



**KENYA FORESTRY RESEARCH INSTITUTE  
KITUI REGIONAL RESEARCH CENTRE**

**Publications Distribution/Promotional Materials  
Report**

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**2010/2011 Fiscal Year**

## INTRODUCTION

KEFRI being a research institution is very important for every concluded technology/research to be published. This is one way of disseminating information to the stakeholders.

During the 2010/2011 fiscal year we got promotional materials such as calendars.

### Distribution

The distribution of the materials was undertaken through the following avenues.

- Direct mailing to client either through post
- Physical delivery to the stakeholder within the centre

Those within the centre signed for the materials on delivery and those posted were requested to acknowledge the receipt of the same. Bellow is the distribution list for the various materials.

Material	Avenue	Number distributed
<i>Melia volkensii</i> booklets	Field days Open days ASK shows Stakeholder training	600   100
<i>Melia volkensii</i> leaflet	Field days Open days ASK shows Stakeholder training	400   150
Bamboo leaflet	Field days Open days Stakeholder training	150 4 150
Bamboo guideline	ASK Show	15
Aloe guideline	ASK Show	10
Proceedings of the 4 <sup>th</sup> scientific conference	Individual visits	5
Calendars	Distributed to stakeholders	40

Attached are copies of some of the acknowledgement letters and the signed recipient form.