**KEY ACTIVITIES IN THE REGION**

**EAST AFRICA**

USGC procured and shipped 60 metric tons (2,362 bushels) of U.S. sorghum to Mombasa, Kenya, in late 2020.

Throughout 2021, the USGC implemented a series of poultry feeding trials in Kenya to demonstrate how U.S. sorghum performs as an energy source in feed - the first step forward opening the market to potential sales.

Next up — the USGC is working to conduct a series of dairy cattle feeding trials in Kenya, using DDGS.

**WEST AFRICA**

To date, the USGC has trained more than 1,800 feed industry and poultry professionals across 10 countries in West Africa.

**East Africa**

The USGC estimates Kenya could import 500 to 800 thousand metric tons of U.S. sorghum annually with an export value of $200 to $300 million when the local corn crop is out of the market.

**West Africa**

As a result of the USGC's engagement in West Africa in 2021, 650 metric tons of U.S. corn co-products valued at $500,000 have been sold. This marks the first sale of corn co-products into Senegal.
**STRENGTHS**
Africa has the fastest growing population globally with rapid urbanization. Rising income and population growth are driving the demand for animal protein products and feed. The long-term market potential has robust opportunities for livestock and feed industry development and expansion. Markets are becoming increasingly dynamic, interested in sourcing alternative, quality products to offset local/regional supply shortages.

**CHALLENGES**
Inefficient production, supply shortages, logistical constraints, biosecurity measures, and low-quality feed continue to hinder growth. In addition, GMO hesitancy or bans in parts of continent eliminate much of U.S. grains and processed products.

**OPPORTUNITIES**
These are new markets for U.S. feed grain exports and they show strong demand from poultry industry in East and West Africa.