

## ASA/WISHH POULTRY RESULTS IN GHANA ARE WELL POSITIONED FOR PROGRESS

WISHH programs in Ghana are ripe for action due to WISHH's foundational work in the following areas:

- 1) Poultry farmers focused on layer production;
- 2) Feed companies interested in improved feed formulations utilizing U.S. soy;
- 3) Increased consumer egg consumption;
- 4) Technical assistance focused on soy-based feed usage with leading farmers investing in broiler production.

### ***WISHH Success to Date:***

- As a result of winning USDA and other non-checkoff awards, WISHH has leveraged state and national checkoff dollars. USB's direct investment in Ghana poultry to date is 2% of WISHH's \$16.3 million investment in Ghanaian poultry industry market development since 2015.
- WISHH's USDA Food for Progress project alone fostered important relationships for WISHH and U.S. Soy with the growing Ghanaian egg industry. WISHH strategic partner Edith Wheatland exemplifies these relationships. Wheatland started with 8000 egg-laying hens. By 2023, she had expanded to 120,000 hens. She added a feed mill in 2020 and capitalized on WISHH technical assistance to improve its quality and efficiency. Today, this founder and CEO of Rockland Farms as well as Rockland Meat, is on the lookout for U.S. soy when it enters the market. WISHH technical training and education highlighted that U.S. soy will help her chickens grow faster than feeds made with local ingredients.





## ***Expectations for Growth in Ghana and Investment Opportunities:***

Soybean meal ranked third in top U.S. Exports to Ghana in 2024: 84% growth over 10 years<sup>1</sup>.

- WISHH expects the demand for imported soy to increase, as local producers have not achieved soybean yields above 1.7 MT/ha, with large percentages of those yields being exported.
- There is an upward growth in domestic egg (16.6%) and broiler production (35.7%) since 2014. Ghana's poultry industry accounts for 70% of all animal feed produced in the country. WISHH communicates with, and provides technical assistance to, feed mills owned by multinationals such as Seaboard.
- Population is on an upward trend; Ghana's population is 34.9 million. The median age is 21.3 years. In the first half of 2024, Ghana's GDP surged by 5.9%. Agriculture expanded by 5.1%, despite a significant contraction in cocoa.
- Ghana has embarked on two major port expansions and U.S. companies, such as Kentucky Fried Chicken, are expanding their investments.

<sup>1</sup> <https://www.fas.usda.gov/regions/ghana>

## ***Investment Opportunities to Meet High-Volume Challenges; Collaboration Opportunities Include:***

- Study on optimization of logistics via shipping routes from the U.S. to the sub-continent to make business with the U.S. more cost efficient.
- Study on potential improvements to port operations, vessel dwell times and cargo discharge – focus group with WISHH identified companies.
- Explore necessary infrastructure investment: increased domestic warehousing capacity, cold chain, transportation – scale up partnerships in these areas.
- WISHH can further leverage checkoff investments to take next steps with its relationships with commercial feed producers who are actively seeking new soy suppliers as current and future supplies are inadequate.

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## **KEY NUMBERS**

Since 2014, annual U.S. soybean exports to Ghana have averaged 11,234 MT, approximately \$5.4 million per annum. This total peaked in 2021 at 34,000 MT with USDA Food for Progress monetization, a funding mechanism for USDA.

WISHH has facilitated the sale of an estimated 86,000 MT of U.S. soybean meal and 6,000 MT of soybeans through USDA monetization programs in Ghana between 2015-2023. Monetized soy has been an important tool for building preference for U.S. soy based on superior quality.

Ghana's population is 34.9 million, which is more than the populations of Illinois, Indiana, Minnesota, Missouri and Nebraska combined.

[www.wishh.org](http://www.wishh.org)