One of the characteristics of traditional family agriculture in the Amazon is the diversification of the productive systems. Among these systems is the creation of birds on sites and agroforestry systems or backyard gardens. They guarantee the supply of by-products such as meat and eggs that are among the most consumed by mankind, mainly because of the low price and because they have high levels of proteins that contribute to food security. Practices of poultry farming in rural communities linked to rural extension should consider the forms of local social organizations, with a view to minimizing environmental pressures, as well as improving income and promoting the sustainability of productive systems. In this sense, the objective of this work was to implement an Artisanal Production Unit for Pinto Caipiras (UAPPC), consisting of a farm and hatchery in which the chicks were produced, provided to family farmers for the production and commercialization of poultry as work and income. The work was carried out in the municipality of Manicoré in southern Amazonas from November 2015 to December 2017. Meetings were held to present the project and carry out a Participatory Diagnosis. Farmers were registered and received training courses for the creation and management of wild birds. Since the implementation of the UAPPC, 228 producers have been registered, of which 100 have received training. Approximately 11,029 chicks were distributed to a total of 133 producers who received 252 chicks each. Of the properties benefited with the distribution of the chicks, 60% are found in the branches and roads located in the periurban area of the municipality, followed by rural communities with 21% and urban area with 18%. It is worth highlighting the export of 660 chicks produced by UAPPC to the neighboring municipality of Novo Aripuanã, Amazonas. With the implementation of the UAPPC and through the rural extension, family poultry farming in the municipality of Manicoré has been disseminated, promoting the increase in the production and distribution of the chicks by the unit. Based on good management practices and technical assistance to producers, family poultry in the municipality has presented improvements in production, quality and added value to the by-products produced and marketed by poultry farmers in the domestic market.

**Keywords:** poultry, technical assistance, management, production, artisanal unit