

HATCHING HOPE



A sustainable approach to improving nutrition and economic livelihoods of millions through poultry

THE CHALLENGE

Limited agricultural productivity and a lack of animal-sourced foods contribute to economic and nutritional shortfalls for millions of people around the world. Livestock is one of the fastest growing agricultural subsectors in emerging economies, accounting for about 30% of agricultural GDP, but 85% of livestock farmers live on less than \$2 a day. Globally, one in every nine people goes to bed hungry, and the rates are even higher in many emerging economies.

The potential is clear: Investing in sustainable supply chains can help smallholder farmers become more profitable, better meet their nutritional needs and build more resilient local food systems.

THE VISION

Co-created by Heifer International and Cargill, Inc., along with other partners, Hatching Hope addresses local food systems according to a community's resources and needs. Combining Heifer's community development capabilities and Cargill's technical expertise, Hatching Hope uses sustainable animal agriculture to support communities in alleviating poverty and improving nutrition.

THE APPROACH

Hatching Hope Uses a Market System Approach



Helping smallholder poultry farmers improve the production of their flocks



Strengthening markets to better meet the needs of poultry farmers and consumers



Increasing families' and consumers' knowledge about the nutritional value of poultry

THE RESULT



Farmers prosper



Family nutrition improves



Community resilience increases



Businesses grow



HATCHING HOPE MODELS

Hatching Hope supports farmers, markets and consumers, focusing on the specific needs of each community. Each project looks different, but typically reflects one of five models.

MARKET-LED MODEL

Emphasizes connections throughout the market system and is led by people and entities within the supply chain

TECHNICAL ADVISORY MODEL

Primarily consultative, with consultants providing advice to farmers, markets or consumers

INCOME

DIVERSIFICATION MODEL

Supports nonpoultry farmers to incorporate poultry into their operations as an additional source of income

INDIVIDUALLY LED MODEL

Consists of one-time activities using the Hatching Hope toolkit and can be led by any individual, group or organization

HOLISTIC MODEL

The most comprehensive, with activities supporting farmers, markets and consumers in the same community



HATCHING HOPE ACTIVITIES



- Identifying, recruiting and training community facilitators to provide sustained support to producer organizations in Kenya
- Training farmers on biosecurity, feeding and improved bird breeds with a local poultry feed business in Mexico



- Analyzing the nutrients in locally available ingredients in a regional laboratory and providing farmers guidance on improving feed using local ingredients in Cambodia
- Helping women farmers build chicken coops, increasing capacity from 30 to 400 chickens per coop in Cambodia



- Developing a digital storytelling app to share nutrition information through culturally relevant characters at doctors' offices in India
- Encouraging farmers to deworm and vaccinate their flocks through posters, community discussions, mobile auto units that broadcast messages, pop-up exhibitions and more in India



- Securing a financial partner, assessing credit eligibility and offering low-interest loans to farmers in Mexico
- Mapping and analyzing the market to identify market actors to provide services to farmer groups in Mexico
- Setting up small-scale feed mills and hatcheries and training entrepreneurs to run them in India



JOIN US

WHY POULTRY?

Poultry can change futures for smallholder farmers. Here's how:

1. All household members can be engaged in poultry production
2. Poultry is easy to feed, breed and bring to market
3. Poultry grows fast and provides income quickly
4. Poultry meat and eggs provide animal-source protein, which many diets lack

WHY JOIN HATCHING HOPE?

- If your poultry project could benefit from technical advisory services
- If you work with poultry producers who would benefit from connections with agro dealers or input suppliers
- If you work with famers who might benefit from poultry as an additional source of income
- If you want to empower your employees to make an impact in their communities
- If you want to include information about the nutritional benefits of poultry in your nutrition education program
- If you work with poultry farmers, market systems or consumers and you share Hatching Hope's vision

OUR REACH

Hatching Hope is a global initiative that has launched in Cambodia, Colombia, India, Kenya and Mexico. With an ever-growing list of partners, Hatching Hope is expanding its impact to new communities.

For more information, please contact us at HatchingHopeGlobal.com

