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TURKMENISTAN

SUCCESS STORY

USAID Advice Helps Business Take Off

Expert advice helps poultry farm increase revenue by 600 percent



Photo: Winrock Int.

Feed mixer construction at Genjim Gala Poultry.

A USAID-supported program helped Genjim Gala Poultry improve productivity and become one of the largest and best-known poultry producers in the Turkmenistan.

Telling Our Story
U.S. Agency for International Development
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Genjim Gala Poultry was established in 1991 as one of many small-scale egg production businesses in the Dashoguz region of northern Turkmenistan. Unfortunately, after launching, the business was not as profitable as expected and had a number of problems preventing it from being sustainable and competitive. To solve these issues the owner requested technical assistance from USAID in farm management, disease control and prevention, feed production, and meat processing and packaging.

At the suggestion of the USAID volunteer expert, Genjim Gala decided to switch from its 1,000 egg-laying chickens to broilers - chickens raised specifically for meat production. Broilers had greater local market demand in Turkmenistan.

After the switch, the company began producing 2,500 chickens every two months and earning \$14,000 a year. The owner of the company felt the business could improve even more. The farm lacked equipment to prepare a special feed ratio for broilers, and the ingredients for the feed were being delivered from more than 600 kilometers away, adding to the transportation costs. To overcome these difficulties, the owner of Genjim Gala asked USAID to help design a feed mixer for the farm and advise on feed preparation. The program's volunteer expert designed and helped assemble a 0.5-1.0 ton capacity feed mixer at the farm, trained its employees to use the equipment and produce an appropriate feed ratio using locally available ingredients, so that the farm can prepare the required quantity of feed and keep it fresh.

Because of USAID's assistance, Genjim Gala doubled the number of broilers it produced at a time to 5,000 and increased its revenue by 600% from \$14,000 to \$84,000 a year. The company also hired eight new employees and now has a staff of 13.

To handle the increased production while adhering to sanitary regulations, the owner of the company bought a 10-ton capacity refrigerated trailer for storage. He also installed an incubator for 30,000 eggs at his farm to produce chicks.

Following a recommendation from a USAID marketing expert, Genjim Gala ordered packaging with the company name and trademark on it and applied to register the trademark. Thanks to the company's persistent work, Genjim Gala has become one of the biggest and best-known poultry producers in the country.