



# Developing A Resilient Cage-free Ecosystem in Africa

Jack Rangan 2020

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**GHANA**



**KENYA**



**NIGERIA**



**SOUTH AFRICA**

# The challenge & The Opportunity

# Africa's Distinct Path: A Global Perspective



**From Asia:**

**From Europe**

# The Danger of A Narrow View: It's an Ecosystem, Not a Single Issue



## A Resilient Ecosystem Requires:

- Producers
- Corporations
- Consumers
- Financial Institutions
- Governments
- Advocates



# The Art of Advocacy: Navigating Africa's Realities



## The Nuances Advocates Must Navigate:

- **Economic Resilience**
- **Food Safety & Security**
- **Market Access**
- **One Health**

# A Tale of Two Markets: Formal vs Informal



**Formal Markets** (Supermarkets, Hotels, Exporters)

**Less Formalized Markets** (Local Markets, Mom & Dad Shops, Unchained Restaurants)

# Five Major Levers For A Cage-free Future



**Producer  
Empowerment  
& Finance**



**Market-Driven  
Demand**



**Enabling  
Policy**



**African-Centric  
R&D**



**Collaborative  
Movement**

# Conclusion & A Call For Strategic Collaboration



## Ecosystem-Focused, Context-Specific, Collaborative

- Producers
- Corporations
- Advocates
- Policymakers



**THANK YOU  
TIME FOR QUESTIONS**

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