

FOOD FOR PROGRESS (FFPR)

Learning Event



Yedent Agro Group of Companies

- ▶ ***Yedent Agro Group of Companies was established in 2004 by two Ghanaians***
- ▶ ***Yedent has 2 operating companies***
 1. ***Yedent Agro Foods - Production of household brands fortified with Micro Nutrients (MaisoyForte, TomVita, Koko Plus and TSP)***
 2. ***Yedent Agro Bulk - Processing of Maize and Soy Based products for the Brewery and Poultry Industries (SBM, Full Fat Soy and Maize Grit).***

Business Model - The underlying Business Model is to be a preferred supplier of affordable convenient and nutritious cereal staple foods positioned for the base of the pyramid population, animal feed industry and institutions.

Part of our overall goal is to help improve on human nutrition needs and considering poultry as a major source of protein for the human body, Yedent partnered with GPP/Amplifiers to improve the quality of feed for the poultry industry, with the adoption of our laboratory for Aflatoxin test on maize and poultry feed in Bono, Bono East and Ahafo Regions.

The need for further proximate analysis led to further discussions between Yedent and GPP/Amplifiers on the acquisition of an NIR at a cost of EURO 86,363.93

Key interventions received

- ▶ ***Logistics***
- ▶ ***Hiring of Personnel***
 - ▶ ***Laboratory Staff***
 - ▶ ***Technical Advisory***
- ▶ ***Acquisition of an NIR***
- ▶ ***Training of Personnel***
- ▶ ***Branding and Marketing Materials***

Impact of interventions

- ▶ *Enhanced the capacity of our laboratory by way of*
 - ▶ *Personnel*
 - ▶ *Equipment*
- ▶ *With the introduction of the NIR, Yedent would offer proximate analysis of feed for farmers which will ultimately*
 - ▶ *Help improve the quality of feed*
 - ▶ *Reduce feed related diseases in poultry management*
 - ▶ *Increase in production (eggs and Meat)*
 - ▶ *Enhance the incomes of farmers*

Way Forward

- ▶ *Regular Training of technical personnel*
- ▶ *Marketing and Advertising programs to promote the facility within the catchment area.*
- ▶ *Programs to liase with the farmers associations*
- ▶ *Monitoring and evaluation.*