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Guinea Fowl Value Chain Analysis in the Semi-arid Area of Dambakurima in Muzarabani, Zimbabwe

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Abstract

Poultry forms a vital element of food basket of the Dambakurima community in Zimbabwe and meets the basics as well as the economic needs of households reliant on its marketing. Keeping of guinea fowls has been receiving much attention due to their comparatively higher tolerance levels to disease than the indigenous chickens. The paper explores the market chains for guinea fowls in Dambakurima to unearth the flow of the product of the poor small-scale farmers through diverse intermediaries up to the intended consumers. The value chains analyses employed to compute the guinea fowl prices and existing market margins for the different phases of the chain in a bid to mirror the value addition through various actors of the flow chain. The results revealed that marketing conduits have been found to be well established in Zimbabwe, particularly in the urban areas. Guinea fowl valued chain analysis showed that there are no key value additions done by the identified actors at any level. The existence of functional channels explains that production and marketing system of guinea fowls in the state can manage both increased supply and increased demand. The study has revealed a tendency towards the high ratio of intermediaries versus rural farmers and intermediaries versus traders in the conduit. In spite of the observed high ratio, both traders and intermediaries are able to sustainably earn the profit. It is suggested that guinea fowls based industries should be promoted by the government, non-governmental organisation, rural poultry farmers and poultry rural development authorities through actor networks.

Keywords: Consumer, guinea fowl, poultry, value addition analysis