Moses Ojeleye: Work Samples

Original pieces written from scratch for this portfolio

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Every piece in this document was written from scratch by me, to a brief I set myself, in the format the real deliverable would ship in. None of it is client work: my client writing is ghostwritten and confidential, so it stays with the clients. What follows is the proof I can publish.

Each sample states its sources or declares its assumptions. Figures drawn from published reports carry the publication and date; figures I chose for worked examples are labelled declared. October 2026.

Contents: Sample 1; Sample 2; Sample 3; Sample 4; Sample 5; Sample 6; Sample 7

Sample 1: a 900-word researched article (agribusiness niche)

The eighteen-week gap: why smallholder layer flocks in Nigeria run out of money before the first egg

Article sample · about 900 words · researched and sourced, October 2026 · British English

A farmer in Ogun State who stocks five hundred layer pullets in January is not in the egg business until May. For four months and more he is in the business of paying bills with nothing coming in. The eighteen-week rearing phase means capital is deployed for feed, vaccines and heating long before the first crate is sold, which is why agribusiness cost guides describe layers as higher capital, higher complexity and longer cycle than broilers, even while they point to the reward: income every day of the year once the flock matures.

Start with feed, because feed is the argument. The Poultry Association of Nigeria puts it at 65 to 70 percent of production cost. In February 2026 the association's vice chairman in Ogun State, Ahmed Alli, said layer feed was still selling at 15,000 to 17,000 naira for a 25 kg bag while broiler feed reached 20,000 to 22,000 naira, even after maize had fallen from about 800 to 300 naira a kilogramme and soya from 1,200 to 500. The United States Department of Agriculture's Grain and Feed Annual for Nigeria, published in March 2026, put the cost of producing a 25 kg bag at 10,750 naira against 16,000 naira for the same quantity of layer feed bought from a manufacturer.

Now do the arithmetic before you stock, not after. A bird at point of lay eats roughly 115 grammes a day, so five hundred birds go through about 57 kg daily, which is a little over two 25 kg bags. At 16,000 naira a bag that is close to 36,000 naira a day and about 1.1 million naira a month, before labour, water, litter, vaccines and the cost of the birds themselves. A flock that lays well can carry that. A flock that lays at 60 percent cannot, and the difference between the two is decided in the first eight weeks, when the farmer is least experienced and least observant.

The birds themselves have got dearer while farmers were looking at feed. Day-old pullets were quoted around 1,800 naira in January 2026 and roughly 3,000 by March, a jump of about 67 percent in three months. By mid-October 2026 layer chicks were being sold at 3,200 to 3,400 naira depending on location, and dealers reported receiving less than half the quantities they had ordered. Five hundred pullets at 3,300 naira is 1.65 million naira of stock sitting in a pen, eating, for four months.

Where do the losses actually happen? The published picture is consistent enough to plan against. One widely cited classification of layer mortality assigns roughly 26 percent of deaths to the brooding stage, 25 percent to the growing stage and 49 percent to the laying period. The Food and Agriculture Organization's smallholder egg production guide gives mortality of about 4 percent for chicks to eight weeks, about 15 percent for growers between eight and twenty weeks, and about 12 percent for layers between twenty and seventy-two weeks, with a flock average of 20 to 25 percent a year. Read together, those figures say something useful: the brooding weeks are the cheapest

place in the whole cycle to win or lose it. Heat that is measured rather than guessed, water within reach in the first hours, dry litter, and a feed budget that assumes the birds will eat more than you hope, cost almost nothing and decide a great deal.

I learned that from the inside rather than from a spreadsheet. During my agricultural internship I kept feeders and drinkers clean and functioning, tracked daily feed intake and reported abnormalities to my supervisor early. My final-year project ran 180 birds, Isa Brown and Nera Black, from day-old: ten strain and diet combinations, three replicates of six birds, brooded on deep litter at 32 to 35 degrees in the first week and stepped down after, checked daily with mortality recorded as it occurred, blood sampled at eight weeks for five serum lipid fractions, and the birds kept on through the laying phase with daily egg collection and production recording, because managing the whole cycle was the training. The flock that performs is the flock whose numbers are written down every day. Mortality, feed and egg records are not paperwork. They are the early warning system, and they are the only reason a culling decision is a decision rather than a mood.

Five things follow, and none of them is expensive.

- Cost the eighteen weeks in writing before you stock: chicks, feed to point of lay, vaccines, heat, litter, labour, and a 10 percent contingency you will use.
- Buy chicks against a confirmed delivery date. The shortage has left farmers paying agents and waiting months, and in the worst cases paying twice.
- Brood on a thermometer, not on feel. Record temperature twice daily for the first fortnight and keep the sheet.
- Track feed intake per bird per day. A drop in intake is the earliest sign of trouble, and it arrives before mortality does.
- Keep three records daily, mortality, feed and eggs, review them weekly, and let the review set your culling and your buying.

Layers remain the better long-run business for a farmer who can survive the gap, because a mature flock pays every day of the year instead of in one lump at the end of a broiler cycle. The farmers who fail are rarely bad with birds. They are bad with the calendar.

Sources used. Poultry Association of Nigeria, Ogun State vice chairman Ahmed Alli, on Channels Television Business Morning, reported by Guardian Nigeria and MSME Africa, February 2026. USDA Foreign Agricultural Service, Grain and Feed Annual, Lagos, March 2026. Pluboard, “Why Nigerian poultry farmers are abandoning broilers for eggs”, July 2026. allAfrica, “Delayed Supplies, High Mortality Hit Chick Market Ahead of Christmas”, 16 October 2026. Ghodasara and colleagues, classification of layer mortality, cited in BMC Veterinary Research, 2014. FAO, smallholder egg production guide, Chapter 1. Author's own internship and final-year project records, Olabisi Onabanjo University, 2024 to 2026.

Sample 2: product description set (three SKUs, three niches)

Delivered in the format a store actually needs: title, description, three bullets, keywords and a meta description under 155 characters. Specifications below are placeholders a client supplies with the brief.

GoldenYolk Layer Mash, 25 kg

Description (78 words). Your hens are already doing the hard part. GoldenYolk Layer Mash keeps up with them. Milled for birds from point of lay through the full laying cycle, it carries the calcium your shells need and the protein your crates depend on, in a crumb that birds clear without wasting it down the sides of the feeder. A 25 kg bag lasts a small flock of fifty birds about eleven days at standard intake, so you can budget the month instead of guessing it. Feed it free-choice, keep water clean and close, and record what they eat.

- Formulated for point of lay through end of lay; supports shell strength and consistent egg weight.

- 25 kg bag, roughly eleven days for fifty birds at standard intake, so feed cost per crate is easy to work out.
- Crumb form that reduces spillage and selective feeding at the trough.

Keywords. layer mash nigeria, poultry feed 25kg, layer chicken feed, point of lay feed, egg production feed.
Meta description (151 characters). GoldenYolk Layer Mash, 25 kg: calcium and protein for hens from point of lay. Budget the month, not the guess. Order for delivery across Ogun and Lagos.

SunSpark Solar Brooder Kit, 100 chicks

Description (76 words). Brooding on a generator is expensive, and brooding on guesswork costs birds. The SunSpark kit runs a heat lamp and a small circulating fan from a solar panel and battery, so temperature holds through the night without fuel and without you waking at two in the morning to check a bulb. Supplied with a digital thermometer and a twice-daily record sheet, because the difference between a flock that thrives and one that stalls is usually written down in the first fourteen days.

- Solar panel, battery, heat lamp and fan sized for up to 100 chicks.
- Holds night temperature without a generator, cutting fuel cost across the brooding period.
- Digital thermometer and a printed fourteen-day temperature log included in the box.

Keywords. solar brooder nigeria, poultry brooder kit, chick brooding equipment, solar heat lamp poultry, brooder for 100 chicks.
Meta description (149 characters). SunSpark Solar Brooder Kit holds night temperature for 100 chicks without a generator. Thermometer and 14-day log included. Ships nationwide.

Iyanu Raw Shea Butter Body Cream, 250 ml

Description (74 words). Some lotions sit on the skin. This one goes in. Iyanu blends raw, unrefined shea butter from northern Nigeria with coconut oil and a little vitamin E, and stops there, so what you smell is what is in the jar. It is thick enough for elbows, heels and the harmattan, and light enough to use after a shower every day. No parabens, no mineral oil, no colour. Made in small batches and filled within weeks of milling.

- Raw unrefined shea butter, coconut oil and vitamin E. Nothing else.
- Small-batch production; each jar carries its batch date.
- Safe for very dry skin, heels and elbows, and for use on children's skin.

Keywords. raw shea butter nigeria, unrefined shea body cream, shea butter 250ml, harmattan skin cream, natural body butter.
Meta description (146 characters). Iyanu Raw Shea Butter Body Cream, 250 ml: unrefined shea, coconut oil, vitamin E. Small batches, batch date on every jar. Order online.

Sample 3: landing page copy (service page, full structure)

Complete copy deck for a manuscript-audit service, in the order a page is built: hero, problem, offer, proof, process, packages, FAQ, close. Pricing is left out on purpose: it is quoted per project after a brief, in conversation with the client.

Hero

Headline. Find every fault in your manuscript before a publisher does.

Subhead. A three-pass audit of your book: an automated lint suite of more than twenty rule classes, a word-by-word manual read, and a cross-file consistency check of your interior, cover, contents and metadata. You get a written report with every correction applied and re-verified.

Primary CTA. Send me 500 words. Free, back within 48 hours.
Secondary CTA. See a completed audit report.
Trust line. No contract, no deposit and no video call needed to start.

Problem

You have read your manuscript forty times, which is exactly why you can no longer see it. The stray straight apostrophe on page 91, the contents entry that does not match the chapter heading, the spine width computed for the wrong page count, the British spelling on page 12 and the American one on page 200: none of these will stop you publishing, and all of them will tell a reader, a reviewer or an acquisitions editor that nobody checked. A rejection that says “not a fit for our list” is survivable. One that says the manuscript was not ready is not.

What you get

- A corrected manuscript file with every change applied and each change re-verified afterwards.
- A written audit report: method, layer-by-layer findings, counts before and after, and a clear verdict on whether the book is ready.
- A cross-file consistency check across interior, cover, contents, blurb and metadata, so the numbers on your publishing kit match the numbers in your files.
- The rule set used on your book, adapted to your house style guide, and reusable on the next one.

Proof (drawn from a completed audit)

- 15,901 words read word by word
- 377 paragraphs, three passes
- 20+ rule classes in the lint suite
- 24 / 24 contents entries matched
- 0 defects left standing at verdict

Seventeen of seventeen chapters confirmed structurally correct, sixteen corrections applied and each one re-verified, verdict: pass for international publication. The report is public on this page.

Process

- Day 0. You send the manuscript and any companion files (interior PDF, cover, contents, blurb, kit).
- Day 1 to 2. Automated pass, then the first manual read for grammar, clarity and consistency.
- Day 3. Second and third manual reads: antecedents, capitalisation, internal timeline, narrative consistency, and every quotation or allusion against its source.
- Day 4. Cross-file check, corrections applied, each changed page inspected again, report written.
- Day 5. Delivery, plus one round of follow-up questions at no charge.

Packages

- Pass One. Automated lint plus written report. For a manuscript you will edit yourself.
- Full Audit. All three passes, cross-file consistency, corrections applied and re-verified, report and verdict.
- Audit and Production. Full audit, then the production set: 6 × 9 in interior PDF, A4 reading edition, EPUB, front cover, full wrap and a publishing kit.
- Rush. Any package in 72 hours. Say so when you write.

Prices are quoted per project after a short brief, in conversation with you. Every package above lists exactly what you receive, so that conversation starts from scope, not from a number.

FAQ

- Do we need a video call? No. Everything runs by email or chat. If you want to hear my voice, send a question and I will answer with a voice note.
- Will you change my voice? No. The audit fixes what is wrong, not what is you. Style choices are flagged with a note, and you decide.
- What do you need from me? The manuscript, your style preference (British or American English), and any files that must agree with it.

- Is my manuscript safe? Yes. I will sign an NDA before you send anything, and your work is never shown, reused or quoted without written permission.
- What if I only need one chapter checked? Send it. The 500-word sample is free, and short jobs are quoted by the word.

Close

Headline. Send 500 words today. Read the report on Friday.

Body. No deposit, no contract and no call. If the sample report does not convince you, you have lost nothing but an email, and you keep the sample.

CTA. Email your 500 words
Footer trust line. Moses Ojeleye · Abeokuta, Ogun State, Nigeria · West Africa Time · same-day reply on working days.

Sample 4: a proofreading edit, before and after, with its change log, plus a source-verified feed-cost dossier

A real edit performed the way I perform client edits: three passes, every change logged by class and location, then a verification pass that must return zeros. The dossier after it shows the research half of the same discipline: four published sources, cross-checked, with the arithmetic shown.

Before: 299 words, 24 faults

About Greenfield Poultry Supplies Greenfield Poultry Supplies has served Nigerian farmers since the 1990's, today we supply more than 200 farms across Ogun, Oyo and Lagos State. Our principle goal is simple, every flock deserves feed that performs. We stock layer mash, broiler mash and grower mash. Each and every bag is quality checked before it leaves our warehouse in Abeokuta. Brooded on deep litter, our team knows how much stress the first eight weeks puts on a young flock, because we have ran our own birds for years. Thats why our layer mash is formulated at 16 percent crude protein with a minimum of 2,500 kilocalories per kilogramme of metabolizable energy. We also stock drinkers, feeders and wood shavings, because a farm does not run on feed alone, and our prices is updated every monday morning. Feed is the the single biggest cost in poultry farming, it can reach 65-70 percent of total production cost. A 500 bird flock in lay can eat two to two and a quarter bags a day, at today's prices that is a commitment of 32,000 to 36,000 naira every day, weather the birds lay well or badly. We help our customers plan for it. Our agronomists will cost your eighteen week rearing phase free of charge -- no obligation, no deposit -- and recommend a ration plan matched to your strain, your housing and your budget. Delivery is nationwide. We dispatch from Abeokuta every monday, and orders placed before friday noon reach most south west towns within 48 hours, our drivers carry every bag to the store room if you ask. Which is something the big distributors will not do. Less birds die when feed is consistent. Consistent feed starts with a plan,and a plan starts with an honest conversation about money.

After: 301 words

About Greenfield Poultry Supplies Greenfield Poultry Supplies has served Nigerian farmers since the 1990s. Today we supply more than 200 farms across Ogun, Oyo and Lagos State. Our principal goal is simple: every flock deserves feed that performs. We stock layer mash, broiler mash and grower mash. Every bag is quality checked before it leaves our warehouse in Abeokuta. Having brooded our own birds on deep litter, our team knows how much stress the first eight weeks puts on a young flock, because we have run our own birds for years. That is why our layer mash is formulated at 16 percent crude protein, with a minimum of 2,500 kilocalories per kilogramme of metabolisable energy. We also stock drinkers, feeders and wood shavings, because a farm does not run on feed alone, and our prices are updated every Monday morning. Feed is the single biggest cost in poultry farming. It can reach 65 to 70 percent of total production cost. A 500-bird flock in lay can eat two to two and a quarter bags a day; at today's prices that is a commitment of 32,000 to 36,000 naira every day, whether the birds lay well or badly. We help our customers plan for it. Our agronomists

will cost your eighteen-week rearing phase free of charge, with no obligation and no deposit, and recommend a ration plan matched to your strain, your housing and your budget. Delivery is nationwide. We dispatch from Abeokuta every Monday, and orders placed before Friday noon reach most south-west towns within 48 hours. Our drivers carry every bag to the store room if you ask, which is something the big distributors will not do. Fewer birds die when feed is consistent. Consistent feed starts with a plan, and a plan starts with an honest conversation about money.

Change log, in audit format

1. Duplicated word (paragraph 3): “the the” to “the”.

2. Apostrophe (paragraph 1): “1990's” to “1990s”; a decade is not possessive.

3. Comma splice (paragraph 1): “1990s, today we supply” split into two sentences.

4. Comma splice (paragraph 1): “goal is simple, every flock” to a colon, because the second clause defines the first.

5. Wrong word (paragraph 1): “principle goal” to “principal goal”.

6. Redundant doublet (paragraph 2): “Each and every bag” to “Every bag”.

7. Dangling modifier (paragraph 2): “Brooded on deep litter, our team knows” recast so the birds, not the team, are brooded.

8. Verb form (paragraph 2): “we have ran” to “we have run”.

9. Contraction in formal copy (paragraph 2): “Thats” to “That is”.

10. Spelling consistency (paragraph 2): “metabolizable” to “metabolisable”, matching the British “kilogramme” already in the sentence.

11. Subject-verb agreement (paragraph 2): “our prices is updated” to “our prices are updated”.

12. Capitalisation (paragraphs 2 and 4): “monday” and “friday” to “Monday” and “Friday”; days of the week are proper nouns.

13. Comma splice (paragraph 3): “poultry farming, it can reach” split into two sentences.

14. Number style (paragraph 3): “65-70 percent” to “65 to 70 percent”; house style writes percentage ranges in words.

15. Compound modifier (paragraph 3): “A 500 bird flock” to “A 500-bird flock”.

16. Wrong word (paragraph 3): “weather” to “whether”.

17. Em-dash stand-in (paragraph 3): the double hyphens around “no obligation, no deposit” replaced with commas; the finished copy carries no em dashes at all.

18. Compound modifier (paragraph 3): “eighteen week rearing phase” to “eighteen-week rearing phase”.

19. Comma splice (paragraph 4): “48 hours, our drivers” split into two sentences.

20. Sentence fragment (paragraph 4): “Which is something the big distributors will not do.” joined to the sentence before it.

21. Hyphenation (paragraph 4): “south west” to “south-west” as a compound modifier.

22. Grammar (paragraph 5): “Less birds” to “Fewer birds”; countable nouns take fewer.

23. Double space (paragraph 5): two spaces after “consistent.” reduced to one.

24. Missing space (paragraph 5): “plan,and” to “plan, and”.

Passes: automated lint, manual read, verification read. Rule classes linted: 24. Faults found: 24. Corrected: 24. Post-fix counts: duplicated words 0 · a/an agreement 0 · comma splices 0 · placeholders 0 · em dashes 0 · double spaces 0 · fragments 0.

Dossier: what poultry feed costs a Nigerian smallholder in 2026

Question. What does feed actually cost, what share of production cost does it take, and what does that mean for a flock budget?

Method. Four published sources dated February to October 2026, quoted as published. Where two sources touch the same figure they are cross-checked; the only arithmetic added is multiplication of a sourced price by a stated quantity, and every such quantity is declared as an assumption, not a fact.

- Share of cost. Feed is 65 to 70 percent of total production cost in Nigerian poultry (Ahmed Alli, vice chairman, Poultry Association of Nigeria, Ogun chapter, on Channels TV Business Morning, February 2026).
- Retail against cost of production. A 25 kg bag of manufacturer layer feed sells at about ₦16,000, while the cost of producing that bag is about ₦10,750 (USDA Foreign Agricultural Service, Grain and Feed Annual, Lagos, March 2026).
- Retail band and trajectory. Layer feed ₦15,000–17,000 per 25 kg and broiler feed ₦20,000–22,000 (Alli, February 2026); the same bag that sold at ₦6,500 in 2022 passed ₦25,000 by early 2026, a rise of about 164 percent (Pluboard market review, July 2026).
- The input paradox. Maize fell from about ₦800 to ₦300 per kg and soya from ₦1,200 to ₦500 per kg, yet finished feed prices did not follow (Alli, February 2026).
- Bird costs. Day-old pullets about ₦1,800 in January 2026 and about ₦3,000 by March (Pluboard, July 2026); layer chicks ₦3,200–3,400 and noilers ₦1,100 by mid-October, with dealers receiving less than half the birds they ordered (allAfrica, 16 October 2026).

Worked budget, assumptions declared. Stock 500 pullets at ₦3,300: ₦1,650,000 before a single bag of feed. In lay, assume two to two and a quarter bags a day for 500 birds (planning assumption, not a sourced figure): at ₦16,000 a bag that is ₦32,000 to ₦36,000 a day, roughly ₦1 million a month, before labour, water, litter, vaccines and the eighteen weeks of feed that produce no egg at all.

Verification notes. Alli's retail band, the USDA manufacturer price and the Pluboard trajectory agree in direction and order of magnitude; no contradiction found between sources. Open item, declared: none of the four sources quantifies the spread between south-west and northern markets, so a Kano buyer should treat these as south-west prices.

Sources. 1. Channels TV Business Morning, interview with Ahmed Alli, PAN Ogun vice chairman, February 2026, as reported by Guardian Nigeria and MSME Africa. 2. USDA Foreign Agricultural Service, Grain and Feed Annual, Lagos, March 2026. 3. Pluboard poultry market review, 15 July 2026. 4. allAfrica, layer chick supply report, 16 October 2026.

Sample 5: a complete grant proposal in the format funders read

A proposal written the way a reviewer reads it: every figure either carries a source or is declared as an assumption, the budget shows its maths, and monitoring is tied to indicators someone can count in the field.

Project summary

Title. Cutting pullet-rearing losses among Ogun State smallholders: a 12-month cooperative feed and extension pilot. Ask. ₦45,047,000 for 25 farmers raising 5,000 pullets to point of lay. Summary. Smallholders abandon pullet rearing because the eighteen-week phase consumes feed, vaccines and heat with no revenue, and losses go unrecorded until they are irreversible. This pilot pools 25 farmers into a buying cooperative, supplies day-old pullets and feed at negotiated prices, trains every farmer on a daily record sheet, and stations two field officers over the cycle. Success is measured in three numbers: cumulative mortality, feed discount achieved, and record completeness.

Problem statement

- Rearing is a cashless season: the eighteen-week pullet phase is four months of feed, vaccines and heat before the first egg (Pluboard market review, July 2026).

- Losses concentrate where supervision is weakest: brooding accounts for 26.23 percent of layer mortality, the growing phase 24.56 percent, and the laying phase 49.21 percent (BMC Veterinary Research, 2014, citing Ghodasara et al.); FAO puts typical annual flock losses at 20 to 25 percent (FAO poultry manual y4628e).
- Feed takes 65 to 70 percent of production cost (Ahmed Alli, PAN Ogun, February 2026), and the 25 kg bag that sold at ₦6,500 in 2022 passed ₦25,000 by early 2026 (Pluboard, July 2026).
- Farmers buy retail and rear without records, so mortality and feed waste are invisible week to week.
- The exit route is expensive: skipping rearing means buying point-of-lay birds at ₦3,200–3,400 in a market where dealers received less than half the birds they ordered (allAfrica, 16 October 2026).

Goal and objectives

Goal. Raise pullet survival and cut feed cost for 25 Ogun smallholders through cooperative buying and record-keeping discipline.

- Objective 1. Cumulative mortality of 12 percent or less to week 18, against the roughly 15 percent FAO reports for the 8 to 20 week growing phase.
- Objective 2. At least 8 percent below retail on layer and grower feed, measured against the ₦15,000–17,000 retail band (Alli, February 2026).
- Objective 3. 100 percent of participating farmers keeping daily records, reviewed monthly by field officers, verified against feed deliveries.

Activities and 12-month timeline

Workstreams. (1) Cooperative formation and bulk feed contracting. (2) Brooding and rearing protocol training, with record sheets issued on day one. (3) Vaccination and health calendar confirmed with a veterinary officer per farm. (4) Data consolidation: paper records into a monthly shared sheet, reviewed against objectives.

- Quarter 1 Farmer selection, cooperative registration, first batch placed, brooding training
- Quarter 2 Rearing continues, mid-cycle review at week 9, first bulk feed re-tender
- Quarter 3 Transition to lay, market linkage for first eggs, savings circle seeded from sales
- Quarter 4 Full-cycle evaluation, funder report, phase two design

Budget, with the maths shown

- 5,000 day-old pullets at ₦1,800 (Pluboard, January 2026): ₦9,000,000
- Rearing feed at 7.5 kg per bird to week 18 (declared planning assumption) = 37,500 kg = 1,500 bags at ₦16,000 (USDA FAS, March 2026): ₦24,000,000
- Vaccines and medication at ₦350 per bird (declared assumption): ₦1,750,000
- Brooding heat and litter at ₦250 per bird (declared assumption): ₦1,250,000
- Training and record books, 25 farmers at ₦40,000 (declared assumption): ₦1,000,000
- Two field officers at ₦150,000 per month for 12 months (declared assumption, set against published Ogun farm supervisor pay bands): ₦3,600,000
- Monitoring, data consolidation and endline evaluation: ₦1,500,000

Subtotal ₦42,100,000 · contingency at 7 percent ₦2,947,000 · total ₦45,047,000. That is ₦9,009 per bird carried to point of lay, the number that explains why farmers skip rearing, and the number the cooperative exists to cut. Sourced prices are re-costed at approval; declared assumptions are re-tendered quarterly.

Monitoring and evaluation

Indicators. Weekly mortality per farmer; body weight at weeks 4, 8, 12, 16 and 18 from a 10 percent sample; hen-day production from week 20; feed per bird per day; record completeness as a percentage of expected entries. Data path. Daily paper sheet, weekly farmer review, monthly

consolidation into a shared sheet by the field officers. Verification. Feed bags delivered are reconciled against bags recorded, and 10 percent of farm visits are unannounced. Reporting. Quarterly to funder with the raw consolidated sheet attached.

Risks and sustainability

Risks. Feed price movement (mitigation: quarterly re-tendering, contingency line); disease outbreak (vaccination calendar confirmed by a veterinary officer, isolation protocol, mortality threshold that triggers same-week investigation); farmer dropout (savings circle seeded from first egg sales, cooperative shareholding). Sustainability. The cooperative continues bulk buying after the pilot; the record habit is the intervention that outlives the funding; the savings circle becomes a revolving fund for the next batch.

Sample 6: an annotation guideline with worked examples, and a 500-row data QC log

The two things AI training and data teams actually buy: a guideline that makes independent annotators agree, and a cleaning log that makes the numbers trustworthy. Both below are spec pieces written to the standard I deliver at.

Annotation guideline (excerpt): intent classification for an agri-supply help desk

Task. Assign exactly one intent label per customer message. Label set. ORDER, PRICE, DISEASE_ADVICE, DELIVERY, COMPLAINT, OTHER.

Precedence order (when a message carries more than one intent): COMPLAINT > DISEASE_ADVICE > ORDER > DELIVERY > PRICE > OTHER. Rationale, declared: harm and money risks are routed first.

Worked examples.

1. “How much is a bag of layer mash today?” → PRICE ; a current-cost question with no purchase commitment.

2. “I want 200 day-olds next week, send payment details.” → ORDER ; quantity plus purchase intent.

3. “My birds are dropping greenish diarrhoea and two died this morning.” → DISEASE_ADVICE ; a health report outranks everything except a complaint, and this is not one.

4. “The 50 bags I paid for on Tuesday have not reached Abeokuta.” → COMPLAINT , not DELIVERY; a paid order that failed is a fault report by precedence.

5. “Una don raise price again abi?” → PRICE ; Nigerian Pidgin does not change intent. Code-switched messages are labelled on content, never on language.

6. “Well done o, but last batch had three torn bags.” → COMPLAINT ; label the substance, not the wrapper. Praise around a fault is still a fault.

Edge cases. Sarcasm: label literal intent only where unambiguous, else OTHER plus a review flag. Image-only messages: OTHER plus flag. Messages containing personal data: redact before labelling; the redaction is logged. Ties inside one precedence level: escalate to adjudication rather than guessing.

QA protocol. 10 percent of every batch is double-annotated independently; disputes go to a lead adjudicator; target agreement Cohen's kappa of 0.80 or better; a 5 percent gold set pre-labelled by the lead runs through every batch; the guideline is versioned with a dated changelog so two annotators never work from different rules.

Data QC log: 500-row delivery survey, cleaned to delivery standard

Checks run, in order. (1) Schema and type validation. (2) Exact duplicate detection. (3) Fuzzy duplicates on normalised phone and address. (4) Missing values against a per-field policy: order date, phone and amount are critical, notes are not. (5) Range checks: no future dates, positive amounts, quantities within fleet capacity. (6) Controlled-vocabulary normalisation of state names

and product SKUs. (7) Unit consistency between kilograms and bags. (8) Cross-field logic: dispatch date not earlier than order date.

Findings and actions.

- 500 rows received; 14 exact duplicates removed, leaving 486.
- 3 near-duplicates confirmed by phone (the same order logged by two agents) removed, leaving 483.
- 9 rows missing phone numbers recovered from paper dispatch slips; critical-field missing count now 0.
- 2 orders dated in the future (year typed as 2026 instead of 2025) corrected against dispatch slips.
- 41 free-text state spellings normalised to the 36-state plus FCT vocabulary.
- 6 rows with kilograms entered in the bag field converted at 25 kg per bag (declared conversion) and flagged for the source team.
- 3 rows unrecoverable (no slip, no reachable caller) dropped with reason codes, leaving 480.

Result. 480 clean rows delivered with a per-row provenance flag. Post-fix counts: duplicates 0, critical missing 0, out-of-range 0, off-vocabulary 0, unit conflicts 0. Every count in this log is reproducible from the check scripts; the log ships with the data.

Sample 7: a full flock-cycle plan and daily record sheet, with the KPI maths worked

The management side of poultry that most small farms never write down: a cycle plan with every target declared as a target, a record sheet whose columns are actually reviewed, and break-even maths a farm manager can re-run with live prices. Figures marked declared are planning assumptions, not guarantees; sourced figures carry their source.

Cycle plan: 500 day-old pullets, week 0 to week 76

Weeks 0 to 4, brooding. Brooder held at 32 to 35 °C and lowered gradually (declared standard, and the range I ran in my own brooding); starter feed ad libitum; 23 hours of light for the first three days, then stepped down; Newcastle and Gumboro vaccinations on a calendar confirmed by a veterinary officer per batch (sample plan only; no calendar here replaces a vet).

Weeks 5 to 18, rearing. Grower then developer ration; weekly body-weight sampling of 10 percent of birds against the breed guide curve (declared planning targets); lighting step-up from week 18; cull decisions logged with reasons.

Weeks 19 to 76, lay. Layer mash at 110 to 130 g per bird per day (declared band); first eggs expected weeks 19 to 21; peak production expected around weeks 26 to 30 (declared, strain-dependent); monthly review of hen-day trend against feed intake; any single-day mortality above 0.5 percent of the flock triggers same-week investigation (declared threshold).

Daily record sheet: columns and why each earns its place

Date · age in weeks · birds alive · mortality · culls · feed bags opened · feed kg · eggs by grade · crates (30 per crate) · water · medication or vaccine given · observations · initialled by the recorder. Weekly roll-up computes four numbers: hen-day percent, feed per dozen, cumulative mortality, and feed cost per crate. A column that feeds no weekly number and no health decision does not go on the sheet; that is what keeps it filled in.

KPI maths, one worked week (all inputs declared)

- Birds alive 460; eggs on the day 380 → hen-day production 380 ÷ 460 = 82.6 percent .
- Week's eggs 2,660 = 88.7 crates ; week's feed 16 bags = 400 kg → feed per dozen 400 kg ÷ 221.7 dozen = 1.80 kg ; feed per bird per day 400,000 g ÷ 460 ÷ 7 = 124 g , inside the declared band.

- Money: feed at ₦16,000 per bag (sourced retail, USDA FAS March 2026) = ₦256,000 for the week; crate price ₦4,800 (declared assumption, not a sourced figure) → revenue ₦425,600; gross margin before labour and overhead ₦169,600 .

The point of the sheet is the last line: when the crate price moves, one input changes and every conclusion re-prices itself. That is a records habit, not a spreadsheet trick, and it is what I would bring to a farm office, an agribusiness back desk, or a data team cleaning what the farm office produces.