

# HATCHING HOPE KENYA PROJECT



## Transforming lives through the power of poultry



### Statement by Cargill Animal Nutrition

Cargill and Heifer International share a common interest in promoting affordable, safe and nutritious animal-sourced protein in the diet and for improving livelihoods of smallholder farmers.

At Cargill, we recognise that to make these programmes sustainable for the private sector, they must be ingrained in the business's core strategy. We know

that the solution doesn't end with writing cheques and donating food. It's recognising that these farmers we are working with through the Hatching Hope programme are smart, capable, resourceful entrepreneurs who will go further if they receive the support they need to build sustainable businesses.

With the growing demand for poultry products in Kenya, we believe in the

power of Hatching Hope to position smallholder farmers as key players within the poultry value chain, while alleviating malnutrition through the promotion and consumption of poultry.

As these farmers are connected to markets and meeting local demand, they'll need access to a wide range of goods, services, and animal health and productivity expertise to support their poultry production. That support should come from the experts at Cargill and

Heifer International, who are working alongside these farmers.

Hatching Hope's impact in Kenya is a part of a broader global vision to improve the lives of 100 million people through the production, consumption, and promotion of poultry. Hatching Hope is also currently present in India and Mexico.

**Rene Osorio, Managing Director, Cargill Animal Nutrition Middle East and Africa**

### Statement by Heifer Project International Kenya



Based on the 2019 household census (Government of Kenya, 2020), 57 percent of the farming households in Kenya keep poultry. The sector plays a major role in improving the livelihoods of smallholder farmers and is attractive to most households, as it requires low start-up and maintenance capital.

A recently conducted Gender Analysis Study (2020) by Heifer International under the HHK project indicated that chicken has the potential of promoting gender and youth inclusivity at the household and community level.

Poultry farming provides various opportunities. All members of the household can be engaged in production, particularly women, youth, and the elderly. And because the growth cycle is relatively fast-paced, poultry can deliver quick income opportunities for households across diverse environmental landscapes. Moreover, chicken meat and eggs are an excellent source of nutritional benefits and can rapidly help improve daily diets.

The Hatching Hope project is currently being implemented in the counties of Kisumu, Siaya, Homa Bay, Migori, Uasin Gishu, Nakuru, and Nairobi. During its initial phase of three years, the project targets to improve the livelihoods of 180,000 people through enhanced poultry production, create demand by increasing awareness and education on the benefits of poultry production and consumption to nearly 10 million people, and increase access to products, services, solutions and markets of 27,000 farmers to improve poultry farmers net income and productivity.

Heifer works with communities to help close the living income gap. Living income is the amount of money each person in a household needs per day to live a dignified life. We determine local living income



benchmarks during a project's design stage, taking into account household needs such as a low-cost and nutritious diet, decent housing, other basic needs, and unexpected costs. With support from our teams, project participants build sustainable businesses to close the gap between living incomes and their current actual incomes. Heifer's economic analysis indicates that as a result of creating functional and profitable poultry businesses, HHKs interventions will close 53 percent of the living income gap per family.

Heifer also conducted a Poultry Value Chain Analysis Study to understand the poultry industry in the targeted counties. This study revealed that there is a steady increase in the demand for poultry and poultry products in the seven counties, with the value of poultry produced, marketed, or processed at the farm level being approximately Ksh20,000 (\$187) per household per year.

Across the counties, three production systems were identified: Intensive (commercial broilers and layers), semi-intensive (indigenous and improved hybrids), and free-range systems (indigenous chicken) and a steady growth in uptake

of improved breeds (improved Kienyeji). This is consistent with the country's trend, which indicates that between 2010 to 2018, Kenya's chicken meat production increased from 27,144 metric tons to 30,248 metric tons. The annual poultry meat consumption against supply indicates that the current demand stands at over 33,516 metric tons against the production of 13,067 metric tons, thus recording a deficit of 20,449.6 metric tons. These statistics indicate significant potential for harnessed efforts to fill the gap through sustainable production, eventually increasing incomes of the small-scale farmers who dominate its production and increased supply to the consumers.

The project targets to improve the nutrition of households within the targeted counties through intensified awareness on the health benefits of consuming poultry and eggs. Eggs are a rich source of high-quality protein as they contain all the nine essential amino acids.

A Social Behaviour Change Communication (SBCC) Study conducted by Heifer in 2020 indicates that a majority of the households (73 percent) from the targeted project counties consume eggs produced

from their household farms, while 27 percent, consume eggs purchased from other sources.

Promoting the consumption of poultry meat and eggs alongside other stakeholders such as the national and county governments, education sector, community members, the media, and poultry value chain actors, will raise awareness on economic benefits, preparation and consumption amongst the households and the community at large, resulting in increased protein uptake in the body.

The Hatching Hope project will work closely with small-scale poultry farmers through farmer groups alongside other poultry value chain actors, for collective action through live chicken and eggs aggregation as the key to market access and pull-factor for increased production of poultry products. These interventions will address some of the challenges in the sector that is characterised by low input-low output productivity due to poor access to improved production technologies, limited extension services, finance, quality feeds and improved breeds, leading to low productivity and production, which disincentivises the producers to invest in the sector.

Heifer acknowledges the importance of partnership as we all work towards enhancing production and productivity in the country.

We would like to appreciate the support by the National Government through the National Agricultural and Rural Inclusive Project (NARIGP), Agricultural Sector Development Support Programme (ASDSP), Kenya Climate Smart Agriculture Programme (KCSAP) and the County Governments of Kisumu, Siaya, Homa Bay, Migori, Uasin Gishu, Nakuru and Nairobi, that have prioritised poultry production.

**George Odhiambo, Country Director, Heifer International-Kenya**

For more information visit, our website: [www.HatchingHopeGlobal.com](http://www.HatchingHopeGlobal.com), or contact us on 0717 149 692  
Facebook: @HeiferKenya | Twitter: @HeiferKenya | Website: [www.heifer.org](http://www.heifer.org)

In the fight against COVID-19, farmers are advised to always wear masks and wash hands frequently with soap and water for at least 20 seconds, or use alcohol based sanitiser. In addition, farmers should maintain the recommended distance from the next person, avoid sharing tools and where this cannot be avoided, sanitise the shared tools frequently, and use mobile money as much as possible. Stay at home and isolate if you feel sick. Avoid self-medication and seek medical assistance. Remember, your health is your wealth! Take responsibility. Save lives!