

1st INTERNATIONAL MEETING ON



Milk

Vector of
development

Testimony

*Experience of a woman in the
world of milk in Eastern Africa*

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**HAPPY COW
KENYA**



Overview

1. Personal Background
2. Happy Cow Early Beginnings
3. Happy Cow Present
4. My Pathway to Success as a Woman
5. The Wider Impact of Milk in my Story?



Personal Background

- * Born and raised in a humble but entrepreneurial family in Kenya with 8 siblings
- * Worked during school holidays on the small-scale family farm (6 acres with coffee, maize and beans)
- * 1982-83 worked on a large-scale dairy farm in the Netherlands
- * Gained a specific interest towards dairy
- * Travelling through S-E Asia and Africa expanded my dairy knowledge
- * 1994 founded Happy Cow Ltd, processing local fermented milk and cheese

At the dairy farm Netherlands (1982-83)



Happy Cow Early Beginnings

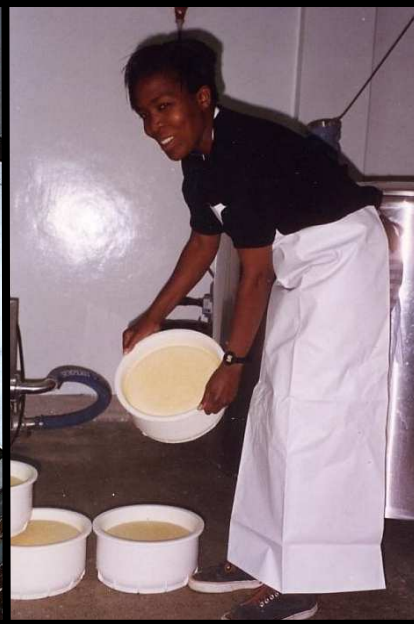
1994

- * Received 300 ltrs milk
- * Processed into cheese (Gouda) and local fermented milk
- * Only sold at factory shop
- * Employed 3 staff

1999

- * Received 3000 ltrs milk
- * Processed into wider cheese varieties (Cheddar, Mozzarella etc.), yogurt and fresh cream
- * Started distribution to other towns
- * Employed 30 staff

Start of Happy Cow 1996



Happy Cow Present

Today

- * Expanded into 600 m² factory
- * Increased intake to 17,000 ltrs milk daily
- * Increased product range of 25+ dairy products
- * Distributes products throughout Kenya: supermarkets, hotels, fast-food outlets, etc.
- * Export also to neighboring EAC countries
- * Employing over 100 staff
- * Attained ISO standards (22000:2005)
- * Halal status certification

Current Happy Cow 2014



The Wider Impact of Milk in my Story?

- * Supports families of over 100 direct staff
- * Maintains the livelihoods of 1500 small to medium scale dairy farmers
- * Provides business to support service providers and suppliers (packaging materials, financing, insurance etc.)
- * Delivers a variety of healthy quality dairy products to consumers
- * Dairy business incubator



My pathway to success as a woman

Challenges as a woman

- * Conservative Man – Woman relationship in the African context
- * Difficult access to finances as a woman
- * General business is dominated by men (globally)

My strengths

- * Entrepreneurial upbringing
- * Spirited attitude
- * International exposure
- * Empowered by family





GRACIAS
ARIGATO
SHUKURIA
JUSPAXKAR
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKGHMET
MEHRBANI
GRAZIE
MAKKE
KOMAR SUHMIDA
SHUKURIA
GOZAIMASHITA
EFCHARISTO
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKGHMET
MEHRBANI
GRAZIE
MAKKE
KOMAR SUHMIDA
SHUKURIA
GOZAIMASHITA
EFCHARISTO

TIHANKU
BOLZIN MERCI

SHUKURIA
TINGKI
BIYAN
SHUKURIA

