



## Context

- Tropically adapted and better performing chicken breeds require better quality feed to meet their egg and meat production potential
- Farmers, however, are often unable to purchase commercial standard feed because of high prices and limited availability
- It is, therefore, important to source and formulate feed through locally available feed resources
- The mobile feed formulation app enables farmers, extension workers and feed producers to formulate feed using locally available ingredients.

## Our innovative approach

- We use scientific data to match the requirements of chickens at different stages with the nutrition composition of locally available feed ingredients.
- We considered the safe minimum/maximum levels of nutrients to keep chickens safe and healthy and economic feasibility of rations
- We expanded the app to adapt to the existing condition of chickens.



## POVERTY REDUCTION, LIVELIHOODS & JOBS

### Mobile Feed formulation app for smallholder chicken production systems

- Feed accounts for 65-70% of the cost of production.
- Least cost feeds with good quality can best be formulated using feed formulation software that employs linear programming
- Such feed formulation software is only available for commercial feed producers with huge investment
- They are usually expensive and not accessible by smallholder farmers.
- Mobile feed Apps that make use of locally available feed ingredients are needed.



LIVESTOCK GENETICS

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A smallholder farmer provides locally available feed to improved Kuroiler and Sasso birds in Tanzania. Photo TALIRI

## Outcomes

- The app has been translated from English into local languages in Ethiopia, Tanzania and Nigeria
- The app is now available for download by users from mobile app stores.
- Farmers who participated in the African Genetic Gains (ACGG) platform are already using the app.

## Future steps

- The app will be introduced widely to farmers through poultry platforms or poultry forums organized by the ACGG project
- The app will be used by small-scale feed producers to formulate rations in villages where ACGG has been implemented and beyond.

## Partners

ACGG teams in Ethiopia, Nigeria and Tanzania



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