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Approach to Updating & Upgrading Poultry Country value chains

Writeshop for a harmonized poultry regional strategy

**28-30 March, 2023
Abidjan, Côte d'Ivoire**

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Lead Regional Facilitator**



Step-by-Step approach:



**Focus: poultry
meat value
chain**

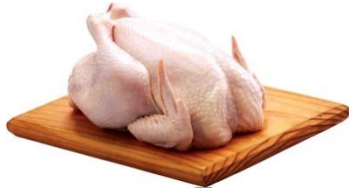
1. **Develop draft Country value chain matrices & maps**
2. **Outline the data analytical framework**
3. **Prepare Quantitative & Qualitative field data collection tools**
4. **Conduct in-country field visits to collect data & carry out interviews**
5. **Prepare summary data sets and analyze data**
6. **Prepare an outline for the regional strategy & carry out expert writing.**

Mapping Country Poultry value chains in ECOWAS

Objectives

- **Gain a basic overview of the Country Poultry value chain**
- **Identify constraints and possible solutions**
- **Identify the location and returns for different value chain actors**
- **Visualize networks and understand connections among actors**
- **Demonstrate interdependency and linkages between actors and processes**
- **Determine comparative advantages across the region**

Step 1:



- Map the core processes in a diagrammatical linear format – From raw material/inputs to final consumers (Maximum of 7). Then involve the parallel set of sub-processes.



The Value Chain core processes

Step 2:



- Identify and map the main groups of actors in each segment:
- Where possible estimate their total number as either individuals, firms, Producers, transportation trucks, processing plants (including processing capacities), associations, cooperatives, export companies etc



Step 3:



Split the value chain diagram into separate diagrams for each core process

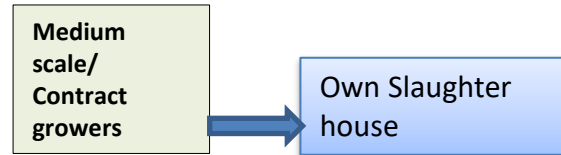


Split the Value Chain Processes

Step 4:



Map the flow of products and activities using connectors and naming the products.

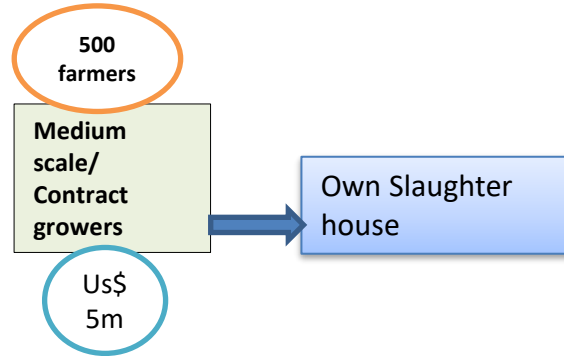


Flow Map of the Value Chain Processes

Step 5:



Map the volumes of each product at every stage and estimated value in USD. Include the estimated average price per unit



Insert volumes/numbers & values

Step 6:

Map the geographical flow of products using a country map. Starting from points of origin, aggregation, through transportation routes and processing on to final sales. This should be for the major bulk poultry product movements (Formal and Informal).



Geographical product flows

Step 7:

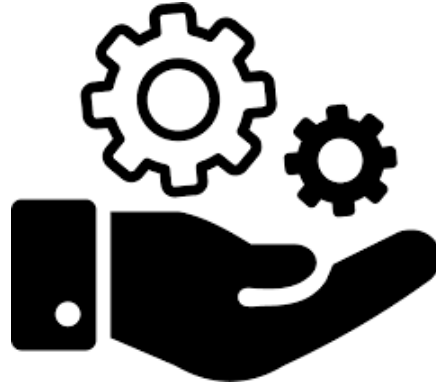
Map the relationships and linkages between value chain actors. These should be one or more of the following;



- **Spot Market relations – Actors make transactions on the spot. There is no extended business relationship.**
- **Persistent network relations: Preference for transacting with each other time and time again. There is trust and a level of interdependence.**
- **Horizontal integration: The actors share the same legal ownership (such as a cooperative)**
- **Vertical Integration: Several actors come together to produce and also invest in a secondary activity (such as cooperatives going into processing)**

Step 8:

Map services that feed into the value chain. This will provide an overview of the potential for interventions outside the value chain itself. These can be placed at the bottom line of the chain.



Map the value chain services flows

Step 9:

Map constraints and possible solutions at all process levels.



Map the constraints & solutions

Step 10:



**Compile all the dimensions into a value chain map matrix.
The core processes as columns and the mapping elements as rows.**

	Pre-Production	Production	Primary Value Addition	Processing	Marketing
Activities	Seed, fertiliser and pesticide supply	Cultivation, weeding harvest-ing	Cleaning and drying	Oil extraction	Wholesalers distribution to Retailers
Output	Crop inputs available at planting time	Canola seeds (uncleaned)	Canola seeds, cleaned and dried	Refined Canola	Bottled Canola Oil
Actors	Input suppliers, Farmers	Farmers and farm labourers	Farmers and farm labourers	Intermediary traders; Oil refining firms	Large traders; Small traders; Final consumers
Issues / Challenges	Seed quality	Lack of timely weather information	Lack of suitable store to keep seeds dry	None	Final retailers adulterate oil
Possible solutions	Support bulking up high quality seed	Improve weather information services to ensure timely forecast	Credit for improving on-farm storage infrastructure;	N/A	Enforce existing regulations and improve inspection

The value chain matrix



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Merci!

