

CASE STUDY

CAMPBELL WOMEN'S OSTRICH



NDA

National
Development
Agency

NDA Case Study in Agricultural Development

"Basadi ba Bokamoso"



The Campbell Women 's ostrich project is an example of a true women empowerment project. It is a case study of 16 self employed women raising ostrich chicks to mature birds ready to go to the market. The birds are purchased from a dedicated supplier for R300 each and then resold back to the same supplier for R960. The project is nothing less than a win-win situation for the beneficiaries and the supplier alike. Essentially, the supplier promoted sustainability by relying on the women to rear his chicks until such time that they can be taken to market for a profit margin over R960.

The Campbell Women 's Ostrich project is located in the Siyancuma Municipality in the Northern Cape just outside of Kimberly. The project was funded in the later part of 2009, with the grant amount being R773,084 distributed over a period of 24 months.

For women of the community of Campbell, the only way for them to cope and achieve financial independence was to engage in agricultural activities such as raising goats, cattle and most recently ostriches. Their expansion into ostrich farming was no less an example of livestock diversification, as they applied skills learned from breeding kids and calves. Those same skills would be applied to breeding ostrich chicks. There is a notion that ostrich chicks do well (low mortality) when bred by women.

Truly, raising ostriches was unlike breeding goats and cattle but the technical training received from Griekwaland Wes Kooperasie enabled the women to successfully breed and resell ostriches. The women were not alone in this new and innovative enterprise. They had received training and technical support from more experienced ostrich farmers introduced to them by the Kooperasie. An important aspect of the training received was that birds needed to be separated and raised according to their age (1 week, 2 months, 3 months and 4-6 months) , with the youngest birds constantly needing to be cleaned up after to prevent them from eating their own droppings.

Lessons Learned

Beneficiaries should draw on existing skills and prior experience. The Basadi Ba Bokamoso had prior experience in breeding newborn livestock.

The Basadi Ba Bokamoso did not rely only on their breeding kids and calves. The product mix and offering was extended to include ostrich chicks.

Finally, small scale agribusiness has its advantage especially for newcomers to the industry. Start small, stay focused, identify a niche market and the project will surely be a success.



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