

OUR WORK ON EGGS



OUR VISION: MORE AVAILABLE, ACCESSIBLE, AND DESIRABLE EGGS

GAIN works on **supply** and **demand**, as well as on changing **incentives, rules and regulations** to encourage **production** and **consumption** of nutritious and safe foods. We seek to understand and tackle barriers faced by small enterprises working to boost availability, affordability, desirability, and convenience of **nutritious foods like eggs**, especially for people on low-incomes.

BETTER EGG SUPPLY

Our work on **supply chains for nutritious foods** assesses value chains, identifies enterprises to support, and provides grants and technical assistance enabling them to produce nutritious and safe foods at affordable prices. Given the nutrition credentials of eggs, their relative scarcity in many countries where GAIN works, and their potential for affordability, we actively seek to support companies supplying eggs to these markets.

BOOSTING EGG PRODUCTION IN RWANDA

Trabac is an egg farm located in the outskirts of Kigali. Through GAIN's Marketplace for Nutritious Foods programme, **Trabac** received grants and technical assistance to improve production, financial management, packaging and distribution of eggs.

Production capacity tripled between 2015 and 2017, from 600 to 1,800 eggs per day. With better feed quality, a larger henhouse, and

better business management driving down unit costs, **Trabac** began offering lower prices for customers buying direct from the farm. Lower prices also attracted wholesalers, contributing to driving increased production and sales. To further improve access for low-income consumers, **Trabac** plans to sell part of its stock through three branded kiosks, two of which are to be in low-income markets.

GAIN has **over 15 years' experience** supporting small companies in Africa working in nutritious food supply chains, including those for eggs. Companies are identified through careful vetting, and receive support in business plan development, technical and, in some cases, financial assistance, as well as continued follow-up to ensure that plans are implemented.



We know from experience in Mozambique that a typical egg company can, over three to four years, **increase egg production** by 1.75m eggs a year, with a co-investment of around USD 80,000.

REBUILDING AFTER DISASTER IN MOZAMBIQUE

Quinta do Bom Ovo, or the Farm of the Golden Eggs, is located near Beira, capital of Sofala province, Mozambique. GAIN's support helped the farm to build new housing for 6,000 hens in 2018. Business was good, with affordable fresh eggs sold directly to people in the neighbourhood, as well as trucked to nearby Beira.

Cyclone Idai, one of the worst tropical cyclones ever recorded, made landfall in Mozambique in March 2019. **Quinta do Bom Ovo's** infrastructure

was washed away. A great number of hens were lost in the initial disaster, and in its wake, owing to interrupted feed supply.

GAIN's assistance in weeks following the cyclone enabled the farm workers to return and helped rebuild to prevent further loss of hens. Ongoing work with the **Quinta do Bom Ovo** is part of wider efforts to return production and distribution of nutritious food in the region to pre-cyclone levels.

MORE DEMAND FOR EGGS

For children and youth to benefit from the nutritional value of eggs within the context of a diverse diet, families must be persuaded to spend more of their disposable income on eggs, as well as to prioritise them in children's meals. In many settings, affordability is perceived as a major barrier – but it's not the only one. Cultural beliefs can equally restrict demand, particularly for pregnant women or young children.

GAIN works to understand the **drivers of household food choices**, including perceptions of and attitudes to nutritious foods, using these analyses to iteratively develop consumer-centred demand-creating interventions.

BOOSTING EGG DEMAND IN NIGERIA AND ETHIOPIA



In Nigeria and Ethiopia, where government programmes tackling egg availability exist, GAIN seeks to complement these efforts by generating demand for eggs, especially targeting children. GAIN's programmes develop and implement innovative last mile distribution, retail activation, and communication strategies to improve child nutrition, particularly by encouraging parents to feed eggs to children as part of a balanced diet.

The strategies include engaging with mass media, developing partnerships with key associations, government representatives, and private sector stakeholders, and developing in-store schemes to be visible at the point of purchase. Work focuses on Kaduna State, Nigeria's poultry capital, and six rural locations in three Ethiopian provinces, reaching more than 200,000 households. The overall objective is to help increase the consumption of eggs among children who typically do not consume enough animal-sourced foods as part of their regular diet.

One of the posters developed for use in Kaduna State