Integrated Nutrition Conference

15th November, 2016
About Us

- Pioneer Fish Farm Ltd is a pioneering aquaculture services provider established to serve the needs of the aquaculture industry in Kenya.
- The farm’s hatchery is based in Maseno, Kisumu County, along the Kisumu-Busia road.
- The grow-out facilities are in floating net cages located off-shore at Ndere Island in Lake Victoria, Kisumu county.
- Pioneer’s business model is largely inspired by urgent need to tackle the endemic malnutrition and poverty levels in the lake region resulting from mismanaged lake resources.
Our Products

- We specialize in breeding and production of Tilapia and Catfish fingerlings
- We are also a major producer of the affordable 100-120g Samaki Kadogo as well as plate-size whole fish
- We stock fish feeds and fish farming inputs for sale to our out-grower farmers
- We provide farmer extension services to the out-grower farmers and provide training to students
- With the completion of our farm shop we shall provide a buyer/seller network for farmed fish, linking our out-grower farmers with the market
Nutritional Impact

- Kenya’s per capita annual consumption of fish is at 4kg vs the global average of 20kg. This begins to explain the 35% stunting in children under 5 yrs old.
- PFF has capacity to produce 200,000 fingerlings per month.
- This translates to 200,000 pieces of either table-size fish or Samaki Kadogo, equating to between 42 and 50 tons of fish on dinner plates every month.
- Good quality protein available to families every month to compliment the energy dense diets.
- Impact is huge on children and lactating mothers because of availability and affordability.
- PFF, through the CDFs, intends to target the ECDs, primary schools and boarding schools to deepen reach of its nutritional goals through production of quality affordable fish from cages.
Economic Impact

- PFF sells fingerlings to local farmers who grow them to whole size or Samaki Kadogo size in their grow-out ponds or cages for income generation.
- PFF also sells fingerlings to contract farmers who rear them to 10g and sell back to PFF for stocking in cages. More than 50 such farmers are targeted in the next 12 months.
- PFF has dedicated and qualified technical staff at all levels of production. 11 Full-time staff are currently employed.
- More than 30 temporary jobs are also created monthly through the production value chain.
Social Impact

- PFF will continue to support growth of aquaculture to ease pressure on wild catch on the lake
- Make fish easily accessible
- PFF will continue to provide technical advice to farmers
- Several jobs are created along the value chain
- PFF will establish service centers in strategic fish farming centers to act as demonstration sites so as to encourage correct farming techniques and kindle demand for its products
- PFF looks to expand farm fingerling rearing along the Lake Victoria beaches to serve the needs of the growing cage culture needs
Thank you!