

## Project Summary

Under the 11th European Development Fund, the European Union and the Government of Zimbabwe (GoZ) formulated the Zimbabwe Agricultural Growth Programme (ZAGP). In 2018, through a selection process, the Inclusive Poultry Value Chain (IPVC) Proposal was awarded EUR 6 million towards to improving the poultry value chain in Zimbabwe.

The IPVC project is set to run for 3 years from February 2019 to January 2022 and is led by COSPE, supported by the following consortium partners: Cultivating New Frontiers in Agriculture (CNFA), Livestock and Meat Advisory Council (LMAC), Sustainable Agriculture Trust (SAT) and WeltHungerHilfe (WHH).

## Poultry Sector Background

The broiler industry has recorded phenomenal growth since 2009 from 18 million chicks yielding 26,000mt per annum to 91 million chicks yielding 143,000mt in 2018. Two-thirds of the production emanates from small to medium producers (SMPs) mainly supplying independent butcheries and supermarkets in low-income markets. However, even though SMPs have been the key actors of the poultry sector in Zimbabwe, productivity remains sub-optimal, with poor linkages, high costs of transactions and insecure markets.



Similarly, table egg production increased from 14 million dozen in 2009 (less than one egg per capita per month) and peaked at 55 million dozen in 2016 before declining to 36 million dozen in 2018 as a result of the outbreak of Avian Influenza in May 2017. As with broiler meat production, more than half the production is from SMPs. While there is tremendous room to increase production and consumption of table eggs, major constraints include supply of point of lay birds and the centralised marketing of table eggs.

## IPVC Project Objectives

To build on the recent successes of the poultry sector, the IPVC project seeks to promote an "efficient poultry value chain (VC) that contributes to inclusive green economic growth in Zimbabwe". The IPVC will achieve this by addressing key issues of competitiveness, profitability and growth as well as contributing to an inclusive and enabling environment in the poultry sector. The IPVC project will predominantly focus on broiler (meat) and layer (table eggs) production with the primary beneficiaries of the project being established and emerging independent or contracted SMPs.

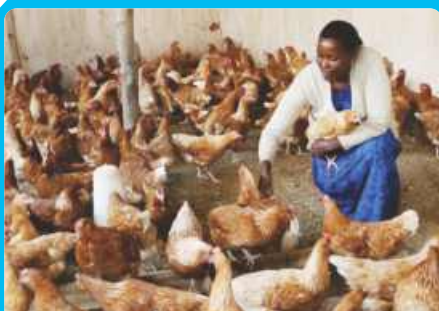
### ORGANISE



At the core of the IPVC intervention is the promotion and support of the organisational development of small to medium sized poultry farmer groups into business associations, co-operatives, out-grower schemes and /or similar formal business structures with the objective of improving:

- Market and Service linkages
- Economies of Scale
- Bargaining Power
- Policy advocacy
- Appropriately structured financial products

### CAPACITATE



In support of the objectives above, the IPVC will work with VC service providers to enhance and develop a comprehensive basket of models and services designed to improve production and reduce costs for SMPs by.

- Improving technical extension systems
- Co-developing, designing and enhancing solutions
- Pilot and support innovative models and services
- Finance facilitation

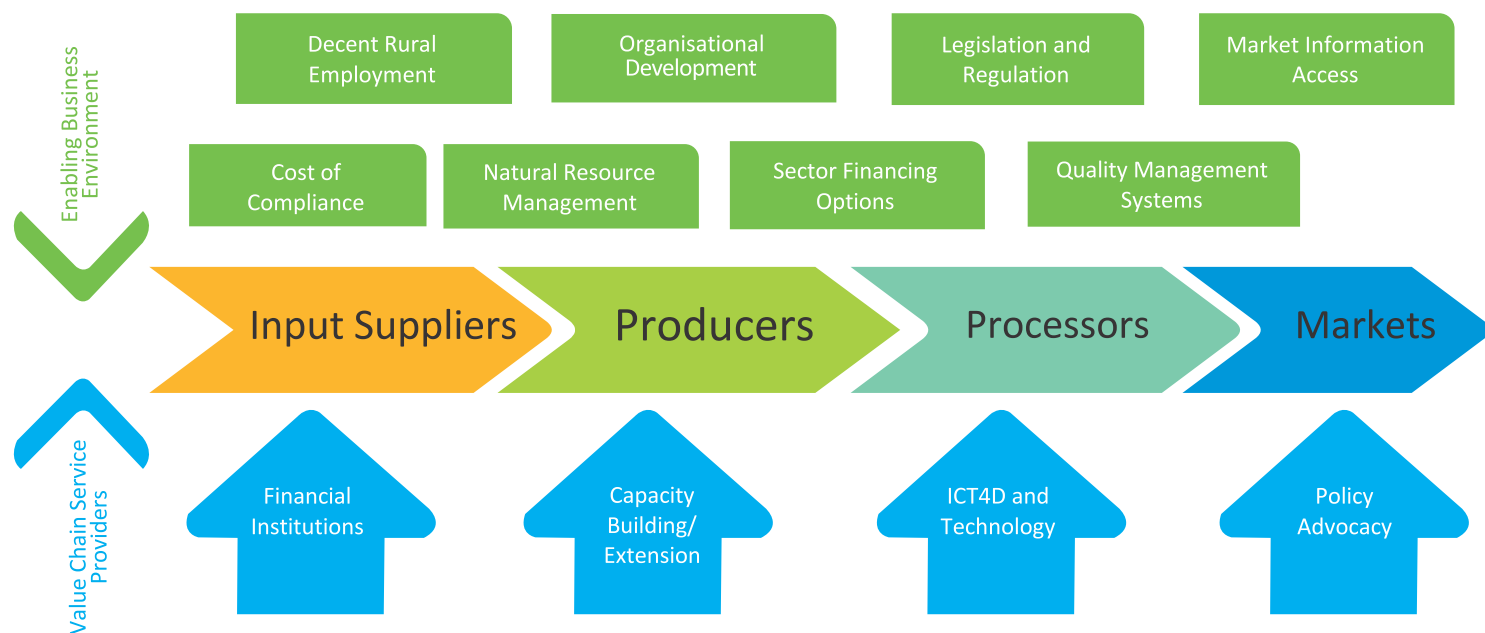
### INTEGRATE



IPVC seeks to develop, document and promote the integration of the following business systems and guiding principles into the poultry VC in support of the economic, social and environmental aspects of the project.

- Quality Management Systems
- Natural Resource Management
- Decent Rural Employment

## Diagram 1: IPVC Poultry Value Chain Interventions



## Project Methodology and Approach

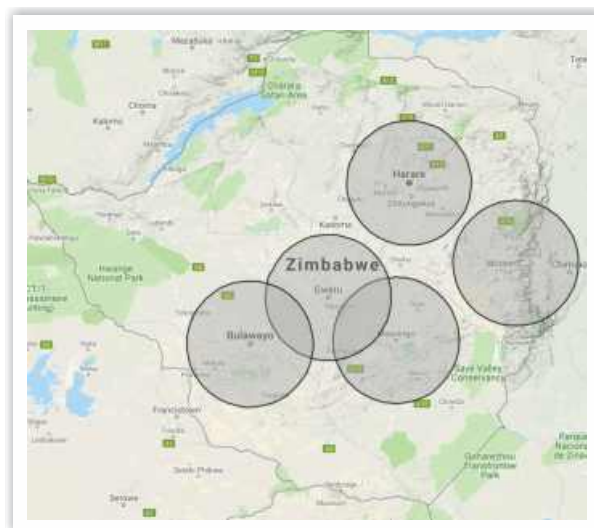
IPVC will conduct analyses to identify, measure and document the performance of the VC and highlight any inefficiencies and challenges, especially those experienced by SMPs.

IPVC will address these challenges by engaging SMPs (Project Beneficiaries), private and public sector actors (potential 'integrators') as well as consultants in the co-development and implementation of practical, needs based, innovative, replicable and sustainable solutions. The inclusive approach towards value chain organisation, capacity building and integration will mitigate against risks of intervention relevance and continuation post project.

Private Sector Integrators may be any company or organisation involved at any node along the poultry value chain which is championing, or interested in championing, innovative business partnerships that are inclusive, transformative, and bankable and have the potential for significantly improving market competition, reducing costs, increasing net incomes and realising positive social impacts of the value chain.

## Geographic Scope

The IPVC partners have identified 5 'clusters' which exhibit high poultry production, for analysis, engagement and implementation of activities. The scope of the project is to work with SMPs and VC actors that operate within a 100km radius of poultry consumer markets in Harare, Mutare, Bulawayo, Gweru and Masvingo.



## IPVC Partners

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