



## CHAMPION STORIES

### **Strengthening Ghana's Poultry Association and Creating Impact**

John Torto has been farming and active in two farmer-based organizations in Ghana since 1992. He serves as an executive of programs for Ghana's National Association of Poultry Farmers (GNAPF) which has 3,000 members from all over Ghana and is a chairman at the Oyarifa Livestock Farmers Association (OLFA), a smaller association with 71 poultry and livestock farmers.

Mr. Torto participated in two of USAID's Africa Lead trainings in 2011. He found both trainings to be very useful in his work with the associations, teaching him about CAADP, food security, leadership techniques and new management and strategic approaches.

For example, Mr. Torto has been applying his new leadership skills. Before the trainings, the Business Sector Advocacy Challenge Fund (BUSAC) rejected GNAPF's application for a grant to advocate to the government about the Economic Community of West Africa States (ECOWAS) tariff campaign. As a result of the training, and utilizing what Mr. Torto had learned, GNAPF adjusted its approach by using research on government policies to help them better target their messages while engaging the government in a less abrasive and confrontational. With those changes, BUSAC funded them.

Another important change sparked by the training is GNAPF's use of media to engage a wider population. They started using television and radio to raise awareness, delivering important information and organizing farmers to speak up and engage with the government about the poultry business. Another way they have used media is when GNAPF won a grant and BUSAC adopted another project to create a partnership with the government-run schools to add eggs into the feeding programs. As part of this, GNAPF has trained 32 advocates, from the 10 regions of Ghana, who will be on the radio teaching about the benefits of nutrition by providing eggs to school children.

GNAPF has also been using methods from the workshop to train and mobilize their member. They have worked to raise interest in a collective approach with farmers to engage the government about their problems and challenges. Through this the government arranged for GNAPF to meet regularly with the minister in charge of poultry and livestock to address pressing issues of feed quality, chicks, market, and improved technology.

In September 2012, GNAPF was sponsored by a company for a 25,000 broiler pilot project which the farmers are supplied with breeding equipment, day-old chicks and exposed to feeding techniques that would make the fowls ready for the market within six weeks. This project works to encourage small holders to replicate the outcomes as small-scale businesses. This project is currently being evaluated to determine the way forward.

Ghana's Associations continue to grow and build a strong base of people and organizations to work towards their goals. Being a part of this, Mr. Torto is continuing to take the skills he has learned from the Africa Lead trainings and apply them to his important work. ■