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**AGRICULTURAL
GROWTH**
Programme



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VALUE NEWS

TALKING GOATS AND PIGS

Jan to Mar 2022



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FROM THE TEAM LEADER'S DESK

VALUE Project Team Leader **NEWTON CHARI**

As we continue our programming in the new year, I am thrilled to present the January to March 2022 edition of the VALUE Newsletter - Talking Goats and Pigs. In this issue, we reflect on the project's efforts and initiatives to improve financial inclusion and market competitiveness of targeted small and medium goat and pork producers.

The project has since quarter three of 2021, committed considerable time and resources to ensure that goat producers in our operational districts participate in direct meat marketing arrangements with butcheries in Harare and Bulawayo. I am thrilled with the results of the pilots we ran in Buhera, Mbire, Nkayi, Mudzi, Binga and Rushinga where we have assisted farmers to collectively supply over 1000 goats to 43 licensed butcheries generating over USD35 000 in the process. Under the pork value chain, the project opened a Meat Marketing Centre in Harare this month of March for the Mashonaland East

Pork Producers Business Syndicate to facilitate bulk consignment sales of porkers to surrounding butcheries.

On the other hand, to facilitate financial inclusion of small and medium scale pork producers, the project engaged First Mutual Micro Finance for tailored financial products for the SMPs that guarantee increased access to value chain upgrading finance for women and youths in production. Results from the first and second cycle of the funding facility show a remarkable change in the enterprises of the participating farmers.

I invite you to delve into the 8th issue of our newsletter for more stories and updates on activities related to direct meat marketing, financial inclusion and other project news covering the first quarter of 2022.

Happy reading.

Slaughter goats at the Goat Holding Centre constructed by the project at Henderson Research Station enroute to an abattoir in Harare



PROMOTING ACCESS TO FINANCE FOR VALUE CHAIN UPGRADING

The VALUE project is promoting access to finance for value chain upgrading for small and medium scale pork producers in 8 districts where the project is operational. To date, the project has run three pilots in Marondera district and recently extended the same facility to Goromonzi, Murehwa, Seke, Mhondoro Ngezi and Chegutu districts.

The project's Value Chain and Market Systems Development Specialist, Alex Nyakatsapa said, "the financial inclusion component is premised on four objectives namely, the development of new financial and technological products to improve market function and inclusiveness, increasing access to tailored financial products for small and medium producers, promoting the inclusion of women and youth farmers in accessing financial products and increasing business management capacity and financial literacy among the key market actors."

A multipronged approach to value chain financing is being used to cater for the various types of farmers registered by the project namely, loans from Formal Financial Service Providers, co-financing arrangements, Internal Savings and Lending schemes and smart subsidies.

Under the formal loan facility, to date a total group loan of ZWL 44 366 602.72 has been secured from First Mutual Micro Finance to date, for the bulk purchase of essential inputs such as maize, soymeal and premixes as well as vaccines. The capital injection is targeted at addressing the biggest cost drivers in pig production

such as feed costs. The facility is addressing bottlenecks at the production node of the value chain for small and medium scale farmers.

"I no longer worry about working capital requirements and focus my energies on other key aspects of my business such as production and capital infrastructure developments, this financing initiative is truly a game changer," said Brian Nyatanga, one of the beneficiaries of the loan facility.

On the marketing front, through direct meat marketing consignment stockist arrangements, the farmers are guaranteed offtake of their pork after the cycle at competitive prices.

"A total of 964 porkers with an average cold dress mass of 65kgs and total weight of 62,660kgs were produced by the Marondera group of farmers from the first and second batch of loan disbursements," says Nyakatsapa.

As the project continues with the value chain financing initiatives, focus will be on increasing outreach to other districts under the PVC and the GVC, utilising the Meat Marketing Centre to unlock potential funding options for the SMP, promotion of ISALS with emphasis on investments in PVC and GVC upgrading activities and increasing product diversity to finance capital investments such as breed improvement, improved housing infrastructure, installation of sustainable water supply systems and the acquisition of improved production technologies.



Emerging lessons from the First Mutual Loan Facility

- Improved group cohesion among participating farmers
- Promoting collective action on input procurements and output marketing,
- A increase in the uptake of best practices on animal husbandry such as biosecurity measures, record keeping, use of standard inputs as loan recipients strive to achieve their production and market targets.

Some of the porkers produced by members of the Marondera pork producers' association through the financing from the FML loan facility

DIRECT WHOLESALE MEAT CONSIGNMENT STOCK MARKETING CONTINUES TO OFFER HOPE TO SMALL AND MEDIUM SCALE GOAT PRODUCERS

A total of 385 small and medium goat farmers from 6 district goat producer business associations registered under the VALUE project have to date, collectively sold 1 150 slaughter goats with a combined cold dressed mass of 12 116 kgs to 43 licensed independent butcheries in Harare and Bulawayo high density areas. The six districts that have participated in the direct goat meat marketing are Buhera, Mbire, Nkayi, Mudzi, Binga and Rushinga.

The case of Direct Meat Marketing in Buhera district

Following a successful pilot of the direct goat meat marketing arrangement in Buhera district, the project undertook a monitoring visit to ascertain the success of the initiative for the participating farmers. 98% of interviewed farmers indicated a USD5 to USD10 profit per goat realized from direct interface with the butcheries under DMM initiative.

Depending on goat size and CDM, prices ranged from USD30 -40 under direct market linkage, whilst local middlemen price on average offer between 25 to 30usd. For example, one of the

Buhera GPBA farmers marketed twenty (20) goats via DMM, at an average CDM of 13kg per goat. He was paid USD\$737 (averaging USD36.80 per goat) for his twenty goats which is reasonably higher, when compared to USD25 to USD30 local prices. Through DMM he made an additional of USD\$137 when compared to local sales. Another farmer marketed five goats, one of his goats had a CDM of 30.5kg and was paid a total of USD\$266 at an average of USD53 per goat, which is much higher than local prices of USD25 to USD30 through middlemen.

Increasing the share value of small and medium scale goat producers

In 2019, the VALUE project conducted a scoping study of the goat value chain which revealed that the goat aggregation and marketing function was dominated by middlemen. With the coming in of the direct goat meat marketing with independent licensed, the participating farmers in Buhera reported that they had increased their profit margins. The surveyed farmers highlighted that before DMM in Buhera district, middlemen were buying goats between USD25 to USD30, and in some cases below USD20. Through DMM initiative middlemen and local off takers have slightly increased goat buying price to USD25 to USD32 goat highlighting the impact of DMM in increasing farmers bargaining stamina hence this gradual increase in local price.



Delivery of slaughter goats to the Goat Holding Centre at Henderson Research Station



Butchery display of the goats sold via direct meat marketing



Binga GPBA BDO, Adam Muzamba & the market facilitator, Sakhile Tshuma following goat slaughter & weighing at Mvucha abattoir in Bulawayo



Mbire GPBA Secretary inspecting carcasses at a Harare abattoir

COMMERCIAL APPROACH TO GOAT REARING REWARDED ON THE MARKET

A cross section of some of the goats owned by Soni, the goats are mostly of the Matebele type.



Soni also runs a grocer shop and says that he implements the same business principles for his goat enterprise hence his success at the goat market.



“

“At first, I was skeptical about the direct meat marketing route as it was something new, but after discussions with those leading the process, I decided to give it a try and I am very happy with the prices I sold my goats for through the direct marketing arrangement,”

said Soni.

For 60-year-old Soni Nkomalama of Sihlengeni Village in Ward 5 of Nkayi district, the direct goat meat marketing approach has been a game changer. The proud owner of 46 goats, Soni participated in the first pilot of the direct marketing in Nkayi district selling 4 of his goats through the ZAGP VALUE project’s Nkayi Goat Producers Business Association. The goats were all castrates aged between 3 and 4 years of age

From the sale, Soni generated USD320 at a market average of USD80 per goat, with the highest goat weighing 29kgs after slaughter. The average price of goats in the area ranges from USD35 to USD40.

Despite not being a member of the association, Soni’s success at the market has inspired other goat producers to participate in the initiative and to join the goat producers’ business association.

Speaking on his big earnings from the market, Soni divulged that he treats his goat rearing as a commercial business the same way he does with the mini grocery shop he operate in the area.

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“ I provide supplementary feed for my goats in the form of various types of acacia pods, salt blocks and molasses. In addition, I apply all requisite medicines such as Hitet, Valbazen (dewormer), and dipping chemicals. Therefore, my goats are comparable bigger in size and have a better body condition which fetches more on the market,”

added Soni.

In the facilitation of the direct meat marketing with licensed independent butcheries, the project is promoting adoption of good goat husbandry practices for production of goats with higher weights that fetch more money on the market.

PROJECT UPDATES JANUARY TO MARCH 2022

- 1587 goats were vaccinated against Pulpy Kidney and dewormed at the goat improvement centres
- A total of 2055 goats were dipped across the 12 districts
- 134 tonnes of feed transported by the Syndicate trucks
- 727 pig weaners sold to date from Braford Farm and the Mashonaland East Pork Producers Business Syndicate
- 566 doses of semen sold under the Buy One and Get One Model



Goats dipping



Pig semen doses

MASHONALAND EAST PORK PRODUCERS BUSINESS SYNDICATE OPENS A PORK DISTRIBUTION CENTRE IN HARARE



Figure 6 The recently opened Meat Marketing Centre in Kuwadzana 4 Extension, Harare is functioning as a retail and wholesale meat distribution Centre for Pork farmers affiliated to the Mashonaland East Pig Producers Business Syndicate

The Mashonaland East Pork Producers Business Syndicate (MEPPBS), a group of farmers from four districts namely Goromonzi, Marondera, Seke, and Murehwa registered under the VALUE project formally registered as East Pork Producers Pvt Ltd, recently opened a Retail and Wholesale Meat Distribution Centre in Kuwadzana Extension, Harare.

The centre which was set up with the financial assistance of the European Union through the smart subsidies matching grants initiative of the VALUE project, will facilitate direct marketing of pork and pork products from the members of the syndicate for both retail and wholesale customers.

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“We are happy with the opening of the centre. The hustle of searching for markets and the ill-treatment and abuse by some butchery owners is over for the syndicate members. The centre is a game changer and will provide comfort to the farmers during the marketing phase,”

said Kennedy Dongo the Chairperson of the Mashonaland East Pork Producers Business Syndicate.

Measures to address issues of quality of products have been put in place and farmers participating in the marketing centre are bound by set production standards to ensure conformity with market expectations and standards.

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“We are expecting farmers to continue being active from farm to fork resulting in them getting fair value for the products by being closer to the market which was not the case previously,”

added Chari.

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“The opening of the meat marketing centre is a positive step towards vertical integration of the small and medium scale producers along the value chain, the expectation is that this will result in an increase in the farmers’ market share in Harare and surrounding areas. The farmers are also set to improve their profit margins through direct meat marketing,”

said Newton Chari, the VALUE project Team Leader.

The project is promoting a Fair Value Farm Branding which entails adherence to good agricultural practices and fair distribution of value generated along the value chain.

Other value chain players such as small and licensed independent butcheries operating in high density areas of Harare will benefit from the alternative and affordable avenue offered by the meat marketing centre through wholesale terms.

REAPING THE BENEFITS OF ADOPTING A COMMERCIAL APPROACH TO GOAT PRODUCTION, THE STORY OF THE CHIKONDOWAS

Based in Ward 25 of Buhera District in Manicaland province, Mr. and Mrs. Chikondowa had practiced goat rearing using the traditional approach passed down from their predecessors. The goat rearing project was hardly viewed as a viable enterprise because of small goat carcasses that were poorly remunerated by the market. Having been registered as part of the VALUE project, Mr. Basil Chikondowa was quick to voice his desire for improved goat breeds and standard goat housing.

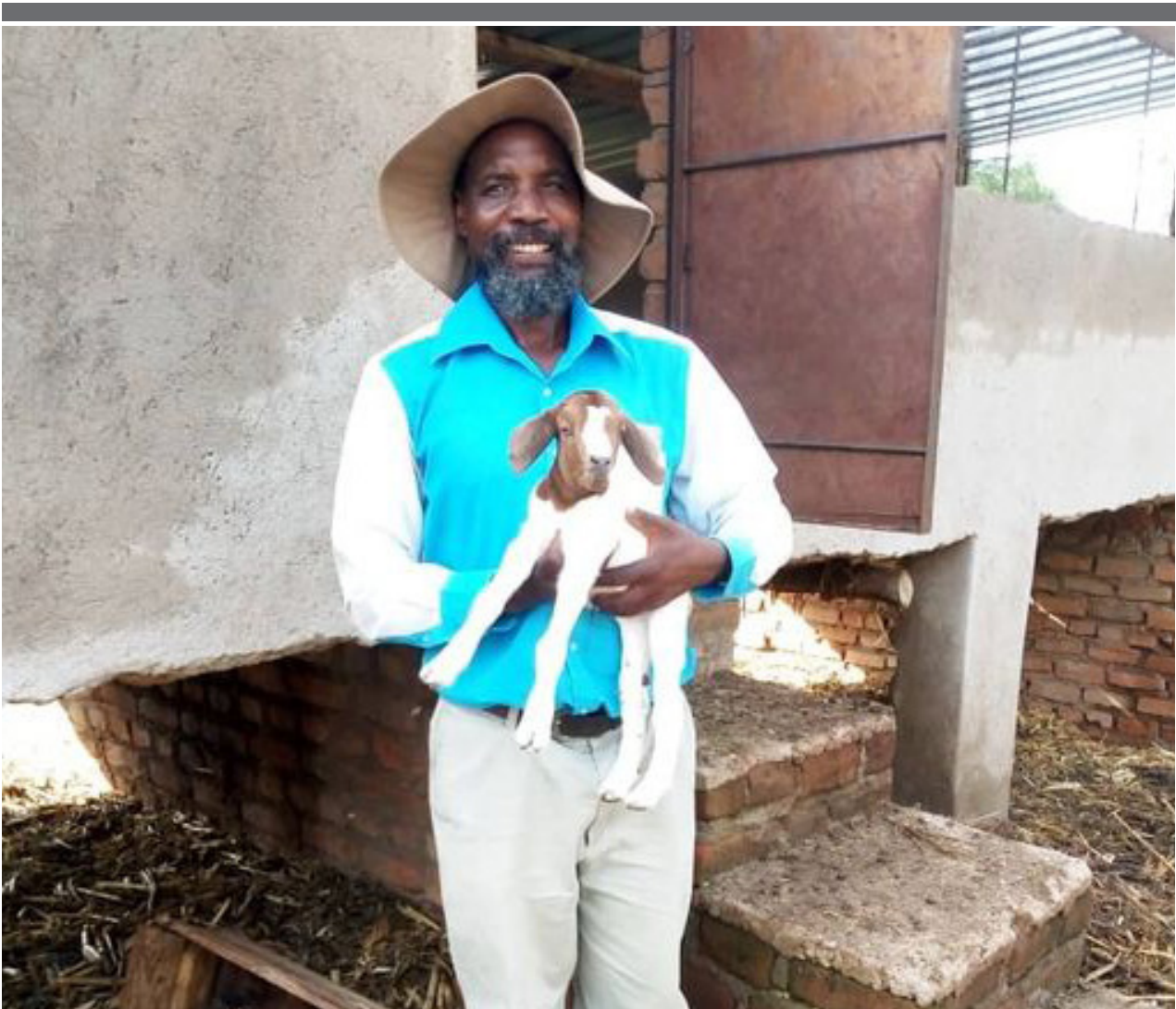
“Our hope is that we get improved goat breeds and standard goat housing,”

were the words of Mr. and Mrs. Chikondowa back in 2020.

Through support of the European Union, the couple were recipients of a matching grant where the project assisted them to procure a boer buck and to construct a standard goat housing.

“The standard goat housing has ensured that our goats are kept in an optimum environment that allows for them to be more productive, lowered the risk of predation and reduced likelihood of disease that are associated with poor low standard housing,”

adds Mr. Chikondowa.



Mr basil Chikondowa standing in front of the new standard goat housing holding a boer cross

From the first breeding cycle with the improved boer buck, The Chikondowa have received improved crossbred kids which outweigh the local breeds. Mr. Chikondowa opened his doors to other goat farmers within his vicinity to bring their does for mating to achieve breed improvement.

By comparison, the birth weight of the boer crosses range from 3- 3.7kg as compared to the 2.5 to 3kgs for the indigenous goat breeds. The improvement in weight will earn the farmers extra at point of sale in the market.

“My ultimate goal is that as a community we embrace breed improvement and adopt good goat husbandry practices to attain higher weights that are able to fetch higher prices on the market,”

quipped Mr. Chikondowa.



Left a boer cross and right a Mashona kid born on the same day to different does at the Chikondowa homestead. The farmers are anticipating higher market returns from the bigger framed goats in the near future

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