COVID 19 Response: Increasing market access for eggs

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ORORA WIHAZE’s PRIMARY GOAL:
Increasing the availability of, access to, and consumption of ASF through the development of a profitable market

KEY OBJECTIVES:

• Increase Demand for ASF Consumption for Women and Children
• Strengthen Private Sector-Led ASF Value Chains
Key principles for Orora Wihaze implementation

- Systems thinking
- Facilitation
- Adaptive management
COVID-19 CONSTRAINT | April-May 2020: Pandemic restrictions movement and closure of key establishments (hotels, schools and restaurants) led to the following:

Disruptions to the egg/poultry supply chain – putting the income and livelihood of poultry producers at risk

Over 1 Million eggs in stock and 20,000+ eggs produced daily were expected to be lost

Vulnerable children further at risk of severe malnutrition due to loss of household income during lockdown

This market failure aligned with two of the project goals:

- Increasing access to formal markets (eggs sold in DRC and Kigali markets)
- Improving nutrition among poor households at risk of stunting for children under 5 years (over 40% stunting in Gakenke district)
THE ORORA WIHAZE GAKENKE INTERVENTION

Enabled Rwandan egg producers to sell eggs in the domestic market, avoiding collapse of the industry

Supported Rwandan households to have access to subsidized eggs, which enhanced the nutrition of vulnerable households during a moment of crisis.
IMPORTANCE OF COLLABORATION + INTERRELATIONSHIPS

- Gakenke district
- Household identification
- RAB/MINAGRI
- NECDP
- Orora Wihaze
- 23,497 children in 22,499 Households
- 300 HBECOD
- 139,785 eggs consumed
- 19 Egg producers

Facilitation
LESSONS LEARNED

• **Existing weak domestic market linkages**: Egg producers do not have the market linkages to sell their egg production domestically.

• **Low diversity of sales channels**: Egg producers primarily sell to export markets (DRC) making their operations vulnerable to shocks.

• **Low domestic demand**: Issues related to affordability of eggs, consumer preference, and knowledge of the importance of eggs as a core component of a protein-rich diet.

• **Role of government**: Interdependent roles of government, civil society and business could be leveraged to build sustainable solutions.

• **Need to in-build resilience mechanisms** in development programming to respond timely and appropriately.
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