THE GUINEA FOWL PROJECT

BY

SADA ASONGTABA GUINEA FOWL PRODUCTION & MARKETING COMPANY LIMITED
INSCEPTION OF THE GUINEA FOWL PROJECT

The concept of guinea fowl production was conceived in 2009 when management of ACI&EP resolved to draw a Five (5) year strategic plan in various areas of the company’s operational scope. Guinea Fowl production was one of the numerous skills training and development projects the company had earmarked to implement in specific regions of Ghana in partnership with either government or donor agencies.

In 2010 after conducting further research in the economic potential of guinea fowl production in the three (3) northern regions and realising the positive gains that lay untapped, the company resolved to develop and implement an independent comprehensive guinea production and marketing project in a few areas in the three (3) northern regions.

Essentially, the strategy was to commence in the Upper East region for Two (2) years before spreading to the Northern and Upper West regions. This culminated in the establishment of a Four Thousand (4,000) bird capacity guinea fowl out grower farm, located in Sumbrungu a few kilometres from Bolgatanga in the Upper East Region. The implementation of this independent project by ACI&EP sought to achieve a number of critical objectives which are:

- To develop and operate a guinea fowl production, processing, and marketing business that will serve as the cash cow of the company.
- To operate guinea fowl production on a large scale using a semi intensive system.
- To introduce and operate modern processing and packaging of guinea fowls within the farm premises under strictly hygienic conditions.
- To develop a well-coordinated and effective distribution network that will ensure that guinea fowl products are readily available in all the ten regions.
- To provide some form of support to existing farmers to enable them increase their productivity for onward sale to sale to the ACI&EP farm at going market prices.
• To introduce produce professionalism in the industry as well as increase the dwindling guinea fowl population in the region.

Production has since the establishment of the farm been very impressive with an annual approximated output of Twelve Thousand (12,000) guinea fowls.

PARTNERSHIP WITH SADA

Following the commissioning of the ACI&EP guinea fowl out grower farm to the general public, a number of organisations including SADA expressed interest in the project. Eventually, management of ACI&EP resolved to partner SADA to implement this project on larger scale within the SADA Ecological Zone.

JOINT VENTURE COMPANY SET-UP

a. Name of Joint Venture (JV) Company:

➢ SADA Asongtaba Guinea Fowl Production & Marketing Company Limited

b. Date of the Joint Venture Agreement:

➢ 28th November, 2012

c. Date of Incorporation:

➢ 4th December, 2012

d. Date of Commencing Business:

➢ 5th December, 2012

e. New Area of coverage demanded by SADA as JV Agreement:

➢ Northern Ecological Zone

   ▪ In all Five (5) Regions (Northern Volta, Northern Brong Ahanfo, Northern, Upper East and Upper West Regions)

   ▪ In each of over Fifty (50) Districts in the Zone
f. Purposes

- Commercialising the production of guinea fowls using the out grower system to provide jobs for at least One Thousand and Five Hundred (1,500) youth and women out-growers who will be developed and equipped to produce over Two Hundred and Fifty Thousand (250,000) guinea-fowl birds annually over a five year period.

g. Objectives of JV

Essentially, the broad objective of the guinea fowl out grower’s project is to organize and empower the youth of the SADA Zone to adopt modern methods for increased guinea fowl production as a strategy for sustainable social and economic development. Specifically, the project will seek to achieve the following objectives.

- The Objectives of the Company are:
  - To commercialize the production of guinea fowls using the out-grower system and thereby provide employment and generate wealth in the SADA Zone.
  - To import poultry equipment such as cages hatcheries, incubators and other products needed in the poultry industry.
  - To market and distribute guinea fowls and other poultry products in the domestic and international markets.
  - To create a new crop of young entrepreneurs in the SADA Zone engaged in the agricultural sector.
  - To export guinea fowls and other poultry products.
  - To develop and equip the out-growers to produce over Two Hundred and Fifty Thousand (250,000) guinea-fowl birds annually over a five year period.

Implementation Stages

The project is implemented in Five (5) stages, that is:

- Establishment Regional Farms
- Out grower Enrolment and Training
- Set-up
- Recovery of cost of set-up
- Micro-credit
CURRENT STATE OF PROJECT

Branding

Essentially, a comprehensive brands manual has been developed for the Joint Venture Company. This covers all critical aspects of branding ranging from beneficiary working gear, vehicle branding, bill board, signage, and souvenir branding. The following are a pictorial presentation of some of the items.

Cap
It is very critical to indicate that full scale production of beneficiary working gear is currently underway and would be ready for distribution to beneficiaries in August when the training commence. The same can be said about the remaining items. Appendix A presents the brands manual for the joint venture company.

**Human Resource & Office Acquisition**

The Joint Venture Company has appointed over 90% of the essential staff required to commence the project. Regional Project Coordinators for the Five (5) regions within which SADA operates are at post with the requisite logistics to facilitate their work. Further, the company agreed to appoint Five (5) specialist consultants for the project out which two have already been appointed. These Two (2) are Mr. Augustine A. Adongo (retired MOFA Director-NR) and Mr. Emmanuel Abazaami Nabson (retired Chief Animal Health Officer-UE/R). Additionally, all regional office spaces have been acquired and are in use in the Five (5) project regions.
Construction of Regional Farms

The project seeks to establish Five (5) major regional farms with ultra-modern processing units. Notable among the major departments in the regional farm are:

- Layers/mother stock
- Brooder house
- Hatchery
- Bird processor
- Packaging
- Cold storage
- Fertilizer processor
- Further crusher
- Feed processor

These farms will act as the nucleus farms in the region when all out growers sell their birds at the going market price for onward processing. The nucleus farms will provide out growers’ technical support, supply day old chicks, medication etc.

Presently, all land requirements for the farms have been duly met with all necessary legal documentation satisfied to the latter in the name of the Joint Venture Company. The land size ranges from 2.5 acres (in UW, NV, & NBA regions) to Five (5) acres (in NR). Additionally, the structural plans/drawings for the nucleus farms are completed with the bill of quantities estimated at One Million Three Hundred Thousand Ghana Cedis (Gh¢ 1,300,000.00) per farm.

Thus, construction of the farms has commenced and is scheduled to be completed by the end of August 2013. However, the nucleus farm in the Upper East Region has been completed and production is ongoing with training yet to commence.

Appendix B presents the farm structural drawings and picture impression.

Stakeholder Meetings

In recognizing the critical role existing guinea fowl farmers would be playing in the project implementation, stakeholder meetings were held in the project regions to sensitize them on the project.

Essentially, the stakeholder meetings sought to achieve the following;

- Officially educate farmers on the key objectives of the project
- Spell out the role existing farmers are most likely to play in the implementation
- Identify areas where the project can intervene to improve the productivity of farmers
- To establish good working relation with existing farmers and to enlighten them on the various departments within the regional farms which will add more value to the products
- To generate a comprehensive data base on existing farmers that will pave way for farm inspection to ascertain the existing farm capacities of these farmers.

**Inspection of Existing Guinea fowl Farms**

A total of 44 farms were inspected in the Upper East Region to assess the farmer’s capacity to be engaged as facilitators in the training of beneficiaries and their output capacity when production and processing of birds commence. The farm inspection exercise in the Upper East Region revealed that the existing farms in the region where of very low capacity and farmers also practiced sub-standard farm practices. Farmers also complained of non-existing financial support either from government, donor agencies, or the banks. This has actually accounted for the low farm capacities since guinea fowl production has been more of a hobby than a commercial venture. Previous studies of existing farms in the remaining regions in the project zone presented the same result. Clearly, the existing situation calls for the need to provide some sort of support in favour of these farmers to enable them produce on a commercial scale.
YEAR 2013 PLAN

The following activity schedule depicts the way forward for the joint venture company for the next 9 months (2\textsuperscript{nd}, 3\textsuperscript{rd}, and 4\textsuperscript{th} quarters of 2013).

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