

REGIONAL DEVELOPMENT

SEYCHELLES

Context

LFL Seychelles operates in a constrained market where growth potential has been limited by several systemic issues:

- The domestic farming sector was undermined by low-cost frozen meat imports.
- Feed competitors from India and South Africa offered aggressively low prices, putting downward pressure on margins.
- Supply chain reliability have been a concern due to sea freight disruptions, leading to product shortages and quality degradation.
- Day-old-chick exportation from Mauritius have been blocked during most of the year due to limited availability in the country.

Strategic approach

The Company has adopted in 2025 a “strategic readiness” posture, with the following short-term focus:

- Maintain sufficient raw material and finished product stocks to respond to competitor shortages.
- Monitor the political landscape closely and be prepared to propose a comprehensive development plan for the broiler and pig sectors in case of change of politics about being self-sufficient.
- Preserve his current market share by remaining price-competitive and strengthening brand loyalty.
- Manage feed conservation, benchmark pricing, and collect farmer data.

