



Supporting Global Livestock Advocacy for  
Development (GLAD) project

Investor perceptions on sustainable livestock –  
report from a message testing exercise

Marchmont Communications

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## Contents

Executive summary.....	1
Key findings.....	2
Investors and livestock.....	3
Roles of livestock.....	3
Perceptions on livestock .....	4
Future support .....	5
Annex 1: Your organisation and livestock.....	7
Annex 2: Roles of livestock .....	8
Annex 3: Livestock perceptions .....	9
Annex 4: Future support .....	11
Annex 5: Interview guide .....	13

## Executive summary

Between July and September 2019, Marchmont Communications carried out a series of interviews with 15 funders of livestock initiatives for global development, in order to understand their current and future funding as well as the underlying perceptions guiding this decision-making.

The aim of this exercise was to identify which aspects of livestock for global development were more or less important to funders, as well as any underlying perceptions or emerging insights that might shape future funding cycles.

*“The official development assistance (ODA) investment for livestock development is insignificant compared to the benefit the sector provides for the global population.”*

The main takeaways include:

There was overwhelming consensus that livestock was inadequately funded. However, the main priority issues divided respondents.

*“The debate is all about emissions and it could be the death of livestock in development. The public and policymakers will fairly soon be convinced livestock is a terrible idea if we can’t demonstrate that’s not actually true.”*

Several investors identified climate change and the environment and anti-microbial resistance (AMR) as primary areas of funding focus. Respondents highlighted climate/environment as the most contentious for livestock, as well as a cross-cutting theme where more research was needed. Livestock’s environmental impact was discussed by several investors as a funding priority for next year, with some suggesting that 2020 may be a crucial year to “get it right” if the sector’s funding levels are to continue.

**Another consistent theme was gender empowerment and youth.** Investors agreed more livestock interventions should be funded as a vehicle for empowering these two groups, yet it was often overlooked. Some investors mentioned that livestock empowered youth by providing a means of employment, therefore merited more focus.

**On certain key issues, investors flagged that the public dialogue was shaping their views, not the other way around.** This came up, for instance, during discussions around animal health, antimicrobial resistance (AMR) and climate/environment, where investors noted that public perceptions of the sector were impacting funding levels. African investors, more than bilateral organisations, also noted that livestock was not sufficiently differentiated between developing and developed countries in media and public perception.

Finally, most respondents agreed that the livestock sector needed to “make its case” both by generating more and better evidence but also by disseminating it more effectively. This would provide the data needed to help shape and control public perceptions and better manage the narrative around the role of livestock. They noted that this had to be done in ways that the general public could more easily understand.

## Key findings

The investors interviewed comprised an uneven range of bilateral, multilateral and African organisations that shape or invest in agricultural development:

### Bilateral organisations

- ACIAR – Australian Centre for International Agricultural Research
- AFD - Agence Française de Développement
- BMZ
- CGIAR
- DFID – UK’s Department for International Development
- Irish Aid
- NORAD - Norwegian Agency for Development Cooperation
- SDC - Swiss Agency for International Development
- IDRC – Canada’s International Development Research Centre
- USAID - United States’ Agency for International Development

### Multilateral organisations

- IFAD – International Fund for Agricultural Development
- IDB - Islamic Development Bank
- World Bank

### African organisations

- African Development Bank
- African Union – DREA

The main themes addressed through the interviews were:

- Previous and ongoing livestock initiatives
- Livestock’s role in achieving the Sustainable Development Goal
- Advocacy for livestock funding
- Perceptions of livestock
- Funding cycles and future priorities

## Investors and livestock

On average, investors ranked livestock as equal to other areas when asked how central livestock was to their activities on a scale of one to five (3.2). There were few areas related to livestock that were expressly excluded but some mentioned commercial and intensive systems.

How central is livestock to your activities? (1-5)	Most commonly funded livestock interventions	Areas excluded from funding considerations
Average: 3.2	<ul style="list-style-type: none"> <li>• Animal health</li> <li>• Climate change and the environment</li> <li>• Pastoralists</li> <li>• Animal nutrition</li> <li>• Antimicrobial resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly none</li> <li>• Intensive production systems</li> <li>• Breeding</li> <li>• Commercial farming</li> </ul>

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*“In our organisation as a whole, [I’d rank livestock as] either one or two. But in agriculture specifically, it is quite a lot more important. In this sector, it would be a three.”*

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## Roles of livestock

Investor perceptions of livestock’s positive contribution varied. Nutrition had the highest rating, with respondents particularly noting the positive contribution to the first 1,000 days and to women and children. On the other hand, climate and the environment had the lowest rating, shaped by concerns over emissions and uncertainty around livestock’s role in mitigation.

	Nutrition	Economic opportunity	Health	Gender empowerment	Climate and the environment
Average rating (1-5)	4.6	4.4	4.3	4.2	3.4
Sentiment	Positive	Positive	Nuanced	Nuanced	Nuanced to negative

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*“[Livestock] contributes positively [to climate change and the environment] depending on the measures we take, for example, most people are fast to say livestock contributes negatively, but at the same time, livestock can also be used for mitigation.”*

*“Consumption of meat and milk is globally too high. We need animal proteins, but we eat too much globally, even if some people do not. In general people think they need to eat a lot but it’s not the truth, we have to reduce consumption.”*

*“[Livestock] are both a threat and a positive contribution [to health]. 65 per cent of disease in Africa is zoonotic – although not all from livestock.”*

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## Perceptions on livestock

This section explored investor perception of livestock as it relates to: achieving the Sustainable Development Goals, being adequately funded, overlooked thematic areas, cross-cutting issues and whether it is sufficiently differentiated in the developed and developing world.

Investors generally saw livestock as relevant to the Sustainable Development Goals, noting its links to several of them and giving it an average of 4.2 on a scale of one to five, yet 100 per cent of respondents said that livestock initiatives were not adequately funded to achieve its development potential.

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*“It clearly is [relevant] because if you look at the Sustainable Development Goals, you can link livestock to almost everyone. It makes a multitude of contributions. The multi-functional nature of livestock is not just about producing animal-source food, it’s about livelihoods, etc.”*

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Climate change emerged as the most common cross-cutting issue and also one commonly overlooked in development funding. Investors felt more funding was needed, particularly in the coming years, as the climate crisis unfolds further.

Investors were divided over whether livestock was sufficiently differentiated between developing and developed countries. Respondents from bilateral organisations argued this distinction was made while respondents from African investors asserted it was not sufficiently differentiated in media and public perceptions.

Overlooked areas of livestock	Cross-cutting development issues to be addressed	Is livestock sufficiently differentiated in the developed and developing world?
<ul style="list-style-type: none"> <li>• Climate change and the environment</li> <li>• Gender empowerment</li> <li>• Nutrition</li> </ul>	<ul style="list-style-type: none"> <li>• Youth</li> <li>• Pastoralists</li> <li>• Climate change and the environment</li> </ul>	<p><b>Overall:</b> Nuanced</p> <p>Bilateral investors noted that livestock in developing/developed countries was differentiated within development circles, but African organisations noted that the media and the general public failed to understand the various roles livestock play in developing countries. Multilateral organisations were undecided.</p>

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*“Climate change is a cross-cutting issue. It could be mitigated if adequate funding is given to feed, forage and fodder management as well as pastoral development. Those that are responsible for the emission of greenhouse gases and land degradation is the predominant extensive production system.”*

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Investors also felt that livestock in the developing world compared to the developed world was sufficiently differentiated within development circles, but less so among the general public.

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*“If the African Swine Fever outbreak has taught us anything, it’s that we can’t segregate these issues entirely. A whole series of epidemic livestock diseases that are huge global problems started in the developing world.”*

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## Future support for livestock

Investors were asked about their future funding priorities, cycles and emerging themes. Funding cycles typically fell in five to 10-year cycles, and were dependent on government or global trends. The primary new themes emerging were climate change and the environment, and antimicrobial resistance.

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*“We’re going to pay more and more attention on ensuring animal welfare, antimicrobial resistance, carbon neutral impacts are elements of investment project designs.”*

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Respondents were asked about the most influential sources of information and events for livestock for development, as well as how to better advocate for funding in the sector.

Most influential sources of information	Most influential events for livestock agenda	How could the sector advocate for better funding?
<ul style="list-style-type: none"> <li>• ILRI research</li> <li>• CGIAR research</li> <li>• Other reports</li> </ul>	<p>Respondents mentioned:</p> <ul style="list-style-type: none"> <li>• Global Agenda for Sustainable Livestock (GASL)</li> <li>• UN General Assembly (UNGA)</li> <li>• UN Climate Change Conference (COP)</li> <li>• UN Committee on World Food Security (CFS)</li> <li>• Other scientific conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Generate evidence</li> <li>• Dispel myths</li> <li>• Educate the general public, including the consumer</li> <li>• Create awareness around the differences in livestock in the developing and developed world</li> </ul>

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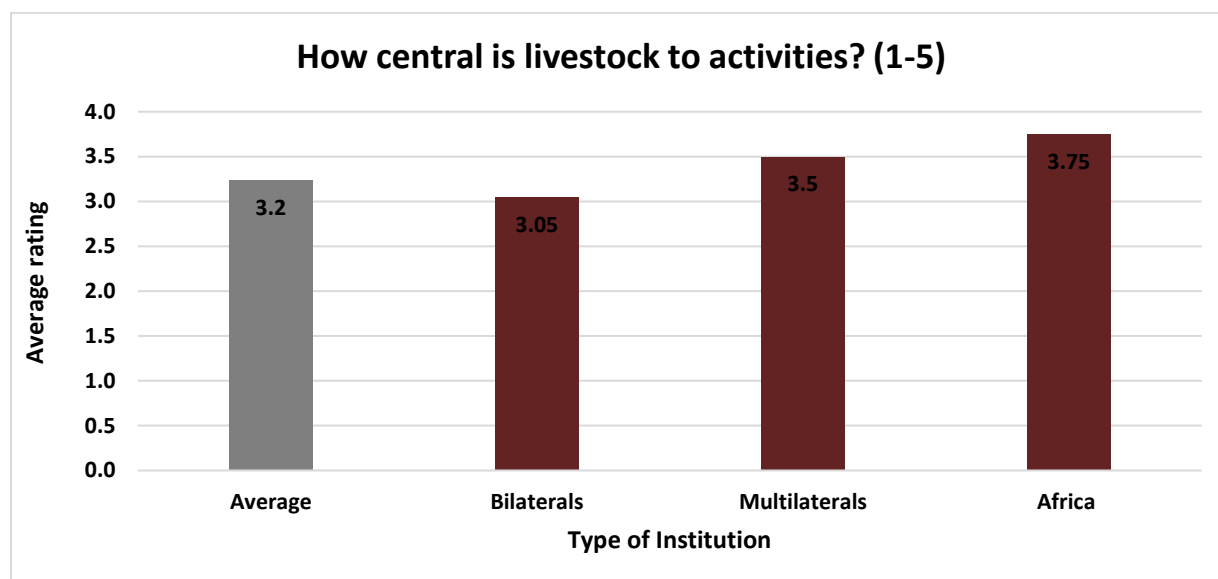
*“Getting impact out is key – the media can do this very well but are often left behind. Evidence needs to be presented in ways that ordinary people can understand.”*

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## Annex 1: Your organisation and livestock

Respondents were asked to rate “How central livestock is to their organisation’s funding activities?” on a scale of one to five where: 1 = not at all; 2 = a little; 3 = equal to other activities; 4 = fairly; 5 = very central; (Don’t Know).

The average rating was “3.2”, indicating that it was equal to other activities. African organisations, followed closely by multilaterals, considered livestock as more central to their activities than bilateral organisations.



Most investors supported many of the same interventions and likewise, most excluded similar interventions from consideration, such as intensive production systems, genetics and breeding from consideration.

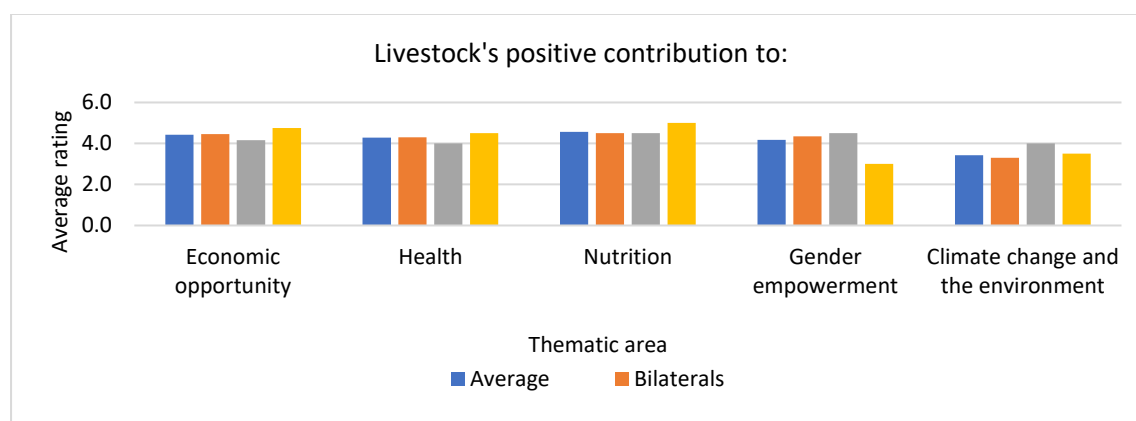
What interventions do your organisation support?	Are there any areas excluded from consideration?
<ul style="list-style-type: none"> <li>• Strengthening animal health</li> <li>• Animal nutrition</li> <li>• Livestock insurance</li> <li>• Risk management</li> <li>• Animal health</li> <li>• Rangeland management</li> <li>• Malnutrition</li> <li>• Climate</li> <li>• African livestock projects</li> <li>• Pastoralists</li> <li>• Resilience</li> <li>• Climate-smart livestock systems</li> <li>• Zoonotic diseases</li> <li>• Vaccine development for antimicrobial resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Intensive production systems</li> <li>• Pigs</li> <li>• Genetics</li> <li>• Breeding</li> <li>• Commercial sector</li> <li>• Dairy</li> </ul>

## Annex 2: Roles of livestock

Respondents were asked: “To what extent does livestock contribute positively to:

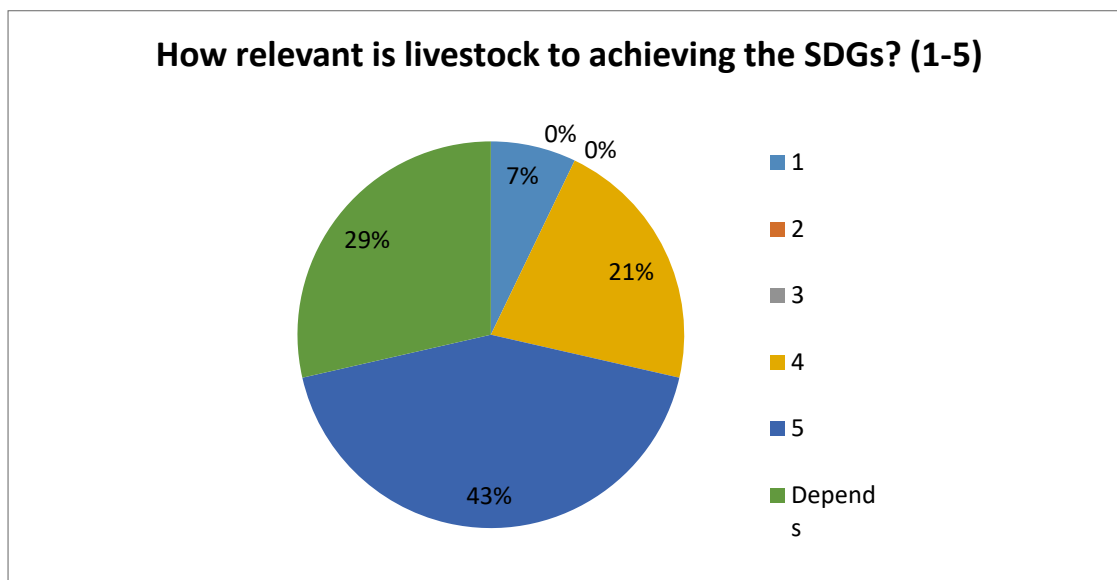
- economic opportunity
- health
- nutrition
- gender empowerment
- climate change and the environment?”

Ratings were based on the following: 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know). In this case, livestock's contribution to nutrition had the most positive perception with nine respondents rating it “5” whilst livestock's contribution to climate change and the environment had the least, with several ratings of “3” or less. African organisations considered livestock's contribution to economic opportunity, health and nutrition as higher than climate change or gender empowerment. Bilateral organisations ratings most closely reflected the average, whilst multilateral organisations had the lowest rating for health.

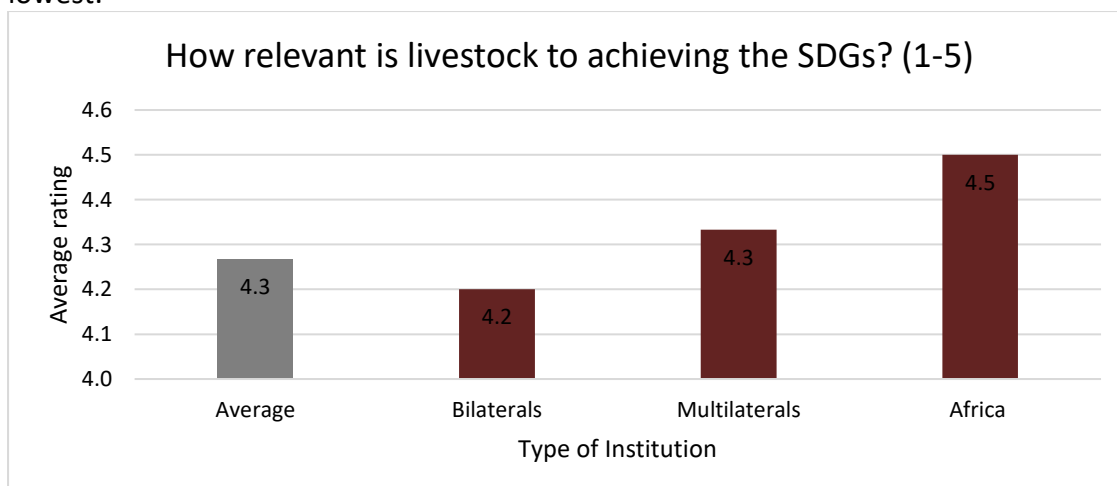


### Annex 3: Livestock perceptions

Respondents were asked “How relevant is livestock to achieving the Sustainable Development Goals?” on a scale of one to five where: 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don’t Know). Most rated livestock as “5 – very important” to achieving the SDGs, but many also answered, “depends” indicating a more nuanced view.



When divided by institution type, there was slight variation in results, as African organisations gave the highest rating of “4.5”, whilst bilateral organisations gave the lowest.



Respondents were asked “Is livestock sufficiently differentiated in the developing world?” and asked to give a “yes” or “no” answer. Half of those interviewed answered “yes”, it was sufficiently differentiated, whilst 33 per cent answered “no”. Many respondents thought it was sufficiently differentiated in development circles, but not differentiated enough when it came to the media or public.

Investors were asked “Which thematic areas are overlooked?” and “Which cross-cutting issues need to be addressed?” Several answers emerged in both, including climate change and the environment, gender empowerment, animal health and pastoralists.

<b>Which thematic areas are overlooked?</b>	<b>Cross-cutting issues needing to be addressed?</b>
<ul style="list-style-type: none"> <li>• Rural areas neglected</li> <li>• Climate and the environment</li> <li>• Nutrition</li> <li>• Pastoralists</li> <li>• Animal health</li> <li>• Nutrition</li> <li>• Gender empowerment</li> <li>• Animal Feed, forage and fodder</li> <li>• Sustainable feed production systems</li> </ul>	<ul style="list-style-type: none"> <li>• Integrating crops and livestock</li> <li>• Youth</li> <li>• Water management</li> <li>• Urban markets</li> <li>• Commercialisation of agriculture</li> <li>• Policy systems</li> <li>• Animal health</li> <li>• Migration</li> <li>• Pastoralists and pastoral systems</li> <li>• Climate change and the environment</li> <li>• Gender</li> <li>• Deforestation</li> <li>• Quality of meat</li> <li>• Better nutritional approach</li> <li>• ICT and innovation</li> </ul>

## Annex 4: Future support

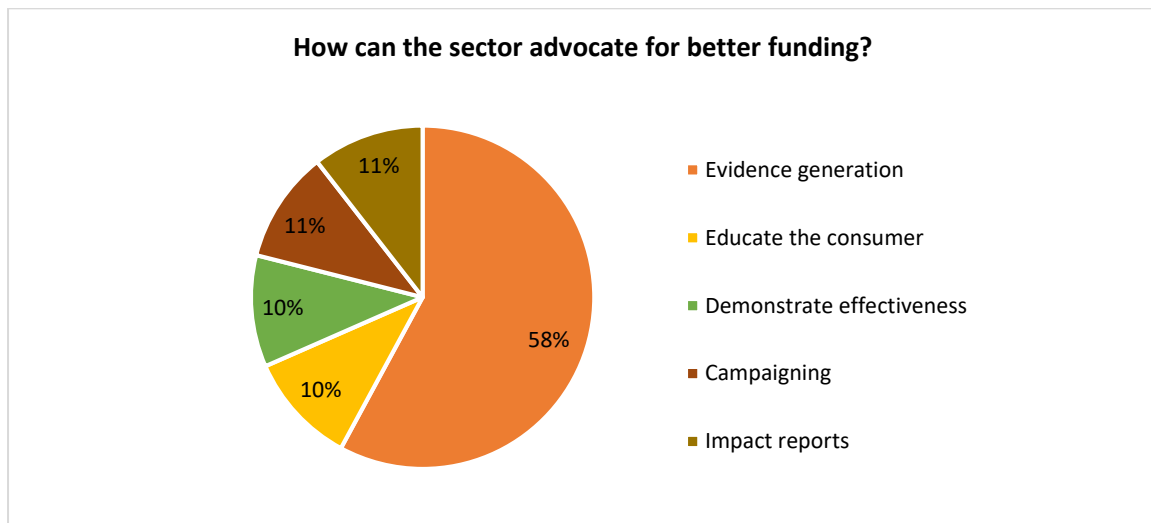
This section explored potential areas of future support for funding livestock, including typical funding cycles, emerging themes, key sources of information and influential events. Funding cycles typically fell into three to four-year or five to 10-year cycles, based on global trends and government policies. Similar themes emerged, with antimicrobial resistance and climate change among them. Most investors sourced their information from ILRI or other NGO research papers, whilst events like GASL and UNGA were important in shaping the livestock agenda.

Describe your funding cycle	Are there any new themes emerging?	What sources of information shape attitudes to livestock for development?	What are the most influential events for the livestock agenda?
<ul style="list-style-type: none"> <li>• Expected programming for conflict and conflicted areas might bring more money into livestock</li> <li>• Three to four-year cycles</li> <li>• Project-based</li> <li>• Dependent on new government</li> <li>• Five to 10-year cycles</li> <li>• Application-based</li> <li>• Long-term investments needed</li> <li>• Dependent on global trends</li> <li>• Climate is the central consideration</li> </ul>	<ul style="list-style-type: none"> <li>• Antimicrobial resistance</li> <li>• Climate change</li> <li>• Production projects</li> <li>• Value chain approach</li> <li>• Regional projects</li> <li>• Agroecology</li> <li>• Nutrition</li> <li>• Human and animal health interventions</li> <li>• Livestock mitigation and adaptation</li> <li>• Private sector innovation</li> <li>• Gender empowerment</li> <li>• Youth</li> <li>• Financing</li> </ul>	<ul style="list-style-type: none"> <li>• ILRI reviews and reports</li> <li>• GASL</li> <li>• DFID, FAO, CGIAR, IPCC, WRI, IFPRI reports</li> <li>• FAO reports</li> <li>• CGIAR reports</li> <li>• Science Direct</li> <li>• Academic publications</li> <li>• Think tanks</li> <li>• NGOs</li> <li>• Youth</li> <li>• Personal experience</li> <li>• Individual countries livestock strategies</li> <li>• On-the-ground experience</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific conferences</li> <li>• Webinars</li> <li>• Providing the media with arguments</li> <li>• CADAAP</li> <li>• CFS, UNGA, COPs</li> <li>• European bi-lateral investors</li> <li>• World Bank, FAO, EU, DEVCO, USAID, Bill &amp; Melinda Gates Foundation</li> <li>• Field visits</li> </ul>

Interviewees were asked “How can the sector advocate for better funding?” and given the following options to choose from:

- Evidence generation
- Public campaigning / capacity building
- Demonstrating results / effectiveness (e.g. impact reports)
- Media briefings / articles
- In-person meetings

Overall, the most popular answer was “evidence generation.” Respondents believed finding and building the evidence needed to advocate for better funding was essential, and many answered that this could focus on livestock’s role in mitigation.



There was little divergence amongst the investors when it came to advocacy options, with “evidence generation” the most popular answer amongst all organisations.

## Annex 5: Interview guide

In partnership with the International Livestock Research Institute (ILRI), Marchmont Communications is conducting a series of structured, one-on-one phone interviews to understand current and future funding of livestock initiatives for global development, as well as the underlying perceptions and insights guiding this decision-making.

Each interview will last approximately **30 minutes** and will be completely **confidential**, unless you specifically consent otherwise. The interviews are designed to inform the development of future communications and advocacy activities.

**Thank you for your willingness to participate.** A summary of the interview results will be shared with participants at the close of the process.

### **Section 1 – Your organisation and livestock**

How would you describe your organisation’s approach to development and funding priorities?

*(Query: timeframe, policy influences, strategy, structure, etc)*

Response

How central is livestock or livestock-related issues to your organisation’s funding priorities?  
*1 = not at all; 2 = a little; 3 = equal to other activities; 4 = fairly; 5 = very central; (Don’t Know)*

Rating 1-5	Supplementary information

Please describe the kinds of livestock-related interventions your organisation supports (if so), and to what extent and where?

Response

Are any areas of “livestock for development” specifically excluded from your funding consideration?

*(Query: livelihoods, health, nutrition, gender empowerment, environment)*

Response

### **Section 2 – Role of livestock**

In your view, to what extent do livestock contribute positively to economic opportunity?



1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know)  
 (Query farmer livelihoods, women's livelihoods, poverty reduction, resilience.)

Rating 1-5	Supplementary information

In your view, to what extent do livestock contribute positively to health?  
 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know)  
 (Query global health, foodborne disease)

Rating 1-5	Supplementary information

In your view, to what extent do livestock contribute positively to nutrition?  
 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know)  
 (Query: malnutrition, cognitive and physical development)

Rating 1-5	Supplementary information

In your view, to what extent do livestock contribute positively to gender empowerment?  
 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know)  
 (Query: economic empowerment, social equality, etc)

Rating 1-5	Supplementary information

In your view, to what extent do livestock contribute positively to climate and the environment?  
 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important; (Don't Know)  
 (Query climate adaptation, climate mitigation, environmental management.)

Rating 1-5	Supplementary information

**Section 3 – Livestock perceptions**

In your view, how relevant is the livestock sector in achieving broader sustainable development goals?  
 1 = not at all; 2 = a little; 3= neutral; 4 = fairly; 5 = very important (Don't know)  
 (Query response)

Rating 1-5	Supplementary information

In your view, are livestock initiatives adequately funded to achieve this?

*(Query response)*

Yes/No	Supplementary information

If any, which of the five thematic areas (see section 2) are overlooked (or over-prioritised) by funders?

*(Query: economic growth, health, nutrition, gender empowerment, climate change and environment)*

Response

Are there any cross-cutting issues could be potentially redressed through funding for livestock?

*(Query: urbanisation, digitalisation, inequality, migration)*

In your view, is the role of livestock in the developed world as compared to the developing world seen to be sufficiently differentiated by funders?

*(Query response: if not, why not?)*

Yes/No	Supplementary information

#### **Section 4 – Future Support**

Can you describe your typical funding cycles/approach?

Response

Are any new major themes being prioritised (or de-prioritised)? If so, when and why?

Response

To date, which sources of information have most influenced your own attitude to livestock for development?

*(Query: mainstream media, in-person advocacy, policy briefs, research papers)*

Response

In your view, which events/policy processes are most influential in making the “livestock for development” agenda more relevant?

(Query: GLAD, GASL, CFS)

<b>Response</b>

In your view, in what ways could the “livestock for development” sector better advocate for funding and support?

- Evidence generation
- Public campaigning / capacity building
- Demonstrating results / effectiveness (e.g. impact reports)
- Media briefings / articles
- In-person meetings

<b>Response</b>

### **Section 5 – Additional Information**

Is there anything else that you would like to add that has not already been covered?

<b>Response</b>