

News Release

Attention: Business Editor

For Immediate Release

2009 Brookside Livestock Breeders Show Confirmed

March 16th, 2009... The Brookside Livestock Breeders Show & Sale (BLBSS), one of Africa's largest livestock exhibition and sale that was cancelled last year as a result of the post-election crisis will now be held in Nairobi between June 10th and 12th this year.

The BLBSS has been held every two years since 1999 with the objective of promoting the Kenyan Livestock industry through display of superior livestock (cattle, sheep, Goats Camels and chickens), livestock health and nutritional products, modern livestock farming technology and seminars on topical issues relating to Dairy and Beef Production among other issues of national interest.

More than 1,000 of the best livestock are exhibited at the Show which attracts over 15,000 participants including a selection of accomplished international cattle judges.

Brookside Dairy who have been the title-sponsors for the BLBSS since 1999 were once more confirmed as title sponsors for this year's event to be held at Nairobi's ASK Jamhuri Show-grounds.

Brookside Dairy Ltd has presented a sponsorship cheque of Sh. 13 Million to the Show Committee Chairman Mrs. Mary Nevill in the presence of the Assistant Minister for Livestock Development Mr. Aden Dually at Kilimo House.

The cheque was presented by the company's General Manager for Milk Procurement & Extension Services Mr. John Gethi on behalf of the company's Executive Chairman Mr. Muhoho Kenyatta.

Mr. Gethi said the Show has contributed to the growth of the local and regional dairy and livestock sector and continues to inspire particularly small-scale farmers to upgrade their farming methods. The company is sponsoring the Show under its Farmers' programme through which it works with over 80,000 small-scale dairy farmers to increase their milk production.

Mrs. Nevill said the Show will feature Livestock Judging, Seminars, a Grand Parade of all Livestock on display, Auction of the country's finest Boran bulls and fatstock and trade presentations. She thanked Brookside Dairy for the donation and invited more sponsors to support the initiative.

Mr. Dually welcomed the Show saying it has grown in stature to become the region's leading dairy and livestock exhibition and an important fora for Kenya to showcase advancement in the genetic improvement of its national herd.

The Assistant Minister also lauded Brookside Dairy's commitment to the growth of the sector and for coming in once more as title sponsors for the BLBSS. He invited local and regional dairy and livestock stakeholders to attend the show and learn.

Additional Facts about the BLBSS

- It's Kenya's premier livestock show and sale featuring over 1,000 of the country's finest livestock.
- It's organized by representatives of Livestock Breed Societies of Kenya and other stakeholders in the livestock sub-sector including Brookside Dairy, the Ministry of Livestock and Fisheries Development and the Agricultural Society of Kenya.
- It draws over 15,000 visitors from all over Kenya, including foreign delegations.
- It is an opportunity for Kenya to showcase advancement in the genetic improvement of its national herd.
- It contributes significantly towards an increase in the sale of breeding stock and cattle to several African countries.
- It features an engagement between both local and international livestock judges, and local farmers.
- It's an opportunity for both large and small scale farmers to interact for educative purposes.

For more details please contact the BLBSS Publicity Committee through Sarah Miller email address: dshirax@yahoo.com or Solomon Kyenze, Tell-Em Public Relations on 0722 747 295 Email solomon.kyenze@tell-em-pr.com .or on telephone Nos. 3746508, 3740994.