Developing sustainable value chains for small-scale livestock producers and locally adapted breeds

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Food and Agriculture Organization of the United Nations
In developing (and developed) countries, small-scale livestock producers (farmers with limited resource endowments) largely rely on locally adapted breeds to produce food and a wide range of services.

They face many challenges:
- poor access to markets and related services
- growing environmental constraints
- limited capacities

**Reduced productivity and competitiveness**
The sustainable food value chain development (SFVCD)

- A market-driven approach developed to provide guidance in development thinking and intervention design.

- SFVCD is driven by several principles which can be summarized as follows:
  - (i) measuring performance: considering the three dimensions of sustainability, including synergies and trade-offs;
  - (ii) understanding performance: viewing the systems as interconnected and dynamic, governance-centred, and market-driven;
  - (iii) improving performance: implementing effective interventions with a clear vision and upgrading strategy.
The sustainable food value chain framework
Development of specific guidelines focusing on small-scale livestock producers

Three key objectives considered

- (i) reducing rural poverty in general, with a specific reference to small-scale livestock producers;
- (ii) increasing the sustainability and resilience of small-scale producers in a changing environment; and
- (iii) empowering small-scale livestock producers inclusively, both in economic and political terms.

*How can this approach be used to add value to locally adapted breeds?*
Main threats to locally adapted breeds directly or indirectly related to their limited value added

1. Indiscriminate cross-breeding
2. Introduction/increased use of exotic breeds
3. Weak policies or institutions
4. Lack of profitability/competitiveness
5. Production system intensification
6. Diseases/disease management
7. Loss of pasture or production environment
8. Poor control of inbreeding

Source: FAO (2014)
Recommendations for the marketing of locally adapted breeds from various reports

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Build a dynamic network with commitment and adhesion of stakeholders

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Consider production capacity in relation to the market

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Recommendations in relation to the SFVCD framework

- Work on the quality
- Build on specific characteristics of the breed
- Build a dynamic network with commitment and adhesion of stakeholders
- Capacity building and training of farmers
- Equitable benefit sharing along the chain
- Consider production capacity in relation to the market
- Valorize links with environment and culture
The Value Chain (VC) development cycle

- A dynamic process with different steps
- Usable in a linear manner or not
- Usable in combination with other tools
First steps: assessment and analysis of the value chain

- Initial assessment of the food system and enabling environment (area, commodities, partners…) relating to the breed

- Selection of the most relevant value chain (product, market…)

- Value chain mapping and analysis: provide a diagnosis allowing to measure and understand VC performance in terms of incentives and capacities, governance, economics, and sustainability.
First steps: assessment and analysis of the value chain

Example of SWOT analysis of the most important driving factors for conservation and development strategies of 13 European local cattle breeds (Martin-Collado et al., 2013)

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<td>Low production</td>
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<td>High cultural value</td>
<td>Small population and effective population sizes</td>
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<td>Efficient breeders’ association</td>
<td>Low collaboration among farmers</td>
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<td>Demand of ‘special’ activities for tourism</td>
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<td>New possibilities for added value products and functions</td>
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Need to find an agreement on a common vision, articulated with a development strategy and action plan
From vision and development strategy to interventions

Examples of interventions:

- Develop partnerships with new distribution actors (functional or market upgrading)
- Develop agreement and contractualization among actors of the value chain
- Adopt practices improving quality (product upgrading)
- Adopt a certification or labelling scheme
- Develop training services
- Finance and develop a processing unit
- Assist the development of legal framework supporting ecosystem services provided by livestock
- …
Importance of continuous evaluation and monitoring

- Need to consider a value chain and its environment as dynamic and susceptible to change
- Need to ensure long-term sustainability of the VC
- Importance to track in a continuous manner the performance and effectiveness of the actions implemented, with adequate indicators.

Examples of indicators of breed sustainability

- *Hiemstra et al.* (2010) proposed indicators related to farmers opinion as indicators of breed (self) sustainability
- *Early warning risk status indicators* (*Verrier et al.* 2015)
Conclusion

- Opportunities for improvement of breed value-added can be investigated through VC approach, especially considering high value added products and niche markets.

Major challenges for VC considering locally adapted breeds
- Governance and commitment of stakeholders
- Differentiation on products quality
- Fitting production with demand
Thank you for your attention

ACCESSING THE MARKET THEY SAID

IT WILL BE EASY THEY SAID