



**OUR VISION**

**To remain the Zambian market leader in table egg production, whilst maintaining 'world best practice' through uncompromised bio-security and quality, utilising locally produced raw materials for sustainable national food security and economic development.**

**GOLDENLAY OPERATIONS**

**Happy hens lay healthy eggs**

*The Goldenlay operation is well integrated* with support structures to retain margin within the business cycle. The support channels include ownership in maize and soya farms in excess of 7,900 acres (±3,600 hectares), modern low cost storage facilities in which the grains are stored once harvested and a feed mill at which ingredients are mixed and processed to produce quality in-house feed.

Our hens are the ISA Hendrix Brown breed which has proven to be the most 'efficient' layer in the industry with each hen being highly productive in the laying of high quality brown eggs.

Production facilities at Goldenlay are high-tech and comprise rearing houses with the capacity of 80,000 growing chickens, environmental controlled layer houses which can house around 67,000 layers hens each as well as open shed production units. In order to comply with hygiene standards there are sophisticated wash bays, showers, a spray race and secure fencing around the perimeter of the facility.

Very little time is wasted between egg 'production' and getting our product to market. Quality and freshness are continuously monitored, ensuring that utmost care is taken to deliver best product to market on time, every time.

The supply chain is secured by our fleet of branded vehicles, some of which are used for distribution in the local market and others dedicated to the export route to the border with DRC.



**OUR FUTURE**

We plan to build on our success and further increase our local and regional market share. We have an excellent product, committed work-force and strong management team. We are driven to continue delivering **FRESHER, BIGGER and BETTER** table eggs to our customers, and look forward to the growth that lie ahead.

[www.goldenlay.co.zm](http://www.goldenlay.co.zm)

*In partnership with Phatisa and the AAF [www.phatisa.com](http://www.phatisa.com)*



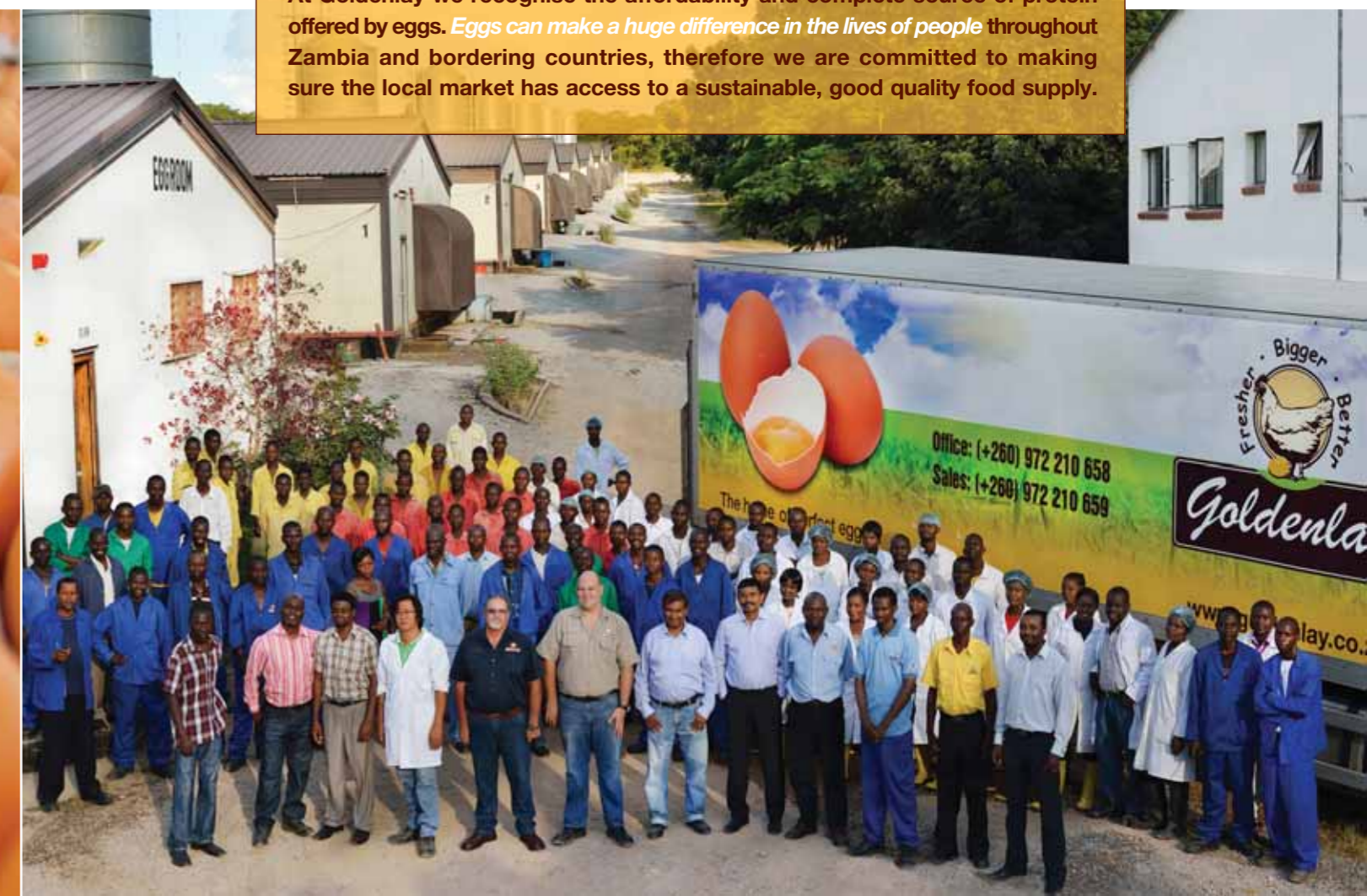
**Goldenlay**



**Bringing you the**

- freshest,**
  - highest quality,**
  - locally produced eggs**
- today and everyday.**

At Goldenlay we recognise the affordability and complete source of protein offered by eggs. *Eggs can make a huge difference in the lives of people* throughout Zambia and bordering countries, therefore we are committed to making sure the local market has access to a sustainable, good quality food supply.







## Goldenlay: produces, supplies and distributes table eggs nation wide and regionally

The company was established in 2005 and in 2012 received a capital injection from the African Agriculture Fund (AAF), managed by Phatisa, used to upgrade facilities, buy farm land to produce feed inputs and increase working capital. The company operates as a fully automated producer, with limited human handling on the production line which makes the entity more cost effective due to less breakage and brings it in line with world class bio-security in a more hygienic environment, resulting in a non-contaminated product. The sale of ancillary products such as organic fertiliser, soya oil and spent hens as a by-product of the mainstream business, limits wastage and adds to our income stream.

Strategic investment in infrastructure is rewarded with a significant market share making Goldenlay the largest egg producer in Zambia.

Brand identity, growth and elevation have resulted in Goldenlay's sound identity as a reliable, reputable, quality and fresh producer of eggs of choice. Marketing is a continuous process used to reinforce brand awareness.

Goldenlay prides itself in long standing client relationships established and nurtured over the duration since our establishment.

## ENVIRONMENT, SOCIAL AND GOVERNANCE

### Robust corporate governance with due regard for our corporate and social responsibilities is a key focus in the company

International environmental, social and governance guidelines have been adopted in consultation with the framework created by the World Bank. It is further enhanced through a formal reporting structure, financial statements and general corporate governance principles adhered to at all times.

The community in which we operate is as important, and funding was obtained for an in-house HIV/AIDS programme for the local community. Among our outreach programmes we support a number of local entities through donations, the provision of school lunches and nutritional feeding programmes as well as a community health clinic. Goldenlay further participates in community development through a Supply Programme, which supports 500 local small-scale soya bean farmers in close proximity to our operations.

We are fully committed to sustainable poultry production and follow international best practice in this vibrant sector of the Zambian economy. We are proud to be seen as a pioneer for other developing businesses within the African community.

We have developed a customised environmental management and animal welfare programme, drawing on internationally recognised veterinarians to assist in the development, monitoring and administration of the vaccination programme, which does not compromise the quality of either the chickens or the eggs.

This ensures that our customers receive only quality guaranteed product and ensures the health of our producers - the chickens.



## OUR PRODUCT

### Environmental management and animal welfare are top priorities

All elements of being a responsible producer have to come together in order to produce a quality product. In Zambia, where a large part of the population survives on a small monthly income, an affordable and nutritional product is essential. Eggs are the least expensive sources of animal protein and so affordable. Our eggs are sold extensively in Zambia into the retail as well as informal sectors. A significant number are exported to the Democratic Republic of Congo.

## LOCATION

Goldenlay is strategically located in the town of Luanshya in the Copperbelt province, one of the fastest growing economic regions in Zambia, which is supported by mining, mineral processing and commercial and emergent farming. Coupled with this, Goldenlay is well positioned with accessibility to export markets.

The Government has made it a priority to increase the contribution agriculture makes to the Zambian economy. Having the Government support the sector is encouraging however Goldenlay does not rely on any public sector funding.

