

PROMOTING MARKETING AND TRADING EFFICIENCY FOR LOCAL RICE



CASE STUDY
OF
PUR BER RICE
FARMERS
COOPERATIVE
SOCIETY LTD
KENYA

Pur-Ber Rice Farmers Co-operative Society -Kenya



Member
owned and
member
controlled



700, members.
250 male, 450
female
Youth (137)



Exist to support
farmers in
production and
marketing of
produce for better
returns .



Gross Turnover
\$ 32,846
(2024)





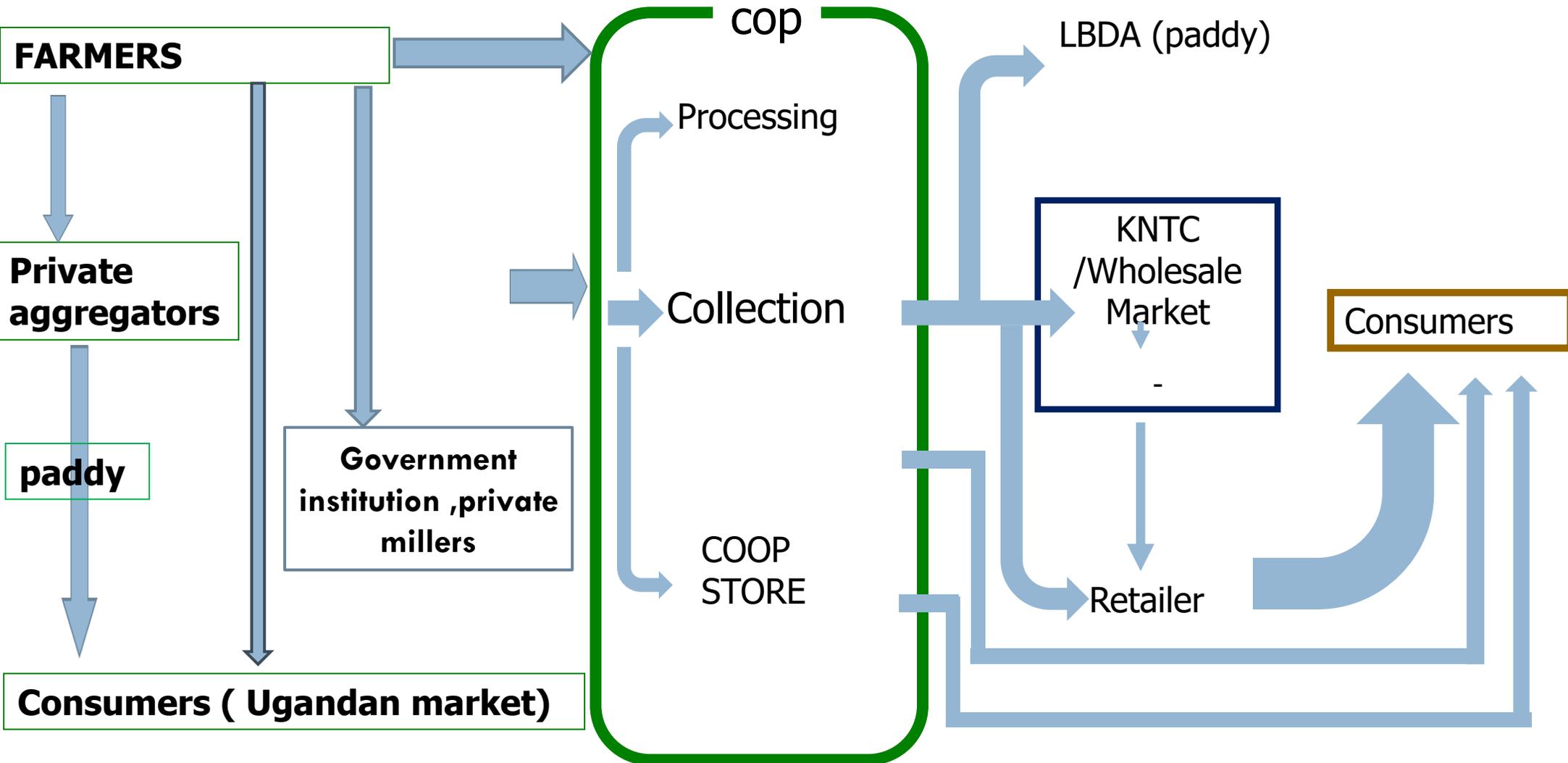
TECNO
Camera V2

TECNO
Camera V2

HIGHLIGHTS OF MARKET AND MARKET PLAYERS IN KENYA



4



Highlights of market and market players in Kenya



variety ,quality (post harvest handling, milling) and price



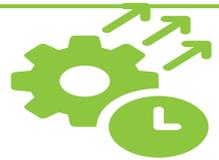
average USD 0.9 per kg (Kwamboka) vs USD 0.69 per kg (imported rice)

23.3%

Imported Cheaper than local rice



production 150,000-200,000 MT (20%) of total demand



Import dependency: 870,000 MT



Market growth
8.8%
\$21.36 million in 2025-



Opportunity in the sector is evident

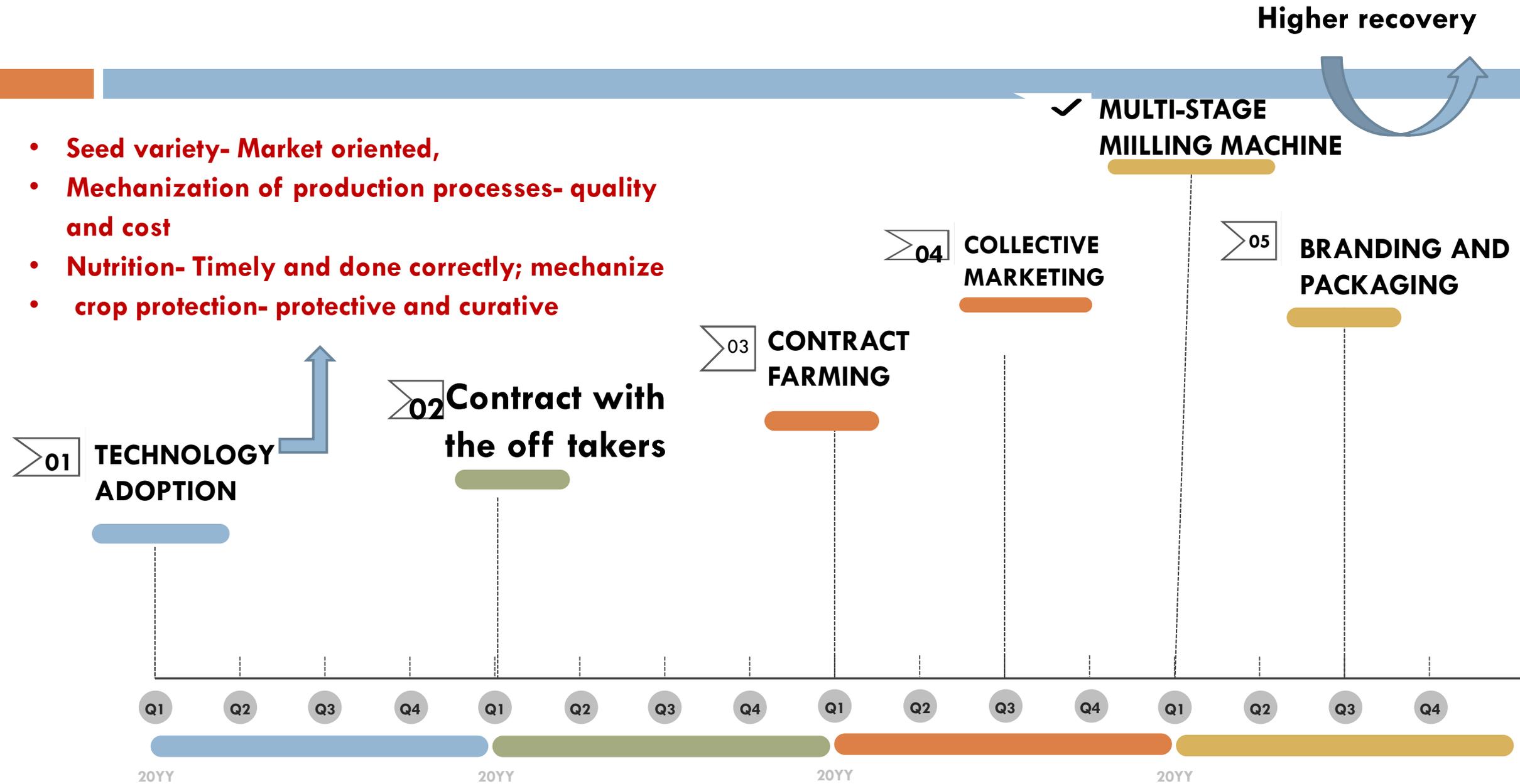
Source –NRDS 2 (2019-2030),

COMPARATIVE ANALYSIS OF LOCAL RICE VS IMPORTED RICE

PRODUCTION PER HA(KG)	MILLED RICE(57%) RECOVERY RATE	TOTAL PRODUCTION COST(\$)	PRODUCTION COST PER KG (\$)	CO-OP COMMISSION (\$)	TOTAL COST (\$)	IMPORTED RICE RETAIL PRICE (\$)
2000	1,140	865	0.76	0.15	0.91	0.69
3,000	1,710	896	0.52	0.15	0.67	0.69
4000	2,280	928	0.4	0.15	0.55	0.69

LOCAL RICE COMPETITIVENESS; insights and strategies

- **Seed variety- Market oriented,**
- **Mechanization of production processes- quality and cost**
- **Nutrition- Timely and done correctly; mechanize**
- **crop protection- protective and curative**



◆ Key outcomes

- ✓ Marketable rice varieties: **aroma, non-sticky, long grain varieties** such as Komboka and AT054.
- ✓ Need for uniform **quality assurance protocols across all mills:**
- ✓ Market Penetration Strategy: commitment to improving **packaging, branding and promotion.**
- ✓ Establishment of a collaboration framework **linking producers with buyers and the market.**





12:11 PM

**THANK
YOU**