

# My Plan To Become A Millionaire Through Quail Farming In Kenya

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I was in Naivasha, just leaving for my farm in Narok, when a friend of mine called. He knew that I was into Quail Farming so when he met a lady, Ivy, who wanted to start the business but couldn't figure out how to go about it, he knew that the right person to contact was me. After all, I would not charge for the consultation that was to be done over a cup of coffee. Thank God I went, because the lady I met there made me see quite a different side of what I always thought was a small business: the big side of it, the side that could make me a millionaire!

Ivy had read my article, [Why Quail Farming In Kenya Is The Talk Of Town](#) and had allowed her crazy big dreams grow even bigger and crazier. At first, I laughed when she told me what she wanted to be making per month in profits in a year's time: **2 million Kenya shillings!** "So what's this ingenious plan you have, Ivy?" I asked. She moved in her seat as if to position herself well in order to unleash the Millionaire Secret. After an enthusiastic sip of her coffee she started.

"I have not much money, Evans, but that's what I want to make and I believe that quail farming in Kenya is the business with which I will do that. My target is to have 3000 laying birds by the end of next year." Now knowing how long one has to wait to get just 100 birds from any quail breeder in Kenya at the moment, I thought she was oblivious of what she was saying but I let her continue.

"I already got a small-scale quail farmer in Nyahururu who has not been doing it for commercial purposes and he agreed to sell me 100 quails." That got my attention. "Ten of this will be males to ensure that I get fertilized eggs," Ivy went on. "I am told quails have a 90% rate of laying eggs but I want to be more realistic and give them 80%. With that, I expect about 70 eggs daily, so about 2100 eggs in a month. With a 350 capacity incubator that I bought for just Sh.75,000 from [Ecochicks](#), I realistically expect to hatch about 300 quail chicks every month. For the remaining eggs, I intend to sell 1700 eggs at Sh.30 each, which will fetch me Sh.52,500 per month, more than enough to keep me comfortable and keep the project going."



With that I took a deep breath and as the reality started sinking, I wanted to take over the math. "Wait, Ivy, let me do the calculations now," I said. "So hatching 300 quails every month, in 10 months you will be having your 3000 quails!" She laughed. "Evans, you are too quick and you lose the details of the project. Quails take only six weeks to reach sexual maturity and start laying eggs. So the first batch of 300 chicks that I hatch over the first month will be productive in about 2 months' time and this trend will continue. So if I want, I will be having more than the 3000 quails before 1 year elapses. However, what I want are 3000 quail layers. Of course, not all the quails I hatch will be female so I plan to be selling off the males and use part of the money to purchase another incubator. With another 350 capacity incubator, I am sure to hit the 3000 quail layers mark I set for myself in a year's time. From there you can do the math, right?"

I took another deep breath and quickly did my math following Ivy's realistic formula. 3000 quails laying eggs at a rate of 80% gives 2400 eggs a day. I know one quail egg currently retails at Sh.35 but according to Ivy's realistic formula, it is Sh.30, giving a cool 72,000 shillings a day. With that, Ivy will be able to hit her 2 million shillings target even on a 28-day February. That simple, realistic plan lifted me from my chair. I

couldn't wait to get to my farm and even as pen this down, I can hear my little birds singing outside, cheering me on to the millionaire's league. See you at the millionaires club.

Source : <http://poultrysuccess.blogspot.fr/2013/09/my-plan-to-become-millionaire-through.html>