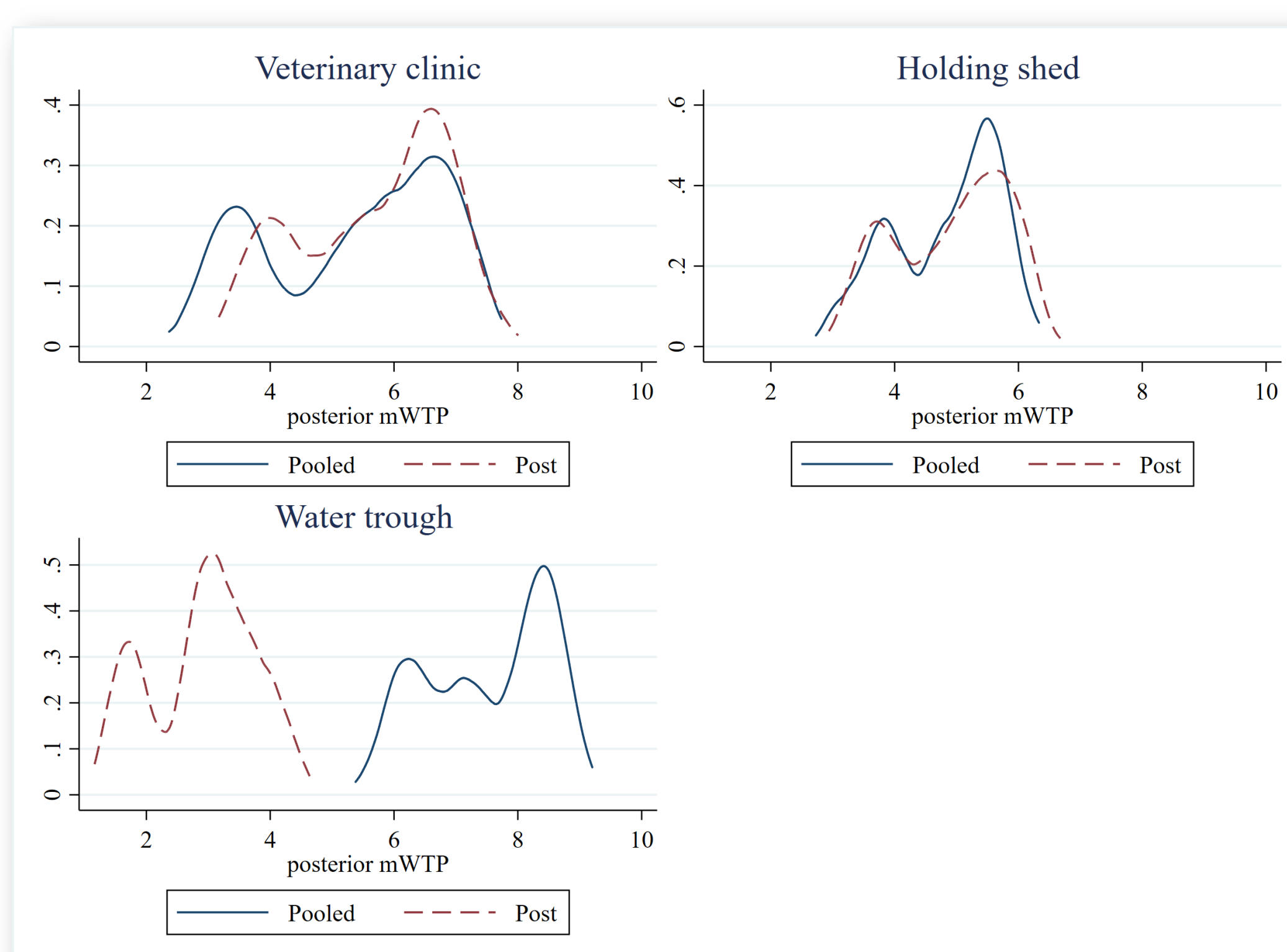


## Why are market services so important?

- Ethiopia has around **120 government-recognized livestock markets** where efficiency is heavily compromised due to lack of basic services and infrastructure.
- National livestock development initiatives suffer from high uncertainty resulting from **major gaps in grass roots level information** that reflect consumer willingness to pay for essential market services.

## Our innovative approach

- We estimated willingness to pay for market services using choice experiments.
- The study covered Wag Himra Zone in Northern Ethiopia, Horro Gudru Zone in Central Western Ethiopia, and Menz in North Shewa zone of central Ethiopia.



Marginal willingness to pay in Ethiopian Birr for selected market facilities [pooled vs after attention reminder]



## INCLUSIVE GROWTH

Creating jobs and growth

## Willingness to pay for livestock market services in Ethiopia

- Small ruminant keepers in rural Ethiopia are willing to pay for market infrastructure.
- Veterinary clinics, watering troughs, feed shops, and pit latrines are the services farmers are most interested in.



RESEARCH PROGRAM ON Livestock



RESEARCH PROGRAM ON Policies, Institutions, and Markets

Led by IFPRI

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Rural markets in Ethiopia often lack basic infrastructure and essential services.

## Other findings

- Econometric models estimated that small ruminant keepers are willing to pay as high as 3 birr/sheep for a **vet clinic**, 2.85 birr for a **watering trough**, 2.80 birr for a **feed shop**, and 2.45 birr/sheep for a **pit latrine** in or close to the markets.
- Preferences vary across location, number of small ruminants owned, and age of respondents.

## Future steps

Reach out to policy makers, private businesses & development practitioners to develop ways to make use of the scientific evidence.

## Partners in Ethiopia

Offices of agriculture in five districts of North Shewa Zone, Amhara region.



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