



Sustainable Livestock Service Delivery

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Introduction

- Livestock production is the main source of livelihoods in the pastoral areas of Kenya.

- Despite this fact the pastoralists receive disproportionately low share of livestock services



Livestock population in Kenya

Livestock species	Population in Kenya (M)	% in pastoral areas*
Goats	27.74	76
Cattle	17.47	52
Sheep	17.13	79
Camels	2.97	100
Chickens	31.83	10

*Baringo, Garissa, Isiolo, Kajiado, Laikipia, Mandera, Marsabit, Narok, Samburu, Tana River, Turkana, Wajir and West Pokot

Problems facing the pastoralists in Kenya

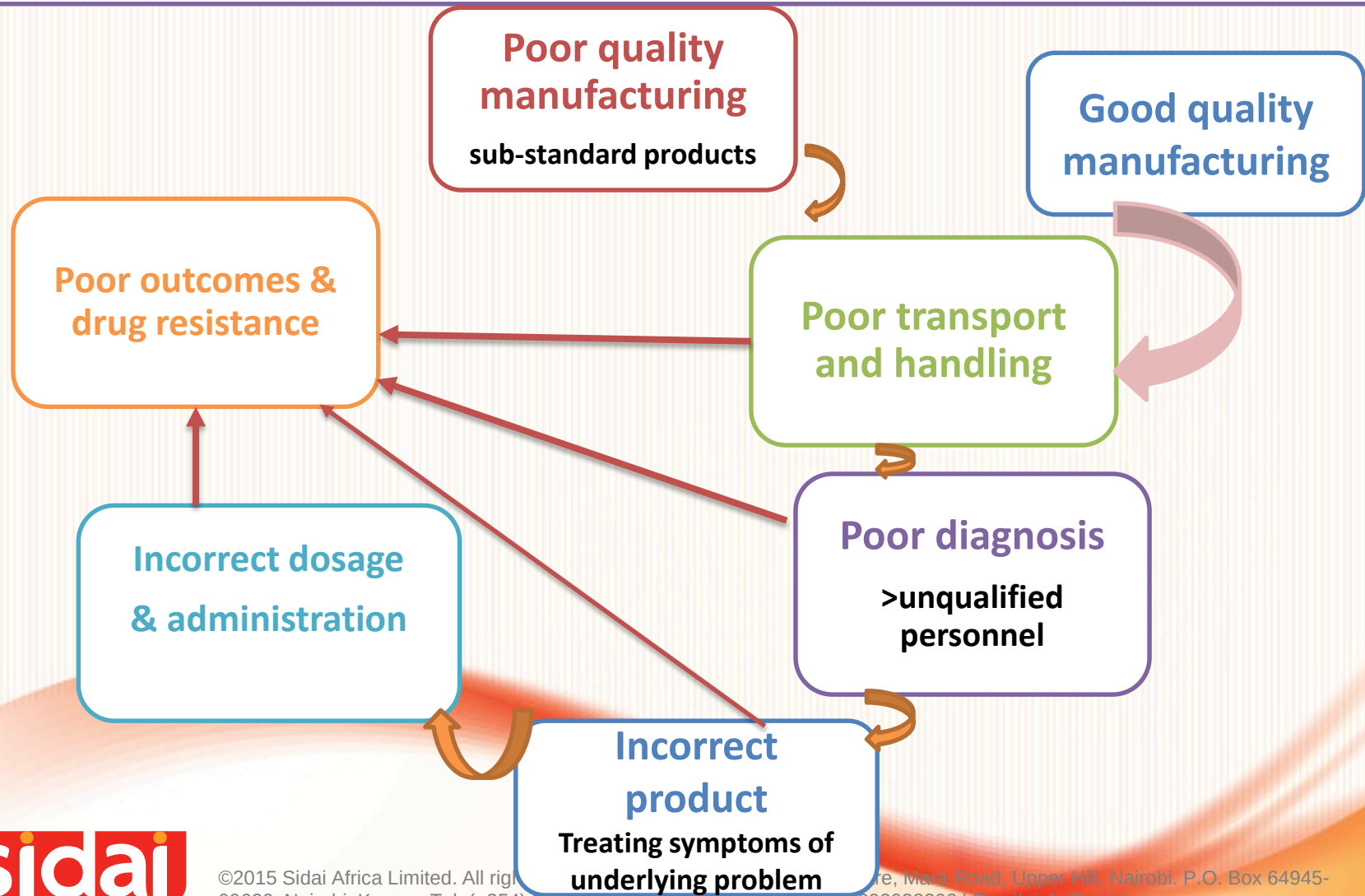
- Lack of:
 - ✓ Reliable and sustainable livestock service delivery system
 - ✓ Quality livestock input
 - ✓ Extension services
- Presence of counterfeit and/or substandard drugs
- Most areas dependent on donor support- provided during emergencies

Problems facing the pastoralists in Kenya...

- Poorly timed vaccinations resulting in lack of faith in the service
- Lack of cold chain infrastructure and erratic electricity supply in most areas
 - ✓ This is a major obstacle in vaccine delivery
- Weak private sector
- Professionals leaving the area in search of white collar jobs
 - ✓ Shortage of vets (10%)



Poor quality products inefficient distribution & delivery systems



Consequences of poor livestock service delivery



- Pastoralists are left to devise their own way out of the problem:
 - even if it does more harm than good at times!!

Consequences of poor livestock service delivery...

- Pastoralists treating livestock on their own

- ✓ Overdose
- ✓ Underdose
- ✓ Antimicrobial residues in livestock products
- ✓ Drug resistance



- Unqualified professionals handling livestock products
- High livestock mortality



Consequences of poor livestock service delivery...

- Misuse of drugs in general
 - ✓ Human drugs to treat animals
 - ✓ Animal drugs to treat humans



Consequences of poor livestock service delivery...

- Spread of preventable diseases

- ✓ PPR
- ✓ CCPP
- ✓ Enterotoxaemia
- ✓ pox



- ✓ FMD
- ✓ CBPP
- ✓ BQ
- ✓ Anthrax
- ✓ LSD



- ✓ New castle
- ✓ Gumboro



A solution- Sidai Africa Ltd

- A social enterprise offering:
 - ✓ **quality** livestock services through a network of
 - ✓ **branded franchises** owned by
 - ✓ **qualified personnel**

Focuses on:

- preventing diseases
- financial viability
- Kenya



Balancing commercial and social objectives

Commercial

- Financially viable company
- Financially viable partners (franchisees)

Social

- Improved livestock & crop production
- Employment
- SME business skills
- Professional development

Policy and R&D

- Improved regulatory environment
- Upstream impact on R&D

Suppliers



Company Run Store

Managed by qualified veterinarian-
Supervises staff & franchisees

Technical Director

Senior Veterinarian
Animal health technicians
Agronomist

FRANCHISEE VALUE PROPOSITION

- Supply products
- Branding & marketing
- Business training & IT
- Technical training
- Access to finance



Franchisees

Animal health professionals

Other Agrovets





Revolutionise customer service

From this.....

Open farmer-friendly, information-rich interior, farmers meet qualified people



Field Lab – FEC's,
blood parasites



Transforming retail space into a
learning environment & taking
services on to farms

Cold chain



Sidai: one stop shop for a farmer

- Advice on production and health management
- Livestock drugs
- Vaccines
- Agrochemicals



Sidai branded products

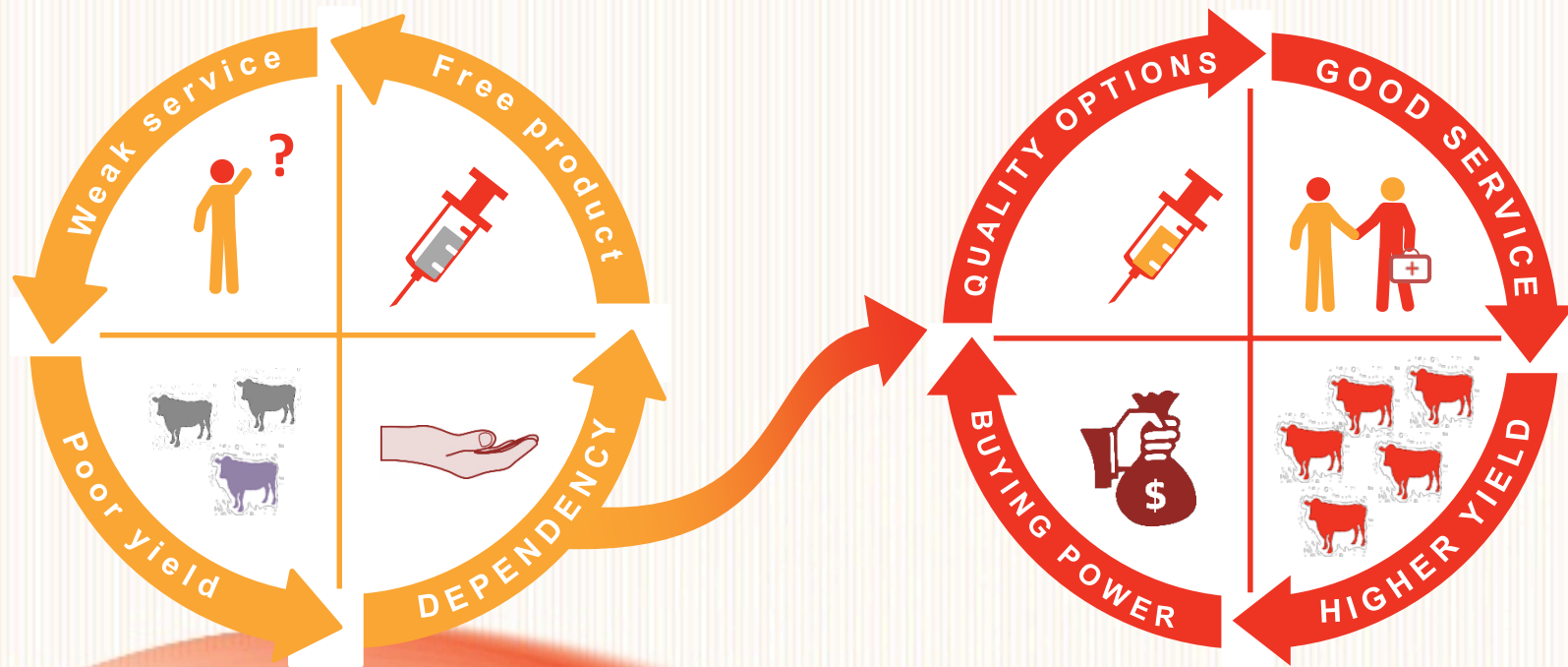


The Sidai way offers a sustainable solution

Delivering livestock services through a well regulated, competitive private sector

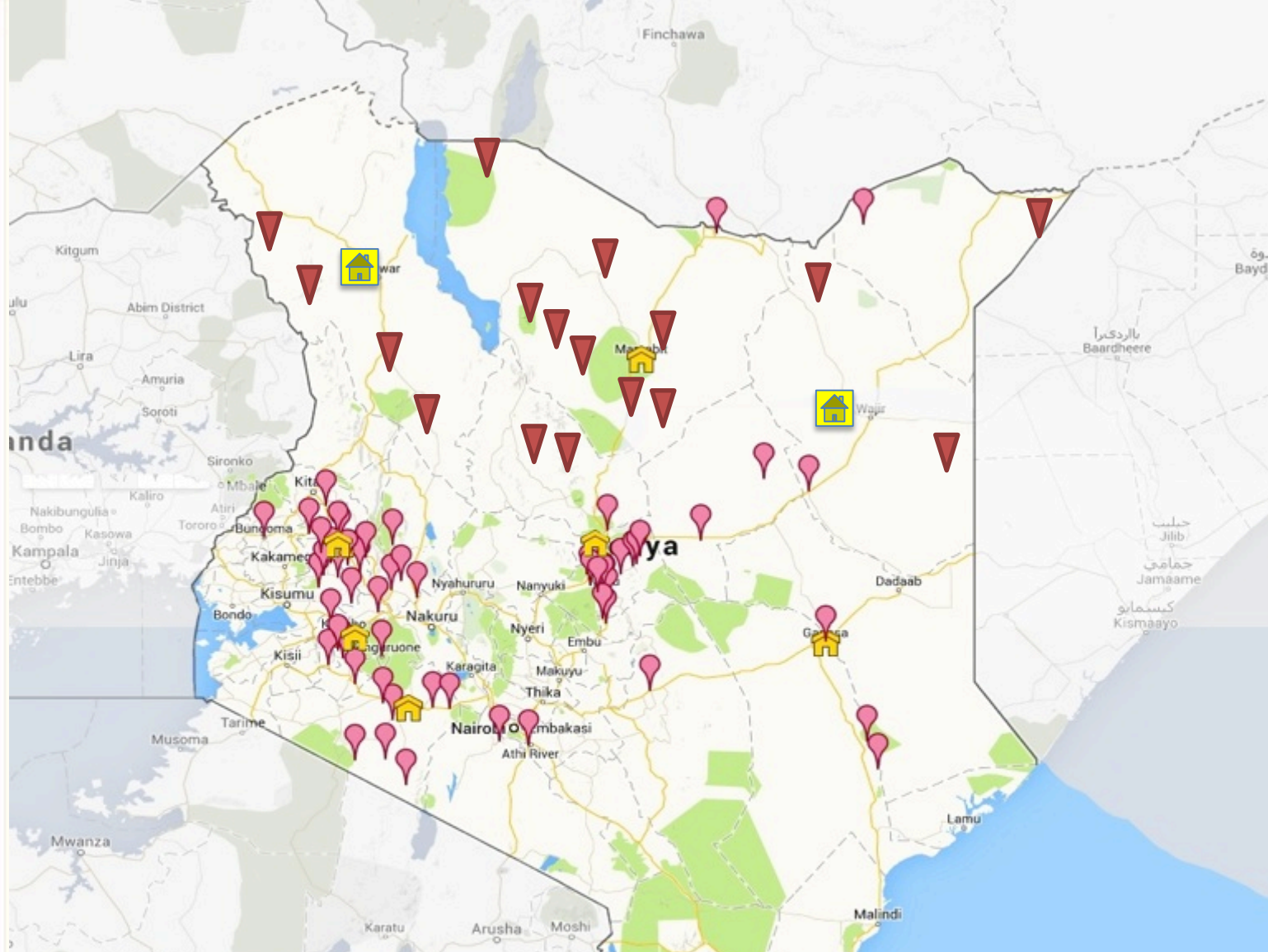
Emergency aid model

Sidai quality model



Improving current agro-vet practice

Current practice		Sidai practice
Treat symptoms		Prevent disease through good feeding, management and routine vaccination (Herd Health Packages)
Poor quality products		Good quality products
Remote diagnosis		Accurate diagnosis using mini labs
No farmer training		Regular farmer training and support to groups
Selling on price		Adding value to product through training and advice
Transactional relationship with farmer		Lifetime relationship with the farmer



Sidai has 108 outlets & 8 distribution hubs

25% veterinarians, 65% livestock technicians (200 qualified people)

Strengths of the company

- A physical **network** of people and products
- A **brand** that is known
 - respected by professionals
 - trusted by farmers and pastoralists
- **Understanding of the ‘business’** how to achieve commercial and social objectives, learning about what works and does not
- A network of **cold chain facilities (fridges, freezers and cooler boxes)**
- A **procurement, distribution and last mile delivery system**
- **Recognition by KVB, KVA & regulatory authorities** (CPD provider, interns..)

Challenges

- Free drugs
- Counterfeits drugs in the market (market not well regulated)
- Low number of animal health professionals in the pastoral areas



- Vastness of the pastoral areas that increases the cost of operation

Recommendations

- Government, NGOs and the private sector to work together in strengthening livestock service delivery
- Address & reduce the distortions created by free products
- Regulate veterinary drugs
- Create awareness on the importance of vaccinations (routine)

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Thank You

