



PPL



EMPOWERING POULTRY FARMERS THROUGH PRACTICAL TRAINING

PPL IN COLLABORATION WITH HENDRIX GENETICS

By Emelia Esinam Ablordeppey - Marketing Officer

In collaboration with Hendrix Genetics, we recently hosted a comprehensive hands-on poultry training designed to equip farmers with the knowledge and skills needed to improve flock management, boost productivity, and strengthen business outcomes. The session brought together smallholder farmers eager to enhance both their poultry operations and long-term sustainability.

During the training, participants explored key topics to support flock performance and business success:

- Understanding what Traditional Poultry really is and how it differs from broilers
- Best practices to improve flock results, including housing, brooding, biosecurity, and proper feeding routines
- Essential business skills to support profitable and sustainable poultry production
- Record-keeping and disease management to make informed, data-driven decisions

Farmers engaged in hands-on demonstrations, interactive discussions, and practical exercises, gaining actionable strategies to maximize efficiency, prevent diseases, and optimize flock health. The session also provided opportunities to interact directly with poultry experts and share experiences with fellow farmers, fostering a collaborative and vibrant learning environment.

By the end of the training, participants left empowered, equipped with practical tips, and motivated to implement best practices on their farms, improving both productivity and income. This initiative reflects our ongoing commitment to supporting smallholder farmers, enhancing livelihoods, and strengthening communities through knowledge-sharing and expert guidance.

