# Improving market participation and competiveness of communal area beef farmers in Zimbabwe's Mashonaland East Province through better feeding and value chain initiatives.

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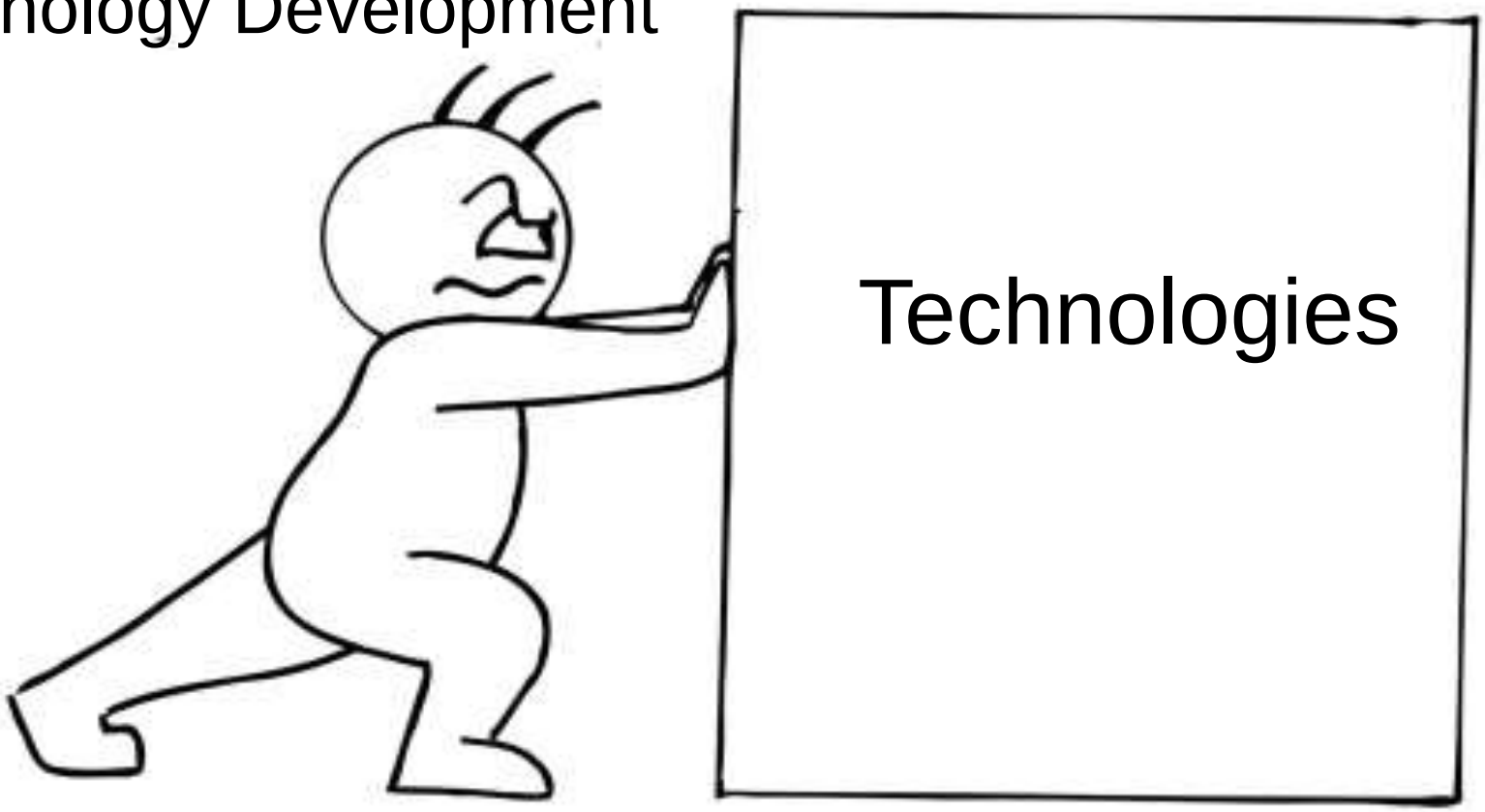
# Background

Need to change the conventional approach to agricultural research to Participatory Technology Development




Source: Duncan, 2011

# *Specific objectives of the ZimCLIFS Project*

- To increase the productivity of SH crop-livestock households by identifying and adapting appropriate technologies and associated management practices

- To improve farmers' access to resources, technologies, information and markets by characterising and strengthening crop and livestock value chains

- increase the skills of research and extension staff and agribusiness in the design and implementation of integrated farming systems research for development programs in Zimbabwe

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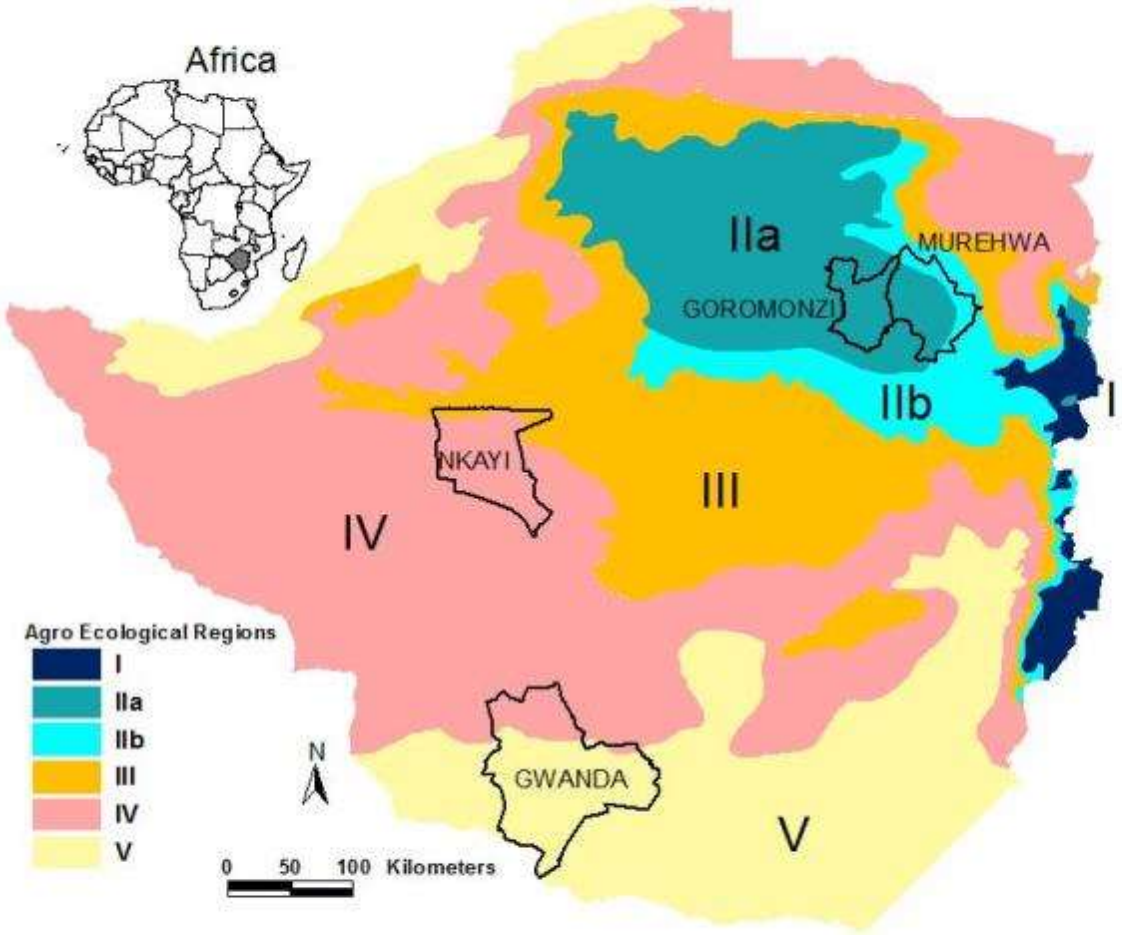
# ZimCLIFS project sites in Zimbabwe

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# Project Approach

- ✓ Conduct baseline survey, PRAs and identify different capability classes of farmers (typologies)
- ✓ Identify critical value chains (identified BEEF)
- ✓ Develop effective Innovation Platforms
- ✓ Identify constraints to production / marketing and suggested alternatives from IP stakeholders
- ✓ Establish farmer's envisaged future with BEEF production
- ✓ Develop effective partnerships with local change agents
- ✓ Identify critical success factors and drivers for on-farm production
- ✓ Simulation modeling

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# Participatory learning

Who is leading development of interventions???

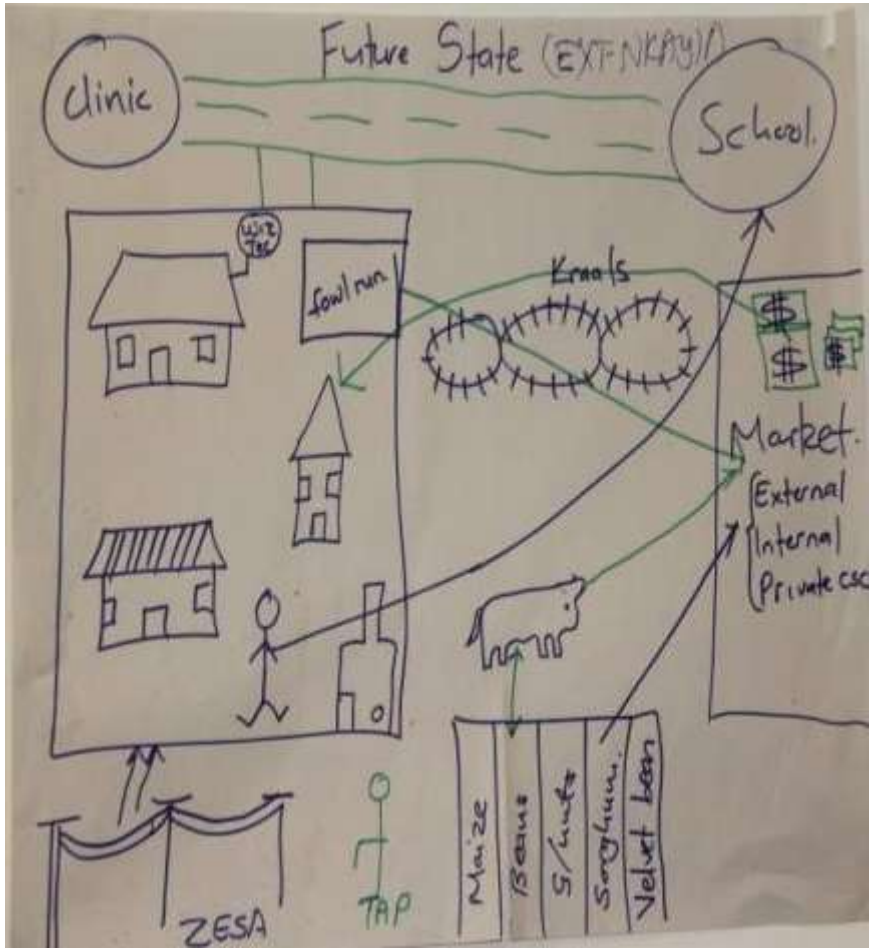
# Participatory Learning & On-farm Technology Development

Fodder inititatives in Gwanda District

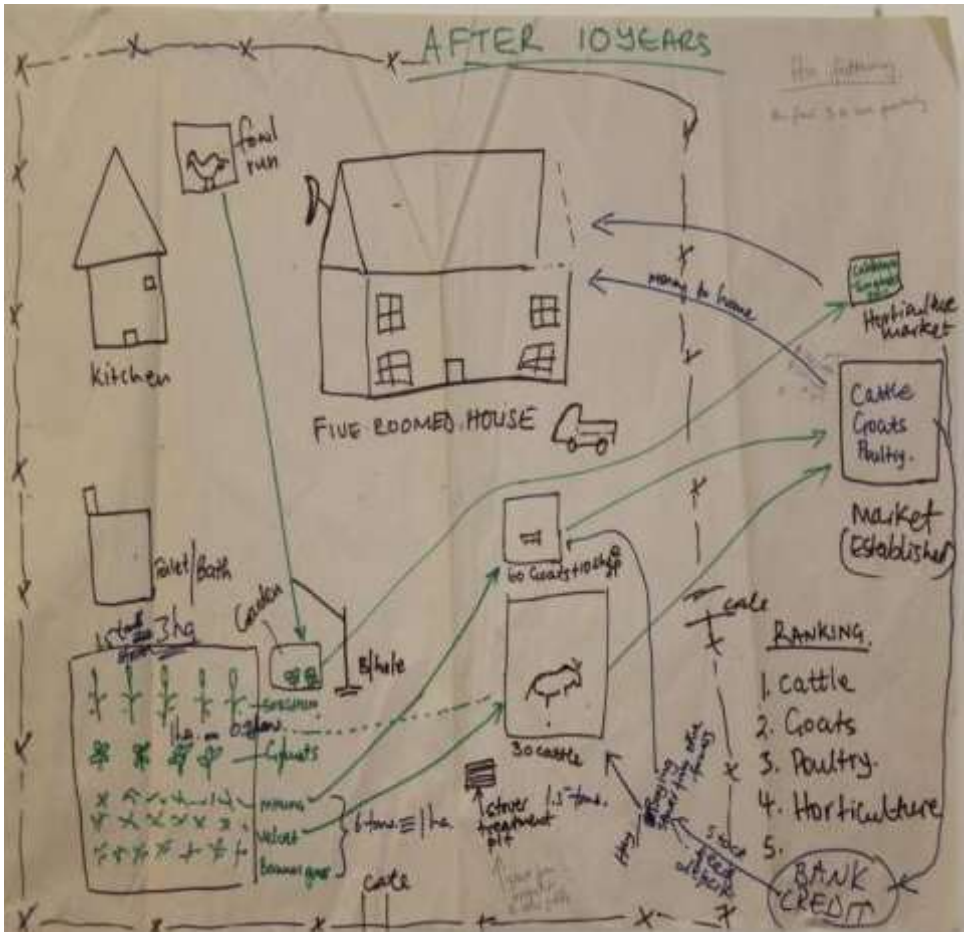
Cowpea variety selection in Goromonzi District

# Using community visions to guide interventions at IP level

**Nkayi:**
**crop-livestock intensification**




**Gwanda:**
**livestock market-led development**

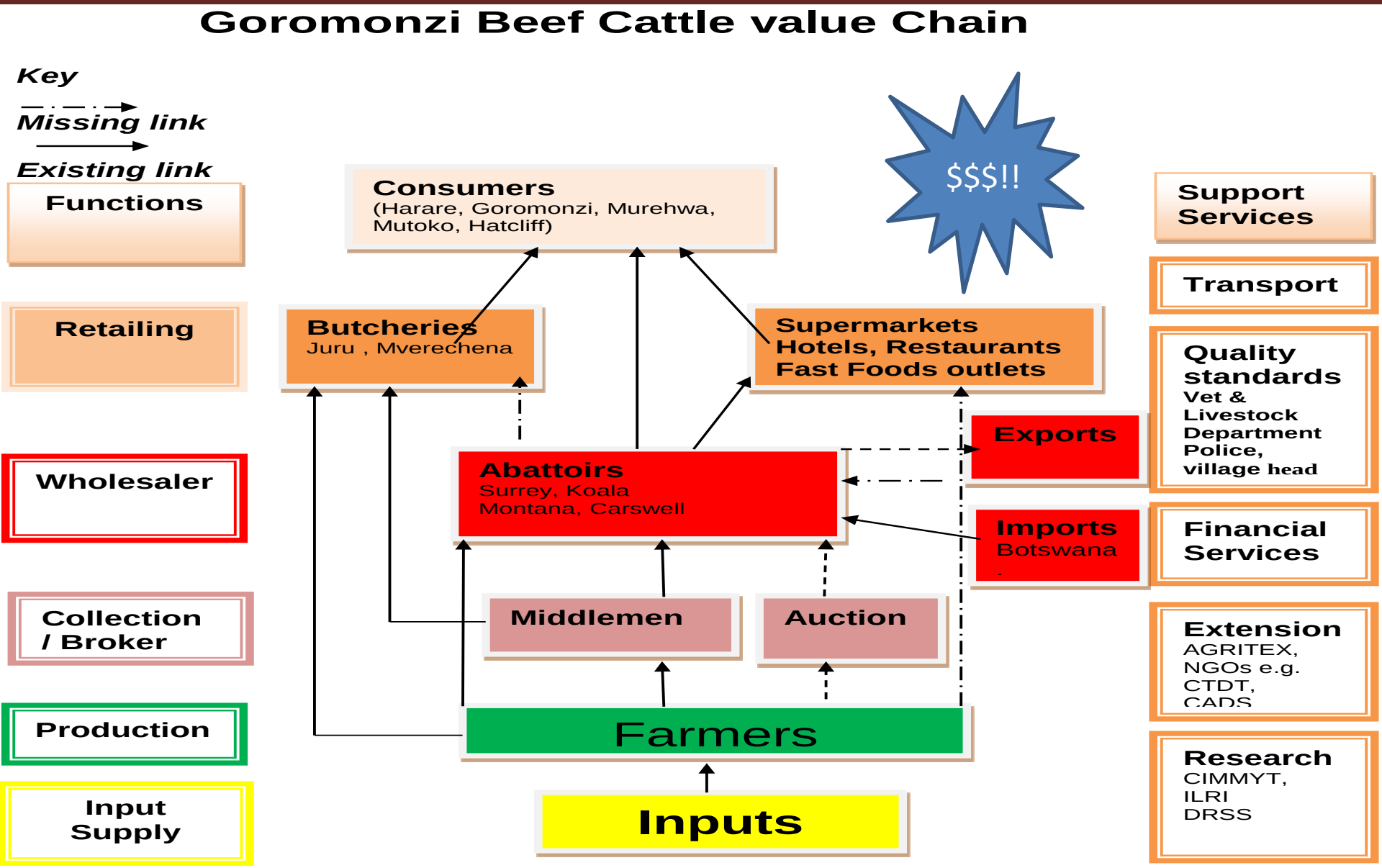


# Beef value chain development

What has been happening at Value

Chain level ???

# Value Chain Analysis – Beef in Goromonzi



# What is limiting SH farmers from entering the local supermarket chains?

- Poor access to market information,
- little knowledge on marketing of livestock,
- slow technology adoption
- inferior infrastructure in rural areas.
- Risk evasiveness / Fear Factor
  - Poor husbandry practices
  - Neglecting niche markets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Photos supplied by A. van Royen (ICRISAT) and H. Katjuonqua (ILRI)

# **Table 3**: Marketing costs incurred by a farmer in UMP District who wants to sell one cow on the Harare market (EXAMPLE)

| Step | Department / Authority to visit | Purpose | Cost (US$) |
|---|---|---|---|
| 1 | Police | Clearance form | free |
| 2 | Police and Vet Dept. | Transport to inspection (20-30 km radius) | 25-00 |
| 3 | Kraal head | Honoraria | 5-00 |
| 4 | Police, Vet, Kraal-head | Refreshments | 5-00 |
| 5 | DVS | Movement permit | 10-00 |
| 6 | RDC | Levy | 7-00 |
| 7 | Transporter | Produce to market (160 km) | 50-00 |
| 8 | Accommodation | Overnight stay | Free |
| | | **Minimum Cost** | **$102-00** |

# Section D

What initiatives are coming from

Innovation Platforms ??

# Improving feed availability through forage legume technologies

1. **Utilization of leys to produce supplementary feed**

- Annual / bi-annual legumes with/out CA as ley crop
- Perrennial forage legumes e.g Siratro (*M. atropurpreum*), Silverleaf Desmodium (*D. uncinatum) leys* to provide high quality feed

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# Forage conservation

## 2. Promotion of forage conservation

2.1 Hay production

*Lablab purpureus*

*Mucuna pruriens*

*Cowpeas*

*2.2 Crop residue*

*maize stover*

*Groundnut tops*

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# Livestock feeding and marketing demonstrations

**3. Dry season feeding strategies for beef**

3.1 Mixing legume-based protein supplements for beef

3,2 Improved grass hays

3.3 Improved use of crop residues

**4. Marketing**

4,1 Training - farming as business

4.2 Live animal grading

4.3 Linking farmer to market

4.4 Pricing and price negotiations

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# Economic analysis

| Expected Sales | Control (Veld) | Mucuna | Lablab+ cowpea | Commercial Conc. |
|---|---|---|---|---|
| Cattle Sale (3 per trt) | 947.30 | 1,270.43 | 1,234.50 | 1,175.39 |
| **Expenditure** | | | | |
| Feed | 0.00 | 177.99 | 196.09 | 135.64 |
| Init. Cattle Cost | 883.35 | 798.68 | 763.53 | 816.27 |
| Labour | 60.00 | 20.00 | 20.00 | 20.00 |
| Veterinary Cost | 6.00 | 6.00 | 6.00 | 6.00 |
| Total Cost | 949.35 | 1002.66 | 985.62 | 977.92 |
| **Gross Margin/(Loss)** | **(2.06)** | **267.77** | **248.88** | **197.48** |

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# Key lessons learnt

1. Identify key development drivers for SH commercial beef production
2. Creating demand for research products – creating awareness of commercial opportunities by taking farmers to markets – “seeing is believing”
3. Necessary to adapt **innovations** to prevailing circumstances together with all VC actors.
4. Farmers learn best from other farmers – identify right “guinea-pigs” to create awareness – Lead Farmer approach.
5. Farmers need mentoring to deal with aggressive private sector markets – it’s a learning process than needs min. 8-10 years!
6. From onset, encourage farmers to use their own resources for their own development and to work in groups .
7. Important to bring local agro-business dealers quickly to IPs.

# Acknowledgements


- This work is financed by ACIAR
- It contributes to the CGIAR Research Program on:

CRP 1.1 (Dryland Systems) :-

- SRT 2 “reduce vulnerability & manage risk”
- SRT 3 “sustainable intensification”

CRP 2 (Policies, Institutions and Markets) :–

- Theme 3 “Linking SH producers to markets.

CRP 3.2 (SI 2 “SI &income” and 15 “ x2 Mz”)

CRP 3.7 (Livestock & fish) – goat, Milk VCs