



TATA CHEMICALS MAGADI

# NEWSLETTER

APRIL 2018



## KLPA FARMERS FORUM

This month's edition of the KLPA Agribusiness Trade Fair was held in Nyandarua County. The Agribusiness fair provides a platform for farmers to learn, interact with industry stakeholders, interface with new and upcoming technologies and encourages business to business interaction resulting in establishment of better livestock and higher incomes for farmers and businesses.

During the fair we were awarded as the Best Mineral Salt Company at the Forum.

The trade fairs brings together livestock industry stakeholders including the Department of Livestock, Department of Cooperative Development, Agriculture, farmer representatives, County representatives, Local Administration, Traders Associations, Livestock Breeders', Veterinarians and business owners to a common interacting space.

Through our continued support we gain a platform to exhibit our products and consequently interact with the farmers and industry stakeholders on a one on one basis. We have successfully participated in these monthly forums since the successful launch of our fortified salt product in 2017.



## KENYA PASTORALIST WEEK

This year's Kenya Pastoralists Week (KPW) was held in Kajiado County between the 10th through to the 12th April 2018. The KPW is an annual event that started in 2003, and brings together pastoralists, pastoralist associations, government, private sector, academia, media and civil society organizations, to articulate and jointly recommend solutions to the key challenges affecting pastoralists and

pastoralism as a source of livelihood in Kenya and East Africa as a region.

By participating and supporting this event, we were presented with an opportunity to create visibility, among pastoralists, of our products and services, through our exhibition stand. The event was attended by Kajiado Governor Hon. Joseph Ole Lenku.

The event was held at Masai Technical Training Institute (MTTI) in Kajiado Town. The theme for this year's event was *supporting climate smart pastoralism with the objective being to advocate for an increase in pastoralist friendly investment that will increase adaptability, reduce risks and generally improve climate resilience levels of pastoralists* to the adverse effects of climate change shocks.



## NAKURU FARMERS DAIRY SUMMIT AND EXPO

This year's Nakuru Dairy Summit was held on the 20th April 2018 in Molo, Nakuru County. This is a farmers training organized by Remington Africa- and we were able to exhibit our Dairy Products during the expo. By participating and supporting this event, we were presented with an opportunity to create visibility, among Dairy Farmers, of our products and services, and were received positively by all in attendance.





## KNCCI Golf

The Kenya National Chamber of Commerce and Industry Golf KNCCI hosted the inaugural KNCCI golf tournament on the 27th of April, 2018 at the Muthaiga Golf Club under the theme *“Supporting Entrepreneurship for job Creations”*.

The Tournaments objectives are geared towards aligning with the Four Point Economic Pillars anchored by His Excellency the President i.e. Food Security, Affordable Housing, Manufacturing and Affordable Healthcare.



As Silver Sponsors of the Tournament, we were highly visible during the tournament, from the Parking area, Club House, Putting Green and Holes 1, 9, 10, 13 and 18 TCML was well represented. Our sponsorship, was made in the hopes of supporting the country's strategic interests as well as in advancing the KNCCI mission and vision.