



LEARNING EVENT

FOOD FOR PROGRESS

By:
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Chicks and Chicken started from a Zero beginning in the year 2005.

Activities

Hatchery Operation

Setter capacity - 325,000 Eggs from C&C Layer and Broiler Parent Farms.

- ▶ Sales of Broiler and Layer, Day Old Chicks,
- ▶ Sale of feed Ingredients, Drugs, Equipment
- ▶ Technical Services.
- ▶ PALSAFRICA (Poultry Aquaculture and Livestock Show)

Key interventions received

- ▶ *Improvement to Hatchery through; Evaluation of the Hatchery and Parent Farm for Best Practices.*
- ▶ *Training on BIOSECURITY*
- ▶ *Training on Marketing and Branding, eg. Sign Post to the hatchery*
- ▶ *Sponsorship for PALSAFRICA (Poultry Aquaculture and Livestock Show) - Seminars, Launching of the Event, Payment for Booths for Companies in Ghana, Food bazaar of different Egg Dishes, to Promote consumption of Egg in Ghana*
- ▶ *Training Programs on Capacity Building*



Impact of interventions

- ▶ *Biosecurity Training has improved the Quality of our Day old Chicks from Hatchery*
- ▶ *Marketing and branding has improved our sales of day old chicks. Currently all sales are done at our hatchery because its easy to locate us*
- ▶ *Evaluation of our Hatchery by a PUM expert from the Netherlands, recommended us to AV Ventures who are almost ready with a program to maximize the efficiency of our hatchery*
- ▶ *Facilitated the Organization of PALSAFRICA*



Way Forward

- ▶ *We have Plans to establish a Modern Parent farm with excellent Biosecurity Structure to improve production and Quality Chicks*
- ▶ *Improve Quality of Day Old Chicks through efficient Biosecurity Practices*
- ▶ *We want to expand our hatchery facilities to take advantage of the huge Day Old Chicks Importation into the Country*

