Living Lab Model on Fish & Poultry Entrepreneurs

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Background

The M&E Plan for Cultivate Africa’s Future (*CultiAF*) project has been designed to:

- Produce a scalable Living lab model for up-scaling insect feeds and training and capacity building for fish & poultry entrepreneurs in Kenya.
- Equip the youth and women with skills to enable them produce insect feeds for sustainable rearing of fish and chicken.
- Enhance productivity and management capabilities of small holder Agri-food entrepreneurs thereby increasing consumer access to poultry and fish products nationally and regionally.
- Track progress of the project from implementation to completion and challenges arising thereof.
- Assess the impact of the programs on its beneficiaries.
- Test the applicability of the living lab model/design for future project.
The Challenge: Manifestation of the Problem

- High cost of feeds,
- Low profit levels,
- Low quality feeds for poultry and fish, whereas more youth are joining poultry and fish farming enterprises,
- The increasing demand for white meat,
- Lack of proper market structures, and
- Lack of economic stimulus towards fish production
Methodology-Interventions

Results show that a combination of capacity building, research and mentoring creates job opportunities

- Education & training approach (practical agribusiness simulations and coaching)
- Action research (addressing emerging knowledge gaps in the venture development trajectories)
- Business innovation (use of business counsellors, development of business plans and network with potential financiers- dubbed Dragon’s Den).
**Identified Needs Assessment: Needs Assessment for the 60 Selected Participants**

<table>
<thead>
<tr>
<th>Concept Component</th>
<th>M</th>
<th>W</th>
<th>Concept Component</th>
<th>M</th>
<th>W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe product idea</td>
<td>10</td>
<td>15</td>
<td>How to compete?</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Target customer?</td>
<td>15</td>
<td>17</td>
<td>Production process?</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td>Benefits cust. wanted?</td>
<td>9</td>
<td>18</td>
<td>Distribution process?</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>How to satisfy cust.?</td>
<td>17</td>
<td>23</td>
<td>Risks/limitations?</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Market to customer?</td>
<td>13</td>
<td>15</td>
<td>Plan to finance?</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>More cust. would pay?</td>
<td>20</td>
<td>22</td>
<td>Human resource plan?</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Who are competitors?</td>
<td>21</td>
<td>23</td>
<td>Bus/prod dev backgrd</td>
<td>14</td>
<td>14</td>
</tr>
</tbody>
</table>
Enhance productivity and management capabilities of small holder Agri-food entrepreneurs

<table>
<thead>
<tr>
<th>Product</th>
<th>Total selected</th>
<th>Category by sex</th>
<th>Total selected by gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poultry and fish</td>
<td>7</td>
<td>Male</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>03</td>
</tr>
<tr>
<td>Fish</td>
<td>27</td>
<td>Male</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>13</td>
</tr>
<tr>
<td>Poultry</td>
<td>26</td>
<td>Male</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>
65% of the entrepreneurs have marketed their products while 35% have not marketed their products.
Produce insect feeds for sustainable rearing of fish and chicken

- Partnership with ICIPE to train entrepreneurs on trapping rearing, harvesting of insects for fish and poultry feed formulation
- So far XXXX have been trained
- Structure for training

<table>
<thead>
<tr>
<th>MODE</th>
<th>DAYS OF ATTENDANCE</th>
<th>TIME</th>
<th>DURATION</th>
<th>VENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY</td>
<td>MONDAY TO FRIDAY</td>
<td>8:00AM TO 5:00PM</td>
<td>CUSTOMISED</td>
<td>ICIPE</td>
</tr>
</tbody>
</table>

- Trainees cater for their own accommodation and meals during the training
- All trainees MUST Attend all the 5 days and cater for their own transport
Entrepreneurs during training
Milestones Achievements

- Recruitment of research team and business counselors - 100%
- Development of project methodology and implementation plan - 100%
- Development of data collection instruments and baseline data - 100%
- Recruit and select 60 agribusiness youth entrepreneurs with representation of 50% women - 100%
- Design and review training curriculum with course instructors and partners - 100%
- Engage & train business counselors & create linkages with retail outlets - 100%
Achievement-cont’d

- Carry out training and business innovation services to selected entrepreneurs-100%
- Hold a networking forum for entrepreneurs and potential financiers-100% (Dragon’s Den)
- Monitor and reflect on the entrepreneurs progress & carry out an assessment of the impact of business innovation services-100%
- Pilot an Agri-Food network to facilitate interactions with various stakeholders that promote the interests of fish and poultry entrepreneurs
- Evaluate the performance of youth agribusinesses-100%
- Embed the model within the university’s curriculum for sustainability-70%
Conclusion

- Majority of entrepreneurs had attended some form of training
- Entrepreneurs engage in mixed farming
- Source of funding include family, self & others
- Ownership family, individual
- Networks created within & elsewhere
- More resourcefulness demonstrated
- Entrepreneurs need to enhance financial networks
- Universities only capacity build not provide credit
THANK YOU