

 Prevent event



Le Poulet du Faso: A Success Story !

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Le Poulet du Faso: Background

Burkina Faso :

Population increased : 7 M in 1980 to 21 M in 2020

HDI 182/189

Huge need for animal proteins;

80% of the poultry consumption come from village small scale farms : the famous Poulet Bicyclette (5\$/1.1kg LBW)

- Lack of day chicks
 - High mortality due to diseases : New Castle, IB, IBD, FPL
 - Low productivity
-
- Many Projects to improve the local chicken performance didn't succeed;
 - Poultry Professional (Hatcheries, feedmills and distributors) didn't show an interest for local breed market.

→ How to enhance the « Poulet bicyclette » production to meet local expectations and conditions



Le Poulet du Faso: A solution to some technical issues in local chicken business



Farmers got access to : good quality , vaccinated local breed DOC all the year

VTM ND + VITABRON L



Le Poulet du Faso



- Day old chicks distribution network + supply of feed and vaccines
- Technical support to the farmers : farms visits, vaccination, advices



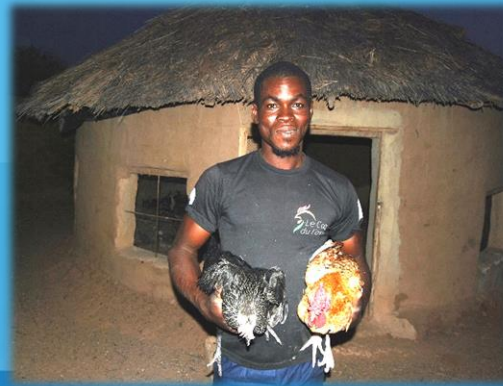


Le Poulet du Faso

The dream and Commitment of a team



The achievement and satisfaction of the Community





Le Poulet du Faso

Growth enhanced1,3 Kg in 8 weeks.





Poulet du Faso... Since 2018

Relevance: appreciated by the farmers, enjoyed by the consumers!

Market: the demand of Poulet du Faso is permanent and beared by a various type of customers ;

05 hatcheries, 3 million DOC /year

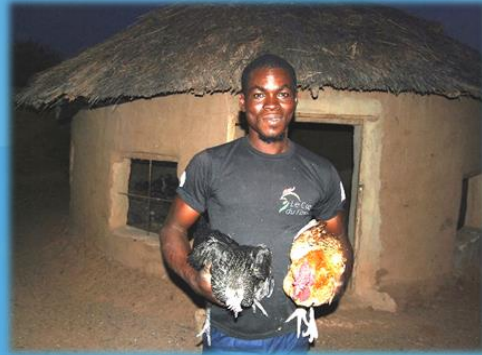
Resilience: It stepped ahead despite the environment challenges : hot country, diseases outbreak, production cost increases, security issues ...

from 600 000 DOC (2018) to 3000 000 DOC (2023)



Impact Poulet du Faso and the future perspective

- Rural poultry farmers empowered:



*Business and income oriented;
Good breeding practices adopted*

Chicken production increased:



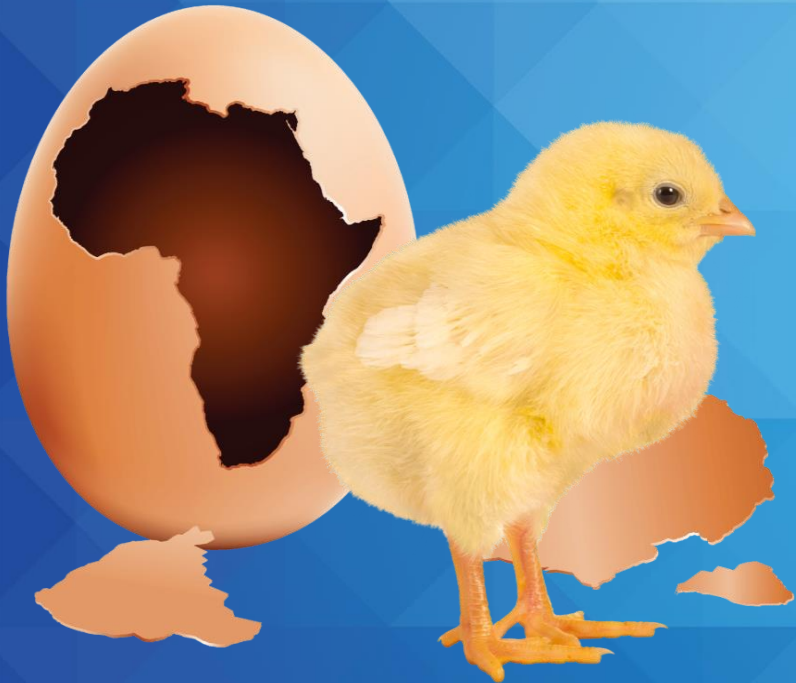
*many people invest in the production of
Poulet du Faso and the other breeds like
Sasso etc*

*farmers continue to enhance their
incomes;*



...Future perspectives

- Market : demand of Poulet du Faso will remain attractive , consumer preference for local taste gives real advantages;
- Competiveness : will continue to increase : genetic selection in progress, growth and livability; Hatchery vaccination



Climate change will be a challenge :

Potential negative effect of Heat may affect the productivity of Poulet du Faso.

More investment for the farmers to improve isolation and cooling : Poultryhouses, farm ecology ,



Enjoy Poulet du Faso!



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Mots Clés : Poulet du Faso