

# 2021

Project Profile

## MISSION ONE

through the Global Church

### KIJABE TOWN PIG FARM

*Partner: The National Evangelical Outreach (NEO) Kenya*

A pig farm project in Kijabe Town, Kenya will provide a sustainable source of income for families living in poverty, encouraging community members to return to and invest in their hometown as a place of opportunity.

With a population of 5,000 people, Kijabe Town is relatively small with few viable income opportunities and even fewer educational resources. Many families live in poverty due to a lack of opportunity, and many feel hopeless. These desperate circumstances have led parents to send their children to school outside the community where better education and opportunities are available. But oftentimes, these children don't return to Kijabe Town. The families who stay are stuck in a cycle of poverty and trapped in their old ways of life. In fact, the younger generation is the largest untapped resource for unlocking a new future for Kijabe Town, able to bring their skills and talents to transform their community.

In order to break the string of departures, a pig farm aims to jumpstart new hope in Kijabe Town by providing an income opportunity. The pig project will show the community that it's possible to rise out of poverty and live a good life in Kijabe Town, without leaving or depending on external help.

## OUR PLAN

We want to change the perception of Kijabe Town as a place with no economic opportunities by allowing the community to take ownership of their own future. Pigs are a great livelihood as they provide families with a sustainable source of income. Their manure can be used to fertilize farms and gardens, while piglets can be bred or sold at the market.

The pig farm is already beginning to shift perceptions and currently employs three individuals. Together, they have begun breeding sows and problem solving to make the pig farm profitable, such as looking into creative ways to reduce the cost of or procure local restaurant food waste as pig feed.

The pig farm is thriving and Mission ONE partners in Kenya have already begun negotiating a contract with Farmer's Choice, the largest pig meat supplier in Kenya. Currently, they're willing to sign a contract and purchase a minimum of 25 pigs a month, at the cost of \$160 per pig. Farmer's Choice is also willing to buy more when the project expands. As the demand is there, the hope is that in a year, the project will be able to employ more people, supply a greater number of pigs, and eventually train some workers on how to start their own businesses.

## DESIRED IMPACT

The goal of the pig farm project is to show community members that they and their children are the town's biggest asset: they are the solution to their own challenges. Ultimately, the greatest impact this pig farm can have is to ignite hope and see the town of Kijabe Town flourish, starting a virtuous cycle in which graduates will be incentivized to come back after finishing their studies and contribute to the community as doctors, teachers, engineers, pastors, and business owners.

## MEASURABLE GOALS

- Sign the contract with Farmer's Choice to sell 25 pigs a month starting in June 2021, bringing in \$4,800 in monthly income.
- By this June the pig project will be self-sustaining and making a profit that will allow for expansion and scaling.
- Use the profit to scale the pig farm to breed more sows, add more space, and sign a larger contract with Farmer's Choice in the future. Once capacity reaches consistently selling 40 pigs a month this project will not only cover the costs of the operation but also support NEO ministry projects in the area.
- In one year, employ more individuals to assist with the pig project.
- Bring hope back to Kijabe Town, showing the community the potential of investing in the community when children come back to pursue vocational opportunities, rather than going elsewhere.