POULTRY:

RESPONDING TO CONSUMER BEHAVIOUR & PREFERENCES

A study funded by the Embassy of the Kingdom of the Netherlands (EKN) Dar es Salaam Tanzania.

Issues highlighted and recommendations given in this report will be useful to the Impact Cluster Poultry (an initiative of the Dutch government to develop the poultry subsector in Tanzania), the Ministry of Livestock and Fisheries (MLF), and to wider stakeholders who are active in the development of the poultry subsector in Tanzania.

The poultry subsector in Tanzania is emerging steadily driven by the private sector. Although a majority of consumers prefer indigenous chickens and eggs for their taste and trusted raising methods, most find it unaffordable compared to other meat (beef/pork).

Facts and Figures

The **average per capita consumption of eggs in Tanzania is 106 while the recommended level by FAO is 300**. Thus to meet the FAO recommendations, production must be tripled.

There is an **import ban on poultry and poultry products** into Tanzania in place since 2016 because of avian influenza (IA); however **importation of breeding stock is allowed**, i.e. fertilised eggs and day old chicks (DOCs).

The **domestic market for exotic chicken and eggs is growing** mainly among middle class and affluent people in urban areas with the expansion of supermarkets, quick-service restaurants (QSR) and street-food vendors.

Affordability is the overriding factor that influences most Tanzanian consumers of poultry and poultry products. The price of beef is the benchmark. Beef is commonly eaten in Tanzania and to change that habit comparably-priced chicken meat should be made available. Eggs are more widely eaten because they are more affordable and since eggs from indigenous chicken cannot meet this demand, eggs from exotic breeds (layers) will continue to play an important role in the supply chain.

There is a **growing supermarket culture** in most urban areas due to a growing middle class with higher incomes that demands processed poultry products.

Nutritional and health concerns have had an increasingly significant influence on consumers' food choices. In response, food service establishments, grocery stores and supermarkets now offer a wider variety of foods and food products that reflect changing consumer tastes and preferences. For poultry and poultry products it is practical also to consider and use nutrition as a branding factor.

Promotion of production and consumption of poultry products is organized by the umbrella organisation**, Poultry Association of Tanzania (PAT)** and smaller organisations that are at various formative stages and thus require capacity building.

If Tanzanian annual per capita consumption of poultry meat will double to 3.66 kg by 2050 and eggs per capita consumption from 106 eggs to 212 eggs; then **the country needs to produce 553 million chickens (80% exotic) and 27.35 billion eggs by 2050**.

Challenges

Although there are a handful of large poultry farms, the **sector is dominated by small-holders**: informal producers with poor animal husbandry practices who do not observe bio security. Organising these small producers into associations or cooperatives will pave the way to adoption of technologies and market linkages.

The poultry subsector is **far from formal in terms of structured trade and regulations**. Transformation will take a deliberate multi-stakeholders' effort to meet the increasing demand due to population growth, increased middle class and rapid urbanisation.

Feed is the main challenge for large and small and medium scale commercial producers, largely due to the high cost of carbohydrate and protein inputs. Poor regulation and competition also make identification and quality control challenging. Proteins (animal-based & plant-based) are the costliest elements in animal feed, comprising as much as 70% of the cost of production, and are in short supply in Tanzania. Alternative ingredients like maize, soya and algae production will reduce importation and drive down production cost and prices

There is **limited processing of poultry products** due to uncontrolled slaughter, lack of appropriate slaughter facilities, high level of informality in the sector, limited regulations, unskilled staff, low awareness for quality processed poultry products and a limited range of processed products. The Tanzania Meat Board has to play its role in encouraging and providing alternatives of low-cost processing facilities and enforcing quality and safety of processed products. Processing and distribution of poultry and its products has remained a challenge because only the large poultry farms have own or access to third-party logistics' cold-chain infrastructure due to the high investment required.

Future interventions

Development of a strategy for the poultry subsector is a good starting point for promotion of production and consumption of quality and safe poultry and poultry products in Tanzania. The Strategy should aim at promoting incentives to the private sector to boost competitiveness, through value-addition and technology upgrades; regulating trade; facilitating export and providing affordable industrial finance.

Deliberate and adequate enforcement of food quality and safety regulations by the Tanzania Meat Board and local authorities aiming at promotion of investment in processing facilities.

Training of women and youth needs to be encouraged and specific certificates and diplomas initiated at LITAs to reinforce short courses.

The Embassy of the Kingdom of the Netherlands has embarked on a **transformation agenda for the poultry industry** to propel the industry to the next level.

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