OneAfrica MARKETS

Starting a poultry farm in Ghana

The Complete Guide to Buying, Raising & Selling Birds for Maximum Returns in Ghana

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.

Introduction

With 95% of Ghana's chicken demand met through imports, smart poultry farmers are capitalizing on a ₵3.2 billion domestic opportunity. This guide reveals how to build a thriving business by mastering the 3 key phases: Strategic Sourcing, Smart Rearing, and Precision Selling

Poultry farming is a high-demand, high-return agribusiness in Ghana, contributing over 34% of the country's meat production and employing tens of thousands across the value chain. With Ghana's annual poultry consumption estimated at over 400,000 metric tons with over $400million worths of chicken imported to Ghana annually, but domestic production meeting less than 20% of demand, there is a massive local market opportunity for small-scale producers.

This guide provides a practical roadmap for starting a small-scale poultry business either broiler or layer farming with as little as GHS 8,000–10,000. A startup batch of 100 broiler chicks, at an average cost of GHS 5.50 per chick, can generate GHS 5,000–6,500 in revenue per 6–8 week cycle, assuming a 90% survival rate and a current market price of GHS 60–70 per processed bird. Profit margins can range between 25% to 35% per cycle with effective cost control.

Market research shows rising consumer preference for fresh, locally raised poultry due to food safety concerns and import inflation. By targeting schools, chop bars, markets, and online communities, new entrants can build loyal customers and scale steadily. With support from local extension officers, aggregators, and agritech tools, new poultry farmers can reduce risk, improve yield, and access new markets.

This model is ideal for young people, cooperatives, and rural entrepreneurs looking to generate consistent income, improve household nutrition, and contribute to Ghana's food self-sufficiency goals

$400m

Annual chicken imports

400k

Annual chicken imports

GHC3.2b

Market opportunity

400,000mt
Demanded annually

$400M+
Demanded annually

<20%
Domestic production

GHC3.2b
Market opportunity

20-30%
Broiler margins

145
Average egg consumption per capita

Product	Unit	Average Price(GHS)	Wholesale Price(GHS)	Retail Market & Outlets
Live broiler	Per bird (2.2 - 2.5kg)	65 – 80	60 – 70	Local markets, farms
Live layer	Per bird	35 – 45	30 – 38	Roadside vendors, farms
Dressed broiler	Per Kg	38 – 45	35 – 40	Butchers, frozen shops
Chicken wings	Per Kg	45 – 55	40 – 48	Supermarkets, cold stores
Chicken thigh	Per Kg	50 – 60	45 – 52	Supermarkets, eateries
Whole frozen chicken	Per bird (1.5 – 2kg)	80 – 100	75 – 90	Cold stores, bulk buyers
Egg(Medium)	Crate (30 eggs)	35 – 45	32 – 38	Retailers, schools
Egg(Large	Crate (30 eggs)	40 – 50	35 – 45	Urban retailers, offices
Day-old chicks(broiler)	Per chick	5.00 – 6.50	N/A	Hatcheries
Day-old chicks(layer)	Per chick	6.00 – 7.50	N/A	Hatcheries
Chicken manure	Per bag (50kg)	10 – 20	8 – 15	Farmers, agro-input shops

Ghana's poultry industry presents a transformative opportunity, with annual consumption surpassing 400,000 metric tons while local producers meet less than 5% of demand - creating a ₵3.2 billion import gap that entrepreneurs can fill. The government is actively supporting sector growth through its National Poultry Development Policy, which targets 40% self-sufficiency by 2025 by offering 15% VAT exemptions on inputs, MoFA-subsidized training programs, duty waivers for breeding stock imports, and matching grants for medium-scale processors. This powerful combination of market demand and policy support creates ideal conditions for poultry businesses to thrive while contributing to national food security goals.

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.

Operational Excellence Framework

OneAfrica MARKETS

oamarkets.com

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.

Step 1

Market Research (1 Week)

This initial research phase involves identifying local demand from sources like schools and chop bars and visiting nearby farms to inform the decision between raising broilers for meat or layers for eggs.

Step 2

Choose Your Production Type

Broilers offer faster returns on lower capital within 6-8 weeks, while layers represent a longer-term investment for steady income once they begin laying eggs.

Step 3

Secure a Location

Select a well-drained backyard or family plot in a peri-urban or rural area, ensuring it has good ventilation and is located away from flood zones.

Step 4

Construct Low-Cost Poultry Shelter

Using wood, wire mesh, and roofing sheets, build a raised coop to prevent flooding and pests, ensuring you provide at least 1 square foot of space per bird.

Step 5

Source Healthy Chicks

Purchase vaccinated day-old chicks from reputable hatcheries such as Darko Farms or Akate Farms.

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.

Step 6	**Feed & Health Management** Following a phased feeding schedule for starter, grower, and finisher stages, use local feed brands like Agricare and vaccinate the birds against Newcastle, Gumboro, and Fowl Pox.
Step 7	**Keep Records** Consistently track feed intake, mortality, vaccinations, costs, and weight gain to accurately monitor the profitability of each bird.
Step 8	**Sell Strategically** Use WhatsApp and Facebook Marketplace to pre-sell to local buyers like chop bars, cold stores, and event caterers, offering the birds either live or processed.
Step 9	**Reinvest Profits** Reinvest earnings to scale your operation by doubling bird stock or building more housing, and consider diversifying into value-added products like smoked chicken or packaged organic manure.

Starting a poultry business in Ghana with less than GHS 10,000 is not only possible, it's profitable with discipline and planning. Begin small, learn fast, reinvest, and grow your brand into a reliable source of meat or eggs in your community.

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.

About us

Over the past 12 years, One Africa Markets has grown into a leading force in the financial services industry, marked by consistent innovation, strategic execution, and measurable impact. We have surpassed key milestones including over $14 billion transaction volumes across the diverse markets we operate in, from Accra and Lagos to London and beyond. Today, One Africa Markets stands as a global leader in payments, fixed income, commodities, data, technology, and financial talent. We serve as a vital bridge connecting the world to Africa and Africa to the world by creating seamless pathways for trade, investment, and sustainable economic growth across the continent.

$10bn+
traded in fixed income & forex markets

140+
teams across our global offices

1000+
global client coverage

100+
global banking partnerships

OneAfrica MARKETS

oamarkets.com

One Africa Markets Proprietary ResearchDisclaimer: This content is for informational purposes only and does not constitute investment advice.