

USGC Helps Tanzanian Egg Producer Develop Market for Product Transcript

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[Transcript begins 00.00.06]

Narrator: In 2014, the U.S. Grains Council launched a new program in Tanzania designed to improve commercial poultry production. The project will provide a quality protein source for the growing middle class in Tanzania and across the region. In the long-run, expanded poultry production in this feed-deficient region may create a new market for coarse grains exports. The project is funded by a four-year Food for Progress grant from the U.S. Department of Agriculture. Neema Minja is a small Tanzanian poultry farmer who has been working with the USGC consultant. She currently keeps 1700 layers and has already seen a great improvement in her flock.

NM: They taught us different things like how to treat water for these layers, how to give them food, about timing, they tend to give them food and about egg collections; a lot of things.

Narrator: In Tanzania, it is often difficult for producers to find new markets. Neema was also experiencing difficulty finding a market for her eggs. The Council stepped in to help. A local USGC consultant, Bonnie, helped connect Nema with local supermarkets where she now sells her branded eggs. She went through a lot of hard work to establish her brand logo, get a barcode and source her plastic containers all the way from Kenya so her eggs could be sold to consumers.

NM: I started designing the label and finding the barcodes, then I go to supermarkets with they need these documents. They tell you they will call you later and they give you order.

Narrator: Nema has faced other challenges along the way. One of the first big issues to overcome was lack of financing, which is a serious impediment for many farmers in Tanzania.

NM: So, the problem is only the capital, and when you go to all those banks and institutions, they are telling you, well, you need 12 chickens ready, like the ones you are producing. So, if you take their loans they only give you, they don't even give you a grace period, say at least six months, so that you can keep those layers. Yes, that's production. We have to start to pay. They do not want that.

Narrator: In addition, Nema has experienced problems with theft. To prevent this in the future, she plans to install cameras and put birds into cages so they can be closely monitored. This will also reduce stress on the chickens. In tackling these problems, Nema has shown that she is a true entrepreneur. She's working not just to expand the size of her farm, but also to diversify her product lines to include value-added products, like baked goods or egg powder.

NM: I make plans to expand to a lot of chicken; five thousand chicks. Then I am expecting also to start my, to add value of my product. Instead of adding value only on this available, producing other products from eggs.

Narrator: This month, we will travel to South Africa for USGC training program to get perspective on even more advanced form production techniques.

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