

# Improving soybean cake trading through avian production

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## Introduction

- Togo is the 1st exporter of organic soybean in West Africa
- processing in soybean cake represents a real potential
- big market related to poultry production

### Value chain affected

Marketing issues in **Soybean cake value chain**

- Inexistence of nutritional value analysis, poor packaging and labelling, lack of awareness on poultry sector side

High feed cost in **Poultry (egg/meat) value chain**

### Solution (Business approach)

- Provide services in soybean cake and feed analysis
- Provide services in feed formulation
- Collect soybean cake produced, package with label

### Facilitation approach

- Facilitate actors organisation
- Facilitate workshops between actors

## Objectives:

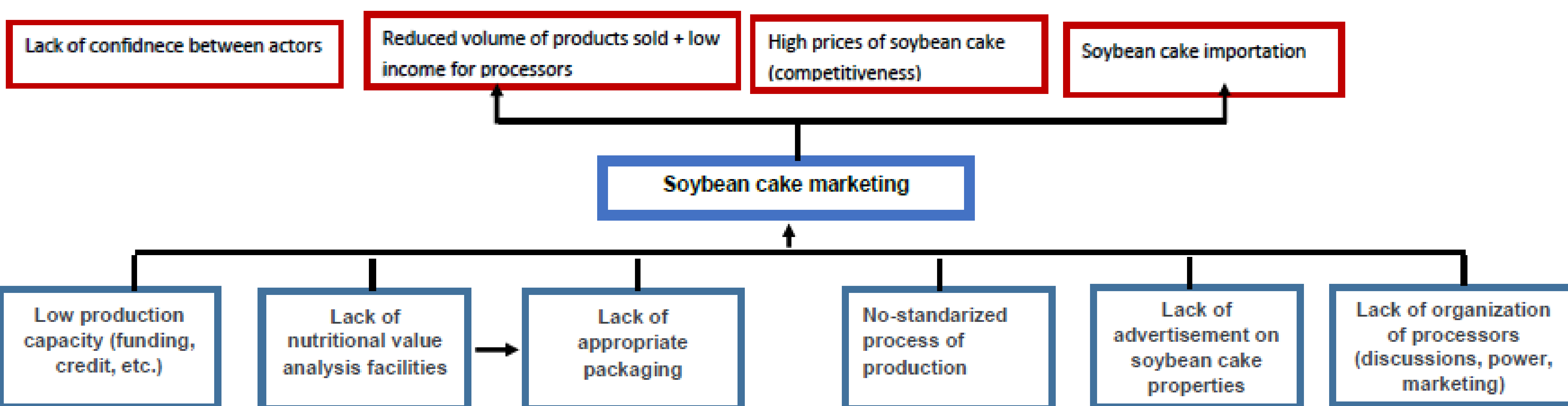
- Improve soybean marketing for more income and employment
- Improve profitability in poultry sector through feed cost reduction

## Implementation steps:

- Soybean cake value chain mapping
- Evaluate produced soybean cake volume and the market demand
- Business idea refining and funding research
- Profiling of soybean cake produced in Togo
- Advertisement towards processors and breeders on key services we are providing
- Facilitate the organization of the two sectors actors
- Undertake some experiments and elaborate key technical documents



1-Soybean cake sector problem tree



## Possible risks

- As actors are not organized, the involvement of individual of them will be difficult
- Reticence of actors to spend on nutritional analyses
- Difficulties to get fund for all equipments

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## Expected outcomes

- Soybean cake marketing is improved (an increase of volume sold)
- The importance of using soybean cake and other feed resources is integrated by poultry farmers
- The profitability of poultry farm enterprises is improved
- Linkages and confidence between actors is improved