



Annual report 2020

25 of February 2021

Introduction

2020 was a special year for SME. Corona made that many activities could not be done or very delayed. This was one reason that steps forward were far less than the board of SME expected and hoped. A second reason was that our cooperation with the chicken slaughterhouse Chico Meat stayed on the same low level as in 2019. Chico Meat moved their business to another place in Debre Zeit and because of Corona the chicken meat market went down for Chico Meat to a very low level. A third reason for a slow progress was a problem in the board of SME. Two members were too busy with their own business to combine that with spending enough time to SME. The board has to find in 2021 other experts to make the board complete and the organization strong enough for the new challenge: cooperation with Bora.

Next to all of this the board of SME was looking carefully to the effects of the problems in the Tigray region on economy and safety. Of course it was impossible to organize a field work trip to Ethiopia to strengthen the process of cooperation and progress.

Cooperation with Bora

Bora Integrated Commercial Farm PLC (Bora) is a professional enterprise with a good staff with a lot of expertise. It is active in growing broilers, fodder production and construction of gardens. In 2019 we reported about the field research within the network of Bora of small and medium holders of broiler farmers. The outcome and the communication with Bora were such that there was a good foundation for building up the cooperation between SME and Bora. This resulted in a MoU with three focus areas:

- Improvement of the quality of the stables
- Improvement of the production and quality of the fodder
- Training and schooling on relevant areas like quality care system (HACCP⁺⁺) and farm management.

In the first phase the activities will take place in the training center, we call it Star Chicken, located on the land of Bora. About 20 small and middle holder farmers of this leading group will be selected on well-chosen criteria like educational level and proven entrepreneurship. Women will be part of the leading group. In 2021 a first training round will be organized. The involved and trained farmers must be a model for other farmers.

The knowledge and insights must become on such a level that better choices can be made for their own farms. Income must grow and the business must get more continuity.

Bromaxx chicken stables

Bromaxx stables will be introduced as an example of a healthy environment for chicken. The climate can be controlled and there are no problems with wet floors. The well-being of chicken can be improved so that less chicken will die, illness and salmonella can be brought to a minimum level. This is good for the economy of farmers and their families. Investigations will be done to find out what can be a good business case for a small and middle holder farmer.

In 2021 a Bromaxx stable will be transported to Ethiopia and built on the training area Star Chicken.

Network and fund raising

The cooperation with Fair & Sustainable was as in 2018 and 2019 beneficial for SME. Good communication and relevant information of this professional ngo made it possible to place the activities in a realistic framework of reference.

An Ethiopian consultant in customer service, marketing and business development is many times a linking pin between Bora and SME.

The Corona problems prevented us largely from building up and strengthen our network in The Netherlands. Fund raising did hardly happen. There were contacts with the Saxion University of Applied Science to find out in what way students could be used for PR and fund raising. We hope to make a step in it in 2021.

The perspective in 2021

The most essential steps in 2021 will be:

- Fundraising based on an integral project plan for the cooperation with Bora and its farmer network as a step to come to the aimed sustainable chicken meat supply chain.
- Executing the first phase of the training centre: building a Bromaxx stable and the first practical based training for the leading group of farmers.
- Consultation to come to a better production and quality of chicken fodder.