



Strengthening the Poultry Value Chain in Senegal to Improve Smallholder Farmer Livelihoods



Amy Ndor, myAgro poultry farmer from Senegal.

About myAgro

myAgro is an award-winning, nonprofit social enterprise helping smallholder farmers in West Africa move out of poverty. myAgro's mobile technology platform provides farmers a convenient way to save money in small increments toward purchasing high-quality seeds, fertilizer, and agricultural training. With myAgro, farmers grow 2.5x more food on average, making them food secure, increasing their income, and ensuring their farms and families are resilient amid the worst impacts of climate change.

PROBLEM

Weak Poultry Value Chain in Senegal

Today in Senegal, there are two main companies that raise one-day-old chicks. They primarily focus their distribution towards larger, urban-based hatcheries, and do not have the capacity or willingness to set up a rural distribution network. Even when rural distribution networks are set up, they can fail because customers do not have a reliable way to save and pay for chicks. This means there is currently no reliable or profitable poultry value chain for rural farmers. myAgro aims to close this gap for farmers by testing and scaling comprehensive, high-value poultry delivery at the village level.

SOLUTION

myAgro's Poultry Package

In 2023, myAgro tested a new Mother Unit (MU) model that aims to create linkages which are reliable and profitable across the value chain. The first of its kind in Senegal, myAgro's MU model replaces direct-to-farmer delivery by nurturing 500 one-day old chicks for four weeks within MUs. The MUs then leverage local networks to provide last-mile delivery to several surrounding villages, reducing mortality risk and ensuring farmers receive healthy chicks. At the same time, MUs generate additional income for women Village Entrepreneurs (VEs). VEs are myAgro's community sales ambassadors who help farmers enroll and pay for packages, and we recruit interested VEs to manage the poultry MUs. With six production cycles per year, VEs can earn income additional to the commissions they make through regular myAgro package sales.

In 2023 we successfully launched and trained 18 MUs who served more than 3,200 farmers over the course of the year, delivering 16,000+ chicks with just a 0.8% mortality rate (an incredible improvement over the 5% industry standard). In 2024, we aim to establish additional MUs, strengthening the poultry value chain to the benefit of chick suppliers, VEs, and – most importantly – smallholder farmers.

What's in a myAgro package?

Our poultry package includes five vaccinated, dual-purpose chicks that are high producers of nutrient-dense meat and eggs, and forage for their own food. Because poultry products can be consumed or sold year-round, this package strengthens farmer climate resilience by stabilizing income and food security, while reducing dependency on seasonal harvests. And because poultry requires no agricultural land, the package supports the success of women farmers who often face barriers to land access or control. Our 2022 pilot demonstrated the program's ability to diversify and increase farmer income, as well as nearly double myAgro customer density in pilot villages.