300 CLUB IN UGANDA

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What **300 Club** is?

- A **continuous farm assessment tool** that yields us the best kind of information to help producers as they pursue **300 eggs per year from each hen**.

- A **form of coherence** for farmers that allows them share experiences to enable them avert challenges.

- A **channel through which technologies** are shared and exploited by farmers.
Objectives of **300 club**

1. Production improvements **300 eggs/hen/year**
2. **Technical education.**
3. Improved business **profitability**
4. Networking to allow **knowledge sharing**
300 club activities

• Quarterly technical **trainings**.
• **Farm** tours and visits.
• **Information** dissemination (using mobile phone)
• Guidance on Feed **formulations** using Brill
A Mobile Livestock Sales & Marketing Information Support System

TO ADDRESS NOVUS CUSTOMER CHALLENGES

NENO is a Mobile Livestock Sales & Marketing Information Support (SMIS) System
300 club Topics

- Training farmers on proper management including but not limited to brooding, litter quality, vaccination, disease diagnosis and bio-security.
- Training on proper feed Mixing (since majority do home mixing).
- Guidance on well balanced feed.
- Providing feed analysis for farm made feeds to bridge the nutritional gap
- Egg grading and packing techniques
300 club challenges

- Low levels of literacy among layer farmers.
- Insufficient resources.
- High dependence by farmers on government for help.
- Absence of strict industry government legislation.
- High levels of poverty.
300 club Implementation in Uganda

- Land locked country
- Population projected at 35 million people
- 37.7% of the population living on less than $1.25 a day
- Over 80% of the economy is supported by agriculture
- 68% of the people survive on agriculture.
UGANDA LAYER INDUSTRY

- Over 2 million Exotic layers.
- 98% brown layers.
- Mostly are small scale.
- Range from Not financially equipped to commercial farmers (few)
- Range from intensive to extensive farming.
CHALLENGES OF THE INDUSTRY

• Lack consistent Quality feeds (home made).
• Disease and high mortality.
• Low farm productivity.
• Poor quality chicks.
• Poor farm records.
• Lack of competent industry SMS.
• Absence of an association for the industry.
300 club Success areas in Uganda

• Improved early nutrition and management.

From rudimentary → improved methods
300 club Success areas in Uganda

- Improved biosecurity
300 club Success areas in Uganda

- Better feed mixing and formulations.

Hand mixing  →  Using a simple mixer
300 club Success areas in Uganda

- Improved layer management and housing.

Poor housing & drinkers to systems
300 club Success areas in Uganda

- Empowerment of farmers through Education
300 club Achievements in Uganda

- Improved egg consumption.
- Egg school program - private schools.
- Changed perception about egg Nutrition.
- Growth of the layer business.
Thank You

Baie dankie

Obrigado

Jaaraama

Enkosi

Asante sana

Merci

E seun

Ngiyabonga

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