

Corporate Profile



Trust in the Bag

Feeding a nation comes with responsibility

Who We Are

The Cereal Millers Association (CMA) is the leading industry body representing Kenya's grain milling sector bringing together millers, aggregators, traders, and importers across maize, wheat, rice, pulses, and other cereals.

Today:

- We have 60+ members across the country
- We manage over 95% of Kenya's wheat milling capacity
- And approximately 40% of maize milling capacity

Collectively, we reach more than **40 million consumers every single day.**

But more importantly:

Every day, our sector helps feed this country.

Why This Matters

Every bag of flour carries more than food.

It carries:

- Trust
- Responsibility
- And impact on millions of lives

Our mission is simple:

To ensure every Kenyan has access to safe, affordable, and nutritious food



Our Story

Our story began more than 25 years ago, but it is not just a story of markets changing. It is a story of people choosing to do what is right.

At a time when Kenya's grain markets were liberalising, systems disappeared, and uncertainty took over.

Millers were left to navigate a complex and fragmented environment on their own. But instead of working in isolation, a group of industry leaders came together choosing:

- Coordination over competition
- Responsibility over convenience
- And accountability over short-term gain

Because they understood something fundamental: Without structure, without shared responsibility, the system would fail.

That decision became CMA.

Why Food Safety Matters

At one point, in 2011 and 2012 we were forced to confront a difficult truth. Studies showed: (Aflatoxins)

- Up to 65% of flour was contaminated with aflatoxins
- Contamination was found in milk, peanuts and even breast milk
- Aflatoxins are linked to liver cancer, stunted growth, and weakened immunity

At the same time: (fortification)

- 1 in 4 Kenyan children were stunted
- 13% were underweight
- 6% were extremely undernourished.

There were no clear systems. No consistent standards. And very little support.



What Are Aflatoxins & Why Do They Matter

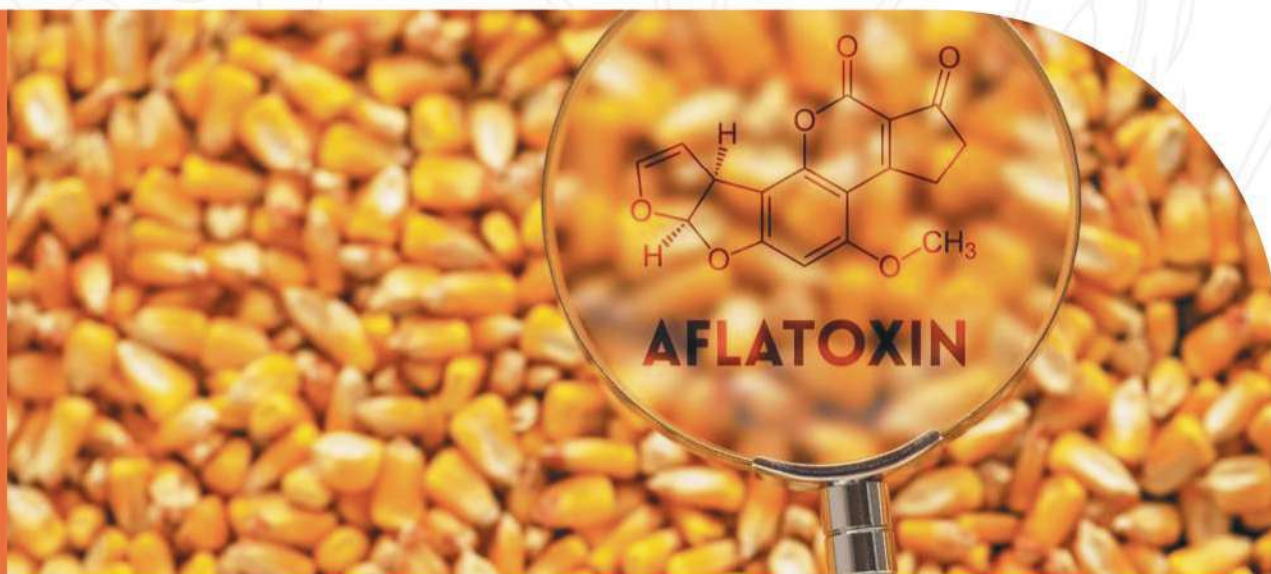
Aflatoxins are naturally occurring toxins produced by certain fungi that grow on grains such as maize, especially when crops are poorly dried or stored.

They are invisible, cannot be removed once present, and can enter the food chain if not properly controlled.

To manage aflatoxins, millers must:

- Source grain carefully and work with trusted suppliers
- Test grain at intake using certified methods
- Reject contaminated grain, even at a financial loss
- Maintain strict storage and handling conditions
- Apply food safety systems such as Hazard Analysis and Critical Control Points (HACCP)

Controlling aflatoxins requires constant vigilance, investment, and discipline across the entire value chain, from farm to mill.



The Industry Made A Choice

Instead of waiting we acted.

We the Cereal Millers Association (CMA) with the help of our technical partners Technoserve, Millers for Nutrition, Apteca amongst others..

- Led self-regulation across the sector
- Invested in food safety systems
- Strengthened testing and accountability
- Built partnerships to improve technical capacity

Because for us, this is not just business. It is personal. It is a legacy.



SCIENCE MEETS
NATURE



COMPLETING
NUTRITION



PROTECTION AND
CONSUMPTION



TIME AND
FRESHNESS



SYNTHESIS
AND AGRICULTURE

FORTIFICATION: IMPROVING NUTRITION EVERY DAY

Fortification is the addition of essential vitamins and minerals to flour helping improve the nutritional value of foods consumed daily.

These include:

- Iron
- Zinc
- Folic acid
- Vitamin A and B vitamins

Fortification helps:

- Support child growth and development
- Prevent anemia
- Strengthen immunity

For millions of Kenyans, staple foods are the most effective way to deliver these nutrients.

Fortification turns everyday food into an opportunity to improve lives.

What Fortification Requires

Producing fortified flour requires more than adding nutrients.

Millers must:

- Use certified premix that meets national standards
- Dose nutrients accurately during production
- Calibrate equipment regularly
- Conduct routine testing to verify nutrient levels
- Maintain quality assurance systems and documentation

This process requires technical expertise, consistent monitoring, and ongoing investment.

We are thankful to our technical partners TechnoServe and Millers for Nutrition who have really help us improve our fortification compliance to standards.

What Consumers Should Know

Not all flour is the same.

Behind every bag from a compliant CMA miller:

- Grain is tested for safety
- Aflatoxin Contaminated grain is rejected
- Production follows strict food safety systems
- Flour is fortified to improve nutrition

But in the market:

- Not all products follow the same standards
- Not all are tested equally
- And the difference is not always visible

Yet the impact is real.



The Challenge Today



Even today:

- Unsafe grain still enters the market
- Informal players operate outside regulatory systems
- Testing and compliance remain costly
- Quality is not always visible to consumers

And as a result:

Doing the right thing is not always recognised

Our Commitment



We are working to:

- Strengthen food safety systems
- Improve fortification and nutrition
- Make quality visible in the market
- Build trust across the value chain

Because what we produce reflects:

- Our names
- Our reputation
- And our responsibility to the nation

OUR MEMBERS



Chagua Safe, Chagua Smart

Because the choices we make today
shape the health of our nation tomorrow.



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