

A BRAC Social Enterprise

Driving growth in the poultry sector by increasing the supply of processed broiler meat

In the late 1970s, BRAC identified poultry rearing as a source of income for the landless, particularly the destitute women. However, local chickens were generally undernourished and meat and egg yields were poor in villages.

In the early 1980s BRAC partnered in a participatory action research programme aimed at increasing the productivity of small flocks of hens in village conditions and to develop a replicable smallholder model, the success of which led to the development of the national broiler chicken industry.

The model involved women in a chain of activities as vaccinators, hatchery operators, chicken rearers, feed sellers, producers of hatching eggs and as producers of eggs for the market. Credit as well as marketing was integrated into the model.

Over time, BRAC social enterprises were set up to facilitate each of these activities. BRAC Chicken, established in 2004, was the final link within this chain. The enterprise was established to meet growing demands for dressed chicken in large metropolitan areas, by purchasing chickens from BRAC's poultry rearing farms, other commercial farms, and rural farmers.



Worker weighing chicken before it is sent for processing

BRAC Chicken today

With the only automated plant of its kind in Bangladesh, the enterprise currently processes approximately 10,000 birds per day, which are sourced from a large number of independent rural farmers. The plant purchases chickens from BRAC's commercial broiler farms and independent farmers, and sells the dressed meat to a variety of customers including large restaurants, hotels, supermarkets and even individual households. Given that the demand for poultry meat and eggs still exceeds the supply, our poultry operations remain an important source of support for rural farmers while driving growth in the sector and increasing the supply of high-yield variety chicks and processed broiler meat.

At a glance

Daily Processing Capacity:

- 16** metric ton dressed chicken (raw)
- 2** metric ton frozen chicken (ready-to-cook) products
- 17** types of frozen chicken (ready-to-cook) products