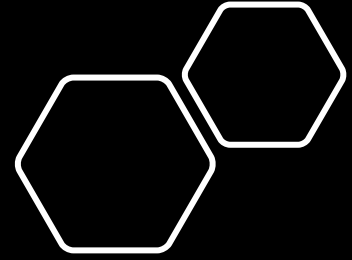




*Eden Street Development
Company Limited*



New Green Chicken Rearing Project

Developed by Eden Street Development Company Limited

- Registered Local Charity - CAIN100-109C
- Driving sustainable community growth through economic & social outreach projects in the New Green Community, Manchester, Jamaica since 2013 –See the **Eden Street infomercial** at the following link

https://drive.google.com/file/d/1aRY_SEY1r6QUzv6Gr-kJ2M4hnHt0pTfX/view?usp=sharing



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Project Description

Create thriving households by providing training and economic support for local chicken farmers (satellite farms) in the New Green Community of Manchester, Jamaica.

- Problems identified following an asset mapping exercise conducted in the community:
 1. Unemployment, hence, the need to create sustainable employment opportunities.
 2. Inadequate skills training, hence, the need to provide access to skills training and certification.
 3. Poor literacy and numeracy skills, hence, the need to provide access to literacy and numeracy training.
- Eden Street Development Company has identified five chicken farmers (satellite farmers) who will serve as a pilot group for this intervention:
 1. Upgrading their chicken houses
 2. Providing creative support in waste disposal
 3. Improving potable water supply – catchment system and water drums
 4. Providing inputs for the first year of operations
 5. Providing skills training and certification – broiler production, business and entrepreneurial
 6. Providing mentorship leading to business registration and profitability
- Eden Street Development Company will establish its own chicken farm (the anchor farm), generating an independent source of income to continue funding its development agenda in the New Green community.
 - Engage in value chain activity (e.g.. smoked chicken production) - maximize revenue
 - Create a retail hub - ready market for the New Green satellite farmers to offload their mature birds
 - Become the epicentre for training and certification of satellite chicken farmers, waste management and processing
 - Become the epicentre for R&D to drive productivity throughout the entire eco-system – anchor to satellite



Market Landscape/Opportunity

- During COVID Jamaica's small chicken farmers increased their production to its highest ever point, providing almost 40 per cent of all chicken meat produced in Jamaica.
- Chicken is one of the most available, affordable and consumed proteins in Jamaica.

| PROTEIN | PRICE PER KILOGRAM |
|-----------------|--------------------|
| Whole Chicken | 680 (USD 4.37) |
| Beef | 1570 (USD 10.08) |
| Pork | 1600 (USD 10.27) |
| Fish (Bassa) | 989 (USD 6.35) |
| Corned Beef | 1940 (USD 12.46) |
| Sardines | 2210 (USD 14.19) |
| Tinned Mackerel | 983 (USD 6.31) |
| Mutton (Goat) | 1750 (USD 11.24) |
| Oxtail | 3250 (USD 20.87) |

Consumption Analysis

Market Landscape/Opportunity

- The quality of Jamaica's chicken meat is safeguarded by institutions such as the Veterinary Services Division in the Ministry of Agriculture, Fisheries and Mining, the Public Health Department in the Ministry of Health and Wellness and the Bureau of Standards in the Ministry of Industry, Investment and Commerce.
- Jamaica has one of the highest per capita consumption rates of chicken meat in the Caribbean at almost 50 kgs per person per year.
- The poultry sector is one of the success stories of Jamaica's agricultural sector and helps to drive growth in the sector. In 2022, the sector's production was estimated at 3 per cent of GDP.
- Jamaican poultry production is projected to experience steady growth over the next five years. By 2028, the nation's poultry output is expected to reach approximately 159,000 metric tons, up from around 145,000 metric tons in 2023. **Projected growth rate:** 1.4% CAGR.
- **Exports** In 2022, [Jamaica](#) exported \$10.8M in [Poultry Meat](#), making it the 57th largest exporter of [Poultry Meat](#) in the world. At the same year, [Poultry Meat](#) was the 16th most exported product in [Jamaica](#). The main destination of [Poultry Meat](#) exports from [Jamaica](#) are: [Cayman Islands](#) (\$6.05M), [Bahamas](#) (\$2.49M), [Barbados](#) (\$1.94M), [Saint Martin](#) (\$226k), and [British Virgin Islands](#) (\$88.1k).

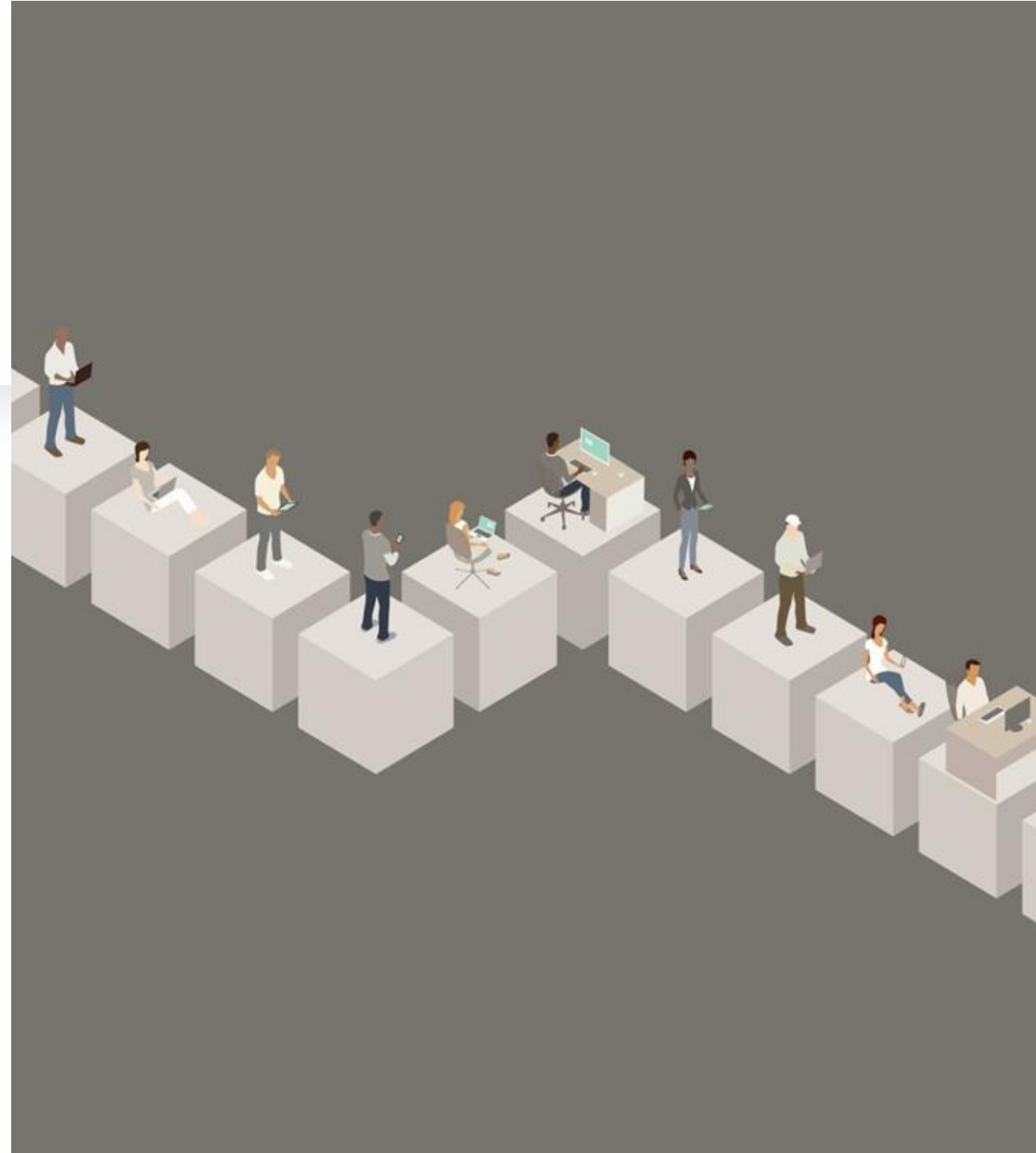
Solution to Problem of Unsustainable Livelihoods

- A small chicken farmer raising 200 chickens for 6 weeks can earn over \$90,000 (578 USD) profit on that flock.
- At year 3 – 500 chickens/flock can support a family of 4, both adults earning minimum wage.
- There are over 100,000 small farmers (55 per cent of whom are women) who raise chickens as a livelihood and another 5,000 who work directly in Jamaica's chicken meat industry (contract farmers, processors, farm store operators, distributors — wholesale/retail, technical specialists — veterinarians, engineers, biochemists, logisticians, lab technicians, electricians, refrigeration technicians, accountants, management personnel, farm hands and casual labourers).



Market Fit/Competitive Advantage

- Food security, export potential, other meats substitution
 - Direct competitors/competitive advantage - 100,000 small farmers
 - Feed substitution
 - Value chain activity/new product development
 - Capacity building - training & certification, small business development
 - Certified facilities
 - Major Players – Jamaica Broilers Group (92.96B in revenue April 2024; Caribbean Broilers.
 - Major exporters of chicken meat
 - Major suppliers of feed and baby chicks.



Revenue Model

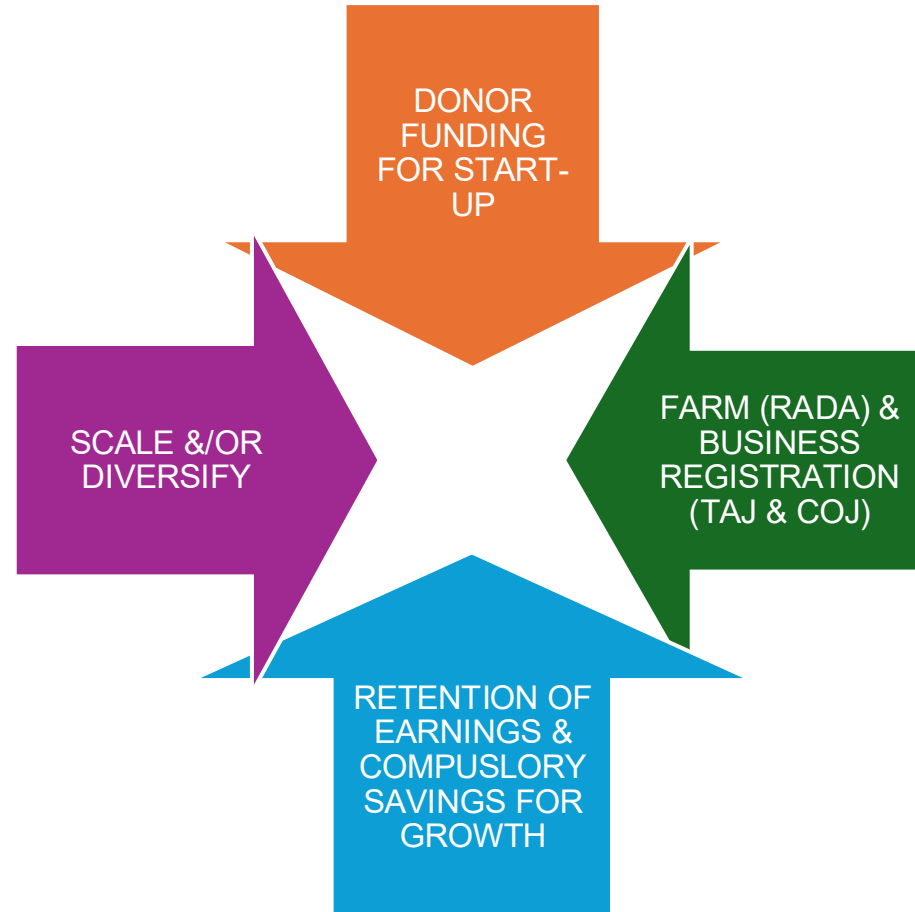
- Donor funding to establish enterprises – capital & recurring costs for 1st year operations
- Years 2-3 retention of earnings for restocking & increased production (to 500 birds/flock by year 3)
- Compulsory savings
- Maintain value client – anchor farm

Expense Model

- Keep expenses at minimum by maintaining unique strategic relationship / partnership with anchor farm
- Explore potential for leveraging or scalability to grow fast economically
 - Expand farm
 - Introduce value added component to existing stock
 - Introduce layers
 - Introduce goat rearing



Financial/Business Model



Capital Raise & Use of Proceeds



Secure 151,600 USD donor funds for startup and first year operational costs



Establish pilot satellite chicken farms



Establish anchor farm – retail hub, R&D, training, waste management



Organize training and certification of farmers

Thank You!

- Contact Dr Judith Johnston:
Email - jandrea_jm@yahoo.co.uk;
Mobile - 876-441-9467
- Supporting document – **New Green
Community Chicken Farmers
Documentary**
<https://drive.google.com/file/d/10mY8Gil0sTJPxeafkxciM6orFrq5TCEI/view?usp=sharing>



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