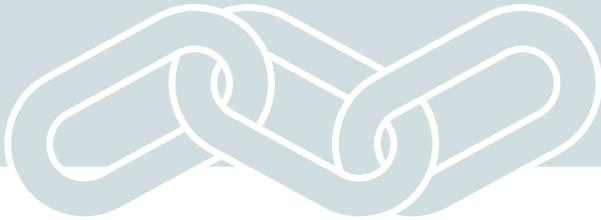




Aik Saath



ایک ساتھ

'Together'

AVCCR Brief

Smallholder goat value chains in Pakistan: challenges and research opportunities



There is great potential for developing the goat meat sector in Pakistan, with benefits for the rural poor. There are some 66 million goats in the country, mainly kept by smallholder families for their own consumption and to sell. Goat meat is in high demand and is expensive, but production and processing are primitive, leading to low efficiency and low quality meat. There is considerable scope for these to be improved, and to better link smallholders to high-value markets. However, relatively little is known about current goat value chains in Pakistan, and the challenges and opportunities they present.

AVCCR goal

Rural poor, particularly women, living in the Punjab and Sindh significantly and equitably benefit from improvements in strategic value chains.



MAPPING AND ANALYSING GOAT VALUE CHAINS

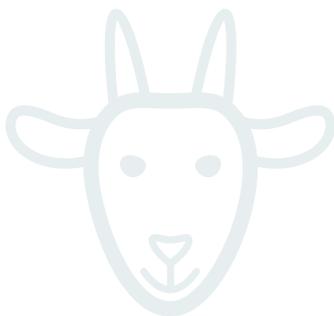
A 1-year project (ACIAR project no. LPS/2016/096, 'Smallholder goat value chains in Pakistan: challenges and research opportunities'), which began in December 2016, is paving the way for improvements to the goat meat sector by investigating goat value chains in Punjab and Sindh provinces. The project, which is under the Agriculture Value Chain Collaborative Research (AVCCR) program, will map and analyse the chains from farms through intermediaries to markets and consumers, and identify areas where research is needed to overcome critical bottlenecks. The project

brings together researchers from the University of Melbourne, the University of Veterinary and Animal Sciences in Lahore and the National Agricultural Research Centre in Islamabad. Using participatory methods, the team is engaging with communities to better understand demand, production systems and marketing systems, and the roles of women in each of these areas. They are also investigating private sector links, as private sector engagement will be key to improving the value chain. At the same time, the project is strengthening local capacity in value chain research and analysis.

OUTPUTS AND NEXT STEPS

The strong participatory element will ensure outputs reflect the real and perceived challenges and needs of male and female smallholder goat farmers. Outputs will include detailed value chain maps for Punjab and Sindh that describe goat production, marketing of both live animals and meat products, private sector involvement, and the roles of women, men and children on the farm and at other stages along the chain.

This project is laying the groundwork for a larger research project. Based on the findings of the value chain analyses, the following project will carry out targeted research to address technical, social, economic or policy-related issues that are limiting development of the goat meat sector in Pakistan.



AVCCR—THE AGRICULTURE VALUE CHAIN COLLABORATIVE RESEARCH PROGRAM

AVCCR is a research-for-development program in the Punjab and Sindh provinces of Pakistan, that focuses on enhancing selected agricultural value chains for the benefit of the rural poor, particularly women. This is one of four AVCCR projects. The program was launched in December 2015 and is scheduled to run to September 2020. It is jointly funded by the Australian Centre for International Agricultural Research (ACIAR) and the Department for Foreign Affairs and Trade (DFAT), with ACIAR also providing technical management. Total funding for the program is A\$ 12,850,000.

The Urdu phrase **Aik Saath**, meaning “Together” has been selected as the everyday name for the AVCCR program. This signifies the many linkages and partnerships encompassed in the program, including between men and women in smallholder families.



Researchers conducting interviews with participants on the goat meet value chain

CONTACT

Dr Munawar Kazmi, ACIAR Country Manager Pakistan
Munawar.Kazmi@aciarc.gov.au +92 51 835 5367

Noor Batool, ACIAR Office Assistant Pakistan
noor.batool@aciarc.gov.au +92 51 835 5408

Gerard McEvilly, Aik Saath Coordinator
gerard.aiksaath@gmail.com +61 409 047 117

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The Australian Centre for International
Agricultural Research (ACIAR)

GPO Box 1571, Canberra ACT 2601, Australia

www.aciar.gov.au