



“Green to Grow opened my eyes!” Chairman of a Dairy organization reveals how to improve his products

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In Kenya’s Rift Valley region, Kericho County is one of the areas that practices dairy farming. For decades, producers at different levels have embraced dairy and crop farming in this highland region. Mr. Joel Rutoh is the Chairman of Kericho Dairy Development Organization (KDDO). His organization is among the beneficiaries of Green to Grow interventions in the Dairy sector.

We engaged in a quick Question and Answer session during a two days practical training on value-added dairy products held at JKUAT (Jomo Kenyatta University of Agriculture and Technology) in early March 2020.

Q. Tell us more about Kericho Dairy Development Organization

A. We are a Community Based Organization (CBO) that began operations in 2014. Our main activities include supporting primary producers to meet markets efficiently. Additionally, we are enhancing efficient methods to build relations for forward and backward linkages.

Q. How is your experience in the Green to Grow project so far?

A. The project is well designed, and the knowledge dissemination processes are excellent! Green to Grow is an eye opener. It has given us inspiration on how to adopt sustainable consumption and production practices in a way that will enhance profitability while reducing any negative environmental footprint. Without a doubt, as an organization, we will use this knowledge to promote efficient dairy production and improve the overall capacity of Kericho Dairy Development Organization.

Q. What are your take-homes from the training on Value addition?

A. Currently, Kericho Dairy Development Organization produces three value-added products from milk: fermented milk popularly known as Mala, Mursik - a traditional fermented milk variant of the Kalenjin community, and plain yoghurt. We also sell fresh milk. However, fresh milk doesn't fetch much profits. Something new has come up from this training about fruit yoghurt and flavouring using strawberry and vanilla which we have been taken through in-depth by the trainers. This is something we will adapt since it is a way of addressing different market segments.

This is one of the most eye-opening projects I have been part of!

Q. Parting shot?

A. Fear disappears in the light of knowledge.” I now have the confidence to venture into more value addition. During these two days at JKUAT, I have acquired new knowledge that I will disseminate to members of my organization as we seek to explore more revenue-generating streams through value addition.