

A photograph of three chickens in a grassy field. One is a speckled hen on the left, and two are light-colored hens on the right. The image is overlaid with a large yellow and blue geometric shape.

POULTRY SECTOR INSIGHT

Policy & Research Department



BUSINESSBOTSWANA



FOR MORE INFORMATION, PLEASE CONTACT THE FOLLOWING

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Overview

The poultry sector is a crucial component of Botswana's agricultural economy, contributing an estimated BWP 3 billion to the national GDP and employing over 25,500 people. Business Botswana, through its Poultry Desk, plays a key role in advocating for industry growth and ensuring policies align with sector needs.

Key Insights

• Production Capacity & Outputs:

- o Broiler Hatcheries: Annual capacity of over 41 million Day-Old Chicks (DOCs), supporting the production of approximately 52 million kg of poultry meat per year.
- o Layer Hatcheries & POL Supply: Annual capacity to produce 1 million DOCs and Point of Lay (POL) hens, with current production at 850,000 layers per year.
- o Feed Production: Industry capacity is 260,000 tonnes per annum.
- o Egg Production: Estimated at 19.6 million dozen eggs per year.

• Sector Structure:

- o The poultry sector is divided into 4 primary segments of production for layers and broilers namely: breeding; hatcheries, feed production, meat and egg production. Most large-scale operations are largely citizen-owned, with some of them owned through joint ventures with minority foreign stakeholders.

• Small-Scale Sector Contribution:

- o Small-scale poultry farmers contribute around BWP 1 billion to GDP, with government initiatives such as Chema Chema Fund & Thuo Letlotlo playing a key role in sector growth.
- o Small-scale operations place 14.5 million DOCs annually but face challenges like higher mortality rates (15%).

• Consumption & Market Trends:

- o Per capita egg consumption stands at 90 eggs annually.
- o Per capita poultry meat consumption is 23 kg annually.

• Challenges & Opportunities

• Challenges:

- o Limited availability of hatching eggs due to Avian Influenza (AI) outbreaks in South Africa.
- o High mortality rates among small-scale producers, impacting output.
- o Data gaps from some large-scale producers hinder complete industry assessment.

Opportunities:

- o Unutilized capacity in both hatcheries and POL production presents growth potential.
- o Policy support can enhance productivity, improve biosecurity, and expand domestic production.
- o Strengthening value chain linkages and small-scale farmer support can enhance sector resilience.

Conclusion

Botswana's poultry sector plays a significant role in national food security, employment, and economic contribution. Continued advocacy, data-driven policy decisions, and strategic investments will be key in ensuring long-term sector growth and sustainability.
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