

Assessment of Broiler Farmers' Willingness-To-Pay for Black Soldier Fly Larvae Meal as Alternative Protein Source for Poultry Production in Ghana

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Abstract

Demand for poultry products is increasing amidst high feed cost, and high importation of poultry products making the local producer uncompetitive. To reduce feed cost alternative and more environmentally friendly protein ingredient, insect (black soldier fly) larvae meal, has been proposed. Even though the technology exists for indigenous poultry farming, its use in commercial poultry production in Ghana is nascent and farmers' willingness to adopt the technology is not known. A study involving 267 commercial broiler farmers was conducted in the Greater Accra and Ashanti Regions of Ghana to assess the willingness of farmers to pay for black soldier fly larvae meal as protein source for poultry production. Descriptive statistics and the Heckman's selection model were used to analyse the farmers' characteristics and willingness to pay. The results indicate that in Ghana, broiler farming is a predominantly male occupation with an average age of 46 ± 12 years and an average farming experience of 8.6 ± 7.7 years. The average for the number of years of farmers' education was 12 ± 4 years. Majority (88%) of the farmers indicated their willingness to use the black soldier fly larvae meal and were willing to pay an average of GHS 3.22 per kilogramme. Factors that influenced the willingness to pay included awareness of the technology, access to credit and availability of the larvae meal. It is recommended that policy-makers should include black soldier fly larvae meal (BSFLM) on the list of acceptable feed ingredients in Ghana to encourage its supply on the market.