

SMP 2021: Enhancing poultry genetics and husbandry in the Ghana Poultry sector

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Objective of the SMP

- Analyse current state of Ghana poultry sector
 - with special attention on international competition
- Investigate possibilities to improve the performance in the poultry sector
- Investigate the options to introduce the dual breed
 - Modern breed Sasso in combination with
 - mother units with central rearing until 4 weeks
- Outline investment opportunities for NL companies



Project partners and team

- Hendrix genetics (Naomi Duijvesteijn, Wilfred vd Kooij)
- Wageningen Economic Research (peter van Horne)
- Ghana: KNUST university in Kumasi (J. Hamidu)

Involved partners:

- NL: Vencomatic / Poultry training /
Veterinarian expert / feed concentrates
- Ghana: Rockland farms, WAFAD group (Eboneyer)

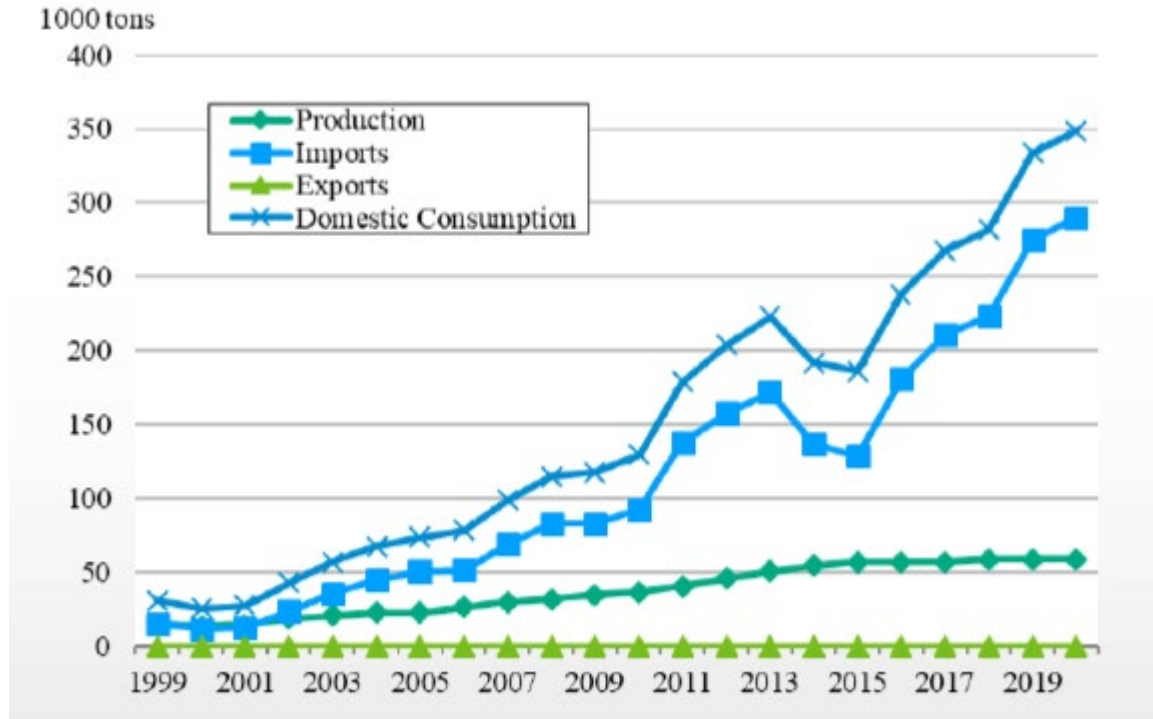


Project approach

- Back ground study: current state of Ghana poultry sector
- Analyse international competition of Ghana with EU, Brazil and USA
- Evaluate options for Ghana to work with
 - Dual purpose breed Sasso or Hendrix genetics
 - In combination with mother units (4 weeks)
- Options to improve regular broiler sector (farm level and supply chain)
- Field visits Ghana with data collection and company interviews
- Reporting



Development poultry meat sector in Ghana

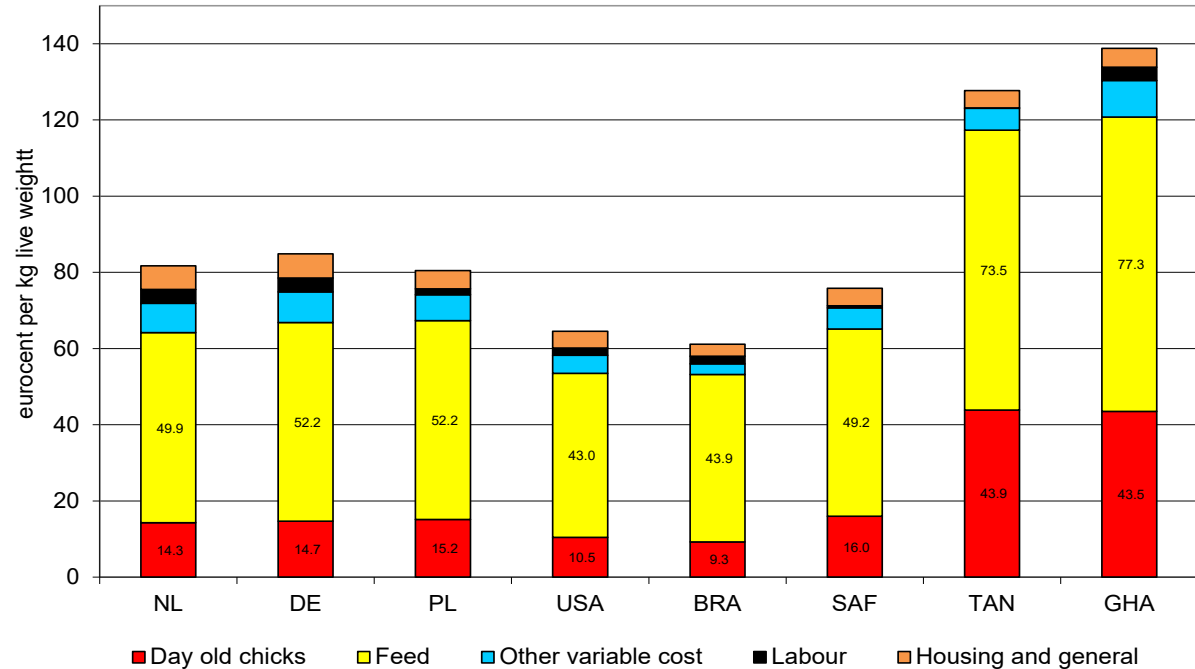


- Consumption increase:
 - higher income
 - urbanisation
- Production stable since 2015
- Growth in imports
- Self sufficiency rate 21%

Ghana: production costs at farm level, international comparison

Data collection:

- Literature
- NL companies
- Ghana companies
- Data collection Dr Hamidu
- WEcR benchmark tool



High costs of day old chicks (imports)

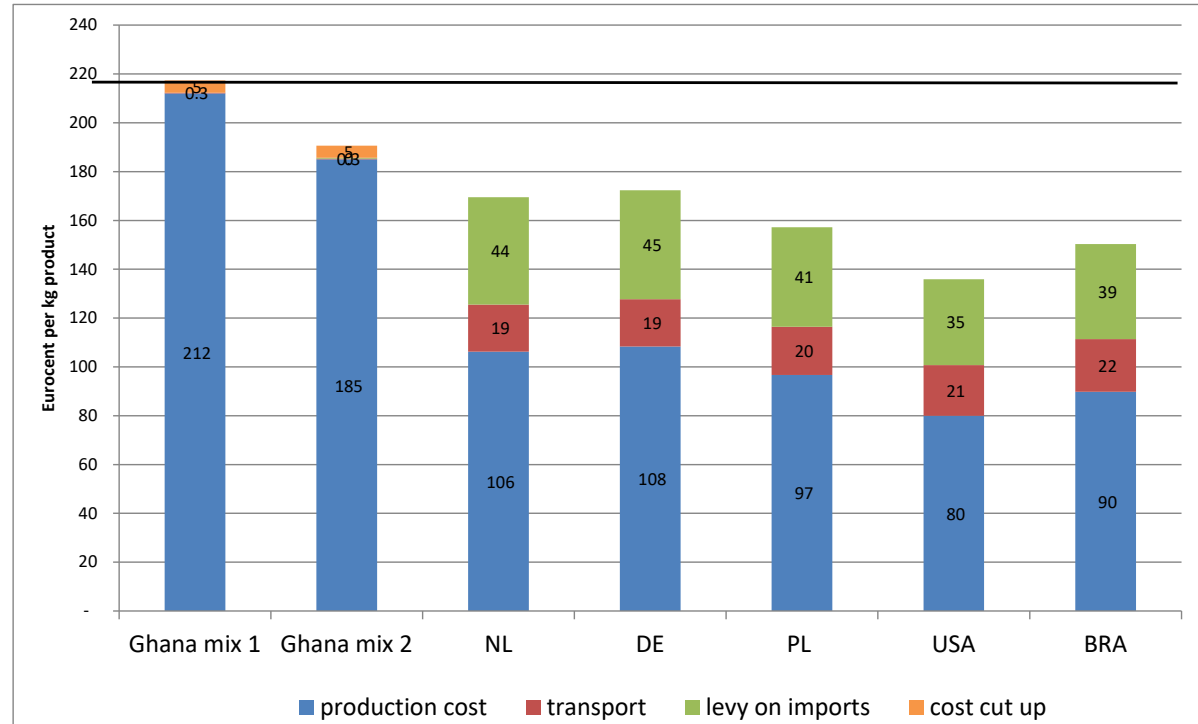
High feed conversion (kg feed per kg live weight)

High price of poultry feed (local feed ingredients/imports)

Offer price of Ghana poultry meat: scenario and improved results (euro 100 kg product)

Offer price on the Ghana market:

- Mixed portion
- Imports: leg meat
- Scenario: 35% import levy
- Ghana: improvement on farm level (fcr) and in supply chain (lower feed price).



Baseline: not competitive (219 euro per 100 kg product)
Mix 1: lower FCR, Mix 2 lower FCR and lower feed price

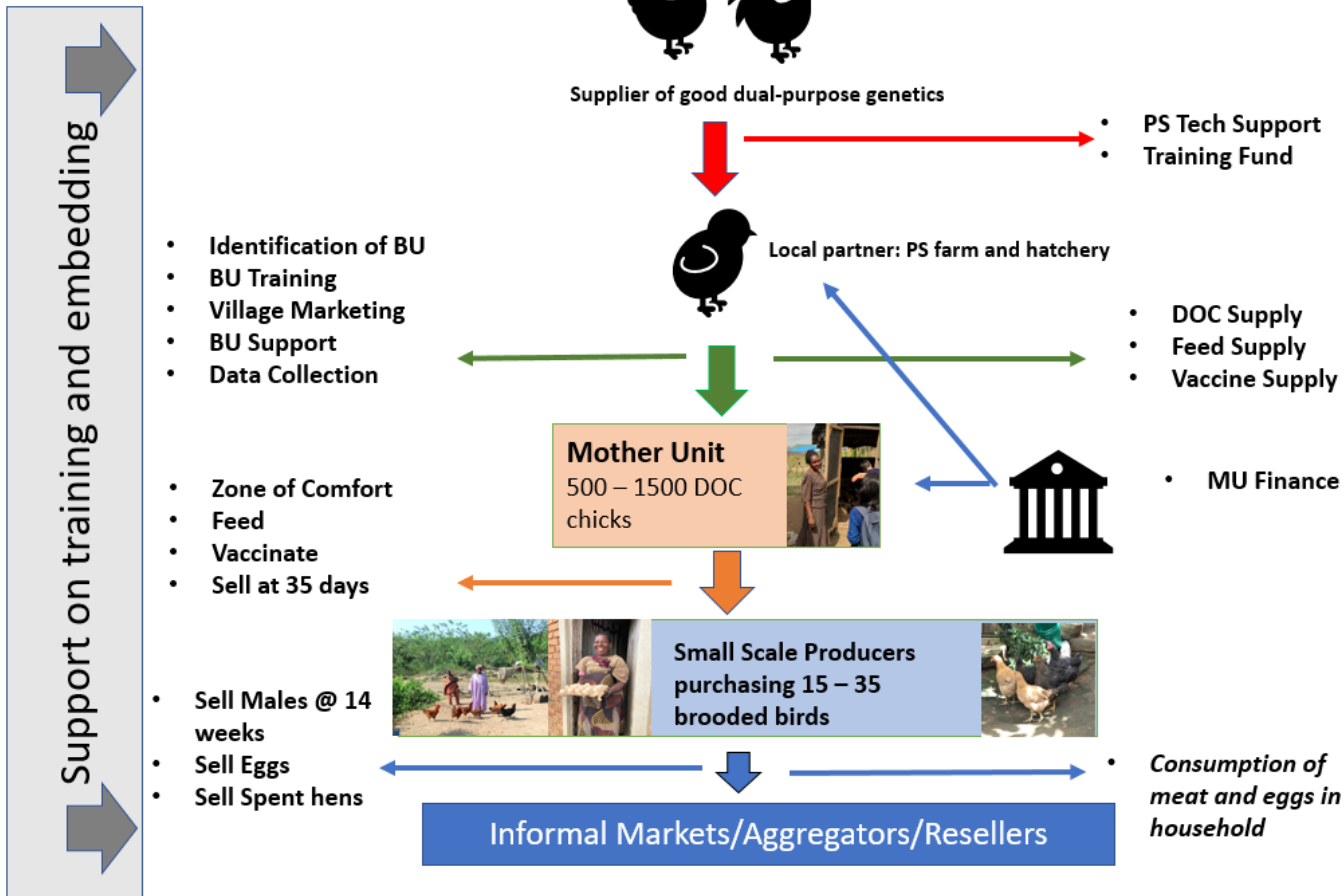
Way to go

- Focus on layers, production of eggs (Koudijs de Heus, Ghana)
- Focus on fresh meat / modern production chain (vencomatic / Marel)
- High quality local breed with special taste, live bird
- Dual purpose breed Sasso in rural area on small farms in rural area
 - Better genetics with more eggs (female) / better growth (males)
 - In mother units start with good care and vaccinations; low mortality

Next step:

- Ghana company: import Sasso parent stock
- New or improve hatchery
- build network of mother units
- extension / advisory / marketing

APMI Supply Chain Model



Follow up

- Input on strategic plan (gov/sector) for the Ghana poultry sector (via PUM)
- Involvement in Vencomatic/Marel plan for modern supply chain.
- Hendrix genetics has follow up in RVO impact cluster: Ghana 'BETTER chicken for a BETTER future'. Lead partner Solidaridad with 7 NL companies (a.o. Hendrix Genetics, Nutreco, Schippers, AgriDepot)

BETTER CHICKEN
FOR A
BETTER FUTURE!



Thanks for your attention

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Wageningen UR



Population distribution in Southern African countries: 30/70 urban / rural



Vision on archetypes of consumers
by Naomi Duijvesteijn,
program leader SAPPSA,
Hendrix Genetics



Households to change from no eggs to egg consumption:

- Village based approach: learn from forerunners, local media outlets (meetings, radio etc)
- own production: simple to start; access to genetics (dual-purpose)
- Know that an egg is good; have direct access (own production), institutional market



Households
(produce own consumption:
dual-purpose or buy locally)
10-20 birds if any

Small entrepreneurs (produce for the local market):
Robust broiler / layer
50-300 birds



Household to 'specialize' in poultry

- Successful as household: motivated
- Training to gain knowledge on poultry
- Access to finance sometimes needed
- Specialize: Mother Unit, robust Broiler or robust Layers
- Market opportunities: aggregators?