



Chicken4U Project in Ghana

Production and Distribution of Day-old Chicks According to the African Poultry Multiplication Initiative (APMI) Model

In November 2025, the Hubbard team travelled to Ghana to support the WAFAD (West African Food Agriculture Development) company in deploying its Chicken4U project, which aims to produce and distribute Dual Purpose Poultry chicks, suitable for both meat and egg production, to the most remote rural populations.

WAFAD has been operating since 2023, the year of the introduction of the first Hubbard breeders and has already distributed nearly one million chicks in 2024. In 2025, the company took another step forward thanks to the support of the Gates Foundation, which allowed it to accelerate its development: this is how the Chicken4U project was born.

This project involves producing Dual Purpose Poultry chicks and distributing them according to the African Poultry Multiplication Initiative (APMI) model, designed to reach the most vulnerable rural populations – mainly women and young people – in order to guarantee them better access to healthy food and promote their economic autonomy.

The APMI model relies on a network of farmers called Mother Unit Operators (MUOs), who start chicks and grow them for 4 to 6 weeks before selling them to small local producers, often individuals, known as Small Holder Farmers (SHFs).



Mother Unit Operator's Farmer



The MUOs receive comprehensive support from WAFAD:

- Chicks vaccinated against the main endemic diseases,
- Feed formulated according to the specific needs of the breeds,
- Technical support and training



This system optimises poultry farming performance and provides smallholder farmers with poultry that is adapted and resilient to local health and environmental conditions. The farmers then keep their backyard flocks: males for meat production and females for eggs. They can sell adult birds at a favourable price when they need cash, thus financing their projects and improving their living conditions.

During their visit Zangtinda Marcel Ouedraogo, Hubbard's Dual-Purpose Poultry Project Manager, and Florian Allègre, Hubbard Sales Manager for West Africa, accompanied the WAFAD team in the field, among whom Kofik Yeboah Ebenezer, Co-founder and COO, in the Ashanti, Ahafo, and Bono regions, to meet with local communities and share their expertise. These

visits enabled them to conduct technical audits at the MUOs, gain a better understanding of the distribution of Dual Purpose Poultry, and exchange ideas with all stakeholders in the value chain, especially the final beneficiaries.



Zangtinda Marcel Ouedraogo,
Dual-Purpose Poultry Project
Manager Hubbard



Kofik Yeboah Ebenezer,
Co-Founder and Chief Operator
WAFAD

The outcome is very positive: thanks to access to quality inputs, controlled distribution, enhanced support for producers, and a fair pricing policy, each stakeholder in the project can now earn a decent living from their work and look forward to sustainable income growth. A virtuous circle, where poultry becomes a concrete driver of sustainable development.

Hubbard is enormously proud to be part of this project and other Dual Purpose Poultry projects on the African continent.



If you want to know more about Hubbard Dual Purpose breeds scan the QR Code

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