

Abstract

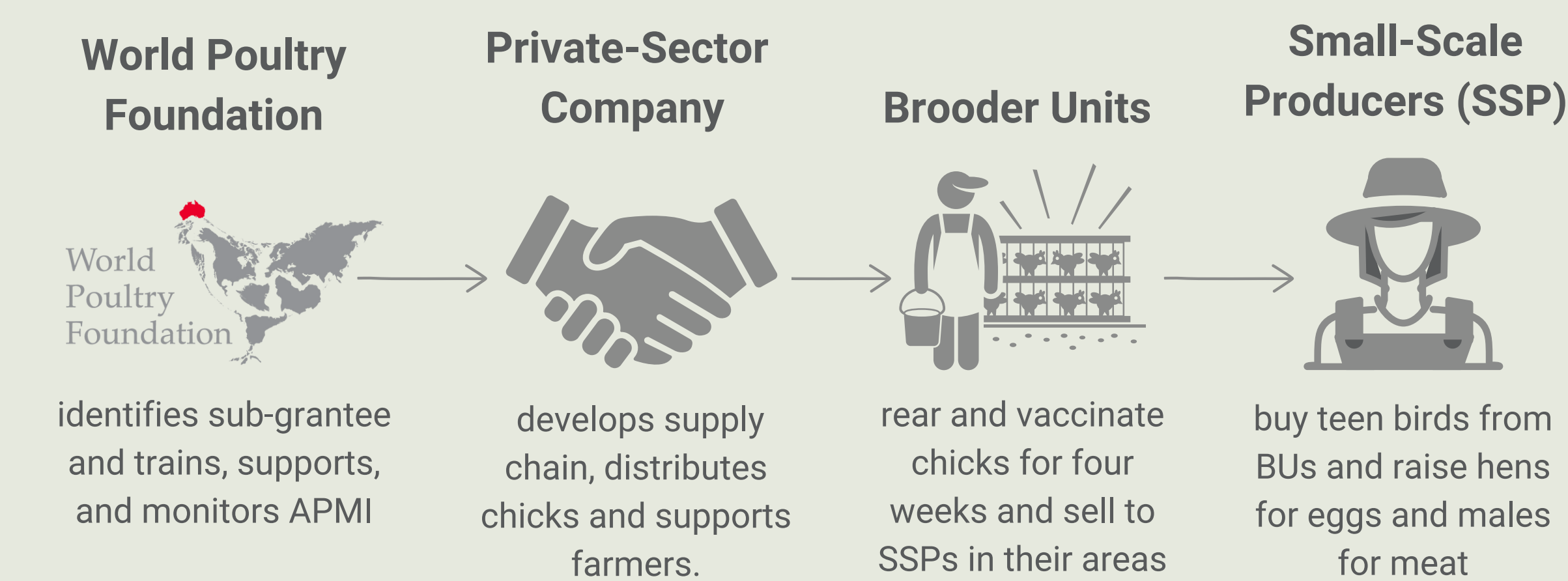
Previous poultry programs have failed to incorporate poultry genetics tailored to the needs of small-scale farmers. The International Livestock Research Institute (ILRI) led the African Chicken Genetic Gains (ACGG) to evaluate the performance of Dual-Purpose (DPP) and tropically adapted breeds across agroecological zones under scavenging conditions and introduce feasible business models. The World Poultry Foundation (WPF) built on this work, partnering with private hatcheries to multiply-delivered at scale DPP to rural households **under the Africa Poultry Multiplication Initiative (APMI)**.

Africa Poultry Multiplication Initiative (APMI)

The APMI is a unique poultry value chain model designed to catalyze a transformation of rural poultry production by helping to scale private sector delivery efforts, with a special focus on productivity and income growth for rural households. The APMI model builds on learnings from ILRI's ACGG research project, working to rapidly scale access to Dual-Purpose Poultry (DPP) across rural areas. By involving private sector, the APMI is self-sustaining, with **each actor in the value chain, company and farmer alike, realizing profit, nutritional improvements, and empowerment benefits.**



APMI Value Chain



APMI Goals

- Increase poultry production and productivity
- Increase rural household income
- Improve household nutrition
- Empower women and youth
- Continuously improve

Tracking in the Field

Data collection and monitoring is core to the success of the APMI program. Accurate, real-time data helps us course correct and amplify our impact. Recognizing the importance of data to improve program implementation and track farmer success, the Bill & Melinda Gates Foundation (BMFG) invested with the WPF in the development of a mobile based monitoring platform through CommCare.

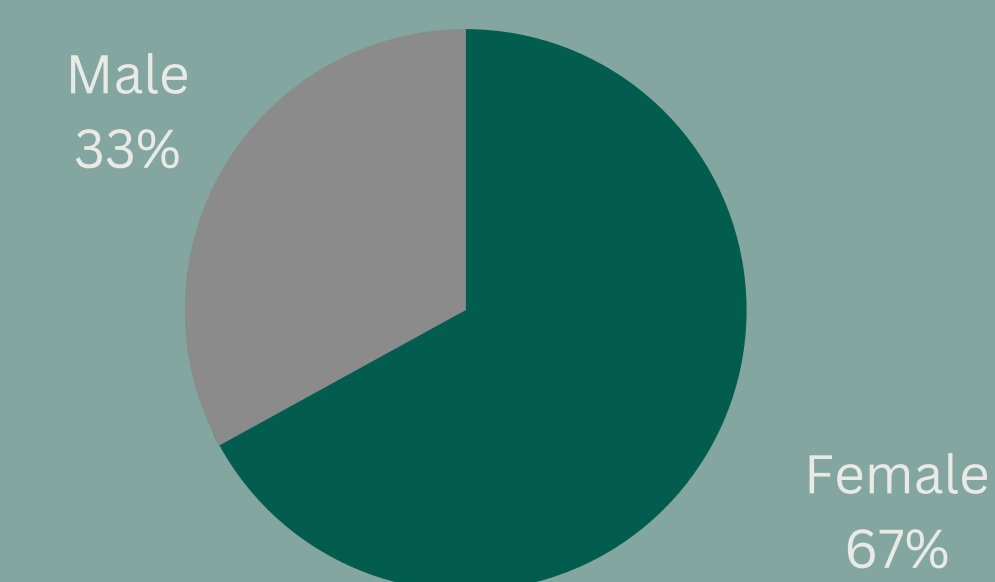
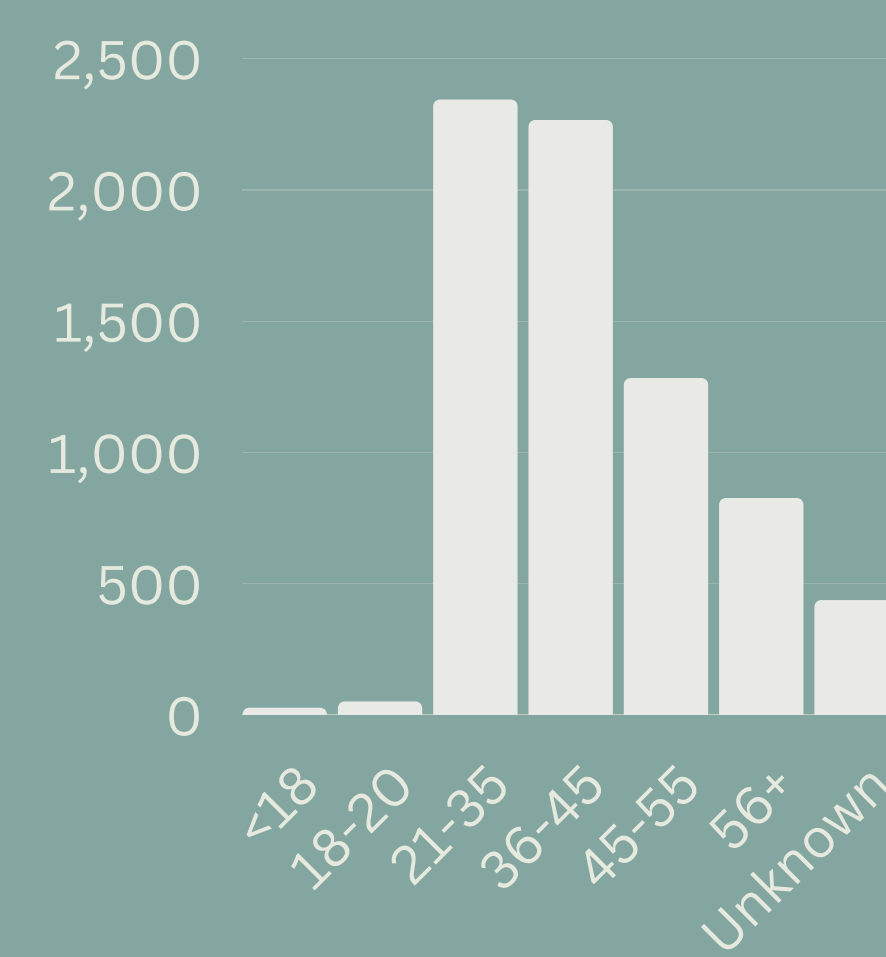
CommCare data collection began in 2021 in Zimbabwe and is now an important part of tracking 4,400 flocks and over 1.5 million birds in seven of WPF's target countries. CommCare data is collected via mobile app by WPF private-sector partners.

Key Findings

Brooder Units (BUs) Success

BUs have an average flocks size between 350 and 500 birds and are primarily female between the ages of 21 and 45.

Through APMI, Brooder Units are earning more per chick and seeing reduced mortality in their flocks.



22% RETURN ON INVESTMENT

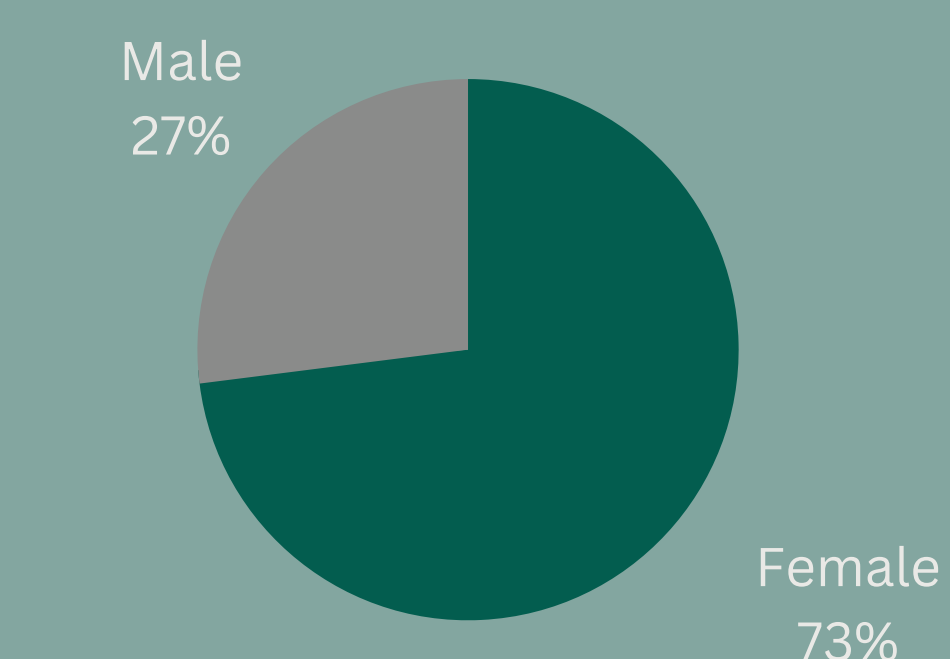
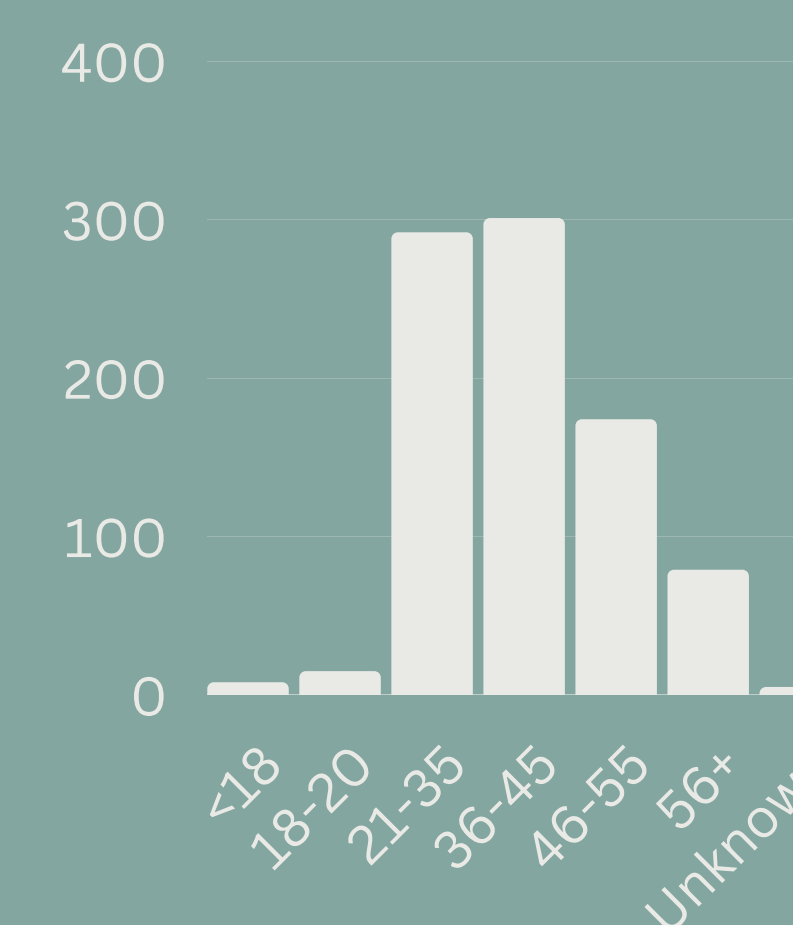
\$1.82 ESTIMATED PROFIT/CHICK

<3% MORTALITY

Small-scale Producers (SSP) Success

SSPs have an average flock size of 20-30 chickens and tend to be female and between the ages of 21 and 45.

Through APMI, SSPs are realizing higher incomes, increased egg consumption and, improved flock productivity.



Increased Income and Nutrition for SSPs

\$5.25 ESTIMATED PROFIT/CHICKEN

\$288 AVERAGE PROFIT

33% EGGS CONSUMED

Increased Poultry Production and Productivity for SSPs

<7% MORTALITY

2-3x EGG PRODUCTION

40% MALE BIRDS SOLD

Training

The APMI program places heavy emphasis on farmer training to encourage proper chicken care, thus **ensuring poultry productivity gains are realized**. As a part of this work, the WPF has developed a range of comprehensive open-source training resources:

- Brooder Unit Training Manual
- Brooder Unit Poultry Training Videos
- Small Scale Producer Training Materials



Current Reach and Future Growth

With support from the Bill & Melinda Gates Foundation (BMGF), the WPF has successfully developed a DPP value chain with private sector partners in Nigeria, Tanzania, and Zimbabwe responsible for the distribution of over 100 million day-old-chicks to rural farmers. Through its work, partners have worked to **establish over five thousand Brooder Unit micro entrepreneurs, and reached an estimated 2.4 million rural households.**

BMGF's catalytic funding has spurred further support for the development of DPP value chains, attracting investments from The Qatar Fund for Development for The Gambia and Sierra Leone, as well as further breed explorations with other DPP suppliers in Zimbabwe and Kenya. This growth is in addition to the continued expansion by partners in Nigeria, Tanzania, and Zimbabwe, who **continue to forecast >20% growth in DPP sales year on year.**