

SUCCESS STORY

Applying new skills to my work and home-lives – Yassid Wedaje’s Story

Agro-dealers play a major role in ensuring sufficient supply of chickens in the area and should be well-equipped with understanding of nutrition sensitive agriculture and the skills to manage their income.



Yassid Wedaje – an agro-dealer and father of two children unexpectedly learned about how best to provide his children with nutrition-sensitive diets
Magdalahit Ghirma – [September, 2020
Debark Woreda, North Gondar

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Yassir Wedaje– Agro-dealer
Debark Woreda, North Gondar Region

Yassid Wedaje is an Agro-dealer operating in the Debark Woreda, who has been providing chickens to nearby farmers for over twelve years. Despite his role being so closely linked to livelihood and nutrition behaviors of families in his community, he was not well-acquainted with nutrition sensitive behaviors in the past.

In 2019, Yassid attended a training under Grant under Grant (GuG), a Growth through Nutrition initiative that works to bring sustainable development in communities by empowering local actors to develop their own solutions to local challenges. Among the activities of GuG is providing training to Agro-dealers so they can improve their business skills and awareness of nutrition-sensitive agriculture.

“When I stepped into the training last year, I had completely different expectations” explains Yassid, referencing the Maternal Young Child Infant Nutrition training he participated in last year. “Honestly I expected something to do with chicken rearing or their health, instead I learned skills that went well beyond my work.”

“I come from a rural village and have been working with chickens for a long time, plus I have both a diploma and degree in animal husbandry,” he explains “but this training was about more than that.”

Yassid has two infant children, a two-year-old and an eleven-month-old, and he thought of them while taking the training. “I never expected that the training would teach me how to feed my own children. I learned the importance of providing them with a balanced diet, including giving them sufficient milk and eggs.”

Yassid reports that just in the time since the training, he has noticed a difference, saying “My eldest was always in and out of the hospital, but the eleven-month-old is so much stronger!”

Not only has Yassid applied what he’s learned at home, his business has benefitted too. As he explains, due to the saving behaviors he has learned he is able to use his income more efficiently to feed his family.



Animal sourced foods such as chicken-eggs are an important part of a young child's development
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What's more he says "due to the work promoting better nutrition, people are wanting more eggs, meaning the need for chickens has increased – and the demand has grown."

Yassid acknowledged that his journey to this point was not always easy. "There are plenty who considered or even started chicken distribution, but eventually abandoned it" he said. "But I was encouraged by my brothers to keep at it and when I succeeded, it was truly a rewarding moment. The mayor even awarded me land as encouragement."

What's more, he was able to encourage others to join him in the endeavor, excitedly saying "when others saw how successful and valuable I could be as an Agro-dealer, others followed suit. At first many were reluctant or hesitant, but I see interest has peaked."

"As for myself" says Yassid, "I plan to expand my operations in two ways. Firstly, I want to venture into newer territories and improve my market. Secondly, I know that towns have a need, so I also plan to start selling eggs directly to consumers in nearby towns."