

Sustainable poultry production in Zoranger!

Zoranger is ready to scale-up and out! ISCA, together with its Haitian partner, pCH (productive cooperatives Haiti) is supporting the community of Zoranger in increasing its poultry production! Recently, a series of scale-appropriate chicken coops were built in the community which allowed 6 democratically chosen producers to enhance their broiler production with assistance from the project team and Haiti Broilers. While the project was modest in scope, it allowed 6 producers that were selected by the community members to each raise 40-45 broilers in a 42-day period. The project had **great uptake by the community** and continues to be successful to date. The greatest measure of success is probably the fact that **all producers continue to restock without external funding support** which speaks for the economic viability of the system! Other measures of success include <5% mortality rate amongst all chicks in each production cycle; accelerated time to market (compared to conventional chicken raising) which increases turn-over rate; and currently, **producers are seeking ways to expand their production, while other community members are keen to start-up as well.**

ISCA believes that to encourage adoption of best practices for this intensified poultry production, they must be demonstrated in the community itself to prove to farmers that they can be economically successful beyond self-sufficiency with the available inputs and human resources. We believe that demonstration of the business model, which was staged and economically as well as culturally context-appropriate, contributed to the on-going success of this community enterprise. Additionally, producers received intensive poultry health and business management training prior to receiving the first batch of chicks and they continue to receive technical support by pCH-staff.



Now Zoranger is ready to scale-up and out and the people of Zoranger are excited to see ISCA's continued commitment to their community. Furthermore, Zoranger is now receiving strategic assistance from our partner organisation, pCH, to **establish four productive cooperatives**, of which two will be based on livestock (poultry) production. These will be supported by ISCA over the next two to three years. However, increasing local poultry production in a long-term sustainable manner requires **risk mitigation strategies** that address potential threats along the production, processing, and marketing value chain. Examples include sustainable supply of resources (feed, bedding, chicks, and veterinary supply); avoiding local market saturation; identification of alternative viable markets and critical mass of meat required to supply to other markets; investigating need and feasibility for processing infrastructure; developing effective marketing strategies for a locally-branded product, and ensuring continued poultry population health in the community.

Sufficient funds for these activities are currently lacking! ISCA aims to find individual and corporate donors to continue its coordinated and cost-effective approaches for sustainable poultry production in Zoranger. If you would like to support the people of Zoranger in this enterprise, please contact us!