

REGIONAL DEVELOPMENT

KENYA

Context

Kenya's aquaculture sector is at an inflection point, with strong growth potential but a challenging operational environment:

- A competitive feed market with both local and international players (notably Egypt and Vietnam).
- Currency depreciation (KES vs USD) is increasing input and import costs.
- High logistical costs continue to erode margins and reduce accessibility in rural markets.
- LFL Kenya operates with a small, specialised team requiring targeted upskilling to meet technical and commercial demands.

Opportunities for growth in Kenya

- The depletion of natural fish stocks in Lake Victoria is accelerating the development of aquaculture.
- High tilapia prices are creating a profitable environment for farmers and feed providers alike.
- LFL benefits from strong brand recognition and trust among large-scale farms and key distributors.
- Improving hatchery performance and survival rates for farmers has become a priority, offering room for product differentiation.

Process

- Create a local entity in Kenya named LFL [operation] Kenya Ltd.
- Invest in capacity building through the recruitment of one Operation Officer and participation of Aquaculture Seminars in Kenya and Uganda.
- Establish LFL feed pricing structure to ensure competitiveness in a price-sensitive market (local feeds and imports from Egypt and Vietnam).
- Develop partnerships with distributors to penetrate the countryside with LFL feed.
- Address logistical constraints by supporting distributors in building local inventory to ensure supply continuity.

