Upgrading Village Poultry Value Chains in Ghana – a spatial group model building (SGMB) application

Objective & Methods
- To support value chain actors to prioritize the constraints facing the backyard poultry value chain, identifying workable interventions
- Apply literature review, expert consultations, stakeholder workshops

Poultry Sector of Ghana
- Estimated 33 million poultry birds, 85% of which are chickens
- Value of chicken meat & egg production ~ USD138 million
- 60 - 80% birds are local breeds under extensive production
- Nearly half of country’s local breeds are raised by households in Northern Region and Upper East Region

Value Chain Modules of relevance:

Production:
- Local breeds
- Low input-low output
- Men/women farmers
- Gender-dependent flock sizes

Markets & Distribution:
- Farmgate trade common
- Bird traders mostly men
- Most sales are local
- Limited sales to the Capital/large cities

Disease management:
- Newcastle (ND), fowl pox, worm, others common
- ND mortality up to 100%
- Limited access to vet inputs & services

Spatial Group Model Building sessions
- 8 – 12 stakeholders comprising producers, traders, poultry product retailers, vet input & services providers...
- To provide information on constraints in production, marketing and other VC nodes; and options for upgrading
- Mix of online and in-person meetings & data tools
- 6 – 8 two-hour weekly sessions on Jan – March 2021

Outputs
- Spatially disaggregated information to improve local poultry inputs & services, production, marketing, and other value chain aspects
- Historical trends relevant for future projections of relevant factors and impacts.

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