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CHAPTER FOUR

4.0 IMPLEMENTATION FRAMEWORK

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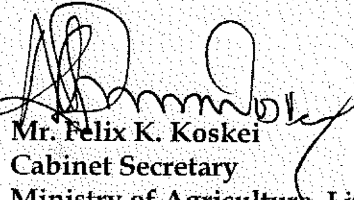
ASALs	Arid and Semi-Arid Lands
CBOs	Community Based Organizations
DOC	Day Old Chick
DVS	Director of Veterinary Services
DLP	Director of Livestock Production
ERS	Economic Recovery Strategy for Wealth Creation
GDP	Gross Domestic Product
GMOs	Genetically Modified Organisms
HPAI	Highly Pathogenic Avian Influenza
ICT	Information Communication Technology
KACE	Kenya Agricultural Commodity Exchange
KARI	Kenya Agricultural Research Institute
KEBS	Kenya Bureau of Standards
KELRI	Kenya Livestock Research Institute
KEPOFA	Kenya Poultry Farmers Association
MDGs	Millennium Development Goals
MoALF	Ministry of Agriculture, Livestock and Fisheries
MT	Metric Tonnes
NAFIS	National Agricultural Farmers Information System
NCD	New Castle Disease
NGOs	Non-Governmental Organization
NLP	National Livestock Policy
NPDP	National Poultry Development Programme
OIE	Office International des Epizooties-World Organization for Animal Health
PRSP	Poverty Reduction Strategy Paper
SDL	State Department of Livestock
SRA	Strategy for Revitalizing Agriculture
WHO	World Health Organization
WTO	World Trade Organization

Foreword

The National Poultry Policy 2013 addresses the need to create mechanisms that will ensure that the current poultry production is increased and sustained through improving the nutrition, feeding, breeding of indigenous poultry, poultry disease control, bio-safety and marketing infrastructure. This policy will put measures to promote value addition, enhance research and training as well as address various cross cutting issues that impact on the industry.

The policy is a result of various consultations among stakeholders in the industry. It is consistent with the Millenium Development Goals (MDGs), Constitution of Kenya and the Kenya Vision 2030. It is also developed within the framework of the overall Sessional Paper No. 2 of 2008 on National Livestock Policy that recognizes poultry production as key in the livestock sector.

The policy recognizes the potential of poultry production in the improvement of rural livelihoods and proposes options for increased production for economic development. It is envisaged that the content in this policy document will revitalize the poultry industry, guarantee its sustainability and contribute to the economic and social pillars of Vision 2030.


Mr. Felix K. Koskei
Cabinet Secretary
Ministry of Agriculture, Livestock and Fisheries

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Dr. Khadijah Kassachoon
Principal Secretary
State Department of Livestock

Executive summary

The overall objective of the National Poultry Policy is to enhance the contribution of the poultry industry to food security, poverty alleviation, employment creation and climate-smart agriculture in the country. This is in line with the Millennium Development Goal No. 1, Article 43(C) of the Constitution of Kenya, National Livestock Policy of 2008 and the social and economic pillars of Kenya Vision 2030. The poultry industry in Kenya has, over the years, progressed to become one of the most important pro-poor livestock enterprises particularly in the rural areas where over 70% of the country's population live and derive their livelihood. There are numerous species of poultry with the chicken being the most important comprising 98% while species such as ducks, geese, turkeys, pigeons, ostriches, guinea fowls, and quails constitute 2% of the estimated population of 36 million birds.

The annual chicken off-take is estimated at Kshs. 4.6 billion while the egg production is Kshs. 10.3 billion. Other poultry products include manure that is used for crop production and as livestock feed and feathers that have not been valued. Poultry has many social and cultural uses in addition to having linkages with other sectors of the economy that include the feeds industry, hotel industry and input suppliers. However, due to limited data on the linkages, the true value of the industry's contribution to the entire economy is not known.

Demand for poultry products is said to be on the rise due to urbanization, increasing population and preference for white meat. Subsequently demand for inputs such as day-old chicks, feeds and veterinary drugs is expected to be even higher. It is established that the industry has great potential but satisfying this demand is a challenge due to the many underlying constraints in the sub-sector such as low productivity and loss of genetic diversity in indigenous chicken; inadequate processing facilities; poor marketing infrastructure; high prevalence of diseases and inadequate research and training.

In order to realize and exploit the potential of the industry, it is important that strategies are put in place to meet the overall objective. This should be done in a holistic manner involving all the poultry value chain players. The Policy aims to achieve this.

To improve productivity, the policy direction is to enhance production of quality feeds, improve housing, manage and breed indigenous poultry and enhance disease control. Measures will be undertaken to address research, training and extension needs. To address marketing and value addition challenges, the policy direction is to facilitate development of market infrastructure and management of cost of poultry value addition, especially concerning equipment and technology. The policy is to promote processing in order to enhance safety regulation mechanisms for high quality poultry products. While implementing policy directives, issues of environment, gender, and HIV and AIDS and industry financing will feature prominently.

Chapter One

1.0 Introduction and Background

1.1 Introduction

The term poultry refers to chicken, ducks, geese, turkeys, peacocks and domesticated ostriches, quails, pigeons, guinea fowls, and any other bird for human use.

Poultry is one of the most important livestock enterprises in the rural households where over 70% (24 million) of the country's population live and derive their livelihood. Kenya has an estimated poultry population of 36 million birds. Of these, 71% consist of indigenous chicken, layers 16.7% and broilers 10.7%. Other poultry species like ducks, geese, turkeys, pigeons, ostriches, guinea fowls and quails make up 1.6% of the poultry population. The composition of different poultry types in Kenya is as presented in Table 1.

Table 1: Composition of Poultry Types in Kenya

Types	Chicken			Others	Total
	Indigenous	Broilers	Layers		
Number	25,756,487	3,885,467	6,071,042	587,530	36,300,526
Percentage	71.0	10.7	16.7	1.6	100

(Source: IGAD LPI Working Paper No. 03 - 11, September 2011)

Poultry production in Kenya is undertaken in many ways including commercial and free range systems utilizing different sets of resources, in a wide spectrum of social cultural and economic conditions. The main poultry species kept are chicken, ducks, guinea fowls, turkeys, pigeons, quails, and ostriches. The production comprises of the much larger subsistence indigenous chicken and the fast growing commercial broiler and layer types. Indigenous chicken are predominantly found in the rural areas where they play a key role in enhancing livelihood and food security.

While indigenous chicken are mainly found in rural areas. Broilers and layers on the other hand are mainly kept in urban and peri-urban areas. In addition, emerging poultry such as ostriches, quails, pigeons and guinea fowls are mainly found in arid and semi-arid lands (ASALs).

1.2 Demand and Supply Trends

The production and demand for poultry meat and eggs as stipulated in the National Development Plan for 2004 to 2008 has remained constant over time with the production levels meeting the demand needs despite the seasonal fluctuations. The country's per capita annual poultry meat and eggs consumption however stands at 3.5 kg and 36 respectively, which is way below the WHO poultry meat and eggs consumption recommendation of 12 kg and 182 respectively. It is common knowledge therefore, that an increase in effective demand of poultry meat and eggs is inevitable, more so, as a result of a shift in consumer preference from red to white meat as incomes and health consciousness improve. Production and demand for poultry meat and eggs is as shown in Table 2.

Table 2: Poultry Meat and Eggs Demand and Supply Trends

Product		2001	2002	2004	2006	2008	2009	2010	2011	2012	2013
Poultry Meat (Tons)	Production	21,540	22,078	23,196	24,371	25,694	26,979	28,328	32,577	37,463	38,213
	Demand	21,315	21,869	23,253	24,253	25,570	26,849	28,191	32,420	37,282	38,028
Eggs (million)	Production	1,040	1,071	1,136	1,205	1,278	1,342	1,409	1,620	1,863	1,901
	Demand	1,013	1,041	1,010	1,070	1,138	1,195	1,255	1,443	1,659	1,692

Source: National Development Plan: 2004 - 2008

1.3 Poultry Improvement Initiatives

The initial poultry development approaches in the country were private sector led. This was either by individuals or companies. The advent of colonialism was accompanied by the introduction of exotic poultry breeds by white settlers. In the post-independent Kenya, extension services were introduced. However, these services were characterized by limited poultry extension, technical knowledge and insufficient funding.

The National Poultry Development Programme (NPDP), which started in 1976 and ended in 1994, was aimed at increasing the production and consumption of poultry meat and eggs among a large number of subsistence households, at low cost. This was under the cockerel and pullet exchange programme. However, the programme experienced a number of challenges, among them conflicting donor interests, low off-spring fertility, hindrances from traditional practices, which impeded adoption rates of the improved breed and associated extension messages. Furthermore, the introduced breeds had low adaptability. The lessons learnt from this programme were that there is need for institutional participatory approach and a focus on the entire poultry value chain.

Despite these shortcomings, the programme successfully expanded poultry extension services, trained extension officers on poultry and carried out research on critical areas of the sub-sector. In an attempt to address some of the challenges experienced in the NPDP, a National Livestock Development Policy (LDP) was formulated in 1980. The policy recommended, among others, the provision of a poultry credit scheme, and the establishment of a national poultry advisory body. However, this policy as well as the National Livestock Policy of 2008 lacked an implementation framework for the proposed interventions. Poultry development initiatives were also addressed in various macro-economic policy blueprints, such as Poverty Reduction Strategy Paper (PRSP), Economic Recovery Strategy (ERS), Strategy for Revitalizing Agriculture (SRA) and Vision 2030. The Vision 2030 identifies poultry and poultry products as an important source of food security and wealth creation.

1.4 Contribution of Poultry to the Economy

The livestock sector contributes 6.8% (370 billion) of the Gross Domestic Product (GDP) to the Kenyan economy. Out of the Agricultural GDP, which is 25.9% of the National GDP, poultry sub-sector contributes about 12% (14.9 billion) to the livestock sector. The industry creates employment directly and indirectly and is also an important source of food. In 2009,

the estimated poultry meat consumption was 25,694 metric tons with indigenous poultry producing 11,400 Mts, broilers 6,300 Mts, and culls from hybrid layers 900 Mts. This was valued at Ksh. 4.62 billion. The production of eggs was 1.3 billion valued at Ksh. 10.3 billion. Indigenous chicken produced 676,108 million eggs while exotic layers produced 611,961 million eggs. The day old chicks produced were 12.2 million broilers and 2.3 million layers valued at Ksh. 610 million and Ksh. 184 million respectively. It is estimated that 400,000 Mts of compounded feeds are produced annually; out of which 70% are poultry feeds.

The poultry sub-sector contributes to the livelihoods of over 70% of the rural households in addition to its numerous social and cultural uses. The industry has linkages with other sectors of the economy, such as feeds manufacture, the hospitality industry and input suppliers. However, due to lack of adequate data, the true value of the poultry industry contribution to the entire economy is usually under-estimated. Despite the immense contribution and potential, this industry has continued to be constrained by various challenges. The main ones are high input costs, inconsistency of feed quality, diseases, inefficiencies at farm level and weak producers' organizations.

1.5 Stakeholders in the Poultry Industry

Poultry industry is dynamic and involves many players. The main stakeholders include producers, breeders, input suppliers (breeders, agrovets, feed manufacturers), service providers (marketing and research organizations, public/private extension agents, transporters, policy makers and regulators), processors and consumers. Given the diversity of interests that these players represent, there is need to enhance, harmonize and coordinate their roles.

1.6 Poultry Production Systems

Poultry production in Kenya is classified into three production systems based on scale, functions, breeds, husbandry and productivity. These systems are the free range or village poultry production system, semi intensive or backyard and commercial intensive systems.

1.6.1 Free Range Production System

In this system, the chickens are left to gather their food in the open. This system comprises 75% of the total poultry production in the country. It is also described as village system where birds are kept under a free ranging system, with unselected breeding flocks of various ages and mixed species with minimal feed supplementation. Flock sizes range from 5 to 30 indigenous chicken mainly owned by women, youth and children. However, there are some farmers with up to 500 chickens. In this system, management standards and bio-security levels are low and the output is targeted for the rural markets. The reliance of this sector on input and service providers is minimal. Although income from sales is usually low, it plays an important role as a source of protein in rural households. The system has a high potential for commercialization.

1.6.2 Semi Intensive Production System

This is the interface between the free-range system and commercial intensive system. It is an improved free-range system, which is common both in the rural, urban and peri-urban areas. In this system, birds are partly confined and partly left to scavenge. The system mainly, utilizes indigenous breeds and their crosses with exotic breeds. Flock sizes range from 30 to 200.

1.6.3 Commercial Intensive System

This system is divided into small scale, medium scale and large scale/integrated systems.

The small-medium scale commercial systems: These are generally characterized by exclusive confinement of specialized high producing hybrids, which are fully fed on concentrate feeds. The system is highly commercialized; capital and labor intensive with presence of disease control regimes in varying levels. Flock sizes may range from 200 to 5,000. Production farms are located in urban, peri-urban and rural areas.

The large scale commercial/Integrated production systems: These are commercial production systems characterized by moderate to high bio-security levels. Birds, which may include parent stock and grandparent stocks, are reared intensively. Flock size range from 5,000 to 15,000 for large-scale farmers with integrated systems rearing flocks of up to 100,000. The system may be integrated with feed milling, processing and franchising.

Chapter Two

2.0 Policy Rationale and Objectives

2.1 Rationale

Poultry, no doubt, plays an important role in rural livelihoods, food security and employment creation but the industry has been operating without a specific policy. Attempts were first made to promote the industry under the then Ministry of Agriculture in the 1950s. Subsequently, other interventions on poultry improvement were spelt out in other policies, and recently the National Livestock Policy of 2008. The industry has potential and can play a strategic role in line with the on-going socio-economic reforms as stipulated in key policy and legal provisions. The Millenium Development Goal 1 aims at eliminating hunger and poverty, while article 43(c) of the Constitution of Kenya entitles every Kenyan freedom from hunger and access to adequate food of acceptable quality. The economic and social pillars of Kenya Vision 2030 acknowledge the potential of developing livestock sector and emphasizes on social equity. The Agriculture Sector Development Strategy and the National Livestock Policy too recognize poultry production as a key sub-sector in the livestock sector.

2.2 Policy Issues and Constraints

Despite the recognition of the importance of the sub-sector by key international and national policies and development strategies, the industry is constrained by challenges, such as low productivity and loss of genetic diversity in indigenous chicken, poor feed availability, inadequate processing facilities, poor marketing infrastructure, high prevalence of diseases and inadequate research, extension and training. Other challenges include unclear guidelines on animal welfare, limited access to credit and insurance, lack of fiscal incentives, quality control and biosafety, biosecurity, inadequate capacity to comply with international standards and mainstreaming of environmental, gender and HIV/AIDS issues. It is recognized that the industry has the potential to generate higher incomes and

transform living standards of its players if appropriate interventions are formulated and implemented.

2.3 Policy Objectives

The overall goal of the National Poultry Policy is to enhance the contribution of the poultry industry towards food security, poverty alleviation, employment creation and climate-smart agriculture in the country.

Specific Objectives

The specific objectives of the National Poultry Policy are to:

- (i) Enhance poultry production and productivity.
- (ii) Facilitate timely detection, diagnosis, treatment and control of poultry diseases.
- (iii) Promote value addition and marketing of poultry and poultry products.
- (iv) Enhance competitiveness of the poultry industry locally, regionally and internationally.

Chapter Three

3.0 Policy Content

The policy content addresses poultry breeds and breeding, feeds, production systems, diseases, marketing, value addition, research, extension and training. Other issues covered are information systems, industry financing, legal framework, cross cutting issues (animal welfare, environment, persons with disabilities, gender and culture, HIV and AIDS) and monitoring and evaluation.

3.1 Breeds and Breeding

Kenya has indigenous, exotic poultry breeds and their crosses. In addition there are emerging poultry breeds such as ducks, ostriches, guinea fowl and quails. There is sufficient diversity of poultry that can be selected for performance, adaptability and low input technology for different producers and agro ecological zones.

3.1.1 Indigenous Breeds

Indigenous chicken contribute immensely to meeting nutritional and financial needs of the rural households but have not received commensurate attention, such as adequate characterization and conservation. Breeding programs and selection for traits of economic importance have been inconsistent. The upgrading of indigenous chicken was initially promoted through programs such as cockerel and pullet exchange in the National Poultry Development Programme (NPDP) in the mid-1980s. Despite its success in capacity building, production constraints such as low offspring performance, conflict with traditional practices and low adoption rates impeded achievement of its full objectives. Over the years there has been growing interest in the emerging poultry species but much has not been achieved because of unavailability of breeding material.

In this regard, the National and County Governments will promote characterization and conservation of indigenous poultry and selection for traits of socio-economic importance and

support establishment of indigenous poultry gene pool. To diversify poultry breeds, breeding of emerging poultry will be promoted.

3.1.2 Commercial Breeds

The country does not have a breeding program for commercial breeds. The commercial sector relies on imported parent stock, whose availability is subject to prevailing bio-security levels from countries of origin. Shortages in the supply of day-old chicks (DOCs) occasionally occur in the country. This is attributed to inadequate hatching capacity, fluctuating demand and supply of poultry products, legislation and regulations on setting up and managing hatcheries. Breeding farms exist, but their enforcement is weak. In addition the importation process is lengthy and bureaucratic and involves many players.

To address the shortage in the supply of day-old chicks, the National and County Governments will support establishment of a breeding program for commercial breeds. In addition, the expansion of hatchery capacities will be promoted. The National and County Governments will also enhance capacity of authorities mandated to approve importation of day old chicks and hatching eggs for parent stock, enforce laid down legislation and regulations, and reduce the time taken to process the importation documents.

3.2 Feeds and Feed Quality

Feed costs make up to 70% of the total operational cost in a poultry enterprise with energy and proteins as the main components that constitute poultry feeds. The main source of energy is grains, such as maize, which is also human food. Alternative energy sources have not been explored. The high cost of commercial feeds coupled with inadequate quality control of both raw materials and compounded feeds adversely affects the production cost and ultimately profits from the enterprise. This is attributed to inadequate supply and high cost of imported feed ingredients.

In this regard, the National and County Governments will encourage and facilitate growing of alternative sources of energy and protein for the poultry industry to meet local demand. The National and County Governments will also encourage local production and facilitate competitive sourcing of imported raw materials while at the same time putting in place regulatory measures to control adulteration of raw materials and compounded feeds. The National, County Governments and stakeholders will facilitate the development of cost-effective and suitable formulation of feeds for indigenous chicken and emerging poultry using alternative local resources.

In addition, the National and County Governments in collaboration with stakeholders will facilitate regular review and use of certified feed additives such as myco-toxin binders, growth promoters, enzymes and acidifiers to enhance the quality of feeds available locally.

3.3 Poultry Housing and Equipment

Most indigenous poultry are not appropriately housed and the available designs are not easily accessible. Standards of locally produced and imported equipment are not set and therefore there is no enforcement of any procedures.

In this regard, the National and County Governments will promote research, development and adoption of appropriate poultry housing and equipment and put in place standards for the same.

3.4 Poultry Production Systems

The three main production systems, namely extensive system for free-range, semi-intensive and intensive systems have critical issues of housing, feeding, bio-security, disease control, management, equipment, marketing and environmental concerns.

3.4.1 Free Range System

Under free-range system, the productivity from the indigenous flocks is low and there is lack of commercial orientation, but with appropriate interventions, high levels of productivity can be attained. Some socio-cultural practices such as raising poultry in close proximity with human dwellings expose them to zoonotic diseases.

In this regard, the County Governments together with stakeholders will promote supplementary feeding, and on-farm feed formulation. In addition, appropriate housing technologies as dictated by local raw materials and prevailing climatic conditions will be promoted. Measures to facilitate adequate sanitation and address environmental concerns for poultry will also be instituted. The National and County Governments will enhance the capacity of animal health workers, extension staff and farmers on breeding, disease control and other aspects of management, and promote commercialization of indigenous poultry.

3.4.2 Intensive Commercial System

The Intensive commercial production systems ranging from small-scale production (200 to 1,000) to large scale production (over 100,000) are mainly practiced in urban and peri-urban areas. The main challenges are high cost of feeds, disease outbreaks, marketing, waste disposal and inadequate access to financial services. The current urban laws also prohibit keeping of livestock including poultry. However, food demands and production indicate that urban agriculture contributes substantially to food supply in urban centers; hence modalities should be explored to accommodate these developments.

In this regard, the County Governments will build capacity of producers in better management practices, promote and improve market infrastructure, facilitate initiatives that address high cost, poor quality compounded feeds and the raw materials. The National and County Governments will address challenges from poultry waste disposal and management. A review of poultry production systems and relevant regulatory provisions to reflect prevailing socio-economic circumstances including consideration for financing will also be undertaken.

3.5 Poultry Diseases

3.5.1 Disease Control and Pest Management

Disease control and management is important for viability and sustainability of the poultry industry. Disease has a direct impact on productivity and trade. The most devastating diseases are Newcastle disease (NCD), pullorum/bacillary, white diarrhoea (fowl

typhoid) and Marek's disease (fowl paralysis). These diseases cause high morbidity and mortality rates causing economic and socio-cultural losses. Other diseases that constrain poultry production are Gumboro and Coccidiosis among others. In addition, there are emerging diseases, like the highly Pathogenic Avian Influenza (HPAI), which pose economic and public health challenges.

The response to outbreaks of poultry diseases has not been as efficient and effective as in other livestock species. Other challenges facing the industry include, inadequate capacity in creating public awareness, disease surveillance, inspectorate and quality assurance, human and financial resources. There is no compensation mechanism following culling for disease control by the Government.

In order to address these challenges, the National and County Governments in collaboration with other stakeholders will take the necessary steps to allocate adequate funds and enhance capacity of the ministry in-charge of livestock to control these diseases. They together with stakeholders will also improve response mechanisms while addressing knowledge and information gaps on both notifiable and other diseases. They will also enhance the development of compensation strategy for stamping out of poultry diseases.

3.5.2 Disease Control and Legislation

The Directorate of Veterinary services is currently mandated under Cap 364, to control animal diseases and pests. However, the existing legal and regulatory framework does not adequately address challenges particularly on emerging poultry diseases such as Highly Pathogenic Avian Influenza. Other challenges include inadequate enforcement of existing rules and regulations on movement of poultry and poultry products both within the country and internationally.

In order to address these shortcomings, the National Government will spearhead a review of all the relevant legal statutes to enhance harmonization and remove any overlaps of the various legislative statutes affecting poultry management.

3.4.3 Vaccines, Drugs and Bio-safety

The poultry industry relies on retail outlets for the supply of pharmaceutical products such as vaccines, hygiene products and curative drugs. Quality control measures have declined due to weak enforcement of regulations. The production, importation, distribution and utilization of these inputs is inefficient.

In this regard, the National and County Governments will enhance regulatory mechanisms and vigilance for importation, production, distribution and utilization of vaccines and drugs. The National and County Governments will also facilitate establishment of an efficient cold chain system and alternative vaccines e.g. thermo-stable to ensure good quality and effective vaccine delivery system. In collaboration with relevant stakeholders, the National and County Governments will address capacity needs, such as training (including use of indigenous knowledge), equipment, financing among others, of all service providers.

3.6 Marketing and Value Addition

3.6.1 Poultry Marketing

Poultry marketing is currently largely done by the small-scale farmers and the private sector with National Government and County Governments offering regulatory services. However, the current marketing system is limited by various challenges such as lack of reliable market information, inadequate product differentiation, seasonality of poultry products and fluctuations in prices. Other constraints include poor transport facilities, bio-safety issues, and lack of slaughter and storage facilities. There are middlemen who exploit poultry producers by offering low and fluctuating prices not based on defined product standards. The poor market prices result in poor market access by the producers.

In this regard, the National and County Governments will initiate development of an effective poultry marketing information system and promote the strengthening of poultry producer associations to improve on marketing efficiency. In addition, they will provide market infrastructure (slaughter houses, cold chain facilities) to stabilize supply and price fluctuations. Brand development will be encouraged for commercial producers. Rural producers will be encouraged to specialize in production of organic poultry and poultry products.

3.6.2 International Trade

The country has the potential to participate in the international trade. Besides the conventional poultry products, organic products can also be produced. The international market for Kenyan poultry and poultry products is in the East African region and other neighboring countries. The imports for poultry production include: parent stock, fertile eggs, feed ingredients, drugs, sera, vaccines, equipment, and semen. The international markets have been constrained by various challenges such as Sanitary and Phyto-sanitary Standards (SPS), traceability and quality issues.

To address the challenges in the international trade, the National Government and County Governments in collaboration with relevant stakeholders, will work towards attaining the OIE standards for export and imports of poultry and poultry products. The National Government will also seek to classify poultry and poultry products as special products under World Trade Organization (WTO) agreements.

3.6.3 Value Addition

The Government policies put emphasis on value addition, which is key to improving income in any enterprise. Currently, there is limited value addition in the poultry industry. The main products from poultry farming are live birds, meat, and eggs. Other products include feathers, skins, bones, manure and shells. There is need for these products to be

value added. Lack of value addition is mainly attributed to: inadequate knowledge, skills and high cost of technologies.

To address these challenges, the National Government and County Governments through Public Private Partnership will facilitate setting-up of strategic processing facilities that meet local, regional and international Sanitary and Phyto-Sanitary (SPS) standards and encourage stakeholders in the industry to embrace value addition and promote skills enhancement. Poultry value addition will be emphasized as part of the government's efforts towards realization of the country's industrialization and wealth creation.

3.7 Information System

Over the years, there has been much emphasis on the conventional methods (pamphlets, flyers and mass media) of data collection and information dissemination. However new systems and technologies have necessitated the need for additional approaches that embrace Information, Communication and Technology (ICT). They include the National Agricultural Farmers Information Systems (NAFIS), National Commodity Input Exchange (NCIE) that is linked to NAFIS and Livestock Marketing Information System (LMIS) that are currently being used. However they are all limited in scope and application. There are other private sector initiatives such as Kenya Agricultural Commodity Exchange (KACE) which play an important role in information dissemination. There is need to integrate the conventional and ICT approaches for effective delivery and wider coverage.

In this regard, the National Government and County Governments in collaboration with the relevant stakeholders will develop regular data collection and information management system. They will further encourage establishment of strong and legally recognized commodity based associations to facilitate exchange of data and information between stakeholders and promote private-public sector partnership. The integration of conventional and ICT approaches to pass information will be strengthened across the value chain.

3.8 Cross-cutting Issues

Crosscutting issues are those that have been identified and need to be addressed at all levels of the poultry value chain. They include gender and culture, persons with disabilities, HIV and Aids, environment and animal welfare.

3.8.1 Gender and Culture

Small scale poultry farming is mainly undertaken by women and the youth. However, this category of producers has limited access to credit and often inadequate control of family resources. This inhibits investment and growth of the industry. In some communities poultry farming is not culturally valued. This leads to limited production and consumption potential hence reduced income for the women and youth.

In this regard, the National and County Governments in collaboration with stakeholders will develop gender sensitive programmes to enable women and youth access efficient production facilities such as credit, technology and market information. In addition, the Governments and stakeholders will create awareness on the importance of poultry farming as an alternative source of livelihood in affected communities.

3.8.2 Persons with Disabilities

Persons with disabilities have not been actively involved in livestock development programs. They have limited livelihood opportunities and the technologies used do not adequately address their special needs.

The National and County Governments in collaboration with other stakeholders will promote active involvement and participation of persons with disabilities in poultry development programs and encourage development of technologies that address their special needs.

3.8.3 HIV and AIDS and other Human Diseases

The prevailing HIV and AIDS pandemic and other human diseases have negative social and economic implications on poultry producers, service providers and other stakeholders

through loss of productivity and diversion of income. Given the nutritional value of poultry products, low labor requirements, relatively low capital investment and ease of sale of poultry and poultry products, it is a viable source of food and income to a larger portion of the population for the infected and affected.

The National and County Governments in collaboration with other stakeholders will mainstream HIV and Aids interventions in their programmes and activities and will promote increased consumption of poultry and poultry products as one of the disease management strategies. In addition poultry will be promoted as a source of livelihood to mitigate effects of the scourge.

3.8.4 Environment

There is limited awareness on existing environmental issues that affect the poultry industry. Under free ranging poultry production systems, the birds are occasionally subjected to polluted environments and are therefore susceptible to the buildup of harmful residues (heavy metals, drug residues and pesticides). Poultry droppings are used in organic agriculture, biogas production and as livestock feed. However, waste from slaughterhouses, carcasses and poultry droppings are potential environmental contaminants if not well managed.

In this regard, the National and County Governments in collaboration with relevant agencies and stakeholders will enforce and continuously review the existing environmental laws. They will also encourage good environmental practices by all the stakeholders in the poultry value chain and promoting effective utilization of poultry products and by-products.

3.8.5 Animal Welfare

International markets demand that producers and other players through the value chain adhere to established standards and regulations in management and handling of poultry including traceability and bio-security. Many producers house their poultry in less than adequate housing facilities exposing the birds to poor hygiene and disease outbreaks.

Animal welfare requirements are especially violated during transportation, at the markets and during slaughter.

The National and County Governments will facilitate the review, awareness creation and enforcement of the animal welfare regulations.

3.9 Institutional and Legal Framework

3.9.1 Legal Framework

The Directorate of Livestock Production is responsible for creating an enabling environment for optimizing poultry production while the Directorate of Veterinary Services is mandated to prevent, treat and control diseases. Both Directorates regulate the importation and exportation of poultry and poultry products. The linkage and coordination between and within the two Directorates is weak. There are various legal statutes that govern the poultry industry, some of which conflict or overlap. In addition, the current legal mandate does not recognize the Department of Livestock Production, which makes it vulnerable to changing institutional setup and makes it less effective to execute its mandate. These weaknesses in legal and institutional framework have been identified as major contributors to the challenges affecting the performance of the poultry industry. The linkages and partnerships amongst relevant public institutions such as universities, agricultural research institutions and agricultural training centers are also very weak.

In order to address the challenges and enhance service delivery in the poultry industry, roles will be harmonized and coordination of the directorates institutionalized. Further, a review of the legal framework will be undertaken to reduce overlaps and make them more responsive to current and emerging challenges. Further, the National and County Governments will establish a stakeholder driven Kenya Poultry Development Board. Linkages between relevant public and private institutions will be strengthened with the view of promoting the industry.

3.9.2 Private Institutions

Private institutions play a key role in the poultry industry. They include input suppliers, producer groups, community based organizations, financiers and NGOs. However, the operations of these organizations are not adequately harmonized and coordinated, resulting into multiplicity of functions and overlaps.

The National and County Governments will promote public-private sector partnerships, harmonize and develop a coordination mechanism. In addition, the producer associations' capacities in human resources, infrastructure and extension services will be strengthened.

3.9.3 Research, Training and Development

Research is key to competitiveness in the poultry industry. Poultry research is currently undertaken by Kenya Agricultural Research Institute (KARI), Universities and private institutions. Poultry research and technological development in the country is mainly funded by the National Government and Development Partners. However research is limited due to low funding and prioritization. In addition, there are inadequate research facilities, limited human resource capacity and poor coordination and sharing of the research findings between these institutions and the users. These challenges are compounded by the lack of a comprehensive master plan on poultry research.

In order to give the required attention to poultry research, the National and County Governments will establish a Livestock Research Institute (KELRI) as provided for in the National Livestock Policy, 2008 and Kenya Agricultural Research Organizations (KARO) Act of 2013 and allocate adequate financial and human resources. To overcome challenges in extension service delivery, the National and County Governments will collaborate and strengthen linkages with other extension service providers to develop dynamic and comprehensive poultry extension packages and facilitate their adoption. They will also encourage investments in capacity building for extension service providers, extension clientele and relevant institutions.

3.10 Financing the Industry

3.10.1 Public Financing

A number of poultry development projects were previously financed in partnership with development partners. Although they were successful to a certain extent, they were not able to achieve all their set objectives and lacked financial support to sustain the activities after the end of project implementation period. However, given its high potential, the poultry industry should be considered as a vital sub-sector for diversifying and increasing farmers' incomes and improved livelihoods.

In this regard, the National and County Governments will increase their budgetary allocations to poultry programs, and encourage increased investment in the entire poultry value chain.

3.10.2 Private Financing

Inadequate access to credit has limited operations of the poultry value chain actors especially the small-scale poultry producers and traders who lack collateral for loans. Some NGOs and CBOs have been trying to intervene through giving some credit to small-scale poultry producers and traders. Mechanisms for providing affordable credit to both small and large-scale poultry producers and traders are inadequate. Currently there are limited poultry insurance policies by insurance companies. This inhibits the growth of the industry.

In this regard, the National and County Governments will develop mechanisms of extending affordable credit facilities to both small and large-scale poultry farmers through the existing private finance institutions. They will also encourage the banks, private firms, micro-finance institutions, the cooperative societies, producer groups, NGOs and CBOs to advance more credit to actors in the poultry value chain.

3.11 Monitoring and Evaluation

Regular monitoring of the performance and implementation of this policy is vital to ensure that the objectives set out are realized. Currently there is no effective M&E system that provides for timely corrective measures in the poultry industry.

In this regard, the National and County Governments will institute an effective and well-coordinated information management system that will provide information flow among stakeholders and provide for timely corrective measures. A participatory M&E system to monitor this policy will be established and institutionalized.

CHAPTER FOUR

4.0 IMPLEMENTATION FRAMEWORK

Overall Objective:	To develop and conserve appropriate poultry breeds based on traits of socio-economic importance									
Thematic area/Policy direction	Specific Objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agency(ies)	Budgets and source	Time frame	Assumptions	Remarks
Breeds and Breeding	To characterize and conserve poultry genetic resources	Determine population and distribution of poultry genetic resources	Collate existing data on poultry genetic resources, population and distribution	National and County	Accurate poultry population and distribution data available	MALF, KARI, Universities	480m - GoK& DPs	2014-2019	Favorable political goodwill, favorable collaboration between KELRI and MALF	National task force
			Analyze existing poultry genetic resources and their distribution	National and County	Population and distribution of poultry genetic resources established	MALF, KARI, Universities	20m - GoK& DPs	2014-2019	Favorable political goodwill, favorable collaboration between CBS and MALF	5m per County
			Identify and quantify existing poultry breeds, genotypes and phenotypes	National and County	Existing breed, genotypes and phenotypes determined and quantified	MALF, KARI, Universities	250m - GOK & DPs	2014-2019	County will be operational, favorable political climate, operationalization of KELRI	National team, County teams and enumerators

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			Carry out genetic mapping of identified breeds, genotypes and phenotypes	National and County	Genetic maps of identified breeds, genotypes and phenotypes established	MALF, KARI, Universities	50m - GOK & DPs	2014-2019	County will be operational, favorable political climate, operationalization of KELRI	National team, County teams and enumerators
			Develop guidelines on indigenous poultry genetic resources conservation	National	Threatened and endangered genotypes and phenotypes identified	MALF, KARI, Universities	4m - GoK	2014/2015 - 2016/2017	County will be operational, favorable political climate, operationalization of KELRI	Technical team and stakeholders workshops
			Establish performance levels of identified poultry genetic resources	National to coordinate and County to implement	Data on performance levels of identified phenotypes and genotypes available	MALF, KARI, Universities	100m, Gok, stakeholders	2014/2015 - 2017-2018	County will be operational, favorable political climate, farmers willing to participate, operationalization of KELRI	On station and onfarm tests and trials
		Promote conservation of poultry genetic resources	Identify and evaluate institutions for conservation of genetic resources	National	Key conservation institutions identified	MALF, KARI, Universities	4m - GoK & DPs	2014-2019	Institutions are existing, favorable institutional collaboration	National technical evaluation team
			Build capacity of existing institutions to conserve genetic resources	National	Capacity of institutions under MALF enhanced	MALF, KARI, Universities	400m - Gok	2014-2019	Political goodwill	Human, capital and operational costs

		Establish and equip institutions for conservation of genetic resources	National and County	new institutions established and sustained. Threatened and endangered poultry breeds, genotypes and phenotypes conserved	MALF, KARI, Universities	2.5 billion - GoK	2014/2015 - 2020/2021	Political goodwill	Human, capital and operational costs
	Adopt and promote existing and new poultry reproduction technologies	Upscale existing and establish new poultry reproduction technologies (A.I, Somatic cells)	National/ County	Up-scaled breeding technologies	MALF, KARI, Universities	300m - GoK & DPs, private sector	2014 - 2019	Political goodwill	National coordination, County, capacity building.
		Build capacity on use of poultry reproduction technologies	National/ County	Experts trained in various technologies	MALF, KARI, Universities	200m - GoK & DPs, private sector	2014- 2019	Political goodwill	Experts in research, universities, MALF and equipment.
To develop and promote appropriate poultry breeds	Develop appropriate poultry breeds	Develop indigenous poultry breeds for meat, eggs and adaptability	National and County	High yielding breeds developed	MALF, KARI, Universities	1.5 billion - GoK & DPs	2014 - 2030	Political goodwill, stakeholders cooperation, operationalization of KELRI	Human, capital and operational costs
		Patent developed indigenous breeds and those with unique characteristics	National	Breed types and unique characteristics patented	MALF, KARI, Universities, KIKRI	100 m - GoK & DPs	2015 - 2027	Political goodwill, stakeholders cooperation, operationalization of KELRI	Operational costs

		Promote patented breeds to farmers	County	farmers informed on new breeds	MALF, KARI, Universities, KEPOFA	50m - GoK & DPs	2014- 2018		
Facilitate formation of poultry breeders' organizations		Sensitize poultry stakeholders on the new breeds	County	Poultry stakeholders sensitized	MALF, KARI, Universities, KEPOFA	50m - GoK & DPs	2014 - 2016	Political goodwill, stakeholders cooperation, poultry breeds will be developed	Operational costs
		Establish breeders organizations	National and County	Poultry breeders organisations formed	MALF, KEPOFA	48m - GoK & DPs	2014 - 2016	Political goodwill, stakeholders cooperation, poultry breeds will be developed	Operational costs
		Build capacity for poultry breeders and stakeholders	National and County	Poultry breeders and other capacity built	MALF, KARI, Universities	48m - GOK & DPs	2014- 2019	Political goodwill, stakeholders cooperation	Operational costs
		Enhance skills for poultry breeding experts	National and County	Poultry breeding specialist skills enhanced	MALF, KARI, Universities	182m - GOK & DPs	2014 - 2019	Political goodwill, stakeholders cooperation	Training costs
		Multiply and promote developed breeds	County	Appropriate and superior breeds available	MALF, KARI, Universities	300m - GoK & DPs	2014- 2030	Political goodwill, stakeholders cooperation, operationalization of KELRI	Human, capital and operational costs

			Encourage adoption and utilization of developed breeds	County	Appropriate and superior breeds utilized	MALF, KARI, Universities	1.3 billion - GoK & DPs and development partners	2014-2019	Political goodwill, operationalization of County, cooperation of development partners	Purchase of breeding stock, operational costs, awareness creation,
		Commercialization of developed breeds	Expand existing hatcheries and encourage establishment of new ones	County	Hatcheries capacity increased, new hatcheries established, appropriate and superior chicks available	MALF, KARI, Universities	25m - GoK & DPs	2014-2019	Breeds developed and available, private sector cooperation	GOK & DPs co-ordination costs
Promote diversification of emerging poultry species	Promote emerging poultry species	identify emerging poultry species	National and County	appropriate types poultry identified	MALF, KARI, Universities, KWS	5m GoK & DPs	2014-2019	Stakeholder cooperation	Task force and stakeholder for a costs.	
		build capacity for breeding emerging poultry species	National and County	appropriate capacities developed	MALF, KARI, Universities, KWS	100m - GoK & DPs	2014-2019	Stakeholder cooperation	Task force and stakeholder for a costs.	
		breeding of emerging poultry species	National and County	Emerging poultry species available for multiplication	MALF, KARI, Universities, KWS	150m - GoK & DPs	2014-2019	Favorable political goodwill, favorable collaboration between KELRI and MALF	operational cost	

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			Multiply and commercialize developed breeds	National and County	Emerging species available	MALF, KARI, Universities, KWS	200M - GoK & DPs	2014-2019	Favorable political goodwill, favorable collaboration between KELRI and MALF	operational cost
			Train farmer and stakeholders on emerging poultry species	County	Farmers trained	MALF, KARI, Universities	100m - GoK & DPs	2014-2019	Stakeholder cooperation	Training costs
Overall Objective:	To improve access to quality poultry feeds									
Thematic area/Policy direction	Specific Objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agency(ies)	Budgets and source	Time frame	Assumptions	Remarks
Feeds and feed quality	To improve the quality of feeds	Develop and institute standards for feedstuff	Develop and review relevant standards	National and County	Reviewed standards	MALF, KEBS, AKEFEMA,	60M, GoK, Development partners and NGO.	2014-2019	Favorable political goodwill, favorable collaboration between MALF and feed manufacturers	task force
			Sensitize the public on standards	National and County	Public sensitized on standards	MALF, AKEFEMA,	50M, GoK, Development partners and NGO.	2014-2019	Favorable political goodwill, favorable collaboration between MALF and feed manufacturers	task force

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	To facilitate availability of competitive production inputs	Support local production of feeds and feeds additives	Study and evaluate the current situation on feed additives	National and County	Current situation on feeds additives established	MALF, AKEFEMA, Research institutions	10m, GoK, Development partners and NGO.	2014-2019	Favorable political goodwill, favorable collaboration between KELRI and MALF	operational costs
			Develop mechanisms and options for local investment promotion	National and County	Mechanisms and options developed	MALF, KEBS, AKEFEMA, Development partners	10m GOK & DPs and Development partners	2014-2019	Favorable collaboration between MALF and other stakeholders	task force
		Enhance support for imported feed supplements	Develop mechanisms for bulk purchasing of production inputs	National and County	Mechanisms developed	MALF, AKEFEMA	10M GOK & DPs and private sector	2014-2019	Favorable political goodwill, favorable collaboration between MALF and feed manufacturers	task force
			Stakeholder lobbying	National and County	Reduced cost of feeds	AKEFEMA, NGOs	10M GOK & DPs.	2014-2019	Favorable collaboration between MALF and feed manufacturers	task force
	To improve the capacity of poultry industry stakeholders such as feed producers and farmers associations for better management of	Train the farmer groups and other stakeholders on lobbying and group dynamics	National and County	Enhance advocacy skills of farmers	MALF, DPs	28.2M GOK, Development partners	2014-2019	Political good will		

	poultry production									
		To promote production and use of locally generated feed resources	Identify research needs on local feed resources	National	Research needs identified	MALF, Research institutions	10M GOK & DPs & Development partners	2014-2019	Favorable political goodwill, favorable collaboration between KELRI and MALF	research costs
			Develop research packages on local feed resources	National	Packages developed	MALF, Research institutions	10M GOK & DPs & Development partners	2014-2019		
			Train farmers on the use of locally available feed raw materials	National & County	Farmers trained	MALF DPs	47M GOK & DPs & PARTNERS	2014-2019	Political good will	
		Develop guidelines and MOUs between feed manufactures and farmers	Guidelines & MOUs	National	MALF, AKEFEMA, Feed manufacturers	20M-GoK & DPs	2014-2019			

			Set up bulking and demonstration sites for the locally available raw materials and feed crops.	National & County	Bulking sites set up	MALF, University, Other Institutions	15M – GoK & DPs	2014-2019	Political good will	
Overall Objective	To promote appropriate poultry production systems									
Thematic Area/ Policy Direction	Specific Objective (s)	Strategies	Main activities	Level National /County	Key Outputs Milestones	Lead agency(s)	Time frame	Budget and source	Assumptions/ Remarks	Remarks
Production Systems	Free Range System									
	To improve free range poultry production systems and biosecurity	Promote appropriate housing technologies	Develop guidelines on appropriate housing technologies	National and County	Guidelines and appropriate housing technologies developed	MALF – SDL	2014-2017	20M GOK, Devt Partners, private sector	Political stability and goodwill	
			Training stakeholders on the appropriate technologies	County	Trained stakeholders	MALF - SDL	2014-2019	100M GoK, Private Sector, DP	Political stability	
		Promote supplementary feeding	Training on on-farm feed formulation	County	No. of farmers adopting supplementary feeding	MALF-SDL	2014 – 2019	23.5m GOK & AKEFEM A	Political stability and goodwill Availability of funds	
			Train producer organizations on	National	Trained poultry producer	MALF – SDL	2014 – 2019	5M	Political stability and goodwill	

			commercial feeds formulation and quality control		organizations				Availability of funds	
			Identify research needs on local feed resources	National and County	Research needs identified	MALF-SDL, KARI,	2014 – 2019	10m GOK & Private Partners	Private partners will collaborate	
	Enhance capacity of animal health service providers, extension workers and farmers on bio-security issues		Train both government and private animal health service providers	National and County	Competent service providers	SDL and Development partners	2014-2019	70.5M GoK and Development partners	Political stability and good will	
			Equip the GOK technical workers	County	Equipped technical workers	GoK	2014-2017	100M GoK & Partners	Political stability and good will	
			Create awareness on stamping out and compensation mechanisms in the event of notifiable disease outbreak	National and County	Awareness created	SDL	2014-2018	200M, GoK and Development partners	Cooperation by poultry keepers	
			Train on specialized poultry production and diseases management skills	National and County	Trained technical staff	MALF	2014-2018	50M GOK	Political good will	
			Intensive Production System							

	To enhance management and capacities of producers and service providers for intensive commercial production systems	Promote intensive commercial systems	Create awareness on intensive commercial production systems	National and County	Awareness Created	MALF	2014-2017	20M Gok & Partners	Political good will	
			Develop investment models for intensive commercial systems	National and County	Investment models developed	MALF	2014 – 2016	20M, Gok & Development Partners	Political good will	
			Develop financing arrangements for K-LIFT	National	Improved access of service providers to finance	SDL	2014 – 2017	50M GOK and Development partners	Political good will	
		Improve capacity of poultry industry stakeholders	Train the farmer groups on lobbying and group dynamics	National and County	Enhance advocacy skills of farmers	MALF, KEPOFA	2014 – 2017	28.2M GOK, Development partners	Political good will	
			Provide information and organize study tours	National and County	Information provided and study tours conducted	MALF, KEPOFA	2014 – 2019	GOK and farmers 28.5M	Political good will	
Overall Objective	To enhance prevention, timely detection, diagnosis, treatment and control of poultry diseases									

Thematic area/Policy Direction	Specific objectives	Strategies	Main activities	Governance Level (National/County)	Key Outputs/Milestones	Lead Agency (ies)	Time frame	Budget and source (Ksh.)	Assumptions	Remarks
Disease control and pest management	To enhance prevention and control of poultry diseases	To enhance disease prevention and control	Carry out disease surveillance at border ports of entry and along the value chain	National and County	Disease status and profile documented	Directorate of Veterinary Services & the private sector	2014 - 2015	2.4 Billion GoK & DPs	Political goodwill and successful operationalization of devolution	Operational costs, this is a continuous activity
					Timely and verifiable reports	Directorate of Veterinary Services & the private sector	2014 - 2015			
			Mobilize resources for surveillance (personnel and physical infrastructure)	National and County	Increased personnel and equipment procured	Directorate of Veterinary Services and private sector	2014-2015	45M	Implementation starts July 2014 (25 % coverage)	Operational costs, this is a continuous activity
			Upgrade/establish diagnostic capacity on laboratories on poultry	National	Regional and national labs upgraded	MALF & NGOs and other development partners	2014 - 2017	500M GoK and development partners	Availability of funds and political goodwill of County governments	Operational costs

			Carry out regular and timely vaccinations	County	Increased bird vaccination coverage	Directorate of Veterinary Services & the private sector	From 2014	500M GoK and Development Partners	70% coverage of the national population	Operational costs, this is a continuous activity
			Train farmers and other stakeholders on importance of early poultry disease reporting	County	Trained farmers and other stakeholders on early poultry disease reporting	Directorate of Veterinary Services & the private sector	2014-2015	100M GoK and Development Partners	Political goodwill and successful operationalization of devolution	This is a continuous activity
			Document and validate indigenous knowledge on poultry diseases	National and County	Catalogue of ethno – veterinary products and	Directorate of Veterinary Services, Research, Universities, NGOs and Communities	2014 - 2016	7.5 M GoK and NGOs	Farmer willingness	Funds for facilitating collection, research and profiling
					Materials for further research collected	Directorate of Veterinary Services, Research, Universities, NGOs and Communities	2014 - 2016	7.5M GoK and NGOs	Farmer willingness	
			Stamp out existing and emerging zoonotic poultry diseases	National and County	Poultry zoonotic diseases stamped out	Directorate of Veterinary Services and stakeholders in the poultry	2014 - 2030	2B GoK and Development	Political goodwill and farmer willingness	This is the estimated cost of stamping out in a region of

						industry		partners		4,000,000 birds @ 500/
Vaccines and bio-safety inputs	To enhance quality control measures in production, importation distribution and utilization of vaccines and biosafety inputs	To enhance quality control measures in production, importation distribution and utilization of vaccines and biosafety inputs	Increase production and distribution of NCD thermostable vaccine and other poultry vaccines	National & County	64 million doses Thermostable NCD and other vaccines available and accessible in the counties	KEVEVAPI and County Governments	2014-2015	130M GoK and Development Partners	Total cost for 1 dose at 5/- (budget notes)	Kenya Veterinary Vaccine Production Institute (KEVEVA PI)
			Carrying out routine inspection of the cold chain system in drugs and vaccines outlets	National and County	Viable vaccines distributed	Directorate of Veterinary Services and Kenya Veterinary Board	2014-2030	10 M GoK	1 central vaccine store per district	
Overall Objective:	To promote value addition and marketing of poultry and poultry products									
Thematic area/Policy direction	Specific Objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agencies	Budgets and source	Timeframe	Assumptions	Remarks

Marketing and Value addition	To facilitate value addition of poultry and poultry products	Promote the setting up of poultry processing facilities that meet local and international standards	Conduct feasibility study on processing facilities	County	Feasibility study report	MALF	3M – GOK, DP's	2014-2015	Favorable political and economic environment	
			Conduct environmental impact assessment studies on poultry processing facilities (EIA)	County	EIA Report	MALF; NEMA	3M – GOK, DP's	2014-2015	Favorable political and economic environment	
			Lobby and fundraise for investments in establishing poultry processing facilities	National and County	Funding for processing plants acquired	MALF; KEPOFA	2M-GoK; DP's	2014-2015	Favorable political and economic environment	
			Awareness campaigns on processing requirements and standards	County	Awareness created	MALF; KEPOFA	100M - County	2014-2015	Favorable political and economic environment	
			<i>Establish slaughter slab/processing facilities</i>	County	Slaughter facilities constructed	MALF,	500M-GOK, Private investors DP's	2014-2018		
			Strengthen linkages between actors along the value chain	National and County	Linkages established	MALF; KEPOFA; Devt. Partners	10M - GoK, Devt. Partners	2014-2019		

	To facilitate the access of poultry and poultry products into local and international markets	Develop and promote technologies in value addition of poultry and poultry products	Conduct market research on poultry and poultry products	National/Regional/international	Market research undertaken	MALF, Research Institutions	3M - GoK, DP's	2014-2015		
			Sensitize processors on market requirements for poultry and poultry products	County	Processors sensitized	MALF; Research Institution	25M – GoK	2014-2016	Political goodwill	
			Acquire/establish technologies in product development	County/National/International	Value addition technologies acquired	MALF, Research Institutions	25M – GoK	2014-2017	Political goodwill	
			Promotion for new poultry and poultry products	National and County	New products promoted	MALF; KEPOFA; Devt. Partners	25M – GoK	2016-2018		
			Design Brand Names for new products	County	New poultry brands developed	MALF; KEPOFA; Devt. Partners, KIPi	10M – County Government	2014 – 2015		
		Develop an effective poultry marketing information system	Conduct a market information needs assessment	County	Market information needs assessed	MALF, Research Institutions	3M-GoK	2014-2016		
			Develop a data collection, analysis and management and dissemination	National and County	Data system developed	MALF, Research Institutions,	25M - GoK	2014-2018		

			system			KEPOFA				
			Conduct a training needs assessment for Staff in poultry marketing	County	Training needs assessed	MALF; Research Institutions	5M-GoK	2015-2016		
			Capacity building of staff on poultry Marketing Information Systems (MIS)	County	trained staff	MALF, Devt. Partners, Research Institutions	60M-GoK	2016-2018		
	Promote and strengthen poultry stakeholder associations in marketing		Capacity build actors in group dynamics and governance	National and County	Associations strengthened	MALF, private sector	5M-GoK; Devt Partners	2014-2020		
			Capacity build in collective marketing	County	Stakeholders trained in collective marketing	MALF, private sector	50M-GoK; Devt Partners	2014-2019		
			Link poultry stakeholder associations to local, national and international markets	National and County	Market linkages established	MALF, Private sector	10M-GoK	2014-2019		
			Capacity building in contract farming and marketing	National and County	Stakeholders trained on contract farming and marketing	MALF, private sector	50M-GoK	2014-2017		

Overall objective	To develop and operationalize a national and County poultry information management system									
Information system	Specific objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agencies	Budgets and source	Timeframe	Assumptions	Remarks
	To generate and disseminate relevant information for poultry value chain actors	Facilitate the generation and dissemination of relevant information for all poultry value chain actors	Profile and disseminate details of all poultry value chain actors	National and County	Poultry value chain actors profiled	MALF; KEPOFA; AKEFEMA; Research Institution	48M – GoK, DPs	2014-2015	Favorable political and economic environment; No serious disease outbreak; Affordability/availability of energy sources	
			Compile and disseminate database of existing poultry production and processing technologies	National and County	Database of poultry production and processing technologies established	Research Institutions; AKEFEMA, KEPOFA, MALF	48M – GoK, DPs	2014-2015		
			Establish and operationalize poultry market information exchange system	National and County	Poultry market information exchange system established	MALF;KEPOFA;	50M GoK/DPs	2014-2016		
			Identify designated live-bird markets	National and County	A map of designated live-bird market developed	MALF	55M GoK/DPs			

		Facilitate the use of ICT by all poultry value chain actors	Set up national and County poultry ICT system (<i>hardware and software and expertise</i>)	National and County	ICT infrastructure in place	MALF, Research Institution; E-government	285M GoK/DPS	2014-2016		
			Build capacity on ICT technologies	National and County	ICT compliant personnel	MALF, E-government	52M GoK, DPs	2014-2016		
			Establish and operationalize community based ICT centers	National and County	Functional ICT centres established	E-government; KEPOFA;	3B GOK DPs	2015-2020		
			Conduct sensitization campaigns for Poultry actors on use of Community ICT Centre	National and County	Sensitized Poultry Actors on use of ICT centers	E-government; County government;	50M – GoK, DPs	2016-2018		
			Conduct monitoring and evaluation of the ICT use in the poultry industry	National	Poultry ICT systems evaluated	MALF; County Government	10M – GoK, County	2014-2017		
	To strengthen public private partnerships on information sharing	To establish information sharing platforms among poultry value chain	Facilitate establishment of a Poultry Stakeholder Forum (PSF)	National and County	Poultry Stakeholder Forum Established	MALF	5M-GoK, DPs	2013-2017		

		actors								
Overall Objective:	To mainstream cross cutting issues (Gender /culture, Persons with disabilities, HIV and Aids, Environment and Animal welfare) into poultry programmes									
Thematic area/Policy direction	Specific Objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agencies	Timeframe	Budgets & Sources	Assumptions	Remarks
Gender and Culture	To develop and promote gender sensitive poultry programmes	Promote gender sensitive production systems	Train women and youth on poultry value chain	County	Trained women & youth	MALF	2014-2019	50M GOK, DPs		
			Establish a poultry specific financing programme for women and youth	County	Sufficient funding available, Jobs created per County	MALF, DPs, Financial Institutions	2014-2019	500M, GOK, DP's		
			Sensitize communities on the need for equitable control and utilization of resources	County	Communities knowledgeable on gender based equitable resource access and control	MALF	2014-2016	20M GoK, DPs	Change of attitude	

Persons with disability	To develop and promote poultry programmes for persons with disabilities	Promote poultry production and processing programmes for persons with disabilities	Develop poultry programmes for persons with disabilities	National and County	Poultry programmes developed	MALF & Council of Disabled Persons	2014 – 2018	20M – GOK, DPs		
			Train persons with disabilities in poultry production and processing	National and County	Persons trained	MALF & CDP	2014 - 2018	20M GOK, DPs		
			Create credit fund through microfinance for persons with disabilities	National and County	Sufficient Funds/Credit availed	MALF & CDP	2014 - 2018	100M - GOK, DPs		
			Develop and promote technologies that are user friendly for persons with disabilities.	National and County		MALF & CDP	2014 - 2018	50M - GOK, DPs		
HIV & AIDS & Other human diseases	To mainstream HIV and Aids in poultry development programmes and activities	Create awareness to players in the poultry industry on HIV and AIDS and its management	Conduct sensitization workshops to poultry value chain actors on HIV and Aids	National and County	Poultry actors sensitized	MALF/MOH/ NACC, NGOs	2014- 2016	50M – GoK, DPs	Political stability and good will	

		Promote increased consumption of poultry products	Conduct sensitization fora on nutritional value of poultry products	County	Communities sensitized on nutritional value of poultry and poultry products	MALF & HIV & AIDS Control Council	2014- 2016	60M - GOK, DPs, Poultry Firms.		
			Develop and print materials on nutritional value of poultry products	National and County	Poultry nutrition materials available in appropriate form	MALF, KARI, KELRI	2014- 2015	50M – GoK, DPs		
		Promote poultry as a source of livelihood to mitigate effects of HIV & AIDS Scourge	Train the infected and affected persons on poultry farming as a business	County	Trained persons	MALF & HIV & AIDS Control Council	2014 - 2019	100M – GoK, DPs		
			Create and provide interest free credit facilities for HIV & AIDS infected and affected persons to invest in poultry farming and trade	County	Access to credit facilities	MALF & HIV & Aids CONTROL COUNCIL	2014- 2019	100M – GoK, DPs		
Environment	To enhance environmentally friendly poultry production	Promote safe environmental practices in poultry production	Conduct sensitization fora on poultry industry safe environmental practices	County	Reduced environmental pollution	MALF & NEMA	2014 – 2016	60M – GoK, DPs		

	practices		Train on environmental law enforcement	County	Reduced environmental contamination	MALF & NEMA	2014-2016	10M – GoK, DPs	Cooperative partners	
			Research on and promote effective utilization of all poultry products	County	Increased utilization of all poultry products	MALF, KARI & Universities	2014-2016	10M – GOK, DPs		
Animal welfare	To promote adherence to animal welfare regulations	Facilitate enforcement of animal welfare regulations	Review animal welfare regulations	National and County	Revised animal welfare regulations	MALF & KSPCA	2014-2015	10M – GoK, DPs		
			Create awareness on animal welfare regulations	County	Informed poultry industry players on animal welfare regulations	MALF & KSPCA	2014 – 2016	50M – GoK, DPs		
			Strengthen institutions for animal welfare regulations enforcement	County	Strong animal welfare regulations enforcement institutions	MALF	2014 – 2019	50M – GoK, Dps		
Overall Objective:	To strengthen institutional and legal framework for the poultry industry.									
Thematic area/Policy direction	Specific Objectives	Strategies	Main activities	Governance level (National/County)	Key outputs /Milestone	Lead agencies	Budgets and source	Timeframe	Assumptions	Remarks

Institutional and legal framework for the poultry industry	To harmonize existing legal framework affecting the poultry industry	Review and align existing legislation to the constitution	Identify and review existing legislations affecting poultry	National	Relevant Legislations identified and reviewed	MALF, stakeholders, AG	62 M-GoK and Development Partners	2014 – 2016	Political goodwill, stakeholders cooperation	Operational costs
		Improve on existing legislation on poultry feed stuff	Review relevant guidelines, rules, regulations and legislation	National	Reviewed regulations and legislation	MALF, KEBS, AKEFEMA,	62M, GoK, Development partners	2014-2017	Favorable political goodwill, Favorable collaboration between MALF and feed manufacturers	
			Harmonize and amend identified legislations	National	Poultry legislations harmonized	MALF, stakeholders, AG	12M - GoK	2014 – 2016	Political goodwill, stakeholders cooperation	Operational costs
		Improve legislation on emerging poultry species	Review and harmonize relevant legislation on emerging poultry species	National and counties	Relevant legislation reviewed and harmonized	MALF, KWS, NMS, AG	100M - GoK and Development Partners	2014 - 2020	Stakeholder cooperation	Task force and stakeholder for a costs
		Ensure compliance with legal and regulatory requirements for local and export markets	Sensitization of poultry value chain actors on legal requirements (transportation, poultry welfare, processing)	County	Relevant legislation reviewed and harmonized	MALF, Private sector, KEPOFA	3M-GoK	2014-2018		

		Review of existing legal and regulatory requirements for local and export markets	National	Relevant legislation reviewed and harmonized	MALF, Private sector, KEPOFA	5M-GoK	2014-2017		
		Develop systems to monitor compliance to legal and regulatory requirements	National	Monitoring systems developed	MALF, Private sector, chain actors,	4M-GoK	2014-2017		
To develop new and strengthen existing institutions in the poultry industry	Establish a stakeholder driven poultry development board	Establish the Kenya Poultry Development Board	National	Kenya poultry development board established	MALF, stakeholders, AG	200M-GoK and Development Partners	2014 – 2016	Political goodwill, stakeholders cooperation	Capital, Human and operational costs
	Build capacity for the existing institutions	Identify and evaluate the status of existing institutions	National	Existing institutions identified and evaluated	MALF	20M GoK	2014 – 2016	Political goodwill	Operational costs
		Enhance human resource capacity in the poultry industry	National and County	Institutional human capacity enhanced	MALF	300M - GoK	2014 – 2016	Political goodwill	Training, recruitments and Operational costs
		Rehabilitate, expand and equip institutional	National and County	Institutional facilities rehabilitated	MALF	200 M-GoK	2014 – 2015	Political goodwill	Operational costs

		facilities		and expanded					
	Improve on existing legislation on feed stuff	Review relevant guidelines rules, regulations and legislation	National and County	Reviewed regulations and legislation	MALF, KEBS, AKEFEMA,	6m.GoK, Development partners and NGO	2014-2017	Favorable political goodwill, favorable collaboration between MALF and feed manufacturers	
		Develop and update legislation	National and County	Legislation updated and developed	MALF	6M, GoK, Development partners and NGO.	2014-2017	Favorable political goodwill, Favorable collaboration between MALF and feed manufacturers	
To harmonize coordination and strengthen linkages in the poultry industry	To strengthen partnerships, collaboration and networking	Strengthen poultry stakeholders coordinating unit	National and County	Stakeholders coordinated	MALF, stakeholders,	10 M-GoK, stakeholders	2014 – 2016	Political goodwill, stakeholders cooperation	Operational costs
	To review and strengthen the poultry legal and regulatory framework	Fast track the reviewing process of compensation mechanisms	National	Uniform and acceptable compensation mechanisms in place	MALF and Stakeholders	1M - GoK	2014-2017	Ksh. 500,000 per workshop Lobbying	

			Reviewing existing legal and regulatory frameworks and align them to the constitution	National	Streamlined enforcement	MALF and stakeholders	2014-2017	5M - GoK and Development Partners	Hold 5 workshops each @ KSh 1 million (In consultation with lawyers and stakeholders)	
			Conduct consultative workshop for all actors involved in enforcement mechanism of existing rules and regulations	National		Improved enforcement of existing rules & regulations	2014-2015	3M MALF	Top enforcement officers	