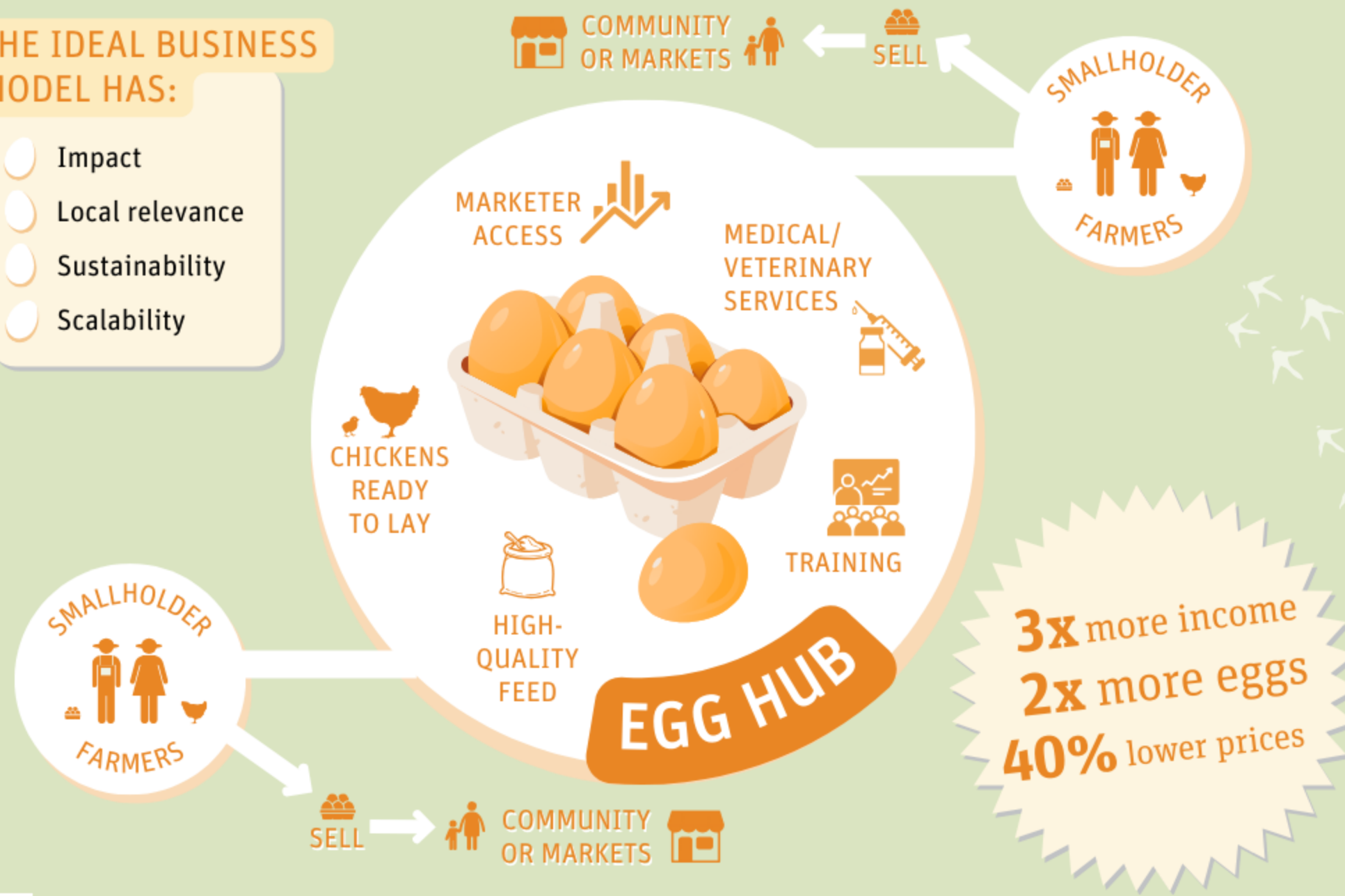


# The Design of an Egg Hub

We know that eggs are a nutritional powerhouse. But what do we need to get eggs to rural communities in LMIC? We look into the design practicalities of an Egg Hub, based on our pilot Hub in Malawi.

## THE IDEAL BUSINESS MODEL HAS:

- Impact
- Local relevance
- Sustainability
- Scalability



## Egg Hub

The pilot Hub was located in central rural Malawi, saving people hours of walking to the main roads to buy their eggs. It consists of a feed miller that provides smallholder farmers access to training, marketing, and medical/veterinary services.



## Smallholder farmers' groups

Selected farmers lived within a 100-kilometer radius of the Egg Hub and had convenient access to national highways, enabling easy transportation of feed. Located within 5 kilometers of trading centers or markets, they could easily sell eggs. Owning land for shed construction and having prior livestock farming experience are also preferred criteria.



## Community

Before launching the Egg Hub, it was crucial to build up demand for those that need eggs most: pregnant and lactating women, and children under five. We ran a social marketing campaign for six months, after which egg consumption increased by 51 per-cent.



## Egg circulation

The eggs were first sold to the local community, and leftovers were sold in the bigger urban markets.

SCAN ME



Listen to our Egg Hub implementors (Srujith Lingala, Maya Stewart) explain the set-up of Malawi's first Egg Hub

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