



Supporting Global Livestock Advocacy for
Development (GLAD) project

Stakeholder perceptions on sustainable livestock –
report of a desk audit

Marchmont Communications

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Executive summary

In early 2017, Marchmont Communications carried out a desk audit of 40 sustainable livestock stakeholders to analyze the priorities, activities and positioning of organizations covering a range of interests and regions. The list of stakeholders was agreed and provided by ILRI in response to Marchmont's request for a representative cross-section. The aim of this exercise was to develop a picture of the livestock sector, its key players and their messages to be able to identify opportunities for engagement and interventions that will promote the livestock sector as a driver for sustainable development.

The aspects analyzed for each organization were:

1. Vision, mission or outlook
2. Priority areas
3. Key activities or programmes
4. Sentiment towards livestock as a sector and/or a driver of development

From this analysis, a further assessment of priority issues was carried out using the three key pillars of the GLAD project:

1. Livestock's role in growth and equity in the developing world
2. Livestock's role in health and nutrition in the developing world
3. Livestock's contribution to the environment and climate change adaptation/mitigation.

Key findings

Sentiment

The stakeholders were assessed on their sentiment based on a reader-response reading of their websites, taking into account tone, language, nuance and activity focus.

The majority of the stakeholders assessed took a **positive** or **positive to neutral** position towards the livestock sector, with just three identified as explicitly negative. The organizations with a **negative** approach to livestock were all NGOs with an **environmental** and/or **animal welfare focus**. While many of the other audited stakeholders work within the animal health sector, the issue of ethical treatment and cruelty towards animals is largely left unaddressed or is given little visibility. There may be potential to consider ways to respond to more emotive, philosophical aspects of livestock production, for example, by evoking the traditional knowledge of agro-pastoralists, and their relationship with animals and their land. Similarly, there may also be opportunity to highlight the benefits of livestock in climate adaptation to counter those stakeholders focusing on livestock’s contribution to greenhouse gas emissions.

Three other stakeholders were seen to be either **neutral**, **neutral to negative** or **mixed**. The **International Fund for Animal Welfare** was seen as neutral because livestock does not fall into their primary activity (rescuing animals). **Food Tank** was deemed mixed because their approach was divided between a negative approach to the developed world and a positive approach to the developing world. And **Chatham House** was identified as “neutral to negative” for its focus on livestock’s contribution to greenhouse gas emissions and antimicrobial resistance, leaving possible room for dialogue over the benefits of livestock to developing countries. It is perhaps these organizations that offer the most obvious opportunity for engagement to emphasise the positive aspects of livestock, especially in terms of development, and most likely chance of changing opinion.

When it comes to livestock as an instrument of development for **growth** and **equity**, most organizations were **positive**, even those classed as negative overall. For example, **Friends of the Earth** took an explicitly negative view of industrial livestock production yet defended the “peasant farmer” and agroecology. **Humane Society International** appeared to treat the environmental issues of livestock in Brazil as representative of the developing world and could perhaps be a target for engagement over the regional variations in environmental impact as well as the benefits of livestock for livelihoods.

Livestock sentiment	Number of stakeholders
Positive	25
Neutral to positive	9
Neutral	1
Neutral to negative	1
Negative	3
Mixed	1

Priorities under the GLAD pillars

A similar proportion of the stakeholders prioritised each of the three key pillars. However, only a quarter prioritised all three. For example, the **Sir Ratan Tata Trust** focuses on the benefits of livestock as a source of income and livelihood. This demonstrates that for this stakeholder, livestock for growth and equity is already a key area and this could be built on, while there is also opportunity for engagement over livestock's role in combating malnutrition as a further benefit of reducing poverty.

Key pillar	Number of stakeholders for whom pillar is a priority
Growth & equity	29
Health & nutrition	24
Environment & climate change	24
All three	10

Observations and recommendations

- The majority of stakeholders act within the livestock development sector rather than within broader development contexts (e.g. diet; poverty), which may explain the high number of organizations with a positive attitude.
- Many of the campaigns (both negative and positive) are consumer-facing, treating livestock as a product (meat) rather than a tool for development. This opens up a space for an advocacy campaign to re-frame livestock as an instrument for development.
- While some stakeholders address issues of animal welfare such as health, breeding and rearing, they largely avoid the emotive aspect of animal rights, which is often seized upon by critics. A future campaign might consider highlighting ethical practices and evoking the relationships involved in animal rearing in the developing world.
- By identifying the stakeholders' interests in each of the three pillars, clusters of organizations have emerged that form natural targets within those three priorities. This means that any engagement campaign can target stakeholders already sympathetic to a particular pillar. For example, funding applications for work under one of the pillars can be directed to organizations already working in the space.
- By identifying the stakeholders who do not prioritise all of the three pillars, an advocacy campaign could target gaps in stakeholders' priorities. For example, organizations that prioritise diet may be positively influenced by a campaign promoting livestock's potential for improved income and its relationship to improved nutrition.

Below is a detailed summary of the audit under each of the three GLAD pillars:

	Growth & Equity	Health & Nutrition	Environment & Climate Change
Summary	Growth and equity is the most popular of the three pillars, in particular for organizations in India (BAIF, Sir Ratan Tata Trust, ICAR India, National Dairy Development Board of India), where livestock is widely seen as a tool for poverty reduction. Less common is the link between climate adaptation and sustainable incomes/resilience.	While some promote the potential of livestock both to improve livelihoods and reduce malnutrition (Irish Aid, IFPRI), many go only as far as to identify livestock as an enabler for poverty reduction, without highlighting the health benefits associated with improved incomes. This is also true of critics, or neutral organizations, which often miss the health/nutrition angle in the developing world (Food Tank).	Those with a developed world remit tend to focus on negative impact of livestock (greenhouse gas emissions) while those working more in the developing world tend to focus on solutions (adaptation, mitigation, integration of farming systems).
Sub-issues	<ul style="list-style-type: none"> • Rural women • Integrated livestock systems • Improved productivity; breeds for productivity • Pastoralism • Land quality • Policy/governance • Markets and trade 	<ul style="list-style-type: none"> • One Health • Malnutrition • Food security • Diet/protein • Animal welfare • AMR 	<ul style="list-style-type: none"> • Greenhouse gas emissions • Land quality • Adaptation/mitigation • Biodiversity/conservation
Opportunities for advocacy	Conservation International (Neutral to positive) – Efforts focus on making livestock more sustainable for environmental reasons. Potential to embrace this and	Food Tank (Mixed) - Has previously published work by ILRI but is often focused on developed world overconsumption of meat. Potential to turn around this	Friends of the Earth (Negative) - Focus on livestock’s impact on the planet via flagship report “What’s Feeding Our Food” was very narrow in scope with a focus on soy production in Brazil for the EU market. Potential

	<p>advocate sustainable livestock for livelihoods as well.</p> <p>UN Women (Neutral to positive) – opportunity to promote the potential for livestock to empower rural women, and advocacy platform through “From Where I Stand” series.</p>	<p>image by offering greater nuance, and a developing world context for consumption of animal produce.</p>	<p>for engagement over smallholder farming systems in the developing world where environmental impact may be lower.</p> <p>Conservation International (Neutral to positive) - Efforts focused on making agriculture more sustainable, but emphasis on fish and aquaculture. Careful engagement on how pastoralists can be environmental stewards could help increase positive perception of livestock.</p>
<p>Opportunities for partnership</p>	<p>Elanco (Positive) - Heads up the ENOUGH movement to ensure farmers are paid enough to produce enough food to meet growing demand. This could be an opportunity to engage over sustainability issues.</p> <p>Care International (Neutral to positive) – Adaptation programmes in Africa focus on building resilience, especially among women.</p> <p>Rockefeller (Neutral to positive) - Livestock seen as a means to achieving resilience and food security but no apparent dedicated livestock initiatives. Perhaps a target for further funding through the Global Resilience Partnership.</p>	<p>IFPRI (Positive) – work cuts across the pillars with clear links between improving incomes and improved nutrition.</p> <p>FrieslandCampina (Positive) – Route2020 covers the same three pillars as ILRI/GLAD under the banner “Nourishing By Nature”.</p>	<p>GEF (Positive) – expressly funds adaptation and mitigation studies for developing countries.</p> <p>ICUN Drylands (Neutral to positive) – potential to explore complementary work and ways in which livestock can benefit dryland systems.</p> <p>Turing Foundation (Positive) – previous work has promoted best land management/grazing practices.</p>

Campaigns

- **Meatless Monday** (Humane Society International) – Popular with a simple call for action: give up meat for just one day a week.
- **Vegan Pledge/Vegan Trademark** (Vegan Society) – a movement that espouses way of life and exacts a commitment.
- **The Ark of Livestock Diversity** (League for Pastoral Peoples and Endogenous Livestock Development) – a project that seeks to give value and support to pastoral producers and their products with its own benchmark.
- **Meat Naturally** (Conservation International) – an initiative from Conservation South Africa to promote sustainable farming practices throughout the meat supply chain.
- **ENOUGH** (Elanco) – Global movement for food security through advocacy and education.
- **Route2020** (Friesland Campina) – A strategy for sustainable growth and value creation under the purpose statement “Nourishing By Nature”. Covers three pillars: better nutrition for the world, good living for farmers, sustainable development for the future.
- **World Milk Day/World School Milk Day** (FAO/International Dairy Federation) – Launched in 2001 on June 1 to promote milk as a global food and activities linked to the milk industry. World School Milk Day celebrated on September 27 to celebrate health benefits of milk for schoolchildren.
- **From Where I Stand** (WHO) – Editorial series of first person stories that relate to the SDGs and their progress, pegged around the Commission on the Status of Women.

Detailed analysis

Below is the full analysis of each of the stakeholders as summarised above.

Organization Name	Regions covered	Vision/issues	Activities & Key Programmes	Livestock sentiment
NGOs				
Friends of the Earth @FoEint	International	<p>“Our vision is of a peaceful and sustainable world based on societies living in harmony with nature.”</p> <ul style="list-style-type: none"> • Climate justice • Economic justice • Food sovereignty • Forests and biodiversity • Human rights defenders <p>On food sovereignty:</p> <ul style="list-style-type: none"> • Defends the peasant farmer, agroecology. Critical of industrialised food production and agribusiness. <p>“The vast majority of the world's farmers are peasants, and it is peasants who feed the world. We need peasant-based technologies, not corporate biotechnologies.”</p> <p>Issue with land clearing for grain production, not livestock keeping per se.</p>	<ul style="list-style-type: none"> • Let’s Eat Better Pledge (less meat, less junk, more plants). • Sustainable diet, sustainable farming. • Land grabbing 	<ul style="list-style-type: none"> • Negative on industrial livestock production, for its burden on feed crops and land. • Possible crossover when it comes to poor smallholder farmers in the developing world where environmental impact may be lower.

		<p>“What’s Feeding Our Food” (FOE UK) – focus on EU/Brazil</p>		
<p>Humane Society International @HSIGlobal</p>	International	<p>“Humane Society International is one of the only global animal protection organizations working to help all animals.”</p> <ul style="list-style-type: none"> • Animal testing • Bullfighting • Pet cruelty • Farm animals • Horses • Oceans • Wildlife <p>On farm animals:</p> <ul style="list-style-type: none"> • Animal agriculture/climate change <p>“HSI promotes transition away from industrial farm animal production to more sustainable—and welfare-friendly—forms of agriculture”. Focus on Brazil.</p> <p>“Let’s Cool Down Meat’s Heat!”</p> <p>EU target of a 30 per cent reduction in the consumption of animal-based foods by 2030.</p> <ul style="list-style-type: none"> • Humane eating • Intensive confinement 	<ul style="list-style-type: none"> • Meatless Monday pledge • Standing Up for Animals, One Bite at a Time • Animal Care Expo, an annual event with training, networking and knowledge-sharing. 	<ul style="list-style-type: none"> • Negative towards industrial livestock production and its impact on land used for feed crops. • Livestock in Brazil used as a representation of the developing world (largest meat exporter).
<p>The Vegan Society @TheVeganSociety</p>	UK	<p>“A world where humans do not exploit non-human animals.</p>	<ul style="list-style-type: none"> • Vegan Pledge 	<ul style="list-style-type: none"> • Negative. Emphasis on cruelty/exploitation of animals.

		<p>We also want a just world for humans. A world where resources are utilised in a sustainable way to ensure all current and future generations are provided for - a world where no one goes hungry. At the heart of the sustainability and food justice agenda is plant-based food production and consumption: veganism.”</p> <ul style="list-style-type: none"> • Improve vegan catering, education and agriculture. • Increase the number of people trying veganism. 	<ul style="list-style-type: none"> • Lobbying the UK Government to subsidise healthy fortified plant milks in the free school milk scheme. • Vegan Trademark • Veganalyser – how many animals would you save by going vegan. 	<ul style="list-style-type: none"> • Absent of any developing world perspective, and insistent that veganism is a sustainable global solution. • Opportunity to counter the “Veganalyser” with a tool to show how much benefit livestock can bring to families in the developing world?
<p>Care International @CAREemergencies</p>	<p>International</p>	<p>“We seek a world of hope, tolerance and social justice, where poverty has been overcome and all people live in dignity and security.”</p> <ul style="list-style-type: none"> • Emergency response • Education • HIV/Aids • Food security • Women and girls • Advocacy • Climate change • Maternal Health • Economic development • Water sanitation <p>On food security: Key to improving food security is empowering women as heads of</p>	<ul style="list-style-type: none"> • Village Savings and Loan Associations (VSLA) in 24 countries reaching three million people. • Adaptation Learning Programme (ALP) 	<ul style="list-style-type: none"> • Neutral to positive. Acknowledges the role of livestock in climate adaptation as well as the nutritional value of animal protein to poor families. • Interesting link between food security and women as heads of households, and livestock survival as a humanitarian issue in crises.

		<p>households so they can “buy nutritious food for their families, such as fish and meat at least once a month.”</p> <p>One climate change: Adaptation programs in Africa to build resilience, including agropastoralists. “Saving cattle can save lives.”</p>		
<p>International Fund for Animal Welfare @action4ifaw</p>	International	<p>“IFAW’s mission is to rescue and protect animals around the world. We rescue individuals, safeguard populations, and preserve habitat.”</p> <ul style="list-style-type: none"> • Wildlife conservation • Dogs and cats • Saving seals • Marine conservation • Landscape conservation • Animal rescue • Saving the last tigers • Wildlife crime • Education • Political advocacy <p>On landscape conservation: Poaching and habitat loss for elephants.</p> <p>On animal rescue: “Animal rescue team aims to help starving livestock in Pakistan.”</p>	<ul style="list-style-type: none"> • Emergency Relief Network supports livestock in areas affected by disasters (e.g. floods in India, drought in Pakistan). • Managing livestock influxes into conservation areas. 	<ul style="list-style-type: none"> • Neutral. Livestock only really relevant when it comes to natural disasters and rescue/relief efforts.

<p>IUCN Drylands @IUCN</p>	<p>International</p>	<p>“Conserving and sustainably managing drylands for the well-being of society.”</p> <ul style="list-style-type: none"> • Scaling up sustainable land management <p>Partnership with World Initiative for Sustainable Pastoralism (WISP) to better represent “marginalized dryland peoples”.</p> <ul style="list-style-type: none"> • Strengthening evidence for targeting and monitoring in dryland ecosystems <p>Research focuses on coexistence of wildlife and livestock.</p> <ul style="list-style-type: none"> • Targeting policy and investment for sustainable land management 	<ul style="list-style-type: none"> • Drylands, Livelihood and Gender Programme • Economics of Land Degradation initiative (ELD) • Pastoralism and Conservation in Eastern and Southern Africa 	<ul style="list-style-type: none"> • Neutral to positive. Science-based evaluations of the relationship between livestock, drylands and wildlife. • Focus on best practice in terms of management/sustainability.
<p>League for Pastoral Peoples and Endogenous Livestock Development</p>	<p>Global</p>	<p>“Development should build on local knowledge, institutions, resources, rather than being determined from outside.”</p> <ul style="list-style-type: none"> • Livestock keepers’ rights • Biocultural community protocols <p>Recording livestock keepers’ traditional knowledge on biodiversity as a way to enshrine and recognize</p>	<ul style="list-style-type: none"> • Lobbying for livestock keepers’ rights. • Promoting biocultural protocols. • The Ark of Livestock Diversity – scoping a potential label or brand to indicate a product is from locally adapted livestock breeds. 	<ul style="list-style-type: none"> • Positive. Advocates for greater recognition and codification of livestock keepers as custodians of biodiversity. Focus more on value of farmers than livestock but complements ILRI.

		<p>their roles as environmental stewards.</p> <ul style="list-style-type: none"> Marketing and value-addition of local livestock products <p>Distinguishing the value of local livestock breeds from industrial by focusing on their environmental and economic value.</p>		
<p>One Acre Fund @OneAcreFund</p>	East Africa	<p>“When farmers improve their harvests, they pull themselves out of poverty.”</p> <ul style="list-style-type: none"> Financing inputs Distribution of seeds and fertilizer Training Opening markets 	<ul style="list-style-type: none"> ONE Campaign – following a community in Luucho, Kenya for a planting season. 	<ul style="list-style-type: none"> Positive. While the focus of their work is crops and seeds, there is a strong acceptance and recognition of the essential role livestock plays.
<p>Conservation International @ConservationOrg</p>	International	<p>“We imagine a healthy, prosperous world in which societies are forever committed to caring for and valuing nature, for the long-term benefit of people and all life on Earth.”</p> <ul style="list-style-type: none"> Climate Food Forests Fresh water Global stability Livelihoods Oceans 	<ul style="list-style-type: none"> CASCADE project: ecosystem-based adaptation to climate change in Costa Rica, Honduras and Guatemala. Meat Naturally: Sustainable farming practices for livestock keepers in South Africa e.g. shepherding as “Ecorangers”, supporting environmental management with GPS, managed grazing, etc. 	<ul style="list-style-type: none"> Neutral to positive. Value seen in pastoralism for biodiversity but most of CI’s focus seems to be on land management, crops and livelihoods. Possible room for engagement on the role and benefits of livestock in these areas. Complementary work on how pastoralists can be environmental stewards.

		<p>On food: Agriculture blamed for deforestation, emissions and exploitation of water (“nearly every aspect of agriculture belches gases like carbon dioxide”). Focus on how to make practices more sustainable. Solutions are mainly fish-focused but also on climate adaptation in crop farming such as coffee.</p> <p>“South Africa’s ‘Ecorangers’ Preserve Grasslands, Reduce Livestock Loss”</p>		
<p>Food Tank @foodtank</p>	International	<p>“We’re building a global community for safe, healthy, nourished eaters. We aim to educate, inspire, advocate, and create change. We spotlight and support environmentally, socially, and economically sustainable ways of alleviating hunger, obesity, and poverty and create networks of people, organizations, and content to push for food system change.”</p> <ul style="list-style-type: none"> ● Sustainable agriculture ● Climate change ● Food waste ● Food heroes ● Urban agriculture ● Policy and organizing 	<ul style="list-style-type: none"> ● Food Tank Summit 	<ul style="list-style-type: none"> ● Mixed. Mostly focused on the developed world and this is reflected in the exploration of meat alternatives. However, some content addresses the value of livestock to the developing world and ways to adapt to become more sustainable. Previously receptive to ILRI research on livestock breeds.

		<p>Largely developed world focused e.g. meat replacements as an example of sustainable agriculture.</p> <p>“Some people don’t have enough food, while others are eating too much. There’s only one way to fix this problem—and it starts with you and me.”</p> <p>However, recognition of the value of livestock elsewhere.</p> <p>Protecting Disappearing Livestock Breeds (ILRI)</p> <p>Changing Livestock Feed Can be Solution to Climate Change</p>		
BAIF	India	<p>“Create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values.”</p> <ul style="list-style-type: none"> • Livestock development • Climate resilient agriculture • Agribusiness • Environmental conservation • Training and capacity building <p>On livestock development: Focus on dairy and goats for livelihoods. Improved cattle breeds for increased productivity.</p>	<ul style="list-style-type: none"> • Dairy development programme: 5.26m families. • Eco-friendly goat development programme: 10,000 families in West Bengal. • BAIF Central Research Station: central cattle breeding farm, genetics lab, disease investigation lab. 	<ul style="list-style-type: none"> • Positive. Focus on livestock for sustainable livelihoods. Perhaps some opportunity to engage over livestock’s relationship to the environment.

		On environmental conservation: “Livestock breed improvement is motivating farmers to reduce their herd size and adopt good management practices, resulting in reduction in methane emission.”		
Donors				
Gatsby	UK, Africa	<p>“Across all areas, we aim to be more than a funder. We act as an enabler for projects, designing, developing, overseeing and, in some cases, delivering activities.”</p> <ul style="list-style-type: none"> • Plant science • Africa • Neuroscience • Education • Public policy • Arts <p>On Africa: “Accelerating inclusive and resilient economic growth in East Africa by demonstrating how key sectors can be transformed.”</p> <ul style="list-style-type: none"> • Cotton • Textiles • Forestry 	<ul style="list-style-type: none"> • Cowpea and sorghum: use of livestock and strip-cropping to increase yields and incomes (with the International Institute of Tropical Agriculture, IITA). • Kenya Markets Trust: Seeking to improve rangeland management, the supply of animal health inputs, integration within the supply chain, and the wider policy and investment environment of the sector 	<ul style="list-style-type: none"> • Positive where it contributes to economic growth and development. Opportunity to engage where livestock can be integrated with other systems.

<p>GEF @theGEF</p>	<p>International</p>	<p>“GEF funds are available to developing countries and countries with economies in transition to meet the objectives of the international environmental conventions and agreements.”</p> <ul style="list-style-type: none"> • Biodiversity • Chemicals and waste • Climate change • Forests • International waters • Land degradation <p>On climate change: Invests in climate-smart agriculture. On land degradation: “We see enormous potential for a ‘triple win’: increased production, mitigation of greenhouse gas emissions and enhanced climate resilience through adaptation.”</p>	<ul style="list-style-type: none"> • Fostering Sustainability and Resilience for Food Security in Sub-Saharan Africa: safeguarding natural resources needed for food security. • Rangeland management in Patagonia 	<ul style="list-style-type: none"> • Positive. Identifies and accepts livestock as an opportunity to adapt and mitigate.
<p>Turing Foundation @dichtwedstrijd</p>	<p>Africa, Netherlands</p>	<ul style="list-style-type: none"> • To enable and facilitate education for children around the world; • To let people in the Netherlands enjoy art; • To protect nature; • To fight leprosy and aid its victims. <p>On nature conservation:</p>	<ul style="list-style-type: none"> • Ecological sustainability and the promotion of (small) livestock farming, Burkina Faso, 2009-2010 (with Heifer International and Louis Bolk: providing “living loans” in the form of chickens, goats and sheep. Farmers encouraged to use the manure as fertilizer. 	<ul style="list-style-type: none"> • Positive. Emphasis on making livestock farming sustainable.

		Sustainable agriculture and cattle breeding in developing countries.	<ul style="list-style-type: none"> Communal management of grazing land and forest restoration in Ségou, Mali, 2009-2011: wells dug for livestock to help restore land. 	
Rockefeller @RockefellerFdn	International	<p>“To promote the well-being of humanity throughout the world.”</p> <ul style="list-style-type: none"> Inclusive economies Resilience Health Ecosystems Livelihoods Transform cities 	<ul style="list-style-type: none"> Alliance for a Green Revolution in Africa Global Resilience Partnership: including a data platform to predict crop damage and livestock loss. 	<ul style="list-style-type: none"> Neutral to positive. Focus on livestock as a means to achieving resilience and food security. No dedicated livestock initiatives.
ACIAR @ACIARAustralia	Australia, Papua New Guinea and Pacific Island countries, East Asia, South and West Asia, Eastern and Southern Africa.	<p>“ACIAR invests in applied research to improve agricultural productivity and sustainability and food system resilience in developing countries.”</p> <ul style="list-style-type: none"> Livestock and fisheries Crops Natural resource management Economics and social science <p>On livestock: investments in animal health focus on issues that enable smallholder farmers to refine their livestock management toward production and income-generation.</p>	<ul style="list-style-type: none"> Improving dairy cattle health and production in Vietnam: developing a network of Vietnamese nutritionists and vets to improve feed and health. Improving livelihoods of small-scale livestock producers in Myanmar: improving management, nutrition and health of livestock. Smallholder goat value chains in Pakistan 	<ul style="list-style-type: none"> Positive. Emphasis on livestock improving livelihoods and productivity.

<p>IFAD @IFADnews</p>	<p>International</p>	<p>“IFAD is dedicated to eradicating rural poverty in developing countries. 75 per cent of the world's poorest people - 1.4 billion women, children and men - live in rural areas and depend on agriculture and related activities for their livelihoods.”</p> <ul style="list-style-type: none"> • Agricultural risk management • Climate and environment • Farmers organizations • Food and nutrition security • Livestock and rangeland • Market access • Rural finance <p>On livestock: “transfer of technology, training, credit for restocking, animal health services delivery, feed and breed improvement, and best husbandry practices.”</p> <ul style="list-style-type: none"> • Sustainable animal disease control • Sustainable livestock production. 	<ul style="list-style-type: none"> • Zambia: Smallholder Livestock Investment Project (2006-2013) • Nepal: Leasehold Forestry and Livestock Programme (2005-2013) 	<ul style="list-style-type: none"> • Positive. Livestock related programmes in dozens of countries. Many of the projects, though, have closed or run their course. Possible opportunity for new programmes.
<p>Sir Ratan Tata Trust @tatatrsts</p>	<p>India</p>	<p>Initiatives to support development by partnering with civil society organizations in the areas of education, health, rural livelihoods and communities, arts, craft and culture, and civil society and</p>	<ul style="list-style-type: none"> • North East Initiative Development Agency (NEIDA): “enhancing rural livelihoods through promotion of livestock activities”. 	<ul style="list-style-type: none"> • Positive. Livestock plays a key role in many of the Trust’s initiatives to improve livelihoods. Perhaps opportunity to engage more in

		<p>governance. Apart from bestowing institutional grants, the Trusts also support individuals through grants for education and medical relief.</p> <ul style="list-style-type: none"> • Promotion of livestock keeping as a way of improving livelihoods and reducing poverty levels. 	<ul style="list-style-type: none"> • Central India Initiative: flagship initiative that works with Collectives for Integrated Livelihood Initiatives (CInI) to bring families out of poverty. • Himmothan Society: developing sustainable enterprises linked to livestock, agriculture, non-timber forest produce in rural mountain communities. 	<p>work on malnutrition as well as poverty reduction.</p>
<p>Irish Aid @Irish_Aid</p>	<p>International</p>	<p>“A sustainable and just world, where people are empowered to overcome poverty and hunger and fully realise their rights and potential.”</p> <ul style="list-style-type: none"> • Ending poverty • Hunger • Gender equality • Environment and climate change • Health • Governance and human rights <p>Priority: helping smallholder farmers to grow more nutritious food. Focus: sub-Saharan Africa. Previous work has included improved livestock breeds.</p>	<ul style="list-style-type: none"> • Partnership with International Land Coalition. • Total Official Development Assistance: €614.86 million • 49% of Ireland’s total ODA is channelled through carefully selected multilateral partners; 27% through Non-Governmental Organizations (NGOs) and 12% through national systems of our partner countries. • 42% of Ireland’s total ODA is specifically earmarked for sub Saharan Africa. 	<ul style="list-style-type: none"> • Positive, specifically supportive of CGIAR and ILRI.

Research				
<p>CIRAD @Cirad</p>	<p>International</p>	<p>“Sustainable development of tropical and Mediterranean regions.”</p> <ul style="list-style-type: none"> • Food security • Climate change • Natural resource management • Reduction of inequalities • Poverty alleviation <p>Research focus on pastoralism and family farming (“How can we improve the food security of rural and urban populations and at the same time reduce the dependence of States on imported animal products?”). Acknowledgement of environmental impact and benefits/opportunities of rearing livestock – importance of identifying opportunities for greater resilience.</p>	<ul style="list-style-type: none"> • ECLiS Project > Benin, Niger, Mali, Senegal (<i>ANR, 2009-2012</i>): how livestock farming contributes to reducing the vulnerability of societies and agro-ecosystems in sub-Saharan West Africa. • Mouve Project > France, Senegal, Brazil, Uruguay, Mediterranean (<i>ANR, 2011-2013</i>): conditions, possible forms and the implications of ecological intensification in rearing herbivores at the territorial scale. 	<ul style="list-style-type: none"> • Neutral to positive. Dual focus of reducing environmental impact while improving productivity for poverty reduction.
<p>EMBRAPA @embrapa</p>	<p>Brazil</p>	<p>“We have taken on the challenge to develop a genuinely Brazilian model of tropical agriculture and livestock to overcome the barriers that limit the production of food, fibre, and fuel in our country.”</p> <ul style="list-style-type: none"> • Poverty • Low carbon agriculture • Degraded pastures • Agroecology 	<ul style="list-style-type: none"> • Brazil without poverty • ABC plan for low carbon agriculture • National ICLF Plan (integrated crop-livestock-forestry systems). 	<ul style="list-style-type: none"> • Positive. Livestock seen as part of a holistic solution that addresses productivity and environmental impact.

		<ul style="list-style-type: none"> • Forest Code <p>Focus on integrating livestock systems with crops and forestry.</p>		
<p>FARA @FARAinfo</p>	Africa	<p>“FARA serves as the entry point for agricultural research initiatives designed to have a continental reach or a sub-continental reach spanning more than one sub-region.”</p> <p>On livestock: “Livestock has the potential of lifting millions of Africans out of poverty by providing them jobs and meaningful career.”</p> <p>“There are several barriers in successfully using livestock production to enhance economic well-being in Africa. Some of these barriers revolve around low access to technical information, weak governance and poor coordination of adaptive research for the benefits of target groups.”</p>	<ul style="list-style-type: none"> • SSA CP: Sub-Saharan Africa Challenge Programme • Adaptation for Future Demands in Agriculture (AFDA) • The African Food and Agriculture Policy platform (AFAPP) 	<ul style="list-style-type: none"> • Positive. Livestock seen as an opportunity for better livelihoods and economic wellbeing. Focus on overcoming barriers.
<p>ICAR @icarindia</p>	India	<p>“The ICAR has played a pioneering role in ushering Green Revolution and has enabled the country to increase the production of foodgrains by 5 times, horticultural crops by 9.5 times, fish by 12.5 times , milk 7.8 times and eggs 39 times since 1951 to 2014.”</p>	<ul style="list-style-type: none"> • First Test Tube Yak Calf Born at NRC on Yak • Duck rearing in village ponds enhanced towards livelihood in tribal areas Odisha • Scientific cattle rearing can change lifestyle: success story 	<ul style="list-style-type: none"> • Positive. Livestock production seen as a science to be improved upon, enabling better livelihoods.

		<ul style="list-style-type: none"> • Crop science • Horticultural science • Natural resource management • Agricultural engineering • Animal science • Education, extension, finance. <p>“Facilitating need based research in ongoing and emerging areas of livestock and poultry sector to denote productivity increase, reduce gap between potential and actual yield, and to prepare the country for the challenges of globalization.”</p>	<p>of a dairy farmer of Chirakkakode Village</p>	
<p>IFPRI @IFPRI</p>	<p>International</p>	<p>“IFPRI’s vision is a world free of hunger and malnutrition. Its mission is to provide research-based policy solutions that sustainably reduce poverty and end hunger and malnutrition.”</p> <ul style="list-style-type: none"> • Sustainable food production • Healthy food systems • Improving markets and trade • Transforming agriculture • Building resilience • Strengthening institutions and governance. <p>On livestock: “Expanding livestock production in developing countries is an important</p>	<ul style="list-style-type: none"> • Resilience for food and nutrition security • An assessment of the livestock economy in mixed crop-livestock production systems in Ethiopia: “positive synergies between these income sources to help reduce poverty and to promote economic growth in rural communities.” 	<ul style="list-style-type: none"> • Positive. Seen as a way to improve both economic wellbeing and nutrition.

		way to help poor people increase their incomes and improve their food security and nutrition.”		
Chatham House @ChathamHouse	UK, international	<p>“Our mission is to help build a sustainably secure, prosperous and just world.”</p> <ul style="list-style-type: none"> • Climate • Energy security • Global health strategy (AMR) • Africa <p>Commentary: Impact of Livestock on Climate Change Cannot Be Ignored – “Recent modelling has shown that dietary trends are simply incompatible with the objective of limiting warming to two degrees Celsius. So why is nothing being done to tackle demand?”</p>	<ul style="list-style-type: none"> • One Health Colloquium: Sustainable Livestock, Disease Control, Climate Change and the Refugee Crisis • Zoonoses and Emerging Livestock Systems (ZELS): policy consultation on poultry farming in Bangladesh. • Livestock: Climate Change's Forgotten Sector • Wealth Creation through Gender Equality and Women's Empowerment in the Agricultural Value Chain 	<ul style="list-style-type: none"> • Neutral to negative. Livestock-related issues tend to be focused on greenhouse gas emissions, and anti-microbial resistance. Some work on livestock as livelihoods in developing world but possibility to engage over nuances in diet debate/global health issues.
FCRN @FCRNetwork	UK, international	<p>“Our mission is to foster the informed dialogue and critical thinking needed to build mutual understanding and collective action on food systems sustainability.”</p> <ul style="list-style-type: none"> • Healthy and sustainable diets • Sustainable intensification of agriculture • New global powers 	<ul style="list-style-type: none"> • Expert workshops on diet and intensification of agriculture. • Appetite for Change report: changes in China’s diet including rapid growth in livestock production. “Strategies to moderate meat consumption could potentially help address both the problems of obesity and other 	<ul style="list-style-type: none"> • Neutral to positive. Positioned as a facilitator of debate. Papers tend not to reach definitive conclusions. Opportunity to engage over nuanced arguments.

		<ul style="list-style-type: none"> Understanding food system and greenhouse gas emissions 	<p>chronic diseases and the environmental impacts of livestock production.”</p> <ul style="list-style-type: none"> Re-framing the climate change debate in the livestock sector: “We conclude that different livestock systems provide different functions to different human systems and require different strategies, so they cannot readily be pooled together.” 	
AU-IBAR	Africa	<p>“By supporting and empowering the African Union (AU) Member States and the Regional Economic Communities (RECs), AU-IBAR's vision is that of an Africa free from hunger and poverty in which animal resources make a significant contribution within the global arena.”</p> <ul style="list-style-type: none"> Public and animal health Animal resource management Markets for African animal products Standards and compliance 	<ul style="list-style-type: none"> Reinforcing Animal Health Services in Somalia: Improving animal health services for 250,000 households in Somalia. Disease control and prevention. Animal genetics resources Livestock Development Strategy for Africa (2015-2035): issues affecting the sector include breeds with low productivity, land quality, pasture and water resources, and health services. 	<ul style="list-style-type: none"> Positive. Champions animal resources as a way of ending poverty and hunger in Africa. Possible overlap in Livestock Development Strategy for Africa 2015-2035

Private sector				
<p>SIDAI @SidaiAfrica</p>	<p>Kenya</p>	<p>“Sidai Africa is a social enterprise operating in the livestock sector in Kenya. Our aim is to revolutionize the provision of livestock and veterinary services to pastoralists and farmers in Kenya by creating a more sustainable service delivery model.” 150 franchised and branded Livestock Service Centres in Kenya by 2015. Each franchise is equipped to provide quality animal health products and professional technical advice to farmers and pastoralists.</p> <ul style="list-style-type: none"> • Fertility and reproduction • Health • Improved productivity • Improved feed 	<ul style="list-style-type: none"> • “One Calf per Year” initiative through artificial insemination, pregnancy diagnosis, farmer training in feeding and management; • tick-borne disease control through vaccination and optimal acaricide use; 	<ul style="list-style-type: none"> • Positive. Offers practical support to farmers in the form of services and products. Possible resource for the different requirements of different systems/regions.
<p>Cargill @Cargill</p>	<p>Global</p>	<p>One of North America’s largest beef processors, committed to live animal initiatives, science and innovation and food safety.</p> <ul style="list-style-type: none"> • Food ingredients • Animal nutrition • Protein and salt • Agricultural supply chain • Energy, transportation and meals <p>Areas of priority include:</p>	<ul style="list-style-type: none"> • Proprietary live cattle and genetic research e.g. co-developing new technology that helps determine how animals are predisposed to perform to procure and sort accordingly. • Proprietary, computerized system that filters out inferior raw material and ensures that cattle meets high quality standards 	<ul style="list-style-type: none"> • Positive. Commercial and research interests in improving productivity.

		<ul style="list-style-type: none"> • Land use • Climate change • Water resources • Farmer Livelihoods • Food security • Nutrition 	<ul style="list-style-type: none"> • Owns and operates feedlots, to maintain a quality cattle supply year-round, while providing live animals for our research efforts. 	
Elanco @Elanco	Global	<p>“Providing those who raise and care for animals with a comprehensive set of animal health products and knowledge services that empower them to address the global challenges of a diverse and changing world.”</p> <ul style="list-style-type: none"> • Disease control • Productivity <p>“Elanco believes everyone has a right to nutritious, affordable, available food, and we’re working to protect that right.”</p>	<ul style="list-style-type: none"> • Jeff Simmons, Elanco Animal Health President, heads ENOUGH, a “global community working for nutritious, affordable food for all”. ENOUGH report sets out food security challenge. • Treating and controlling Bovine Respiratory Disease, or cattle pneumonia, and coccidiosis • Optimizing the efficiency of converting feed to meat • Maximizing profit potential by improving animal health and forage utilization and by adding more pounds of saleable weight 	<ul style="list-style-type: none"> • Positive. Livestock seen as integral to the challenge of achieving food security. ENOUGH movement offers a possible means of partnering.
Friesland Campina @FriesIndCampina	International	<p>“With annual revenue of EUR11.3 billion FrieslandCampina is one of the world’s largest dairy companies.”</p> <ul style="list-style-type: none"> • Enough farmers to grow food • Climate adaptation and mitigation 	<ul style="list-style-type: none"> • Route2020 strategy: a blueprint for growth to contribute to rising demand from growing population. • Dairy Development Programme: Trained 6,300+ farmers in animal welfare, calf 	<ul style="list-style-type: none"> • Positive. Livestock seen as a means to meet rising demand for animal produce. Farmers’ income is seen as an incentive to producing enough, rather than dairy being the means to lifting farmers out of poverty.

		<ul style="list-style-type: none"> • Sustainability and responsibility <p>Purpose statement: “nourishing by nature”.</p> <p>Three pillars: better nutrition for the world = good income for farmers = now and for generations to come (climate change).</p>	<p>rearing and milk quality in 2015.</p> <ul style="list-style-type: none"> • Farmer2Farmer programme involved Dutch dairy farmers training farmers in Thailand, Malaysia and Indonesia. 	
<p>International Dairy Federation @FIL_IDF</p>	International	<p>“IDF provides a mechanism for the dairy sector to reach global consensus on how to help feed the world with safe and sustainable dairy products.”</p> <ul style="list-style-type: none"> • Sustainability • Standards • Dairy safety and quality • Nutrition <p>Monitors research and results on AMR (no apparent progression of anti-microbial resistance in mastitis pathogens after four decades of anti-microbial drug use in dairy cows.)</p>	<ul style="list-style-type: none"> • World Milk Day and World School Milk Day. <p>IDF involved in four types of standard setting:</p> <ul style="list-style-type: none"> • Food standards for international trade with Codex • Animal health and welfare standards for international trade with OIE • Standards for methods of analysis and sampling with IDF/ISO, AOAC, USP • Standards for milking machines, dairy safety and quality management systems, environmental standards etc. with ISO and other organizations. 	<ul style="list-style-type: none"> • Positive. Represents standards and reputation for dairy industry.
<p>Bayer Animal Health @Bayer4Animals</p>	Global	<p>“We support the health of animals, as well as the farmers, veterinarians and pet owners that care for them</p>	<ul style="list-style-type: none"> • Responsible use of antibiotics. • Focus on health of farm animals in Asia. 	<ul style="list-style-type: none"> • Positive. Animal health valued alongside human health. Research focuses on managing AMU as well as finding

		<p>through our offering of innovative therapies and solutions.”</p> <ul style="list-style-type: none"> • Innate immunity • Animal welfare • Responsible AMU <p>“Science For A Better Life”: two immunostimulants for animal health, which offer vets and farmers a novel non-antibiotic approach to help mitigate infectious diseases certain species of farm animals.</p>	<ul style="list-style-type: none"> • Beware of counterfeit drugs campaign. • BCS Cowdition: Smartphone app that helps assess the health of dairy cows and detect metabolic disorders. 	<p>alternatives, while also improving animal health.</p>
International Meat Secretariat	International	<p>The International Meat Secretariat (IMS) represents the global meat and livestock sector as a vital motor of growth and prosperity to meet the future demands for sustainable, high-quality, nutritious and safe animal protein.</p> <ul style="list-style-type: none"> • Meat science and technology • Nutrition and health <p>“There is no evidence that a moderate intake of lean red meat has any negative effects on health, there is currently no real scientific justification for excluding it from the diet.”</p> <p>Expert committees for beef, pigmeat, sheepmeat and veal, as well as for</p>	<ul style="list-style-type: none"> • World Meat Congress • IMS-GIRA World Meat Facts Book • IMS Prize for Meat Science and Technology; IMS Meat Science Lecture 	<ul style="list-style-type: none"> • Positive. Opportunity to add nuance to arguments, which are overwhelmingly positive and may benefit from some balance.

		animal care, sustainability, human nutrition and health.		
Multilateral				
UN Women @UN_Women	International	<p>“UN Women, among other issues, works for the: elimination of discrimination against women and girls; empowerment of women; and achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.”</p> <ul style="list-style-type: none"> • Economic empowerment • Sustainable development agenda <p>Livestock seen as a driver for gender equality and economic empowerment for women.</p>	<ul style="list-style-type: none"> • Women2000 and Beyond: Rural women in a changing world: Opportunities and challenges: “Masai women have a deep knowledge of livestock and play a key role in the care of animals.” • From Where I Stand: Editorial series of first person accounts including small-scale farmers. • Fund for Gender Equality: Pastoralist Women’s Council (Tanzania); Association of Domestic Workers at Home and Maquila (Guatemala); National Association of Women Farmers in Benin. 	<ul style="list-style-type: none"> • Neutral to positive. Recognition that livestock keeping is an important activity for rural women in developing countries. Sector seen as a means to empower.

		Supports calls for greater investment to support women increase agricultural production.		
FAO @FAOnews	International	<p>Three main goals: the eradication of hunger, food insecurity and malnutrition; the elimination of poverty; and the sustainable management and utilization of natural resources.</p> <ul style="list-style-type: none"> • Climate change • Sustainable food and agriculture • Animal health <p>“FAO facilitates the sustainable development of the livestock which contributes to food security and poverty alleviation, while reducing its environmental footprint and resource use.”</p>	<ul style="list-style-type: none"> • GLEAM-I to help climate adaptation strategies through the evaluation of environmental impact. • The Global Agenda for Sustainable Livestock. • The Livestock Environmental and Assessment Partnership. 	<ul style="list-style-type: none"> • Positive. Livestock seen as an integral aspect of current and future food system.
UNEP @UNEP	International	<p>UNEP works with communities, private sector and governments to transition from sectoral, single goal approaches towards holistic and collaborative ecosystem management that can deliver on various objectives ranging from food, water and energy security, to biodiversity conservation and job creation.</p> <ul style="list-style-type: none"> • Climate change 	<ul style="list-style-type: none"> • UNEP-GEF project: to promote and support sustainable land use management systems for livestock and wildlife at the interface in order to improve community livelihoods, biodiversity conservation and reduce land degradation. • Dryland Livestock Wildlife Environment Interface Project: 	<ul style="list-style-type: none"> • Neutral to positive. Works within the parameters that it is possible to integrate livestock with the environment. Promotes workable, sustainable solutions.

		<ul style="list-style-type: none"> • Ecosystem management • Chemicals and waste • Resource efficiency <p>Promotion of mitigation techniques within livestock to find sustainable solutions for both industrial and traditional meat production.</p>	<p>established grazing management plans in Kenya and Burkina Faso while also increasing land under conservation.</p>	
<p>World Organization for Animal Health (OIE) @OIEAnimalHealth</p>	International	<p>The OIE is the intergovernmental organization responsible for improving animal health worldwide.</p> <ul style="list-style-type: none"> • One Health • Animal diseases • Animal welfare • Food safety • AMR <p>Scientific and transparent, standard-setting research and data.</p>	<ul style="list-style-type: none"> • African Livestock platform (ALive). • International database to track antimicrobial use in livestock. • Global livestock agenda 	<ul style="list-style-type: none"> • Positive. Animal health promoted in the interests of animals and people. Already in partnership with ILRI.
<p>WHO @WHO</p>	International	<p>Animals play an essential role in maintaining zoonotic infections in nature. Zoonoses may be bacterial, viral, or parasitic, or may involve unconventional agents. As well as being a public health problem, many of the major zoonotic diseases prevent the efficient production of food of animal origin and create obstacles to international trade in animal products.</p>	<ul style="list-style-type: none"> • Global Action Plan for tackling AMR (tripartite collaboration with FAO and OIE). • Global Early Warning System for Major Animal Diseases, including Zoonoses (GLEWS) 	<ul style="list-style-type: none"> • Neutral to positive. Cooperation over AMR and improving animal health/disease control.

Government				
<p>National Dairy Development Board of India</p>	<p>India</p>	<p>“The National Dairy Development Board's creation is rooted in the conviction that our nation's socio-economic progress lies largely on the development of rural India.”</p> <ul style="list-style-type: none"> • Breeding • Nutrition • Health • Training and capacity building <p>“Cooperation is the preferred form of enterprise, giving people control over the resources they create through democratic self-governance.”</p>	<ul style="list-style-type: none"> • Dairy Knowledge Portal: A knowledge-sharing forum for registered users. • NDDB Foundation for Nutrition: tackling malnutrition through safe milk for schoolchildren. 	<ul style="list-style-type: none"> • Positive. Livestock and dairy farming seen as a means to development.