



INITIATIVE ON  
Sustainable Animal  
Productivity

# **Chan-henh Theory of Change reflection workshop:**

## **Progress updates on pig and beef cattle value chains**

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**Son La, 30 August 2023**

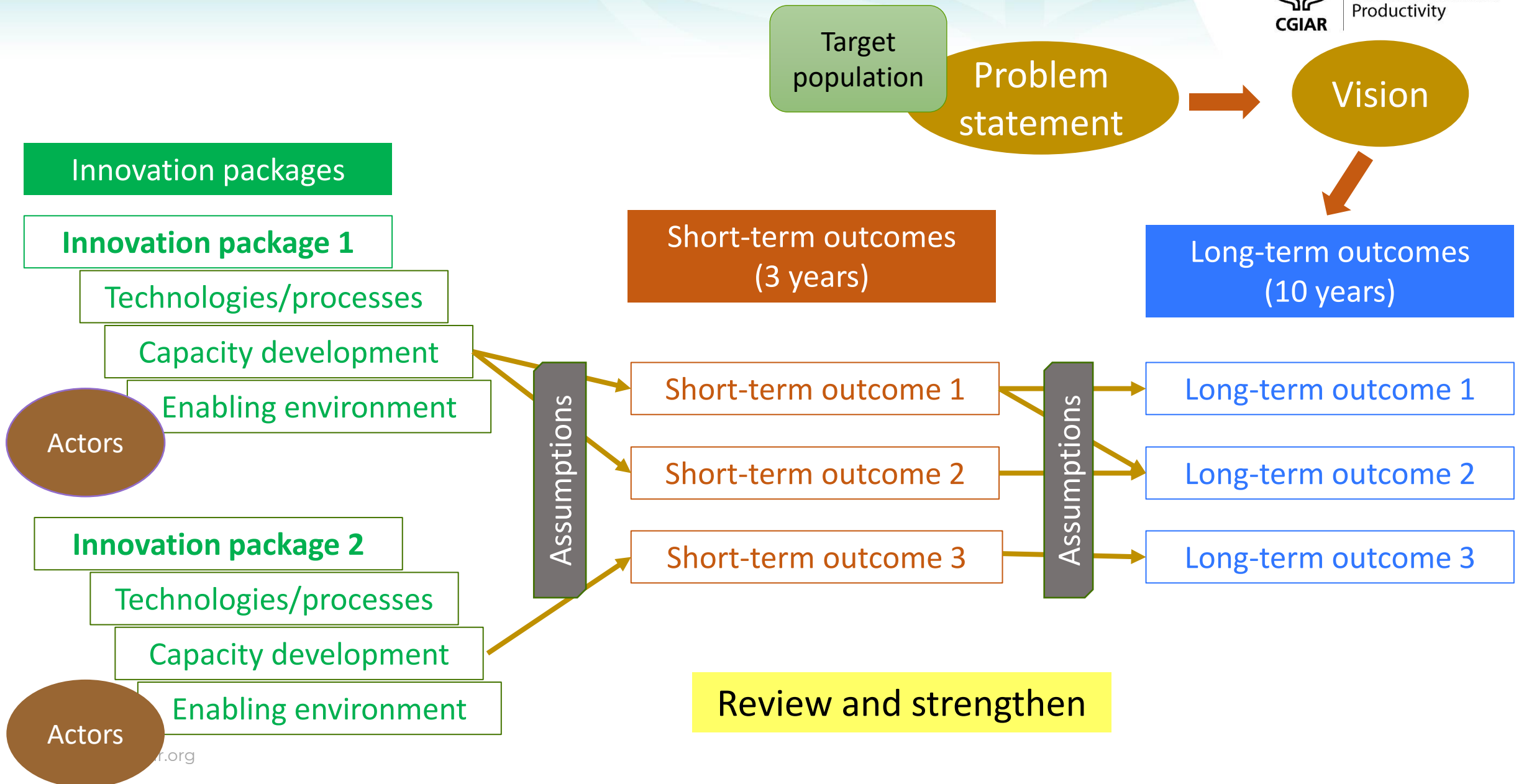
# Why do we need a ToC?

Many of us are involved in initiatives aimed at making **CHANGE**

But **CHANGE** is complex

**Theory of Change** is an approach to better make **CHANGE** happen

# Process of creating a ToC



# Aim of the ToC Reflection

- Review what we are doing and where we are heading
- Review progress towards outcomes
- The way forward

# Chan-henh's beef/pig ToCs

## Target population

### Beef

Women and men actors, inclusive of ethnic minorities & young farmers, in the beef/pig VC in Vietnam

### Pig

## Problem statement

- Low animal productivity due to the lack of inputs, diseases, poor husbandry practices
- Unstable output markets & low local demand

- Small, fragmented VC with low productivity
- Unbalanced meat consumption in daily diet

## Vision

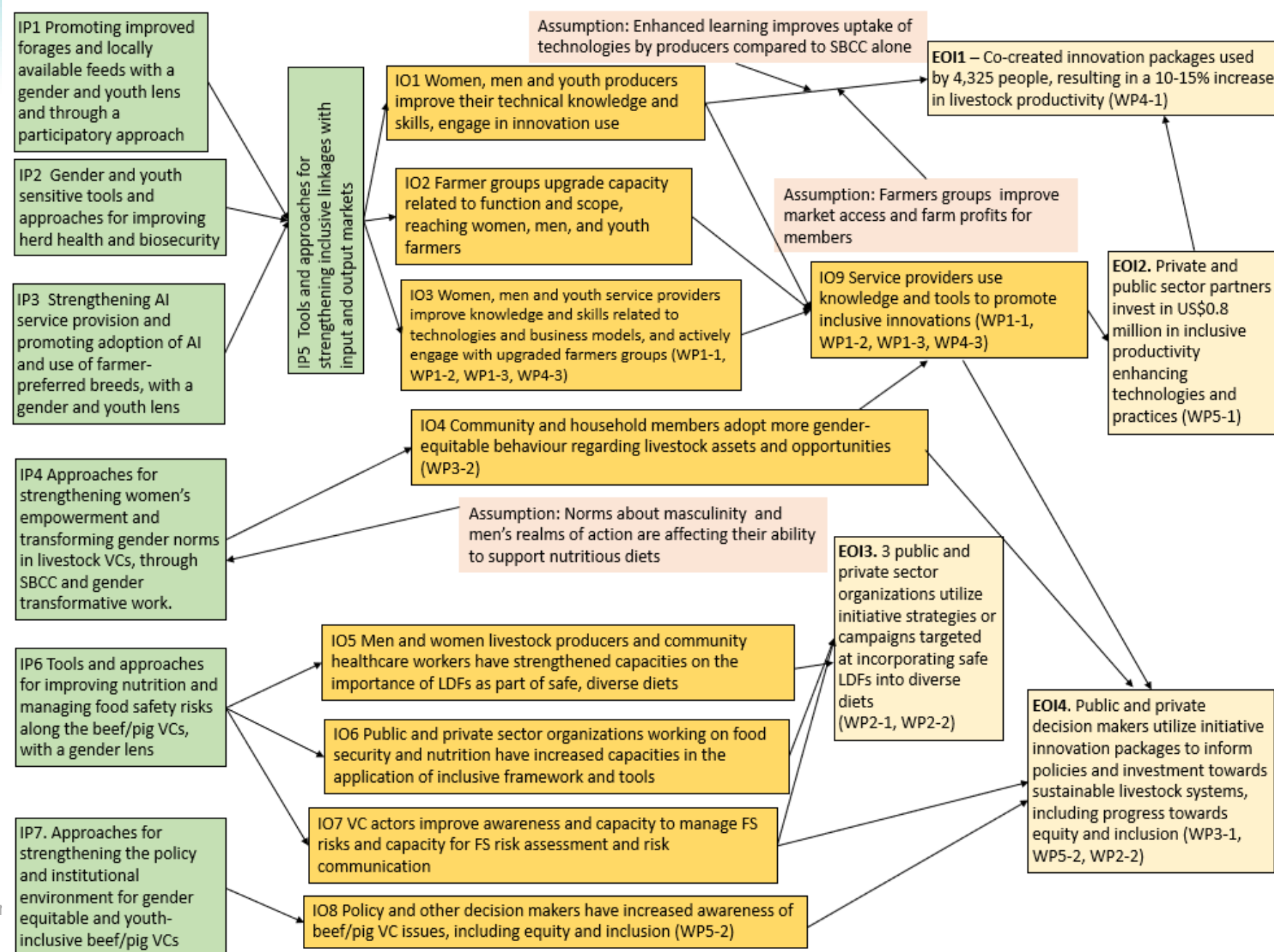
The livelihoods of all actors in the beef VC are sustainably improved through increased productivity and improved linkages between VC actors

A sustainable & inclusive pig VC for increased productivity, improved income and livelihoods, ensures good disease management & food safety, and reduced negative impacts on the environment

## Long-term outcomes

1. At least 60% of beef/pig producers adopt technology packages (40% women & young people)
2. Input supply system provides professional, accessible and affordable services
3. Digital technology is applied in the VC management and operation
4. Environment sustainability
5. Increased women's decision-making power
6. Beef is added in value through processed products and is branded
7. LDFs (including beef/pork) is included in household diet
8. Local policies prioritize supporting the sustainable development of beef/pig VCs

# Chan-henh's beef/pig ToCs

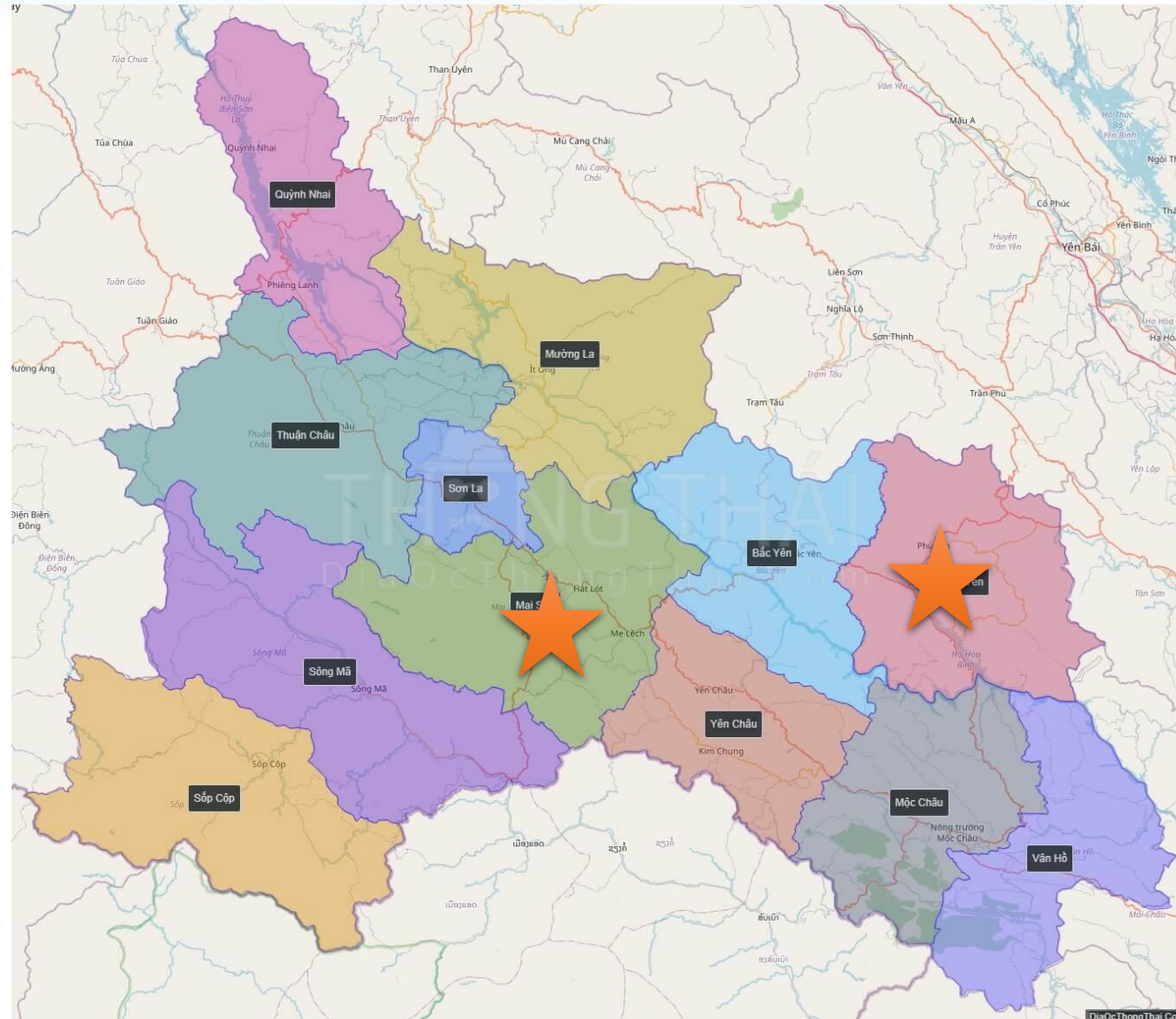




# Sites

Son La province:

- ❖ Mai Son (9 communes, of which 4 core communes - Chieng Luong, Chieng Chung, Hat Lot, Muong Bon)
- ❖ Phu Yen (12 communes)



# Focal farmer groups



Commune	Village	Farmer group
Chieng Luong	Mon	1 CIG (Li-chăn)
	Oi	1 CIG (Li-chăn)
	Buom Khoang	1 CIG (Li-chăn)
Chieng Chung	Khoa/Nam	1 CIG (Li-chăn) + 1 3B cattle farmer group
	Xam Ta	1 CIG (Li-chăn)
	May	To be established
Muong Bon	Rung Thong	Amo cooperative
	Me	To be established
	Doan Ket	To be established
Hat Lot	Na Sang	To be established
	Cu Nghe	To be established
	Yen Tien	To be established



# IP1 Promoting improved forages and locally available feeds with a gender and youth lens and through a participatory approach



## Package components/Interventions:

### Technologies and capacity building:

- Feeding strategies for all-year feeding, including on forage use, and farmer-friendly training materials
- Participatory forage evaluation and selection for women, men and youth farmers
- Demonstration farms on improved forages and feed technologies
- Capacity building of women and men farmers, extension & vet staff on improved forages and locally available feeds, via demonstration farms

**Communication campaign** on best practices in pig and beef cattle production and marketing, including on improved forages and locally available feeds

### Business models and input market linkages (2024):

- Business models for seed suppliers developed with a gender and youth lens
- Capacity development of women, men and youth seed suppliers on business models
- Farmer groups on facilitating linkages of pig and beef cattle keepers to forage seed suppliers, feed suppliers and extension workers

# IP1 Promoting improved forages and locally available feeds with a gender and youth lens and through a participatory approach

## Progress:

- Feed assessment conducted in 4 communes to inform design of feed-related strategies
- 4 demonstration farms with 8 forage varieties established in 4 communes (Chieng Chung, Chieng Luong, Hat Lot, Muong Bon)
- Capacity building on improved forages and feed technologies via demonstration farms
  - *ToT with 24 extension workers and vets (10 women and 14 men) from 10 communes*
  - *ToF with 86 farmers (38 women and 48 men) from 4 farmer groups in the 4 core communes*
- Evaluation of 4 new legume varieties from Thailand at Ba Vi Cattle and Grassland Research Center of NIAS.
- Messages for the communication campaign on animal nutrition developed for both cattle and pigs



# IP2 Gender and youth sensitive tools and approaches for improving herd health and biosecurity

## IP components/Interventions:

- Training package on animal health and biosecurity for livestock keepers and animal health workers with a gender and youth lens.
- Capacity development of farmers, and animal health care workers (men and woman) in animal health and biosecurity, including via demonstration farms
- Demonstration farms on best practices in livestock raising and management (beef cattle and pigs), including herd health and biosecurity (shared with IP1,2,3)
- Social behaviour change communication on best practices in livestock raising and management (beef cattle and pigs), including herd health and biosecurity
- Business models for animal health-care workers developed with a gender and youth lens.
- Farmer groups (beef cattle and pigs) facilitating linkages between livestock keepers and animal health care workers (shared IP1,2,3,4)

# IP2 Gender and youth sensitive tools and approaches for improving herd health and biosecurity



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## Progress:

- SBCC on best practices in pig and beef cattle on herd health and biosecurity
- Training package for farmers and animal health professional: training guideline and training materials

## Planned:

- Farmer training on biosecurity and herd health – September
  - 4 sessions, each ½ day, and up to 25 participants
  - Chieng Chung & Chieng Luong
- Animal Health Professional training (ToT) – 4<sup>th</sup> Quarter 2023
  - 2 days training with about 20 participants
  - 4 communes of Mai Son
- Establishment of demonstration farm – 4<sup>th</sup> Quarter 2023
  - Up to 8 demonstration farms in Mai Son (details to be further discussed)



# IP3 Strengthening artificial insemination (AI) service provision and promoting adoption of AI and use of farmer-preferred breeds, with a gender and youth lens

## Package components/Interventions:

### Increased knowledge of women and men around breeding and AI

- farmer training in cattle and pig breeds, breeding and AI
- animal health-care workers training in cattle and pig AI
- pig keeper training in self AI of pigs
- Ban boar keepers training in semen production
- demonstration farms including use of AI

### Supporting AI service providers by

- co-operative establishment
- business model development
- strengthening business skills
- linkage to farmers via farmer-groups

**Communication campaign** on pig and cattle keeping, including on breeds, breeding and AI



# IP3 Strengthening artificial insemination service provision and promoting adoption of artificial insemination and use of farmer-preferred breeds, with a gender and youth lens

## Progress:

General training in cattle and pig breeds, breeding and AI:

- **435 people trained:** 39% women and 61% men, 20 villages from Mai Son and 11 villages from Phu Yen
- *125 people trained under Li-Chan: 51% women and 49% men, Mai Son*

Cattle AI training:

- **19 persons trained and certified:** 4 women and 15 men, 14 from Mai Son and 5 from Phu Yen; 10 village vet workers and 9 communal veterinarians
- *19 persons trained under Li-Chan: 7 women and 12 men, Mai Son*

Pig AI training:

- **25 persons trained:** 13 women and 12 men, 20 from Mai Son and 5 from Phu; 19 pig farmers and 6 vet workers
- *36 persons trained under Li-Chan: 19 women and 17 men, Mai Son*

Semen production training

- Planned for 2024
- *12 persons trained under Li-Chan: 12 women and 6 men*





# IP3 Strengthening artificial insemination service provision and promoting adoption of artificial insemination and use of farmer-preferred breeds, with a gender and youth lens

## Progress:

- Establishment of a cattle AI service providers co-operative in discussion with 4 providers; liquid N tank available for the co-operative
- Business model for cattle AI developed (finalising report)
- Messages for the communication campaign developed on breeds, breeding and AI for both cattle and pigs



## Planned:

- Continued support to those trained in cattle and pig AI
- Continued support to the AI service providers co-operative
- Business training of AI service providers
- Training of Ban boar semen producers
- Finalise study aimed at ensuring all livestock keepers (women and men, different ethnicities) can adopt and benefit from AI



# Communication campaign on best practices in pig and cattle rearing and marketing

- Targeted messages to build capacity on pigs and cattle rearing and marketing shared widely (e.g., via an app, social media, radio)
- Messages on
  - Feeding
  - Health-care
  - Breeding and AI
  - Biosecurity
  - Marketing
- The aim is to have a wider reach than what is possible with face-to-face training. **We would like to reach all livestock keepers in Mai Son and Phu Yen, and beyond**
- We are collaborating with communication experts: Thang Creative Agency, Hanoi based

# IP4 Approaches for strengthening women's empowerment and transforming gender norms in livestock VCs

## Package components/Interventions:

### Strengthening women's empowerment

- Training on women's empowerment in livestock production and livestock businesses.
- Gender integration in implementing demonstration models of improved forage and feed technologies, models of animal health management, and capacity-building training activities on breeding and artificial insemination.
- Gender integration in business models, linkages between farmers, service providers, and markets.

### Gender transformative approaches

- Strategy of social behavioral change communication on gender: Community and household members adopt gender-transformative approaches and show more gender-equitable behavior (through local partnerships).
- Community dialogues on gender norms, women's empowerment, and gender equity in livestock and livestock businesses.
- Communicating messages on gender equality in livestock and livestock businesses through communication channels (distributing leaflets, developing and broadcasting content of changes of gender norms through loudspeaker systems of communes and villages, through partnerships with local entities).
- Video clips on changing gender norms, stories of transformation, and typical models of women and men as positive deviants in livestock and livestock businesses (used to show at village meetings).



# IP4 Approaches for strengthening women's empowerment and transforming gender norms in livestock VCs

## Progress:

- Integrated gender in baseline surveys and innovation packages of feed and forages, animal health, breed genetics, and value chain/business models
- Implemented 01 survey on women's empowerment in livestock (WELI) and livestock business (WELBI) in 4 project communes and the Mai Son district area.
- Implemented 01 qualitative study on gender norms in Mong and Thai communities in 4 project communes.
- Key gender norms have been identified as inputs for designing messages of social behavior communication campaigns on gender.



# IP5 Tools and approaches for strengthening inclusive linkages with input and output markets

## Package components/Interventions:

- Gender and youth sensitive approaches for upgrading farmer groups and strengthening their linkages with input/output markets
- Sustainable business models for successful delivery of innovation packages (bundle of innovation – genetics, animal health, and feed and forages) to smallholder farmers
- Capacity development of input service providers and farmer groups on business incubation
- SBCC campaign on best practices in beef/pig production and marketing

# IP5 Tools and approaches for strengthening inclusive linkages with input and output markets

## Progress:

- Assessment of business models for cattle AI conducted in Son La province
- Assessment of pig/cattle farmer groups implemented in Mai Son district
- Assessment of improved forages' adoption factors implemented in 2 communes (Chieng Luong and Chieng Chung)
- Messages for the communication campaign developed on cattle and pig marketing

## Planned:

- Finalize the business model for cattle AI service provision
- Develop business models for delivering pig AI services, animal health services, and forage planting materials.
- Training of input/service providers on the business models and business skills.
- Develop strategic plans for upgrading farmer groups, exploring potential output markets and connecting the farmer groups with input and output markets



# IP6 Tools and approaches for improving nutrition and managing food safety risks along the value chains, with a gender lens



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## Package components/Interventions:

- Training of community health workers coupled with SBCC campaigns for livestock keeping households on importance of consumption of livestock derived foods as part of diverse diets and food safety aspects
- Identification and implementation of approaches to enhance capacities of men in food and nutrition and how they can contribute to household food and nutrition
- Framework and decision support tools to identify bottlenecks in nutrition and LDF incorporation in diets to inform prioritization of nutrition interventions by private and public sector
  - FOODSENSE (Food Security, Environments, and Nutrition: a Structured Evidence Framework)
- Capacity building of public and private sector actors on FOODSENSE to inform prioritization of food security and human nutrition interventions that incorporate livestock derived foods

# IP6 Tools and approaches for improving nutrition and managing food safety risks along the value chains, with a gender lens

## Progress:

Started on FOODSENSE with NIN in July 2023

- Literature and secondary data review on food environment, food security and nutrition in the target sites (Mai Son) ongoing
- Adaptation of the framework to Vietnam context ongoing – using the framework structure developed for Uganda
- Mapping of human nutrition partners in Son La province, and those operating in Mai Son

## Planned:

- Stakeholder workshop to share the framework and tools for further co-creation – planned for Oct-Nov 2023
- Implementation of the framework and tools in the study sites – Quarter 1 2024
- Share the results from FOODSENSE implementation for prioritization of interventions – Quarter 2 2024
- Other components of the IP6 to be implemented subject to availability of funds

## IP7. Approaches for strengthening the policy and institutional environment for gender equitable and youth-inclusive value chains

### Package components/Interventions:

- Evidence packages on opportunities and constraints, equity and inclusion within the beef VC & arising policy recommendations.
- Consultations with policy and decision makers on policy recommendations, including promotion of equity and inclusion.

However;

- Since this is a new area of policy engagement for Chan-henh team, the expected outcome is that policy and other decision makers have increased awareness and understanding of issues around pig and beef value chains.
- Ultimately this is expected to contribute to use of evidence in policy (EoI4) however it will take time to build the evidence base for this.

# IP7. Approaches for strengthening the policy and institutional environment for gender equitable and youth-inclusive value chains

## Progress:

- Assess trade-offs that can be expected with the implementation of the IPs, at household, community and value chain levels.
- Trade-off scoring exercise
- Using CLEANED assessments conducted.

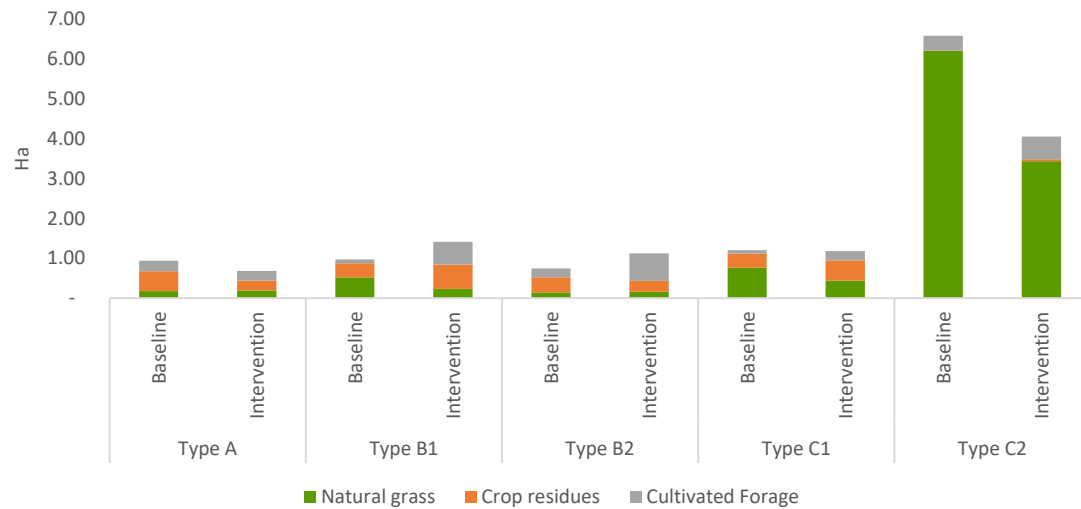
## Planned:

- Generation and communication of evidence to strengthen policy making processes and inform investment priorities for scaling and transformation. Through;
  - Before/after - ex-ante evaluations, expert scoring fed into ToC review.
  - Prioritization of innovations with greatest potential for positive impacts
  - Evidence-based innovations scaling readiness score
- IPSR assessments to score innovations fit for packaging on the readiness scale. Packaging of core and complementary innovations led by innovation developers and external subject matter experts using the IPSR packaging methodology.

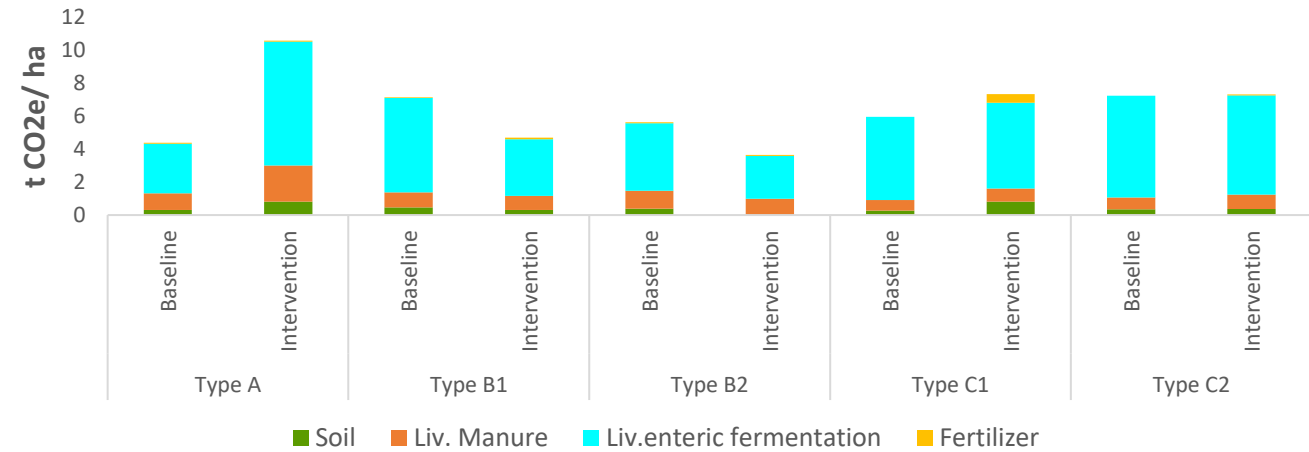
# IP7. Approaches for strengthening the policy and institutional environment for gender equitable and youth-inclusive value chains

## CLEANED results

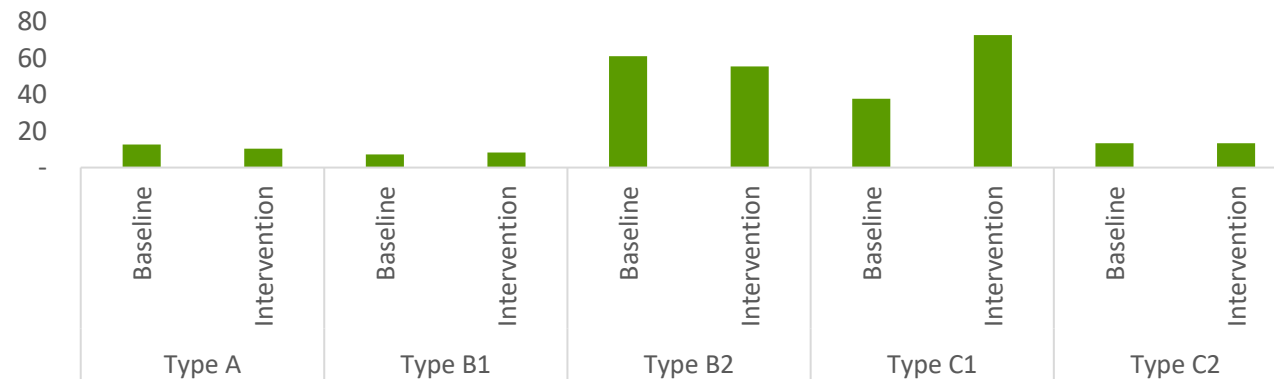
Land requirement (Ha) between Baseline and Intervention value



GHG emission between Baseline and Intervention (t CO<sub>2</sub>e /ha)



Soil erosion per hectare (t soil/ha/yr)



# SAPLING partners



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Private  
sector

Sub-DAH

DARD

People's  
Committee





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# **SAPLING's Trade-off Scoring exercise**

## **Vietnam beef and pig value chains**

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# SAPLING – Sustainable Animal Productivity for Livelihoods, Nutrition and Gender Inclusion

## Five Impact Areas for the OneCGIAR



Nutrition,  
health and  
food security



Poverty  
reduction,  
livelihoods  
and jobs



Gender  
equality,  
youth and  
inclusion



Climate  
Adaptation  
and Mitigation



Environmental  
health and  
biodiversity



5-fold wins not always possible – trade-offs between different impact areas, scales, actors are to be expected

# Trade-off scoring exercise

- Tradeoff analysis assesses possible impacts of an innovation along different dimensions, such as productivity, economics, environment, human condition and social impacts
- It is conducted before (ex ante) implementing the innovation, to identify possible negative impacts on some dimensions, for some actors, or at different time scales
- Innovations scored in terms of their expected impact on
  1. Productivity
  2. Economics
  3. Environment
  4. Human condition,
  5. Social aspects

# Dimensions

## **Productivity (PR)**

Includes animal productivity, whole-farm productivity and variability of production.

## **Economic (EC)**

Profitability (i.e., net returns) of agricultural activities for the producers and other actors along the value chain. Includes also likelihood of generating return to investment, enhancing market participation, and creation of employment.

## **Environmental (EN)**

Natural resource base (e.g., soil, water, biodiversity and its environmental services. Includes biodiversity, water availability and water use, land use, vegetation and soil health, and greenhouse gas emissions per unit of product.

## **Human condition (HC)**

Welfare of individuals. Includes access to sufficient and nutritious foods, food safety and hygiene.

## **Social (SO)**

Social interactions and the enabling environment. Includes women control over income and resources and youth participation.

# Scoring



Assessment	Score
large negative impact	-2
small negative impact	-1
no change	0
small improvement	1
large improvement	2
"I don't know"	blank

# Beef VC



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Innovation Package	PR	EC	EN	HC	SO
<b>IP1. Promoting improved forages and locally available feeds with a gender and youth lens and through a participatory approach</b>					
<b>IP2. Gender and youth sensitive tools and approaches for improving herd health and biosecurity.</b>					
<b>IP3. Strengthening artificial insemination service provision and promoting adoption of artificial insemination and use of farmer-preferred breeds, with a gender and youth lens</b>					
<b>IP4. Approaches for strengthening women’s empowerment and transforming gender norms in livestock value chains, through social behavior change communication and gender transformative work.</b>					
<b>IP5. Tools and approaches for strengthening inclusive linkages with input and output markets</b>					
<b>IP6. Tools and approaches for improving nutrition and managing food safety risks along the beef VC, with a gender lens</b>					
<b>IP7. Approaches for strengthening the policy and institutional environment for gender equitable and youth-inclusive beef VC</b>					



# Pig VC



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Innovation Package	PR	EC	EN	HC	SO
<b>IP1. Promoting improved forages and locally available feeds with a gender and youth lens and through a participatory approach</b>					
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