

Animal feed production, processing and marketing: a case for public-private partnership

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Introduction

Shortage of affordable quality animal feed is one of the major constraints among small holders in mixed crop-livestock and pastoral systems. The need and demand for affordable quality feed is increasing because of the increased demand for animal products. This context provides a huge opportunity for private sector engagement to: use locally available feed resources efficiently; provide affordable quality feed, and; generate employment and income. Ethio- Feed PLC, the Ethiopian Meat and Dairy Industry Development Institute (EMDIDI) and the International Livestock Research Institute (ILRI) have joined forces to explore, design and implement sustainable and equitable feed value chains.

Objectives

- Increase availability of off-farm feed resources and make them more affordable
- Strengthen public private sector partnerships (PPPs) to develop sustainable and equitable feed value chains
- Generate business, income and employment opportunities through small and medium enterprises (SMEs) around feed production, transaction and processing
- Make animal sourced food more affordable to poor consumers

Approaches

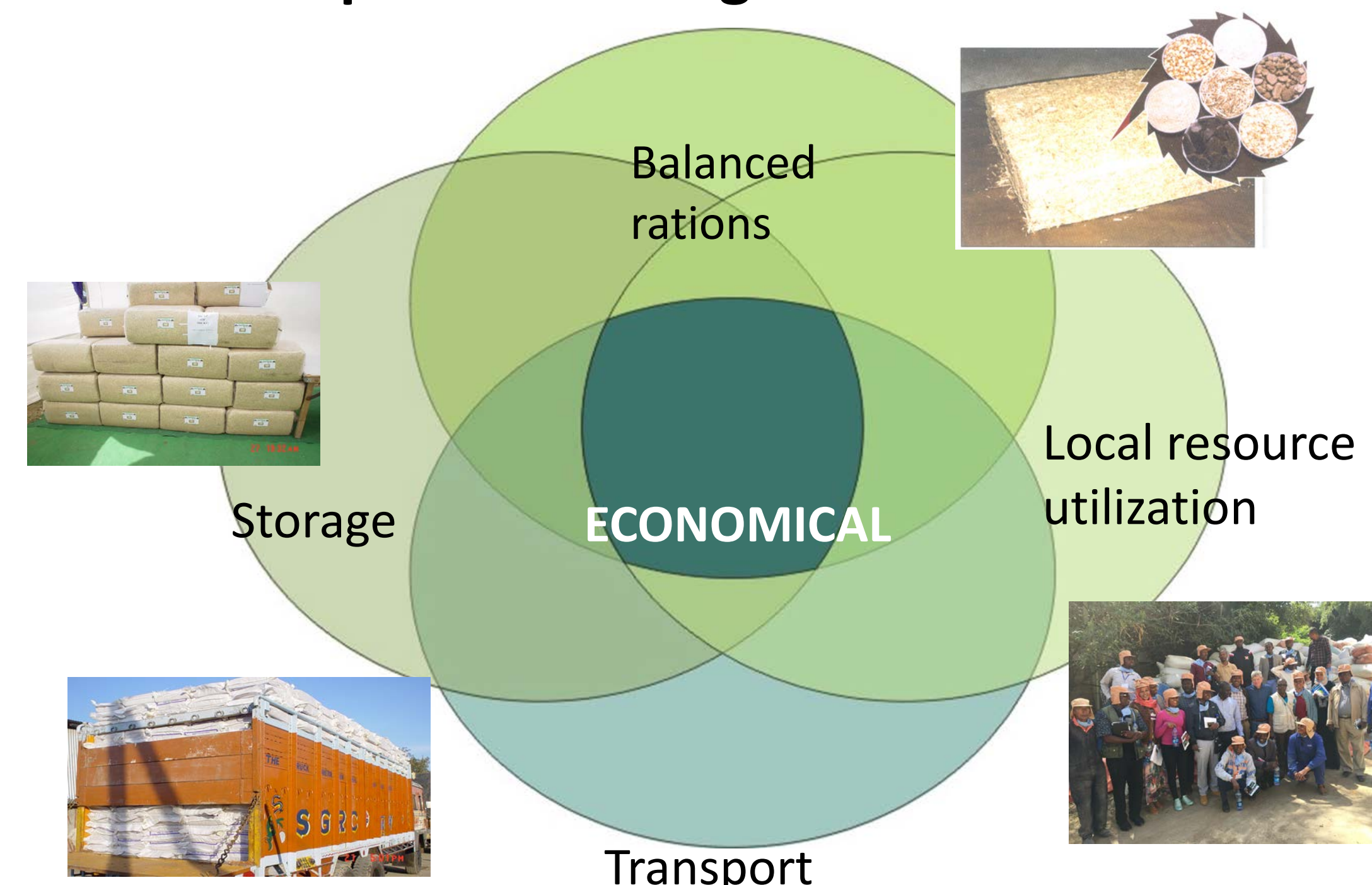
- Establish public private partnership platforms
- Substitute trial-and-error approaches with structured approaches
- Recognize the primacy of economical over exclusively biological considerations
- Develop context specific business plans for SMEs around feed production, transaction and processing
- Develop and implement feed quality and safety certification schemes

Achievements

- Ethio-Feed, which pioneered new feed products in the form of compound feeds and mineral blocks to the Ethiopian market,
- Implemented franchise business models for SMEs
- Delivered emergency feed of high quality to drought affected pastoral areas through strong PPPs



Product developments through densification



Expected outputs of the partnership

- Online accessible database of feed price and quality relationships for selected sites
- New feed product lines and processing options that fit different contexts and market niches
- Increased access to higher quality feed by customers that is affordable and safe
- Reduced seasonality in the supply and quality of feed resources
- Context specific business models for scaling decentralized small and medium feed enterprises