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GENEPLUS GLOBAL LIMITED

COMPANY DESCRIPTION: GenePlus Global Limited is an Agricultural Biotechnology company that supplies modern technologies and solutions (in form of inputs, aides, and extension) to support on-farm best practices for increased farmer productivity, profitability, and sustainability. Our services are anchored on a cold chain infrastructure that supports our last mile animal health services (High Quality Genetic material, vaccines, and other complementary products) to the rural smallholder farmers backed by global partners to bridge the technology gap that limits modern farming practices.

PROBLEM: The Kenyan dairy sector is the largest subsector in livestock production supporting 1.8 million smallholder farmers with a total of 5.8 million dairy animals. Majority of rural smallholder farmers rely on dairy production to sustain their livelihoods. Poor genetics of dairy breeds reared by smallholder farmers have resulted in low milk production, low incomes, and subsequently poverty. This has fundamentally been a result of low adoption of advanced breeding technologies emanating from high cost of inputs, limited accessibility to cold-chain support infrastructure, and inadequate farmer awareness of advanced breeding services. Current adoption rates are at 28% leaving out 72% of farmers being marginalized.

MARKET SIZE: There is huge untapped market potential with only 1.5 million of 5 million (28%) dairy cattle receiving advanced breeding and animal health services leaving over 4 million animals (72%) unserved. This accounts for a market value of 25M USD leaving a 64M USD market untapped. A parallel opportunity exists in the beef industry with a population of 21 million beef cattle but only 1% utilizing modern breeding technologies.

UNIQUE VALUE: GenePlus Global Limited has developed a last-mile animal health delivery system, Easy Breed, which provides accessible, affordable, and comprehensive breeding and extension services to marginalized smallholder farmers. Through this service delivery channel, GenePlus addresses the challenge of Cold-chain Infrastructure by establishing a complete end-end cold chain support system in all areas covered by the last mile program. The Cost of breeding service is also reduced by an average of 40% and Accessibility of services is addressed by establishing fully equipped local cluster centers in high-potential regions. Farmer Awareness is improved by aligning training and extension services with the last mile service delivery. The last mile innovation uses a simple Tech-driven mobile USSD platform that allows smallholder farmers to easily access reliable and quality genetics across the country.

ACCOMPLISHMENT: Since its inception, GenePlus has administered more than 220,000 A.I doses resulting in an annual increase of 2,440 liters of milk per animal and an additional 524.6M litres of milk annually over the past 5 years. This has led to an eventual increase of \$840 in farmer household income impacting approximately 1.3M livelihoods. In the next five years, we anticipate reaching out to 300,000 more farm households and 1.8 million livelihoods.

GenePlus has implemented an all-encompassing business model to engage with farmers, employing a distribution network that supports approximately 1893 AISPs and 60 sub-distributors in 15 counties and directly employing 22 members of staff. To expand the market reach, GenePlus has adopted a tech-driven last-mile delivery model that enables the establishment of partnerships with farmer groups and other stakeholders in the industry. Through this model, Geneplus has realized market traction with a steady 25% increase in revenue. With this model, we have realized market traction with revenue rising from \$0.77M in 2021, \$0.92 in 2022 and \$1M in 2023.

IMPACT: Establishing a reliable cold-chain infrastructure for the storage and supply of genetics, along with shortening the supply chain, will increase the accessibility and affordability of A.I services to farmers in marginalized areas. This will improve milk production at farm level by over 200%, household income by \$3,160 and improve the living standards of 60,000 households, empower women (60% of smallholder dairy farmers), create job opportunities for AI Service Providers, the majority being youths and improve production per animal unit reducing the carbon footprint and emission of greenhouse gases.