

MEET THE TEAM! AFRICA



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Africa is regarded as one of the most dynamic regions in the global poultry industry. Population growth, increasing urbanization, and the rising demand for affordable animal protein mean that poultry and eggs play a central role in food security in many countries.

At the same time, conditions across the continent could hardly be more diverse: from smallholder structures to highly integrated operations, from temperate coastal regions to extreme heat and arid zones.

It is precisely this diversity that makes the continent challenging — and at the same time full of potential.

Africa is not one market

“Mr. Chairi, when talking about Africa, it quickly becomes clear that there is no single “African market.” Production systems, climate, infrastructure, and market maturity differ fundamentally in some cases. If you were to divide Africa into a few overarching market types, what would they look like? And what does this diversity mean in very practical terms for the work of your sales team?”

Production in Africa ranges from small family farms to large, fully integrated companies.

Because of this wide variety, solutions need to be customized to fit each situation instead of using one standard approach.

Poultry as a key to food security

In many African countries, eggs are considered one of the most efficient ways to make animal protein available to broad segments of the population.

At the same time, producers face very practical challenges — ranging from climatic extremes to management and know-how issues.

“Eggs are considered a central building block of food security in Africa. Where do you currently see the biggest bottlenecks in practice — and what role do robust genetics, management support, and close proximity to the customer play in addressing these challenges?”

Although eggs are recognized as an efficient and affordable source of animal protein in Africa, overall egg consumption across the continent remains quite low. To address this, one of the most important efforts should be focused on raising awareness about the nutritional benefits of eggs and encouraging their consumption among the population.

Additionally, supporting smallholder farmers through training in the technical management of small layer flocks is essential.

By equipping them with practical skills and knowledge, we can help increase egg production at the local level, improve food security, and make eggs more accessible to communities in need.

Partnerships as a success factor

One example of what sustainable cooperation can look like is the long-standing partnership with **Société Nouvelle de Volailles (SNV)** in Morocco.

Since 2017, LOHMANN BROWN has been in use there, accompanied by continuous technical and marketing support.

During a joint visit, the Parent Stock project in the Ezzhiliga region as well as the hatchery were visited — with the clear objective of further expanding the partnership.

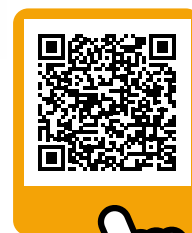
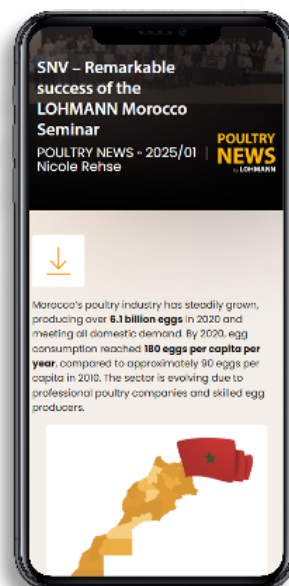
“ Looking back at this example, what do you see as the decisive success factors of such partnerships in Africa? And what lessons can be transferred to other countries and markets? ”

Over the past decade, Morocco has actively promoted egg consumption, leading to a significant increase in per capita egg intake—from 90 eggs per person annually to 180 eggs.

This remarkable growth reflects successful national awareness campaigns and efforts to highlight the nutritional value of eggs. At the same time.

Société Nouvelle de Volailles (SNV) made a strategic decision to modernize its production system. SNV invested heavily in facilities and prioritized the training and graduation of skilled professionals.

This dual approach of boosting demand and choosing the right breed and partner has played a key role in making eggs more accessible and affordable throughout Morocco, ultimately contributing to improved food security and nutrition.



““ Markets in Africa and the Middle East region differ greatly in terms of systems, demand, and target egg sizes. What role does our broad product portfolio play in this context — and why is this diversity so crucial for market success? ””

LOHMANN BREEDERS are recognized for offering the right breed for every market, ensuring that our partners can successfully meet local demands and environmental challenges.

By working closely with producers like Société Nouvelle de Volailles (SNV) in Morocco, LOHMANN BREEDERS provide tailored solutions that maximize production efficiency and egg quality.

Our commitment to continuous technical and marketing support, as well as our expertise in breed selection, helps partners adapt to local conditions and consumer preferences.

Your LOHMANN

““ What does LOHMANN mean to you personally — and why do you enjoy working for the company every day? ””

Professionally, I have truly found my place within the LOHMANN structure. I am fortunate to work alongside a top-tier team that embodies good spirit, genuine love for the work, and remarkable engagement.

Together, we consistently deliver outstanding results, driven by our shared commitment and enthusiasm. This inspiring environment has not only fostered my personal growth but also encouraged excellence across all aspects of our collaboration.

