

## PALD SUCCESS STORIES...

### ...Producing Chickens to Match Market Demands

**The story of Mrs Thanh in Mai Son district, Son La province, Vietnam**



Mrs Lo Thi Thanh is a 34 year old ethnic Thai woman who lives in Ban Me hamlet, Muong Bon commune, Mai Son district, Son La. She has been raising chickens for a long time. However, it was only when the SDC-funded PALD project started in her village in May 2007 and she participated in it that she learned about the 'chicken boost' technique.

*"I was really happy with this project. Previously, the chickens we reared were often plagued by disease and we did not know where it came from or how to prevent and control it. I had the chance to join the project when it started and I received technical training. I was shown how to control the breed source, to vaccinate the chickens on a regular basis and to use suitable preventative medicine for infectious diseases. In the past, I never vaccinated chicks, and I did not know to be aware of common chicken diseases such as greenish diarrhoea, Coccidiosis, etc. So, when an outbreak occurred, nearly all my chickens would die suddenly. Now, everything has changed," she explained.*



*Mrs. Thanh takes care of her*

Income from raising chickens used to be a subsidiary income source to Mrs Thanh but



*Mrs. Thanh is at the her vegetable store at the local market August 2014*

has now become her primary income. She earned 4,000,000 VND (equivalent to \$175) from raising 100 chickens in the first three-month production cycle and 9,000,000 VND (approximately \$400) from the second production cycle. She was greatly encouraged by these positive results. From 2010 to 2013, Mrs Thanh kept raising chickens, increasing to between 200 to 300 chickens per cycle, and earning 1,500,000 VND to 2,000,000 VND (approximately \$66-90) per month. According to Mrs Thanh, her monthly income from raising chickens is much higher than that earned from traditional rice or corn cultivation.

Mrs Thanh also explained that to produce livestock successfully, farmers have to follow the technical procedures strictly, as advised by PALD; choose the right time to raise and sell their products to get the highest profits; frequently exchange information with other farmer interest group (FIG) members; contact butchers to get information on market prices; record all expenditures during the production process to do household economic calculations (HEC); and reserve a certain amount of profit for reinvestment in the next production cycle.

Since the beginning of 2014, after broadening her knowledge on market dynamics and taking into account specific demand at the local market, she decided to sell vegetables in her commune. Initially, at a small start-up scale, her income was around 100,000 VND to 150,000 VND (\$4-6.5) per day, but since she became a vegetable wholesaler in the commune she now makes a steady income of 150,000 VND to 200,000 VND (\$6.5-9) at each morning market session.

Mrs Thanh explained that in spite of this success she chose not to stop raising chickens because of the knowledge and experience she had gained from participating in the PALD project. Lots of households ask her for help with hatching and rearing chickens until they are 21 days old, so she agrees to hatch chicks and sell them broilers. Each year, she also raises chickens (from 200 to 300) to sell when prices are high (from October to December and from January to February of the following year). The income from the two sources (vegetables and chickens) has helped her family to get out of poverty and become better off day by day.

Learn more: [Factsheet on PALD](#)