



**MARKET DEVELOPMENT  
PROGRAMME FOR NORTHERN  
GHANA (MADE)  
RESULTS SHARING SERIES**

## **THE GROUNDNUT SECTOR IN NORTHERN GHANA**

**This snapshot highlights the Market Development programme for Northern Ghana's (MADE) work with rural enterprises in the groundnut value chain. MADE supports enterprises to adopt new business models that can help them to expand as well as increase the incomes of smallholder farmers (SHFs).**

### **GROUNDNUT VALUE CHAIN CHALLENGES**

In Northern Ghana, most SHFs grow groundnuts on a small-scale. Productivity is low due to limited agricultural knowledge and use of poor agricultural practices, such as incorrect spacing of plants and shallow manual ploughing. Also, many SHFs use recycled seeds and are unable to prevent contamination by aflatoxin leading to low quality of groundnuts. A key reason for low productivity and quality of crops is that only 20% of SHFs are able to buy products and services they need for their farms such as seeds, fertilizers and machinery. Many SHFs also struggle to obtain any information on good farming practices.

### **INTRODUCING A NEW BUSINESS MODEL**

MADE has supported rural enterprises buying groundnuts from SHFs to employ Farm Enterprise Advisors (FEAs) to act as their agents. The FEAs provide training to SHFs on good agricultural practices (GAP), including aflatoxin control, and supply quality seeds and fertilizers to them on credit. As a result, SHFs are more productive and are making more money. In turn, the enterprises are able to buy higher quality groundnuts in volume from SHFs to meet the needs of their customers, such as groundnut processors.

### **RESULTS FROM MADE PARTNERS IN THE 2017-18 GROWING SEASON**

- 19 businesses adopted the FEA business model and provided 17,030 SHFs with improved products and agricultural information on GAP and aflatoxin control
- 14,927 SHFs, 7,043 of which were women, increased their yields
- 13,185 SHFs, 7,307 of which were women, increased their sales
- SHFs have experienced average yield increases in their groundnut production of 60% over the 4 years of the programme

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- SHFs have also reduced the costs of production of their groundnut crop by 17% over the 4 years of the programme

## LESSONS LEARNT

- The provision of agricultural advice is required specifically by SHFs in the early part of the season
- SHFs need to be able to buy groundnut seeds that are purer and more suitable for snacks which would increase the market for their groundnuts
- SHFs need more rigorous information on the cost-benefits of investing in improved groundnut seeds
- SHFs need to be able to hire tractors to prepare fields for planting and harvesting

## DEVELOPMENT OF MADE'S WORK IN THE GROUNDNUT VALUE CHAIN

MADE will continue to co-invest with MADE business partners to enable them to offer SHFs a full package of products and services they require to grow and sell high quality groundnuts. The products and services are:

- **Inputs** – quality seed, fertilizer and weedicides
- **Services** – FEAs offering agricultural advice and monitoring of crop production; mechanised tractor services for ploughing, weeding, harvesting; access to irrigation services
- **Sales** – postharvest services such as cleaning, packaging, storing, transporting, and access to buyers

**To find out more about the MADE programme, please contact [info@ghana-made.org](mailto:info@ghana-made.org)**

## QUOTES FROM MADE PARTNERS AND SHFS

"We learnt a lot about row plants, fertilizer application, land preparation, harrowing, weedicides application and how to test the groundnut is maturing for harvesting." – *SHF from Gushei in Savelugu-Nanton*

"I used to be able to grow 4 bags of groundnuts per acre from my groundnut farm; however this year with the adoption of good agronomic practice through Dori Farms, I am able to grow up to 14 bags. This will help me to send my daughter to school again." - *SHF working with Dori Farms (MADE business partner) at Bulenga in Upper West Region*

"Input suppliers are more comfortable to advance credit to us (rural enterprises) now that I have my FEAs monitoring and supervising the SHFs I work with. Some suppliers have indicated that if I continue to use FEAs in the future they will be willing to increase the quantity of products that they provide to me on credit. This will enable me to meet all of the needs of my SHFs". - *AISFaRD a groundnut aggregator*

## CASE STUDY: SUPPORTING ADOPTION OF AFLATOXIN CONTROL PROTOCOLS BY PROCESSORS

MADE's business partner Antika Company Ltd is a major company in Wa the Upper West Region selling agro-inputs, provision of haulage and mechanisation services and production and aggregation of maize, rice, soya and groundnuts. The company serves a network of 9,000 farmers. It has recently established a processing facility following the technical advice it received from the Integrated Commodities Company (an agri-business company based in South Africa) on aflatoxin control. This transfer of expertise was facilitated by MADE.