

OUR PRODUCTS

Norbixin Powder

Bixin Powder

Annato Oil



Norbixin Powder.

Vaccum packed



Norbixin Dilutions in Different Hues

In the Bixa business we offer the following to stakeholders.

1. Healthy Living – Bixa Seeds are produced and processed into high quality and safe natural food colors meeting international standards.

2. Improving Standard of Living- Bixa is one of the major cash crops in the coastal region, especially Kwale and Lamu Counties, where it has played a major role in economically empowering the community.

3. Foreign Exchange – Processed Annatto Products are exported earning our country foreign Exchange.

4. Training and Extension – The company is actively involved in Training and Extension through our Agribusiness Department, in many areas including encouragement to form farmer groups, Cooperatives, encourage Financial institutions to engage and support farmers, Farm Planning, Choice of planting materials, provision of seedlings, sound Agronomic practices, Harvesting, storage and marketing.

5. Employment - Directly and indirectly, support of socially beneficial projects to the community. A few years back, there were challenges of market and prices of bixa prices due to Artificial Food colors unfairly competing with natural food colors in the international market, and the negative effect of lack of market discouraged many farmers in Kenya. That now is in the past. The company has worked and will continue to work hard to guarantee future market for bixa.

Kenya Bixa Company assures the farmers that Bixa farming is worth doing, that it is profitable if done in the right way, with the right tree population and variety mix and that even in the worst of weather conditions, and even where wild animals are a challenge, you will not go through the two seasons per year without an income. The crop is harvested twice per year and comes in handy as a source of income when most other crops are out of season.

Our Objective, is that we assure our farmers we will buy all the **good** quality bixa seeds for processing at the factory for the mutual benefit of all the stakeholders.

For our farmers we say: **"Tushirikiane kukuza mrangi kwa manufaa yetu sote."**

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BIXA TREE



BIXA SEEDS

