



## 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.

<b>FEED SUPPLIERS</b>	Provide animal feed to the farmer.
<b>FARMERS</b>	Produce and supply milk to the cooperative; buy shares; and get the dividends at the end of the year.
<b>TRANSPORTERS</b>	Get the milk from farmers at designated collection points. They have two collection points: Guba and Gita.
<b>PROCESSORS</b>	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

Kajulu Dairy Cooperative boasts over 250 active members and a staff of 7 employees. It processes over 200 litres of milk daily, a significant increase from the 50 litres at the start up. The dairy produces pasteurised milk, maziwa lala and yoghurt which is distributed to various schools and community outlets.

## 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

<b>LINKEDIN</b>	<a href="https://www.linkedin.com/in/kajulu-dairy-6aa796281/?originalSubdomain=ke">www.linkedin.com/in/kajulu-dairy-6aa796281/?originalSubdomain=ke</a>
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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