



Food and Agriculture
Organization of the
United Nations



Investing in rural people



SUSTAINABLE RURAL POULTRY DEVELOPMENT:

Scaling up successful stories

15 December 2021

Concept note and Agenda

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Background

The poultry sector is emerging very strongly worldwide and in the next decade is expected to increase rapidly, in both developed and least developed countries.

According to the OECD-FAO Agricultural Outlook 2020-2029, by 2029, **poultry is going to account for 50 per cent of the additional meat consumed** because of its significant role in the national diets of several populous developing countries, including China and India.

Investments in poultry industry of Developing Countries, to ensure animal health and develop efficient small livestock value chains, is also a pivotal step in diversifying agricultural activities and increasing economic resilience, reduce food insecurity, ensure regular incomes and improve livelihoods of both women and men of vulnerable groups.

FAO's role in poultry sector development

FAO works to enhance the poultry sector's contribution to the **SDGs** by supporting the transformation of poultry production systems – small and large – in ways that are economically, socially and environmentally sustainable. The Organization plays a **policy advisory and awareness-raising role** and provides technical support, advocacy, information, knowledge and guidance to help produce high quality poultry products, safely, efficiently and responsibly, while improving poor people's livelihoods and meeting consumers' needs.

Within this framework, FAO has integrated **poultry-focused Farmer Field Schools (FFS)** in several of its projects and programmes and has contributed to building the capacity of development stakeholders on the FFS approach for the benefit of **small-scale poultry producers** across developing regions. Through a process of hands-on and participatory learning, the FFS approach contributes to developing the knowledge and skills of small-scale poultry producers helping them to build more efficient and sustainable systems.

IFAD role in small livestock sector

IFAD has a longstanding tradition of investment projects focused on the small livestock sector, since its development is key in advancing **SDG 1**, **SDG 2** and **SDG 5**, as well as mainstreaming IFAD's priority areas, especially gender equality, employment, and environment and climate change.

Successful initiatives have been implemented in Lesotho, Senegal, Venezuela, Asia and the Pacific region. In **Cambodia**, IFAD addressed the **poultry sector** through a very innovative **semi-intensive rural poultry production model** developed in collaboration with **Green Innovet Cam (GIC)**, in the framework of the Accelerating Inclusive Markets for Smallholders (AIMS) project. The model enables poor and landless households to improve their livelihoods and enhance productivity through new

sustainable practices and innovative approaches largely based on capacity-building and technical training activities.

The overall impact of these initiatives resulted in **new opportunities** for strengthening smallholder poultry farming, with a reinforced link between farmers, the private sector, markets and institutions and stronger capacity of economies to ensure regular revenues for local smallholders' farmers even during emergencies when local value chains become disrupted.

The webinar

In line with the UNFSS 2021¹ pledges to ensure food systems transformation and advance gamechanging solutions, the webinar will present innovative rural poultry development models, exploring their possible replication in other countries. From Africa to Asia and the Pacific region and USA, the scope for replicating successful business models represent an interesting opportunity also in the framework of **South-South and Triangular Cooperation**.

High-level institutions, representatives from International Organizations and private sector will come together to exchange about challenges and projections of rural poultry sector and how they can be addressed by scaling up sustainable rural poultry production models. During the webinar an interactive platform will enable the submission of live-polls on relevant topics and inputs from the audience will be analyzed in real-time.

Objectives

- To evaluate global poultry industry projections and challenges with special focus on most vulnerable countries;
- To share successful projects of sustainable poultry production, including biosecurity and poultry health initiatives, notably from Africa and Latin American countries;
- To disseminate Cambodia poultry production model and raise awareness about its innovative approach and possible replications.

Countries:

- Cambodia, Kenya, Zimbabwe, USA

Participants

- FAO-CFI, NSAG
- IFAD
- WB (TBC)
- Private sector
- Other

¹ Food Systems Summit | United Nations

List of speakers

- **Antonio Rota** - Lead Global Technical Specialist, IFAD (*Moderator*)
- **Abisai Nandi** - Founder&CEO Chicken Basket
- **Cody Hopkins** - CEO of Grass Roots Farmers' Cooperative
- **Giacomo de' Besi** - Livestock Development Specialist, FAO (NSPG)
- **John Preissing** - Deputy Director FAO Investment Centre (FAO-CFI)
- **Meas Pyseth, PhD** - Under Secretary of State Ministry of Agriculture, Forestry and Fisheries of Cambodia
- **Narin Oum** - Director, Green Innovet Cam (GIC)
- **Peter Cunningham** - CEO of Hamara and Heartland Foods in Zimbabwe
- **Sakphouseth Meng** - Country Programme Officer, IFAD
- **Thouraya Triki** - Director, Sustainable Production, Markets and Institutions Division, IFAD