



Hatch Africa has a vision to make farmers healthier and wealthier through its impactful business model that reaches millions of rural customers.

TAF THEME Smallholder development

FIRST INVESTMENT 2016

COUNTRIES Ethiopia, Uganda, Rwanda, Ghana, Kenya, Côte d'Ivoire

SECTOR Primary Production

INVESTEE

Hatch leverages an expanding network of rural agents who breed dual-purpose day-old chicks before selling them to smallholder farmer (SHF) customers, who typically keep between 5 and 40 birds for household consumption and to sell surplus eggs and chicken at local markets. Hatch supplies a high-performing, disease-resistant breed well-suited to African farming conditions, growing faster and laying more eggs than indigenous breeds. The impact of the model is seen through increased farmer incomes, improved nutrition, and enhanced women's economic participation, with most female smallholder farmers reporting greater food security and stronger agency in household decision-making. Founded in 2010, the company reaches over 2 million customers across six African markets.

AGDEVCO'S ROLE

AgDevCo has been Hatch's largest external investor since 2016, fuelling expansion from Ethiopia into five more markets. AgDevCo's Technical Assistance Facility (TAF) bolsters operations, farmer training, and sustainability across all six markets in four key areas:

- Funding training on good poultry practices for over 7,000 agents (19% women) and 12,000 SHF customers (33% women) by year-end 2025
- Digitising field operations, ordering, and production reporting to sharpen decision-making and enhance operational efficiency
- Providing expert advice on nutrition, feed performance, and welfare for parent stock and day-old chicks
- Conducting job quality assessments, enhancing the Environmental and Social Management System (ESMS), and hosting a technical poultry seminar uniting global experts with 40+ Hatch managers

TAF IMPACT IN 2025

 **>12,000**
(33% women) SHF customers trained in good poultry practices

 **>7,000**
(19% women) agents trained in good poultry practices

 **53%**
increase in DoC orders post training (Uzima Uganda)

“AgDevCo's TA has been integral to Hatch's growth across digitalisation, last-mile reach, and production quality. We have developed four proprietary apps covering field sales, order dispatch, customer support, and chick production, enabling real-time data visualisation and sharper decision-making. TA support has also extended our last-mile reach, with our sales team conducting meetings with over 19,000 agents and smallholder farmer customers to grow awareness of poultry as a business. Finally, access to specialist consulting has upskilled our teams on animal welfare, nutrition, and ESG, strengthening our operational excellence across all six markets.”

Alice Chang, COO, Hatch Africa



UZIMA UGANDA TAF PROJECT

In 2021, AgDevCo's TAF launched a project with Uzima Uganda to build capacity and sustainability among poultry farming agents and SHF customers.

District-wide trainings covered poultry rearing (emphasising quality feed), disease management, and marketing, reaching 9,281 rural beneficiaries—including 2,898 agents (35% women) and 6,383 SHF customers (37% women). Post-training, agents saw a 53% average rise in day-old chick (DOC) orders after poultry nutrition sessions, with feed sales at 0.3 kg per DOC.

The project also expanded the breeding agent network via finance access. Uzima partnered with FINCA Uganda to offer small loans to 177 agents (44% women) for DOCs and inputs like feed. Notably, 87 "loan agents" became self-funding "cash agents" after three cycles, boosting financial independence.

"We need to increase the frequency of these trainings because I have learned a lot; before the trainings, my profits from brooding were small because I was not feeding my birds correctly. Currently I save close to 220,000 UGX [or c.\$60 per cycle] on feeding, because I was taught how to use and mix concentrate feeds after the first two weeks"

- Namatovu Eva, agent in Kayunga.





IMPACT OF UZIMA UGANDA INTERVENTIONS

Through collaboration with Bath Social & Development Research, AgDevCo conducted a qualitative study that revealed significant positive impacts and provided qualitative evidence that Uzima's interventions (e.g. selling vaccinated DOCs and feed), including training, helped to improve income, food security, diet and wellbeing of SHF customers. Due to the 'blindfolding' method of the study (where respondents are provided limited information to reduce bias), it was challenging to separate the specific benefits of the training supported by TA from the broader positive effects on beneficiaries from engaging with Uzima as a whole. Nevertheless, given the scale and resources involved in the district trainings supported through the TA intervention, it is plausible that the TA intervention contributed to the outcomes.

Both women and men reported positive outcomes, with increased income from poultry leading to increased empowerment and engagement in other income-generating activities. The study found that Uzima's training programmes were crucial in improving poultry rearing practices and marketing skills. The comprehensive training led to better poultry health, higher production rates, and more effective marketing strategies, primarily for agents.

The TA project also highlighted key challenges, including barriers that prevent women from attending training sessions. One important recommendation is to hold the training sessions closer to where the farmers live, making it more accessible for women in the household to participate. And this is something that Hatch has implemented since.



Agent (Luweero trainee) with a SHF customer

“One of the main reasons I started the poultry project was to increase my income so that I could be able to meet my family's basic needs like children's school fees. After acquiring some knowledge from a poultry management training, I joined poultry [as an agent]. I started by buying one-month-old chicken from Uzima agents”.

- Female Cash Agent, Gomba