

AGRICULTURAL SOCIETY OF KENYA (A.S.K)  
ANNUAL REPORT & AUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31<sup>ST</sup> DECEMBER 2024

**AUDITORS**

**ERNEST & ASSOCIATES LLP**

Certified Public Accountants (Kenya)  
Haven Court Block B5, Floor No. 2  
Slip Road off-Waiyaki Way, Westlands Nairobi  
P.O Box 21180 -00505,  
Cell Phone: +254 720 369 054 /701 183 166  
E-mail: [info@ernestandassociatesllp.com](mailto:info@ernestandassociatesllp.com)  
WEB: [www.ernestandassociatesllp.com](http://www.ernestandassociatesllp.com)



## CONTENTS

Society Information.....	2
Statement of Corporate Governance And Social Responsibility .....	3
Report of The Council.....	6
Statement of Council's Responsibilities .....	13
Independent Auditor's Report.....	14
Income Statement.....	17
Statement of Financial Position .....	18
Statement of Changes In Equity.....	19
Statement of Cash Flows.....	20
Accounting Policies .....	21
Notes to The Financial Statements.....	25
Tax Computation.....	30



## **SOCIETY INFORMATION**

### **REGISTERED OFFICE AND PRINCIPAL PLACE OF BUSINESS**

Jamhuri Park  
P.O. Box 30176-00100, G.P.O.  
Nairobi

### **BANKERS**

- |   |   |
|---|---|
| a) Kenya Commercial Bank Limited<br>P.O. Box 48400-00100<br>Nairobi                             | b) National Bank of Kenya Ltd<br>P.O. Box 1774<br>Meru                |
| c) Co-operative Bank of Kenya Ltd<br>Dagoretti Corner Branch<br>P. O Box 38665-00100<br>Nairobi | d) Kenya Women Microfinance Bank Ltd<br>P.O Box 4179-00506<br>Nairobi |
| e) Equity Bank Ltd<br>P.O Box 75104-00200<br>Nairobi  |   |

### **INDEPENDENT AUDITORS**

Ernest & Associates LLP  
Certified Public Accountants (Kenya)  
P.O. Box 21180-00505  
Nairobi

### **LAWYERS**

- |   |   |
|---|---|
| a) Lilan & Koech Associates Advocates<br>5 <sup>th</sup> Avenue Office Suites, 5 <sup>th</sup> Ngong Avenue,<br>P.O Box 9766-00100<br>Nairobi | b) George Kithi and Company Advocates<br>Maendeleo House, 4 <sup>th</sup> Floor.<br>P.O Box 2676-00100<br>Nairobi |
| c) Milimo, Muthomi & Company Advocates<br>Agip House, 4 <sup>th</sup> Floor, Haile Salassie Avenue<br>P.O Box 8154-00200<br>Nairobi           |   |

### **INSURANCE BROKERS**

Losagi Insurance Brokers Ltd  
Protection House, 2<sup>nd</sup> Floor, Parliament Road,  
P.O Box 48505-00100  
Nairobi

## STATEMENT OF CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

The Agricultural Society of Kenya successfully executed her planned activities in the financial year under review, reaffirming our commitment to sound governance, stakeholder engagement and social responsibility.

### **Governance and Strategic Initiatives:**

**Show Theme: *“Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth”*.**

In line with our 2024 Shows and Trade Fairs theme, we implemented strategic programs that foster Stakeholder collaboration while ensuring our operations align with the national government and county government priorities.

### **Customer Survey Digitalization**

As part of the envisaged 2025-2029 strategic plan, we plan to transition from print surveys to digital data collection using Microsoft forms, commencing with the Eldoret and Embu shows. This initiative will enhance data accuracy, facilitate informed decision-making and improve customer engagement.

### **Strategic Plan Review**

The 2025-2029 Strategic Plan, developed in the 2024 financial year, will be officially unveiled during the 2025 Eldoret National show. This Plan underscores our commitment to innovation, sustainability and economic growth by prioritizing research, technology adoption, and strategic partnerships to enhance food security, employment and wealth creation.

### **Brand Manual Implementation**

We successfully finalized and rolled out our Brand Manual, standardizing A.S.K's visual identity and communication strategy. This ensures consistency across all platforms while reinforcing our brand philosophy, values and stakeholder engagement.

### **Service Charter Review**

To enhance stakeholder service delivery, we updated our service charter to clearly define our mandate, vision, mission, tagline and core values. The charter will undergo periodic reviews to align with evolving stakeholder needs.

### **Integrated Mixed Land Use Masterplan**

The Society has completed phase One of the Integrated Mixed Land Use Masterplan for Jamhuri Park, Mombasa, Nakuru and Kisumu showgrounds. We have initiated Phase Two, focusing on developing Masterplan briefs for Eldoret, Machakos, Kisii, Embu, Meru, Nyeri



and Kakamega showgrounds. Masterplan Briefs for the remaining showgrounds will be developed in the third phase of this ambitious programme.

The Masterplan envisions investment in multipurpose convention centers, business incubation hubs, aggregation centers, commercial spaces, light inoffensive industries, sport training hubs, hospitality and education centers.

### **Business Continuity and Stakeholder Engagement**

Throughout the year, we reinforced business continuity frameworks and enhanced stakeholder engagement strategies, ensuring resilience and responsiveness to emerging challenges.

### **Marketing Policy**

As an outcome of the reviewed marketing policy, the Society has continued to attract more new exhibitors while retaining existing ones. We have also witnessed a growth in the Show visitor numbers.

### **Membership Growth and Engagement**

A.S.K values her dedicated members and recognizes their vital role in promoting our mission. To strengthen our membership base, we are reviewing our membership policy to enhance stakeholder value, improve engagement, and expand our strategic membership network. Additionally, we are integrating cutting-edge technology through an advanced membership management platform to optimize interactions and service delivery.

### **Driving Digital Transformation**

Recognizing ICT as a key driver of operational efficiency and innovation, A.S.K has prioritized digital transformation through strategic initiatives, including:

- Developing a comprehensive ICT strategy to align technological advancements with the Society's objectives.
- Implementing a robust ICT risk management framework to safeguard digital assets and ensure business continuity.
- Promoting innovative solutions within agriculture and allied sectors to drive sectoral growth.

Integrating emerging technologies, including Artificial Intelligence (AI), to optimize processes and enhance member engagement.

### **Corporate Governance and Social Investment:**

#### **Governance Excellence**

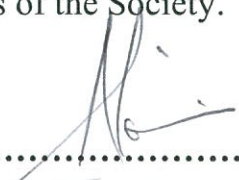
A.S.K upholds the highest standards of corporate governance, ensuring transparency, financial sustainability and stakeholder trust. We remain committed to regulatory compliance to reinforce integrity, accountability and operational efficiency.

### **Corporate Social Responsibility/Investment**

We remain committed to corporate social responsibility/investment initiatives aligned with our service charter. Our focus remains on sustainable community engagement with continuous efforts to refine our social programs for greater impact.

### **Policy Framework Implementation**

We continue to review and implement policy frameworks that drive operational efficiency and service excellence across all levels of the Society.

  
.....

**Mrs. Annabella Kiriinya, EBS**

**National Chairperson.**

**Dated.....27/03/2025**



## REPORT OF THE COUNCIL

The Council submits their report and the audited financial statements for the year ended 31<sup>st</sup> December 2024, which disclose the state of affairs of the Society.

### 1. PRINCIPAL ACTIVITIES

The Society has sixteen branches countrywide and its principal activities are to encourage and assist the agricultural industry including promotion of research and extension services and to hold competitive shows and exhibitions of livestock, agricultural and horticultural products.

### 2. RESULT FOR THE YEAR

The results for the year are shown on page 16.

### 3. ACCUMULATED FUND

The accumulated fund accounts are shown on page 18.

### 4. PATRONS

The honorary patrons are:

#### Patron

H.E. Hon. William Samoei Ruto, PhD., CGH

The President of The Republic of Kenya and Commander in Chief of The Kenya Defense Forces

#### Deputy Patron

H.E Hon. Kithure Kindiki, EGH

The Deputy President of the Republic of Kenya

#### First Vice Patron

Hon. Sen. Mutahi Kagwe E.G.H, Cabinet Secretary,  
Agriculture and Livestock Development

#### County Patrons County Governors

Nairobi, Mombasa, Nakuru,  
Kisumu, Eldoret, Nyeri, Kitale, Meru, Nanyuki, Kisii, Machakos,  
Embu, Kakamega, Kabarnet, Garissa, Migori

#### Vice Patrons

Mr. E.N. Kihara

Mr. R.W. Walukano, MBS OGW,

Hon. Maj. (RTD) M.H. Madoka, EGH

Mrs. Anne Wambaa, MBS

Mr. Duncan Mwangi

Ms. Shuweka Rashid

Mr. Eric Baliat, HSC

Mr. Omurembe Iyadi

Mr. Mohammed Jaffer,

Mr. Ali Islam Ali,  
Mr. J. Kiangoi, OGW  
Eng. David Stower  
Ms. Zipporah Kittony  
Mr. G.K. Nzuva, SS, MBS  
Gen. (Rtd) Augustine Cheruiyot  
Mr. Humphreys Were  
Mr. W.N. Gichuki  
Mr. Benjamin Onkoba

#### **TRUSTEES**

Mr. James R. Njenga  
Hon. Senator Justice Stewart Madzayo  
Mrs. Hellen Kombo  
Mrs. Alice C. Kalya, OGW  
Mr. Benson Kaaria  
Mr. Achiya Echakara  
Mrs. Rhoda Ahonobadha  
Gen. Jeremiah Kianga

#### **5. COUNCIL MEMBERS**

The serving Council Members for the period ended 31<sup>st</sup> December 2024:

##### **(i) National Officials**

**Society Chairman**

Mrs. Annabella Kiriinya, EBS

**Chief Executive**

Mr. Batram M. Muthoka, EBS

**Financial Advisor**

CPA. Jones Kimeu, FCCA

##### **(ii) Branch Officials**

**Nairobi Branch:**

Mr. Joseph Mugo (Chairman)

Mr. Levi Mukhweso

Mr. Teurie Van Helden

Emily B.M Ouya

Mr. David Lewa

Naima Amir

Priscila Ndinda Muia

Florence Nasila

Dr. Alice C. Ruto

**Branch Officials (Continued)**

**Coast Branch;**

Mr. Henry Nyaga (Chairman)

Mr. Samuel Mweu

Ms. Anisa Abdalla

Mr. Salim Suleiman

Mr. Kauli Mwembe

Mr. Ibrahim Washenga

**Nakuru Branch;**

Dr. P. K Migwi (Chairman)

Mr. Peter Muiruri

Mr. Johnson Oguda

Mr. Joseph Maina Miugo

Philisters Kutwa

Dr. Githui Kaba

Miriam Tonui

**Nyanza Branch;**

Mr. George Ong'udi (Chairman)

Rose O. Omondi

Clint Caleb Oguya

Mr. Morris Roche

Mr. Elijah Omollo

Jesca Ouko Oredo

Metabel Opiyo

**Eldoret Branch;**

Mrs. Susan Seron (Chairman)

Mr. Silas K. Maiyo

Ms. Beatrice Kiptalam

Mr. Ben K. Too

Mr. Enock Kimutai Too

Mr. George Okeyo

Jane Maiyo Murrey

**Branch Officials (Continued)**

**Central Kenya;**

Mr. Patrick Karinga Munuhe (Chairman)  
Mr. Job Mwangi Kanyi  
Mr. John Kibira  
Mrs. Margaret W. Macharia  
Mr. Francis Gituanja  
Becky N. Thiga  
Mr. Joseph T. Wagura

**North Rift Kenya;**

Mr. Sammy K. Chepsiror (Chairman)  
Mr. Joseph Kirior  
Mr. Fredrick Kipkemboi Tarus  
Mr. Shem. K.S.Amai  
Dr. Wilson Tonui  
Mr. Benard P. Situma Seme  
Mr. Julius K. Talam

**Northern Kenya;**

Mr. Stanley N'gentu Mwithimbu(Chairman)  
Mr. Nicholas Mwenda  
Mr. Stanley Mukaria Maingi  
Mr. Francis Nkanata  
Mrs. Judith Gichuru  
Nicholas Mwenda  
Mr. Ken Rungu  
Mr. Stephen Marete

**Southern Eastern Kenya;**

Mr. Lawrence Matolo (Chairman)  
Mrs. Elizabeth Titus  
Mr. John Nzala  
Mrs. Lucy Muteti  
Mr. Abubakar Mutunga  
Mr. Francis Mutune

*Agricultural Society of Kenya (A.S.K)*  
*Annual Report & Audited Financial Statements*  
*For the year ended 31st December 2024*

**Mt. Kenya;** Mr. Newton Kabuthia (Chairman)  
Mr. Justus M. Maragara  
Catherine W. Gitonga

**Branch Officials (Continued)**

**Southern Kenya;** Mr. Kefa Onduso (Chairman)  
Mrs. Rose N. Mbaya  
Mr. Julius Bosire,  
Mr. Richard Manyange

**Western Kenya;** Purity Anyanje (Chairman)  
Mr. Kassim K. Ndeche  
Mr. Ludovicus Okitoi  
Mr. Francis Osore

**Eastern Kenya;** Mr. Martin Mutwiri (Chairman)  
Elizabeth Njoki  
Mr. John Mukundi

**Baringo Branch;** Mr. Isaac Chemngorem (Chairman)  
Mary Chepkonga,  
Mr. Silverno Cheptarus

**South Western Kenya** Daniel Kenyatta (Chairman)  
Mr. Joseph Odero

**North-Eastern Kenya** Ambassador Mohamud Ali Saleh  
Mr. Omar Bedhe  
Mr. Abdulahi Jellow

**Chairmen Of Affiliate Units**

Kenya Ploughing Organization	Mr. Richard Aiyabei
Kenya Farmer Editorial Board	Mr. Joseph Mugo
Young Farmers Clubs of Kenya	Mr. Kithinji Koome Joel
Kenya Livestock Breeders Association	Mr. Geoffrey Gicharu

**Ex-Official Council Members**

The Principal Secretary- State Department for Agriculture  
The Principal Secretary- State Department of Livestock Development  
The Principal Secretary- State Department of Cooperatives and MSMEs  
The Principal Secretary- State Department of Fisheries and Blue Economy  
The Agriculture Secretary  
The Director of Veterinary Services  
The Director of Livestock Production  
The Chairman, KENFAP  
The Managing Director, Kenya Railways  
The Lands Secretary  
The Chairman, Kenya Livestock Breeders Association  
The Chairman, Kenya Ploughing Organization  
The Chairman, Young Farmers Clubs of Kenya  
The Chairman, Cups and Classes  
The Chairman, Life Governors  
The Chairman, Kenya Farmer Editorial Board

**Deputy National Chairmen**

Marketing, Publicity, Membership and Outreach  
Resource Mobilization, Partnership and Facilities Development  
Research, Innovation and Technology  
Institutional Capacity Development

**Chairmen and Deputy Chairmen of Sub-Committees**

Chairman of Trustees	
Life Governors	Mr. Charles Muiruri
D/Chairman Life Governors	
Cups and Classes	Mr. Morris Roche

**Independent Auditor**

The Company auditor, Ernest and Associates LLP has expressed its willingness to continue in office in accordance with the Kenyan Companies Act, 2015.

**Statement as to Disclosure to Auditors**

With respect of each of the persons who was a Council at the time this report was approved—

- (a) there is, so far as the person is aware, no relevant audit information of which the company's auditor is unaware; and
- (b) the person has taken all the steps that the person ought to have taken as a Council so as to be aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**By Order of the Council**

  
Sign .....

**Batram M. Muthoka, EBS.**

**Chief Executive Officer/ Secretary**

  
Date ..... 2025



## STATEMENT OF COUNCIL'S RESPONSIBILITIES

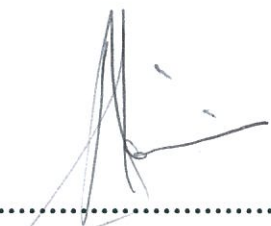
Society's Act and the ASK Constitution and Rules requires the Council to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the Society as at the end of the financial year. It also requires the Council to ensure the Society keep proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Society. They are also responsible for safeguarding the assets of the Society.

The Council accepts responsibility for the annual financial statements, which have been prepared using appropriate accounting policies supported by reasonable and prudent judgments and estimates, in conformity with International Financial Reporting Standards for small and medium sized entities and in the manner required by the Society's Act. The council is of the opinion that the financial statements give a true and fair view of the state of the financial affairs of the Society.

The Council further accepts the responsibility for maintenance of accounting records, which may be relied upon in the preparation of financial statements, as well as adequate systems of internal financial control.

Nothing has come to the attention of the Council to indicate that the Society will not remain a going concern for at least the next twelve months from the date of this statement.

This statement is approved by the Council and is signed on its behalf by:



.....  
**Mrs. Annabella Kiriinya, EBS**  
**NATIONAL CHAIRMAN**



.....  
**Mr. Batram M. Muthoka, EBS.**  
**CHIEF EXECUTIVE OFFICER/ SECRETARY**

Dated..... 27 March 2025



## **INDEPENDENT AUDITOR'S REPORT**

### **To the Shareholders/ Members of Agricultural Society of Kenya (A.S.K)**

#### **Opinion**

We have audited the accompanying financial statements of Agricultural Society of Kenya (A.S.K) set out on pages 16 to 28 which comprise the Statement of Financial Position as at 31<sup>st</sup> December 2024 and the Income Statement, Statement of Changes in Equity and Cash Flows for the year then ended and the notes to the financial statements, which include a summary of significant accounting policies.

In our opinion, the financial statements give a true and fair view of the financial position of Agricultural Society of Kenya (A.S.K) as at 31<sup>st</sup> December 2024, and of its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium Sized Entities and the requirements of the Kenyan Societies Act.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Kenya, and we have fulfilled our ethical responsibilities in accordance with these requirements and the IESBA Code.

We have obtained all the information and explanations that, to the best of our knowledge and belief, are necessary for the purposes of the audit.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Other information**

The Council are responsible for the other information. The other information comprises the information included in the annual report but does not include the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### **Responsibilities of the councils for the financial statements**

The council are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards for Small and Medium Sized Entities and the requirements of the Kenyan Societies Act, 2015 and for such internal control as the Council determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Council are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Council either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

**Independent Auditor's Report (continued)**

**Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Council.
- Conclude on the appropriateness of the Council use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- We communicate with the Council regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Independent Auditor's Report (continued)**

In our opinion the information given in the report of the Council on page 4 is consistent with the financial statements.

- The Society has kept adequate accounting records.
- The financial statements agree with the company's accounting records.
- We have obtained all the information and explanations which to the best of our knowledge and necessary for the purpose of the audit.

The engagement partner responsible for the audit resulting in this independent auditor's report was

*CPA Ernest Muguku Muriu*, Practicing Certificate No. 1584

*Ernest & Associates LLP*

**Ernest & Associates LLP**  
Certified Public Accountants (Kenya)  
Nairobi

*27th March* ..... 2025

*Got*

## INCOME STATEMENT

	NOTES	2024 Kshs '000'	2023 Kshs '000'
<b>INCOME</b>			
Show activities revenue	4(a)	283,683	307,637
Other Income from Branches	4(b)	128,029	117,158
Head office general	4(c)	34,232	30,964
Related units	4(d)	4,483	6,182
		<b>450,427</b>	<b>461,941</b>
<b>EXPENSES</b>			
Show activities expenses		180,895	187,953
Staff expenses	7	138,745	108,053
Administrative expenses	8	150,159	153,764
Promotional expenses	9	8,720	8,992
Related units costs		3,377	4,563
		<b>481,896</b>	<b>463,326</b>
<b>Operating Surplus</b>		<b>(31,469)</b>	<b>(1,384)</b>
Tax income expense		(461)	(848)
<b>Net Surplus/Deficit</b>		<b>(31,930)</b>	<b>(2,232)</b>

**STATEMENT OF FINANCIAL POSITION**

	NOTES	2024 KSHS. '000'	2023 KSHS. '000'
<b>NON- CURRENT ASSETS</b>			
Property, plant and equipment	10	28,506,117	28,523,138
Showground redevelopment master plans	11	6,279	6,279
Intangible assets	12	183	821
		<u>28,512,579</u>	<u>28,530,237</u>
<b>CURRENT ASSETS</b>			
Quoted investments	13	483	277
Inventories	14	-	571
Trade and other receivables	15	117,936	106,986
Cash and cash equivalent	16	67,013	89,831
Withholding Tax		-	896
		<u>185,432</u>	<u>198,561</u>
<b>TOTAL ASSETS</b>		<u><b>28,698,011</b></u>	<u><b>28,728,798</b></u>
<b>ACCUMULATED FUND AND LIABILITIES</b>			
<b>ACCUMULATED FUNDS</b>			
Life governor fund		3,068	2,863
Retained surplus		961,787	996,085
Revaluation reserve		27,708,642	27,708,641
		<u>28,673,496</u>	<u>28,707,589</u>
<b>CURRENT LIABILITIES</b>			
Tax payable		461	848
Trade and other payables	17	24,054	20,360
		<u>24,515</u>	<u>21,208</u>
<b>TOTAL ACCUMULATED FUND AND LIABILITIES</b>		<u><b>28,698,011</b></u>	<u><b>28,728,798</b></u>

The Council Approved the financial statements and were signed on its behalf by:

Sign .....

**Mrs. Annabella Kiriinya, EBS**  
**National Chairman**

Sign .....

**Council Member**

**STATEMENT OF CHANGES IN EQUITY**

	<b>LIFE GOVERNOR KSHS. '000'</b>	<b>RETAINED SURPLUS KSHS. '000'</b>	<b>REVALUATION RESERVE KSHS. '000'</b>	<b>TOTAL FUND KSHS. '000'</b>
At 1 <sup>st</sup> January 2024	2,863	996,085	27,708,641	28,707,589
Life Governor	205	-	-	205
Surplus for the year	-	(31,930)	-	(31,930)
Prior year adjustments		(2,368)		(2,368)
<b>At 31<sup>st</sup> December 2024</b>	<b>3,068</b>	<b>961,787</b>	<b>27,708,641</b>	<b>28,673,496</b>
At 1st January 2023	2,618	998,317	27,708,641	28,709,576
Life Governor	245	-	-	245
Surplus for the year	-	(2,232)	-	(2,232)
<b>At 31st December 2023</b>	<b>2,863</b>	<b>996,085</b>	<b>27,708,641</b>	<b>28,707,589</b>

607

**STATEMENT OF CASH FLOWS**

	2024 KSHS. '000'	2023 KSHS. '000'
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Surplus for the year	(31,930)	(2,232)
<b>Adjustment for:</b>		
Depreciation	51,277	49,916
Prior year adjustment	(2,368)	
Unrealized loss/Gain on shares valuation	206	181
Gain on disposal		-
<b>Surplus before working capital changes</b>	<b>17,185</b>	<b>47,866</b>
(Increase) in trade and other receivables	(20,950)	(19,116)
(Increase)/decrease in inventories	571	236
Increase/(Decrease) in trade and other payables	3,694	3,386
	<b>(16,685)</b>	<b>(15,493)</b>
Withholding Tax	896	28
Tax payable	(387)	
<b>Cash generated from operations</b>	<b>1,009</b>	<b>32,401</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Intangible Assets acquisition	(150)	-
Show ground redevelopment	-	(46,915)
Purchase of assets	(23,879)	(25,385)
<b>Net cash used in investing activities</b>	<b>(24,029)</b>	<b>(72,301)</b>
Movement in Life Governor Fund	205	245
<b>MOVEMENT IN CASH &amp; CASH EQUIVALENTS</b>		
Net increase in cash and cash equivalent	<b>(22,817)</b>	<b>(39,654)</b>
Cash and cash equivalent at beginning of year	89,830	129,485
<b>Cash and cash equivalent at end of year</b>	<b>67,013</b>	<b>89,830</b>

## ACCOUNTING POLICIES

### **1. The principal accounting policies adopted in the preparation of the financial statements are as follows:**

#### **(a) Basis of Preparation and Accounting Policies**

The accounts are prepared on a going concern basis using the historical cost convention and in compliance with International Financial Reporting Standards (SME) issued by the International Accounting Standards Board.

The preparation of financial statements in conformity with IFRS (SME) requires the use of estimates and assumptions. It also requires management to exercise its judgements in the process of applying the society's accounting policies. The areas involving a higher degree of judgment or complexity or where assumptions and estimates are significant are disclosed in the financial statements.

#### **(b) Revenue Recognition**

Revenue is recognized in the period in which it is earned. This comprises of show activities, membership subscriptions, concession fees, interest income and sundry income. Government grants and compensation funds for expenses incurred and for immediate support for lost revenues are credited to the income and expenditure account when received.

#### **(c) Receivables**

Receivables are recognized initially at fair values transacted after full provision for impairment. Trade receivables are made on the basis of normal credit terms and do not bear interest.

Full provision is made for all known bad and doubtful debts which are not collectible. In arriving at the provision all the receivables are aged in accordance with the year in which they arose and the estimated future cash flows discounted at the effective rate of interest. Bad debts are written off when all reasonable steps to recover them have been taken without success.

#### **(d) Inventories**

Consumable stocks are valued at the lower of cost and net realizable value. Cost comprises purchase price and incidental costs. Net realizable value is the estimated selling price in the ordinary course of business. Full write off is made for obsolete, slow moving or otherwise defective stocks.

#### **(e) Property, Plant and Equipment and Depreciation**

Property, plant and equipment is initially recorded at cost and thereafter stated at historical cost or valuation less accumulated depreciation and impairment if any.

Land, buildings and improvements are subsequently shown at market value, based on valuations carried out by external independent valuers, less subsequent accumulated depreciation. Any accumulated depreciation at the date of revaluation is eliminated against the gross carrying amount of the asset, and the net amount is restated to the revalued amount of the asset. Increases in the carrying amount arising on revaluation are credited to a revaluation reserve in accumulated funds. Decreases that offset previous increases of the same asset are charged against the revaluation reserve.

At the end of each financial year, the Society reviews the carrying amounts of its assets to determine whether there is any indication that those assets have suffered an impairment loss. If such indication exists the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss. Where it is not possible to estimate the recoverable amount of an individual asset, the Society estimates the recoverable amount of the cash generating unit to which the asset belongs.



**Accounting Policies (Continued)**

**Property, Plant and Equipment and Depreciation (continued)**

Provision for depreciation on assets of head office and branches is made after year of acquisition or valuation on the straight-line basis to write down the cost of each asset, or the revalued amount, to its residual value over its estimated useful life using the following rates:

<b>(i) Assets of Head office and branches</b>	<b>Rate – per annum</b>
Leasehold land	Nil
Buildings & Improvements	amortized over the remaining duration of lease
Tractor, motor vehicles & bicycles	25%
Plant & machinery	31.33%
Office furniture, fitting & equipment	12.5%
E-ticketing equipment's & software	33.33%

The cost of E-ticketing equipment and software is amortized over the estimated useful life of three years.

Amortization of buildings and improvements has been provided as follows:

Where a lease or grant exist, the cost is divided by the unexpired period of the lease.

Where no grant or lease exists, expenditure is provided in full in the year after acquisition.

Where an extension of the lease exists, the value following the date of extension plus additional costs divided by the un-expired period of the extended lease.

**(ii) Amortization of leasehold land**

The Council is of the opinion that the initial cost of acquisition of leasehold land if any included in buildings and improvements is immaterial to require separate amortization and disclosure as prepaid operating lease rentals in the financial statements.

**(f) Investments**

Quoted investments are stated at fair values using the prevailing market prices while unquoted investments are stated at estimated open market values. The difference between the fair values and their carrying amounts is charged or credited to the income and expenditure account. Provision for impairment of unquoted investments is only made, where in the opinion of the Council there is a permanent diminution in value.

**(g) Retirement Benefit Obligations**

The Society operates a defined contribution staff retirement benefit scheme for its employees. The assets of the scheme are held in a separate trustee administered fund. The scheme is funded by contributions from both the Society and the employees.

The Society's contributions to the defined contribution retirement benefit scheme are charged to the income and expenditure account in the year to which they relate. The Society also contributes to the National Social Security Fund (NSSF) as determined by the local statute.

**Accounting Policies (Continued)**

**(h) Employee Entitlements – Post Employment Obligations**

The estimated monetary liability for employees accrued annual entitlements at the balance sheet date is recognized as an accrued expense. These comprise of gratuity payments due but outstanding at the balance sheet date and provisions for trade union employees' entitlements for completed years of service. The policy of the Society is that leave has to be taken or forfeited where employees opt otherwise. Leave travel allowance is only recognized when incurred.

**(i) Cash and Cash Equivalents**

For the purposes of the cash flow statement cash and cash equivalents comprise of cash in hand, fixed or call deposits and current balances held with banks.

**(j) Foreign Currencies**

Where applicable, assets and liabilities denominated in foreign currency are translated into Kenya Shillings at the rate of exchange ruling at the balance sheet date. Transactions during the year are translated at the rates ruling on the transaction dates. Differences on exchange are dealt with in the income and expenditure account.

**(k) Taxation**

Tax expense represents the aggregate amount included in profit or loss for the period in respect of current tax and deferred tax.

Current tax is the amount of income tax payable or refundable in respect of the taxable profit or loss for the current and prior periods, determined in accordance with the Kenyan Income Tax Act.

A deferred tax asset or liability is recognized for tax recoverable or payable as a result of past transactions or events. Deferred tax arises from differences (known as temporary differences) between the carrying amounts of assets and liabilities in the balance sheet and their corresponding tax bases, and the carry forward of unused tax losses. The tax bases of assets are determined by the consequences of sale of the assets.

Deferred tax is calculated at the tax rates that are expected to apply to the taxable profit (tax loss) of the periods in which the Council expect the deferred tax asset to be realized or the deferred tax liability to be settled, on the basis of tax rates that have been enacted or substantively enacted by the end of the reporting period.

At each reporting date, deferred tax assets are reviewed and adjusted, if necessary, by a valuation allowance, so that the net carrying amount equals the highest amount that is more likely than not to be recovered, based on current or estimated future taxable profit. Any changes to the valuation allowance are recognized in 'tax expense'

**(l) Payables**

Payables are initially recognized at transaction price less transaction costs. Trade payables are obligations on the basis of normal credit terms and do not bear any interest.

Full provision for write back of creditors no longer payable or statute barred are directly credited to the Accumulated Fund as prior year items. In arriving at the provision all the creditors are aged in accordance with the year in which they arose and specific provision for write back is made for all creditors affected. The other payables unaffected are stated at fair values.

**Accounting Policies (Continued)**

**(m) Finance Leases**

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the Society as the lessee. Fixed assets acquired on hire purchase terms are capitalized in the accounts and the finance interest charges element transferred to the income and expenditure account.

**2. Comparatives**

Where necessary, the comparative figures have been adjusted to conform with changes in presentation in the current year.

**3. Judgments and Key Sources of Estimation Uncertainty**

No significant judgements have had to be made by the Council in preparing these financial statements.



## NOTES TO THE FINANCIAL STATEMENTS

	2024 Kshs. '000'	2023 Kshs. '000'
<b>4. SHOW ACTIVITIES INCOME</b>		
<b>4(a) Show activities revenue</b>		
Show Income	283,769	307,637
<b>4(b) Other Income from Branches</b>		
Branch Income	128,029	117,158
<b>4(c) HEAD OFFICE GENERAL INCOME</b>		
Membership fees	13,233	14,544
Gain on Disposal of asset	600	-
Sundry Income	732	352
Interest income	5,536	4,910
forex Gain/Loss	(1,574)	2,028
Fair value loss/gain	206	(179)
Rent income	1,835	1,400
Hire of J/Park Expo Hall	13,664	7,908
	<b>34,232</b>	<b>30,964</b>
<b>4(d) RELATED UNITS</b>		
<b>Income:</b>		
Kenya Farmer Journal	3,216	4,802
Young Farmers Clubs of Kenya	815	572
Kenya Ploughing Organization	451	808
	<b>4,483</b>	<b>6,182</b>
<b>Expenses:</b>		
Kenya Farmer Journal	(1,806)	(1,634)
Young Farmers Clubs of Kenya	(826)	(1,132)
Kenya Ploughing Organization	(744)	(1,795)
	<b>(3,377)</b>	<b>(4,561)</b>
<b>5. SHOW ACTIVITES EXPENSES</b>		
Show Expenses	180,809	187,953
<b>Surplus</b>	<b>1,106</b>	<b>1,621</b>
<b>6. SURPLUS FOR THE YEAR</b>		
<b>This is stated after charging: -</b>		
Depreciation	51,277	49,916
Council expenses	13,238	16,038
Auditors' fees	865	865
	<b>65,380</b>	<b>66,820</b>
<b>And after crediting:</b>		
Interest income	5,536	(4,910)
Unrealized loss on quoted shares & Forex Exchange Gain	(1,368)	(1,849)
	<b>4,168</b>	<b>(6,759)</b>

*Agricultural Society of Kenya (A.S.K)*  
*Annual Report & Audited Financial Statements*  
*For the year ended 31st December 2024*

**Notes to the Financial Statements (Continued)**

	<b>2024</b>	<b>2023</b>
	<b>Kshs.'000'</b>	<b>Kshs.'000'</b>
<b>7. STAFF EXPENSES</b>		
Salaries and related costs	120,090	91,629
Provident fund contributions	10,532	7,186
Medical expenses	4,966	5,265
Staff training/welfare expenses	3,157	3,973
	<b>138,745</b>	<b>108,053</b>
<b>8. ADMINISTRATIVE EXPENSES</b>		
Audit fees	865	865
Bad debts expense	-	-
Bank charges	519	457
Council expenses	13,238	16,038
Depreciation expense	51,277	49,916
Electricity & water	6,402	5,411
Insurance	9,612	9,510
Local & overseas travel	14,496	13,135
Entertainment	2,726	2,427
Legal & professional fees	5,005	7,481
Land rates	1,132	1,132
Printing & stationery	2,606	3,263
Telephone & postages	4,150	4,146
Repairs & maintenance	8,772	9,859
Vehicle running expenses	5,915	5,961
Office expenses	3,872	3,976
Security services	17,182	16,328
Sundry expenses	248	264
Subscriptions & donations	334	396
Software Licences costs	1,571	1,855
Strategic plan costs	237	184
Hire of Equipment	-	1,160
	<b>150,159</b>	<b>153,764</b>
<b>9. PROMOTIONAL EXPENSES</b>		
Membership badges & recruitment	2,861	2,603
Advertising	2,958	3,325
Ploughing competition	1,619	1,521
Young Farmers Clubs of Kenya activities	728	1,174
Corporate social responsibility	344	170
Farmers Training	210	199
	<b>8,720</b>	<b>8,992</b>

*SA*

**10. PROPERTY, PLANT & EQUIPMENT**

2024	Leasehold land KSHS. '000'	Buildings & improvements KSHS. '000'	MV, Tractors & Bicycles KSHS. '000'	Equipment & Machinery KSHS. '000'	Office furniture & fittings KSHS. '000'	Totals
<b>COST AND VALUATION</b>						
As at 1/1/2024	26,527,377	2,210,818	26,324	73,847	52,430	28,890,797
Additions	-	15,537	1,707	4,398	2,237	23,879
Disposals	-	-	(1,130)	-	-	(1,130)
<b>As at 31/12/2024</b>	<b>26,527,377</b>	<b>2,226,355</b>	<b>26,901</b>	<b>78,245</b>	<b>54,667</b>	<b>28,913,546</b>
<b>DEPRECIATION</b>						
As at 1/1/2024	-	239,239	24,927	46,505	47,398	358,069
Charge for the year	-	44,216	1,397	4,004	872	50,489
Disposal	-	-	(1,130)	-	-	(1,130)
<b>As at 31/12/2024</b>	<b>-</b>	<b>283,456</b>	<b>25,194</b>	<b>50,509</b>	<b>48,270</b>	<b>407,429</b>
<b>NET BOOK VALUE</b>						
<b>AS AT 31/12/2024</b>	<b>26,527,377</b>	<b>1,942,900</b>	<b>1,707</b>	<b>27,736</b>	<b>6,397</b>	<b>28,506,117</b>
<b>AS AT 31/12/2023</b>	<b>26,527,377</b>	<b>1,971,579</b>	<b>1,397</b>	<b>17,752</b>	<b>5,032</b>	<b>28,523,138</b>

2024

**Notes to the Financial Statements (Continued)**

**11 SHOW GROUND REDEVELOPMENT**

The amount disclosed in the balance sheet comprise of master plan redevelopment and other capital costs.

	<b>2024</b>	<b>2023</b>
	<b>Ksh'000'</b>	<b>Ksh'000'</b>
Nakuru Master plan	2231	2231
Embu Macademia Project	648	648
Mombasa Master Plan	1600	1600
Kisumu Master Plan	1800	1800
	<u><b>6,279</b></u>	<u><b>6,279</b></u>
<b>12. Intangible Assets</b>		
ERP Software	10,410	8,860
Additions	150	1,550
	<u><b>10,560</b></u>	<u><b>10,410</b></u>
Amortization		
As at		
01/01/2024	9,589	8,317
Charge for the year	788	1,272
As at 31/12	<u><b>10,377</b></u>	<u><b>9,589</b></u>
NBV as at 31/12/2024	<u><b>183</b></u>	<u><b>821</b></u>
<b>13. QUOTED INVESTMENTS</b>		
Quoted Shares at 1.1.2024	277	456
Fair value Loss/ Gain	206	(179)
<b>Quoted Shares at 31.12.2024</b>	<u><b>483</b></u>	<u><b>277</b></u>

*Agricultural Society of Kenya (A.S.K)*  
*Annual Report & Audited Financial Statements*  
*For the year ended 31st December 2024*

**Notes to the Financial Statements (Continued)**

	2024 KSHS. '000'	2023 KSHS. '000'
<b>14. INVENTORIES</b>		
Consumable stores	-	571
	<u>-</u>	<u>571</u>
<b>15. TRADE AND OTHER RECEIVABLES</b>		
Trade debtors	146,348	139,693
Provision for bad Debts (BS)	(50,737)	(52,287)
Staff loans/advances	1,173	366
Sundry deposits	20,597	13,697
VAT Claimable	10	3,876
Prepaid Exp	-	581
Interest receivable	545	1,060
	<u>117,936</u>	<u>106,986</u>
<b>16. CASH AND CASH EQUIVALENT</b>		
Bank current accounts	17,036	22,626
Fixed deposit accounts	40,000	56,473
Mpesa account	2,675	1,616
USD account	1,099	1,015
GBP account	5,177	7,366
Euro account	520	219
Cash in hand	506	516
	<u>67,013</u>	<u>89,831</u>
<b>17. TRADE AND OTHER PAYABLES</b>		
Trade creditors	6,440	6,754
Tenants deposits	14,170	11,305
Advance payments	3,444	2,301
	<u>24,054</u>	<u>20,360</u>

*Lot*