



**ssnup**

Smallholder Safety Net  
Upscaling Programme

## BUILDING CAPACITY AND INCREASING INCOME WITHIN THE POULTRY SECTOR



Africa



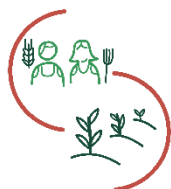
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

Poultry is an inexpensive, high-quality source of protein that is vital to ensuring food security and nutrition among rural populations. The poultry sector, especially in Africa, is a rapidly growing value chain with a high level of involvement of women. Increasing local demand has the potential of driving economic growth in developing countries. However, this growth could be stifled by a supply gap in the targeted project countries which could be resolved by increasing market linkages.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Hatch Africa is a group of companies throughout Africa specialised in the distribution of high-quality, dual-purpose, day-old-chicks (DOC) and feed. Hatch Africa has a network of over 16,000 agents and sold over 45 million DOCs in 2023. The group serves millions of smallholder farmers. Hatch Africa is committed to AgDevCo's Responsible Business Principles and ESG standards and promotes sustainable poultry farming practices amongst its beneficiaries.

### OBJECTIVE OF THE PROJECT

The project aims to build technical and marketing capacity of agents, smallholder farmers and Hatch Africa staff.

The expected results of the project are:

- Improve nutrition and increase access to protein for 83,290 smallholder farmers, of whom 40% are women, across six countries.
- Improve poultry farming practices, financial management and the income of 83,290 smallholder farmers and 9,610 agents across six countries, through basic financial literacy training as part of wider technical poultry farming and marketing training.
- Improve animal welfare across six countries with preparatory training for animal welfare assessments/evaluations.

### IMPACT INVESTOR

**AgDevCo**

### BENEFICIARY ORGANISATION

6 entities of the Hatch Africa group (SMEs) – Rwanda, Uganda, Kenya, Ghana, Côte d'Ivoire, Ethiopia

### TARGET

56,381 smallholder households

### AGRICULTURAL VALUE CHAIN

Poultry

### STARTING DATE

May 2024

### DURATION

24 months

### TOTAL TA BUDGET

€ 1,022,555

Including € 456,711 (45%)  
contribution from SSNUP



SSNUP c/o ADA asbl | 39, rue Glesener | L-1631 Luxembourg  
T. +352 45 68 68 | www.ssnup.org | ssnup@ada-microfinance.lu