



## Small Ruminant Project: Planning Meeting

Tuesday, 12 February 2019: University of Veterinary and Animal Sciences, Lahore

### Meeting summary

To coordinate project activities, look for collaborative project ideas and opportunities, identify resource and capacity gaps and develop an activity plan for next 6-12 months.

During the day 18 participants from 11 organisations were in attendance.



### Next steps

- We've held follow up conversations with SLD, UVAS and SAU about student project options. There are some more opportunities for students in the coming months and years. Please get in touch if you have ideas.
- Project work will be conducted on an individual activity basis. If you and your organisation had a particular interest in a certain activity or topic, please get in touch.
- We will share output produced from our work and plans for our progress meetings to the corresponding email addresses we have for you.

*We'd also love to hear if you're implementing something new in your projects. Please get in touch [shumaila.arif@unimelb.edu.au](mailto:shumaila.arif@unimelb.edu.au)*

### Session 1: Reflection from Day 1 – lessons learnt and fresh ideas:

- The concept of breeding (joining) strategies based on the availability of feed; either avoiding harsh climate issues/feed deficits, or making the most of prime feed times, was a valuable lesson and new concept for participants (second point was not really what the focus was; the obvious benefit seen by the audience was avoiding feed deficits) – reflects UOM presentation
- Farmers forced to sell on a needs basis, rather than strategically connecting – reflects ECDI and UpTrade project presentations
- Opportunity to connect with livestock department vaccination support services – reflects SLD and L&DD presentations
- Opportunities for feed sharing strategies and farmer field schools/farmer marketing collectives – reflects PODA, AusABBA work
- Concept of creep feeding – project presentation
- Improve management to reduce mortalities and use of technology and out of the box ideas to connect farmers with value chains and other opportunities – reflects UVAS, SAU, UpTrade and ECDI presentations



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### Session 2: Impact pathway strategies

Objective	Next and end users	Strategies for connection with groups
1. Develop and test improved production practices to increase the growth and off take of small ruminants	<ul style="list-style-type: none"> <li>Universities and livestock farms, government: benefit from feed and health strategies directly, can incorporate village-based results on disease, health, welfare into their curriculum, vaccination programs, extension.</li> <li>NRSP SAFCO MDF, other organisations interested in feeding management</li> <li>End users are farming families</li> <li>Commercial feed producers (could include seed producers): benefit from the feeding strategies and analyses; can connect with farmers to share intervention options/use as a value proposition to sell product</li> <li>Retailers as next/end users: animal welfare post-farm gate and being able to address this and market when improved</li> </ul>	<ul style="list-style-type: none"> <li>Social media: share reports/tools.</li> <li>Clear communications for farming families: pictorial material; decision making tools, cost-benefit analyses. These tools can be used by either farmers or next-users connecting with them to use.</li> <li>Online/applications for decision making tools: it was recognised that would have less penetration of small holder farmers; however, it would work well with cluster/community leaders, government, NGO or private sector groups working with farmers, and encourage youth/ school going children</li> <li>Workshops: farming families, extension workers and community leaders</li> <li>Articles: in local areas/local papers, radio stations</li> <li>Video: share messages with both farmers and a wider audience for example with YouTube video</li> <li>Technical packages: support management on farm; used by governments, VOs etc.</li> </ul> <p><i>Further ideas for exploration:</i></p> <ul style="list-style-type: none"> <li>MDF uses skype meetings and technology to connect their farmers with experts</li> </ul>
2. Identify and trial opportunities for women and their families to derive more benefits from small ruminant production and marketing	<ul style="list-style-type: none"> <li>Middle man: KEY next/end user in this scenario. The goal is not to demolish the middle man, but to build capacity/redefine the role and equip him with knowledge and innovative technology</li> <li>Retailers and buyers: clear end users.</li> </ul>	<ul style="list-style-type: none"> <li>Business plans &amp; tools for development: farmers and next-users.</li> <li>Learning alliances: good strategy to connect farmers</li> <li>Link producers to larger farmers and larger farmers to the markets</li> </ul> <p><i>Critical considerations:</i></p>



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	<ul style="list-style-type: none"> <li>○ Farmers: also end users of information generated here. They need to understand markets better to be able to access and know options for market access.</li> <li>○ NGOs/private sector: connect with farmers to help with sale</li> <li>○ Government and livestock departments: ability to share information with farmers, adapt policy</li> <li>○ Universities: can adapt into curriculum</li> </ul>	<ul style="list-style-type: none"> <li>○ Marketing changes so much, so we cannot rely on a technical information sheet</li> <li>○ We need strategies to share information quickly to empower farmers and other stakeholders.</li> </ul> <p><i>Further ideas for exploration:</i></p> <ul style="list-style-type: none"> <li>○ Farmer business groups are used by AusABBA and can be used as a bargaining as a tool.</li> <li>○ Need strategies to connect consumers with the farmer to meet production requirements.</li> </ul>
<p>3. Develop and test strategies small ruminant farming families can use to assess market opportunities and attain market specifications</p>	<ul style="list-style-type: none"> <li>○ INGOs and NGOs: can use our data as building blocks for their studies too. Includes LEAD, FAO, SDPI as well as direct collaborators. We can access data from these groups too.</li> <li>○ L&amp;DD, SLD, other groups: share knowledge around the current situation on farm and change from there to assist policy makers</li> <li>○ Farming families: Sharing information about households back with families is important</li> <li>○ Export Promotion Bureau (EPB): can gain access Pakistan-wide data on products and sales</li> <li>○ Sectors work well independently, but we need to across sectors and have a platform to do this. Aik Saath forum under ACIAR would be one good approach.</li> </ul>	<ul style="list-style-type: none"> <li>○ Data platform: where information can be collected and shared, as well as the outputs themselves</li> <li>○ Training materials: for experts as well as farmers</li> <li>○ Household data: baseline surveys, needs and evaluation/change information needed</li> <li>○ Farmer common interest groups: provide technical assistance and support from here</li> </ul> <p><i>Critical considerations:</i></p> <ul style="list-style-type: none"> <li>○ Need to share the same knowledge in different ways with each group.</li> <li>○ All scenarios/activities need some social mobilisation approach where we focus on small farmers at a household level: identify community resource person/leader, and the community resource person can become a master trainer. Can be a demonstration of the work as well as a local language connection.</li> </ul>



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### Session 3: Activities and needs

Objective	Activities
1. Develop and test improved production practices to increase the growth and off take of small ruminants	<ul style="list-style-type: none"> <li>○ Animals are stunted because of restricted feed resources (deficiency in terms of nutrition); supplementary feeding management for solving this - local feed analyses, feed deficiencies, potential feed ingredients for different areas (excel sheet for feed formulation; decision tool for farmers).</li> <li>○ Post weaning growth improvements, attain early puberty (measurement of this).</li> <li>○ Need to identify critical distribution points for knowledge. Maternal health in a village - community and lady health workers: Wise women in villages.</li> </ul>
2. Identify and trial opportunities for women and their families to derive more benefits from small ruminant production and marketing	<ul style="list-style-type: none"> <li>○ Need research on how we can brand meat and milk as value added points. In Sindh the meat is organic, but farmers don't understand that this means it can be sold at higher value - as a premium. Not all farmers have accessibility to the market . High value markets - excitement about tech start-ups but there is a good opportunity.</li> <li>○ Improve the shelf life of the products to help have a positive impacts.</li> <li>○ Traceability is a key issue that is needed if market access is to be obtained</li> </ul>
3. Develop and test strategies small ruminant farming families can use to assess market opportunities and attain market specifications	<ul style="list-style-type: none"> <li>○ Trial strategies for household surveys to have consistency in data collection.</li> <li>○ We can replicate/test successful projects from other countries here in Pakistan.</li> <li>○ Help students work in these areas as well.</li> </ul>



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### Session 4: Equitable information sharing - strategies for inclusive action

PODA uses a strategy to involve whole household. Connecting with male and female household members maximises the chance of getting info to women. Including young students and young farmers into project has improved acceptance and distribution of ideas too.

MDF use a combination of an incentive that a family is prepared to bend the social rules for and avoids making the situation too confronting can be very effective at overcoming traditional social mobility restrictions. Previous experience was that male only enumerators reached families OK, but male respondents seemed to embellish/mis-report data. Using male and female enumerators now.

SAFWCO found it hard to get benefits to women in agriculture activities (female land ownership v. low). Their project saw higher mortality in small ruminants owned by men and men were more likely to sell animals; women keep and kept better care of their animals.

ECDI's strategy has been 'walking into community with an economic message', and this is most important for engaging the whole family; there's no overt gender approach at all. ECDI strives for strong credibility with communities that's culturally respectful: try to avoid photography; avoid imposing paperwork; don't widely use their logo to avoid looking like 'outsiders'. An awareness of need to give men space to voice their concerns; give reluctant [male] participants a chance to see what change could look like to allay their concerns.

AusABBA look for activities that women can perform in their houses & that maybe only just need marketing assistance from male family members. One strategy is to take remote communities on exposure visits to demonstration/innovation sites. 'Age can be a liberator for women'. They use this strategy too. e.g. for Eid mudi they invited old people to participate (selling animals on LWT basis). Now working on using female district staff.

SLD < 5% of employees are women. They are targeting women with recruitment and promoting their involvement by actively including in big field activities e.g. vaccination campaigns. There were low rates of vet students at SAU and UVAS (<10%), so the number of female graduates that can be hired are also low.

*Important value chain reflection: using objective negotiation criteria helps make activity accessible to women. When goats are weighed there's less price argument required, and women can participate more effectively.*



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