



ROCKLAND  
**FARMS**  
LIMITED

Home of quality poultry products



## ***FOOD FOR PROGRESS (FFPr) Learning Event***



**METSS**  
Monitoring, Evaluation and Technical Support Services



*CEO of ACDI/VOCA and Team visit Rockland Farms*

# Rockland Farms Limited

- ▶ Founded in 2010 by Edith Wheatland in the small village of Ankamadoa near Nsuta-Mampong, with the goal of developing an integrated, mechanized poultry farm while providing the much needed employment for locals.
- ▶ Since inception in 2013, Rockland has grown rapidly from bird population of 8,000 to 60,000 in 2017, current bird population stands at 45,000.
- ▶ Rockland's primary product is eggs, but company also sells layers as live birds at end of productive life in addition to supplying feed to local farmers
- ▶ In 2015, Rockland established the "women out-grower support system" on a pilot basis to help small scale women-owned poultry farms by training farmers, providing poultry feed and, sometimes, acting as an off-taker for their eggs
- ▶ AV is currently assisting Rockland to scale up the out-grower scheme to cover about 21 women to enable her meet the demands of her clients.
- ▶ Rockland also supports its community in the form of scholarships and free eggs for school pupils. It is also supporting Ghana Prisons Service with a farm to train inmates to help with reintegrate into society.



# Interventions Received

- Biosecurity controls : car dip and foot bath, establishment of biosecurity systems on farm
- Brooding: strict adherence to good brooding practices
- Environmental:
- Business Development:
  - Website Development (Branding and Marketing)
  - Financial record keeping software (Quick Books)
  - Women Out grower development and support system
- Award winner of USAID AWE, received technical assistance for Business Plan development from Open Capital to aid access funding to scale improved poultry products and services



# GPP's Youth Skill Development Program

- ▶ 6 Young graduates given on-farm mentoring on poultry production



# Impact of interventions

- ▶ *Drastic reduced of prevalence of diseases on the farm, this has reduced the cost of vaccines and drugs*
- ▶ *Accessed Environmental Permit*
- ▶ *Strong brand which has given Rockland marketing leverage*
- ▶ *International standard Business Plan*
- ▶ *Accessed funding from AV and other financial institutions with GPP facilitation.*
- ▶ *Provide input service to women Outgrowers*
- ▶ *Migrate from manual books keeping to software quick books*
- ▶ *Streamlined governance structure which is working effectively.*
- ▶ *Networking events by GPP opened a lot of business opportunities resulting in increase in demand for products.*



# Way Forward

- ▶ Consider more in-kind grants driven to provide additional support to poultry farms
- ▶ Mentorship reward system should be looked at again to include provision of cheaper pens
- ▶ Mentorship program should not just look at graduates but other categories like JHS and SHS leavers with interest in Agric.
- ▶ Empower and resource district VSDs to monitor program and work closely with farms

