

LATTICE AQUA MEDIA COVERAGE REPORT



BRIEF

To create awareness about Lattice Aqua and it's project in Kenya



TV



Date : 01/08/2022

(clip on email attachment)



Date: 4/08/2022

(clip on email attachment)



Date: 8/10/2022

Link: <https://youtu.be/KV69ScVS2cg>



Date: 8/10/2022

Link: <https://youtu.be/M-On9vrcFv8>



Date : 01/08/2022



PRINT



Date: 03/08/2022

Link : <https://www.the-star.co.ke/counties/nyanza/2022-08-03-fish-farmers-to-benefit-from-sh100m-programme/>



From left: IDH Business Manager Georgina Munge, Aquaculture Kenya Programme Manager Beth Wagude, Technical Projects Manager - Lattice Aqua John Erick and East Africa Regional Head for Lattice Aqua Julie Muyela during the launch of Sh100 million data-driven integrated fish farming programme aimed to improve the profitability of fish farmers.

Date: 29/08/2022



Date: 23/08/2022

Link: <https://online.fliphtml5.com/gakux/kdzz/>

AGRICULTURE



Workers at a factory remove scales from tilapia fish. (James Omoro Standard)

Firm unveils plan to boost fish farming in Kisumu

About 50 farmers are set to benefit from a Sh100 million data-driven integrated ecosystem project aimed at increasing fish production in Kisumu County.

The project, which is being launched by Lattice Aquaculture Limited will see fish farmers trained in best practices in aquaculture, its manager John Eric said.

With its aim of expanding the fish market, the project is also geared towards bringing on board all those involved in the various stages of the

value chain, Mr Eric said.

They include farmers, feed manufacturers and suppliers, fingerling suppliers, aquaculture and microfinance training institutions, and consumers.

"This project is aimed at revamping fish farming with a view of increasing production. The two-year programme will ensure fish farmers acquire technical skills," said Eric.

He added: "The fish farmers will go through rigorous training whose costs will be catered for under the

project. They will not just be given inputs but skills as well. We are training them because it will not make sense to give them the feeds and fingerlings yet they lack the necessary knowledge on fish farming."

Under the arrangement, the farmers will also be linked to suppliers of inputs, the official said.

"Our decision was informed by the fact that the aquaculture sector is not well aligned. Most of the time, there is no link between fish farmers and other players in the value chain. It has

been a major challenge," said Eric.

Some of the farmers in the region are engaging in cage farming.

Mr Silas Otieno, the secretary of Ogal Beach Management Unit, will be one of the beneficiaries of the programme.

Otieno said the high cost of inputs and lack of training has complicated fish farming.

"The programme will be of great help to fish farmers who are looking to improve production," said Otieno.

[Olivia Odhiambo and Sharon Owino]

Date: 15/10/2022



ONLINE



Link

: <https://scienceafrica.co.ke/2022/08/02/us-one-million-integrated-ecosystem-program-for-aquaculture-in-kenya/>



Date: 17/08/2022

Link : <https://www.kenyanews.go.ke/sh100-million-pilot-program-to-boost-fish-farming-launched/>



Date: 20/08/2022

Link : <https://farmersreviewafrica.com/sh100-million-pilot-program-to-boost-fish-farming-launched-in-kenya/>



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Date: 22/08/ 2022

Link : <https://smartfarmerkenya.com/sh100m-fish-farming-project/>



RADIO

