



Sidai Africa Ltd:

**A sustainable approach to professional livestock
service delivery**

Dr Christie Peacock, Founder and Chairman



What do livestock keepers need?



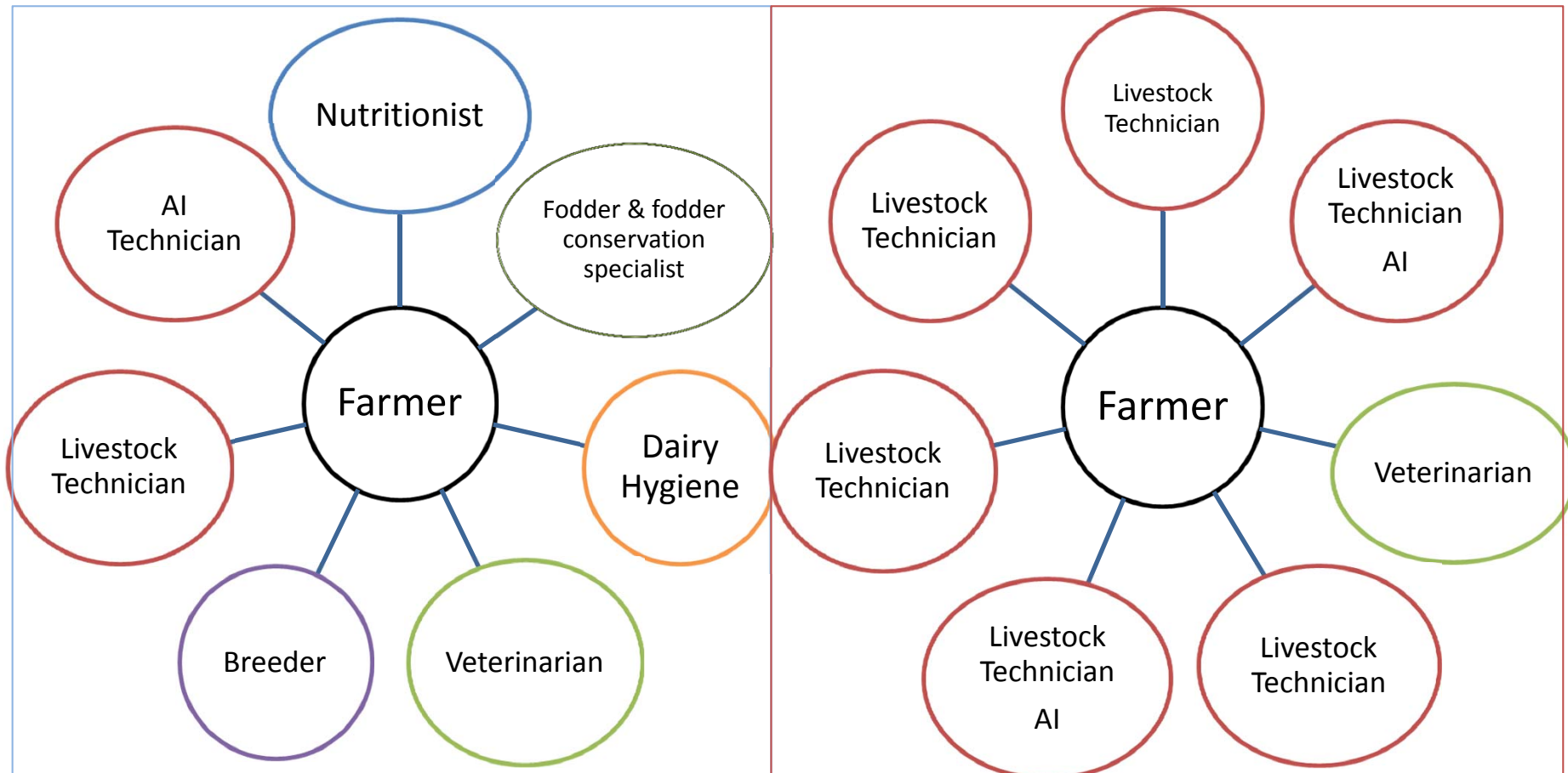
- ✓ effective advice on all aspects of livestock production on feeding & management
- ✓ quality inputs & services
- ✓ routine vaccination & parasite control
- ✓ reliable market



Who do farmers need?

Ideally a multidisciplinary team

Which professionals do farmers actually meet?



?

Multiple functions in the field

Multiple names

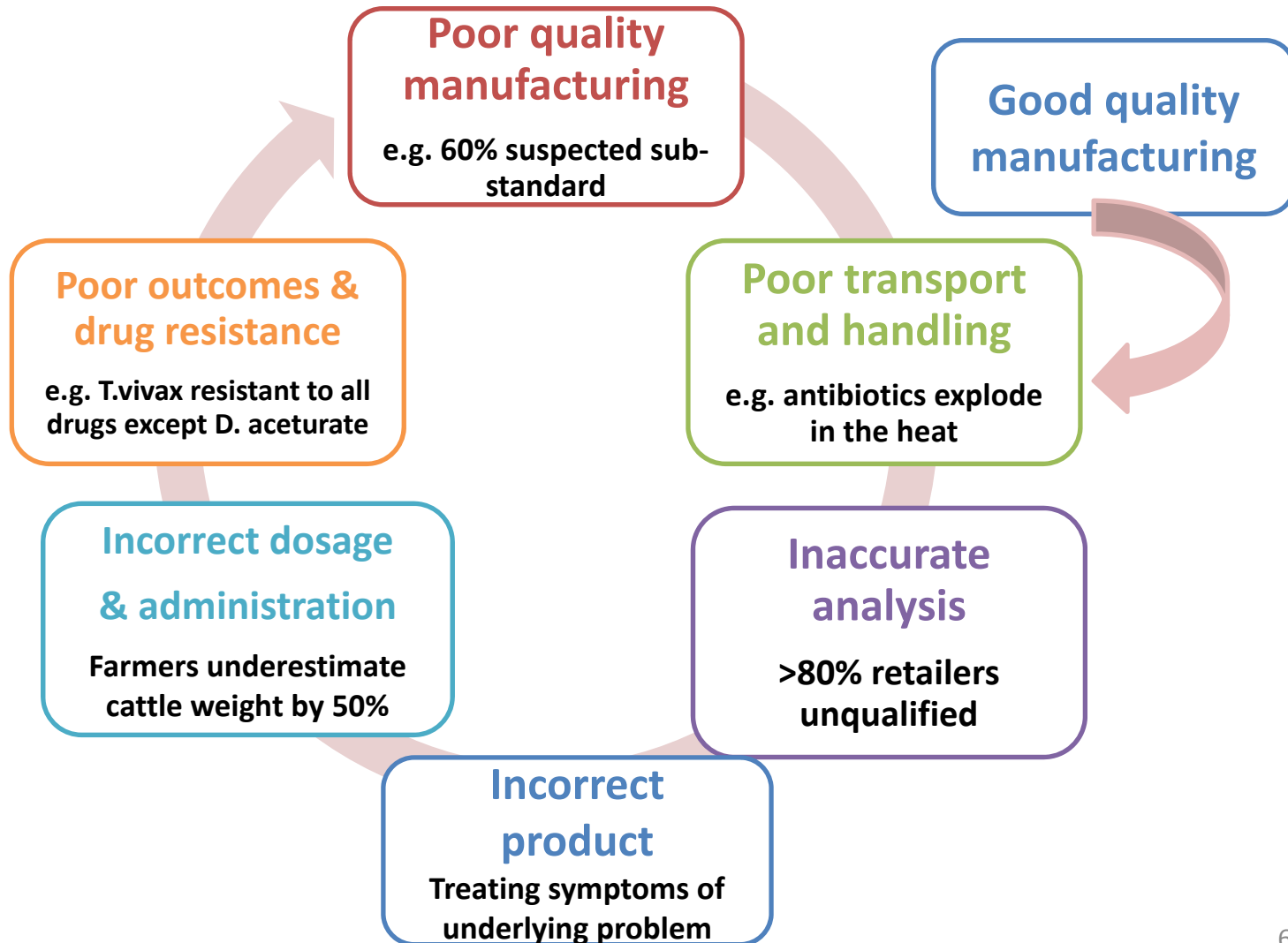
- Paravets
- Para-veterinary professionals
- Veterinary para-professionals
- Veterinary Technician
- Animal Health Assistant
- Livestock Technician

- Vaccination*
 - Treatment*
- Advice on:
- ✓ nutrition, feeding, fodder
 - ✓ housing,
 - ✓ breeding,
 - ✓ dairy hygiene,
 - ✓ reproduction **everything!**
- AI
 - Meat inspection*
- Sale of :
- ✓ feeds, hay
 - ✓ minerals,
 - ✓ Sale/use of OTC & POM medicines*
 - ✓ equipment
 - ✓ genetics (semen, day old chicks etc)
- *** require supervision by qualified veterinarian**

Why Sidai?



Poor quality products inefficient distribution & delivery systems



A solution- Sidai Africa Ltd

Sidai Africa Ltd is a **social business** offering:

- ✓ **quality** veterinary and livestock services through a network of
- ✓ **branded Company-Run or franchised** owned by
- ✓ **qualified personnel**

Focus on

- **good nutrition & preventing disease**



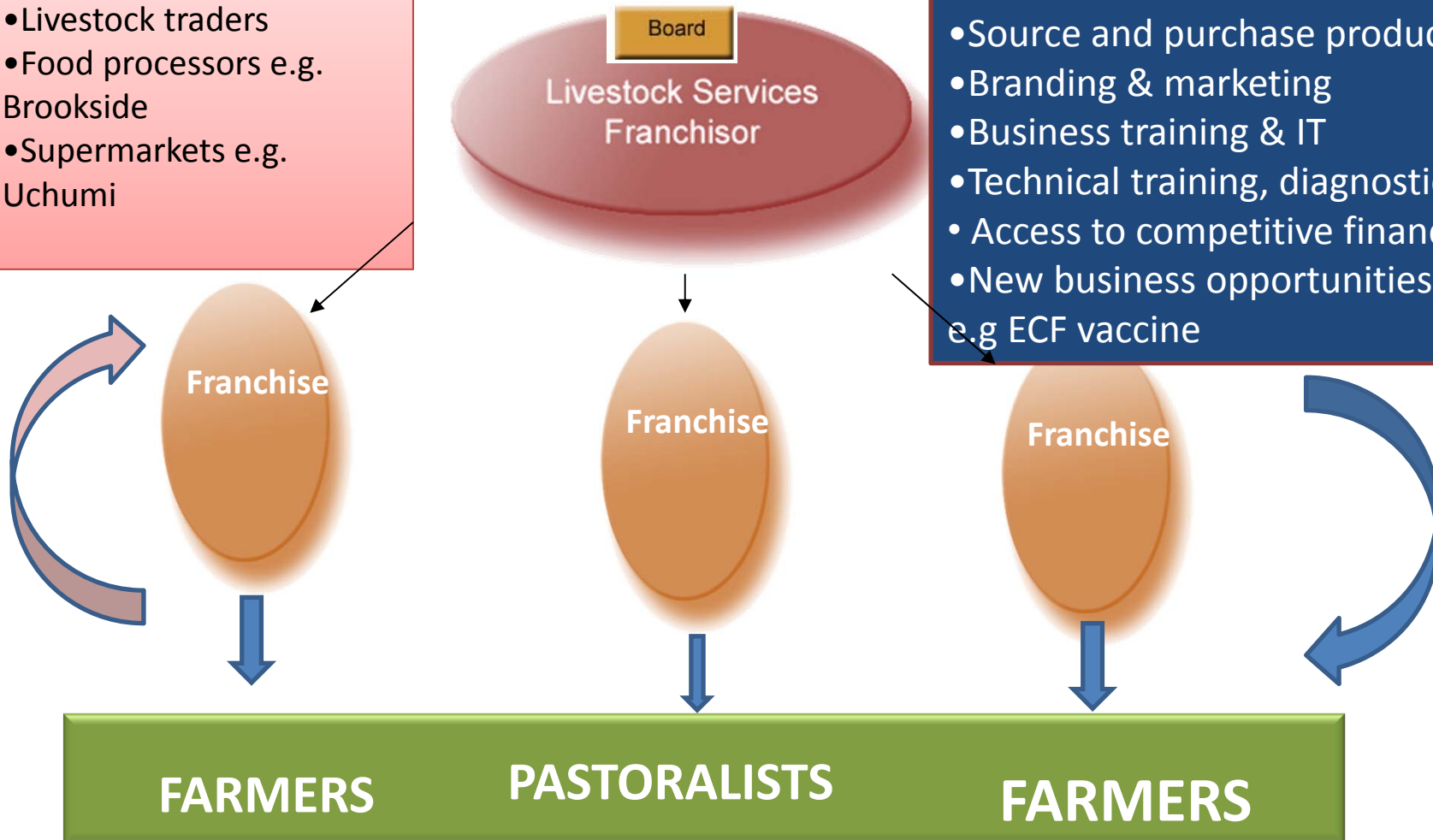
Sidai's business format franchising model

OPEN NEW VALUE CHAINS

- Livestock traders
- Food processors e.g. Brookside
- Supermarkets e.g. Uchumi

FRANCHISEE VALUE PROPOSITION

- Source and purchase products
- Branding & marketing
- Business training & IT
- Technical training, diagnostics
- Access to competitive finance
- New business opportunities e.g ECF vaccine



Advantages of franchising in poorly regulated and fragmented markets

Quality-assured services

- **Quality assured products and services**
- **Offers farmers choice -> Drives out malpractice**

Scalable and durable

- **Ease of operation `Business in a Box`**
- **Greater chance of start-up success and business growth**

Economies of scale

- **Increased buying power of the network**
- **Opens up marketing and processing opportunities**

‘Sidai’ means ‘good’

Building a brand farmers can trust



**‘One-stop shop’ for all farmers’
needs
(40% sales crop inputs in farming areas)**





Revolutionise customer service

From this.....

Open farmer-friendly, information-rich interior, farmers meet qualified people



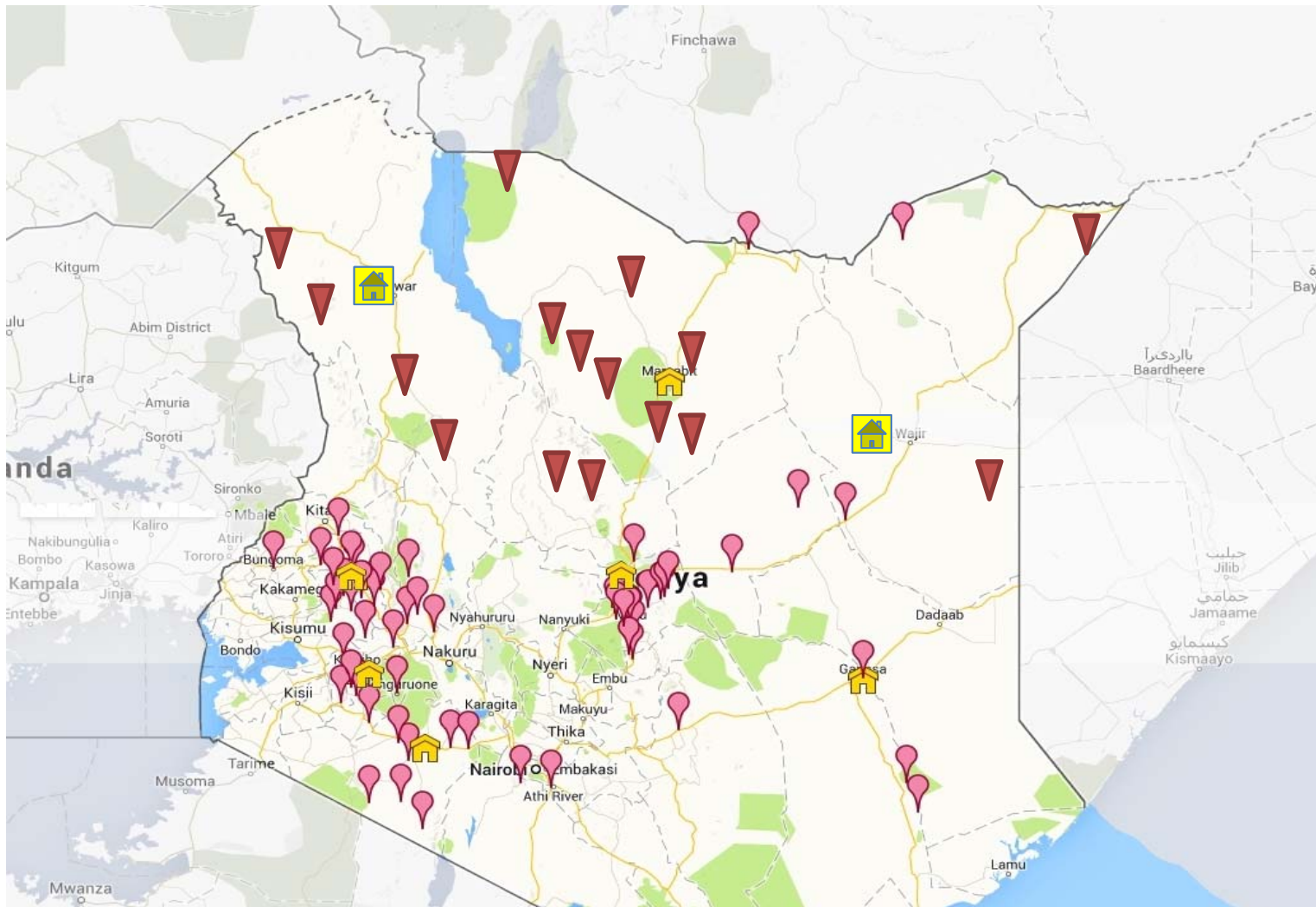
Prices displayed



Field Lab – FEC's,
blood parasites

**Transforming retail
space into a learning
environment & taking
services on to farms**





Sidai has 108 outlets & 8 distribution hubs (3.5 years)

Vaccination teams ECF and NCD

25% veterinarians, 65% livestock technicians (200 qualified people)

Customers: >100,000

Sidai Business Hub

Company Run Store

Managed by qualified veterinarian
Supervises staff & franchisees



Technical Director
Senior Veterinarian
Agronomist
Nutritionist



FRANCHISEE VALUE PROPOSITION

- Supply products
- Branding & marketing
- Business training & IT
- Technical training
- Access to finance
- New bus opportunities



Franchisees





Agronomist



Dairy Technologist
Nutritionist



Livestock
Technician



Livestock
Technician



Livestock
Technician



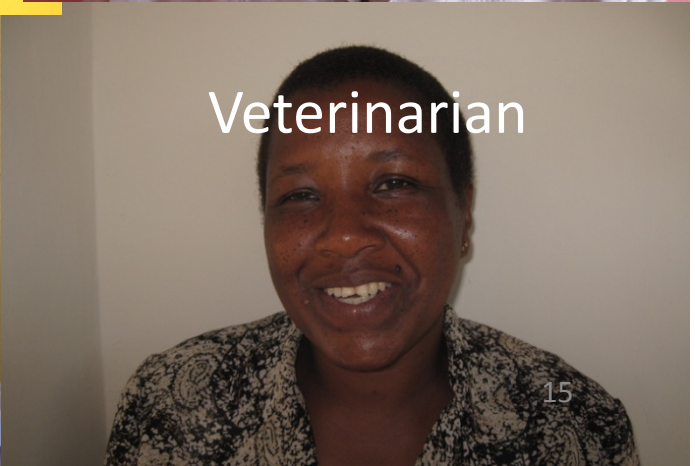
Veterinarian



Livestock
Technicians









Livestock
Technicians



Veterinarian

Improving current agro-vet practice

Current practice		Sidai practice
Treat symptoms		Prevent disease through good feeding, management and routine vaccination (Herd Health Packages)
Poor quality products		Good quality products
Remote diagnosis		Accurate diagnosis using mini labs, PAD tests etc
No farmer training		Regular farmer training and support to co-ops, groups etc
Selling on price		Adding value to product through training and advice
Transactional relationship with farmer		Lifetime relationship with farmer

Sidai promotes vaccination

Very low livestock vaccination rates in Africa (except commercial poultry sector)
Confusion in role of public and private sectors and nature of vaccines

Sidai aims to make vaccination routine



	2013	2014
Poultry vaccines	800,000	2,000,000
Ruminant vaccines	174,306	600,000

Livestock Technicians

–the Cinderellas of the livestock sector

- ✓ Entrepreneurial, flexible
- ✓ Prepared to live in remote locations
- ✓ Able to relate well to farmers
- ✓ Happy to get hands dirty
- ✓ Eager to learn



- ✓ Critical frontline service provider to farmers **in all aspects of livestock production**
- ✓ Critical link - refer up and down
- ✓ Critical disease surveillance
- ✓ Vital in vaccination



A new vision for vaccine delivery?

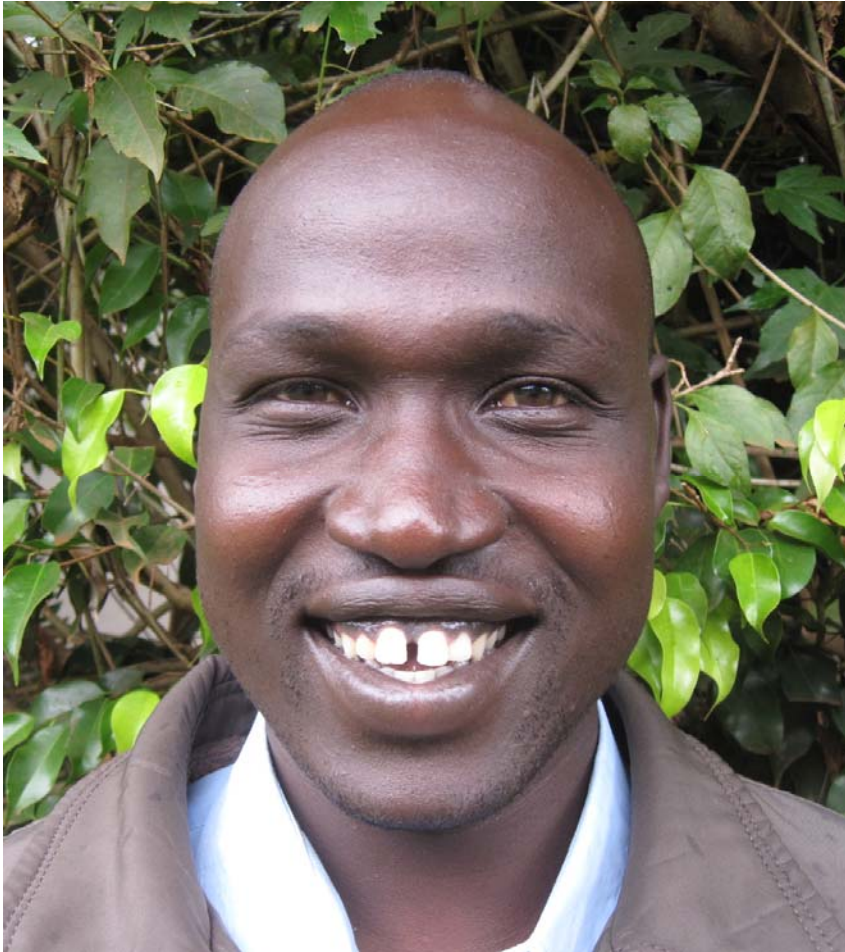
Livestock technicians are key

- ✓ Agree routine vaccination program
- ✓ Farmers/pastoralists encouraged to vaccinate routinely by gov't and PS
- ✓ Private sector allowed to sell routine vaccines
- ✓ Good records kept and reports to DVS
- ✓ Private sector contracted to control disease outbreaks or deliver major campaigns under sanitary mandates

- Routine vaccine market in Kenya ~\$150m-200m/yr
- 17m cattle x 6 vaccines/yr
- 350,000/day possible with current manpower



Dr Paul Sanga – Sidai franchisee



- Started with one small box of drugs
- Excellent clinician and businessman
- Now has 5 shops
- Turns over \$25,000-\$40,000 per month
- Employs 6 livestock technicians, mostly field-based
- Very active in vaccination and extension
- Involved in GALVmed/Sidai village poultry vaccination campaign

MILK VALUE CHAIN

Private milk hub

Payments through check-off system



MILK PROCESSOR
Pays farmers after deducting cost of inputs



MILK COOLER
Farmers deliver milk



SIDAI FRANCHISE supplies inputs and services
e.1,500l/d-> 5,000l/d 2 mths²¹

Next phase of growth
supported by equity investment from Lundin Foundation and Bill
& Melinda Gates Foundation

- Improve supply chain
- Professional development
- Farmer training
- Regional expansion



Future plans.....Sidai Academy

industry relevant practical training- delivering results on farm

On/off-line &
Face-to-face
Training

Business

- ✓ Stock management
- ✓ Cash
- ✓ Marketing
- ✓ Field craft

Technical

- ✓ Poultry
- ✓ Dairy
- ✓ Camel
- ✓ Diagnostics
- ✓ Crops
- ✓ Fish

Sidai Academy

Sidai staff

Franchisees

Franchisees staff

Interns

Professionals
outside Sidai
network



FARMERS - Sidai Farmer's Clubs - FARMERS

... INVESTMENT IN A SUPPLY CHAIN OF PEOPLE BECOMES A NECESSITY



westpoint veterinary group

Online **Sidai Academy**
Access AMI courses
Sidai's own technical and
bespoke business courses

Regular
specialist
commercial
poultry training
Highly rated
quarterly
training
courses

Internship Programme
25 veterinary graduates
p.a.
attached to Sidai outlets
and franchisees
Potential for international
interns to support
international expansion

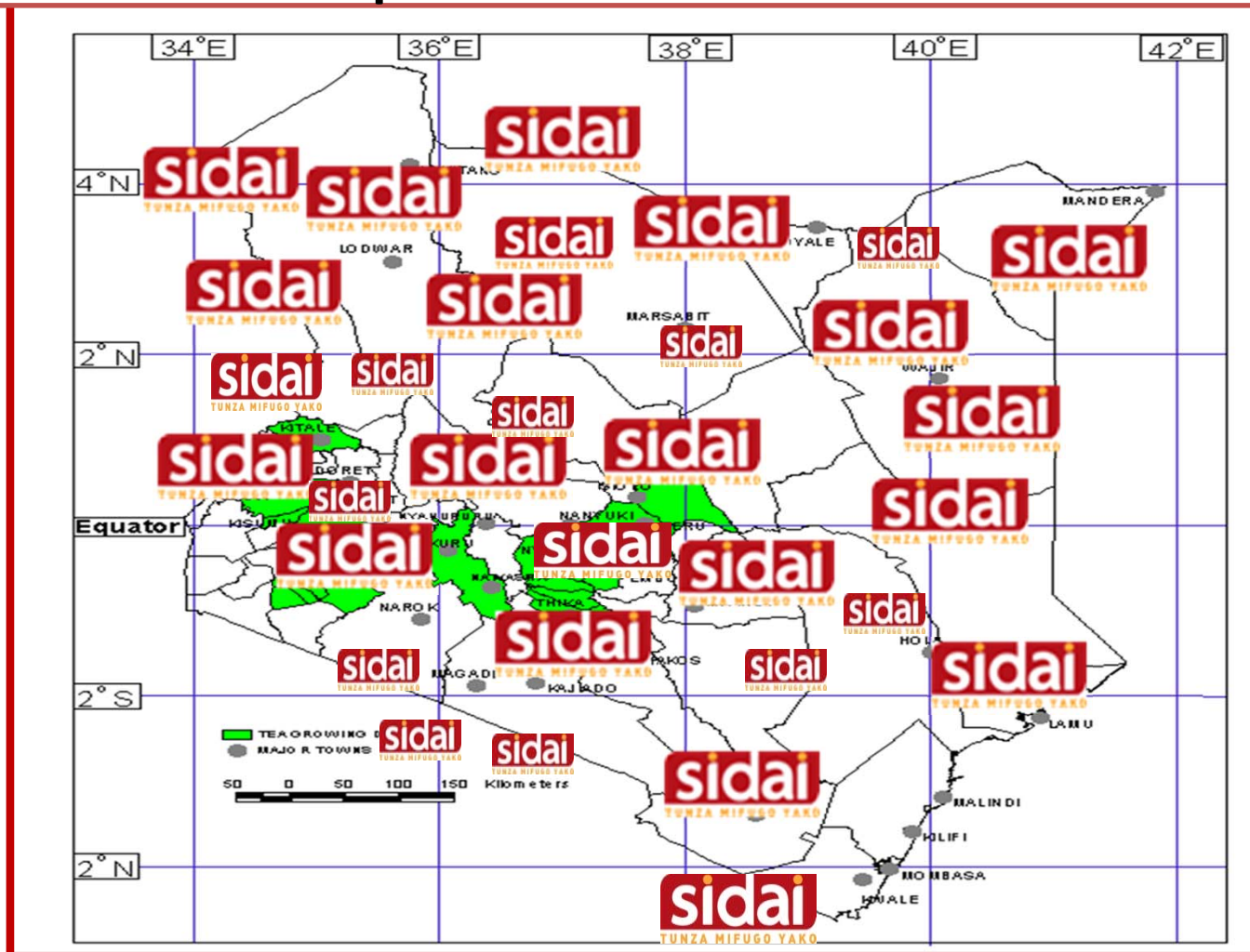


Benchmark
Holdings

Improving Sidai practice
Global leaders in clinical excellence through practice,
training & research
Professional exchange and external audit of Sidai

Sidai's Vision

A national network of professionals delivering quality products, services, knowledge & market linkages to farmers that improves their incomes and lives



“The best is the enemy of the good”

Voltaire

For laws to work need two things

- ✓ Co-operation of those to be governed
- ✓ Laws that are enforceable and practical in the real world

Without these, laws fall into disrepute