

Food Systems Accelerator Report.

Strengthening Resilient Sasso Poultry Business Enterprises in Murehwa District, Zimbabwe.



Prepared By: Alan Norton- Farmer Development Manager

EMAIL: alan@hamara.co.zw

Cell: +263 772 602 627

Table of Contents

Introduction	4
Objectives	5
Key deliverables and activities	5
Results and Progress	6
Farmer sensitization and Training meetings	6
Identifying Needs and Opportunities	8
Mother Unit Training	11
The Brooding Model.....	12
Farmer-to-farmer learning	15
Launching the Hamara App.....	16
Other ongoing activities.....	17
Market Linkages Engagements.....	18
Conclusions and Recommendations	19
Budget Summary (summary of budget expenses).....	20

List of Tables

Table 1. Key Deliverables and Outputs.....	5
Table 1. Key Deliverables and Outputs	5
Table 2. Program overview for the meetings.....	7
Table 3. Challenges and Opportunities in Ward 27.....	8
Table 4. Challenges and Opportunities in Ward 4	9
Table 5. Production summary of the Mother Units model	14
Table 6. Sasso Gross margin budget after 3 weeks	15

List of Figures

Figure 1. Proportion of meeting participants by gender	7
Figure 2. Hamara Sasso training in Murehwa Ward 4.....	11
Figure 3. Farmer training on stage 1 brooding in Ward 27.....	12
Figure 4. Photo sequence of building a Flume pipe Heating system in Murehwa ward 27	13
Figure 5. A fully functional poultry brooder in Ward 27.	14
Figure 6. Scenes from farmer's visit to Mr. Partson's farm in Chitungwiza.	16
Figure 7. Hamara App training with farmers in Murehwa.	18

Introduction

The CGIAR Food Systems Accelerator (CFSA) program is a science-driven accelerator designed within the CGIAR Initiative on Agroecology and the Initiative on Diversification in East and Southern Africa, to support agribusinesses scale agroecological and climate-smart innovations that address pressing challenges in Agrifood systems. The tailored science-based technical assistance provided within the accelerator program provides the agribusinesses companies with the necessary tools and knowledge to become more commercially viable and sustainable. This approach promotes sustainable farming practices and businesses that can enhance food production while mitigating the impact of climate change. The program prioritizes agribusinesses scaling innovations designed with a user-centric approach for smallholder farmers and businesses that have a strong potential for commercial sustainability.

The accelerator program, through the Agroecology Initiative, provided small grants to agroecology businesses to help them speed up the agroecological transition within the business models identified within the Initiative. The agribusiness companies selected for the implementation of agroecology grants are those that are already implementing agroecological innovations on various components of the agri-food system and the identified business models in the Murehwa Agroecological Living Landscape (ALLS).

Hamara has been complementing the work of the Agroecology Initiative since 2023 by promoting a two-stage production system for Sasso chickens as a sustainable and appropriate alternative to other forms of livestock production. This model emphasizes proper brooding management for Sasso chicks from day old to 3 weeks (Stage 1). Following the brooding phase, the production enters Stage 2 (the Mother Unit phase), where the birds are raised under a free-range system as "teen" birds, utilizing the natural environment as much as possible to sustain production. The production of Sasso chickens can be self-sustaining, provided there is adequate feed available in the natural surroundings. Additionally, during Stage 2, the birds can digest household waste such as leftover *sadza* or vegetable scraps, further enhancing their sustainability; or home-grown maize crush, or even bought feed if necessary

Hamara's approach is designed to unlock farmers' productive potential through management training and coaching in production and marketing. This includes the use of the launching of the Hamara App, which supports the entire business cycle, including planning, management, financial record-keeping, performance monitoring, and marketing.

Objectives

Our main objective was to contribute to scaling the agroecological innovations and speeding up the agroecological transition in the agrifood system in the Murehwa District of Zimbabwe. The specific objectives were to:

- raise awareness and mobilize farmers to identify new needs, solutions, and opportunities
- enhance farmer capacity in poultry management
- monitor and evaluate poultry growth and health
- facilitate market access for farmers
- promote knowledge sharing through farmer visits
- scale up Hamara activities in the Murehwa district

Key deliverables and activities

To effectively support the sustainable transformation of the agroecology Initiative in the district, Hamara had specific activities and outputs they proposed to deliver by December 2024 as summarized below.

Table 1. Key Deliverables and outputs

Activity	Deliverables	Target / Output
Farmer Sensitization Activities (Community meetings, media outreach)	- Number of community meetings held - Number of farmers reached through media outreach	- 2 meetings organized - 200 farmers reached
Needs and Opportunities Assessment Workshop	- Workshop report outlining farmer needs and opportunities - Number of participants - List of opportunities identified	- 1 workshop conducted - 50 participants - At least 3 key opportunities identified, and 1 innovation identified.
Farmer Training on Sasso Poultry Management	- Training manual developed - Number of farmers trained - Training feedback forms completed	- 2 training sessions - 100 farmers trained - 90% positive feedback and implementation
Monitoring Visits	- Monitoring reports with photos - Growth and health metrics of chickens tracked - Challenges identified and solutions proposed	- ±2 monitoring visits conducted - Detailed report on poultry growth for each visit

Activity	Deliverables	Target / Output
Farmer Feedback Sessions	<ul style="list-style-type: none"> - Feedback report - Key issues and solutions documented - Number of farmers participating 	<ul style="list-style-type: none"> - 2 feedback sessions - 100 farmers consulted - At least 3 actionable changes implemented based on feedback
Market Linkages Meeting	<ul style="list-style-type: none"> - Partnership agreements signed - List of potential buyers/loan facilities - Market linkage report 	<ul style="list-style-type: none"> - 1 meeting organized - At least 2 partnerships with buyers formalized
Hero Farmer Visits (Chitungwiza & Zvishavane)	<ul style="list-style-type: none"> - Visit reports with best practices documented - Farmer testimonials - Lessons shared with broader farmer groups 	<ul style="list-style-type: none"> - 2 hero farmer visits conducted - Detailed visit reports and lessons disseminated

Results and progress

Farmer sensitization and Training meetings.

We combined the farmer sensitization and training meetings in the 2 Agroecology Living Landscapes (ALLs) in Murehwa due to the time demands for outputs from the Initiative. The primary objective of the meetings was to engage with farmers to understand their current situation, gain insight into their perceptions of challenges and potential solutions, and share a vision for the future. The discussions emphasized the potential of the Sasso two-stage production system as a transformative program capable of providing farmers with a significant "hand up." Meetings were conducted in Ward 27 on December 3, 2024, and Ward 4 on December 6, 2024, with identical agendas. Farmers and other community members participating in the Agroecology Initiative (AEI) program were invited to attend. We noted that some farmers had travelled from locations as far as three hours away on foot, ensuring broad representation from the wider community beyond the AEI program. This diversity was considered a strong indication of the community's interest and involvement.

Farmers were organized into groups of 7-10 participants during the meetings to foster an interactive environment. This structure allowed them to brainstorm responses to specific questions and provide feedback to the entire group. The sessions were described as lively and engaging, characterized by an atmosphere that balanced serious discussions with moments of fun and laughter. The program aimed to sensitize farmers to the initiative while also gathering valuable feedback to inform future efforts. This approach demonstrated a commitment to participatory development, ensuring farmers' voices were heard and their perspectives were integral to shaping the program.

Table 2. Program overview for the meetings.

<p>1.0 Needs and opportunities [brainstorm]</p> <ol style="list-style-type: none"> 1. What challenges do they face? (groups) 2. What specific challenges do they face in poultry production? 3. What opportunities do they have? (groups) 4. What specific opportunities do they have for poultry? 5. Why has the 2-stage production of Sasso not taken off? Which stage works best for you and why? 6. What solutions do you have?
<p>2.0 Farmer sensitization</p> <ul style="list-style-type: none"> • our vision and model (Sasso focus) • the power of cooperation: the Hamara App and forming a farmer club, loyalty discounts, personal growth through Business Journey.
<p>3.0 Training</p> <ul style="list-style-type: none"> • Sasso structure and setting up a brooder. • The 3 models • Small Scale Production (SSP) with \$20 investment. Community sales • Stage 2 (meat & eggs)

The figure below shows the representation of sasso farmers who attended the needs assessment sessions in Ward 4 and 27 in the Murehwa districts in December. In general, women and youth were well represented and showed full commitment to the training compared to men. We encouraged active participation of all genders so that all gender-related needs were heard in the discussions. These 100 farmers, including 49 newly interested farmers, have been actively engaged in Sasso production since 2023.

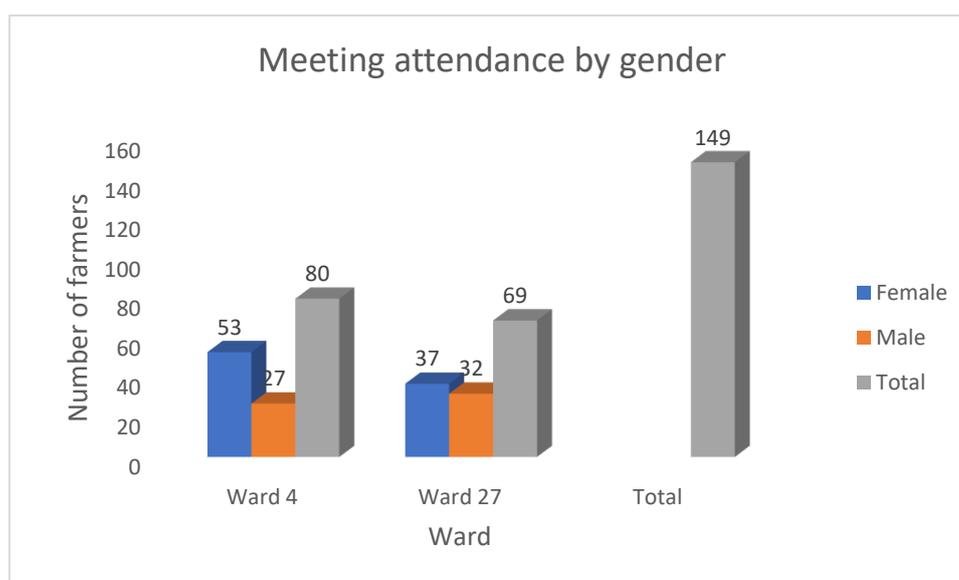


Figure 1. Proportion of meeting participants by gender

Identifying Needs and Opportunities.

Murehwa faces a myriad of socio-economic and agricultural challenges that hinder the community's development and well-being. These issues, ranging from poverty and food insecurity to limited access to water and healthcare, are compounded by environmental factors such as droughts and socio-cultural practices like early marriages. Additionally, the poultry sector, which has the potential to uplift livelihoods, struggles with operational barriers such as lack of infrastructure, inadequate training, and limited market access. The Sasso poultry model, despite its potential to provide sustainable income and nutrition, has also faced adoption challenges due to misconceptions, resource constraints, and knowledge gaps.

Table 3. Challenges and Opportunities in Ward 27.

Challenge	Opportunity
Poverty: Persistent lack of economic opportunities.	Community-driven projects, skills development, and small-scale businesses to reduce poverty.
Water: Inconsistent access to clean water.	Water harvesting, drilling boreholes, and promoting conservation practices.
Drug Abuse: Increasing drug abuse, especially among youth.	Vocational training, entrepreneurship programs, and recreational activities to engage the youth.
Hunger: Food insecurity due to late planting and resource gaps.	Timely planting with improved seeds and support from agricultural extension services.
Disease (People): High prevalence of preventable diseases.	Health education campaigns and improved access to healthcare services.
Drought: Frequent droughts disrupting agriculture.	Invest in boreholes, water reservoirs, and drought-tolerant crops.
Theft: Rising crime rates and theft.	Strengthen community security systems and implement conflict resolution mechanisms.
Early Marriages: Girls leaving education for early marriages.	Counselling projects, advocacy for education, and awareness campaigns for gender equality.
Challenges	Opportunity
Fowl Run Resources: Lack of infrastructure for poultry.	Train farmers to make bricks and construct affordable poultry runs.
No Market: Difficulty accessing markets.	Use social media for advertising, form cooperatives, and connect with local buyers.
No Money for Feed: High costs make feed unaffordable.	Train farmers to produce feed using locally available resources.
No Local Agents: Lack of agents to support farmers.	Identify and train local agents to provide inputs and technical advice.

Challenges	Opportunity
Diseases: Poultry diseases causing losses.	Practice biosecurity measures like vaccination and hygiene to prevent outbreaks.
Lack of Knowledge: Farmers are unaware of best practices.	Organize workshops and seminars to build knowledge and skills.
Lack of Training: Limited access to formal training.	Provide structured training programs for poultry farming techniques.
Challenges	Opportunity
Low-Profit Perception: Farmers think it's unprofitable.	Showcase profitability through model farms and success stories.
Misled by Look-a-Likes: Confusion with inferior breeds.	Educate farmers on identifying authentic breeds and highlight nutritional value.
Greed and Selfishness: Focus on short-term gain.	Promote superior size, taste, and market value of Sasso chickens.
Limited MUs (Stage 1): Difficulty scaling up due to diseases.	Emphasize Sasso's disease resistance and ease of rearing.
Waiting for Leadership: Reluctance to take initiative.	Inspire farmers through quick-yielding results and peer learning.
High Labor Demand: Labor-intensive Stage 1 processes.	Demonstrate profitability and explore labor-saving tools.
Knowledge Gaps: Farmers unaware of their full potential.	Provide comprehensive training and support programs.
Unproven Concept: Hesitation due to lack of results.	Showcase improved health outcomes and resource efficiency to build trust.

Table 4. Challenges and Opportunities in Ward 4

Challenge	Opportunity/Solution
Drought	Drilling boreholes to access underground water sources for irrigation, livestock, and domestic use, ensuring resilience during dry spells.
Lack of Water	Building dams to collect and store rainwater for agricultural use, household needs, and community water supply throughout the year.
Lack of Technology	Participating in workshops and training sessions to learn about affordable and accessible farming technologies, such as solar-powered irrigation systems and mobile applications for agricultural advice.

Challenge Opportunity/Solution

Lack of Transport	Attracting investors to develop transportation infrastructure, including rural road networks, and collaborating with cooperatives to share transportation costs for marketing produce.
Lack of Capital	Accessing loans through microfinance institutions, forming savings and credit groups, or engaging with government-funded programs to provide low-interest financing for farming activities.
Climate Change	Diversifying farming practices by adopting climate-smart agriculture, such as conservation tillage, agroforestry, drought-tolerant crop varieties, and integrated pest management techniques.

Poultry Challenges Opportunity/Solution

Knowledge	Partnering with organizations like Hamara to provide technical training, mentorship programs, and on-farm demonstrations to improve poultry management knowledge.
Water	Leveraging programs like Pfumvudza to train farmers on water-saving techniques such as mulching, drip irrigation, and rainwater harvesting to ensure consistent water supply for poultry.
Capital	Forming savings clubs or community-based finance groups where farmers can pool resources and provide loans for poultry-related expenses, such as purchasing feed or expanding fowl runs.
Market	Developing online platforms, including websites and social media pages, to advertise poultry products and directly connect with customers and larger markets.
Disease	Implementing biosecurity measures, such as regular disinfection of poultry runs, proper vaccination schedules, and isolation of sick birds to reduce mortality rates and improve flock health.
Lack of Feed	Promoting free-range systems where birds can forage for part of their diet and training farmers to produce homemade feed using locally available resources like maize, soybeans, and fishmeal.

Challenges Opportunity/Solution

Disappointment with Marketing	Identifying reliable markets by conducting market research, establishing partnerships with local buyers, and securing contracts with supermarkets and butcheries.
Lack of Feed	Collaborating with Hamara or other partners to establish nearby feed depots, ensuring accessibility and affordability for Sasso farmers.

Challenges	Opportunity/Solution
Mortality	Improving management practices by providing training on disease control, proper heating systems for chicks, and regular health checks.
Lack of Markets	Using digital advertising platforms and community-based events, such as farmers' markets, to raise awareness about Sasso poultry and connect with customers.
Lack of Capital	Encouraging savings through group financing models and exploring grant opportunities or soft loans from agricultural development organizations.
Risk aversion in Stage 2	Showcasing the benefits of Sasso poultry through demonstration farms, emphasizing attributes like good taste, high nutritional value, ease of rearing, and excellent lay rates.



Figure 2. Hamara Sasso training in Murehwa Ward 4.

Mother Unit Trainings

We had a hands-on visit in Ward 27 for the Mother Unit which is raising 200 two-week-old Sasso T-Rainbow birds. We trained farmers on fowl run structure and brooder, which was very practical to the farmers. Farmers appeared to benefit a lot from the training in both theory and practical. In addition, we have made available A5 copies of the Sasso handbook on rearing Sasso birds. Promoting the 2-stage production is very much a journey because

of the poor uptake of 2-stage production, and the reason we have introduced model farmers – see the next session “Establishing the brooding models”. Our focus with training and extension is to promote increased poultry meat and egg consumption within the actual communities themselves, rather than focus on finding external markets for their products. In this way, the communities will have a better and more nutritious diet and create a micro-economy that raises the overall standard of living.

Part of the training included showing the 3 different models based on different rearing models (both males and females) the farmers can choose from with Sasso. The 3 are:

- Sasso pen fed with bought feed.
- Sasso is partially pen-fed and partially scavenging.
- Sasso entirely living off scavenging and household scraps.



Figure 3. Farmer training on stage 1 brooding in Ward 27.

The Brooding Model

Since September 2023, Hamara has promoted the 2-stage production of Sasso poultry. Stage 1 is the Mother Unit (MU) with day-old Sasso chicks being brooded up to 3 or 4 weeks. This is the most challenging time for rearing poultry and the 2-stage process encourages only those who have appropriate facilities and skills to become a MU. Then the 2nd stage is Small Scale Producer (SSP) which is easy to rear the birds because they are now hardier and more resilient, and already able to scavenge for food, whilst not needing particularly special treatment. Sadly, the farmers who took on Sasso's 2-stage production never stuck to the 2-stage model, despite repeated training and encouragement to do so. Thus, the community never had the benefit of seeing the potential of this model which has taken off massively in other countries such as Ethiopia and Tanzania with literally millions of growers of Sasso.

As part of the UU grant, we have identified two farmers in Murehwa—one in each Agroecological Learning Landscape (ALL)—to implement the Mother Unit (MU) model under a contract arrangement. These model farmers were selected through consultations

with AGRITEX staff and household visits to interview and assess their suitability. The objective was to guide the implementation of the MU model and subsequently the Stage 2 Sasso Small-Scale Production (SSP) system while maintaining control over key management aspects. Inputs are supplied to the farmers on a loan basis, with each farmer signing a contract agreeing to rear the birds according to recommended guidelines. The contract package includes 200 Sasso day-old chicks, feed sufficient for up to four weeks of growth, and necessary materials such as corrugated iron sheets for the flu heating system. In addition to that, the farmers are encouraged to use flu heating as the recommended heating system and maintain detailed records on metrics such as mortality, feed consumption, and bird weights. However, medications and lighting are the responsibility of the farmer. The approach was designed to encourage the model farmers to take as much responsibility for the business as possible, fostering ownership and accountability

To ensure the success of this program, Hamara has employed two short-term contract field officers who live in each ALLs. Their role is to oversee the brooding process to ensure it meets the highest possible standards and to secure buyers for the chicks once they reach three weeks of age. Additionally, these officers engage with the local community to promote the Sasso two-stage production system.



Figure 4. Photo sequence of building a Flume pipe Heating system in Murehwa ward 27



Figure 5. A fully functional poultry brooder in Ward 27.

We conducted our follow-up management visits to the farmers after 14 days and collected information on mortality, consumption, and growth rates. A summary of our findings is presented in Table 3 below.

Table 5. Production summary of the Mother Units model

STATS FOR FARMERS AT 14 DAYS:		Ward 4: Tinashe	Ward 27: Donson
No. of birds	- Received	205	202
	- current	202	198
Mortality to date	- actual	3	4
	- %	1.5%	2%
Weights	- Male : Target	220g	220g
	: Actual	220g	215g
	- Female: target	198g	198g
	: actual	196g	200g

Thus far the model farmer component has gone very smoothly. All the mortalities happened in the first few days. Under the watchful eye of the field officers, the model farmers have done an outstanding job which the results bear testimony to. At the time of writing, 90% of the teen birds have been booked for SSP production, for each model farmer. In addition, our Field Officers have been on regular visits to Ward 4 and 27 respectively. Their visits have included:-

- Farmer-to-farmer visits to discuss poultry production, housing, and heating systems (especially the use of flume heating - and one unit was constructed with the farmer), with training relevant to their needs.
- Farmers have warmed to the concept of 2 stage production, and we are expecting the model farmers to get a much better buy-in to the concept, and to see a gradual uptake of the model. and we are expecting with the model farmers to get a much better buy into the concept, and to see a gradual uptake of the model.
- We have seen the following changes: mortality rates have disease incidence have improved as well as overall management. We also see a growing relationship of trust that bodes well for the future. disease incidence has improved as well as overall management. We also see a growing relationship of trust that bodes well for the future.

Profitability of the Mother Unit after 3 weeks.

The operation's profitability reflects a well-managed cost structure, where total income (TI) exceeds the variable costs, resulting in a profit margin (Table 6). The profitability per bird (\$0.6) indicates effective cost management in the early stages of production. Looking ahead, economies of scale are expected to further enhance profitability. As production increases, fixed costs like the infrared light and thermometer remain constant, while variable costs, such as feed, will rise incrementally with the number of chicks. This scaling effect will result in a lower per-unit cost for each bird, improving overall profitability. Additionally, with higher production volumes, the farmer may negotiate better rates for bulk purchases of feed and other supplies, further increasing margins. As the farm scales, management of

resources and operational efficiency will play a critical role in sustaining and improving profitability.

Table 6. Sasso Gross margin budget after 3 weeks

Description	Quantity	Unit price	Total price	Income
Sasso day-old-chicks	200	0.7	140	
Sasso starter feed	100	0.66	66	
Sasso Growers Feed	150	0.2	32	
Infra-red lights	1	25	25	
Stress pack	2	2	4	
Metal Barn thermometer	1	6	6	
Total Variable Costs (TVC)			273	
Sales Income (1% mortality)	198	2		396
Total Income (TI)				396
Profit (TI - TVC)				123
Return/dollar (\$/bird)				0.6

Farmer-to-farmer learning

One of the important tasks we carried out was to foster the adoption of improved poultry production practices by enabling farmers to learn directly from their peers through practical demonstrations and experience-sharing. We have conducted a Farmer-to-farmer learning visit to one of the most successful Sasso farmers to enhance technical skills and foster a collaborative learning environment among farmers. This activity allowed farmers to witness successful poultry production systems firsthand, including aspects like brooding management, feeding practices, disease control, and record-keeping. Seeing these practices in action builds farmers' confidence and encourages the adoption of improved techniques. The interactive nature of the visit fostered peer learning, and farmers asked questions, shared challenges, and collaboratively found solutions tailored to their local contexts. This approach not only enhanced technical capacity but also strengthened social networks and trust among the ALLs members, promoting a sense of collective progress.

A total of 64 farmers and 6 Agritex staff (33 female and 31 male) were transported to Chitungwiza to visit a model Sasso farmer Patson Nyamakura. The farmer has a total of 1500 birds comprising 3 batches of Sasso at different growth stages. Visiting farmers had a tour of the poultry business unit at the farm where the farmer explained how the business started, and details of all the management practices done at the farm. Apart from that, farmers were trained on how the farm produces their feed using protein concentrate and maize from the farm. The farmer explained his marketing strategy which is through an open butchery in the community. Farmers were intrigued by how the poultry business complements other business units such as piggery, crops, and agroforestry. Marketing was explained by Mr Make Mwenda, and Mr Mukutcha, both being seasoned sellers in Mbare and Chitungwiza respectively. Prices for Sassos at 4 weeks were on average \$2.50; broilers \$2.10/kg live weight (\$4.20 for a bird). Farmers were encouraged and inspired by the opportunities that exist.



Figure 6. Scenes from farmer's visit to Mr. Partson's farm in Chitungwiza.

Launching the Hamara App

Digital applications are revolutionizing rural farming by bridging critical knowledge and marketing gaps faced by smallholder farmers. These tools provide farmers with access to real-time information on best practices, weather forecasts, pest and disease management, and market prices, empowering them to make informed decisions. By leveraging mobile and web-based platforms, digital applications facilitate direct connections between farmers and buyers, reducing reliance on intermediaries and increasing profitability. We have managed to launch the Hamara App as a way to bridge this knowledge gap in the Murehwa district. The App is a powerful tool to support record-keeping, financial management, and resource planning, fostering transparency and efficiency in agricultural operations. The value of the App is in:-

- Being able to record each business enterprise and all its records.
- Being able to manage and record finances through the business wallet.
- Being able to not only create a business enterprise but go on a personal journey of learning and growing by doing courses on the App that include a test after each short course. These are complimentary to in-person courses that Hamara runs. An individual can go on a Business Journey from Beginner to Apprentice to Graduate to Champion to Professional, with each level of growth opening up more doors of opportunity for their business, besides building their competence to improve their management and technical skills and so get better and better results, leading to more profit.
- In addition, create clubs of like-minded farmers where the aggregate of purchases is used to create loyalty at each level of club growth (Iron to Bronze to Silver to Gold to Platinum). The top level of loyalty discount is 6% which translates into a profit increase of roughly 18%. Each growth also opens up access to benefits such as access to cheaper phones, Starlink, contracts, and ultimately finance.

The objectives Hamara was in the context of Murehwa are to see individuals grow in knowledge and skill and so improve productivity and profit and go from strength to strength. In addition, see the collective power of clubs to access discounts and other benefits mentioned above.

We have conducted 2 Hamara App training seminars in Ward 4 and 27 resulting in the formation of 3 clubs in each ward. In addition, we identified that most of the farmers attending the seminars embarked on a Business Journey (some with Sasso, some with broilers, some with layers). Our mission for the coming weeks is to make the clubs to grow from Iron to Bronze and beyond, and many individuals to grow from Beginner to Apprentice and beyond. At the upcoming Expos, we have procured Internet services through Starlink and intend to see even more clubs being created and individuals growing in their business journey. Farmers have definitely found the Hamara App a challenge, but we are encouraged to see such progress as mentioned above. Having suitable phones and access to data is an on-going challenge, but we are on a journey with them and these obstacles will be gradually overcome.



Other ongoing activities

Activities that Hamara intends to carry out going into 2025 include:-

- Promotion of the 2-stage Sasso production with MUs and teen birds (SSPs). We want to see this flying with additional stage 1 and 2 farmers supported under contracts.

- The initial focus is to get the community to rear SSPs for their own consumption, but in time to encourage the farmers to find alternative markets.
- Promote the use of the Hamara App to grow individuals and clubs on a journey towards better production, higher profits, access to contracts, and other benefits.
- Hamara has been exploring how to service the farmers better and it is likely that soon we will establish routes of service as well as container stores.
- To continue to provide technical advice, training, and coaching to farmers in Murehwa.



Figure 7. Hamara App training with farmers in Murehwa.

Market Linkages Engagements

Market linkages are crucial for the Sasso poultry business model because they ensure consistent demand for the birds and their products, which is key to sustaining profitability and growth. Establishing strong market connections with buyers, such as local markets, processors, and retailers, helps secure stable income for farmers, reduces the risk of unsold stock, and ensures that the business can scale effectively. These linkages also enable farmers to access fair pricing, diversify income streams (e.g., through egg sales or meat), and integrate into larger value chains, boosting resilience and expanding market reach. Moreover, market linkages can provide valuable insights into consumer preferences, enabling better product quality and positioning. Currently, we have met with restaurants, Canteens, and hotels in Harare to have a taste of our Sasso meat for their business. Positive feedback has been reported, and we are continuing to search for viable markets.

Conclusions and Recommendations

Although we as Hamara were disappointed with the limited uptake of the Sasso 2-stage model since October 2023, we are cautiously optimistic that we are in a new season where there will be significant uptake. This effort has been aided by the controlled production of the 2 model farmers with direct supervision by 2 field officers. This could be a forerunner to a huge uptake in eating Sasso meat and eggs within Murehwa itself (with the benefits of better nutrition especially for children), before seeking markets in the towns and cities. In addition, the uptake of broilers and layers has also been significant and another source of food and income within the target communities. Of great significance are the relationships of trust that are being built which help farmers receive our input in training and people development. We believe there are exciting times ahead.

But this is the beginning. We believe the potential production - just in poultry alone - in Murehwa is huge with all the implications on better incomes and mitigating against poverty. As Hamara, we are already exploring opening depots/stores that will bring inputs closer to the farmers. Provided the uptake in production and demand for inputs grows, and the finance models work, Hamara is in. The partnership with AEI and the UU Accelerator program is significant and contributes hugely to making it worthwhile for Hamara to implement start-up programs in Murehwa. If this partnership continues to exist to mutual benefit and it is viable, Hamara will be around for the future.

Budget Summary (summary of budget expenses)

SUMMARY Expenditure to 17/12/24	
Field visits & workshops & training	\$3,308
Equipment	\$1,000
Model farmers	\$1,919
Hamara App support	\$5,000
Market linkages	\$2,123
Salary support	\$1,100
Sub-total	\$14,450
Amount received	
	\$15,989
Cash balance of funds	\$1,539
Commitments	
Mileage	\$1,200
Incentives	\$780
Supervisors of Model Farmers	\$600
Hamara App seminar	\$300
Miscellaneous	\$500
Bulawayo meeting re future (airticket)	\$306
Replacement laptop	\$1,853
Sub-total (commitments)	\$5,539
Balance required	\$4,000

Explanation of Expenditure:

1. Field visits and workshops and training \$3,308:
This refers to the Farmer Sensitization and Training meetings, hire of equipment, food, refreshments, bus fares where relevant, hire of Starlink, stationery, transport, fuel for the generator, Field Officer visits, incentives for getting on a learning and growth journey, Expo/roadshow set up.
2. Equipment \$1,000:
This refers to the down payment for the purchase of 2 x Starlink kits and 1-month subs.
3. Model Farmers \$1,919
This refers to the establishment of 2 model farmers (1 each at Wards 4 and 27), the cost of chicks and feed, stress packs and basic equipment like weighing scale, supervisors (dedicated Field Officers), and their food and wages.
4. Hamara App support \$5,000
This refers to a contribution towards App development fees and the contribution towards the development of training courses on the App.
5. Market Linkages \$2,123:
This refers to the visit of 70 farmers from Wards 4 and 27 to the model Sasso farmer in Chitungwiza, and the meetings with not only the farmer but other marketers (live sales, butchery) and being enlightened on marketing opportunities.

6. Salary support \$1,100:
This refers to the support of hands-on staff (primarily Field Officers) who are involved in Murehwa activities.

Explanation of Commitments to complete this Phase

Hamara is committed to promoting poultry production - in particular Sasso - in Murehwa. To complete the current phase in partnership with UU Accelerator and Agroecology Initiative, Hamara needs to complete certain activities utilizing the balance of the \$20,000 pledged by UU Accelerator program. This includes:-

1. Mileage \$1,200: this is mileage already incurred and needed to complete the work in the next couple of weeks.
2. Incentives \$780: this is for prizes (teen birds, chicks and feed) for the first 4 farmers to complete a Business Journey growth Beginner to Apprentice at each of the 2 wards; and prizes for the first 3 clubs at each Ward to move from Iron to Bronze level.
3. Supervisors of Model Farmers (short term contract Field Officers) \$600: this is to pay the 2-part time dedicated overseers of the Model Farmers who have coached and guided the 2 Model Farmers through their first batch of 200 Sasso chicks through brooding phase and helped to secure buyers for the teen birds for Stage 2 production.
4. Hamara App seminar \$300: this is to coach additional farmers towards achieving growth as indicated under (2) Incentives above.
5. Miscellaneous \$500: unforeseen expenses.
6. Bulawayo meeting re future direction \$316: this was to cover the flight and parking for me to fly to Bulawayo to meet Sondelani/Hamara directors about the future direction of the work in Murehwa.
7. Replacement laptop \$1,853: this is to contribute towards the replacement laptop of A Norton. The current MacBook Air is 9 years old and almost obsolete in terms of software upgrades.