



ROFF
MILLING
MACHINES THAT DRIVE SUCCESS

CASE STUDY

Buffalo Millers: Partnering with Roff for success

THE CLIENT: **Buffalo Millers**, Eldoret, Kenya

THE CHALLENGE: Setting up and running a profitable maize mill despite **financial constraints**.

THE APPROACH: Running a small mill to get started, then **upgrading to a Roff R-70 Maize Mill** once business took off. **Expanding to a second R-70 Maize Mill** once further growth was achieved.

THE OUTCOME: Building Buffalo Millers into one of Kenya's finest maize milling operations that produces the **highly popular Mfalme maize meal brand**, as well as various animal feed products. Buffalo Millers has a staff complement exceeding 100.

INTRODUCTION

Evans Killy, Director of Buffalo Millers Limited in Kenya, was exposed to agriculture from a young age. Noticing how hard it was for his father to get a fair price for his produce, the idea of starting his own maize mill took shape.

Once he had completed his studies, Evans teamed up with Roff Milling to enter the maize milling market.

Evans has built Buffalo Millers from the ground up into one of Kenya's and the East African region's biggest maize milling success stories.



THE BUFFALO MILLERS STORY

The youngest of three brothers, Evans was exposed to the agricultural sector from an early age. His father, a mechanic by trade, made a career shift into farming, initially renting land from surrounding areas.

In 1996, the family bought their own farm in Soy, Kenya, where Buffalo Millers Limited is based today.

Evans and his brothers grew up as farm kids, watching and learning along the way. When Evans noticed how his father struggled to get fair prices for his produce, the idea of setting up their own maize mill started taking shape.

After school, he obtained a degree in Mechanical and Plant Engineering, and completed his post-graduate studies. He came across Roff Milling, which built Buffalo Millers its first maize mill within the available budget, and the rest as they say, is history!

Buffalo Millers has continually strived to meet customers' demands through a highly motivated and qualified workforce. High-grade grains are sourced and purchased at a premium to obtain high-quality end products. Mfalme fortified maize meal as well as animal feed products - are produced by Buffalo Millers.



Buffalo Millers is a market-focused, customer-oriented group with a dedicated and hard-working team of well-trained staff – from procurement to flour milling, product development, quality control and sales. This dedication and focus has enabled Evans Killy and his team to leave a positive imprint on the market.



Meticulous quality checks at each stage of the production process.





Buffalo Millers ensures that all aspects of production, from sourcing to processing, meet the highest standards, resulting in a superior product that customers consistently prefer for its quality and delicious taste and texture.

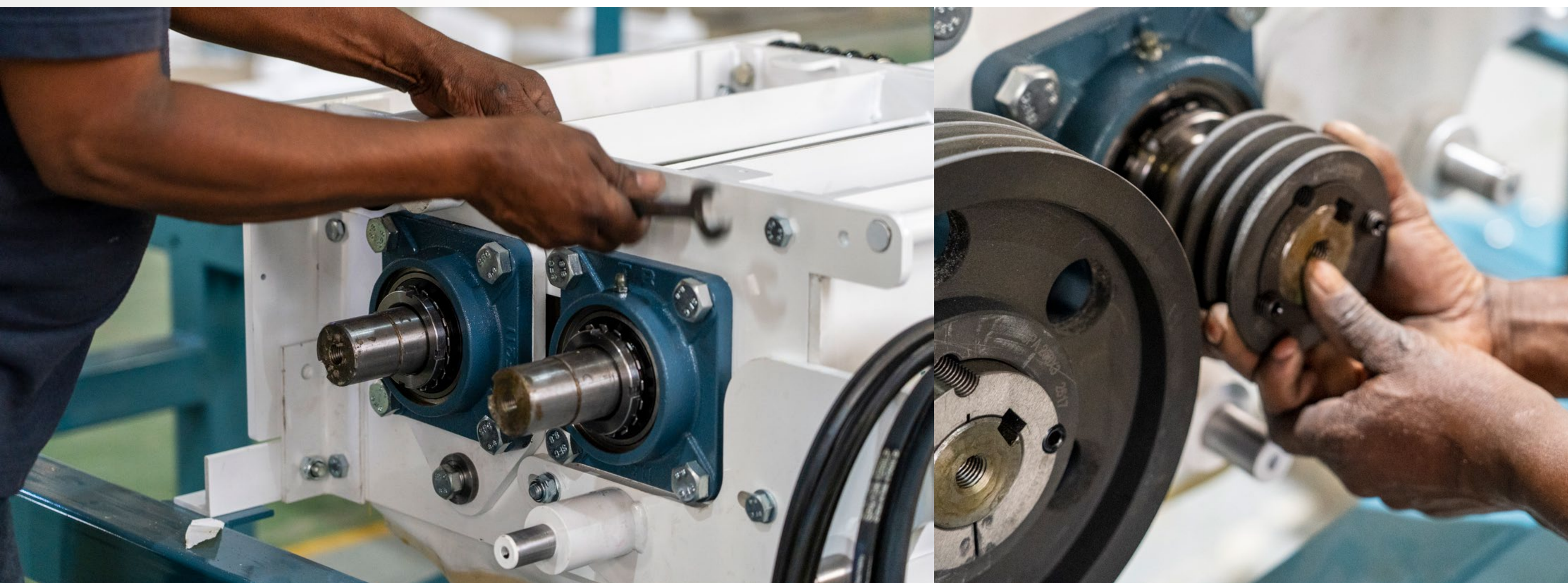


THE CHALLENGE OF GETTING STARTED IN MAIZE MILLING DESPITE FINANCIAL CONSTRAINTS

Starting any new business venture takes research, planning and doing the groundwork, not to mention the necessary start-up capital. With a limited budget at his disposal, Evans began to search for potential suppliers to get him started in maize milling.

WHY BUFFALO MILLERS CHOSE ROFF MILLING

When Evans came across Roff Milling's website, he liked what the company had to offer in terms of maize milling plants and industry experience, and contacted the Roff team in South Africa. A Roff representative visited the Killy farm in Kenya to fully ascertain Evans' business needs, give advice and get the ball rolling to help him fulfil his life-long dream.



**WATCH THE
INSPIRING
SUCCESS VIDEO**

HOW ROFF RESPONDED

Working within Evans' budget, Roff designed a small maize mill to kick-start his business. With four employees, a pick-up truck and a mill with an output of 800kg per hour, Evans set up operations in his father's old workshop.

Today, the business looks a lot different. Following his humble beginnings, **Evans was soon able to invest in a 100-ton Roff R-70 Turnkey Maize Milling Plant, and in 2024, commissioned a second R-70 Mill from Roff!**

With class-leading extraction rates, a small footprint that doesn't require a massive warehouse, and a compact design housed in multi-story frames featuring dust extraction and an offal collection line, the Roff R-70 Maize Mill has taken Buffalo Millers to the next level of profitability.

Says a proud Evans: *“The Roff R-70 is really what gives us our competitive edge in the market.”*



Buffalo Millers was awarded the KMFJ 2024 Cycle, Millers for Nutrition, Champion Award in recognition for their efforts in this area.



THE RESULTS

Currently, Buffalo Millers Limited employs 100 people, of whom 50 are permanent staff members. Their maize meal is regarded as amongst the best in Kenya and is enjoyed by Kenyans from all walks of life.

With maize a staple in the Kenyan diet, Evans Killy and his family are proud of the significant role Buffalo Millers Limited plays in feeding the nation, so they, in turn, can work hard and take the country to greater heights.

Within a short period of time, Buffalo Millers products have grown in popularity and are now a firm favourite in many households. This is due to its quality which consumers have come to appreciate and expect.

Truly a fine example of the African entrepreneurial spirit meeting technology to drive success!



IT'S ABOUT MORE THAN JUST BUSINESS

Buffalo Millers has made a significant impact on the local community, not only through its contribution to the maize milling industry but also by giving back through various initiatives. One standout effort is their **sponsorship of a local soccer team**, through which they provide young athletes with opportunities to showcase their talents and pursue their dreams. This sponsorship has fostered a sense of pride and unity within the community, offering a positive outlet for youth engagement and promoting healthy lifestyles. By supporting local sports, Buffalo Millers demonstrates its commitment to uplifting the community and nurturing future generations.



ROFF.
MILLING

WATCHING YOU
GAIN SUCCESS

CURRENT MILLING CAPACITY

200 tons of
maize per day



CREATE YOUR OWN SUCCESS,
CONTACT US!

You too can be successful in maize milling by partnering
with Roff Milling.

Contact our sales team via email on sales@roffmilling.com
or call us on **+27 56 212 2697**.

Alternatively, [click here](#) to learn more about the Roff R-70
Turnkey Maize Mill.

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