



**USAID**  
FROM THE AMERICAN PEOPLE

**TURKMENISTAN**

## SUCCESS STORY

# Advice Helps A Business Take Off

**Expert advice helps poultry farm increase revenue by 600 percent**



Volunteer Robert Albrecht overseeing feed mixer construction at the Genjim Gala.  
Photo: Winrock Intl

*The USAID-funded Farmer-to-Farmer program helped Genjim Gala private company improve productivity and become one of the largest and best known poultry producers in the country*

Genjim Gala private company was established in 1991 as one of many small-scale egg producing enterprises in the Dashoguz region of northern Turkmenistan. 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 the USAID-funded Farmer to Farmer Program on farm management, disease control and prevention, feed production, and meat processing and packaging.

At the suggestion of the volunteer expert provided by the program, Genjim Gala decided to switch from its 1,000 layers for egg production to broilers, a relatively new product with greater local market demand. The company was producing 2,500 chickens every two months and earning \$14,000 a year. However, the owner of the company felt the business can improve further. 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 the USAID-funded program 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 only fix the required quantity of feed and keep it fresh.

Due to the provided assistance, Genjim Gala doubled the number of broiler it produced at a time to 5,000 and increased its revenue by 600% from \$14,000 to US\$84,000 a year. It also hired eight new employees and now has 13 workers.

To handle the increased production within 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 the program's marketing expert, he ordered packaging with his company's name and trademark on it and applied to register his trademark.

Thanks to its persistent work and advice from the USAID-funded program, Genjim Gala became one of the biggest and best known poultry producers in the country.