



**ANIMAL
LABOUR
UNION**

CAGE FREE⁺ EGGS

REPORT PILOT PROJECT

November 2025



PILOT PROJECT CAGE FREE⁺

ATTACHMENTS

FARM FIELD REPORT

SCENARIOS FARMERS' REVENUE

HOTEL VISIT REPORT

FLYER CAGE FREE⁺ GUIDELINES

PROJECT

This pilot project was conducted in the first half of 2025 to explore the potential for a transition from caged to cage-free layer systems in Northern Tanzania.

The project team visited both smallholder and large-scale caged farms in the Arusha region, organized a workshop with local farmers to discuss welfare and productivity issues and engaged with stakeholders from the hospitality sector, including hotels and restaurants.

This project was carried out on behalf of the Netherlands Enterprise Agency (RVO) and the Embassy of the Kingdom of the Netherlands in Tanzania.

Hotel and market potential

The hospitality sector expressed strong interest in sourcing cage-free eggs. However, currently, their efforts are constrained by three barriers:

1. **Limited availability** of cage-free eggs in the region;
2. **Absence of labeling**, making it impossible to distinguish cage-free products from conventional ones;
3. **Unclear sourcing**, as there is no assurance of the farm of origin or production system.

At least six hotels have formally committed to purchasing cage-free products once supply becomes available. Together, these hotels represent an average purchasing capacity of approximately **52,800 eggs per month**, equivalent to the production of about **2,500 hens**. This would

already allow one large caged farm to convert to a free-range system or support 5–7 local farmers to produce under improved welfare conditions.

As the market develops, new decision factors will become increasingly important for buyers, including:

- **Price competitiveness;**
- **Reliability of delivery;**
- **Possession of an EFD (Electronic Fiscal Device) receipt** to ensure transparency in taxation and trade;
- **Verification of compliance** with the Cage Free⁺ label.

Hotels are motivated to transition for three main reasons: ethical alignment with guest expectations, endorsement by the *Sustainable Tourism Board* as part of sustainable sourcing, and the reputational benefits of demonstrating commitment to animal welfare — a key value in wildlife-based tourism.

The willingness of the hospitality sector to shift suppliers, combined with the strong purchasing power of the tourism industry, provides a clear entry point for a welfare-friendly egg supply chain.

Key findings farmers

During the pilot, several welfare and management issues were identified on farms. One of the main factors compromising animal welfare and productivity is **poor feed quality**. The feed available to many farmers is nutritionally insufficient to support high egg production, leading to hunger, stress, feather pecking and cannibalism.

Beak trimming is often performed in painful and unprofessional ways, leaving many birds with deformed beaks that cause chronic pain and difficulty eating.

In addition, extensive **use of antibiotics** and the choice for so-called ‘critical antibiotics’ which are the only treatment left for multi strain resistant bacterial human infections, was found at many farms. The routine administration of antibiotics could be easily reduced if the feed quality would be sufficient. The current antibiotic usage is a risk of contributing to global antibiotic resistance and results in antibiotic residues in eggs that also could affect the health of the human consumers.

Hens older than 12 months often display poor body condition, suggesting chronic malnutrition. Cannibalism is common,

often exacerbated by poor feed, boredom, high stocking densities, and continuous lighting (24 hours). At one farm, a second round of beak trimming was performed after the first failed to stop pecking behaviour, resulting in severe injuries. None of the farms visited currently meet the welfare and management standards proposed in the draft Cage Free⁺ guidelines.

The pilot clearly demonstrates that the market for cage-free eggs already exists. The tourism sector alone represents a vast potential demand. A conservative estimate suggests that tourists visiting Northern Tanzania consume around 430,000 eggs per month. A lot of tourists originate from countries where caged egg production is banned. Hotels therefore have both an ethical and a commercial incentive to transition to cage-free sourcing.

CAGE FREE⁺ GUIDELINES

During the pilot, the project developed ten basic rules that form the foundation of the Cage Free⁺ label. These guidelines are available in both English and Swahili and are presented in a clear, visual format.

The rules cover stocking density, lighting schedules and beak-trimming practices. Farmers must use the guidelines as minimum criteria for housing and man-

agement to improve welfare. Hotels and restaurants can use them for marketing and communication purposes to demonstrate responsible sourcing.

Cage Free⁺ serves not only as a welfare standard but also as a transparency and trust-building tool connecting farmers, consumers and the tourism industry.

OTHER COLLABORATIONS

Progress on Policy Engagement

During the reporting period, *EAAW (Education for Africa Animal Welfare)* continued its policy engagement with the government.

In September they had a discussion with **Dr. Mapusa**, a researcher and vaccine coordinator from the livestock disease research centre under the *Ministry of Livestock and Fisheries* in the Central Zone, who confirmed that internal conversations on the topic had commenced.

Although these discussions remain informal, there is potential for further development in the coming year. Preparations are underway to strengthen follow-up efforts in the next phase of the project.

Alignment with Government Policy

The *Livestock Sector Transformation Plan*, as an extension of the *Agriculture Sector Development Plan Phase II*, outlines strategic priorities for advancing Tanzania's livestock industry, with particular emphasis on poultry development through targeted investments in production, research, and capacity building.

Our recent survey identified companies such as **Silverlands** among others, that supply high-quality chicks with strong production potential, reinforcing the importance of supporting farmers to meet

animal welfare standards, including proper feeding as a means of promoting healthier livestock and contributing to national development goals while promoting high welfare standards.

Role of Livestock Officers

Livestock officers are key stakeholders in any project related to farming or livestock. Appointed by the government, they play a vital role in supporting farmers and livestock keepers.

During the pilot phase of the project, livestock officers **Mr. Charles Msigwa** from the Meru District Livestock Office and **Ms. Zenobia Asenga** from the Usa River ward level were actively involved. We held several meetings with them regarding the chicken welfare project, and they provided full support in various ways, including helping to identify poultry farmers in the area. The guidelines will be distributed through farmer groups to encourage adoption, with plans to identify and certify compliant farmers.

Via a Zoom Meeting we also informed **Teus Korevaar** (Aeres) and **Johan Hissink** (Aeres) about our project. They shared information on the Kilacha project, a location we also visited as part of this project.

NEXT PHASE

Based on the pilot findings, the next phase of the project will focus on improving housing systems, feed, and management among local farmers.

Two potential development routes were identified:

1. **Supporting local farmers** (typically 500–600 hens) to upgrade their current housing and management systems to meet Cage Free+ standards;
2. **Supporting larger caged farms** to convert entire production systems into cage-free housing.

Although the second route would immediately release birds from cages, the investment costs are significantly higher and difficult to secure. Therefore, the project will prioritize the first route, focusing on existing smallholders.

This approach has multiple advantages:

- It directly improves livelihoods and food security for local families;
- It empowers both men and women already active in small-scale poultry farming;
- It stimulates community engagement around animal welfare;
- It builds a stable network of trusted cage-free suppliers for the hospitality market.

The next phase will begin with the group of farmers who participated in the 2025 workshop, ensuring continuity and ownership. Each participating farmer will

receive technical assistance on housing design, feeding strategies, and flock management, as well as support to reach compliance with the Cage Free+ standards. Our calculations (see attachment) show that it is financially wise to join our project.

The primary objective of the follow-up project is to develop a stable, traceable, and welfare-compliant supply of cage-free eggs for the tourism market in Northern Tanzania.

All participating farms will commit to the Cage Free+ welfare guidelines established during the pilot. Compliance will be verified through **biannual assessments** conducted by an independent welfare assessor within the project team. For the first three years, audit costs will be covered by the project. By the end of this period, a self-sustaining system must be established to finance ongoing audits. We will assist them with the transition in both investment and knowledge. We also help them set up a 'Cage Free+ egg group' with a chair person that is our counterpart and contact person for the hotels.

That person is also responsible for the collection of eggs from all other participants and should make sure each batch of cage-free eggs will be traceable to the farm of origin due to the use of a personalised stamp. This traceability will help ensure credibility and hotel trust in the Cage Free+ label.

The second phase of the project will fund:

- Coordination and management by the project team;
- Training of farmers and local coordinator;
- Essential housing and feed-related improvements at participating farms;
- Communication materials and certification documentation for hotels and consumers.
- Coordination and assistance with contract brokering between hotels and farms

Partners include a poultry veterinarian, an animal welfare coordinator, and the Animal Labour Union, which will oversee implementation, communication and monitoring.

Long-Term Impact and Replicability

The second phase of the project aims to demonstrate that small-scale cage-free production is economically viable when linked to the tourism sector.

Long-term outcomes include:

- Improved welfare and productivity of laying hens;
- Reduction in unnecessary antibiotic use;
- Strengthened livelihoods for local farmers, especially women;
- Increased supply of Cage Free+ eggs for hotels and restaurants;
- Enhanced reputation of Tanzania's tourism industry as sustainable and animal-friendly.

By establishing a successful model in Arusha, the project will create a **replicable blueprint** for other regions in Tanzania and East Africa. Demonstrating both the economic feasibility and welfare benefits of cage-free systems will contribute to a broader transition away from battery cages nationwide.

Ultimately, the Cage Free+ project seeks to align animal welfare, farmer prosperity, and sustainable tourism — showing that improving the lives of hens also strengthens the ethics and resilience of Tanzania's food system.

Financing

For the execution of the second phase of this project we will apply for funds.

Our focus will be international animal welfare funds such as Open Phil and Graigs List, Animal Welfare Funds and EA Fund. Also, funds for development aid projects for example from European embassies might fit this project.

PILOT PROJECT CAGE FREE+ EGGS

ATTACHMENTS

FARM FIELD REPORT

SCENARIOS FARMERS' REVENUE

HOTEL VISIT REPORT

FLYER CAGE FREE+ GUIDELINES

FARM FIELD REPORT

CONTENTS

- Introduction
- Farm visit notes
- Farm measurements
- Feed analysis results
- Workshop
- Poultry Show in Dar es Salaam
- Conclusion

INTRODUCTION

The field trips have resulted in six farm visits and a visit to a hatchery. Each visit provided us with insight into the farm dynamic including their egg production, mortality, the source of hens and feed, the feed management, egg prices and at some farms medication usage.

Furthermore, they discussed with us the main challenges and willingness to engage in the Cage Free+ egg concept. This report will summarize each of these farm visits.

To engage into the Cage Free+ concept there are several requirements for each farm. These include not only a cage free housing but also a maximum bird density, a minimum number of feeding and drinking places, nestboxes and perches (see Leaflet: Cage Free+). For each farm the fitness to engage was roughly estimated.

At five farms a feed sample was taken to the Netherlands for a nutritional analysis at Nutrilab. These results are also presented in this document.

FARM VISIT NOTES

Urio Ombeni, 5 April 2024

Locations: Kingori and Dolly's

Flock information: A hatchery, parent stock and day old chicks as well as egg producing hens on site. Free range traditional hens and commercial chicken. Several turkeys and guinea fowls were roaming freely.

Production: the commercial hens are bought as day old chick from Silverlands. Beaktrimming is routinely performed at the onset of lay. Traditional hens are hatched on site. Production numbers were not shared with us.

Feed: Own feed mixing

Egg sales:

Local eggs: 15,000–20,000 TSh per tray;

Commercial eggs: 7,500 TSh per tray
(as reported by other farmers)

Unfortunately this farm burned down at the end of September 2025.



Mary Lyatwe, 17 June 2025

Location: Usa River Ward

Has kept laying hens on this location for several years.

Flock information: Breed: Hi-line.

Number of birds: 306.

Price day olds chick: TSh 3,000.

The current flock is 1,5 years old. In this flock we detected several clinically sick hens. Mortality 16 birds (5%).

Planned depopulation 2,5 years.

Medications are provided in drinking water and it was not clear how frequent the birds were treated and with which medication. Most disease episodes occur during May–June (colder months).

Beak trimming age: 12 weeks

Production: Current production: 90 eggs per day (=31%)

Feed: mixes her own feed.

Feed use 120 gram per bird per day.

Egg sales: TSh 7,500 per tray

Hen sales: TSh 12–15,000 per hen



Most hens had a serious infestation of lice



Kabesa Uma, 17 June 2025

Location: Usa River Ward

First time chicken farmer. She has no previous experience nor any assistance or advice on how to keep hens.

Flock information:

Breed: Unknown, bought from a Chinese salesman in Dar es Salaam.

Number of birds: 606. Current flock is 11 months old with mortality of 30 birds (5%).

Price day olds chick: TSh 2,200.

Beak trimming: Twice (!) at

16 weeks and 24 weeks

Production: Current production 78%

Feed: mixes her own feed

Egg sales: Sale per tray:

TSh 7,000 – 7,500 (unstable sales)



Lerai, 17 June 2025

Location: Lerai-Maji ya Chai.

These hens are managed by *Happy Watoto Foundation*. They currently have two sheds.

Flock information: Breed: Bovan.

Shed 1: started with 400 hens, age 2 years. Mortality 170 (44%).

Shed 2: started with 400 pullets, age 16 weeks, mortality 35 (8,8%).

Total number of birds 800. The day old chicks are bought from Dar es Tanzania (Tanzanian National Poultry). Price day olds chick unknown. Planned depopulation 2,5 years.

Both flocks have an outside free roaming area where they are fed greens daily.

Medications were given to the birds on a regular basis. Sometimes because of wet manure, sometimes because of mortality and sometimes because of low production levels. The choice of medication is based on advice received by the local vet.

Beak trimming: at 12 weeks.

Production: Current production 52%

Feed: Buys bags from Marenga (50 kg bags). Feed use Shed 1:125 gram per bird per day; Shed 2: 75 gram per bird per day.

Egg sales: Sale per tray: TSh 7,000 – 7,500

Hen sales: TSh 12–15,000



Harold Mali, 24 April & 19 June 2025

Location: Njiro

Caged farmer.

The cage system price is TSh 700,000 for 96 birds. Total investment for 2800 hens is TSh 21 million, around 7.000 Euros.

Mr. Mali is also a member of the Arusha Poultry Association. There are 2 acres to construct more buildings, he wants to grow to 10,000 hens, apart from the current location.

Flock information: 2,800 laying hens.

Breed: Bovans and Hi-line.

Price day old chick: TSh 3,000.

Different ages on site.

Mortality 10–15% on average.

On site were also several broilers which were unfortunately very ill and most of them dying. The birds were treated with antibiotics without effect. The layers are also regularly treated with antibiotics although since Mr. Mali has installed a water purification device the birds are much healthier.

Beak trimming:

performed during rearing (age unknown)

Production: 85% average

Feed:

Bought from Marenga 50 kg, TSh 55,000

Egg sales: between TSh 6,000 – TSh10,000 (latest in high season)

Hen sales: TSh11,000 – TSh14,000



Kilacha, 12 October 2025

Location: Himo Moshi
Cage Free farmer.

The housing system was placed in 2019 and was manufactured by Vencomatic. The contact person is Pater Jerome. Kilacha also keeps 30.000 Broiler breeder parent stock (Cobb and Hubbart) in different houses on the same premise.

Flock information:

Breed: Bovans, current flock is 1,500 laying hens.

Maximal capacity is 1,700 hens.

Day old Chicks from Kenia or Interchick (Arusha).

Price day old chick: Unknown.

Current flock 52 weeks.

Mortality is increasing due to cannibalism which started 3 months ago. Depopulation at 100 weeks.

Beak trimming:

some hens had a trimmed beak, some did not. The trimmed beaks were only tip taken off (in contrast with other farms where 50% of the beak was taken off)

Production: productivity 85% average, peak production 89%.

Feed: mixing raw ingredients on site.

Egg sales: TSh 7,000 per tray



Silverlands Hatchery, 20 June 2025

Location: Arusha

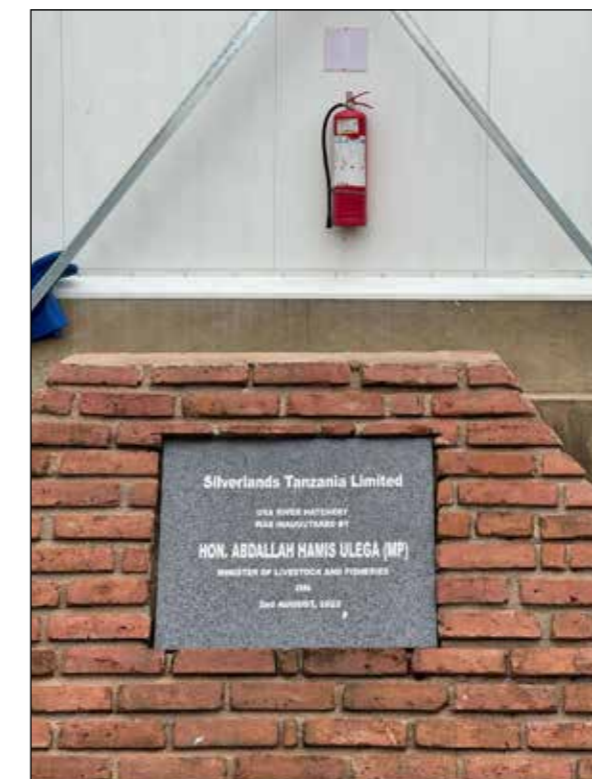
Silverlands has three hatcheries in Tanzania where Bovans, Sasso and broiler Ross 308 are hatched. The location in Arusha was built in 2023 and hatches 165,000 chicks per week. Our contact person is Derrick, a Regional Sales Manager.

Price day old chick: TSh 2,800

Feed: Silverlands produces layer feed which is sold for TSh 67,000 per 50 kg

Silverlands has a training center in Iringa, where they train field workers. If a farmer buys chicks on site, they are provided with technical support for the field workers for free. Silverlands also provides five day training courses which cost TSh 170,000 per person, including accommodation, food, etc. for a five-day training.

Furthermore, Silverlands has an extensive laboratory for feed and medical samples.



FARM MEASUREMENT

In total, eleven farms have been measured. We performed the measurements without a proper measuring tool. Therefore, the exact measurements need to be repeated in the future if farmers are joining the Cage Free+ egg chain. But these measurements *do* provide an impression as to what extent the farms fit into the Cage Free+ criteria and which changes will need to be made in farm management.

Farm	Birds/m ²	Birds/drinker	Birds/feeder	Birds/nest	Perch (cm/bird)
1	14	101	101	6	3
2	10	50	50	13	13
3	16	50	50	33	6
4	11	no data	no data	20	7
5	9	no data	no data	10	8
6	22	81	81	65	0
7	12	75	75	40	0
8	19	50	50	30	2
9	16	69	69	37	0
10	16	50	50	no nest	0
11	10	50	50	33	1
Norm CF+	6	100	60	6	18

A brief glance shows remarkable deviations from the Cage Free+ criteria:

- The density of birds per m² exceeds the criterium of 6 birds/m² at every farm.
- Available nesting space was inadequate. But since the nest box sizes were not measured correctly, this measurement should be read with caution.
- Perches were limited at all farms — and four farms did not have perches at all.

Any form of enrichment was limited or absent.

FEED ANALYSIS RESULTS

Feed quality was tested using the NIR technique at the feed company **Global** in the Netherlands. Results of the first five samples taken in April showed 3x very low protein levels (12–13%) and 2x low protein levels (14%) while layer hens require 15–17%.

Another six samples have been taken during the visit in June which were analyzed in the same lab. Two farmers shared their feed composition which included an unidentified premix which hampers a proper nutritional calculation.

			crude protein (g/kg)*	crude fat (AH) (g/kg)*	ash	crude fiber (g/kg)	starch (g/kg)	calcium (g/kg)	sodium (g/kg)
Type	Farm	norm layer	160–180	55–65	110–120			38–42	1,6–2,0
layer	5		148,5	54,0	133,0	71,0	344,5	41,35	1,2
layer	4		127,0	65,0	169,0	51,0	345,0	59,2	1,8
layer	3		135,7	71,7	116,3	56,0	370,7	37,3	1,4
layer	2		139,5	78,5	136,0	54,5	351,0	43,75	1,6
		norm pullets*	160,0	55–65	110–120	55,0		7–10	
rearing	5		126,0	52,0	176,7	78,0	320,0	58,4	1,2
rearing	4		124,7	61,0	137,5	49,7	361,3	49	1,8
			TOO LOW		TOO HIGH			TOO HIGH	TOO LOW

* Crude Protein is only providing a general estimation of the available protein. The available digestible amino acids are more important. If CP is low, the amino acids are too low. If CP is high, it does not mean digestible amino acids are high as well.

** Pullets: developer formulation for 11–16 weeks old.

Feed Conclusion

- Feed structure revealed large particles of dry and extreme firm maize. Grinding them to a finer size will homogenize the feed and reduce selective eating.
- Overall, the feed shows a protein level which is too low for both layers and pullets. This explains the tendency toward cannibalism, low production and poor growth combined with very poor body condition.
- The ash levels are too high. This is most likely due to high limestone levels and other inorganic components, which are low in cost but dilute the nutritional value of the feed.
- Calcium levels should be interpreted with caution due to the analysis method. But, overall the levels are too high, which corresponds with the high ash value. Especially in pullets, the calcium levels are far outrunning the optimal level, causing a burden on intestinal health which will interfere with future production.
- In several samples, sodium levels are low enough to cause cannibalism by itself. Adding salt will easily solve this imbalance.

Feed Advice

Protein levels are low and available digestible amino acids are likely even lower. Adding fish to the diet (3–5%) can improve the feed. Be aware though, that fish can influence the flavour of the egg.

The level of limestone — the cheapest ingredient in the feed, is too high: lower the level in accordance to the requirements at each specific age. Pullets are fed far too much limestone.

WORKSHOP WITH FARMERS 23 JUNE 2025

We met with eleven farmers on the premises of Lerai, (four men and seven women, no youth) at the workshop of June 23. The aim of this meeting was to inform them about the project, hear about the issues they have with their hens and discuss the guidelines we drafted for a Cage Free+ egg in Tanzania.

Most farmers have 400–600 hens in a free range system, only one farmer attending was holding the chicken in cages.



The main issues they encountered were:

- 1 **Day Old Chicks quality:** some chicks arrive at the farm sick, some don't grow enough and remain fragile.
- 2 **Feed quality:** based on the feed samples we took in April, we could see that the feed — both purchased and self-prepared — is low in nutrients. Farmers cannot check the feed quality they buy. But they are aware of the effect feed has on the health and welfare of the hen and its production. Also, the amount of feed and the number of feedings were discussed. Some farmers seem to limit feed per day which is according to instructions (livestock officers play a role) but is negatively affecting the birds and the production level.
- 3 **Lack of knowledge:** when hens get sick, it's difficult to find the right diagnosis and cure. There are no specialised vets. There is a laboratory in the region, but to what extent they perform

diagnostic tests is unknown. One farmer reported that she sent a dead hen for a diagnosis. The hen had had severe flu-like symptoms. The laboratory instructed her that the feed was not right and provided her with an antibiotic treatment.



Marjolein de Rooij explains the aims of the project.

POULTRY SHOW IN DAR ES SALAAM

On October 9 and 10, Ayubu Nnko and Vera Bavinck visited the poultry show in Dar es Salaam and presented the Cage Free+ project.

It was for the first time in the history of the Tanzania Poultry Show that animal welfare was on the agenda. During a 10-minute presentation the project was presented and the feed



results shown. After the presentation, the feedback from Ambassador Marjo Cromptvoets was very positive and she stressed the need for animal welfare in Tanzania.

Moreover, a general impression of all other Dutch businesses presenting themselves on the pre-show network day, confirmed that the main challenge in Tanzania egg production is the unreliable and poor feed quality.

CONCLUSION

All six farmers who were visited during our field trips, and more farmers who attended the workshop, were interested in joining the Cage Free+ egg brand.

Farmers are facing similar challenges:

The quality of DOC (Day Old Chicks) is unpredictable and poor. High mortality just after arrival and disease symptoms in the first weeks of life are common.

During rearing (week 1–17) young pullets show frequent symptoms of flu (coughing, nasal discharge and depression) which is treated using antibiotics. Feed quality during the rearing phase varies; several farmers buy Grower formulations. They have very little knowledge regarding the hens' body development, feed intake and the effect of nutrition on lay performance later in life.

On-set of lay (week 17–22) is negatively impacted by beak trimming. The trimming is done rigorously leaving hens with deformed beaks and severe pain during the most critical period: on-set of lay. Timing and technique of beak trimming is extremely poor.

Health and welfare during the laying period is overall limited. Many flocks show repeated symptoms of 'flu' as described above and/or poor lay performance which is treated using broad spectrum antibiotics. This is mostly done without any diagnosis or a proper feed analysis. The body condition of hens older than 12 months that we inspected during our visits was poor, which

indicates malnutrition and explains some of the poor lay performances. It cannot be excluded that there is a direct link between the poor DOC quality and disappointing performance during laying.

Cannibalism is a common problem. Beak trimming does not seem to be sufficient. At one farm, we saw extreme beak trimming. They simply repeated the procedure, after the first round of beak trimming hadn't stopped the cannibalism.

This resulted in severe disfigurement, impaired function and pain. There was no investigation to find the reason behind the cannibalism — like poor feed quality, boredom, too high stocking density or lighting schedule (i.e. 24 hours of light).

PILOT PROJECT CAGE FREE⁺ EGGS

ATTACHMENTS

FARM FIELD REPORT

**SCENARIOS FARMERS'
REVENUE**

HOTEL VISIT REPORT

FLYER CAGE FREE⁺ GUIDELINES

SCENARIOS FARMERS' REVENUE WITH CAGE FREE+

As shown in the farm measurements, the adjustment to comply with Cage Free+ which seems to have the most impact on the farmers' business model is the *number of hens*.

Most farmers will need to give the hens more space. If they can increase the shed size, they can keep the same number of hens, but in many cases the number of hens on the farm will have to decrease. Automatically, the income for the farmer per day based on egg sales will decrease as well. But the total cost for daily feed will also decrease since fewer hens will eat.

We developed several scenarios to get an idea of the impact that reducing the number of hens will have on the revenue for the farmer — if we only take into account the cost of feed and income from eggs. Each scenario calculation is based on a feed price of TSh 824 per kilogram and a feed intake of 120 grams per hen per day, resulting in a cost of TSh 100 per hen per day, which is realistic.

	# hens	cost feed /day	lay %	price per egg	egg income /day	income – cost /day
scenario 1	600	60,000	70%	250	105,000	45,000
scenario 2	600	60,000	40%	250	60,000	0
scenario 3	400	40,000	70%	310	86,800	46,800
scenario 4	400	40,000	40%	310	49,600	9,600
scenario 5	400	40,000	70%	340	95,200	55,200
scenario 6	400	40,000	40%	340	54,400	14,400

With an egg price of TSh 250 per egg, a farmer breaks even with a flock of 600 hens producing 40% eggs. But if the farmer would have 400 hens and sell eggs for TSh 310, with the same production, the daily revenue would be TSh 9,600. A realistic expectation is that the production will improve when hens are given more space and a greater sense of wellbeing, which would increase the revenue per day.

The best way to increase production would be a stable and higher feed quality. On the market, a high quality feed is available from *Silverlands* costing TSh 67,000/50 kg, resulting in a daily cost per hen —based on the same feed intake of 120 gram— of TSh 161 per hen per day.

	# hens	cost feed /day	lay %	price per egg	egg income /day	income – cost /day
scenario 1	600	96,480	80%	250	120,000	23,520
scenario 2	600	96,480	50%	250	75,000	–21,480
scenario 3	400	64,320	80%	310	99,200	34,880
scenario 4	400	64,320	50%	310	62,000	–2,320
scenario 5	400	64,320	80%	340	108,800	44,480
scenario 6	400	64,320	50%	340	68,000	3,680

Using good quality feed, combined with a smaller flock size and a better egg price, will provide the farmer with approximately the same daily revenue based on feed intake and egg income alone.

If we incorporate the price of the day-old-chicks and additional hidden costs linked to poor quality feed and overcrowding, the conclusion is that a farmer is financially wise to join the Cage Free+ label.

PILOT PROJECT CAGE FREE⁺ EGGS

ATTACHMENTS

FARM FIELD REPORT

SCENARIOS FARMERS' REVENUE

HOTEL VISIT REPORT

FLYER CAGE FREE⁺ GUIDELINES

HOTEL VISIT REPORT

- Introduction
- (Online) meetings
- Overview demand
- Future opportunities

INTRODUCTION

Animals are at the core of the tourism sector in Tanzania. They are the reason people travel to Tanzania. Its wildlife is world-famous and attracts visitors from all over the globe. But wild animals are not the only animals living in this country.

Farmed animals, such as laying hens, also play an essential role, yet their lives are often hidden from view. The farming of animal products such as eggs in Tanzania is done in ways that most European countries no longer allow. Guests are often unaware of the suffering this causes, but when they find out, they are shocked that eggs are still produced in conditions no longer acceptable in their own countries.

Sustainable tourism requires an overall approach. Caged farming is not sustainable in the long run. The tourism sector has the opportunity to be frontrunners in change. By choosing *cage-free*, hotels meet the expectations of their guests and also show leadership in animal welfare and sustainability.

So, to increase the demand of cage-free eggs, we engaged with the Hotel Association Tanzania, Sustainable Tourism Tan-

zania and individual hotels in Arusha and Moshi.

We started with an online questionnaire in July 2024, to raise awareness and gauge interest in the project. Some companies, like Hatari Lodge and Altezza, responded immediately. Later, other hotels followed.

Gran Melia in Arusha is part of an international chain, and the international board pledged to only purchase cage-free products by 2026 worldwide. Although the general manager of the Gran Melia in Arusha was not aware of this, he was very keen in participating in this project.

At the start of this project, we had (online) meetings with several hotel owners. We made an inventory of their weekly/monthly purchase, their current supplier and the prices.

In addition, we met with the CEO of the Hotel Association Tanzania, Lathifa Sykes, who is also the chair of Sustainable Tourism Tanzania. Both organisations support

this project and informed their members of the existence of the project and encouraged them to participate.

MEETING WITH HOTELS

1. Gran Melia

Meeting with Guilherme Freitas de Aguiar, hotel manager
7 April 2025

Gran Melia International has pledged in 2020 to purchase only cage-free products worldwide at the end of 2026. Currently, in Tanzania that percentage is 0%. This goal is part of their sustainability ambitions and confirmed in their sustainability report 2024.

The egg supplier of Melia is Veronica Aloye Tarimo. Her contact person is Mr. David. They produce eggs in battery cages and did not allow us to visit the farm.

Price:

TSh 8,300 per tray / TSh 276 per egg

Average purchase:

650 trays per month/19,500 eggs per month

2. Hatari Lodge

Meeting with Marlies Gabriel, owner
19 April 2025

Hatari Lodge is known for its organic, locally grown food. They would like to purchase organic eggs, which is impossible in Arusha because of lack of supply and certification. Therefore, she buys her eggs very locally from a lady called Mama Anna.

This lady only has 10–12 hens and can never produce the number of eggs necessary. Her hens lay an average of 40 eggs a week. She doesn't use vaccinations, produces her own feed and uses herbs in case of illnesses. She collaborates with 5 to 6 farmers in the neighborhood to increase her production. She sells the eggs for TSh 500 a piece. That is the price for local eggs.

Price:

TSh 15,000 per tray / TSh 500 per egg

Average purchase:

60–80 trays per month/1800–2400 eggs/month

3. Safari Company Altezza

Chief executive Alex, via email

The company wishes to buy cage-free products derived from sustainability goals. In the survey that the CEO filled out, he mentioned the importance of availability over price. Currently, they buy from Afro Farm LTD, located in Boma Ngombe, Kilimanjaro Region. After we contacted the company we found out the system they use is a caged system and they didn't allow us to visit.

Price:

TSh 9,000 per tray/ TSh 300 per egg

Average purchase:

450 trays per month / 14,000 eggs a month

4. Arusha Villa

Marjolein de Rooij, owner

The initiator of this project is also the owner of Arusha Villa. She investigated the option to buy cage-free products and found it very difficult to differentiate between the different suppliers and their products. Therefore, Arusha Villa decided to buy only white eggs from Urio, that are produced by so-called local hens.

Price:

TSh 20,000 per tray / TSh 660 per egg

Average purchase:

60 trays per month / 1800 eggs per month

5. Sound of Silence

Jan Franken, owner

Collaboration to be confirmed

6. Asilia Africa

Joost Freijzer, manager

Mr. Freijzer showed interest in the project and shared their numbers with us.

Collaboration to be confirmed

Price:

TSh 10.500 per tray, 350 per egg

Average purchase:

360 trays per month / 11800 eggs per month

7. Hotel Association Tanzania (HAT)

Lathifa Sykes, chairperson

April 3, 2025 (by phone)

We spoke to Lathifa about involving HAT in our project. She was very supportive and suggested positioning it under the '*sustainable tourism*' umbrella, within the Tourism Association of Tanzania (where she is chairperson too).

Lathifa agreed to share the HAT membership list so we can inform all members about the project and make an inventory for the demand amongst all hotel members.

DEMAND

The potential purchase power of the hotels is huge. At this moment four hotels confirmed their wish to collaborate with us, two showed serious interest.

In total, they represent over 1,750 trays a month. This is an average of 52,500 eggs a month. For the hotels, four elements are crucial in their decision to change egg suppliers.

- Price
- Reliability of delivery
- Assurance that the product complies with the guidelines of the label Cage Free+
- Providing EFD receipts

PRICE

The average price hotels pay for the eggs is ~ 9,600 per tray.

The price the local farmer sells the eggs to the middleman is ~ 7.000 per tray.

If we are going to work with local farmers who are able to ask an average price of 12,000 per tray (including VAT) to be paid by the hotels, this should be a feasible scenario for both the farmers and the hotels.

RELIABILITY OF DELIVERY

Even more important than the price is the reliability of delivery.

Eggs can never be out of stock in a hotel or a tourism company. Using a group of small farmers includes a risk for reliability. Although guarantees can never be given, a group of small farmers should be able to show how they can make sure their supplies are reliable.

COMPLIANCE WITH CAGE FREE+ STANDARDS

The guidelines that we drafted in the pilot phase of this project should be applied by the local farmers.

In the second phase, we will assist the farmers in transforming their farm to a 'Cage Free+ farm'. After approval by the project team the farmers will get a stamp that they can use to indicate their eggs are of said standards.

Hotels will only receive eggs with a stamp that indicates the individual farmer responsible for producing the eggs. Twice a year in the first three years, the project team will visit the farm for a review and check if the guidelines are still adhered to. Also, data of feed purchase, number of birds, etc. will be analysed to see if the number of eggs produced are in line with the actual situation. We can detect fraud of the stamp using their own data.

In addition, we will collaborate with the local livestock officers, who are visiting the farms regularly as part of their job. They will be encouraged to report any misconduct as soon as it occurs.

PROVIDING EFD RECEIPTS

Every hotel needs to follow TRA guidelines and purchases must always be accompanied by an EFD receipt.

Payment to the seller without an EFD receipt is not possible. The coordinator of the group of farmers should be aware of this and make sure every farmer is capable of providing an EFD receipt.

PILOT PROJECT CAGE FREE⁺ EGGS

ATTACHMENTS

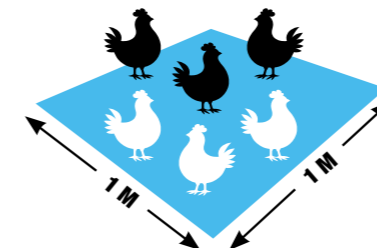
FARM FIELD REPORT

SCENARIOS FARMERS' REVENUE

HOTEL VISIT REPORT

FLYER CAGE FREE⁺ GUIDELINES

CAGE FREE+ EGGS



1. IDADI YA KUKU

Kuku wasiozidi 6 kwa kila m² ya banda.



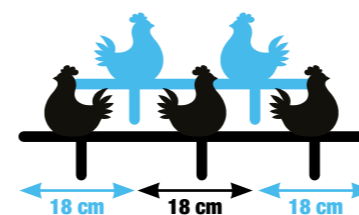
2. MATANDIKO YA SAKAFUNI

Yawe huru na makavu kila wakati.



3. VIOTA

Kuku wasiozidi 6 kwa kiota.



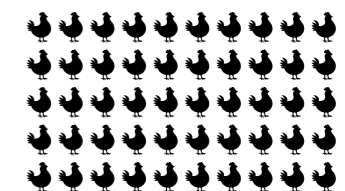
4. PAZI

Angalau cm 18 kwa kila kuku.



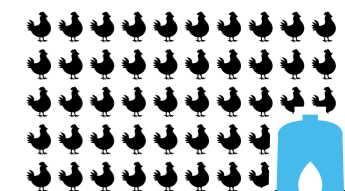
5. CHAKULA

Kuku 30 kwa kila chombo cha chakula.



6. MAJI

Kuku 100 kwa kila chombo cha maji.



7. VICHOCHEO

Mimea, majani, alfalfa; pia vitu vya kuchokonoa.



8. MWANGA

Saa 8 za giza bila kukatizwa kila siku.



10. UPATIKANAJI WA NJE

Kuku wapate eneo la wazi inapowezekana.



9. KUKATA MIDOMO

Punguza maumivu ya matibabu haya. Ifanywe kitaalamu, na si baada ya siku 21.



Maswali? Tuma barua pepe kwa info@animallabourunion.org



ANIMAL
LABOUR
UNION

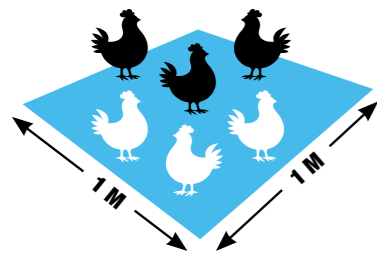


Fair
Poultry



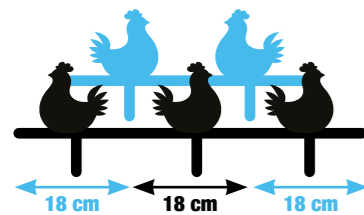
EDUCATION FOR AFRICA
ANIMAL WELFARE

GUIDELINES FOR CAGE FREE+ EGGS



1. FLOCK DENSITY

Maximum 6 hens per m² floor area.



4. PERCH LENGTH

Minimum 18 cm per bird.



7. ENRICHMENT

Edible enrichment like vegetation, straw, alfalfa. Preferably also pecking blocks.



2. FLOOR BEDDING

Litter must be loose and dry at all time.



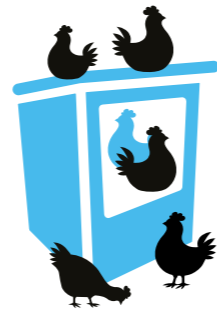
5. FEED ACCESS

Maximum 30 birds per feeder.



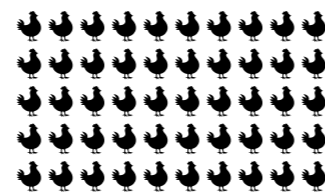
8. LIGHTING

Minimum 8 hours of uninterrupted darkness each 24hr-period.



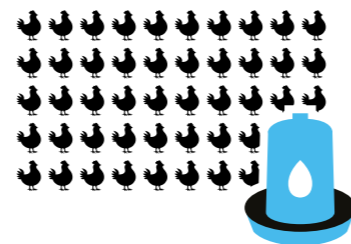
3. NEST BOXES

Maximum 6 hens per nest.



6. WATER ACCESS

Maximum 100 birds per drinker.



9. DEBEAKING

Minimize discomfort due to treatment. Must be done professionally, and never after 21 days of age.



10. OUTDOOR ACCESS

Access to uncovered area preferred.



Questions? Mail us at info@animallabourunion.org



a report by
Animal Labour Union

www.animallabourunion.org
info@animallabourunion.org
KvK 89011333

This project was carried out on behalf of
the Netherlands Enterprise Agency (RVO) and
the Embassy of the Kingdom of the Netherlands in Tanzania.