

Authors: WAFULLAH T.N¹, KARANJA N.K² and NDEGWA. D.M²

COMMERCIALIZATION OF BREAKTHROUGH TECHNOLOGIES

MEA Limited is a private company which was established in 1977 to supply quality farm inputs to farmers for the purpose of improving crop production and hence accelerate agricultural production in Kenya. We are one of the leading fertilizer suppliers in Kenya with a 40 % market share. We have outlets in Mombasa, Nairobi, Nakuru, Eldoret and Kitale. The Uganda, Rwanda and Tanzania markets are served directly from Kenya while we work with local distributors in Malawi and expanding also to the Zambia market. The factory has a bagging and blending fertilizers is located in Nakuru County about 2hours from Kenya's capital. In line with technological development, the company installed a state of the art blending equipment with an output capacity of 200,000 MT per annum and is backed by a fertilizer quality control laboratory.

Our **Mission** is to supply quality farm inputs in Kenya and the neighboring countries at affordable prices with a **Vision** of being the leading farm inputs and cereals supplier in Kenya and in East Africa.

Our 4 core values are:

- ✓ Quality
- ✓ Integrity
- ✓ Technology
- ✓ Professionalism

In line with the growing global demand for the organically grown food the company has acquired rights in the production, marketing and distribution of the legume inoculant with a trading name, BIOFIX[®] from the University of Nairobi. The new product aims to enable small holder peasant farmers to acquire affordable and quality biofertilizers for their cereal legume crops such as soybean, common bean, groundnuts green gram; fodder crops such as Lucerne and desmodium. This will subsequently increase their yields to enable them have enough to feed their families and a surplus for sale hence increase their incomes.

To enable farmers access the product, we have 10 agro-dealers trained under the N2Africa project trading in the product across Western Kenya. We have a few selected MEA stockists and distributors who purchase the product on wholesale basis and retail at recommended prices.

The presentation is a journey on the development of the partnership, production and marketing of BIOFIX[®]. The presentation will further indicate the benefits/successes and challenges of commercialization of the product.