



ADC LGC GUIDELINES FOR THE APPOINTMENT OF DISTRIBUTOR AGENTS

A Distributor Agent is a Livestock Enterprise in a designated City/Town/Centre which will be receiving products from ADC LGC on regular basis and retailing the same at set prices to AI Technicians, The Agent will also be responsible for marketing LGC products in collaboration with ADC LGC in the designated County /Sub Counties.

Objective of appointing Agencies: to market and distribute ADC LGC products and improve uptake of affordable AI Services.

The Distributor Agencies shall be appointed in the following Counties: -

| NO | County | Dairy Cattle Population (2024)Source DLP | Designated location of agencies in Town(s) /centers | Other counties to be served by the Agency |
|-----------|-----------------|---|--|--|
| 1 | Baringo | 149,671 | Kabarnet, Eldama Ravine | |
| 2 | Bomet | 334,895 | Bomet, Kamureito, Sotik | |
| 3 | Bungoma | 189,312 | Bungoma, Mumias, Kimilili, Kapsokwony | |
| 4 | Busia | 35,131 | Busia | |
| 5 | Elgeyo Marakwet | 273,375 | Iten, Kapsowar, Kamwosor | |
| 6 | Embu | 136,510 | Embu, Runyenjes, Kianjokoma | |
| 7 | Kajiado | 127,785 | Ngong | |
| 8 | Kakamega | 165,483 | Kakamega, Webuye | |
| 9 | Kericho | 287,316 | Kericho, Itein Ngoino road | |
| 10 | Kiambu | 278,637 | Kiambu, Thika, Kikuyu, Kimende, Githunguri, Gatundu | |
| 11 | Kilifi | 32,313 | Malindi, Kilifi | Lamu, Kwale, Mombasa, Tana River |
| 12 | Kirinyaga | 90,788 | Kerugoya, Kagio | |
| 13 | Kisii | 58,381 | Kisii, Nyamache | Homa Bay |

| | | | | |
|----|---------------|------------------|--|-------------------------|
| 14 | Kisumu | 25,725 | Kisumu, Muhoroni | Siaya |
| 15 | Laikipia | 81,758 | Ngarua (Karandi), Nanyuki, Marmanet | Samburu |
| 16 | Machakos | 69,527 | Machakos, Matuu | Kitui, Makueni, Garissa |
| 17 | Meru | 238,740 | Maua, Nkubu, Kiirua, Meru | Isiolo, Marsabit |
| 18 | Migori | 14,400 | Migori, Isebania | Homa Bay |
| 19 | Murang'a | 332,354 | Muranga, Kangema, Kenol, Kangari, Kandara | |
| 20 | Nairobi | 13,176 | Nairobi | |
| 21 | Nakuru | 472,449 | Nakuru, Molo, Naivasha, Njoro, Subukia | |
| 22 | Nandi | 184,732 | Kapsabet, Mosoriot, Nandi Hills | |
| 23 | Narok | 103,980 | Narok, Kilgoris | |
| 24 | Nyamira | 36,745 | Nyamira, Nyasiongo | |
| 25 | Nyandarua | 404,400 | Olkalao, Njambini, Ndaragwa, Nyahururu, Engineer | |
| 26 | Nyeri | 188,990 | Narumoru, Nyeri, Othaya, Karatina, Mweiga | |
| 27 | Siaya | 13,826 | Siaya, | |
| 28 | Taita Taveta | 32,981 | Wundanyi | |
| 29 | Tharaka Nithi | 80,476 | Chuka, Chogoria | |
| 30 | Trans-Nzoia | 213,309 | Kitale, Sibanga, Kiminini | |
| 31 | Uasin Gishu | 356,708 | Burnt Forest, Turbo, Eldoret, Moi's Bridge | |
| 32 | Vihiga | 46,161 | Majengo, Mbale | |
| 33 | West Pokot | 135,736 | Kapenguria | Turkana |
| | 33 | 5,205,770 | 91 | |

Conditions for appointment as an ADC LGC Agent

The Agent shall: -

- 1) Be located in a premise within a designated Town /Centre so as to be easily accessible by AI Technicians and Farmers in the County /Sub Counties.
- 2) Be registered, Tax compliant and has a current business license from the County Government
- 3) Have a designated well-ventilated secured room/enclosure, for storage of semen and liquid nitrogen.
- 4) Have the capacity to stock at least 500 doses of semen and 100 litres of liquid nitrogen.
- 5) Engage KVB registered Staff with an AI Certificate from an Institution recognized by KVB for purpose of handling semen, liquid nitrogen, marketing activities and reports writing.
- 6) Be in possession of semen and liquid nitrogen handling equipment
- 7) The Agency shall ensure proper storage and handling of ADC LGC semen to ensure distribution of high-quality semen.
- 8) The Agent will ensure the level of Liquid nitrogen in the semen storage container is always at least 1 inch above the semen straws and never distribute semen from a container that has dried up. Such semen should be returned to ADC LGC.
- 9) The Agent will be liable for improper and unprofessional handling of semen and liquid nitrogen.
- 10) Be in possession of a license to distribute semen from the County Director of Veterinary Services.
- 11) The Agent shall not distribute ADC. LGC semen to persons not licensed by the local CDVS.
- 12) Shall retail semen and any other products (originating from ADC LGC) at prices agreed upon with ADC LGC. Agent is allowed to charge reasonably for transport to deliver products to clients.
- 13) Jointly and in consultation with ADC LGC undertake marketing and publicity of ADC LGC Products in the County/Sub Counties without prejudice.
- 14) ADC LGC will undertake to deliver semen orders within 48 hours. Written orders to be sent by email to livestockgenetics@adc.go.ke or Whatsup or Telegram.

- 15) Any dispute on marketing and distribution of ADC LGC products between two neighboring Agents shall be referred to ADC LGC for arbitration. Disputes between ADC LGC and any Agent shall be referred to the Director of Veterinary Services.
- 16) Credit limits to Agents will be strictly 30 days and no supplies before previous delivery is paid in full.
- 17) The Agent will maintain proper records of ADC LGC products orders and retailed and will be required to submit monthly reports in a format prescribed by ADC LGC.
- 18) The Agent will allow without hindrance inspection of semen stocks and records to the County Director of Veterinary Services or their representative.
- 19) The Agent will undertake to report all cases of breeding diseases, infertility and mishandling of semen to ADC LGC and the CDVS.
- 20) The Agent shall arrange a Bank Guarantee against all cheques issued to ADC LGC.
- 21) The contract will run for 5 years renewable from the date of signing the contract.
- 22) Either party can terminate the contract by giving a 3 months' notice in writing.