



World Organisation
for Animal Health



WOAH Standards Facilitating Safe International Trade Commodity: Poultry Meat

Nairobi, Kenya

25 – 27 August 2026



MINISTRY OF
AGRICULTURE
AND LIVESTOCK
DEVELOPMENT
REPUBLIC OF KENYA



Co-funded by
the European Union

Gates
Foundation

SESSION 2

Private sector views



Alexander Stewart

- Chair: Poultry Industry Association of Malawi
- Technical Lead: Southern Africa Poultry Initiative (SAPI)





Who we are:

- The Poultry Industry Association of Malawi.
- Apex body representing private sector poultry producers (Mostly chicken)

Our financing structure:

- Annual Membership (Corporate)
- Chick Levy (All hatcheries)

Our governance structure:

- Chairperson
- National Executive
- Regional Executive

Our partners:

- Department of Animal Health & Livestock Development
- Development Sector



General Sector Overview:

- Total Chicken Population: 160.1 million (2019 estimate)
- Household Involvement: Approximately 1.3 million smallholder households (33% of all farming households) keep poultry
- Average Rural Ownership: 7 chickens per household
- Self-Sufficiency Ratio (SSR): 112% for poultry meat and 101% for eggs, indicating Malawi is currently self-sufficient with a surplus



Consumption and Nutrition:

- **Livestock Dominance:** Poultry products account for 79% of all livestock protein consumption per capita in Malawi Meat Consumption: 3.16 kg per person per year (2024 estimate)
- **Egg Consumption:** Approximately 20 to 34 eggs per person per year
- **Affordability Gap:** A consumer must spend 3.51% of per capita GDP to buy 10kg of chicken (compared to 0.24% in South Africa)



Production and Market Structure:

- **Annual Sector Output:** Approximately 83,000 tonnes of chicken meat (2024)
- **Market Concentration:** Two dominant players (Central Poultry/CP Feeds and Kamponji Enterprises/Kelfoods) control 70% to 80% of the commercial market
- **Sales Channels:** 80% of production is sold through informal markets as live chickens
- **Feed Costs:** Feed represents 70% to 77% of total production costs, among the highest globally



2030 Vision Targets:

The Malawi National Poultry Delivery Lab (2025) set the following ambitions for 2030:

- Household Ownership: Increase from 7 to 50 chickens per rural household.
- Meat Consumption: Increase from 4.5 kg to 10–20 kg per capita/year.
- Egg Consumption: Increase from ~34 to 60–100 eggs per capita/year.
- Offtake Rate: Improve from 10% to 50%.
- Production Growth: Target a 60% increase in total production to reach 130,000 tonnes.



Import/Export Status (2026):

Exports: Malawi formally exports dressed chickens, hatching eggs, table eggs, and day-old chicks to Mozambique and Tanzania

Imports: Malawi imports parent stock (Zambia, RSA, Europe), hatching eggs (SADC region), and 100% of feed additives/premixes

*** Significant quantities of unregulated exports to neighbouring countries due to porous borders.*



Challenges to Accessing Export Markets

Technical Barriers: Lack of awareness of WOAH/Codex standards.

Infrastructure: Limitations in laboratory testing or cold chain logistics.

Certification: Difficulties in obtaining necessary veterinary e-certification or navigating "single window" systems.



Feedback on International Standards

Are current WOAH standards "fit-for-purpose"

Specific Concerns: XXXXX

Collaboration: Suggestions for better public-private partnership in standard-setting.

Thank You

Zikomo!

www.woah.org woah@woah.org



World Organisation
for Animal Health



MINISTRY OF
AGRICULTURE
AND LIVESTOCK
DEVELOPMENT



Co-funded by
the European Union

Gates
Foundation

