

FOOD FOR PROGRESS (FFPr)
Learning Event



Bek J Farms

BEK J Farms is a poultry business that rears both layers and broilers in the Bono region

- ❑ Located at Ayakomaso
- ❑ Started operations in 2010
 - ❖ Currently has 3000 layers and 500 broilers
- ❑ Sells live and dressed birds
 - ❖ By order
 - ❖ During festivities



Interventions

- ❑ Led GPP's marketing activation program in the region
- ❑ Hosted 2 GPP mentees as part of the mentorship program: 1 male, 1 female
- ❑ Capacity building in
 - ❖ Marketing and branding
 - ❖ Biosecurity and disease prevention
 - ❖ Records keeping
 - ❖ Best practices in poultry production
 - ❖ Relevant regulations for poultry producers



Impact of interventions



- ▶ Exposure to new marketing methods including branding
- ▶ New marketing opportunities through the market activation program
 - ❑ Market for grilled chicken
 - ❑ More orders for dressed birds
- ▶ Increased capacity in biosecurity and disease prevention
 - ❑ Reduced incidence of outbreaks on the farm

Way Forward

- ▶ *Continue to gather market intelligence on the tastes and preferences of consumers for local chicken*
- ▶ *Increase investment in branding and marketing*
- ▶ *Explore cheaper and cost effective methods of raising broilers*
 - *Reduce feed cost*
 - *Improve operational efficiency*