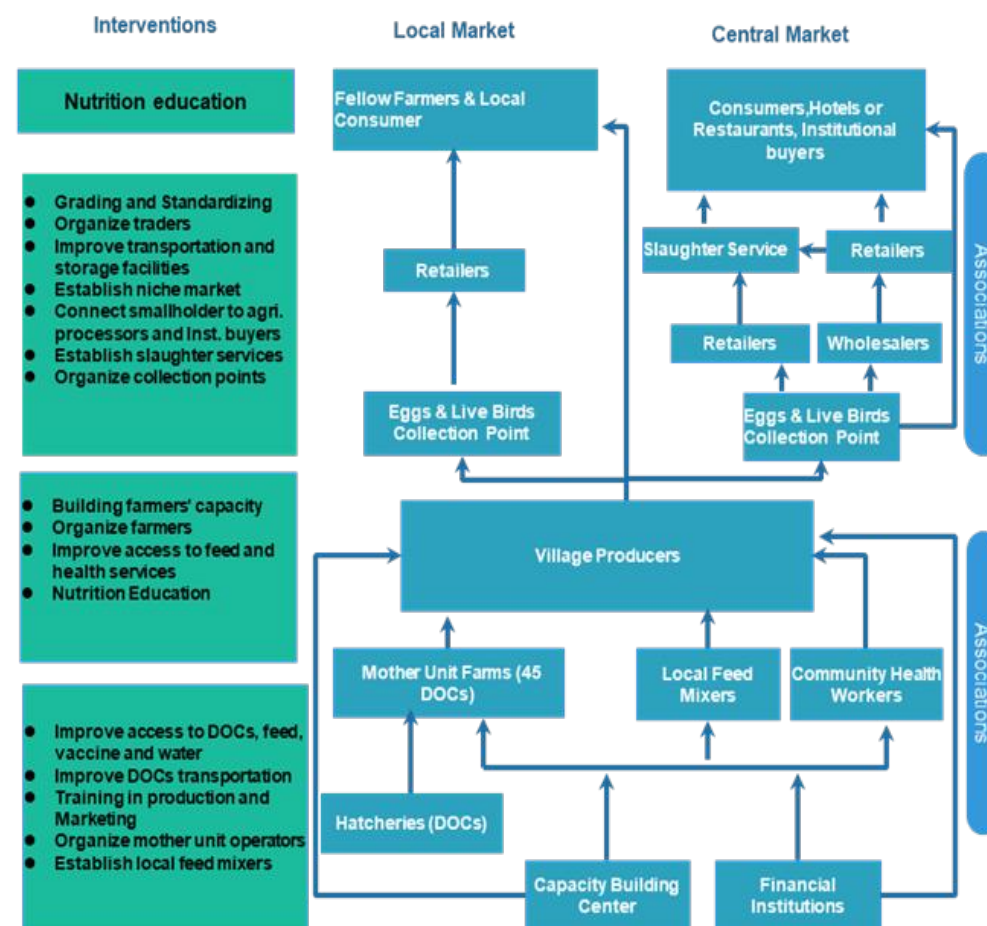
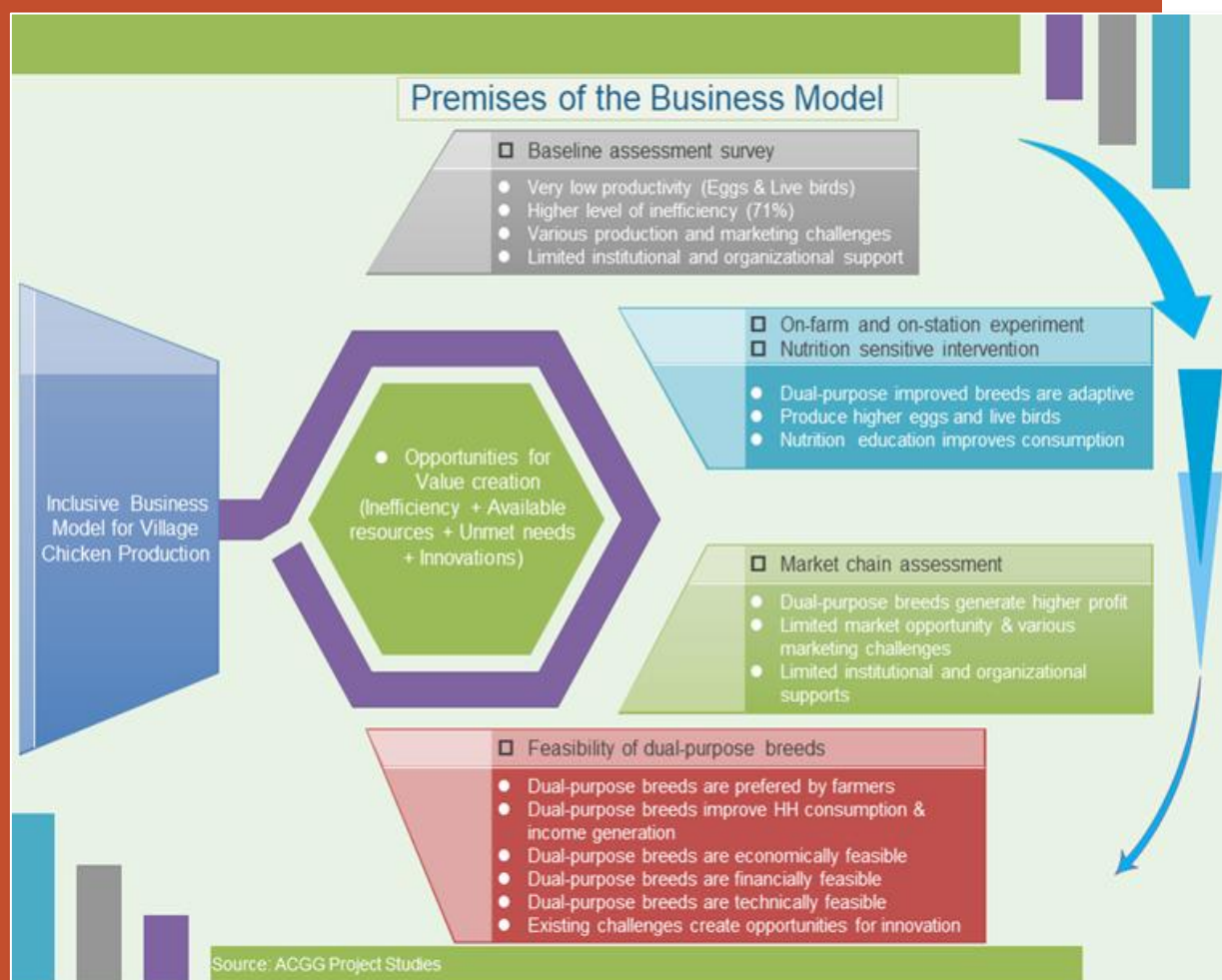




## POVERTY REDUCTION, LIVELIHOODS & JOBS

### Inclusive Business Model for Dual-Purpose Breeds Based Village Chicken Production in SSA

- Despite increasing demand for poultry products, the productivity of village chicken remains very low due to multiple challenges.
- This requires a new business model to address multiple challenges.
- The business model needs to adopt an integrated approach that would improve productivity and enhance marketing opportunities together with job creation in rural areas.



### Our innovative approach

We generated data from multiple studies such as baseline survey, on-farm experiment, RCT on nutrition intervention, and marketing assessments to inform the business model

### Future steps

- Presenting the business model to partners and policy makers
- Prioritizing interventions and sharing with development partners

### Partners:

National Agricultural Research Centers



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LIVESTOCK GENETICS

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