

# Community conversations on collective livestock marketing: The case of Menz Mama District, Ethiopia

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# Introduction

Sheep is an important component of the rural livelihoods in the midland and highlands of Ethiopia. The contributions of livestock, particularly small ruminants include providing sources of meat and milk, high liquidity, a store of wealth, and a source of manure.

Marketing is an important component of the small ruminant production systems in Ethiopia (Kocho et al. 2011). Well-organized livestock marketing plays a very crucial role in enhancing the contributions of livestock towards the well-being of rural communities in Ethiopia. Smallholder farmers face many challenges in small ruminant marketing including weak bargaining power, lack of market information, high transaction costs, limited physical accessibility of markets and lack of marketing infrastructure, unorganized markets, and weak institutional support system.

Smallholders depend heavily on the oligopsony and poorly organized rural markets to transact their commodities including their small ruminants (Kassie et al. 2019). The livestock markets are usually unrewarding for the small ruminant keepers in the country. According to Kassie et al. (2019), small ruminant keepers and traders received price penalties because of the low number of small ruminants supplied per household to the market, as the smallholders operate individually.

Addressing unorganized market challenges requires collective actions. This enables smallholders to achieve economies of scale that increase market performance, the volume of sale and the capacity of controlling market power in the locality. Rural communities have a long history of informally organizing themselves for mutual assistance in groups for working, funeral services and other social gatherings. Informal groups can contribute to nurturing the experience and mutual trust for establishing formal livestock marketing groups and other collective actions. Benefits of group actions include access to training, market information, credit, input supply and value addition.

Collective marketing enables community members act to search for new buyers and new markets collectively. Collective marketing groups can be described in terms of the basic functions they serve (Kassie 2016). Sustainable and mutually beneficial market linkages are required for farmer group actions to be effective and produce sustainable supply. It is important to identify the type of linkage required and the level of support that may be necessary.

For smallholder farmers to act collectively, it is important to create awareness and a vision for successful collective actions through a participatory engagement process. It is expected that farmers become convinced and motivated to act when they are engaged in joint problem analysis and decision-making processes. We used a collaborative learning and action process called 'community conversations' to engage men and women community members and local partners in the exploration of marketing needs and challenges, exploring perceptions about collective actions, and identifying knowledge gaps in livestock marketing. Community conversations are facilitated dialogues among community members and local partners to explore and analyse knowledge, attitudes, and practices (KAP) regarding livestock marketing challenges and needs and the importance of collective actions.

The community conversations on collective livestock marketing were conducted in the Menz Mama District at Zeram community on the 17 February 2021. These community conversation sessions on collective livestock marketing were part of a series of different participatory farmer training modules developed under the CGIAR Research Program on Livestock (CRP Livestock) which addresses smallholder livestock production challenges in Ethiopia.

# Process and methodology

The community conversations (CC) were conducted in Livestock CRP integrated SmaRT-pack intervention sites of Menz Mama district on 17 January 2021. The CC involved 40 farmers, one researcher, 4 development partners, and one site enumerator (data collector). The gender composition of the participants was 62% male and 38% female (Table I).

Table I. The number of participants

Participant	Number of participants		
	Male	Female	Total
Research partners	1	-	1
Development partners	4	1	5
Enumerators	1	-	1
Community members	23	17	40
Total	28	18	47

Source: Own CC data

Before the community conversation, a KAP baseline survey on collective actions in livestock marketing was conducted with a portion of community conversation participants. After the KAP survey, the team reflected on their observations and insights, which helped them get familiarized with the thinking and practices of community members and localize the discussion points for the conversations.

The facilitation team was composed of CGIAR staff and staff of research and development partners. The local partners were briefed on the facilitation process and the CC module on collective livestock marketing. The team also discussed note-taking strategies and how to open and close the CC session.

## Opening and introductions

The session was opened by a blessing and prayers by elders and religious leaders. After that, a recap of the previous sessions on animal feeds and forages and animal health was done focusing on recall, knowledge sharing, and application. We found promising changes in husbandry practices around feeding, feed collection, barn cleaning, use of safety clothing when handling sick animals, separation of sick animals until recovery, and quarantining newly introduced animals.

To create motivation for the discussion on collective livestock marketing, the CC participants were asked to explain why they keep livestock. The discussion continued until they mentioned income from the sale of animals. The icebreaker set the scene to smoothly start the discussion and motivate community members to actively engage in the discussion.

Then, the team divided the CC participants into men and women groups and facilitated in-depth conversations on collective actions in livestock marketing. The use of men and women groups was helpful to encourage women's participation and explore gendered perceptions about collective livestock marketing (Lemma, Tigabie, and Mekonnen

2021). After the separate group discussions, we brought the groups together to report back group outputs in the plenary. Men participants appreciated how knowledgeable the women were during the plenary discussions.

## Intervention site and area description

The intervention was implemented in the Zeram community, Menz Mama district of North Shewa Administrative Zone, Amhara Region. Menz Mama is characterized as dry highland and frost-prone with low rainfall distribution (Annex 2).



# Community conversation results

## Men group results

### Understanding of livestock marketing

Male participants explained what market and marketing meant to them as a market is a place to exchange (sell and buy) products and marketing as the act of exchanging or selling and buying products and inputs.

In the participants' view, livestock marketing is affected by high price fluctuation and needs informed decisions. Cattle, equines, and small ruminants marketing needs joint household decisions compared to poultry, and other livestock products. Participants mentioned problems related to specific location/space in the market as the large animals could hurt small ruminants in the market.

### Access to markets

Group members have access to different markets in Menz Mama and the neighbouring districts of Menz Lalao and Menze Gera. Such markets include Molale, Meleya, Yigem, Shesho, Kolo Margefia, Bash and Wogere. Access to those markets is not easy to the farm households and they often use Molale market with sporadic visits to Wogere. Livestock keepers trek their animals to the market for about one and half hours. The market days are on Saturday for Molale, which is their main destination, and Thursday for Wogere as an alternative.

Participants sell their sheep for two main reasons: in case of emergency need for immediate cash needs and for planned productions in the festive seasons for income generation. According to them, whenever they need cash for important purposes and they sell sheep, usually they considered prices to be lower.

Sheep supply is higher, and participants also get better prices in the four festive seasons months of September, January, April, and July. During these periods, the demand and price for fattened sheep is higher than the other time of the year.

The participants did not act for collective marketing purposively, rather they trekked their animals to markets together and shared information and ideas on prices. They are experienced and sitting with their neighbors in the market, discuss prices and make informed decisions on the sale of animals.

### The market as a source of disease transmission

As this topic was discussed in the previous community conversation session, participants perceived and demonstrated their knowledge of the market as a potential means for disease transmission. They explained that they now separate newly bought/introduced animals for 2-3 weeks and observe any signs of disease/infections before they mix them with their herds.

## Marketing needs and challenges

Poor market infrastructure was highlighted by participants as one of the main challenges for livestock marketing. Participants mentioned markets with infrastructure are necessary for efficient livestock marketing. Molale market has a good market shed constructed and targeted for small ruminant marketing. Currently, it serves all livestock including cattle and equines together without a distinct separation.

This has made the shed crowded and it does not have enough space for sheep. Farmers said cattle harm small ruminants and disturb the animals when they fight in the market shed. Sometimes farmers might lose their animal due to disturbances caused by cattle. They said that installing a fence that separates large and small animals' markets should be considered.

Participants said small ruminants marketing needs a specified location/space, with market infrastructure and security agents during high transaction days to save farmers from theft. Livestock marketing also needs informed and timely decisions to reduce production and market risks associated with variabilities in demand, supply, and pricing decisions.

The market lacks feeding and watering points meaning that animals might get exhausted and lose weight and has no veterinary services for disease surveillance. A study by Zeleke et al. (2020) found that livestock keepers in these and other areas of Ethiopia want these market facilities in addition to market sheds.

The absence of restrooms in the market makes it very difficult for market actors to stay longer to negotiate good prices for their animals. These poor market facilities force livestock keepers to sell their animals quickly with a low market price.

Other issues discussed included security issues and market information centers. The security risks include theft and cheating. Participants have been experiencing theft and cheating by some brokers. In addition to fences, the presence of security staff was found to be necessary for the main market days. Moreover, the market lacks any place allocated to, or anyone assigned to share market information. Farmers trek their sheep to markets with little or no information of the current market prices for their animals.

The participants said they received market information via cell phone text message, at least once a week or twice a month, but the service had stopped so that friends, families, and government officers were the most important and credible market information sources. Market observation and traders were used as a source of market information. But the information they got from traders is not trusted; because mostly traders misinform the farmers, especially on animal sale price.

Some participants pointed out that during festive seasons, they watch television and listen to the radio to get current market information in the cities and use it to estimate their local price. To some extent, participants were using local government offices or extension workers and experts to get market information.

There was no major cost for marketing their animals as they trek animals on foot, which has no transportation cost. The only cost farmers paid to the local government is a service tax of ETB3 per sheep if animals were not sold or if farmers purchased animals.

Participants indicated that they set the price for their animal before leaving their house by estimating the cost of inputs and expected profit, but they might sell their animal below or above the stated price. This was mostly due to a lack of standardized prices for sheep and imbalance between demand and supply.

Participants also explained the important challenge of the market linkage which helps them to smooth and sustain relationships between buyers and sellers for mutual benefits among the producers and buyers of small ruminants. Participants took their sheep to the market without creating market linkage with the buyers (i.e. they negotiate directly with traders on the market day). This practice forces farmers to accept the price determined by the buyers, instead of negotiating for the expected price.

## **Women's market participation and challenges**

Men participants were asked different questions to assess their attitudes, knowledge and practices towards women's roles, participation, and challenges in livestock/sheep marketing. Participants believed that if given the chance, women are better in price negotiation than their counterparts. Some participants highlighted the women who participate in the decision of selling time and how to sell at a better price. Participants said that women have better financial planning habits and have the tendency of utilizing money more wisely. Nowadays, as a result, most men are leaving most of the household decisions of how to utilize the money to their spouses.

But some men still think women are not good at livestock marketing and need assistance from men because women have poor market information, access to education, and lack confidence in making pricing decisions. These participants pointed those women can be cheated easily by traders because they cannot count money properly. For example, during the change to the new Birr, one woman assumed to sell a sheep for ETB900 and received ETB90 instead because she did not understand the difference between old ETB100 and new ETB10 bills. Some women do not know how to count money, so they are accompanied by male family members or sit near men who help them count the money. When this happens in markets, the women might lose their confidence to negotiate well as men and traders may take advantage of them.

In general, women have the potential to decide based on planning and if educated they can negotiate and for better prices resulting in higher profit from sheep sales. But participants believed that women face different challenges when participating in livestock marketing. Women mostly sell small livestock such as chicken and sometimes sheep and animal products such as eggs and butter.

Men participate dominantly in cattle and other large animal marketing. The major market challenges women face as identified by male participants were lack of access to market information due to limited mobility and limited access to education. Generally, in most households' decisions on the reasons for selling animals, which animals to sell, prices estimation, and use of the money income are made jointly.

## **Community experience in group actions and perceptions towards collective marketing**

Informal groups play a role in many aspects of social capital and networking to improve people's livelihoods. Participants have been participating in different informal groups like labour sharing arrangement know as 'Debo', resource sharing arrangement known as 'Idir'. Regarding membership and leadership of these informal groups, both men and women are members of such local groups. In a way to stimulate their thinking about collective marketing actions, we encouraged group participants to reflect on membership, leadership, benefits, and challenges of the informal groups they identified.

Through the discussion of their experiences in local groups, farmers have become sensitized for collective marketing actions. When asked about the establishment of collective livestock marketing groups based on their informal group experiences to solve the marketing challenges, they said that it is possible and agreed to form collective marketing groups and can act to market their animals collectively.

# **Women's group discussion results**

## **Understanding of livestock marketing**

The women group participants understood the market as a place where they sell, buy and exchange what they have, and get what they want. They stated that the market is an important institution for people. Regarding access to markets, they identified the main district town markets of Molale, Wogere and Mehal Meda. However, they noted that Mehal Meda market is accessible only to men because of its far distance.

Women participants considered markets as a source of animal diseases. They separate new or unsold animals from the flock.

### **Marketing needs and challenges**

Participants articulated their marketing needs and challenges. They identified the need for security at the market to avoid the risk of theft, cheating, and market price stability. Asked about their understanding of market information, they said they consider the market price. They described market information as 'market condition' but they were not able to articulate what market condition means. Upon further probing, some mentioned conditions of animals. They did not mention types of market information, such as quality and volume of product, type, and location of buyers, marketing costs, market capacity, market outlets, market facilities like a shed, fence, etc.

The factor affecting women's participation in livestock marketing is poor access to market information. The main sources of market information mentioned by the women group were observation of the market, traders, friends, neighbors, government experts and relatives.

Women have limited access to mobile phone and radio ownership; it was only 3 out of 17 participants of the group who reported having mobile phones. Women have limited mobility and contacts to access market information which is a critical challenge to their market participation and decision. Market information centres or agricultural hotlines can address this technology constraint by women to help them access and use agricultural and market information. Participants considered government experts as the most credible market information sources, as they thought that they do not have vested interests in brokers' and traders' actions.

### **Marketing costs and prices**

The costs incurred in livestock marketing include service charges if the animal is not sold and when a new animal is bought, mobile phone airtime, if applicable, and transport cost. The women group members expressed low market price concerns with the given production costs and said the current livestock market is not profitable. It is often the buyers who set market prices, and farmers have no options other than selling animals at low prices. The buyers set market prices on the spot by assessing the number of buyers and the flock size available in the market. On the other hand, pre-informed price determination, potential buyers in the market, and facilitation support in the area is poor and women complained that no market linkage facilitation service is available in their area.

### **Women's participation in livestock marketing and challenges**

Members of the women group stated that since livestock resources are the common asset of the family, decisions regarding livestock marketing and the money from the sale of animals are jointly made with men.

Regarding the purposes of selling, who sells animals and which animals or animal products sold was decided by the mutual understanding of husband and wife. Women mainly sell small animals and animal products due to the difficulty of managing large animals, which are mainly sold by men. Women group said that men decide to sell sheep quickly to leave the market sooner without negotiating for a better price, but women persist until they were offered a more reasonable price.

While there is no cultural constraint holding women back from joint decision-making and market participation, women group members indicated several challenges to their market involvement, mainly related to confidence, empowerment, access to market information and financial literacy. They indicated that they did not feel confident about selling or buying animals for the best price. A woman participant said, 'I always seek the advice of men in the market to make a decision.' Regarding their ability to negotiate prices, women members said that they felt less confident when they buy animals. A woman said, 'If she likes the animal, she will ask support from a man to negotiate and buy the animal for her, while she is not present during the transaction.' Women felt that men sellers would set higher prices for their animals when buyers are women. Another challenge women face in livestock marketing is the management of large animals while trekking to the markets. They often need male labour or pay for animal trekkers.

As a result, they often sell smaller animals including sheep, chicken and animal products. This indicated that sheep are the good resources controlled by women and create an opportunity to participate in livestock marketing.

Women's market participation is also influenced by the purpose of buyers. If a woman sells an ox for plowing purposes, buyers will ask for the presence of her husband or a male since it is assumed that the man knows the behavior of the ox rather than the woman. In the same way, if buyers want to buy a cow for dairy, it may be difficult for the man to explain the characteristics of the cow. This indicated that large ruminant marketing is gendered based on purposes.

Since women have limited mobility and contacts other than their networks, they have limited access to market information and lack the confidence to assess animals in the market and negotiate prices. Compared to men, their literacy level, particularly financial literacy (e.g. in terms of distinguishing the Birr notes and counting a large amount of money) is weak. Women also confirmed that the control and decision-making over the money income from the sale of livestock or animal products are made jointly with their spouses.

### **Community experience in group actions and women's perceptions towards collective marketing**

To create the motivation and sensitize community members about the importance of collective marketing, women group members were asked to identify formal or informal groups that exist in their community. It is assumed that community members have experience in group actions, which can be extended to collective marketing actions.

The women group identified local group actions, including '*Idir*', '*Equib*', '*Debo*'/ '*wonfel*' and discussed group characteristics such as membership, leadership, benefits and challenges using *Idir* as an example. They mentioned that there are women-only and mixed groups *Idir* in the community. When asked if they prefer single or mixed groups, they preferred mixed groups, as they allow complementarities of men and women. When women form a single-sex group, they need at least one or two men involved in leadership positions. This may indicate that women need more empowerment and leadership capacity development to actively represent their issues in group actions or decision-making spaces.

### **Perceptions towards group marketing**

When asked if they had group marketing practices, the women said they sold their animals individually. After they take the animals to the market, they observe the market and ask others about current market prices and seek advice from others and set the price, and negotiate with buyers until they are offered the expected price.

Women group members perceived that collective marketing could help to alleviate the challenges of unorganized livestock marketing. They felt that collective marketing offers benefits such as avoiding market cheating, improve their bargaining power, getting better prices for their animals, providing access to new markets and buyers, and improving better market linkages of access to new marketplaces and new buyers from the distant market collectively. They also anticipated challenges to collective marketing such as lack of sustainable market linkage, market price fluctuations, and lack of support from mandated institutions.

### **Plenary reflections**

The small groups were brought together in plenary and their results shared by the note-takers. In both groups, participants actively explored the main issues on livestock marketing focusing on small ruminants. There was the excitement among participants when both groups presented their results with solutions and the importance of collective marketing for small ruminants. Group outputs were compared, and each group appreciated their counterparts for their livestock marketing concepts, reflections, and understandings in the discussion. The men group praised the analysis done by the women group.

# Introduction of new knowledge on collective livestock marketing

We found that there were knowledge gaps on livestock collective marketing potentials, benefits and opportunities. In both groups, participants were able to identify and use only nearby markets and had limited access to market information. Community members had limited access to credible and timely market information. Women participants emphasized market security challenges.

Community members demonstrated a lack of knowledge regarding the cost of production and all the components of the marketing mix (product, place, price and promotion), price determination and product promotion. They know their products and what they produce and the markets where they sell their produce. They did not consider the role of promotions for effective livestock marketing and product distribution beyond production. There were also gaps in accessing market information and market facilities. In the conversation, participants explained that brokers were highly influencing the marketing activities by preventing buyer and seller interactions and buying animals at a cheap price.

While both groups appreciated collective marketing, they were not able to identify functions of collective marketing, what opportunities exist and anticipated challenges. There is a clear lack of knowledge on the benefits and process of cooperation.

It is recommended that a participatory training delivery approach be given for local service providers in market-oriented extension and advisory services. This is because the partners said this approach is very important for those who have the required technical knowledge but lack knowledge and skills in community mobilization, communication and participatory engagement.

New knowledge was introduced to fill their knowledge gaps based on the analysis of the exploration of the KAPs of community members on collective marketing. Socio-economists and staff of partners addressed the key knowledge gaps as a way of anticipating the demand for livestock marketing actions. Farmers realized the importance of marketing time on livestock. It needs critical decisions regarding the time of selling. Late selling of animals exposes the farmers to additional costs of feed, labour, and health management costs. Collective actions help the community to plan, act and decide together to improve their production, productivity and livestock benefits. Collective action can reduce the production, marketing, and capacity development challenges. Collective actions contribute to attracting partners and market actors to work with the community and maximize their benefits. Collective action empowers the community negotiation power in the market decision-making process. The other gaps found in the area were the market facilities. Livestock marketplaces need facilities such as fences, shade, feeding and watering troughs, veterinary service, security, and market information centres.

In addition to product identifications and best marketplaces in which the products are distributed to users, the products have to be promoted to attract new buyers and to determine the good price of the products based on the production costs incurred in the production period.

# Key messages and community actions

The challenges of unorganized livestock marketing include the limited capacity to access new markets and new buyers, brokers' influence and cheating, no market linkage facilitation, low market price, and weak bargaining capacity of the small ruminant keepers. Participants indicated that if someone wants to sell their animal in other markets like Debre Berhan and Addis Ababa, a legal certification (a trade pass) is a requirement for animals to be moved legally.

The benefits of collective marketing include:

- Better bargaining power
- Decision-making and experience sharing
- Better information and market linkage
- Wider market coverage
- Accesses to new buyers, new marketplaces, and competitive markets
- Access to training and financial resources
- Creates links with traders, extension workers, and non-governmental organizations

Success factors for establishing and sustaining a marketing group:

- Financial resources (start-up share, loan/credit etc.)
- Capacity development training (feeding, breeding, and marketing skill development, cooperative organization etc.)
- Technical support and follow up by extension workers
- Access to inputs and service (improved forage seeds and feed processing units, veterinary service, (technical advice, medication, drugs/vaccines/deworming).

Going forward, community members agreed to establish sheep production, fattening, and marketing cooperatives with an individual share price of ETB200 and a registration fee of ETB50. Before this CC event, they community members had decided to contribute between ETB 20 and ETB 30 for registration fee and shares, respectively.

Members are also committed to supporting community groups in the registration and certification process and beyond.

- Market linkage facilitation plays a key role in improving market access (new buyers, markets, customers).
- Collective actions empower small ruminant producers to better deal with price negotiation, attract customers, improve marketing facilities and services, and increase access to production inputs.
- Collective actions help address unorganized marketing problems, such as low product volumes, limited access to market information, few traders, limited market access, and limited price negotiation capacity.
- Collective livestock marketing actions require coordinated and committed actions by group members and support actors.

### Success factors for marketing groups:

- Financial resources (start-up share, loan/credit)
- Capacity development training (feeding, breeding, and marketing skill development, cooperative organization)
- Technical support and follow up by local partners
- Access to inputs and services (improved forage seeds and feed processing units, veterinary service such as technical advice, drugs/vaccines/deworming).

### Community actions for establishing marketing groups

- 1 Establish sheep production, fattening, and marketing cooperative
- 2 Share the lessons learned in the CC with other community members and non-member farmers for effective collective actions
- 3 Contribute to pay membership fee and buy shares from the cooperative
- 4 Participate in meetings and training when invited by the group leaders
- 5 Support the group leaders with ideas and community mobilization when necessary

The key finding of the community conversation is the power of the group or collective marketing: how to influence market access, price negotiation, access to new buyers, attract customers, new marketplaces, market facilities, access to production inputs, information and market linkage facilities. Community members were convinced that the main challenges they faced on individual selling of livestock, like brokers influence, lack of buyers, and limited market periods accompanied with many sellers and large flocks in the seasonal market. Collective market actions can reduce those challenges and improve the farmers' benefit. Participants said once they organized into a group, they would learn to keep records when they sold their animals, they get market information to influence and negotiate well and convince buyers to sell at a good price and be able to work better together to sell their animals in distant markets and increase the market coverages and participations.

### Reflections and follow-up strategies

At the close of the CC session, we asked a few participants to reflect on their key learnings and experiences of the session. Community members thanked the team for a participatory learning experience. They found the CC session engaging and mentioned that they had not previously had such a learning experience and ideas for solving their problems. They were motivated to act on their learning collectively.

### Reflections from partners

The partners appreciated the approach saying that it explored and engaged participants practice, knowledge, and experience. They said that participants were given the chance to participate in discussions, asking and answering questions and giving suggestions, which makes it better than the previous conventional problem-solving and training systems.

They were motivated and convinced to support the community in integrating all partners to work together and to use the CC activity in their working agendas in the future.

Community members appreciated the partnerships with the involvement of various development partners including the district livestock and fishery office head, trade and industry office expert, cooperative promotion and organization expert, input arrangement and provider expert, and socio-economic researcher from the Debre Birhan Agricultural Research Center (DBARC) in the CC session. They all said that they will as to get technical support for their services and follow-ups on the implementation of the action plan.



Service providers also appreciated the active participation of community members and noted that they learned much from participants' knowledge and experiences during the session. They said that they will continue to support participants to implement their action plans. The experts said that they will follow and finalized the action plan. The livestock and fishery office head is convinced to support and follow the experts by convincing their heads at the district level. The socio-economics researcher from DBARC was convinced to communicate with the experts and support training for the team leaders and the community members in the district for effective teamwork functions.

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# Annexes

## Annex I. Discussion checklist

CC facilitation checklist on collective livestock marketing

### Livestock marketing practices

- The conception of livestock marketing – What do market and livestock marketing mean to you?
- Access to markets – Why, where, when, and how do you sell and buy livestock (mainly cattle, sheep, and poultry)?
- The market as a source of disease transmission – Do you quarantine new animals from markets for some time? If yes, why and for how long?
- Marketing needs and challenges
  - Market infrastructure – market shade, watering and feeding trough, vet service, security, market information centre, restrooms, etc.
  - Access to market information – What, where, how, credibility?
  - Marketing costs – service charge, transport
  - Market price – low, fluctuation, brokers, desperate selling, negotiation, trend
  - Market linkage facilitation – type, facilitator, how, influence, evaluation, need

### Women's market participation

- How is livestock marketing decision made in your household?
- Who sells animals in markets and which animals or animal products? Why?
- Factors influencing women's participation in livestock marketing – Confidence/bargaining skills, financial literacy, type of animal species, market facility, the purpose of buyer, access to market information, men's fear of loss of authority
- Who controls or makes decisions over the money from the sale of livestock or animal products? Does this differ by animal species? Why?

### Community experience in group actions and perceptions towards collective marketing

- Experience in collective actions – What informal or formal groups exist in this community?
  - Membership
  - Leadership
  - Benefits
  - Challenges
- Perceptions towards group marketing practices

- Problems of unorganized marketing
- Experience in group livestock marketing
- The conception of marketing groups – what, why, how, functions?
- Benefits and challenges of group marketing
- Opportunities (felt need and driving factors) for establishing marketing groups
- Gender composition of marketing groups – single-sex groups or mixed groups? Why?

#### **Demand generation for collective marketing: introducing new knowledge**

- Opportunities and success factors for group marketing
- What is a market? The four market components
- What is marketing? What does it involve?
- Marketing challenges of smallholder farmers
- Benefits of and opportunities for collective marketing actions
- Requirements and process of establishing livestock production and marketing cooperatives
- Leadership and management requirements of marketing groups
- Success factors for livestock production and marketing groups
- Market facilitation and capacity development support for livestock marketing groups

#### **Key learning points, messages, and action plans**

- Learning integration and key messages
- Community action plans to establish livestock production and marketing cooperative
- Reflections: community members, cooperative/marketing experts

## Annex 2. Socioeconomic status of Menz Mama District

### Description of Menz Mama Woreda

Menz mama Woreda is one of North Shewa Woreda located in north direction of Debre Birhan, capital city of North Shewa Zone. It is 256, 640 and 124 km far from Addis Ababa, Bahir Dar and Debre Birhan and also has 106,805 total populations from which 53,925 are female and the others are males. The Woreda covers 67072 ha of land and has an altitude of 1590-3413 meter above sea level. The Woreda has also three main agro-ecologies mainly highland, midland and lowland with a share of 27.7%, 46% and 12.3% respectively.

It is bordered with different woredas in different directions. In the eastern part with Kewote, western part with Menz Lalo and Menz Keya Gebereal, in northern part with Menz Gera and in the southern part with Moja woder and Tarmaber woredas.

The major livelihoods in which the people of menz mama woreda depends on cattle, sheep and production, fattening and marketing. Even if the people are engaged on these livelihood activities, they face different challenges and problems. Some of the challenges and problems are infestation of different diseases, availability and shortage of feeds and improved breeds.

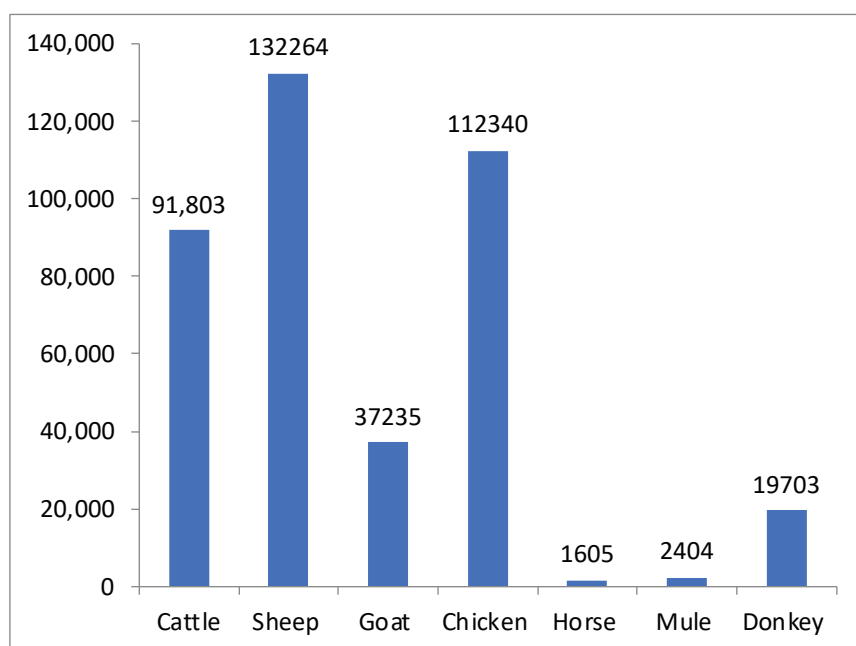
### Land use pattern

Land in the area is used for different purposes. It is used for production of different annual crops, perennial crops, grazing land (communal + private) and forest land. The annual crops cover a total area of ..... ha whereas perennial crops, grazing land and forest land covers ..... and 7808 ha. Wheat, barley, faba bean, chickpea, fenugreek, lentil are some of annual crops produced in the area.

### Livestock production

The area is suitable for raring of different types of animal. Cattle, sheep, goat, chicken, horse, mule and donkey are the animal types rare in the area. The livelihood of the people mainly depends on the production, fattening and marketing of sheep, cattle and goat. These animal types have different population size.

Fig. I Animal type and population of the animal

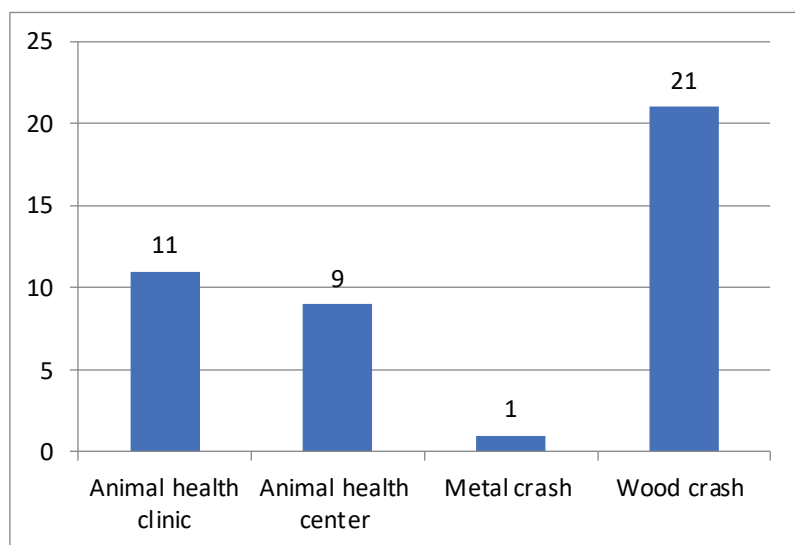


### Service delivery and infrastructure

Agricultural services are delivered to farmers through agricultural development workers/agents (DAs). These DAs are lived near to the farmers and give extension services to farmers. The woreda has 10 male and 8 female development workers that facilitate and deliver these services. As a woreda, there are 4422 male headed and 1718 female headed households that are getting extension services. The extension services may be given in house to house or in Farmers Training Centres (FTCs). There are FTCs in the woreda that are used for training, experience sharing, and demonstration of new technologies to farmers.

There is also animal health service provider and infrastructure of animal health clinic and animal health centre. The human resources for the animal health services are 10 male and 5 female. Different animal health infrastructure are available in the woreda.

Figure 2: Animal health infrastructure



## Annex 3. The list of participants

Partners who participated in the community conversation in Menz Mama District

Name	Sex	Site	Affiliation
Eshetu Alayu	M	Menz Mama	Livestock and fishery office head
Tesfaye Tafesse	M	Menz Mama	Trade and industry expert
Getish W/Giorgis	M	Menz Mama	Livestock and fishery expert
Azalech Alemu	F	Menz Mama	Cooperative promotion expert
Amsalu Abie	M	DBARC	Socio-economics researcher
Addissie Dibabie	M	Menz Mama	Site data collector

Community members participated in the community conversation in Menz Mama District

No.	Name	Sex
1	Kes Birhane H/maryam	M
2	Teferi Nigusse	M
3	Aregahegn T/Yohanes	M
4	Hailu G/Kidan	M
5	Kes Zewdie G/Kiros	M
6	Zebene W/Maryam	M
7	Tefera Zenebe	M
8	Bizuayehu Sahilu	F
9	Kes G/Tsadik Dibaba	M
10	Kes Fikre Behailu	M
11	Alemzewude Wolde	F
12	Tirunesh Admike	F
13	Kes Engidashet Hailemaryam	M
14	Tamire Yirga	F
15	Dejene Negash	M
16	Niguse Getamesay	M
17	Abebaye Metaferia	F
18	Almaz Mamo	F
19	Engida W/Maryam	M
20	Kebede Woldie	M
21	Tesfaye Atilaw	M
22	Bogale Demise	M
23	Zenebe Mengesha	M
24	Elfe Getahun	F
25	Yeshi Zebene	F
26	Almaz Wondafer	F
27	Sinke Deneke	F
28	Seife Woldie	M
29	Kidan Seife	F
30	Getenesh G/Kiros	F
31	Masresha Mandefro	F
32	Dimimua Tadese	F
33	Yeshe G/Meskel	F
34	Zenebe Sahilu	M
35	Wondafrash Tekilay	M

No.	Name	Sex
36	Zebene Kete	M
37	Shewanes W/Rufaele	F
38	Yeshiwork Hailegnaw	F
39	Woldeyes W/Rufael	M
40	Getachew Tedila	M