



CHARACTERISTICS OF INDIGENOUS CHICKEN FARMER FIELD AND BUSINESS SCHOOL (FFBS)



Definition

A Farmer Field Business School (FFBS) is a participatory extension approach whereby farmers form a school and are given the opportunity to choose the methods of production through discovery based approach.

Characteristic of the Farmer Field Business School Approach

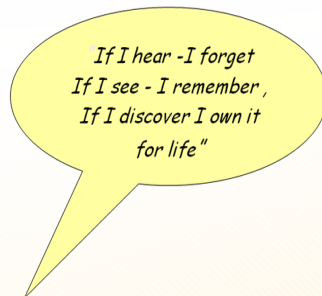
1. **Farmers “learn-by-doing.”** They carry out for themselves the various activities related to the particular farming practice. The key thing is that farmers conduct their own field studies. Training is based on comparison studies of different treatments.



Field study by farmers -*Learning by doing*

2. **The field is the learning place**

All learning is based on the field while working in sub-groups; FFBS members collect data in the field, analyze the data, and make action decisions based on the results of the data analyses.



Field as a learning classroom

3. Extension workers as facilitators not teachers

The role of extension worker is a facilitator not a conventional teacher.

4. Scientist/subject matter specialist work with, rather than lecture farmers

They provide backstopping (technical support) to the members of FFBS and in so doing, learn to work in a consultative capacity with farmers.

5. The curriculum is integrated

This includes chick growers, layers production practices and economics, sociology and education to form a holistic approach. Problems confronted in the field are the integrating principle.

6. Training follows the production cycle

Training is related to the production cycle of practice being investigated. The information inserted in the table will define the management that is required in each week and stage

Data collection sheet for FFBS

Parameters	Indigenous chicken growth stages		
	Chick	growers	Layers/Meat
Weeks after hatching			
Chick appearance			
Susceptibility to pest and diseases			
Nutrients needed			
Effects of pests and diseases			
Management needed			
LESA parameters			
Relevant topics			

6. Regular group meetings

Farmers meet on weekly basis during the production cycle. For other management practices the time between each meeting would depend on the specific activities need to be carried out.

7. Learning materials are learner generated

Farmers generate their own learning materials drawn from what they observe in the field trials themselves. These materials are always consistent with local conditions and are less expensive to develop.

8. Group dynamics/team building

Definition of a group

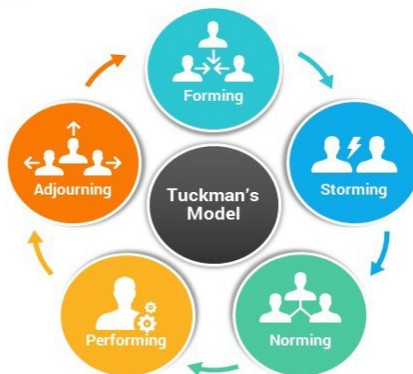
A group is made up of a collection of individuals whose goal is to work together towards defined objectives that individual members would have difficulty in attaining on their own. Normally, an effective group is “greater than the sum of its parts,” that is, its strength is greater than the total of each individual’s strength added together. So the sum of 1+1+1 is (or should be!) more than 3.

Stages of group formation

There are five stages of group development (Tuckman Theory): forming, storming, norming, performing and adjourning. The way group members address issues during these stages determines whether the group will be successful in achieving the assigned tasks or not.

Tuckman’s Team Development Model

Tuckman’s Team Development Model



Forming: A leader must be assigned. The group's tasks and goals are clearly defined. Working conditions and role that each member will play must also be well defined. Positive criticism must be offered and information must be shared.

Storming: The leader must ensure that group members' individual interests correspond to the group's goal. Each member's ideas must be listened to and the group's value must be well communicated to the members. Group members must be motivated to become successful. Conflicts are avoided and attention paid to informal power play.

Norming: The group leader must ensure that each member abides by the set standards and values, encourage relationship formation and interaction between group members. The leader must motivate members towards success and support independence and innovation. This stage is characterized by the recognition of shared expectations and individual differences.

Performing: This is when the group has matured and obtains a cohesiveness feeling. In this stage, individuals accept each other and conflicts are resolved by discussion in the group.

Adjourning: Not all of the group experience this stage because it is related to the disintegration of the group, yet not all groups are dissolved. Mostly, a group is adjourned because the task is over and the members decide to go their separate ways.

9. Market-oriented production

The FFBS should practice market-oriented production. They should therefore form a marketing committee to support in market surveys and engagement of buyers of the chicken or eggs on behalf of the FFBS. They also need to aggregate their produce for marketing to benefit on economies of scale in transportation and value addition

Marketing tools in FFBS

The marketing concept is introduced at the pre-chick stage of the production cycle of the enterprise. It involves identification of marketing challenges and the strategies the FFBS will employ to overcome the challenges. The

challenges should guide the FFBS to developing a vision pathway by asking themselves certain questions as guided below:

Q1 where are we in indigenous chicken VC and where do we want be in 3-5 years?

Q2 what changes do we need to make in our production and marketing practices to get to the 3-5 years' vision?

Q3 what activities need to be done in the short, medium and long term?

Q4 what kind of resources are required to make these changes?

Q5 what are the challenges likely to be faced while making the changes?

Marketing committee

A marketing committee harmonizes market information and farmers production in order to develop a process of turning the vision into reality.

Market planning

Market planning is in two stages;

- a) Stage one: Estimation of production

The marketing committee works with the FFBS to estimate expected production from the amalgamated produce from the farmers. This is done using a check list.

- b) Stage two: Determining the profitability of the indigenous chicken value chain

Under the leadership of the marketing committee, the FFBS is guided in determining profitability of the enterprise

Example

Item/activity	Unit	Unit cost	Total cost
Pre production			
Housing costs			
Buy tools and equipments			
Production			
Cost of eggs			
Cost of chicks			
Cost of feeds			
Cost of drugs			
Cost of vaccination			
Labour Costs			

Marketing			
Transport			
Other expenses			
Market fees			
TOTAL COSTS			

Determining profitability

	Units of produce	Price per unit	Total income

Profitability = Total Income – Total costs

Market survey

In conducting a market survey, decide on market survey information that needs to be collected so that the marketing committee can be engaged to carry out the market survey. For contract farming, the marketing committee can engage the buyer or company. Records are crucial in the aggregation of FFBS produce from individual members and a sample table below can be used as a guideline for this.

Members production records

S/ NO	Name of farmer	Village name	Collective name	Sex M/F	Sales record				Name and phone no of buyer
					Sales date	Total harvested	Total sold kgs	Total sales income	
1									
2									
3									
4									

Disclaimer: This pamphlet contains only advisory information. Users of this pamphlet should check with livestock extension officers in their area to confirm site-specific details related to their production system.

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