BMGF POULTRY RECOVERY PROGRAM
POULTRY DEVELOPMENT FOR RESETTLEMENT (PDR)  
Borno State

Start Date: November 2017  
End Date: October 2020
Goal: Revitalize poultry livelihoods and markets in Nigeria’s Borno State

The program benefits the population of Borno State in three key ways:

First, by revitalizing the poultry market through the introduction of affordable, hybrid chickens.

Second, by providing vulnerable households with the means to engage in a safe income generating activity (poultry rearing).

Third, by providing households with access to a nutritious source of protein in the form of chicken and eggs, and thereby improve their nutritional status.
Program Target

PDR program targets 1,600 vulnerable returnee households with a priority focus on female-headed households as well as Associations, groups, individuals, and/or small business poultry farmers selected to be Mother Units.
The program will set up Mother Units producing hybrid chickens and provide vulnerable households with the means to acquire chickens for egg-laying and further poultry rearing.

To assist with the set-up and training of Mother Units, Mercy Corps partnered with AMO Farm who were tasked with providing the drugs (vaccines) and feed needed for the Mother Units to rear the day-old chicks.

Upon the chicks reaching 5 weeks, they will be transferred to Small Holder Poultry Farmers using a voucher modality.

The households will then rear the chickens to a size where they can be used for egg-laying or meat (for internal household consumption or for sale).

Cost share formation of VSLA at least 2 per community.

Throughout the program, Mercy Corps will explore ways to include the livestock extension services of Borno State, as well as to find creative ways of collaborating with other market actors to scale up the intervention and ensure its sustainability.
Why Noiler Chick?

• Noiler is a **dual purpose breed** (Eggs and Meat) of chicken developed by Amo Farm Sieberer Hatchery Limited for Small Holder Farmers.

**UNIQUE CHARACTERISTICS**

• Hardy and High resistance to common diseases.
• Heat tolerance and Low input – (Feed cost, Shelter, Labour).
• Nutritional security and Higher yield than native chicken
• Needs less brooding efforts.
• Less fat and tasty meat.
• Free ranging.
Program Location And Approach

- Maiduguri
- Dikwa
- Biu
- Gwoza
- Damboa

The program will use Market Systems Development Approach to support the poultry market to function better on its own in Borno state. To that note, the program was piloted in Biu and Maiduguri.
Market systems development (MSD) is an approach to poverty reduction that facilitates the development of market systems which enable target vulnerable populations to access the goods, services, and support they need to increase incomes and reduce poverty.
MARKET SYSTEMS CHANGE: WHAT’S DIFFERENT ABOUT MSD?

Direct Delivery

What problems do people/firms have?

How can we help to solve these?

Market Systems Development

What problems do people/firms have?

Why isn’t their market environment providing solutions to these?

... How can we work with market actors to make the market system work better for the poor
Program Achievements

Mercy Corps sub-contracted AMO Farm.

Main responsibilities of AMO:
• Supported in technical selection of the Mother unit
• Supported with the set-up and training of Mother Units on poultry management.
• Supplied to Mother Unit Day Old Chicks (DOCs)- Noiler breed, vaccinated and treated with antibiotics and vitamins prior to delivery
• Provided the vaccines and feed needed for the Mother Units to rear the day-old chicks to 5 weeks.
• Monitored DOCs until 5 weeks
Program Achievements Cont..

Mother Unit Engagement
Using the MSD approach and context consideration, the program designed 2 models to be used.

**Model 1:** Cost share 50% with the Mother Unit on Upgrading of the brooding house, DOC, Feeds and Vaccines.

**Model 2:** Mother unit to 100% upgrade brooding house, purchase DOC, Feeds and Vaccines.

A total of 6 Mother unit were selected:

4 in Biu (One with capacity on 2000 chicks and 3 with the capacity of 1000 each) totaling to 5000

2 in Maduguri (1 with the capacity of 4,000 chicks and the other with 1000 chicks capacity) totaling to 5000
Program Achievements Cont..
Mercy Corps Support Vs Mother Unit Investment

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<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>% OF Mus INVESTMENT</td>
<td>72%</td>
</tr>
<tr>
<td>% OF MC SUPPORT</td>
<td>28%</td>
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Program Achievements Cont..

Noiler Chicken Supply to Small Holder Poultry Farmers (SHPF)

Using the MSD approach, Mercy corps provided smart and targeted subsidies to SHPF

The following methods were used:

- Mercy Corps linked registered and selected SHPF to Amo farm.

- Amo farm (Mercy corps behind the seen) introduce a promo of buy one chick and get one for free at the market price of N500 accompanied with 25kg of feed for small holder farmer buying up to 10 chickens and 12.5kg for those buying up to 5. Also a free training on poultry management and nutritional tips.
For sustainability, the promo made SHPF buy chickens for rearing rather than getting for free.

A cap was set for minimum of 5 and maximum of 10 using a voucher modality.

The households will then rear the chickens to a size where they can be used for egg-laying or meat (for internal household consumption or for sale).
## SHPF who benefited

<table>
<thead>
<tr>
<th>Location</th>
<th>Segregated data by sex</th>
<th>Total # of supported SHPF</th>
<th>Average age</th>
<th>Total # of Noiler Pullet Supplied</th>
<th>Number of bag of Feed Supplied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maiduguri</td>
<td>3</td>
<td>250</td>
<td>253</td>
<td>38</td>
<td>4880</td>
</tr>
<tr>
<td>Biu</td>
<td>107</td>
<td>130</td>
<td>237</td>
<td>36</td>
<td>4740</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>380</td>
<td>490</td>
<td>9,620</td>
<td>481</td>
</tr>
</tbody>
</table>
Market Reaction

SHPF

- More chicks required by small holder farmers

- SHPF who are not registered by MC purchased Noiler chicken

Biu – 72 SHPF
Maiduguri – 71 SHPF

Mother Units

- Mother Units printed a sales receipt with their farm names on it

- Mother unit continued their 2nd cycle without MC

- Using the Chicks droppings as a source of additional income
Behavioral Change

From a Mother unit: “As a result of this program, I was able to have a direct contact with Amo farm something very difficult on a normal ground and this added a huge success to my business, my farm is now registered and I also understand and know the importance of using receipt in my business.

I am moving for second cycle without mercy corps………. Nagode sosai”

A Small Holder Poultry farmer: “I will use my money to buy this Noiler even if AMO farm are not doing promo”
AMO Farm, SHPF and MC team verifying number of chicks
Next Steps

• Organize a learning session to document lessons learn and plan on how to scale up to locations with different context form the pilot.

• Periodic Monitoring

• Continued program in Biu and Maiduguri

• Scale up to Dikwa
  Gwoza
  Damboa
Thank you!