividends at the end of the year.
TRANSPORTERS	Get the milk from farmers at designated collection points. They have two collection points: Guba and Gita.
PROCESSORS	They pasteurise the milk and process it into maziwa lala and yoghurt, then sell the products to retailers. Due to a conflict of interest, they avoid selling directly to wholesalers. This is mainly because of pricing issues related to the milk.

Impact data

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Quotes

What are you most proud of in your business?

” We are proud to have played a key role in transforming livestock practices in the region (Kisumu County), specifically by promoting the shift from indigenous Zebu to higher-yielding dairy breeds like Friesians.

What would you like to do next in your business?

” Next, we plan to expand into ghee and cheese production, to grow our own fodder in collaboration with local youth groups.

Social media information and website

LINKEDIN	www.linkedin.com/in/kajulu-dairy-6aa796281/?originalSubdomain=ke
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Gallery of Pictures



↑ Kajulu Dairy Cooperative



↑ Kajulu Dairy reception



→ Inside
Kajulu Dairy
processing
plant



↑ Outlet for selling
fermented milk from
Kajulu Dairy



↑ A feed manufacturer,
farmer and member of
Kajulu Cooperative drying
soya beans, one of the
feed ingredients



↑ Feed Manufacturer, Farmer
and Member of Kajulu
Cooperative

