

# BANGERS AND MASH



## MD'S WORD...



Welcome to the 13th Edition of Banger's and Mash; lucky for some!

How time flies!

It is quite extraordinary to realize that we are again approaching October and within no time the traditional Festive Season will be upon us.

The year 2013 has witnessed exceptional growth in most sectors with renewed post election enthusiasm supporting this during the first eight months of trading.

We are most fortunate to have a truly dedicated workforce (which currently numbers 1,500) and it is thanks to each and every member of this "Farmer's Choice Family" that we are able to

continue to improve our services from animal feed production, through to pig production, through to the manufacturing sector, through to you our valued consumer.

This edition of Bangers and Mash describes in pictorial form, various promotional events, company wellness and fun days, sponsored sports events, and our latest promotions aimed at creating brand awareness amongst the youth.

Our Halal compliant sister company Choice Meats goes from strength to strength and we are currently in the final stages of designing the second phase which will incorporate a processing line.

If any of you have a minute to look at our updated, upgraded website please do so, as we believe that this may appeal to all sectors of our community from the "budding pig producer" to the consumer.

Whilst thanking you most sincerely for allowing us to continue to service your protein needs, may I take this opportunity on behalf of the entire "Farmer's Choice Family" to wish you all a pleasant thanksgiving, leading up to a wonderful end of year festive season.

Jim Taylor

## New Farmer's Choice Website!



The Farmer's Choice website has been updated and can be accessed through

[www.farmerschoice.co.ke](http://www.farmerschoice.co.ke)

Look out for the Farmer's Choice official documentary on the media library page.

Alternatively you can access the documentary through YouTube.



Jim Taylor cuts a cake to celebrate 35 years of continuous service to Farmer's Choice!



The MD is joined by Emma of merchandising to cut a second cake presented by the retail team to celebrate 35 years.



Joseph Olukunga the Sales Director looks on while Catherine Kinuthia the Customer Service Manager helps out.

## On the move



Mike Anderson moves from the retail division to concentrate his efforts on marketing as Regional Marketing Manager.



Meanwhile, Caroline Otieno has rejoined Farmer's Choice as Retail Sales Manager to drive the all important retail division.

# Wellness and Fun Day 2013



The Farmer's Choice Annual Wellness Education Fun Day held at the Kahawa West site provided staff with the opportunity for health talks, free screening on lifestyle diseases and family planning advice. There was great entertainment and fun for all.



Kennedy Yore a Sales Representative poses for the camera after receiving a Long Service Award for 20 years service to the company.

## How to quickly enjoy a Hot Dog...



Going...



Going...



Gone!

Mike Anderson shows how it's done, but was too fast, to Joyce Nyokabi's amusement.

## Upcountry Sales Team



After long hours away from home and hard work this team finds time to bond and smile! Left to right: Patrick Maundu (Mt. Kenya South), Anthony Gikonyo (Nyanza), Joseph Njuguna (Western), Michael Mungai (Narok-Kisii), Kenneth Naivasha (Rift Valley), Thomas Gituma (Mt. Kenya/Eastern), Francis Kinyua (Naivasha-Nyahuru).

## Nyamabite



Left to right: Lilian Rague, Fraciah Wanjiru, the Nyamabite mascot, Margaret Wainaina (Branch Manager Uchumi), Catherine Kinuthia and Niels Engstrom carry 'their' giant Nyamabite at a Uchumi Sarit Hyper promotion.



Simon Mugi (left), a sixth year medical student at Kenyatta University receives a dummy cheque from Mike Anderson. Farmer's Choice have sponsored Simon's education from High School. Simon intends to specialise in orthopaedic surgery.



Wellness managers Tabitha Ngigi (right) and Anne Kinyanjui make donations from Farmer's Choice to the children of Christ and Children Home. The company regularly donates Smokies to the home as part of its CSR program.



At a supplier's networking exercise recently organised by the Tanzania Chef's Association is Peter Wachira of Farmer's Choice (centre) chatting with Chef Alef (right) and Satish (left) of Holiday Inn, Dar es Salaam.



The successful Dar es Salaam merchandiser's team pose with Peter Wachira. They are left to right Serviana, Agnes, Sophia, Latifa and Celina.

**Factory Visits**



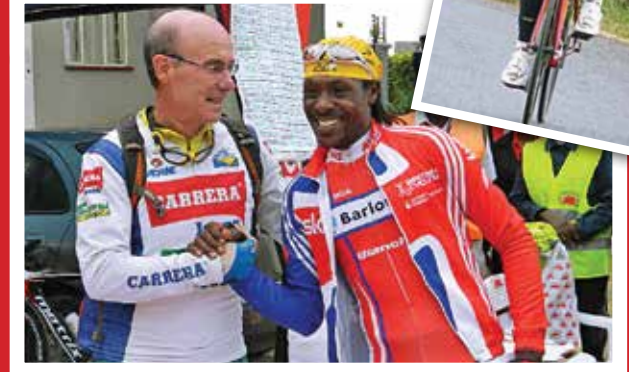
Chefs and Purchasing Executives from Southern Sun after a factory tour of Farmer's Choice pictured here with Regina, Mike and Joseph.



The purchasing team and chefs from Boma Hotel after a visit to Farmer's Choice.



Uchumi Supermarkets head office managers, fridgemen, & supervisors after a training session to educate them on correct handling of products.



Administration Director Steve Strong (left and riding) and David Kinjah after the cycling Individual Time Trial over a 30km route sponsored by Farmer's Choice.

**Sarova 'Super Chef' at Panafric**



The Catering team led by Mike Godfrey (centre) the Q&A Director, pose with F&B and Chef representatives of Sarova Panafric at an in-house chef's competition that featured Farmer's Choice pork products.

**Coast Area and Customer Service celebrate**



Sales Director Joseph Olukunga cuts a cake to celebrate sales achievement together with Lilian Obetto the Coast Area Manager as Catherine Kinuthia the Customer Service Manager looks on.



The brightly branded set up at the Soko Soko Craft Fair where hot dogs, bacon rolls, burgers and choma sausages proved extremely popular. In the group picture (left to right) Joyce Nyokabi, Liz Kanja, Niels Engstrom, Catherine Kinuthia and Fraciah Wanjiru.



Joyce Nyokabi senior merchandiser, presents a well earned Hot Dog to Tutu Muturi a competitor in the senior class at the Motocross MX Championship held at Jamhuri park recently as juniors in the 50cc motorbike class look on.

Farmers Choice sampling presentations continue to be popular. The scene on the left features 'live on film' in the new Farmer's Choice documentary. Christine Nzilani and Mercy Waihera attract a consumer to sample at Nakumatt Galleria. On the right, Dickson Mararo samples Danish Hot Dogs at Nakumatt Junction.

In conjunction with K1 Klubhouse a 'Head to Head Battle of the Mic' initiative proved a great success held in Soccer City at K1. Farmer's Choice seeks to create awareness among the youth about its brand and popular products. A great night was had by all!



Abbas Kubaff the Guest Act & MC does his thing!



Jim Taylor awards the coveted first prize of Kshs. 10,000 to Moroko.



Joseph Olukunga awards second prize to Kong.



Mike Anderson invites the winner in the ladies category, Kabinti to address the revellers.



Mike Godfrey who was the Choma Sausage Chef for the evening awards third prize to rapper Twenny Eight.



A duet by Abbas and host Lilian brought the house down!