

Project Sustainable Poultry Sector in Sri Lanka successfully completed!

Introduction of the project

Since March 2022 Q-Point has been heading a team of experts from the Netherlands, Belgium, India and Sri Lanka on the implementation the Dutch funded RVO project: “Sustainable Poultry in Sri Lanka” The aim of the various project activities has been to contribute to the further improvement of the poultry sector in Sri Lanka in the areas of competitiveness, efficiency, food quality and safety, animal welfare, sustainability and environmental impact. In addition, the Embassy of the Kingdom of the Netherlands in Colombo wants to use this project to further explore further cooperation, trade and investment opportunities of Sri-Lankan and Dutch actors in the poultry sector. This project is focussing on improving extension towards small and medium sized poultry farmers producing mainly for the local markets to improve their production and income in a sustainable way. Although the start of the project has been hampered by both COVID restrictions and uncertain economic and social situation in Sri Lanka, a lot of activities have been implemented up to this moment and the project went right on schedule and will be completed in March 2024.

Sector Study and cluster approach.

The year 2022 has been used to work on the training format and assessing the developments and needs of the poultry sector. A Sector Study with up to date information on the current situation in the Sri Lankan poultry sector has been completed in autumn 2023. To ensure that the project could serve all relevant poultry production regions in Sri Lanka, the project team choose to work with a Train the Trainer concept, whereby a group of ,100 selected , extension workers and veterinarians in 3 regions worked with local poultry farmers. In each cluster (Kuliyapitiya, Anuradhapura and Kandy) cluster leaders have been appointed to ensure that trainees get full support and back-up during training activities and homework assignments.



Training Clusters and clusterleaders

Sector Study, February 2024

10 training courses implemented in 2023

After the kick-off meeting in Sri Lanka by Mark Bos (Q-Point) and Lisanne Oskam (HollandDoor) in the 3 different regions in February 2023, the team has implemented 8 training courses (6 online and 2 face to face in Sri Lanka) in the field of health-, and nutrition-, management of both broilers and layers. Two additional online training have been paid to advisory skills focussing on how to communicate with the farmer.. All online training courses and face-to-face trainings on nutrition-, and health-, management have been completed. Trainees have been equipped with hands on knowledge, skills and materials to further increase their added value in sustaining the livelihood of SME-Poultry farmers in Sri Lanka.



Trainees finalized the training program with performing field assignments in January 2024.

Completing all the trainings didn't mean the participants on the ToT programme were done yet. Trainees have been working hard on a final assignment in which they have been challenged to bring the training outcomes to the farming community. The extension workers and veterinarians have selected and assessed at least one poultry farm each. Based the assessment, the trainees identified improvements that could be made at the farm to increase production (and income) in a sustainable way. The trainees have been coached in this process by the trainers and cluster leaders. In January 2024 (25 – 31 January) the final training on advisory skills has been implemented. During training by Mark Bos (Q-Point), Lisanne Oskam (HollandDoor) and Prof. Janak Vidanarachchi (University of Peradeniya) all trainees successfully presented their final assignment and shared their experiences of the implementation and impact of their newly acquired knowledge, skill and extension tools.



Impression of advisory skills training activities and presentation of final advisory assignments by participating extension workers and veterinarians in Sri Lanka.

Project results: Effects and impact of the project activities.

Skilled and motivated trainees: The intense training program showed to be real beneficial to both involved trainees as well as poultry farmers in Sri Lanka. The training program resulted in development of hands-on training, training materials, advisory tools and farm management tailored for use in the Sri Lankan poultry sector. All trainees who successfully completed the end assignment have been rewarded with a certificate, which has been issues at the final event in Colombo on 2nd of February 2024

Topics	Tools
44 Farm management topics:	5 advisory & farm management tools
19 Health Management	<ul style="list-style-type: none"> • Poultry Signals
16 Nutrition Management	<ul style="list-style-type: none"> • Farm Assessment Form
9 Advisory skills & farming as a business	<ul style="list-style-type: none"> • Feed Formulation Tool(s) • Feed Efficiency Tool (App) • Cost price and income calculation Tool



23 DAYS OF TRAINING + HOMEWORK

**16 DAYS ONLINE
&
7 DAYS FACE-TO-FACE**



Moreover the trainees proofed that they have been able to implement their newly adopted skills, knowledge, materials and tools into practice. Trainees worked with farmers on improving their farm management en even introducing alternative solutions for local feed (and protein) production. The implementation and presentations of the end assignments showed that both small scale poultry farmers as well as professional poultry integrations benefit from guidance by skilled and motivated advisors.

Skilled Trainees

- 80 trainees attended the trainings
- 54 completed final advisory assignment
- Motivated trainees ready to advise more farmers and train colleagues



Farm results improved

- >54 Poultry Farmers successfully Advised: Improved production, Income and Livelihood
- At all levels: 50 - 256000 bird farms
- Participating farmers experienced the benefits advisory to improve their Good Farming Practices
- Farmers indicated that frequent visits of the advisor is helpful

Effect and impact of completed advisory trajectories by trainees participating in the training program.

Quote of one of the farmers advised by project trainee: *“When there is an advisor involved, they take into notice even the smallest details that we farmers normally ignore which surprisingly causes a big difference in the outcome. I personally learned a lot during this short period of time like for example; the importance of record keeping”*

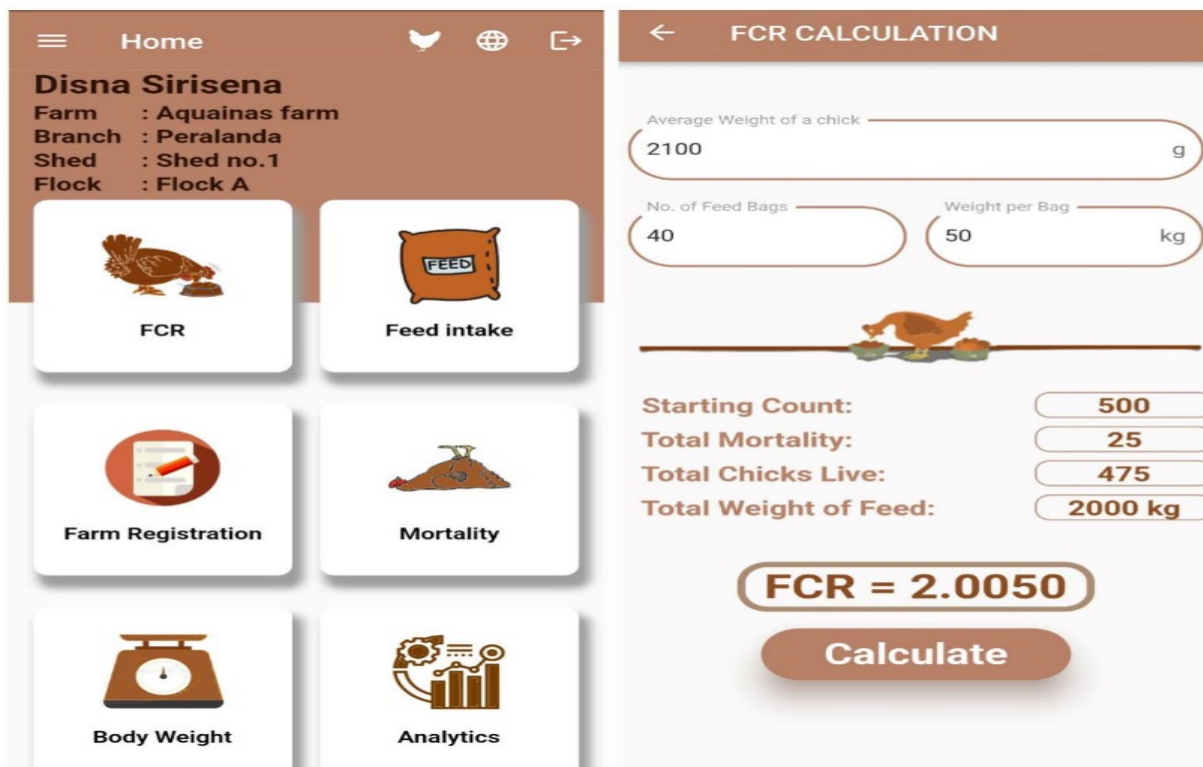
Pictures below: Introduction and implementation of alternative solutions for locally produced feed & protein sources



Azola production

Formulating feed with local ingredients

Black Soldier Fly Production



Screenshot of the Feed Efficiency Application developed during the project by students of Peradeniya University supported by the project feed management experts (Nipuna Perera, Loek de Lange & Shiva Kumar).

New valuable networks: By means of clustering trainees and training activities in 3 clusters new valuable networks of professionals in Sri Lanka have been created. In each cluster trainees and trainers of various background (Extension workers, veterinarians, farmers, UN-projects, farmer cooperatives, specialist of University of Peradeniya, cluster leaders) of both public and private sector spent time together and learned appreciate each other and to make use each other's expertise when solving issues at farm level.



Trainees and trainers in the 3 clusters, January 2024.

Quote of project trainee : *“I have been working as a livestock development instructor for nearly 6 ½ years however I never had a chance to attend a capacity building program as a group and experience the benefits of this”.*

Opportunities to extend networks and broaden the scope of activities via the new networks

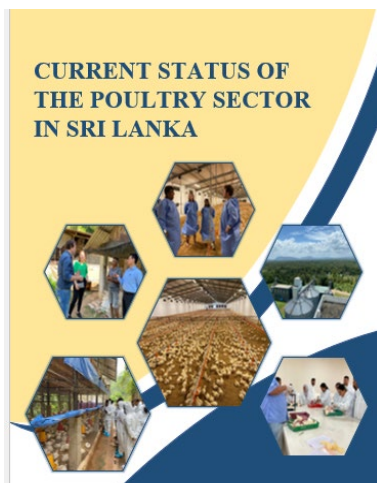
The project proofed that chosen approach and methodology works in the Sri Lankan context. The effect and impact of this specific project can be further extended by means of:



- Train more advisors, participants of the program and local trainers can train more people inside the companies and institutes that employ them.
- More skilled advisors will result in engaging larger number of farmers in experiencing the benefits of well executed extension and advisory.
- Farmers involved already mentioned to be open for more advisory the trainees to further sustain their poultry farming businesses.
- Use the network to broaden scope of advisory services (use existing network to train advisors on new topics that also benefit the same target groups):
 - Climate smart farming
 - Regenerative and precision farming
 - Water management
 - Cooperative management
 - Farmer Union Management (efficient & effective advocacy)

Exploring Sri Lankan and Dutch Business cooperation in the poultry sector – 4 Sector Events

As mentioned in the top of this document the project has also been used to further explore further cooperation, trade and investment opportunities of Sri-Lankan and Dutch actors in the poultry sector. In order to address this topic a number activities have been implemented.



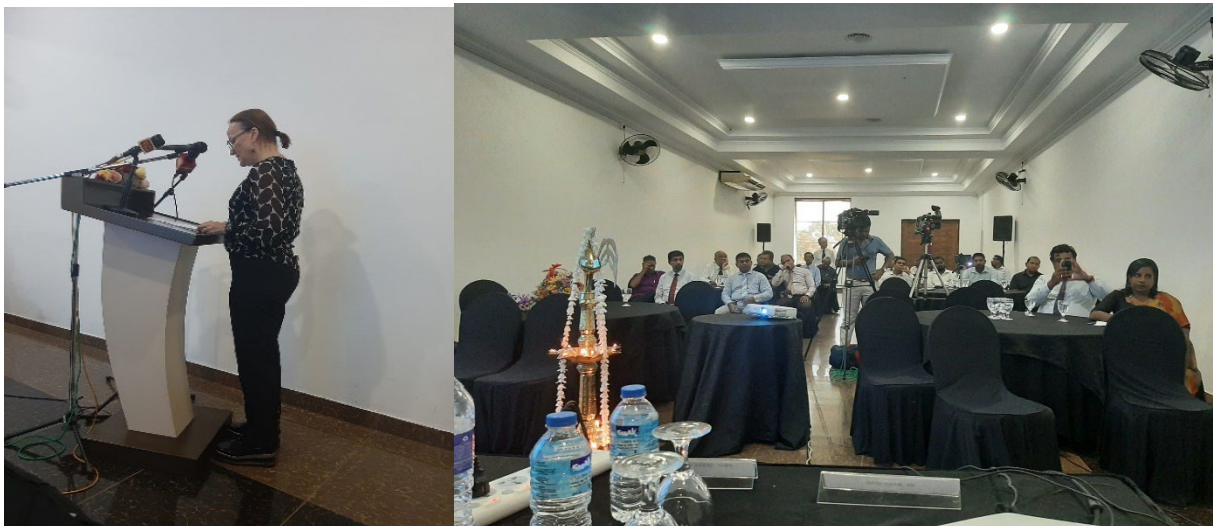
The sector study on current status of the Sri Lanka Poultry Sector. This study describes the recent history, developments and current status of the poultry sector in Sri Lanka. The study includes a reflection on opportunities for further Sri Lankan – Dutch business development related to the poultry sector. Related to the main components of this study, 4 events (seminars) have been organised and implemented for sector stakeholders in 2023 (3) and 2024 (4). All events have been implemented during training-visits of the project team-members to Sri Lanka to create maximum impact and exposure for Sri Lankan sector stakeholders.

Sector event 1: Project Start up Seminar in Kuliyaipitiya 13th of February 2023.

This first seminar has been organized and implemented for Sri Lankan poultry sector stakeholders (public and private) to address challenges and opportunities in the Sri Lankan Poultry sector. The seminar was also used to introduce the project training program and raise awareness amongst sector stakeholders to join the training program to become actively involved in developing the Sri Lankan Poultry sector more sustainable Industry for Small Scale-, Medium Sized- poultry farmers as well as large scale integrated poultry industries.

- **Ambassador H.E. Ms. Bonnie Horbach** –“Modern challenges around livestock industry, particularly the protein transition program of the EU.”
- **Mark Bos Q-Point BV** – Project Leader – “Introduction training program Sustainable poultry sector in Sri Lanka”
- **Lisanne Oskam HollandDoor UA** –“Introduction Poultry Signals en People Signals”

This Seminar was repeated for sector stakeholders in Kandy, February 16th 2022, where Mr. Nishan Dissanayake, Senior Policy Advisor Agriculture, Embassy of the Kingdom of the Netherlands in Sri Lanka represented the Embassy



Kick-Off Sustainable Poultry Sector Training program in Sri Lanka (Kuliyaipitya & Kandy)

Sector event 2: Strategies for Optimal Flock Management in Kandy, 10th of August 2023

SEMINAR
Healthy Birds, Happy Farmers:
Strategies for Optimal Flock Management

Thursday
10th August 2023

SL Time
9:00 - 11:00 am

Venue
Main Auditorium,
Department of
Farm Animal Production and Health,
Faculty of Veterinary Medicine
and Animal Science,
University of Peradeniya

Dr. D. A. Satharasinghe (MSc, MVM, PhD, MRCVS, MRCGP, DipACVIM, DipECVIM, DipACVIM, DipECVIM, DipACVIM, DipECVIM)
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Business Development Advisor to the Poultry Industry

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Global Technical Support and
Business Development Advisor to the Poultry Industry
Academic Advisor,
Department of Veterinary Parasitology and Immunology,
Faculty of Veterinary Medicine,
University of Ghent, Belgium
President of the Belgian Poultry Association

This stakeholder seminar has been organized round the topic of health management in the poultry sector. Key note speakers for this seminar where the health management trainers Mrs. Hilde van Meirhaeghe (DVM), Mr. Tiago Prucha (DVM) and Dr. Dilan Satharasinghe. Theme of the seminar was “Healthy Birds, Happy Farmers.”



Sector event 3: Poultry Farming Excellence: Learning from Netherlands experts in Kandy, 18th of October 2023



This stakeholder seminar has been organized around the topic of feed management and good poultry farming practices. Key note speakers for this seminar was Mr. Loek de Lange, lead trainer on Feed Management team and Mrs. Dr. Nipuna Perea (Local training feed management of University of Peradeniya). Theme of the key note presentation of Mr. Loek de Lange was “Production of eggs and poultry meat in the Netherlands and recent developments in poultry nutrition worldwide”. The project trainers Loek and Nipuna also reflected on poultry nutrition in Sri Lanka based on their experiences and findings during the implementation of the training activities.

Sector Event 4: Current trends in prudent use of inputs for sustainable poultry farming and the future of Sri Lankan and Dutch Business Cooperation in the Poultry Sector, Colombo, 2nd February 2024 . (An impression of the seminar: <https://youtu.be/xp0PpeBmaQg>)

The final event has been facilitated by the Netherlands Embassy in Colombo as closure of the project activities and moreover to emphasize the opportunities for further Sri Lankan and Dutch Cooperation in the Poultry Sector. Over 100 participants attended the seminar both online (Netherlands) and at the event in Colombo. With key note speakers of the Dutch Embassy, Hendrix Genetics (NL), New Generation Nutrition (NL), Trouw Nutrition (NL/India), project implementation partners Q-Point and Peradeniya University both project results and opportunities for future successful business cooperation have been addressed and discussed with relevant stakeholders (from Sri Lankan Governmental and Private sector) attending the seminar.

Time	Activity	
12.30	Registration	
13.00	Kick off	Moderator: Dr. Nalin de Silva
13.05	Objectives of the Seminar	Mr. Nishan Dissanayake, Senior Policy Advisor Agriculture, Netherlands Embassy
13.15	Keynote address	Mr. Iwan Rutjens, Deputy Ambassador, Netherlands Embassy
13.25	Results of the Dutch supported training of trainers sustainable poultry sector project in Sri Lanka	Prof. Janak Vidanarachchi, Professor, Dept. of Animal Science, University of Peradeniya Mr. Mark Bos, Project Consultant, Q point Ms. Lisanne Oskam, Project Consultant, HollandDoor
13.45	Launch of Sri Lanka's poultry sector study report	Mr. Mark Bos
13.50	Presentation 1 (Online): Alternative protein source for poultry industry: sustainable use of black soldier fly larvae in poultry farming, <i>followed by Q&A</i>	Mrs. Marian Peters, New Generation Nutrition, The Netherlands
14.10	Presentation 2: Current trends and prudent use of feed additives, antibiotics and ionophores in poultry feeds, <i>followed by Q&A</i>	Mr. Shiva Kumar, Trouw Nutrition, India
14.30	Presentation 3: Role of genetics in climate smart poultry farming, <i>followed by Q&A</i>	Mr. Teun van de Braak, Hendrix Genetics, The Netherlands
14.50	Handing over of certificates for the trainees of Sustainable Poultry sector ToT program	Moderator: Dr. Nalin de Silva
15.15	Concluding Remarks	Mr. Michiel Van Erkel, Agricultural Counsellor, Netherlands Embassy
15.25	Vote of Thanks	Prof. Janak Vidanarachchi
15.30	Networking High Tea + Training Group Photograph	

Conclusion of the seminar was that Sri-Lankan Business cooperation in the Poultry sector has a future in sustainable development of both SME-Poultry Farming as well as Large scale integrated poultry farming. Working together on developing climate smart solutions for a sustainable poultry will create new business opportunities

Certification Ceremony: At the end of the event all trainees that successfully completed the training program received their certificate.



Deputy Ambassador Mr. Iwan Rutjens handing over certificate.



Trainees and trainers – “Mission Completed”

Vote of thanks

This “amazing project” would not have been possible without the valuable support of the Embassy in Colombo and the Netherlands Enterprise Agency (RVO). A special word of thanks for **Mr. Nishan Dissanayake**, Senior Policy Advisor Agriculture, Embassy of the Kingdom of the Netherlands in Sri Lanka, **Mrs. Annette Weijmann**, Private Sector Development Advisor, Netherlands Enterprise Agency (RVO) and **Mr. Michiel van Erkel**, Agricultural Councilor, Netherlands Embassy for their support and trust to the project concept and training approach of the consortium led by Q-Point BV.

Last but not least a big thank you for the entire team of experts, the team from the University of Peradeniya and cluster leaders. Without these people and endless commitment, this project and its result would not have been as effective, efficient and impactful!

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Health Management Trainer team:

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- Dilan Satharasinghe – University of Peradeniya dilansatharasinghe@yahoo.com

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- Lisanne Oskam – HollandDoor lisanne@hollanddoor.nl
- Janak Vidanarachchi – University of Peradeniya janakvid@agri.pdn.ac.lk