

## PROGRAM DETAILS

1. USOMI will recruit up to 12 farmers (brooders) per county who can raise a minimum of 1,000 birds in 8 weeks in appropriate facilities called mother units.
2. Selected farmers will undergo a one-week training on how to run Mother Units (brooding facilities). The practical hands-on training will be conducted in Tanzania or at an appropriate place in Kenya. This training is a must have because it is residential and will introduce the brooders to important aspects of managing birds in the most critical stage of their lives, 1 – 4 weeks. The training will happen at this uniquely qualified poultry training centre, the only one in East Africa. No training, No chicks.
3. Farmers will be required to have a standard facility with 3 feet of brick/corrugated iron sheet and 5 feet of wire mesh to provide sufficient ventilation. The house should also have proper orientation, with the long side running along the East-West axis, while the open sides facing the North-South axis.
4. Farmers will receive AUTHENTIC F1 birds of Kuroiler, Sasso or Kienyeji breeds.
5. Farmers will have to purchase Poultry feed in advance and must commit to purchase the feed from approved sources. To start off, we will use Fugo feeds from Unga Limited. However, we will seek to find cheaper alternatives that have consistent quality and are fit for purpose.
6. WE will run a 8-week cycle, where 4-weeks involve the brooding period while the other 4 week are needed to complete the vaccination regime. The birds sold will not need any additional vaccination for the rest of the year. The 9<sup>th</sup> week would be facility clean out, disinfection and fumigation as well as resting the facility before re-stocking.
7. Birds will receive all of the required vaccinations before they leave the mother unit. USOMI will facilitate acquisition of vaccines and all vaccination exercises.
8. USOMI will coordinate marketing efforts to ensure that by week 8 buyers are lined up to offtake the birds from the mother units. USOMI will receive a 15% commission as compensation for every bird sold by the farmer. Selling will be done using the USOMI aggregation and marketing platform, USOMI Rubi. In the event that the farmers still makes a sale without using the USOMI Rubi platform, the farmer still is required to submit the 15% commission due to USOMI.
9. A marketing executive will be assigned to each mother unit from the day chicks are stocked to ensure selling happens on time. Additionally, a poultry health assistant will be on hand to provide health management on a weekly basis.
10. A farmer who commits to be part of the program must agree to four rounds of chicken brooding to allow USOMI LTD to recover the monies invested in sending the farmer for

training and costs associated with setting the farmer up with appropriate systems and linkages.

For the program to succeed, certain essential pillars will be put in place.

### **1. Appropriate breeds and brooding infrastructure:**

Most farmers cannot get access to appropriate poultry breeds because there is a scarcity of parent stock for the most popular poultry breeds. Because demand often outstrips supply, most vendors of Day old chicks sell 2nd generation (F2) and 3rd generation (F3) chicks. This reduces the performance of the birds, especially with regards to bird size and egg production.

Most farmers cannot manage well Day-Old Chicks (DOCs). As such, we need serious dedicated farmers (mother units/brooders) to raise day old chicks for 8 weeks. Thereafter, grow out farmers purchase the 8 weeks fully vaccinated birds for raising like any other Kienyeji chicken. These mother units should be strategically placed to allow farmers to get access to vaccinated birds whose chance of survival is greatly enhanced. This will greatly reduce the need for farmers to vaccinate their own birds.

### **2. Markets and market channels**

Of importance to note is that the birds from 4 weeks are expected to be reared as free-range birds. So brooding units have enough areas to allow the birds to roam freely outside the poultry house. One of the biggest challenges for farmers is where to sale their produce at a determined price. Most farmers are distress sellers, which then fetches them low prices. We need to have a consistent and predictable market for poultry. USOMI LTD will have the primary role of ensuring farmers get access to poultry markets across the country in a timely and consistent fashion. This means that farmers must raise the chicken following certain specifications with regard to weight and quality. Farmers and USOMI will nonetheless work together to ensure they tap into their collective networks to sell the birds on time.

Additional information will be made available to farmers who will attend the USOMI inception meeting.

A large, light blue watermark of the USOMI logo is centered on the page. The logo consists of a circular emblem with a stylized bird or figure inside, and the word "Usomi" written in a large, lowercase, sans-serif font below it.

## COSTS

The costs associated with the program are as follows:

<b>SASSO/KUROILER/KIENYEJI BREEDS – 8 wks</b>				
<b>Item</b>	<b>Units</b>	<b>Quantity</b>	<b>Cost (Ksh)</b>	<b>Total Cost</b>
Day Old Chicks (DOCs)	Numbers	1000	100	100,000
Feeds	Crumble	8	3130	25,040
Feeds	Grower	15	2840	42,600
Feeds	Kienyeji Grower	50	1820	91,000
*Vaccination	Numbers	1000	16	16,000
*Vet services & Marketing Costs	Numbers	1000	20	20,000
*Transportation costs	Numbers	1000	20	20,000
				0
Labor	Numbers	2	6000	12,000
Heating Costs	Numbers	1	3000	3,000
<b>Total Costs</b>				<b>329,640</b>
Gross Revenues	Numbers	920	500	<b>460,000</b>
Mortalities	8%	80	0	0
<b>Total Revenues</b>				<b>130,360</b>
<b>Net Revenues</b>	Less USOMI portion <b>Ksh 19554</b>			<b>110,806</b>
<b>Annual Net Revenues</b>	<b>5 cycles in a year</b>			<b>554,030</b>

\*The larger the number of farmers, the lower the transport, vet services and vaccination costs. These should reduce as the network grows.

Farmers can start selling their birds from the 4<sup>th</sup> week. The costs are as follows:

<b>SASSO/KUROILER/KIENYEJI BREEDS – 4 wks</b>				
<b>Item</b>	<b>Units</b>	<b>Quantity</b>	<b>Cost (Ksh)</b>	<b>Total Cost</b>
Day Old Chicks (DOCs)	Numbers	1000	100	100,000
Feeds	Crumble	8	3130	25,040
Feeds	Grower	15	2840	42,600
*Vaccination		1000	10.5	10,500
*Vet services & Marketing Costs	Numbers	1000	13	13,000
*Transportation costs	Numbers	1000	15	15,000
				0
Labor	Numbers	1	6000	6,000
Heating Costs	Numbers	1	3000	3,000
Total Costs				<b>215,140</b>
Gross Revenues	Numbers	950	300	285,000
Mortalities	5%	50	0	0
<b>Total Revenues</b>				<b>69,860</b>
<b>Net Revenues</b>	Less USOMI portion Ksh 10,029			<b>59,381</b>
<b>Annual Net Revenues</b>	9 cycles in a year			<b>534,429</b>

We prefer an 8-week brooding period and that is what will be the standard program so that other farmers buying the birds don't have to worry about vaccinations. For more information, contact the following:

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