



INITIATIVE ON
Sustainable Animal
Productivity

Training report on developing entrepreneurial skills for chicken meat frying business in Ethiopia

Kumlachew Geremew, Mekonnen Girma and Taddelle Dessie

International Livestock Research Institute




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About SAPLING

CGIAR's Sustainable Animal Productivity for Livelihoods, Nutrition and Gender inclusion (SAPLING) is working in seven countries focusing on livestock value chains to package and scale out tried-and-tested, as well as new, innovations in livestock health, genetics, feed and market systems. SAPLING aims to demonstrate that improvements in livestock productivity can offer a triple win: generating improved livelihoods and nutritional outcomes; contributing to women's empowerment; and, reducing impacts on climate and the environment. Its seven focus countries are Ethiopia, Kenya, Mali, Nepal, Tanzania, Uganda and Vietnam.

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Background to training

In Ethiopia, consumption of animal-source foods is very low. Chicken meat is one of the most valued foods among people of all ages throughout the world. Not only does it form a crucial part of various culinary traditions, but it is also highly nutritious and delicious. Although chicken meat has numerous health benefits, Ethiopia has one of the world's lowest per capita poultry and poultry product consumption rates compared with regional and global averages.

The Tropical Poultry Genetics Solutions (TPGS) program, which is led by the International Livestock Research Institute (ILRI) is working to improve the consumption of chicken products in its on-farm nutrition-sensitive, and school feeding programs in different countries, including Ethiopia. At the same time, the TPGS team has prepared a proposal for creating decent jobs for the youth that will be jointly implemented by ILRI and the Ministry of Labor and Skills (MOLS). The TPGS team has targeted boosting street meat consumption in four major cities in Ethiopia: Addis Ababa, Adama, Bahir Dar, and Hawassa as key activity for creating jobs for the youth and improving chicken meat consumption. In collaboration with the MOLS 45 unemployed youth from these cities were selected and given theoretical and practical chicken meat frying businesses skills training for 11 days. ILRI procured and donated 10 gas and 10 electric stoves to the MOLS to promote the street fried chicken business in these cities.

The “Developing entrepreneurial skills for training on chicken meat frying business” training targeted young unemployed graduates recruited from four administrative cities of Ethiopia (Addis Ababa, Adama, Bahir Dar, and Hawassa) to enable them to create their own businesses in chicken meat frying and selling and improve chicken meat consumption among urban dwellers. This activity is linked to the CGIAR Sustainable Animal Productivity for Livelihoods, Nutrition and Gender inclusion (SAPLING) Work Package 2—Innovations and practices for safe livestock-derived foods consumption as part of diverse diets.

Location and modality

The training was provided face-to-face and held in Addis Ababa, Ethiopia.

Dates

This training was held 2–12 August 2023.

Who conducted the training?

The International Livestock Research Institute (ILRI) provided the training in partnership with the Ministry of Labor and Skills (MOLS). Trainers were selected from ILRI, MOLS, and two other institutes, the Addis Ababa Tourism Training Institute (TTI) and Entrepreneurship Development Institute (EDI).

Objectives of the training

The main objectives of the training were:

1. To encourage unemployed youths in self-employed chicken frying and selling businesses.
2. To build their technical capacity in chicken meat frying, packaging, and marketing businesses.
3. To promote chicken meat consumption in the selected cities.

4. To motivate unemployed youth in the cities to invest in the chicken-rearing business as an input for the chicken frying business.

Training agenda

The training focused on four areas: (i) the soft skill component that included basic skills for successful businesspersons, (ii) business expansion options, (iii) basic components of a business plan, and (iv) how to start, run, and manage a new business. The second component covered an overview of broiler production. The third component of the training was on business plan preparation. The fourth and last one was on safety, food and personal hygiene, and practical cooking demonstrations.

Training participants

The trainees were drawn from Addis Ababa, Adama, Bahir Dar, and Hawassa. All the trainees are unemployed graduates interested in and motivated to engage in the chicken business. Before the training, selecting criteria were set by the MOLS, and each participant went through this process. A total of 43 (25 female) youth were trained at Addis Ababa Tourism Training Institute, as shown in Table 1 below. At the end of the training, all the trainees were graduated and certified by the MOLS and ILRI.

Table 1: Number of trainees aggregated by sex and city

Cities	Number		
	Male	Female	Total
Addis Ababa	4	6	10
Adama	7	3	10
Bahir Dar	3	8	11
Hawassa	4	8	12
Total	18	25	43

Comments or next steps

After completing the training, the MOLS is expected to grant to the trainees the stoves procured by ILRI with appropriate procedures. Regional bureaus are advised to link these graduates with microfinance institutes for accessing loans. Besides this, the microfinance institutes have already financed street shed construction for business premises. The MOLS and ILRI have also agreed to organize a model chicken frying launching event in Addis Ababa that will include the media, officials from different ministries, representatives of development organizations and other stakeholders promote the street chicken meat frying business.

Photos



Tadelle Dessie while delivering an opening remark (photo credit: Kumlachew Geremew/ILRI).



Trainees, after the practical sessions, demonstrated what they had cooked(photo credit: Kumlachew Geremew/ILRI).



One of the gas stoves procured by ILRI and donated to MOLS (photo credit: Kumlachew Geremew/ILRI).



H.E. Nigussu Tilahun (MOLS state minister) and Taddesse Dessie (TPGS Director) certifying the trainees (photo credit: Kumlachew Geremew/ILRI).

Annex 1: Training Agenda



Entrepreneurial skills training on chicken meat frying business

Addis Ababa, Ethiopia

2–12 August 2023

Date and time	Activities	Responsible
Day 1 (Wednesday, 2 August) 8:00 – 8:30	Registration	MOLS
8:30 – 9:00	Opening speech	Tadelle Dessie and His Excellence Nigussu Tilahun
9:00 – 9:30	Introduction; expected outcomes of the training	MOLS
9:30 – 10:30	Part one: Skills for successful business	EDI
10:30 – 11:00	Health break	
11:00 – 11:30	Practicing and developing the success of entrepreneurs	EDI
11:30 – 12:00	Creative thinking skills	EDI
11:30 – 12:00	Learning cycle	EDI
13:00 – 14:00	Lunch	
14:00 – 15:00	Self-assessment of readiness for business creation	EDI
15:00 – 15:30	Looking for good opportunities and motivation for implementation	EDI
15:30 – 16:00	Health break	
16:00 – 16:30	Validation and testing of business feasibility	EDI
16:30 – 17:00	Information seeking and homework	EDI
Day 2 8:00 – 9:00	Business expansion options	EDI
9:00 – 10:30	Teamwork skills	EDI
10:30 – 11:00	Health break	
11:00 – 12:00	Shaping your business: business model	EDI
13:00 – 14:00	Lunch	
14:00 – 15:00	Business Canvas Model	EDI
15:00 – 15:30	Business model canvas preparation, presentation, and feedback	EDI
15:30 – 16:00	Health break	
16:00 – 16:30	Presenting your business idea–preparation	EDI
16:30 – 17:00	Homework: preparation	EDI
Day 3 8:00 – 9:30	Submit your business idea and seek feedback	EDI
9:30 – 10:30	Shaping your path to success: setting goals	EDI
10:30 – 11:00	Health break	
11:00 – 13:00	Planning for your new business	EDI
13:00 – 14:00	Lunch	
14:00 – 15:00	Basic components of a business plan	EDI
15:30 – 16:00	Health break	
16:00 – 16:30	Basic components of a business plan	EDI

	Levels of Implementation	
16:30 – 17:00	Gathering resources to start a new business	EDI
Day 4 8:00 – 9:00	Part two: Starting, running, and managing a new business	EDI
9:00 – 10:30	Taking calculated risks	EDI
10:30 – 11:00	Health break	
11:00 – 12:00	Maintaining quality and performance	EDI
12:00 – 13:00	Perseverance and commitment	EDI
13:00 – 14:00	Lunch	
14:00 – 15:30	Convincing others and expanding the communication network	EDI
15:30 – 16:00	Health break	
16:00 – 17:00	Self-sufficiency and self-confidence	EDI
Day 5 8:00 – 9:00	Managing business finances	EDI
9:00 – 10:30	Managing raw material inventory	EDI
10:30 – 11:00	Health break	
11:00 – 12:00	Increasing sales	EDI
12:00 – 13:00	Growing and expanding your business	EDI
13:00 – 14:00	Lunch	
14:00 – 15:30	Planning your next step	EDI
15:30 – 16:00	Health break	
16:00 – 17:00	Closure	EDI
Day 6 8:00 – 10:30	Part three: Overview of broiler production	ILRI
10:30 – 11:00	Health break	
11:00 – 13:00	Overview of broiler production	ILRI
13:00 – 14:00	Lunch	
14:00 – 15:30	Introduction to business plan preparation	MOLS
15:30 – 16:00	Health break	
16:00 – 17:00	Introduction to business plan preparation	MOLS
Day 7 8:00 – 10:30	Part four: Safety, food hygiene & personal hygiene	TTI
10:30 – 11:00	Health break	
11:00 – 13:00	Safety, food hygiene & personal hygiene	TTI
13:00 – 14:00	Lunch	
14:00 – 15:30	Safety, food hygiene & personal hygiene	TTI
15:30 – 16:00	Health break	
16:00 – 17:00	Safety, food hygiene & personal hygiene	
Day 8 8:00 – 10:30	Cooking methods	TTI
10:30 – 11:00	Health break	
11:00 – 13:00	Cooking methods	TTI
13:00 – 14:00	Lunch	
14:00 – 15:30	Cooking methods	TTI
15:30 – 16:00	Health break	
16:00 – 17:00	Cooking methods	TTI
Day 9 8:00 – 10:30	Part five: Practical demonstration	TTI
10:30 – 11:00	Health break	
11:00 – 13:00	Practical demonstration	TTI
13:00 – 14:00	Lunch	
14:00 – 15:30	Practical demonstration	TTI
15:30 – 16:00	Health break	
16:00 – 17:00	Practical demonstration	TTI
Day 10 8:00 – 10:30	Practical demonstration	TTI
10:30 – 11:00	Health break	
11:00 – 13:00	Practical demonstration	TTI
13:00 – 14:00	Lunch	
14:00 – 15:30	Practical demonstration	TTI

15:30 – 16:00	Health break	
16:00 – 17:00	Practical demonstration	TTI
Day 11 8:00 – 10:30	Practical demonstration	TTI
10:30 – 11:00	Health break	
11:00 – 13:00	Practical demonstration	TTI
13:00 – 14:00	Lunch	
14:00 – 15:30	Practical demonstration	TTI
15:30 – 16:00	Health break	
16:00 – 17:30	Closure and certification	MOLS, ILRI, EDI and TTI



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