



BELMILL FEEDS

BELFAST MILLERS LTD

KIENYEJI FEEDS CATALOGUE

*Specialised Feeds for Indigenous Free-Range Chickens
Faster Growth, Better Laying & Mouthwateringly Flavourful Kukus!*

📍 24 Bamburi Road, Nairobi, Kenya
☎ +254 735 100 499 | +254 708 874820
✉ info@belmill.com | 🌐 www.belmill.com

Over 50 Years of Excellence in Animal Nutrition

TABLE OF CONTENTS

1. Introduction & About Belmill

- Our commitment to quality
- Why Kienyeji — the unique value of indigenous chickens
- Overview of the Kienyeji Feeding System
- Storage & handling recommendations
- What makes Belmill different

2. Individual Product Pages

- Stage 1 — Chick Mash (Day 1 – Week 8)
- Stage 2 — Kienyeji Mash (Week 8 – Market Size)
- Stage 3 — Layers Mash (Laying Hens)

3. Complete Feeding Programme

- 3-stage table with feeding amounts, targets & transitions

4. Management Guidelines

- Housing & setup for Kienyeji birds
- Brooding & early stage management
- Growing phase management
- Layer phase management
- Common problems & solutions
- Best practices for profitable Kienyeji farming

5. Contact & Where to Buy

- Nairobi delivery schedule
- Stockist locator information

1. INTRODUCTION

About Belfast Millers Ltd

Founded in 1971, Belfast Millers Ltd has been a cornerstone of animal nutrition in Kenya for over 50 years. We specialise in scientifically formulated feeds for poultry, ruminants, pigs, horses and dogs — produced at our Nairobi facility and distributed nationwide through a network of trusted stockists.

Our partnerships with world-class nutritional suppliers including Miavit (Germany), Trouw Nutrition, and the University of Nairobi ensure every bag of Belmill feed meets the highest international standards, specifically adapted for the Kenyan farmer and the Kenyan climate.

Why Kienyeji — The Unique Value of Indigenous Chickens

Kienyeji chickens (indigenous free-range chickens) are one of Kenya's most important agricultural assets. They command a strong premium in both the meat and egg markets — prized for their rich, deep flavour and naturally golden yolks that commercial hybrid birds cannot match.

However, traditional free-range Kienyeji farming is often slow and unpredictable. BELMILL Kienyeji Feeds are specifically formulated to address this challenge — bringing scientific nutrition to Kienyeji farming to dramatically improve growth rates, egg production, and the overall profitability of your flock, without compromising the natural quality and flavour that makes Kienyeji birds so valuable.

- Kienyeji birds raised on BELMILL feeds grow significantly faster than traditionally fed birds
- Hens on Belmill Layers Mash lay larger eggs with stronger shells — more eggs, more income
- Better nutrition means fewer disease losses and more consistent flock performance
- You retain all the premium market value of Kienyeji meat and eggs

Overview of the Belmill Kienyeji Feeding System

BELMILL Kienyeji Feeds provide a 3-stage nutrition programme carefully formulated to support both the meat and egg production of Kienyeji chickens. The system works whether you are raising Kienyeji birds for meat (table birds), for eggs (laying hens), or for both.

- Stage 1 — Chick Mash: Builds a strong, healthy foundation from Day 1 to Week 8
- Stage 2 — Kienyeji Mash: Drives fast, natural growth from Week 8 to desired market size
- Stage 3 — Layers Mash: For hens entering egg production — maximises laying performance, egg size and shell quality

Storage & Handling Recommendations

 *For best performance, always use fresh feed stored in a cool, dry place away from direct sunlight.*

- Store bags off the ground on pallets — never directly on concrete
- Keep the storage area clean, dry, and free from rodents, insects and birds
- Do not stack bags more than 10 high to prevent caking
- Rotate stock — always use older bags first (FIFO — First In, First Out)
- Once a bag is opened, use within 7 days for maximum feed freshness
- Check the expiry date printed on every bag before feeding
- Transition between stages gradually — mix old and new feed over 3–5 days

What Makes Belmill Kienyeji Feeds Different

Why Belmill Kienyeji	Compared to Generic or Unformulated Feeds
Stage-specific formulation	Generic feeds or maize/omena alone cannot meet changing nutritional needs
Fortified with coccidiostat	Unfortified feeds leave birds vulnerable to fatal coccidiosis outbreaks
Balanced amino acid profile	Deficiencies in Lysine & Methionine permanently limit growth and production
Higher calcium in Layers Mash	Without calcium, hens produce thin-shelled, easily broken eggs
Supports natural flavour & quality	Birds still express natural Kienyeji characteristics — premium market value retained
50+ years local expertise	Formulated for Kenyan conditions, breed characteristics and farmer requirements

2. INDIVIDUAL PRODUCT PAGES

Stage 1. Chick Mash

Starter feed for Day 1 to Week 8 — high protein for rapid early growth.

Product Overview

BELMILL Chick Mash is scientifically formulated to meet the specific nutritional needs of Kienyeji chicks from Day 1 through to Week 8. It contains a precision balance of protein, energy, vitamins, minerals and essential amino acids to ensure high liveability, strong early development and flock uniformity from the very first day. This is the feed that sets the foundation for everything that follows — whether you are raising your birds for meat or for eggs.

Who it's for: Kienyeji chicks — Day 1 to Week 8

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- High protein and energy diet for rapid early growth with low mortality
- Promotes quick growth and strong bone and skeletal development
- Fortified with vitamins, amino acids, enzymes and coccidiostat for disease resistance
- Fine mash texture ideal for young chicks — easy to eat and digest
- Supports strong, uniform flock development across all birds
- Establishes healthy gut flora for lifetime feed efficiency

Nutritional Analysis

Nutrient	Value
Crude Protein	min 18.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.75%
Calcium	max 2.00%
Lysine	min 1.10%
Methionine	min 0.40%

Feeding Schedule

Stage 1: Day 1 – Week 8	
Amount	Feed ad libitum — birds should have access to feed at all times
Water	Provide clean drinking water fortified with electrolytes or stress pack from Day 1
Day 1–3	Present feed on a flat tray or paper to encourage chicks to start eating
Crop check	At 24 hours: 95% of crops should be full — if not, adjust brooding temperature and feed presentation

Total Intake	Approximately 2.1 kg per bird over the full 8-week period
Transition	At Week 8, gradually mix with Belmill Kienyeji Mash over 3–5 days before fully switching

★ *Monitor the smallest birds in the flock closely — by Day 7, aim to have reduced the proportion of small chicks by giving extra attention and feeding encouragement to weaker birds.*

Stage 2. Kienyeji Mash

Balanced nutrition for fast growth, strong birds, and quality Kienyeji meat.

Product Overview

BELMILL Kienyeji Mash is a high-quality balanced feed formulated to support healthy growth and good meat yields in Kienyeji chickens. It is fed from Week 8 onwards until birds reach the desired size or market weight. The feed is fortified with premium vitamins, amino acids, enzymes and coccidiostat to ensure balanced nutrition, disease resistance, and steady growth throughout the growing phase.

For Kienyeji birds transitioning to egg production, Belmill Layers Mash is recommended at the onset of laying to improve laying performance, egg size, and shell quality.

Who it's for: Kienyeji growers and table birds — Week 8 to desired weight or size

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- High-quality balanced diet for healthy Kienyeji growth and good meat yields
- Fortified with vitamins, amino acids, enzymes and coccidiostat for balanced nutrition
- Supports fast growth while retaining the natural Kienyeji flavour and quality
- Promotes strong, hardy birds well-suited to local Kenyan conditions
- Maintains disease resistance through the growing phase
- Flexible — suitable for both table birds and birds being grown on for laying

Nutritional Analysis

Nutrient	Value
Crude Protein	min 13.00%
Crude Fibre	max 8.00%
Crude Fat	max 8.00%
Total Ash	max 5.00%
Phosphorus	min 0.75%
Calcium	max 0.08%
Lysine	min 0.60%
Methionine	min 0.40%

Feeding Schedule

Stage 2: Week 8 – Desired Market Weight or Size	
Amount	Feed ad libitum — constant access to feed throughout the day
Water	Constant access to clean, fresh water at all times
Monitoring	Feed intake varies based on bird age, size, and activity level
For meat	Continue until birds reach desired table weight
For layers	Transition to Belmill Layers Mash at the onset of laying for improved egg performance
Transition	Mix Kienyeji Mash with Layers Mash gradually over 3–5 days when transitioning to lay

★ Kienyeji birds raised on BELMILL Kienyeji Mash grow significantly faster than birds fed on maize alone — while fully retaining their prized natural flavour that commands a premium at market.

Stage 3. Layers Mash

For laying Kienyeji hens — better laying performance, larger eggs and strong egg shells.

Product Overview

BELMILL Layers Mash is a high-quality balanced diet specially formulated to support the laying performance of Kienyeji hens. When Kienyeji birds transition to egg production, their nutritional requirements change significantly — they need higher calcium levels for eggshell formation, additional Vitamin D3, and a specific protein-energy balance to sustain continuous laying. BELMILL Layers Mash is formulated to meet all these requirements precisely, delivering well-conditioned hens with high laying rates, larger eggs, and stronger shells.

Who it's for: Kienyeji hens — from onset of laying throughout the full production period

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- Delivers higher laying performance and better egg production consistency
- Produces larger eggs with stronger, harder shells
- Higher calcium level (max 4.00%) supports continuous quality shell formation
- Rich golden yolks — Kienyeji yolk quality at its best
- Maintains well-conditioned, healthy hens throughout the laying period
- Balanced vitamins and amino acids sustain hen health and production efficiency

Nutritional Analysis

Nutrient	Value
Crude Protein	min 15.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%

Nutrient	Value
Phosphorus	min 0.75%
Calcium	max 4.00%
Lysine	min 0.60%
Methionine	min 0.40%

Feeding Schedule

Stage 3: Onset of Laying – End of Productive Life	
Amount	Feed intake depends on hen age, size and laying performance
Frequency	Feed daily with constant access to clean, fresh water
Transition	Switch from Kienyeji Mash to Layers Mash when the first eggs are observed
Egg collection	Collect eggs at least 3 times daily to prevent breakage and contamination

★ *Kienyeji hens on BELMILL Layers Mash produce significantly more eggs, with larger size and stronger shells — increasing your income per hen considerably compared to traditionally fed birds.*

3. COMPLETE KIENYEJI FEEDING PROGRAMME

The table below summarises the complete BELMILL Kienyeji Feeding Programme. The programme is flexible — you can exit at Stage 2 for table birds, or continue into Stage 3 for laying hens.

Stage	Age / Period	Product	Daily Amount	Total Intake	Purpose
1	Day 1 – Week 8	Chick Mash	Ad libitum	~2.1 kg/bird	Growth, immunity & uniformity
2	Week 8 – Market	Kienyeji Mash	Ad libitum	Varies by size	Meat growth & flavour development
3	Onset of Laying+	Layers Mash	Ad libitum	Varies by hen	Egg production & shell quality

Transition Guidelines

Always transition between feeds gradually — sudden changes cause digestive stress and reduce feed intake. Use this 3–5 day mixing protocol between every stage:

Transition Day	Old Feed	New Feed
Day 1	70%	30%
Day 2	60%	40%
Day 3	30%	70%
Day 4 onwards	0%	100% New Feed

★ For table birds: sell at the desired weight — typically 1.2–2.0 kg live weight, depending on your market. Kienyeji birds on Belmill feeds reach marketable weights considerably faster than those on traditional diets.

4. MANAGEMENT GUIDELINES FOR KIENYEJI BIRDS

Kienyeji birds are naturally hardy, but they still benefit greatly from attentive management — especially in the early stages. The combination of BELMILL Kienyeji Feeds and the practices below will give you the best possible results from your flock.

4.1 Housing & Setup for Kienyeji Birds

- Kienyeji birds can be raised in free-range, semi-intensive, or fully enclosed housing
- If free-ranging, provide a secure night shelter to protect from predators
- Minimum floor space: 0.1–0.15 m² per bird in enclosed housing
- Ensure adequate ventilation — Kienyeji birds are hardy but still sensitive to ammonia build-up
- Use wood shavings as litter — 5–7 cm thick, keep dry and replace regularly
- For laying hens: provide one nest box per 5 hens, placed in a darker corner of the house
- Feeders and drinkers should be positioned so all birds have easy access without crowding

4.2 Day-Old Chick Selection & Brooding

- Source strong, healthy Kienyeji chicks from a reputable hatchery — or if hatching on-farm, ensure good hygienic hatching conditions
- A good day-old chick weighs approximately 45 grams and has: clear bright eyes, well-developed feet, soft and well-hydrated skin, and a contented chirp
- Body temperature at arrival should be approximately 35.5°C
- Provide a clean, hygienic, pre-warmed brooding area before chicks arrive
- Brooder temperature: 32–35°C for the first week — reduce gradually by 3°C per week
- Place chick guard around the brooder for the first week to keep chicks near heat
- Crop check at 24 hours: 95% of crops should be full — this confirms chicks are eating
- Pay special attention to feeding from Day 4 onwards when disturbances increase

4.3 Growing Phase Management

- Provide adequate space, feeder space, and drinker space as birds grow
- Sample and weigh birds weekly to monitor growth progress and flock uniformity
- Target approximately 1.5 kg body weight for hens at point of lay — underweight birds produce fewer, smaller eggs
- Manage feeding carefully to avoid excessive weight gain before sexual maturity — overweight birds have reduced laying performance
- Dust or spray regularly to control external parasites (lice, mites, ticks) — Kienyeji birds in semi-intensive systems are particularly susceptible
- Keep litter dry and replace regularly — wet litter harbours disease and causes poor performance
- Maintain clean, fresh water daily — water intake drives feed intake and growth

4.4 Layer Phase Management

- Transition from Kienyeji Mash to Belmill Layers Mash when the first eggs appear
- Increase light duration gradually from Week 17 — target 16 hours per day by Week 30–35 to stimulate and sustain laying
- Ensure adequate airflow to prevent heat stress, moisture and ammonia build-up — ammonia damages the respiratory system and directly reduces egg quality
- De-beak your hens at the onset of egg laying to prevent egg pecking and feather pecking
- Collect eggs at least 3 times daily to prevent breakage, contamination and egg eating
- Place nests in the darker areas of the house — hens prefer privacy when laying

- Monitor egg quality weekly: size, shape, shell strength, shell colour and yolk colour
- Remove weak, non-laying and poor-laying birds from the flock regularly
- A good laying Kienyeji hen has a bright red comb and wattle — use this as a daily health indicator

4.5 Common Problems & Solutions

Problem	Likely Cause	Solution
Slow early growth	Chilling, poor feed intake or disease	Check brooder temp; verify crop fullness at 24hrs; investigate for coccidiosis
High chick mortality	Dehydration, poor chick quality or disease	Electrolytes on Day 1; source from quality hatchery; vaccinate on schedule
Poor flock uniformity	Overcrowding, inadequate feeder space or disease	Separate small birds; add feeding stations; check for sick birds
Thin or soft egg shells	Calcium deficiency — still on Kienyeji Mash	Transition to Belmill Layers Mash immediately at onset of laying
Low laying rate	Underweight hens, disease or insufficient light	Check body weight targets; extend light to 16hrs; investigate for disease
Egg eating	Boredom, overcrowding or nutritional gap	De-beak; collect eggs more frequently; check protein levels in feed
External parasites	Inadequate parasite control	Dust or spray every 2 weeks; clean litter regularly; treat affected birds

4.6 Best Practices for Profitable Kienyeji Farming

- Feed consistently — avoid running out of feed, which causes growth setbacks that are costly to recover from
- Keep detailed flock records: chick arrival date, weekly weights, feed consumed, egg production, and any health events
- Sell table birds at the right weight for your market — typically 1.2–2.0 kg live weight. Holding birds beyond optimal slaughter weight increases feed cost without improving price
- For dual-purpose flocks, identify your best hens early and retain them as layers; sell lower-performing birds as table birds
- Always practise biosecurity — limit farm visitors, disinfect equipment, and keep the house clean
- Vaccinate against Newcastle Disease at minimum — this single practice prevents the most common and devastating cause of Kienyeji flock loss in Kenya
- Combine BELMILL feeds with free-range foraging where possible — the combination of quality feed and natural foraging delivers the best Kienyeji meat quality and the deepest flavour

5. CONTACT & WHERE TO BUY

Contact Belfast Millers Ltd

Address: 24 Bamburi Road, Nairobi, Kenya
Phone: +254 735 100 499 | +254 708 874820
Email: info@belmill.com
Website: www.belmill.com

Office Hours

- Monday – Friday: 7:00 AM – 1:00 PM | 1:30 PM – 4:00 PM
- Saturday: 8:30 AM – 12:30 PM
- Sunday & Public Holidays: Closed

Nairobi Delivery Schedule

We deliver directly across Nairobi on the following schedule — contact us to place your order:

Day	Areas Covered
Monday	Wangige / Banana / Tigoni / Gachie / Mihango / Utawala / Ruai
Tuesday	Mugaga / Kerwa / Kikuyu / Karen / Kahuho / Kinoo / Gikambura / Kabiria
Wednesday	Thome / Muthaiga / Kahawa West / Thika Road / Githunguri / Kiambu Road / Juja / Ruiru / Kayole / Buruburu / Hurlingham
Thursday	Langata / Ngong / Wangige / Banana
Friday	Isinya / Kitengela / Athi River / Syokimau / Mombasa Road

Deliveries outside Nairobi can be arranged — minimum quantities apply. Contact us for details.

Find a Stockist

BELMILL Kienyeji Feeds are available from authorised stockists across Kenya. Visit www.belmill.com/find-stockists to locate your nearest stockist, or contact us and we will recommend one near you.

BELMILL — Feeding Kenya Since 1971

www.belmill.com | info@belmill.com | +254 735 100 499

© 2025 Belfast Millers Ltd. All Rights Reserved.