



## MD's MESSAGE

I am pleased to welcome you to our first quarter Newsletter for 2025. As we reflect on our journey at Premier Poultry Limited since our inception in 2022, we celebrate our significant progress. Our commitment to sustainable poultry farming remains unwavering. We are not only producing high-quality poultry but also fostering a healthier and wealthier community, as we work towards our vision of ensuring the distribution of One Chicken Per Household By 2030. Ayekoo!



Dr Fseha Tesfu- MD, PPL

## PROGRESS & UPDATES

**Hatchery** - Kotwi Nkoransa, Ashanti Region - Ghana. This hatchery spans an impressive land area and is equipped with advanced incubation systems, biosecurity measures, quality control facilities and produces over 100,000 chicks weekly.



Hatchery - Kotwi Nkoransa, Ashanti Region

**Breeder Farm** - Trabuom, Ashanti Region - Ghana. This serves as our primary breeder farm. It houses our parent stock, which is essential for egg production for the hatchery.



Breeder Farm - Trabuom, Ashanti Region

Our second **Breeder Farm** located at Butoku Mampong in the Ashanti Region is currently under construction. This facility is set to enhance our capacity for growth and production significantly. Once operational, it will support our breeding program, increase egg production for the hatchery, and further strengthen our supply chain.



Breeder Farm- Butoku Mampong, Ashanti Region

## CUSTOMER SUCCESS STORY

### A Ghanaian Cocoa Farmer's Resilience to Climate Change through Poultry Farming: Opanyin Tabi Gyansah's Story



Opanyin Tabi Gyansah is a cocoa farmer in Boameng - Ashanti Region, Ghana, supporting a household of seven and managing 20 acres of land (5 owned, 15 family-managed). During the off-season (October-April), he struggles to meet his family's basic needs, often relying on loans against future harvests.

To create a sustainable income, Opanyin Gyansah started a poultry business. After initial losses from high mortality rates in cockerels, he attended a PPL training in 2022 and learnt about SASSO Birds, which are productive and have low mortality.

Opanyin Gyansah began with 200 Day Old Chicks (DOCs), distributing them within his cocoa farmers association. Recognizing the demand, he adopted the PPL Brood and Sell Business Model and scaled to 600 DOCs per cycle, conducting four cycles annually. PPL supports him with free delivery, vaccines for bulk purchases, and technical assistance.

After selling the Month-Old-Chicks (MOCs), he increases his profitability margin which he uses in catering for his family and community support.

## MILESTONES ACHIEVED

We are delighted to announce some remarkable achievements at PPL that highlight our commitment to making Smallholder Farmers Healthier and Wealthier.



WE ARE CELEBRATING

**2 M**  
**SALES**

**244K**  
**SMALLHOLDER FARMERS**

**214**  
**DISTRICTS**

**3,069**  
**CUSTOMERS**

# A SMALLHOLDER FARMER'S GUIDE TO BIOSECURITY

As smallholder farmers, the health and productivity of the flocks are paramount. In the pursuit of sustainable poultry farming, one critical aspect often overlooked is Biosecurity.

Biosecurity includes a series of precautionary measures to :

- Eliminate disease-causing agents
- Avoid infection or exposure of healthy flocks to other animals
- Help minimize the effects of infections and decrease the impact of diseases
- Safeguard the health and productivity of the flock



Farm attendant dry cleaning a feeder

## The Economic Impact of Biosecurity

Investing in biosecurity is not just about animal health; it is also about the economic sustainability of your farm.

The costs associated with disease outbreaks - such as loss of production, treatment expenses, and potential culling of infected birds - can be devastating, which is the current challenge faced by poultry farmers in Ghana.

By adopting biosecurity practices, you can mitigate these risks, leading to healthier birds and better financial outcomes.

## Key Biosecurity Measures



Place disinfectant foot baths at all entrances to poultry areas. Ensure they are regularly filled with disinfectants and maintained.



Regularly clean and disinfect all tools, feeding equipment, and water containers to eliminate pathogens.



Wear clean, dedicated clothing and footwear when working with poultry. Consider providing coveralls, gloves, and masks for added protection.