

Soutenir l'Exploitation Familiales pour Lancer l'Elevage des Volailles et Valoriser l'Economie Rurale (SELEVER 2)



For rural communities in Burkina Faso, the poultry sector offers a practical path to improving livelihoods. Demand for local poultry meat is high here: An estimated 50,000 chickens are consumed each day in the capital city of Ouagadougou alone.¹ With per-capita consumption averaging 8 kg per person,² roughly 176,000 metric tons³ of poultry are being consumed each year in Burkina Faso.

Yet Burkina Faso's poultry sector is ill-equipped to meet this demand. Small poultry farmers lack access to the latest knowledge on poultry production, constraining flock sizes. They also lack access to finance. A weak market system limits the availability of vaccines and feed. Women, meanwhile, are marginalized across the entire poultry value chain. Malnutrition further dampens sector productivity.

In 2020, Tanager, with funding support from the Bill & Melinda Gates Foundation, began the second phase of the Soutenir l'Exploitation Familiales pour Lancer l'Elevage des Volailles et Valoriser l'Economie Rurale (SELEVER 2) project. The six-year project is a follow-on from a successful first phase that was implemented from 2015 to 2020.

SELEVER 2 builds upon the successes of the first project and holistically leverages the poultry value chain to **improve women's and children's nutritional levels, strengthen women's economic empowerment through increased poultry production, and ultimately bring about the inclusive transformation of Burkina Faso's poultry sector.**

AT A GLANCE



Project Name: SELEVER 2

Location: Boucle du Mouhoun, Centre-Ouest, Hauts-Bassins, and Centre-Sud regions of Burkina Faso

Project Years: 2020–2026

Funding Partner: Bill & Melinda Gates Foundation

Project Goals: The inclusive transformation of Burkina Faso's poultry sector

BILL & MELINDA GATES foundation

TECHNICAL APPROACH

SELEVER 2 uses an integrated poultry model that layers on interventions across three broad components:



POULTRY ECOSYSTEM

Using a market systems approach, the project works to increase the quality, efficiency, and inclusivity of poultry services across the value chain. This is done through poultry production/processor trainings, mobilization and support of poultry entrepreneur associations, policy engagement with government partners, and even financing through an impact investment fund.



WOMEN'S ECONOMIC EMPOWERMENT

Women's empowerment is prioritized across the project to ensure that women gain equitable value capture and representation in the poultry value chain, through ownership of small and medium enterprises (SMEs), greater access to needed inputs and finance, and professionalization of their roles. SELEVER 2 also creates men's groups and women-only village savings and loan associations, which serve as vehicles for gender empowerment training and governance practice.



CONSUMPTION OF NUTRITIOUS FOODS

The project instills hygiene and nutrition education – including the nutritional benefits of consuming chicken and eggs – into its engagements with market actors so that poultry producers, households, and other stakeholders all understand the benefits of consuming a diverse diet of different food groups.

“Before I had nothing. [Now] I'm the breadwinner. Living costs, electricity, student fees, clothing—I'm the one who's taking care of these.” —Julienne Kinda, village vaccinator (VW)

PROGRAM RESULTS AT MIDTERM ⁴



45,920

Individuals trained by project (67% female)



84%

Percentage of women with access to financial services, up from 40%



\$486,424

Capital invested into SMEs through SELEVER Impact Fund



37%

Percentage of supported poultry SMEs that are owned by women, up from 15%



\$640,000

Savings mobilized by program participants

¹“Value chain assessment of animal source foods and vegetables in Ouagadougou, Burkina Faso,” CGIAR, 2021 ²“Africa Sustainable Livestock 2050: Livestock Production Systems Spotlight: Burkina Faso, Cattle and Poultry Sectors,” FAO, 2018 ³Burkina Faso's population in 2023 was estimated to be 22,489,126, per the World Factbook ⁴As of June 1, 2023