



USOMI Supports farmers throughout their production journey. Photos: USOMI



## LIVELIHOODS & ECONOMIC GROWTH

### KukuNyumbani: commercial smallholder poultry farming beyond subsistence

- Network of village brooders and out grower farmers
- Pre-negotiated contracts to guarantee market
- Planned restocking of village flocks and supplies
- 360° support to farmers, formalizing rural supply chains

#### Context

- Indigenous poultry is highly demanded but suffers low and erratic supply;
- Poultry farmers lack direct links to high paying markets, practice subsistence poultry rearing;
- We seek to improve production potential of indigenous chicken, help farmers link to high paying markets in Kenya

#### Our innovative approach



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#### Results/Impact

- Reduced chick mortalities from 30% to 5%
- Availed high quality F1 tropically adapted improved chicken to 200 farmers
- Provided farmers with guaranteed profits in their poultry business.
- Consistent, predictable non-seasonal supply of chicken to supermarkets and wet markets

#### Future steps

- Expand program from current 20 to 200 brooders by 2024
- Reach 10,000 outgrower farmers, especially women and youth
- Create 1,000 support jobs for the youth in rural villages
- Facilitate emergence of 5 farmer-owned mini feed plants

#### Partners



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