

Sustainable Rural Poultry Development: Scaling Up Successful Stories

HIGHLIGHTS

The “Webinar Sustainable Rural Poultry Development: scaling up successful stories” was organized by IFAD and the FAO Investment Centre on 15 December 2021.

The event included the remarkable presence of H.E. Meas Pyseth, Under Secretary of State Ministry of Agriculture, Forestry and Fisheries of Cambodia, the IFAD Country Programme Officer based in Cambodia, Dr. Sakphouseth Meng, the Deputy Director of the FAO-Investment Centre, Mr John Preissing, and private sector representatives.

The purpose of the event was to **present innovative and sustainable business models of poultry production** in order to explore potential opportunities for replication in rural countries by responding to the growing demand for poultry that is foreseen in the coming years.

“Poultry is expected to continue to increase in consumption and production and up to 50% of the increase in meat consumption in the future is coming from poultry and especially from Developing Countries. Against this background we need to ensure a sustainable healthy value chain which provides income to improve the livelihoods of families and ensure resilience to other related shocks that the families may have,” stated Mr Pressing from the FAO IC.

Innovative experiences of rural poultry production have been shared from multiple countries: Cambodia, Zimbabwe, Kenya and the USA.

CAMBODIA EXPERIENCE

The Director of Green Innovet Cam, Narin Oum, illustrated the semi-intensive poultry production model, which is exclusively based on local breeds of birds. This model helps farmers to improve chick **production on a community level**, supporting farmers to approach **poultry production as a household enterprise** rather than a traditional livelihood and subsistence activity.

One of the key factors of the model is the adoption of **biosecurity measures and vaccination**, alongside the separation of day-old chicks from adult birds, in order to prevent the spread of diseases and increase the production of healthy poultry.

An increase in production allows farmers to generate income and access the market with high-quality final products.

The model is also supplemented by a **“learning by doing” training methodology**, coupled with a technical follow-up service to assist smallholder farmers in the initial critical phases of production (Video: <https://bit.ly/3phX3O4>).

KENYA EXPERIENCE

Abisai Nandi, Founder and Director of Chicken Basket enterprise, presented an innovative and comprehensive model of social enterprise whereby poultry farmers are supported throughout the whole value chain of poultry production, from the growing of chickens to the selling of products.

Chicken Basket provides farmers with **feeds and medications** and ensures **24h veterinarian assistance**, free **training on poultry management** and biosafety measures that ensure healthy chick development.

The model is a successful example of a social enterprise pursuing an **inclusive model of business**. Nowadays, the enterprise works with over 5000 farmers to promote inclusiveness (80% of employers are women and 60% youth) and effectively contribute to increasing incomes and improving livelihoods.

ZIMBABWE EXPERIENCE

The successful factor of the Hamara model, presented by the CEO, Peter Cunningham, is the creation of **mother units** where chicks are **produced, vaccinated**, and prepared for **distribution**. Each unit is able to produce 4-6 week old birds in batches of 200 – 1000. This helps poultry farmers in covering technical brooding time, vaccinating chicks and selling any number of birds demanded by customers thus increasing business opportunities for selling at the broader level. Lastly, Hamara brought in the rearing of the **Sasso chicken, a dual-purpose chicken breed** (can be used for both meat and eggs) so that farmers are able to make a profit from selling both products.

USA EXPERIENCE

Rotational pasture of poultry and grouping of small-scale farmers in organized groups are the key factors of the model presented by HEIFER USA and the Grass-Roots Cooperative.

Rotational grazing increases health effects for both the animal and consumers. Moreover, in this model, the grassroots mobile chicks pens are moved continuously, giving the farmer total control over nutrient load management.

The organization of **poultry farmers in cooperative groups** enables farmers to operate within a more efficient value chain and encourages them to take advantage of sharing infrastructure for processing aggregation and distribution as well as provide mutual support.

The model reveals to be crucial to promote distribution services near the customers and to increase the efficiency of the supply chain by tightly clustering producers

(Video: <https://bit.ly/3eeoXEi>)

Each model has brought its own unique attributes to the session but some cross-cutting findings can be marked from these experiences as **key factors for successful replications**:

- The promotion of *cooperative groups of small-scale farmers*;
- The use of *technology to reduce environmental impact* in the production of organic food;
- The organization of *training programmes* on poultry management, biosecurity and economic measures to make small-scale farmers aware and able to manage poultry production effectively. The **Farmers Field School** approach presented by FAO-IC during the webinar is a pivotal example in this regard: it is a non-formal education system that helps farmers in acquiring technical skills in rural poultry management.

Watch full webinar recording: <https://bit.ly/3dYtCtW> 