



## Snapshot: The Poultry Hub WhatsApp Group

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### Building trade relationships and accelerating information flow

Sierra Leone's poultry sector performance is limited by fragmented trade relationships and ad hoc information flow between poultry farms, maize traders, feed suppliers, vet services, and other actors. Greater frequency of interaction between these actors fosters better understanding, increases the range of information available, and builds trust – contributing to stronger and emergent business relationships.

With the aim of growing relationships, fostering dialogue, and improving collaboration, SOBA launched a poultry industry WhatsApp group – a communications platform, managed decentrally – in February 2017. While it's hard to quantify results at this stage, the types of engagement found on the platform as well as feedback from industry players indicate that it is facilitating relationships and information exchange:

- There are now 52 members of the group, including poultry farms, vet drugs and service providers, concentrate and feed suppliers, and day-old-chick suppliers – even an investor.
- Mayefeh Farm used the WhatsApp group to advertise and to sell their surplus supply of 1,000 day-old-chicks, newly imported from the Netherlands. The WhatsApp group enabled coordination and order placing, facilitating the sale of all birds.
- Emmanuel Borbor, partner to Big Things, used the WhatsApp group to advertise poultry drugs and vitamins imported from the Netherlands, to significant interest.
- Concentrate distributor Lanark advertised their complete feed trial product, produced by Koudjis in the Netherlands, and with the aim of testing a new offering.
- Lanark, together with their supplier, Koudjis, advertised a free training event for poultry farmers on farm

management practices and strategies for improving return on investment – while marketing the quality concentrate for sale.

- Ahmed Nanoh, an entrepreneur in Sierra Leone, used WhatsApp group to advertise a business event between the SL-Netherlands Business & Culture Council (SNBCC) in collaboration with Sierra Leone Chamber for Agribusiness Development (SLeCAD) and Office of Diaspora Affairs (ODA).
- Imported maize from Mali was advertised for sale to poultry companies.
- Big Things advertised the sale of their fresh eggs, sold from Makeni
- Leecon and Big Things used the WhatsApp group to advertise buyer workshops, as well as a training and demonstration event on poultry farm management and possible options for feed formulation, aimed at solving the maize challenge faced by the sector.

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‘[The WhatsApp Group helps with] information sharing and help solves common problems, helps market inputs and helps coordinating orders for day old chicks.’

*Emmanual Borbor, Kayamba Poultry*

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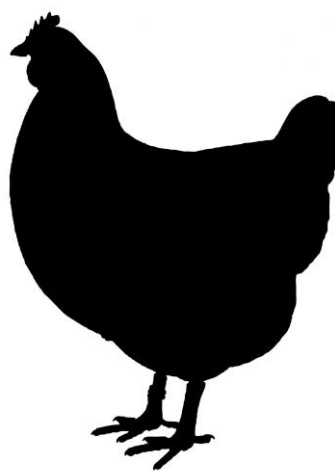
‘WhatsApp group keeps me informed about poultry sector development and updating on meetings’

*Bai Bureh, Leecon Poultry*

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‘[I] was able to purchase and sell excess day old chicks through the WhatsApp Group’

*Foday Kamara, Mayefeh Poultry*



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*Sierra Leone Opportunities for Business Action (SOBA) is a private sector development programme that uses a market systems approach to facilitate pro-poor economic growth in Sierra Leone. The programme collaborates with private sector businesses in three primary areas: (1) agriculture, (2) renewable energy, (3) professional services and entrepreneurship markets, to trial and to scale innovative and inclusive business practices that reduce poverty and improve economic opportunities for poor women and men. SOBA is funded by UK Aid and implemented by Adam Smith International.*