

Establishment of a consumer eggs production and marketing unit in the region of Segou in Mali

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Introduction

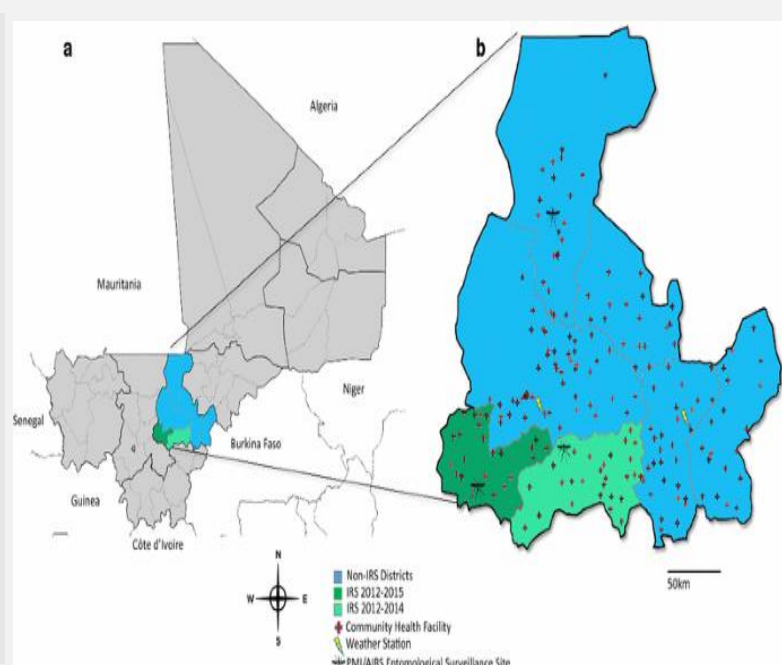
- Livestock contributes 13.6% to the gross domestic product (GDP) and nearly 80% to the incomes of rural populations (INSTAT, 2017)
- Abandonment of poultry farming due to the high production cost and the multidimensional conflicts that the country has been faced for the past years
- The main value chain affected for the project is marketing of poultry eggs.
- This project aims to establish a consumer eggs production and commercialization unit for the community of Segou region.

Project location

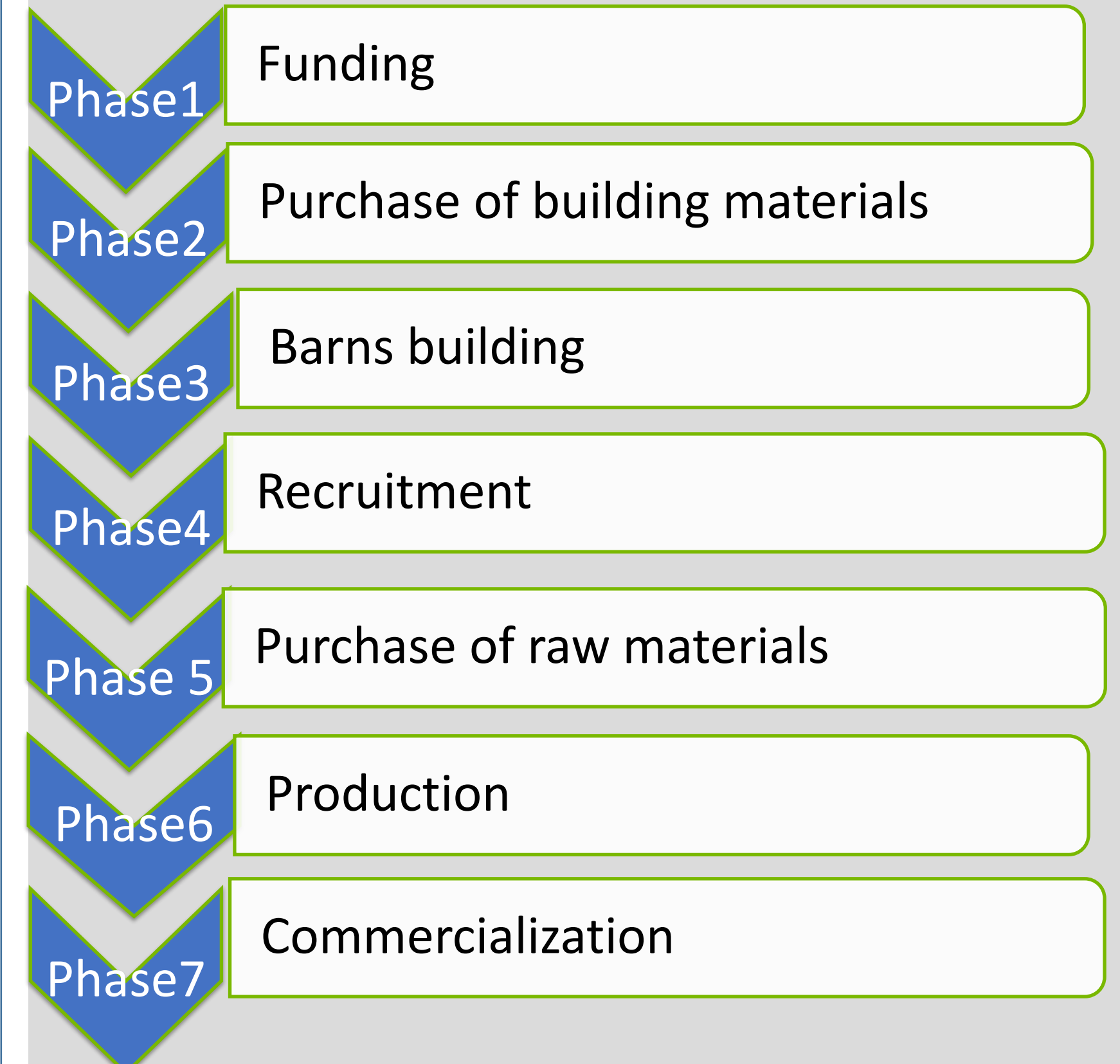
Region of Segou

- Population : 2,336,255 inhabitants
- Eggs produced per year: 19,758,875
- Layers hens: 127,709

Source: DNPIA 2019



Implementation steps



Objectives

- ☐ Overall objective
 - To contribute the fight against malnutrition by providing quantity and quality eggs for Segou region
- ☐ Specific objectives:
 - To increase consumer eggs production in the region of Segou
 - To create employment and business opportunities.
 - To provide best and hygienic poultry products like eggs and meat.

Conclusion

- Profitable and sustainable business enterprise which has great potential
- This project will not only come with great financial rewards to stakeholders but also social and environmental benefits



Economic



Social

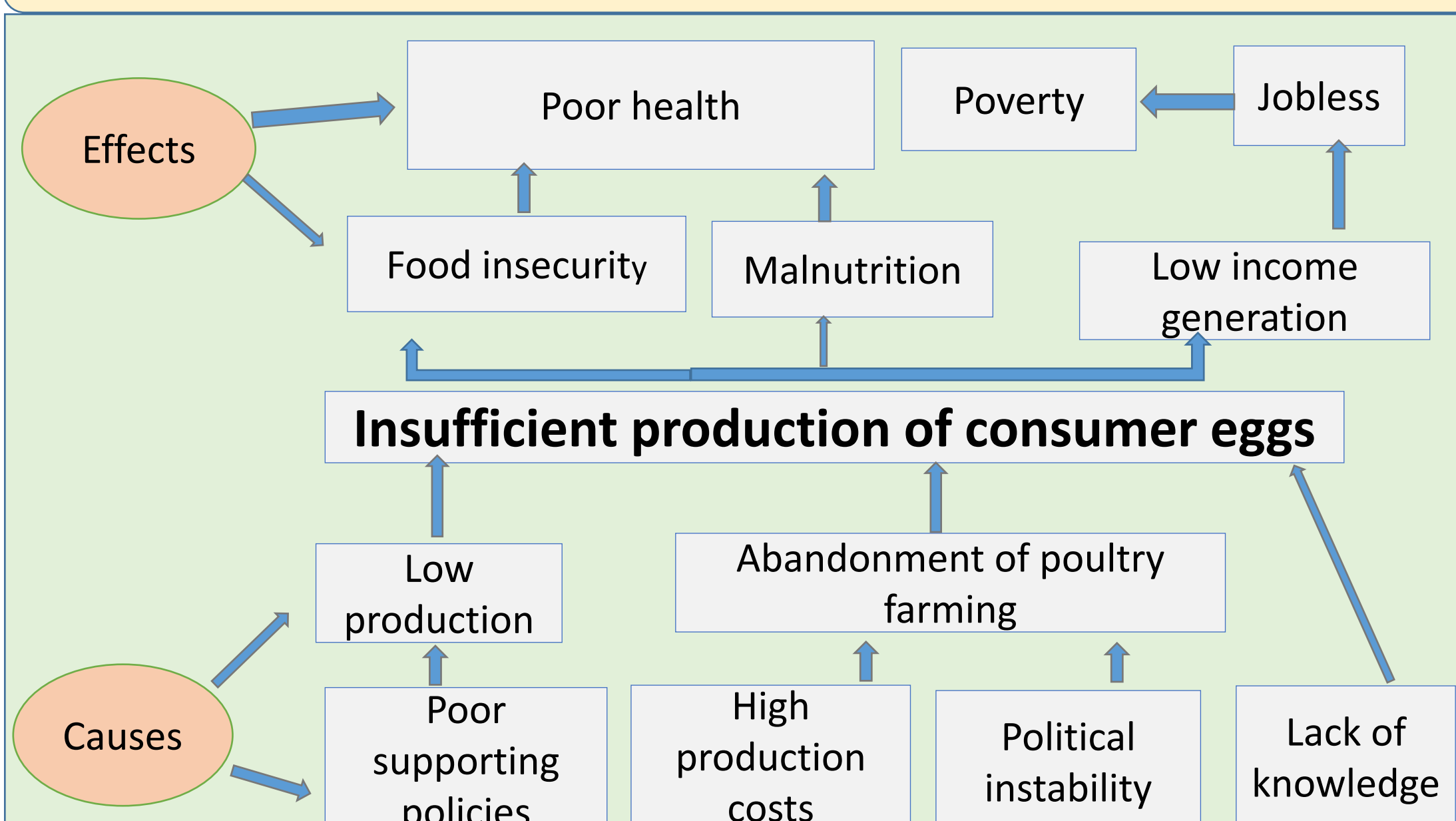


Environmental

Expected costs

- ☐ **Fixed cost: £12605**
 - Barns and store building
 - Borehole installation
 - Feeders
 - Drinkers
 - Salaries
- ☐ **Variable cost: £8027**
 - Chick purchasing
 - Feed
 - Vaccinations and drugs
 - Labor
- ☐ **Unforeseen cost: £100**

Problem tree



Possible risks

- Diseases
- Feed price inflation
- Lack of sustainable government support
- Climate change
- Limited access to finance

Expected outcomes

