

How it works?

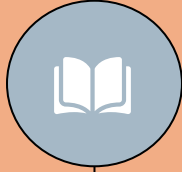
Step 1:



Identify

We work with **rural churches** to identify a least 30 needy/driven families to work with.

Step 2:



Educate and distribute

We **distribute** 3 chickens to these families, teaching our **unique way of raising chickens** and our "**Ikea chicken coop model**", reducing cost by up tp 80%

Step 3:

Capacity building

Community partner will be given training materials and added into a closed community to "handhold" him/her/answer any questions

Re-distribution

After the chickens successfully breed, villagers will commit to helping 1 additional family (minimum) in the community

Step 4:

Business Model

Villagers will rear and breed these chickens. After personal consumption, they can **sell the surplus** back to the community partner with profit sharing



WHAT's so different

What	Common small-scale poultry farm businesses (>500 chickens set up)	Our Chicken Story
Time to set up	1-3 months	Implemented in 1 day
Cost (to make about \$500usd)	Typically about \$1500-\$20000 per family depending on scale	About \$50 per family (exclude programme fee)
Impact	Only the organisation	organisation + villagers
Operational difficulty	Community leader will usually have little time/focus on community work	Leader focuses on distributing and selling chickens.
Risk	High due to bio-risk	Chickens are “split up”, lesser risk

1. Education: training/ chicken distribution to villagers



2. Each family receives training, 3 chickens, nettings.....



3. Guide them to turn it into micro-farm....Months later.....



4. Chicken sales day every end of the month- to sell chicken through community partner with up to 20% profit share



Example: Our Chicken Story @ Dan Koum Village

Impact Summary- Sept 21 to Nov 23

People fed

49

Families fed



About 250 people

Chickens produced

7300%

Increase



In total chickens produced. **Started with about 150 chickens** and we have produced **10950 chickens till date**

Chickens Consumed

>35%

Increase

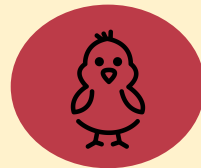


In total chickens consumed per household

Monthly chickens

1000

Chickens



Produced per month since Oct 23



THANK YOU

