

REVIEW OF STRATEGIC MARKETING OPTIONS TO BE EMPLOYED IN THE IMPLEMENTATION OF DAIRY VALUE CHAIN FOR SUSTAINABLE DEVELOPMENT

Dr. Patrick N. Koyi

Department of Agriculture and Veterinary Sciences

Kibabii University

P.O. Box 1699-50200, Bungoma, Kenya

Email: Patrick.nabiswa@gmail.com

Dairy farming is ranked highly among the agricultural enterprises due to its potential to enhance food security and alleviate poverty. Various technologies have been adopted in breeding, feeding and disease control which has enhanced productivity. However, market returns have remained unattractive to small-scale farmers thereby hindering the development of sustainable dairy farming. This paper brings into context various strategic marketing options to be implemented for increased dairy returns and sustainability. This is borne out of overconcentration of strategies on productivity at the expense of milk returns from sales. A number of marketing strategic options such as policies, capacity building, coordination, infrastructure development and product diversification/differentiation have been identified with details on actors involved, their activities and expected outcomes if implemented successfully. At the focal point of the strategic options, are policies that drive other aforementioned dairy marketing strategies. Capacity building entails training and market identification that will require coordination in form of informal market integration as well as integration of all actors in dairy value chain. With proper policies on coordination, development of infrastructure such as road networks, milk collection centers and cooling equipment would enhance quantity and quality of milk available in the market. This would drive product diversification through value addition which would involve pasteurization, packaging and branding thereby increasing returns from dairy value chain. Finally, the study has recommended an overall strategic dairy marketing option showing interrelationship among the options.

Key Words: *Capacity Building, Coordination, dairy value chain, infrastructural development, product diversification, Strategic marketing Options*