

*Oserby Unique Ventures Limited and
Padare Limited*



*FOOD FOR
PROGRESS (FFPR)*

Learning Event

Oserby Unique Ventures Limited and Padare Limited

- ▶ *Initially founded as Osibros Company Limited and later as Oserby Unique Ventures Limited and Padare Limited in 2013 with the former engaging in poultry production.*
- ▶ *Oserby started business with a bird population of 2000 and has grown it to almost 80,000 birds. The farm has a capacity of 180,000 birds.*
- ▶ *The farm sits on a 52 acre land at Kubease near Kumasi.*
- ▶ *Oserby's primary products are eggs, broilers and spent layers. The farm is also into pig production and fish rearing.*
- ▶ *The business is jointly owned by Mr. Paul Osei Kwame and Harrieta Roberta Osei.*

Participation in GPP/AMP

- ▶ **Marketing training:**
 - Branding of eggs and meat products has improved*
- **Processing Training:**
 - This culminated in the acquisition of a modern semi automated processing unit with support from project*
- **Records Keeping:**
 - Electronic Financial/Sales record keeping provided through GPP grant support*
- **Eat Ghana Chicken Campaign:**
 - Opened new opportunities in the grilled chicken market in Kumasi*
- ▶ **Mentorship Program**
 - 5 Young graduates mentored on poultry production and marketing*
- **Award winner of Webinar-AYA, National Best Livestock and Regional best aquaculture farm thanks to technical support from GPP**



Impact of interventions

- ▶ *Disease occurrence is low and farm got saved from bird flu outbreak in the area*
- ▶ *Use of vaccines and antibiotics has reduced improving the taste and quality of the products*
- ▶ *Accessed Environmental Permit*
- ▶ *Branding has improved significantly*
- ▶ *Strategic business plan in place and currently being updated to meet international standards*
- ▶ *Networking events and campaigns has created new market opportunities which are being exploited*
- ▶ *Sales and other records are in place as well as improved management structure*
- ▶ *Sales has drastically improved due to improved quality of products, processing and marketing channels*

Way Forward

- ▶ *Duration of project needs to be extended so the full effect of the project can be realized*
- ▶ *Focus more on increasing the participation in the mentorship program to sustain interest of the youth in poultry.*