



## **FARMER'S CHOICE BACKS IAN DUNCAN FOR THE RETURN OF 'THE FLYING SAUSAGE' IN THE 2023 EAST AFRICAN SAFARI CLASSIC RALLY**

**Nairobi, 28 November 2023**

Farmers Choice Limited, the leading purveyor of fresh and processed meat products in the region, has announced its support towards Kenyan rally legend Ian Duncan for the 2023 East African Safari Classic Rally.

The company has committed to support Ian Duncan's participation at the 11<sup>th</sup> edition of the Safari Classic Rally running from 9<sup>th</sup> to 18<sup>th</sup> December 2023 as they reminisce on 30 years since their last successful partnership when Ian and the iconic Flying Sausage made history winning the WRC East African Safari Rally in 1994.

During the kit handover ceremony, Farmers Choice CEO, Jim Taylor, expressed enthusiasm about rekindling the partnership, emphasizing the alignment of values with Ian Duncan's illustrious career.

"We are delighted about our partnership with Ian for the East African Classic Safari Rally. Ian's unwavering focus and commitment mirror what we stand for as a homegrown Kenyan brand and we are proud to bring back the "Flying Sausage" this year. Our partnership extends beyond the rally and we are honoured to be part of his endeavours, we hope it drives a new generation to pursue motorsport activities inspired by his career," he said.

The company's dedication to quality and innovation in meat production aligns with its commitment to nurturing local talent and promoting perseverance in motorsport. The company first sponsored Ian Duncan in 1994, where he represented Kenya under the Farmer's Choice banner as he drove a Toyota Celica GT4 dubbed the "Flying Sausage" in the World Rally Championship. His win was the first of his international career and he was honoured by Farmer's Choice who introduced "Safari Sausages" with special branded packaging.

Ian Duncan expressed gratitude for the support, excited about the opportunity to replicate his historical performance with the brand.

"Farmer's Choice is part of rally heritage in Kenya and I am excited for this opportunity to partner once again to recreate the success of the Flying Sausage in this year's Classic Safari Rally. We're optimistic about a great performance and invite all motorsport enthusiasts to come out to support the drivers, enjoy the rally and continue to grow the development of the motorsport community as part of our national heritage."

Ian Duncan and his navigator Jaspal Matharu, will take on 62 other drivers, covering over 4000km across the rally route, marking the largest number of driver entries in the history of the Rally. Various promotional activities by Farmer's Choice, including retail store promotions, aim to amplify interest and support for the sport nationwide.

### **About Farmers Choice:**

Farmers Choice is the leading purveyor of fresh and processed meat products in Kenya and the region. Since its inception in 1980, the company continues to trailblaze the sector by maintaining high quality standards, innovation and consistency. Farmer's Choice flagship product, the sausage is loved for its unique, rich, Kenyan meaty taste that goes unrivalled locally and globally.

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