



Dutch Poultry sector united during

When a group of 13 Dutch companies, mainly active in the poultry sector, visited Uganda and Rwanda in early October, the participants came together like a group of old friends. The companies all represented a different area of the poultry value chain, allowing each of them to offer an extensive range of services to their African counterparts. A great example of how 'team Holland' can work.

“When visiting a foreign country for the first time, you always need a lot of preparation time, since there is loads of background research to be done,” said Roy Kazen, Area Sales Manager at Ottevanger Milling Engineers. “You are always trying to get an overview of the market, and then get in touch with the right people.

NABC's Daphne Meijer-Willems (center) with the poultry delegation in Luwero district, Uganda.



Joining a trade mission takes some of this off your plate, saving you a lot of time.” Last October, Mr. Kazen joined NABC on a poultry trade mission to Uganda and Rwanda. Another participant was Jeroen Simons, Area Sales Manager Africa at Marel Poultry. “Within six days we managed to get a good overview of developments in the poultry sectors in these two countries,” he said.

Value chain approach

“Uganda is a very fertile country and it grows a lot of grains,” explained Paul van de Ven, one of the leaders of the poultry mission to Uganda. “It is therefore well-positioned for the production of animal feed. Poultry is a very promising sector in Uganda.” The poultry sector in the Netherlands is quite extensive, with over 2,000 poultry companies and over 108 million birds. “Companies from the entire value chain took part in this trade mission,” Mr. Van de Ven said. The mission was part of NABC's ongoing DAPP (Dutch Africa Poultry Platform) program. Members of the platform receive sector-specific news updates, and they can also go to events and trade missions together. “If you think about it, it is quite special,” said Mr. Kazen. “We have over 10 Dutch companies that are active in the poultry sector,



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mission to Uganda and Rwanda

but if we go on a trade mission together, we don't act as competitors but we work together." Inge Van der Wolf of Transnational Agri, the mission's co-leader, called it "a great showcase of Holland branding. When the Dutch companies are on a trade mission together, we also learn a lot from each other. Companies sometimes even refer to each other."

Scaling up East-Africa's poultry sector

Differences between the market in East-Africa and the Netherlands are quite extensive, according to Mr. Simons of Marel Poultry. "Our processing lines can slaughter up to 15,000 chickens per hour. The smallest processing line we have can slaughter 500 chickens per hour. As our system has a modular approach, we can easily upgrade the processing line when required by changing market circumstances and grow along with the customer. In this way, the initial investment in automatic equipment is never thrown away. For Uganda and Rwanda, 500 chickens per hour is already a very high speed as the vast majority of poultry is held in backyards." Inge Van der Wolf added: "We also sell solutions that cater for 200 or 300 chickens per hour,

which are not fully but semi-automated."

Mr. Kazen of Ottevanger Milling Engineers has high as well as low capacity equipment on sale, with the latter able to serve the small-scale farmers with a limited budget. "I have met a lot of interesting companies and spoke to many people who were interested in setting up feed mills, but at the moment it is still too early to tell if a real 'deal' has come out of this trade mission."

Same approach for other sectors

"The poultry sector is quite a special sector," said NABC's Daphne Meijer-Willems, who leads the DAPP program. "This form of cooperation is remarkable, but we at NABC do see this as the way to go. If we can unite different players from one sector, we can form such clusters and develop a united strategy for Africa." Inge Van der Wolf: "The approach clearly works. We were at the Poultry Africa expo and leadership conference in the Rwandan capital Kigali, and out of 66 companies that were showcasing there, 18 were Dutch. Only by working together can we stand strong." 🐔



In 2017, NABC has co-organized two trade missions, during which the main players of the Ethiopian poultry sector were taken to VIV Asia in Bangkok and to the Poultry Africa exhibition in Kigali. These missions were part of the WUR-ENTAG program and are examples of the many projects in the Ethiopian poultry sector in which NABC is involved. Questions? Contact Hilde Duns, poultry advisor of NABC. hilde.duns@nabc.nl