



ssnup

Smallholder Safety Net
Upscaling Programme



IMPROVING CAPACITY OF POULTRY FARMERS FOR ENHANCED ECONOMIC RESILIENCE AMONG WOMEN IN KENYA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

The global poultry market grew by 7.6% in 2023 and is expected to continue growing. In Kenya, this is no different with at least 45 million Kenyans frequently consuming chicken. In fact, the UN-Food and Agriculture Organisation (FAO) says 92% of the population frequently eat chicken and the consumption is projected to rise over the next three decades. In order to meet the growing demand, enterprises working in this sector have an opportunity to strengthen the value chain and improve practices.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

The microfinance institution Yehu was established in 1998 as Yehu Enterprise Support Services, as a project of Choice Humanitarian, an international NGO based in the United States. Yehu started its activities by organising women's groups and facilitating their savings in Kwale County, Coast Province of Kenya. The institution targets the rural and socio-economically marginalised entrepreneurs who comprise mainly of women and empowers them through enhanced accessibility to sustainable financial services. The organisation currently has over 30,000 borrowers and 154 staff members of whom 45% are women.

OBJECTIVE OF THE PROJECT

The proposed project aims at improving technical and social capacity of smallholder poultry farmers to increase employment and income among women farmers. Local chicken and broilers are identified as emerging market-oriented commodities that can improve the livelihood of smallholder farmers in Kwale County.

The expected results in the project are:

- Improve sales among at least 500 smallholder poultry farmers by improving quality and quantity of produce.
- Improve gender power among 467 women after participating in gender training.
- Reduce financial risks due to improved financial literacy skills.

IMPACT INVESTOR



BENEFICIARY ORGANISATION
Yehu (MFI) – Kenya

TARGET
500 smallholder households

AGRICULTURAL VALUE CHAIN
Poultry

STARTING DATE
November 2023

DURATION
12 months

TOTAL TA BUDGET
€ 50,093
Including € 36,916 (74%)
contribution from SSNUP

