ABSTRACT

Trade theory suggests that a nation's competitiveness is based on the concept of comparative advantage. Conceptualised by Ricardo and by the Heckscher-Ohlin model (in a two-country, two-input case), comparative advantage assumes that trade flows are the result of differences in production costs among countries and that a country will specialize in the production of a good in which it has a cost advantage. The concept of competitiveness can be defined as the ability of an industry or firm to compete successfully in order to achieve sustainable growth while earning at least the opportunity cost on resources employed. The poultry sector is very important to the economy of Kenya and plays a key role in food and income security of majority of the producers who are mostly in rural areas. There has been high imports of poultry products to the country in the past five years causing an uproar by local producers who complain of a cheap products flooding the market and affecting their profits.

This study will therefore evaluate the competiveness of three chicken breeds (exotic, improved indigenous and local indigenous) in Kenya and Uganda. The results will assist value chain actors and policymakers gain improved insights into existing gaps, policy or other changes that may be required to enhance the competitiveness of the sector.

The study will be carried out in Machakos, Uasin-Gishu, Kakamega and Kiambu counties of Kenya. Selection of the counties was informed by the flock size of the three breeds and regional representation. Machakos represents Eastern, Uasin-Gishu represents Rift valley, Kakamega represents western while Kiambu represents Central region. In Uganda, the study will be carried out in Kabale and Wakiso districts. Purposive sampling will be used to select the study areas in this case, counties. They will be selected according to flock size of birds (exotic, improved and local) which will be obtained from secondary sources like County Livestock reports and sales reports from KALRO Naivasha, for Kenya and District livestock departments in Uganda. Data will be analyzed using the relevant soft wares.