

Brewer to provide sorghum farmers with market

KITUI

By PAUL MUTUA

A brewer has partnered with Kenya Cereal Enhancement Programme (KCEP) to provide sorghum and millet farmers with a ready market.

The East African Breweries Limited, through its subsidiary East African Malting (EAML), has reached a deal

with KCEP that will see farmers in Kitui, Tharaka Nithi and Embu counties supply the brewer with millet and sorghum - key raw materials in beer production.

The initiative targets about 12,000 farmers in Eastern region. EAML General Manager Lawrence Maina said yesterday the programme would significantly support vulnerable smallholder farmers, reduce poverty and boost food secu-

rity for the rural folk. Speaking in Kitui during a campaign to popularise the initiative, Mr Maina said the programme was targeting farmers with at least an acre of land in the three counties. KCEP supports smallholder farmers whose livelihoods are dependent on maize, sorghum, millet and pulses.

"EAML partnered with KCEP in order to enhance the value chain of sorghum and millet in the three counties of

Eastern region. This initiative is aligned to EABL's Jilishe kisha Uuze (feed yourself then sell) campaign, which encourages farmers to grow sorghum and millet for household consumption and sell the balance for commercial use," the manager said.

In tandem with the forum, registered farmers under the initiative were issued with KCEP branded 'e-Voucher' cards.

