How I started my pasteurized eggs business – Agrirush:

Initially, after conducting her research, she discovered that venturing into the business would require an approximate investment of Kshs. 33 million for setting up the entire process. This initially deterred her from pursuing the idea. However, upon further research, she realized that many of the other processes were unnecessary, and the only essential equipment needed was a pasteurizer. She obtained the pasteurizer and carried out the remaining processes manually, including egg washing, egg breaking, and egg packing.

In order to meet the quality standards and food safety requirements set by the Kenya Bureau of Standards (KEBS), it is crucial to understand and document the entire process from start to finish. This includes ensuring that the eggs are sourced from farmers practicing good husbandry methods and maintaining a processing area that adheres to proper hygiene standards to ensure the safety of the final product.

Pasteurized liquid eggs

Pasteurized liquid eggs have various uses and can directly replace fresh eggs. They are particularly suitable for industrial settings and large restaurants where raw eggs are needed for glazing or creating perfect foam in cocktail mixes. Pasteurized liquid eggs are a relatively new concept in the country and require marketing efforts to educate people about their usage. It is important to communicate that the product has undergone pasteurization, making it safe for raw consumption. These liquid eggs are 100% eggs; the only treatment they undergo is the heat treatment process of pasteurization, followed by cooling. When frozen, they can last up to 15 months, and when refrigerated, they remain viable for 40 days.