



Zimbabwe  
**AGRICULTURAL  
GROWTH**  
Programme



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# VALUE NEWS

TALKING GOATS AND PIGS APRIL - JUNE 2022



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## FROM THE TEAM LEADER'S DESK

VALUE Project Team Leader **NEWTON CHARI**



It is my pleasure to present to you another issue of our quarterly newsletter, the Talking Goats and Pigs. This is the ninth offering of the publication which showcases the impact of the project and success stories of some of the smallholder farmers we are working with.

In this issue, we delve into the market experiences of goat producers in Binga district of Matebeleland North province, focusing on two goat producers whom the project trained and supported in accessing competitive markets in Bulawayo. We also present key project updates from the second quarter of the year including the progress at the Mashonaland East Meat Marketing Centre in Kuwadzana Extension in Harare, engagements between farmers and independent licensed butcheries in Harare and Bulawayo, services on offer at the Goat Improvement Centres and much more.

Despite numerous trainings offered, during cold weather especially in winter, many small holder farmers still experience high mortalities of kids and piglets due to lack of proper management practices. In this issue, we refresh tips on navigating through the cold to avoid unnecessary mortalities.

I am particularly happy to witness the transformative power of the direct meat marketing arrangements on the enterprises of the small and medium scale goat and pork producers. Previously accessing competitive markets was one of the biggest challenges faced by the farmers.

As we continue with our programming, we will work harder to ensure that small holder farmers have ready and competitive markets for their products. In the process, we are continuing to build their capacities to increase production and productivity to meet market demands.

**Happy reading**

## YEARS OF FRUITLESS TOILING ENDED BY DIRECT GOAT MEAT MARKETING - THE STORY OF BERITA SIAVWALA



*Berita Siavwala standing with some of her goats has witnessed the transformative power of direct goat meat marketing through the project*

In the searing Binga heat, Berita Siavwala, a female goat farmer, with 18 adult goats, wipes her forehead, wets her index finger and runs through her goat production records as she tries to recall information on her goat sales. She is an anchor farmer and one of the pioneers of direct meat marketing initiatives by the VALUE Project. Flash showers bring a temporary relief from the heat, much to the appreciation of humans and goats alike in a fashion akin to the relief brought by direct meat marketing to small scale producers.

Despite having plenty of goats, Binga's goat marketing infrastructure is dominated by middlemen who buy goats at low prices ranging from USD15 to USD20. As a result, most farmers in the district do not consider goat production as a viable enterprise and resort to selling goats to meet emergency financial needs. Berita reflects on the marketing challenges she has faced in her 19-year journey in goat production.

"I started goat production in 2003 with many goats hoping to earn a living, but it was not worth it because we sold the goats at very low prices of between USD10 to USD15 to

middlemen who did not pay based on weight or size of the goats."

Berita's assertion is in line with findings of the project's 2019 Goat Value Chain scoping study which revealed that middlemen and brokers were getting about 55% of the money generated in the value chain compared to the paltry 14% for farmers, the project devised strategies to reverse this situation.

After registration of goat farmers in 12 districts of operation, the project started piloting direct meat marketing (DMM) of goat meat to independent licensed butcheries in the major markets of Harare and Bulawayo. Like thousands of other farmers, Berita registered as a participant in the project and subsequently underwent various commercial goat production trainings. She was also an early adopter of the DMM initiative.

"The decision to join the VALUE project has been life changing. When we were told about the DMM, I sent five of my goats to the market via this route, the goats were sold for USD230, and I received USD201 after factoring in costs

such as transport, slaughter costs, animal clearance fees and association fee,” says a delighted Berita. Had she sold her goats through the brokers who visit her area, she would have gotten less than USD80 for her five goats.

The DMM route drastically improved Berita’s earning from goat sales, her five goats weighed 14.1kgs, 11.11kgs, 11.8ks, 18kgs and 22.2kgs cold dressed mass and bought for an average price of USD3 per kg.

“This project has woken us up as goat producers in Binga, I am grateful to the local agriculture extension workers who persuaded me to join this project. As an anchor farmer I now encourage other farmers to join the project and sell goats via DMM as it is life changing,” said Berita.

The project is continuing to build the capacities of the twelve district associations to identify registered, reliable and licensed independent butcheries for consignment Stokist arrangements via the direct marketing route.

## TIPS FOR DIRECT MARKETING



Select bigger **framed goats** able to yield higher cold dressed mass.



Work in groups of farmers to reduce associated costs such as transportation, slaughter, and compliance levies.



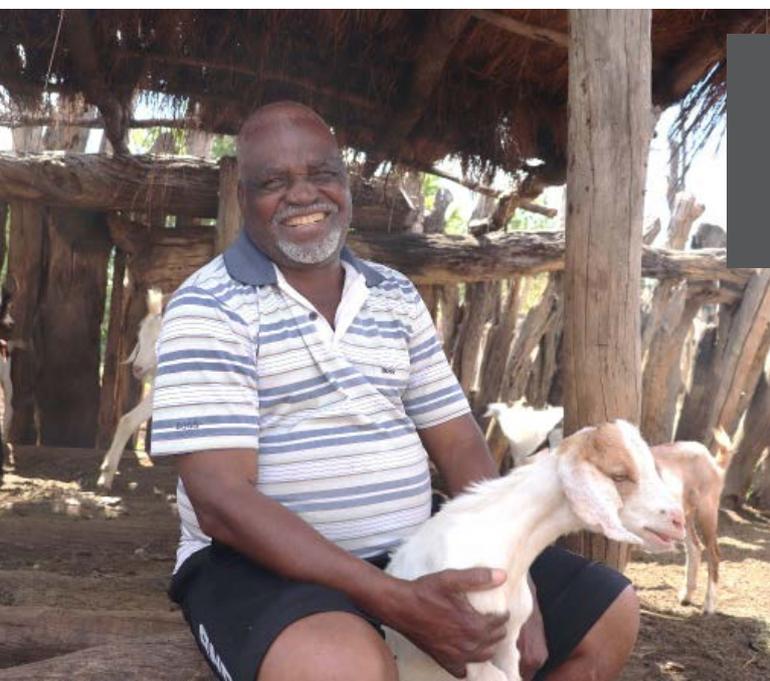
Work with established licensed butcheries that have a good track record and are willing to pay competitive prices for goat meat. Generally, prices vary between USD3 & USD4 per kg of goat meat.



Sign supply contracts with clear and agreed payment terms. The most preferred is cash on delivery or payment within seven days of delivery.



Improve production and productivity to enjoy the full benefits of direct marketing. Applying inputs in goat production such as supplementary feeds and vaccinations.



## JOY AT COMPETITIVE MARKETS REALISED THROUGH DIRECT MEAT MARKETING INITIATIVES, THE STORY OF JONATHAN MAPHOSA

For 49 years, Jonathan Maphosa aged 77 has reared goats at his homestead in Ward 17, Kabuba village in Binga district but had never sold a goat for more than the USD15 local buyers are willing to pay. With a current herd of 50 goats including kids, Mr. Maphosa recounts how the market in the Lusulu area has always offered low prices. The coming in of the VALUE project with various trainings on good

goat husbandry and its thrust on working with farmers to access competitive meat markets in Bulawayo has led to a transformation of goat marketing among participating farmers. For the veteran goat producer, Mr. Maphosa, the direct meat marketing is like fresh wind to his sails.

“Since the coming in of the VALUE project, we are now keeping goats for sell, we learnt that we could make money doing so. We were selling them to the local community, but after selling to Bulawayo butcheries we got very good money,” quips Mr. Maphosa.

The local market was paying USD15 for goats. To Mr. Maphosa’s delight, when he took his four goats as part of a DMM consignment to Bulawayo he fetched USD54 each for three and USD60 for the fourth one making a total of USD222.

From the DMM experience, Mr. Maphosa has learnt to properly care for his goats to boost their cold dressed mass. “I have learnt that it is important to properly feed and fatten goats prior to marketing in order to achieve higher weights. It is also vital to constantly vaccinate goats and check their well-being to avoid mortalities,” said Mr. Maphosa.

## FRAMEWORKS FOR PURPOSEFUL COLLECTIVE ACTION FOR DIRECT SUPPLY OF GOAT AND PORK MEAT AGREED BY PRODUCER ASSOCIATIONS

Representatives of the twelve goat producers’ business associations established by the VALUE project, conducted face to face engagements with high density butcheries and retailers in Harare and Bulawayo, in May and June 2022. The engagements were organised to ascertain the goat and pork meat demands in the two markets.

“Interacting face to face with the butcheries helped us to determine the quantities and quality of goats required. We are satisfied with the negotiations on prices per kg and payment terms,” said a member of the Buhera Goat Producers’ Business Association, Morelife Chisveto.

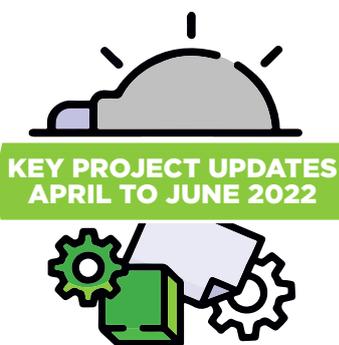
Results of the exercises indicate that the aggregate demand for goat meat is high and that current supplies are failing to meet the demand due to uncoordinated supply initiatives prior to collective direct meat marketing. Associations agreed on supply schedules with the meat retail outlets based on demand and potential goat slaughter stock supply throughput.

Speaking on the engagements, Farai Mandisodza, the VALUE project Value Chain and Markets Development Specialist said, “Associations were able to understand the aggregate goat meat demand following the interactions and developed goat meat supply schedules. The plan is to facilitate consistent supply of goat meat in line with the aggregate demand.”

During the exercises, a review of previous pilots of the direct goat and pork meat marketing initiatives was undertaken. The key challenges identified include the delay in payments by some of the retailers, and the high cost of slaughter services particularly in Bulawayo. To address this, the project is in the process of upgrading slaughter and cold chain facilities at Matopos Research Institute to enable farmers to slaughter their stock at affordable prices.



**Members of the Binga Goat Producers Business Association in conversation with a butchery in Bulawayo. Via direct marketing, farmers are earning more as compared to selling through middlemen.**



**KEY PROJECT UPDATES  
APRIL TO JUNE 2022**

**143 DOES**

**mated with exotic bucks at the goat improvement centres.**

**2986 GOATS**

**vaccinated against pulp kidney and heartwater.**

**300 DOSES**

**of pig litterguard and 300 doses of Farrowsure sold to members of the pork producers associations. Collection points for the vaccines include Harare, Marondera, Norton, Selous and Murombedzi.**

**797 GOATS**

**dipped at the 12 goat improvement centres.**

**1038 PIG**

**semen doses sold during the quarter and 7785 doses cumulatively since July 2020**

**KIDS AND PIGLETS MANAGEMENT IN COLD WEATHER/TEMPERATURES**

During cold weather especially in winter season, it is imperative for farmers to ensure that goat and their kids have adequate warmth to avoid unnecessary mortalities. In addition, maintaining nutrition is key.

Farmers should have sufficient stocks of grass and leaves stored to give the goats during the winter months when feed is scarce. It must be dry when stored to prevent mould.

**TIPS ON MANAGING THE KIDS DURING THE COLD SEASON**



**Provide fresh, clean water always.**



**Prepare comfortable Bedding: Deep litter method is very effective. Dry straw is a good option.**



**Provide supplementary feed to boost energy. Goats need mineral supplements year-round, especially in the winter when they aren't eating fresh green pasture. Vitamin supplements and mineral licks can be used during this period.**



**Heating for kids in colder areas is essential. Options include gas heating systems.**

## PROPER PIGLETS MANAGEMENT ESSENTIAL TO REDUCE MORTALITIES



During cold weather especially in winter season, it is imperative for farmers to ensure that goat and their kids have adequate warmth to avoid unnecessary mortalities. In addition, maintaining nutrition is key. Farmers should have sufficient stocks of grass and leaves stored to give the goats during the winter months when feed is scarce. It must be dry when stored to prevent mould.

Despite a significant reduction of piglet mortality to less than 20% (June 2022, ZAGP impact study report) from more than 55% (2019 ZAGP VALUE project scoping study report), small holder farmers need to continue working on providing warmth during the first three weeks of life. One of the most significant stressors a pig experiences upon birth is the challenge to adapt to the thermal environment. Unlike many mammals, piglets do not possess brown adipose tissue, a type of fat that enables newborn animals to generate a great

deal of heat to maintain body temperature. This fact combined with very little sub-cutaneous fat and a lack of a significant hair coat, ill prepares the piglet to enter a cold environment. Thus, the piglet is required to stay close to the dam or a heat source to avoid hypothermia. The shivering response is used as a back-up response for the piglet to generate heat in a cold environment. If the piglet has been subjected to cold stress it will be more susceptible to disease, starvation and crushing. The dam's belly provides an excellent heat source for the newborn pig but positions it in a location in which it may easily become crushed. Without an adequate substitute heat source crushing rates can be very high. The use of heat lamps has helped dramatically to move pigs away from the sow and into a safe area to avoid crushing. Unfortunately, the piglets' attraction to the heat lamp is not solidified until approximately day three after birth. It is during these first three days that most pre-weaning deaths occur.

During the first three days after birth, piglets have a high attraction to the dam's udder and relatively little attraction to the heat lamp. As with other causes of piglet mortality, thermal stress has complex interactions with many factors. For instance, small piglets are more susceptible to hypothermia because of their surface area to body volume ratio. This coupled with the fact that they are often outcompeted

at the udder predisposes them to starvation which can in turn predispose them to become crushed. A creep area should be provided to ensure adequate warmth. Through these practices and others, small holder farmers should endeavour to reduce piglets' mortality to less than 20% to meet the minimum target of selling 20 porkers per year per sow.



# A RAY OF HOPE FOR PORK PRODUCERS THROUGH THE DIRECT MEAT MARKETING PATHWAY AT THE MMC

By Takudzwa Gondo

Business Development Coordinator for Mashonaland East Pork Producers Business Syndicate

Since its inception in March 2022, the Mashonaland East Pork Producers syndicate run Kuwadzana Extension Meat Market Centre (MMC) wholesale and retail has received a total 153 porkers with a total weight of 8294kg CDM. Under its wholesale model the MMC is distributing porkers to profiled and identified independent licensed butcheries in the Harare market at prices ranging from USD2.90 to USD3 per kg CDM.

Through the wholesale marketing pathway, the MMC has sold 4961.18kg of pork worth USD15220 and 1753kg of pork with a value of USD6539. As a way of unlocking value, the Meat Market Centre is also selling value added pork products particularly sausages. The value-added pork products have been essential to enable profit maximisation and increased revenue streams.

The MMC was established as a direct meat marketing outlet with the support of ZAGP VALUE project to facilitate marketing of pork and link pig farmers to viable markets. It is the marketplace and market outlet for pig

farmers from the syndicate that include farmers from Seke, Goromonzi, Murehwa and Marondera. The MMC aims to increase throughput from the current 20 porkers per week to more than 100 porkers marketed through the centre weekly to accommodate more than 250 small holder farmers registered under its association.



***Since opening the meat marketing centre has pushed over 8 tonnes of pork. The project is working on expanding the capacity of the centre to absorb more porkers from farmers and to identify new markets for wholesale supply.***

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