



**Kukua na Kuku,  
Growing with Chicken**



## PARTICIPATING COMPANIES



## PARTNER ORGANISATIONS



Kingdom of the Netherlands



## COORDINATOR



## ABOUT NABC

NABC is the main Africa-focused business community in the Benelux. Our network consists of more than 250 diversified and engaged members; a wide community of African and Dutch Ambassadors, sector associations, Chambers of Commerce, Investment Promotion Agencies and over 10'000 Africa focused business contacts.

NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment. We aim to inform and connect businesses with Africa's opportunities and enable our community to make confident business decisions and succeed in Africa.

# INTRODUCTION

Kukua Na Kuku is a poultry sector programme in Tanzania that aims to bolster production capacity of local producers, by means of providing access to Dutch-sourced equipment and advanced poultry husbandry practices, and facilitate market penetration for Dutch poultry companies.

Tanzania is endowed with abundant natural resources, making it ideal for a thriving poultry industry as the country boasts 38.5 million local chickens, 40.6 million layers and broilers and a growing population of dual-purpose chickens. However, due to underdeveloped production and technologies as well as, limited, consistent supply of quality poultry products, growth remains stagnant. At the same time Tanzania's population growth and growing middle class has led to an increase in demand for animal protein and poultry products. The potential of the poultry sector in Tanzania therefore has remained untapped which opens opportunities for investments to revamp the sector and related industries. With this in mind, Kukua na Kuku, a three year programme between Tanzania and the Netherlands was set up to unlock this potential in the poultry sector.

## Why Kukua na Kuku?

Tanzania and the Netherlands are important trade partners and maintain a valuable partnership towards a sustainable food sector. The poultry sector in the Netherlands is founded on family businesses and corporations who have been seeking long-term solutions for centuries. Dutch farmers are entrepreneurs. Innovation and highly-efficient production, in combination with working in partnerships with companies, knowledge institutes and government organizations, has made the Netherlands a global leader in this sector. With this knowledge and experience, the Dutch partners contribute to the creation of a competitive and profitable poultry sector in Tanzania.

Kukua na Kuku is implemented by a cluster of Dutch companies that cooperates with Tanzanian poultry farmers to increase their productivity, to create more efficiency, and to improve the quality of their produce. We believe that by investing in the entire value chain the sector will be unlocking its full potential and, in turn, will catalyze the growth of demand for good quality poultry products. By learning from the cluster's agricultural expertise and experience, we aimed to improve farm management, animal health, marketing and ensure the availability of quality feed and suitable equipment. First, by investing in the future through the set up of a training facility and demonstration farm, which allowed a transfer of knowledge and expertise throughout the entire value chain. Furthermore, the educational skills of the trainees, who received training, are developed by further dissemination of acquired knowledge directly to the poultry farmers.

Throughout the period of implementation, the KnK Impact Cluster has achieved significant results in Tanzania in relation to programme exposure, outcomes for farmers and outcomes for Dutch partners. Ultimately, the KnK Programme allowed for the improvement of the Tanzanian poultry sector enabling environment by linking poultry companies with farmers, veterinarians, SMEs, poultry associations, and government institutions.

# KUKUA NA KUKU PROGRAMME OUTCOMES

Improving production knowledge and reliable access to affordable good quality inputs were the main objectives addressed in the programme. Capacity building and training through knowledge transfer has been undertaken, two demonstration farms, one for layers and one for broilers have been built with high-end and efficient equipment. Also a sector wide campaign to promote production and consumption of poultry products has contributed to a more competitive and thriving poultry sector in Tanzania.

## PROGRAMME EXPOSURE

**11** articles and brochures published in Tanzania and the Netherlands.

**18** videos produced and broadcasted.

**40k+** people have been reached by through social media posts across 3 platforms on a yearly basis.

Visible design and marketing of Kilacha Agriculture and Livestock Training Institute as center of excellence in poultry production.

## PROGRAMME OUTCOME AND IMPACT

**2** demonstration farms were built, one for layers and one for broilers, with highly efficient equipment at the Kilacha Agriculture and Livestock Training Center.

**18** trainees graduated from the Training of Trainers at Kilacha Agriculture and Livestock Training Center.

Improved curricula on poultry production in Tanzania and official accreditation.

**2** complete training manuals have been developed, one for broilers and one for layers.

## OUTCOMES FOR TANZANIAN FARMERS

**784** farmers have been reached by the KnK training over 3 years, 479 of which were females and 305 males. Their awareness was raised in all areas of poultry production, including rearing layers, production of broilers, food safety, professional slaughtering and feed formulation.

**35** trainees have been reached by the KnK training of trainers program. Their knowledge has been increased on brooding rearing management, brooding broilers including housing, climate control, biosecurity, poultry health, farm recording and market.

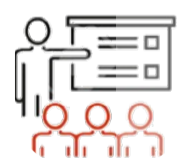
**32** veterinarians have increased knowledge in recognition, diagnosis, treatment and prevention in the most common poultry diseases.

## OUTCOMES FOR THE DUTCH PRIVATE SECTOR



**1**

official opening and closing event organised at Kilacha Agriculture and Livestock Training Center attended by farmers, trainers, partners and stakeholders.



**15+**

companies in Tanzania reached through Royal GD Animal Health knowledge and training.



**5**

business linkages established.



Marketing and promotion for Dutch technology and knowledge through visibility at Kilacha Agriculture and Livestock Training Center.

# PROGRAMME TIMELINE



4

**May 2019**

Official Launch of the KnK Impact Cluster combined with company workshops and stakeholder visits.

5

6

**December 2019**

First Training of Trainers on management issues for broilers and layers and general poultry health.

9

10

**July 2020**

Input KnK Cluster on Poultry Study and Investment Guide in Tanzania

11

12

**November 2020**

Finalization layer demonstration farm and Online Training of Trainers on management of rearing and laying birds

13

17

**December 2020**

Preparing for arrival of the Day Old Chickens & Start of the KnK marketing campaign

18

19



20

**April 2021**

Digital Training of Trainers on management of rearing pullets and laying hens & Training of Farmers on layers

21

**January 2022**

Finalization broiler demonstration farm

22

**April 2022**

Training of Trainers on broiler husbandry and management and food safety and health

23

24

**May 2022**

Training of Farmers on broilers

27

Official opening of the Kilacha demonstration farms at the Kilacha Agriculture and Livestock Training Institute including company workshops and graduation ceremony.

28

29

30



# CONCLUSION

Kukua na Kuku invests in the future of poultry farming.

The purpose of the KnK programme was to enhance capacity building throughout the value chain in order to improve the efficiency and quality of production and to increase the demand for poultry products.

Together with Kilacha Agriculture and Livestock Training Center in Moshi, Tanzania, a demonstration broiler and layer farm have been equipped. In addition, a curriculum on an official poultry farming course was developed in which Dutch techniques and Tanzanian knowledge were combined. Learning in practice has been made possible through the improvement of training facilities by the demonstration farms. Attention to individual talent development in line with professional skills is preparing students for future jobs in the poultry sector. By sharing knowledge and techniques for efficient poultry farming with Tanzanian poultry producers, around 6.000 poultry farming communities have been reached through workshops and training from the KALTC trainers.

We believe that through these investments the sector will unlock its potential and, in turn, will catalyze the growth of demand for good quality poultry products. By setting up an accredited training facility and demonstration farm we invested in the future as this allows a transfer of knowledge and expertise throughout the entire value chain.



**NABC**

Prinses Beatrixlaan 582 (WTC)

11th Floor (Tower C)

2595 BM

The Netherlands

Tel: +31 (0) 70 304 3618

Fax: +31 (0) 70 304 3620

[info@nabc.nl](mailto:info@nabc.nl)

[www.nabc.nl](http://www.nabc.nl)

