

# **Dynamics of Poultry Value Chain in Ghana: Implication for Household Food Security**

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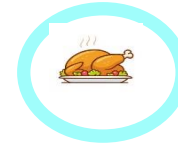
**Introduction**



**Poultry Production in Ghana**



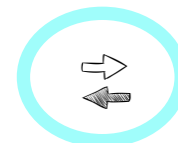
**Poultry marketing**



**Poultry consumption**



**Conclusion**



**Way forward**

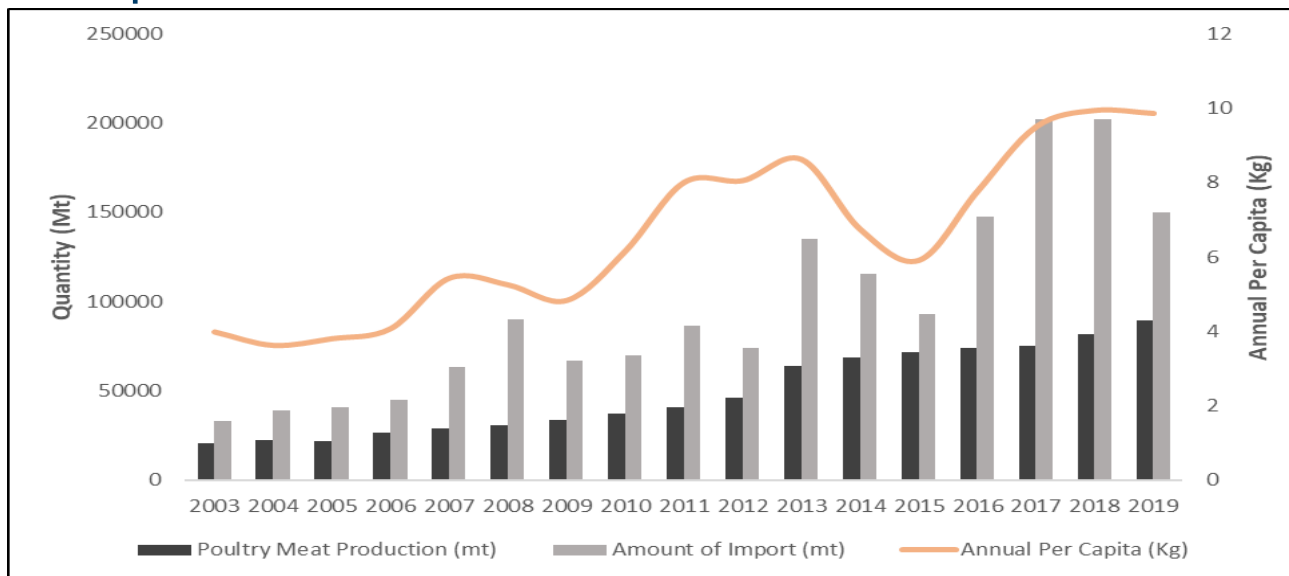


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## Introduction

- Poultry sector involving: Producers, Distributors, and Processors stands out with potential for rapid economic growth in Ghana.
- The sector which is dominated by broiler & layer (eggs), among others such as turkey, guinea fowl and duck play a major role in livelihoods and food security (GSS, 2019)
- There is huge market for poultry meat, segmented into imported and domestic production



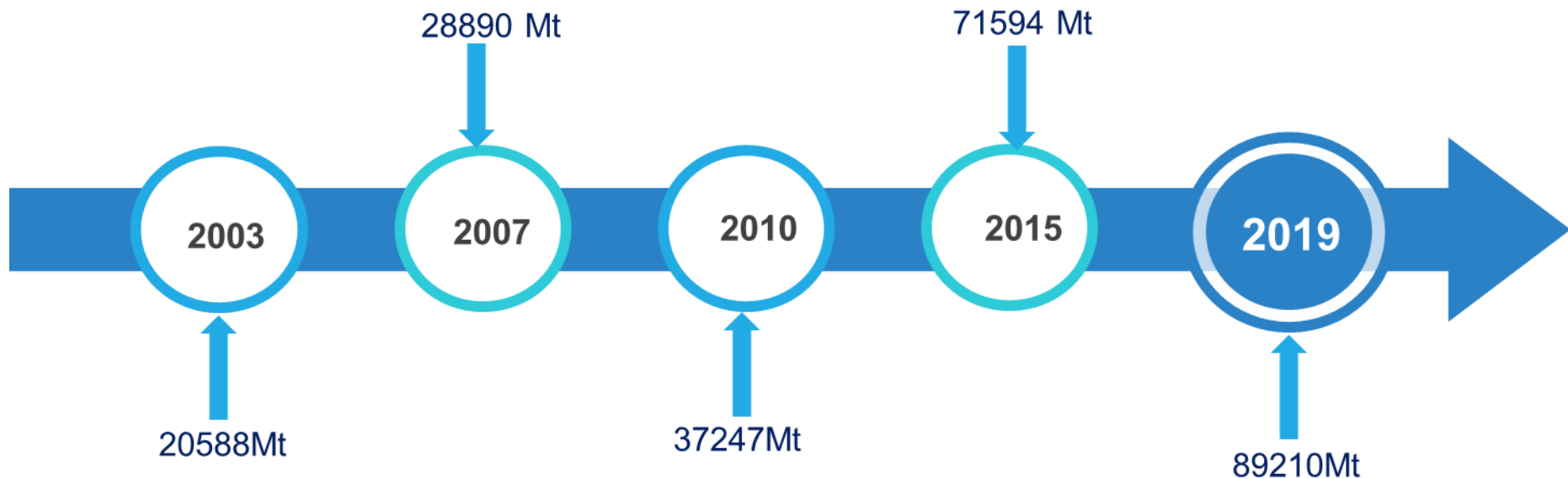


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## Poultry production

- local poultry production in recent times has seen a 20.8% annual growth from 2003 to 2019.



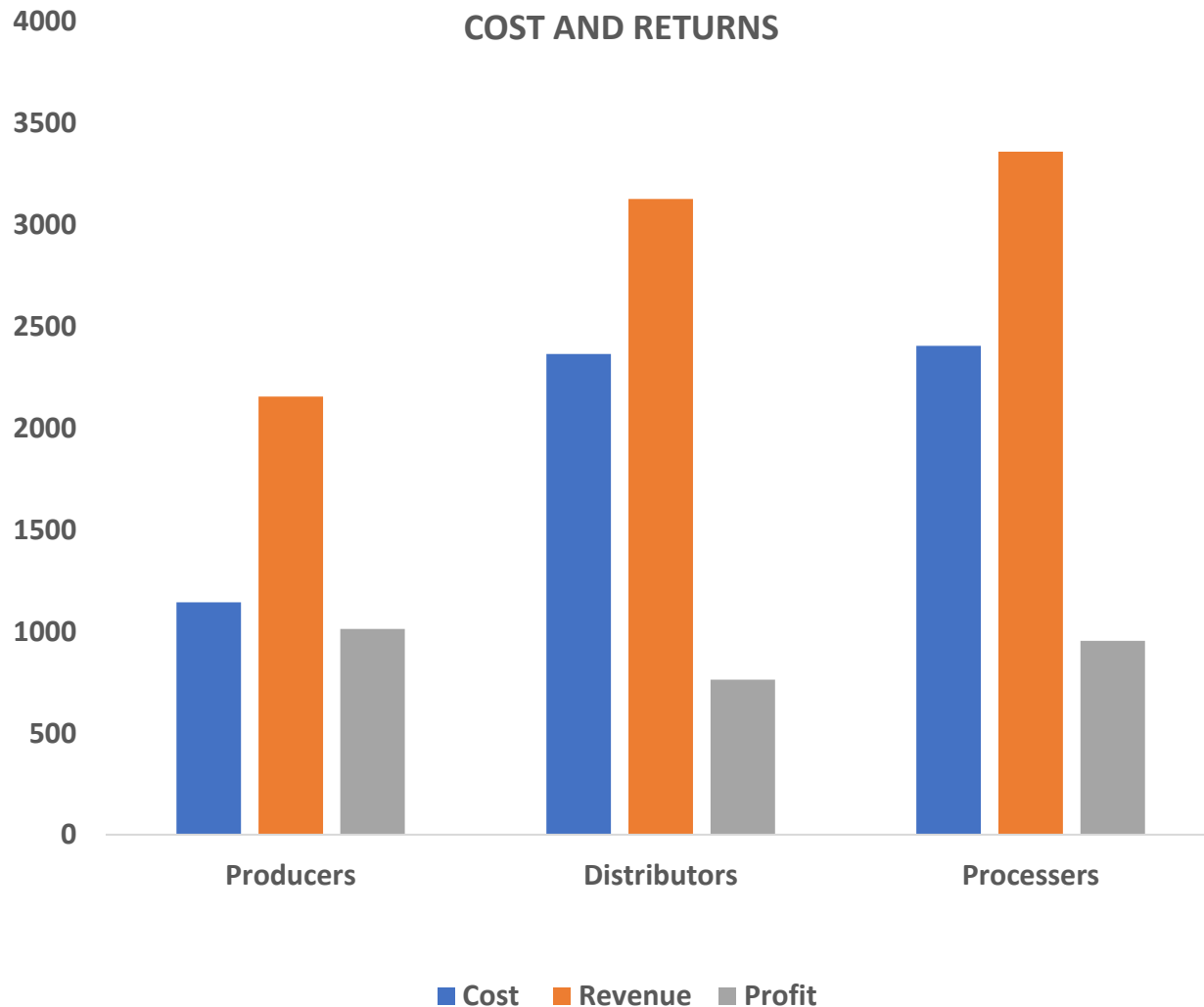
- Ghana's production meets 20% of the country's demand.
- Ghana spent about 392 million USD on poultry import in 2019.



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## Poultry production: Poultry value chain actors





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## Poultry Market



Poultry producers normally sell live birds



Dressed birds are often sold unbranded except few (Master-meal, Every day, Seladels) at local market



All imported chicken meat are sold branded and packaged in 1kg, 2kg, 2.5kg, and 10kg, which is available in all outlets visited.



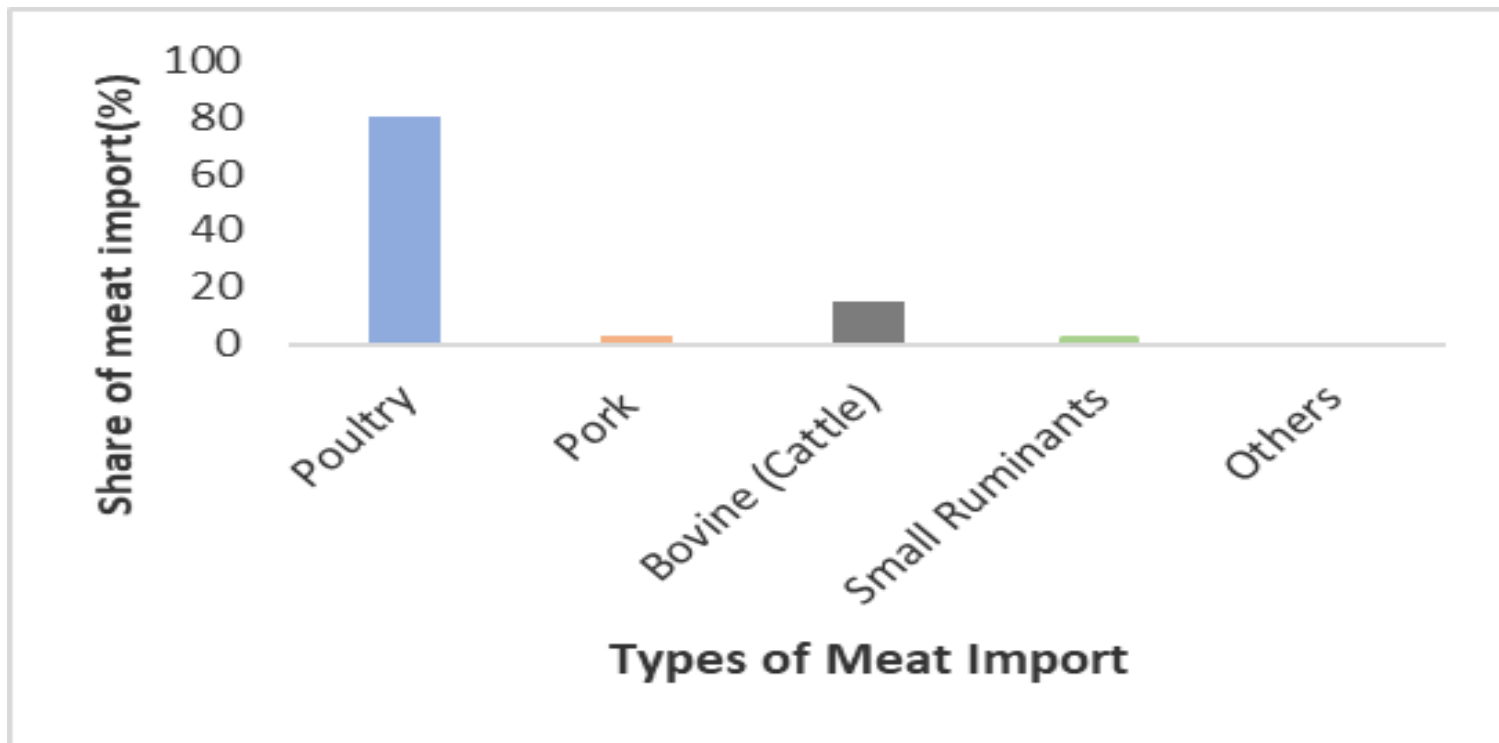


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## Poultry Import

- Imports constituted only 12% of the total supply of poultry meat in 1961,
- Increased to 44% in 1990 and had reached about 76% by 2018 and currently around 80%

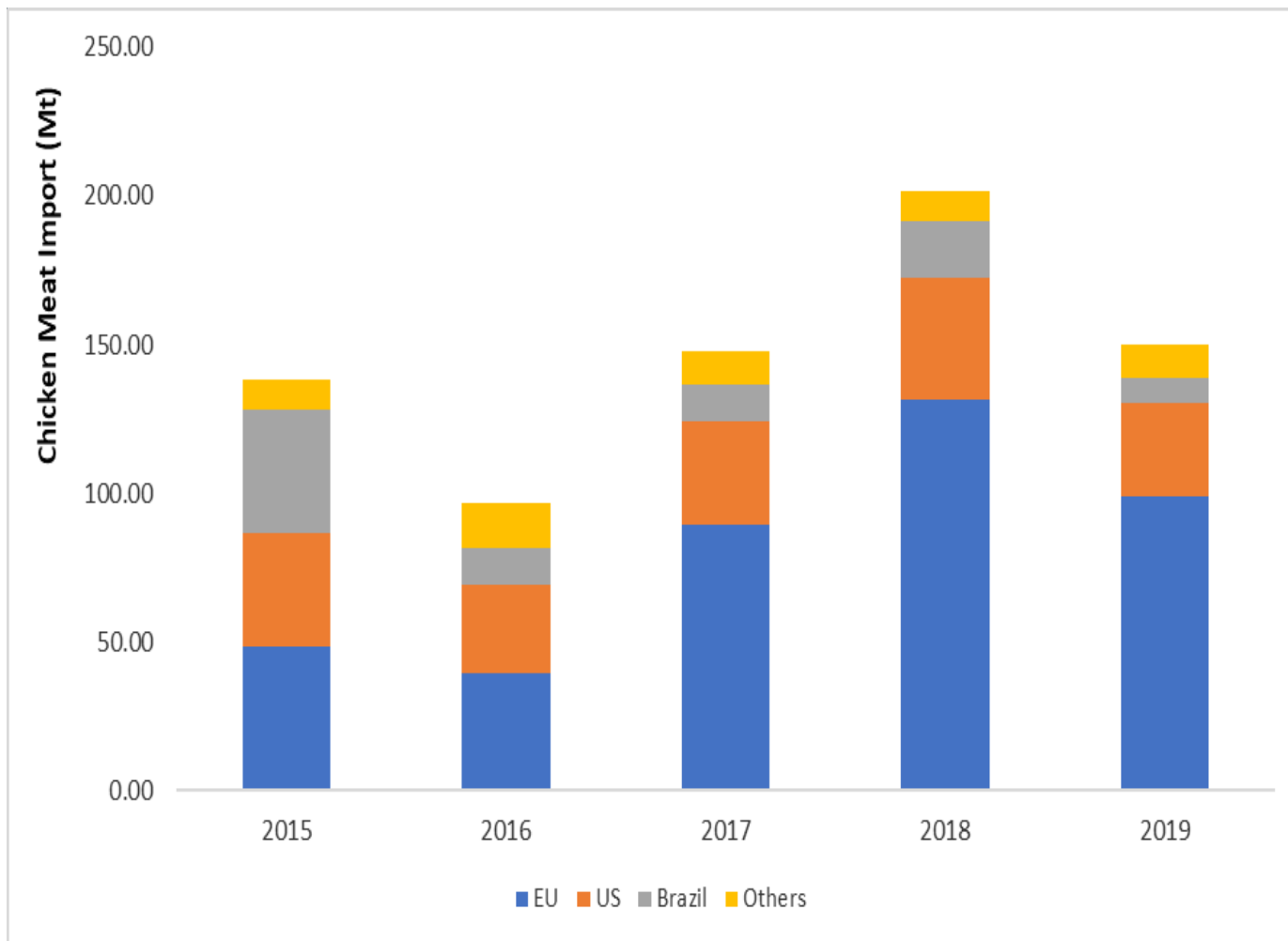




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## Poultry Trade Flows to Ghana



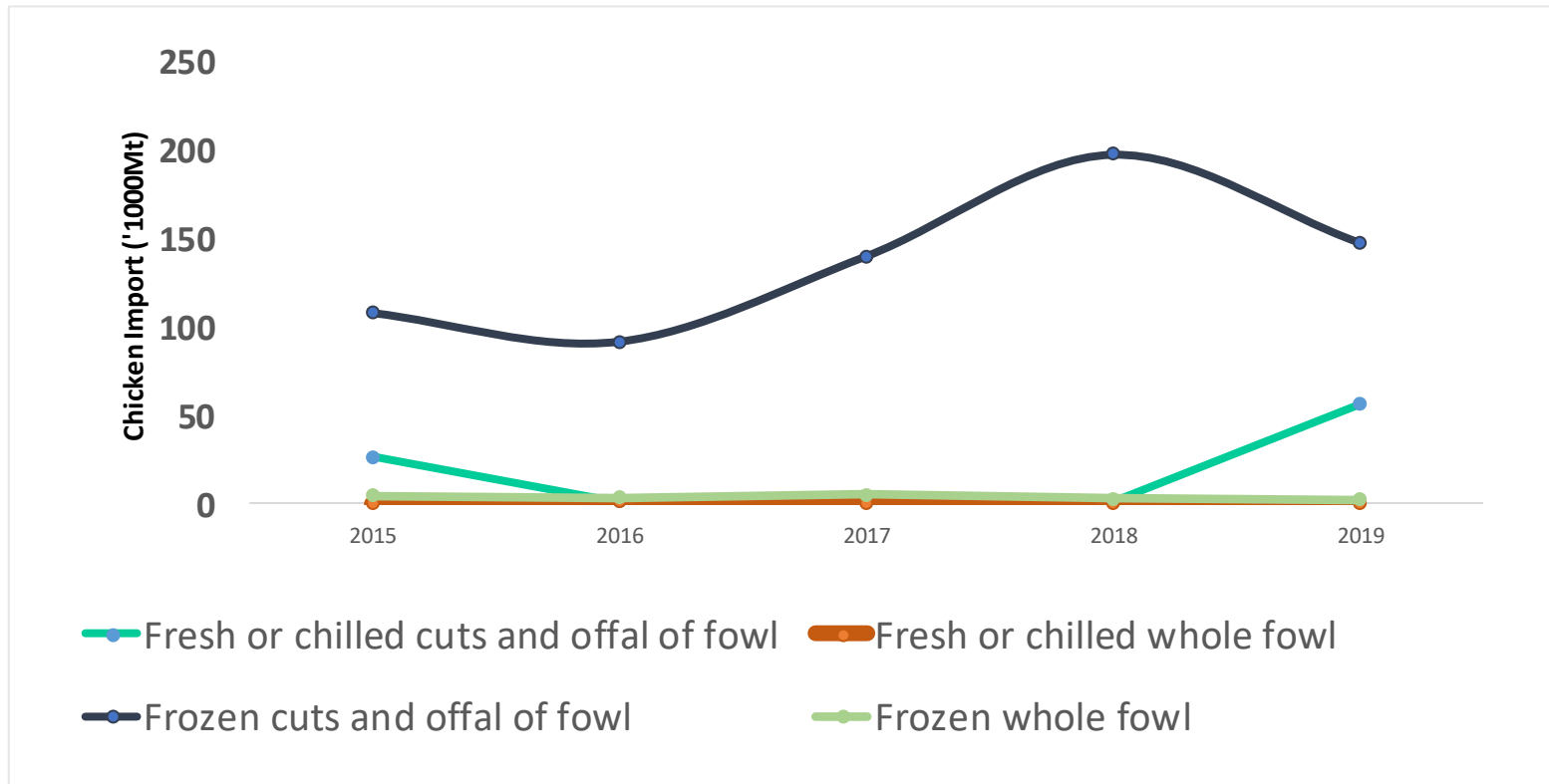




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## Trends in Poultry Imports to Ghana



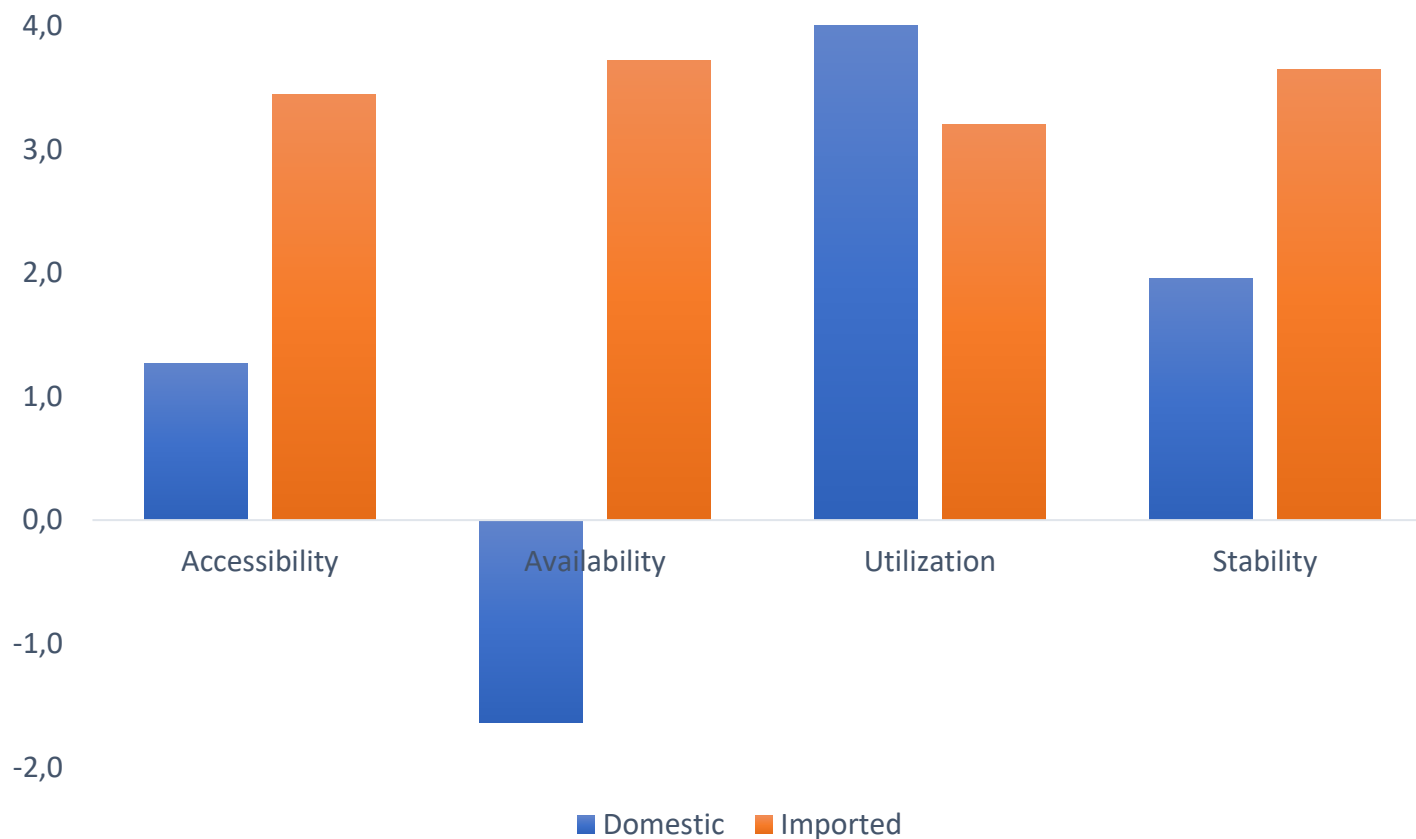


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## Poultry consumption and food security

### FOOD SECURITY PILLARS





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## Conclusion

- Overly dependance on chicken imports at the expense of local production
- Domestically produced chicken are sold unbranded and in whole form due to *lack of processing firms*
- Imported chicken are about 30% cheaper and readily available
- Chicken consumption is food security concern



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## Government

Prioritization policies to boost local production through input supply (feed) and targeted markets (Hospitality industry & fast-food joint)

## Investors

Processing domestic chicken into cut-parts, well branded with good packaging, cold storing

Way

Forward

## FDA, GSA & EPA

The Food and Drugs Authority, Ghana Standards Authority & Environmental Protection Agency may facilitate quick processing of permit and certification for processing firms

## Consumer Confidence

Boosting consumer confidence in terms of availability, accessibility, utilization, stability, *sustainability, and agency*



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# Thank you

