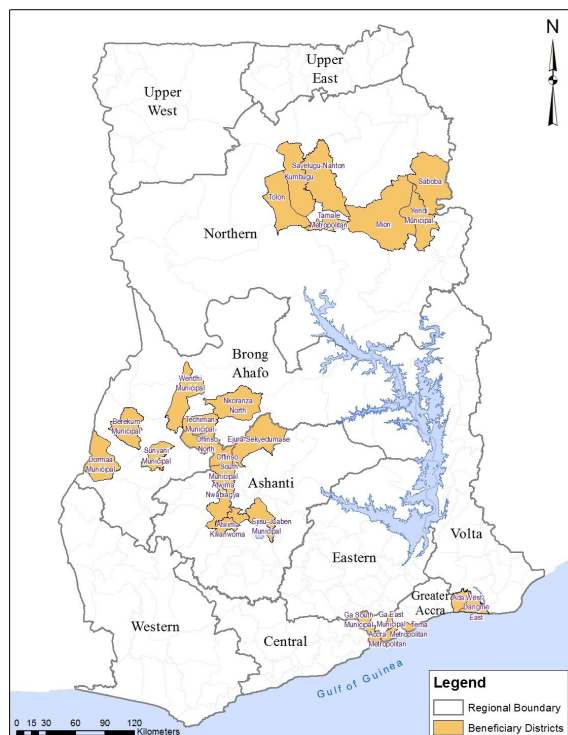


Assisting in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency



PROJECT SUCCESS FACTSHEET

The American Soybean Association/WISHH AMPLIFIES Program (ASA/WISHH) is a five-year United States Department of Agriculture Food for Progress project aimed at improving Ghana's poultry feed production capacity and enhancing the poultry value chain. AMPLIFIES is designed to increase the availability of quality poultry feed, improve its accessibility to poultry producers, and expand the trade of poultry products, especially eggs. Improved poultry feed production should lead to increased availability of protein in Ghana both through chicken and eggs. Because soybean meal is included in improved poultry feeds, increased feed production leads to increased opportunities for U.S. soy trade as current Ghanaian supply of soybeans cannot meet demand.



PROJECT BRIEF

- 2015-2020 (5 Years)
- Funding Source: United States Department of Agriculture (USDA)
- Partners: Kansas State University, Adventist Relief and Development Agency
- Stakeholders: Ghana National Association of Poultry Farmers, Ghana Ministry of Food and Agriculture, Ghana School Feeding Programme

PROJECT OUTCOMES AND IMPACT

- Increased agricultural productivity
 - 4,961 crop and poultry farmers benefiting from agricultural productivity training
- Improved post-harvest infrastructure
 - 2,500 MT of storage capacity through 11 Crop Aggregation Centers
- Increased use of improved agricultural techniques and technologies
 - 37 Broiler and three layer demos training 1,375 farmers
- Increased access to markets to sell agricultural products
 - \$161,994,230.00 in sales of corn and soybeans by project beneficiaries
- Increased use of financial services
 - 767 crop and poultry farmers completed financial training
- Increased consumption of eggs
 - Increase in per capita consumer consumption of eggs in Ghana from 12 in 1995 to 128 in 2018



AMPLIFIES Partners with U.S. Land Grant Universities and USDA for Capacity Building Activities

ASA/WISHH leveraged partnerships with land-grant universities to build capacity for AMPLIFIES stakeholders and beneficiaries. AMPLIFIES sponsored two Ghanaian graduate students to complete master's degrees in grain science from Kansas State University (KSU). After graduation they returned to Ghana to work in the Poultry Research Center at the University of Ghana and other partners within the Ghanaian poultry value chain. AMPLIFIES's beneficiaries also attended short courses on soy and poultry production and feed milling at the University of Georgia, North Dakota State University, Auburn University, Kansas State University and University of Arkansas. ASA/WISHH was also able to leverage market development funding such as Foreign Market Development (FMD), Market Access Program (MAP) and Agricultural Trade Promotion (ATP) monies to provide technical assistance from U.S. experts and continue to build capacity for the Ghanaian poultry industry and drive demand for U.S. soy.

AMPLIFIES Empowers Farmers to Overcome Feed Obstacles Through Broiler and Layer Demonstrations

AMPLIFIES has completed 34 broiler and three layer demonstrations. Poultry farmers who participated in the demonstrations report gaining valuable new knowledge about quality feed, use of quality ingredients, such as soybean meal, in feed formulation, biosecurity measures, importance of feed testing, and post-harvest loss prevention techniques and technologies. The demonstrations use AMPLIFIES corrected diet based on feed formulations for specific age and genetics of birds raised and following proper feeding and management practices. Many poultry farmers attest to following the techniques taught during both layer and broiler feed demonstrations. Mr. Ernest Essel of Apemso District in the Ashanti Region participated in a broiler demonstration in July 2018 and saw a 50 percent reduction in his per-bird feed costs, following the adoption of techniques taught at the demonstration.



Ernest Essel shows off his flock after implementing improved feed formulations.

National Egg Campaign Increases Domestic Consumption through Campaigns and School Feeding

The National Egg Campaign (NEC) was AMPLIFIES Ghana's comprehensive strategy to raise consumer awareness of the health benefits of eggs and increase domestic consumption of eggs. NEC also worked with the Ghana National Association of Poultry Farmers (GNAPF) and the Ghana School Feeding Programme (GSFP) under the Ministry of Gender and Social Welfare to incorporate eggs as a protein source into the government-provided school meals for primary school students. NEC hosted trainings for GSFP nutrition and agriculture officers and caterers to equip them with knowledge of eggs and how incorporate eggs into school meals.

In order to build on the momentum created by the NEC, AMPLIFIES stakeholders agreed on the creation of a National Egg Campaign Secretariat (NECS) who will carry on the awareness campaign after AMPLIFIES closes activities. The NECS will continue to promote egg consumption through community awareness activities, cooking demonstrations and dissemination of information through value chain stakeholders and create long-term trade opportunities for U.S. soy.