



LAUNCH WORKSHOP - GOAT INNOVATION PLATFORM 26 Apr 2016 at Riverside Hotel in Durban

WORKSHOP SUMMARY¹

A wide range of stakeholders involved in animal production, research and development in public and private sectors² gathered to explore opportunities and challenges in the Goat Value Chain. The workshop was organized by Mdukatshani Rural Development Project (MRDP) and Heifer International South Africa, and formed part of the recently launched Goat Agribusiness Project.

The project is a partnership with the KwaZulu-Natal Department of Agriculture and Rural Development, and the National Department of Rural Development and Land Reform. The project is aimed at commercializing rural homestead goat production through value-chain interventions from research into production, breeding and health management, to marketing and small-business development.

The formation of a Goat Agribusiness Innovation Platform – it was felt - would stimulate appropriate, effective, and sustainable production, marketing and policy strategies and technologies.

To ensure active participation at the workshop, plenary interactions were alternated with individual reflection and small group work. English-isiZulu translation was provided to individual participants.

The Goat Value Chain was mapped out and insights discussed:

- Workshop participants were representative of most actors in the value chain (input suppliers, farmer associations, processors, auctioneer, research, and Government). This is critical for optimum functioning of an Innovation Platform.
- Farmers, including women and youth, and their different needs were considered central.
- Missing role players were breeders associations, implementing agents, traders, marketing structures, and the SAPS Stock theft Unit. AgriHubs could bridge information gaps especially for market services.

¹ Facilitator Dr Monique Salomon, Korumo Coaching for Transformation, Monique@korumo.org

² Stakeholders represented: 10 Government officials, 7 private sector, 5 community associations, 5 NGO staff, 5 researchers/University, and 3 development agency

- Two Goat Value Chains were identified with different role players and linkages. Firstly, an informal value chain for Live Goats, used by goat owners for own use and sales for ceremonial slaughter. Secondly, a formal chain for Commercial Sales through traders, auctions, and butchers.
- Rural and urban consumer markets were identified as distinctly different. The complications in running auctions were discussed. Livestock associations were identified as key player, particularly in addressing marketing issues.
- Undocumented trade and movement of livestock between Provinces and across borders were identified for further investigation.

The Goat Agribusiness Innovation Platform should address challenges of smallholder goat farmers, and focus on:

- Training in production and marketing
- Farmer support in livestock health, business management and finance
- Research and development of breeds, including indigenous goats
- Research in demand and supply, and particularly live sales
- Funding for research should be through a range of community-public-private mechanisms depending on who benefits

The workshop closed with a visit to HyperGoats, a live goat market in Phoenix.

The next Platform meeting was scheduled for 26 July.

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DETAILED WORKSHOP PROCEEDINGS³

PART 1 THE GOAT AGRIBUSINESS PROJECT

Rauri Alcock gave three inputs, providing a background on 1) the Goat Agribusiness Project, 2) Supply and demand (how many goats in KZN), and 3) Goat productivity and mortality. Each presentation was followed by questions. All presentations are posted on the MDK website <http://www.mdukatshani.com/goat-agribuisness-project.php>).

Introduction of the project

Q: Agrihub concept?

In Spaza shop, implement animal health product

Keeping medicine at the right temp, get them into fridges and to goat auctions

Q: Indicated auctions, implications?

Auctions paid for by government, people sell at government costs

Goat auctions are paid for by state, how do we move away from this so it happens by itself.

We need to cluster goats. To make sure each goat has been dipped, treated, tagged. That we have fixed on back end but it's not moving fast enough. Biggest problem is pushing through.

Q: Meat?

There is a market for goat meat. But it is small.

Supply and demand

Q: How many goats we have as a province

Q: What sort of imports for goats is happening?

Where the goats going

Future numbers

Q: On numbers when we say Goat production decreasing inland we still see a Coastal increase?

No one is saying goat production is good, it's easy.

Q: You indicated number of goats' imported from Namibia etc. looking at household numbers, could we (the household) supply the demand?

Q: There is a high mortality, if we fixed this and other points we could double the amount of goats.

Don't dispute numbers. What we need to think about is that we need have a herd of 10 and only 4 of those

Q: female?

Next presentation addresses these questions

Goat productivity and mortality

Q: For 80 goats what surface area would we look at?

200m but they eating bush by choice, you can't fence it off.

Q: We have 300 goats running around 300hectares. They roam in a variety in terms of area.

Q: On the abortion?

³ Workshop logistics and recording by Claire van Wyk, BrandBox, Claire.brandbox@gmail.com

What normally happens is that they give birth to a smaller kid. So the calf size was getting smaller in cattle no goats. Herd composition is interesting as going back to cattle in the E.C some are 80%

Q: Males

It's the females get hit hard after drought

Q: Castration is not a problem as its worth more.

Yes, but we need to also address kid mortality.

Q: Have you monitored the effects of bricks on herd patterns?

No, we don't feed it to them as a staple .We do not want to make bantry.

Q: The reason they don't want to send goats early is because the 'dew' brings sickness. But if we deworm we won't have this issue.

Q: Goats can become feral easily. Self-herding environment there is less kid mortality.

We need to somehow have a look at the traditional knowledge. Looking at Scotland herds they kept goats with cattle, and the abortion rate is lower.

Innovation platform

Marisia Geraci, CEO of Heifer international South Africa, introduced the idea of an Innovation Platform to advance the aims of the Goat AgriBusiness Project.

Q: Why are Boer goats popular is their colour, their hide. Is this true for the farmers, are they

Seeing this?

It's not something that is totally locked in place.

Q: In terms of size you can use small frame female and large frame male can lead to a larger kid.

Q: Identified 5 districts, are you open to add more?

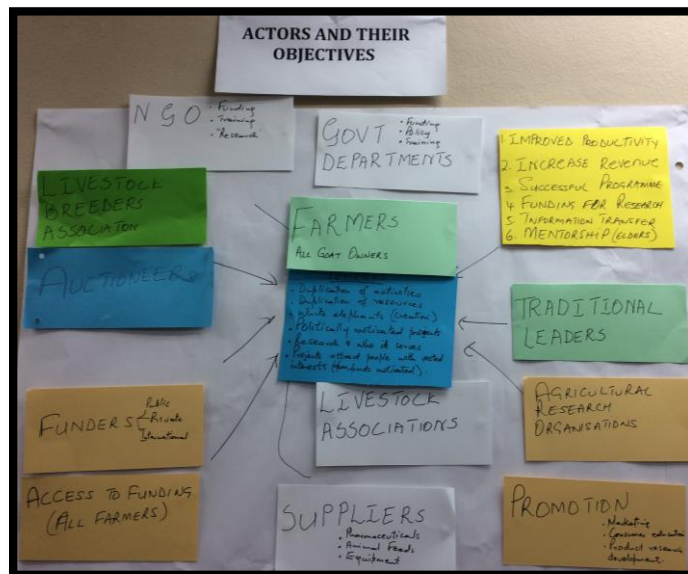
If new areas arise we are happy to provide training it won't be the micro level of support but that's what we are hoping to do is pull help from other linkages.

PART 2 MAPPING THE GOAT VALUE CHAIN

Table 1: Who are the actors and their Objectives?

“The most important person is the farmer. They will be assisted by government and NGOs and other funding; private and international. We did not want to say woman and youth as we felt it was important to include all the farmers. The most important thing is funding. Objectives are to improve productivity and increase revenue for farmers so they can see the success. There’s an importance of mentorship from the members as they tend to be ignored. There’s a possibility for tensions. Duplication of activities, resources. We don’t want to create white elephants. Politically charged projects could overshadow. We must be careful about products when they are funded, new entrances may crawl out of the woodworks

We are missing stock theft as a unit as, implementing agents – (ADA) and traders.



Floor open for clarification.

Why don't you want to recognize just woman and youth? E.g. All the woman who keep goats don't necessarily want to grow their herd. Don't think we should aggregate it.

It's important to note that it's not about becoming commercial farmers, it's about them becoming more productive.

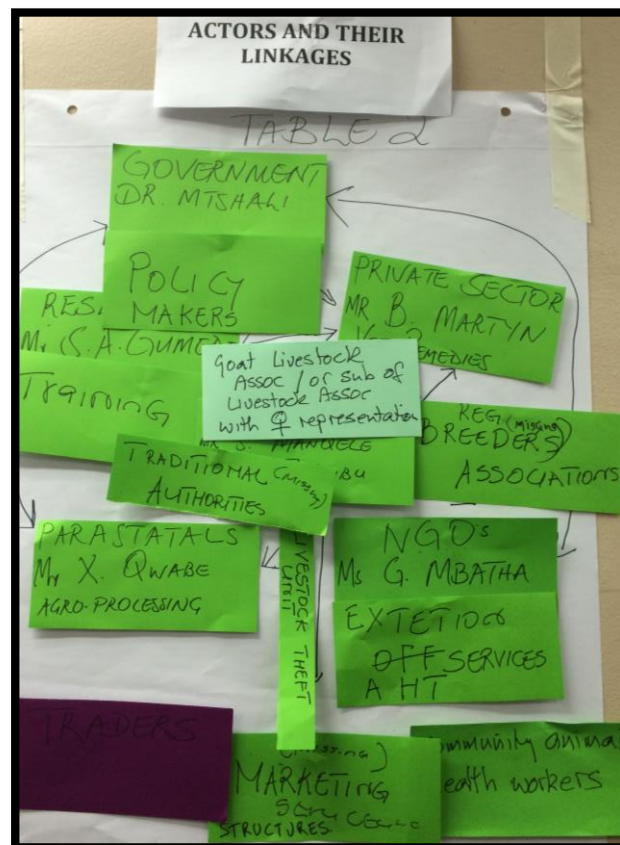
Table 2: Actors and their linkages.

We started with who is present in the workshop – NGO's, Private sectors, Researchers, Government

We then went back and put farmers as our central people who we are trying to service. When we talk about livestock owners we assume cattle owners. If you don't have cattle there's no point for you to go to the tank. So maybe we should set up sub livestock associations that will look at the goats/chickens as a stand-alone. What is missing – we don't have traditional authorities at this workshop. We need these to gain access. We need researchers on the top so that we know if we are heading in the right directions or not to avoid the white elephants that we have seen in the past.

We need a breeders association and we need marketing structures so they can also contribute.

Stock theft should be touched on.



Floor open for clarification.

What is the difference between a dip tank and livestock?

Dip tanks feed into the livestock /Dip tanks are geared into the cattle – also geared to be men.

We need to understand the need of goat owners in order to understand why they (women) are excluded from the association.

Table 3: Communication.

Hot topics - If the farmer wakes up in the morning with questions/issues, who then does he/she call on. Also how do you get the info like this down to the people who are actually doing the work?

Solution – Agri-hubs and also dip tanks as a way of passing down info.

Who is our consumer in the end? We didn't reach a consensus. We need to define this.

Important – networking. And also knowledge transfer, an action plan that works for the people.

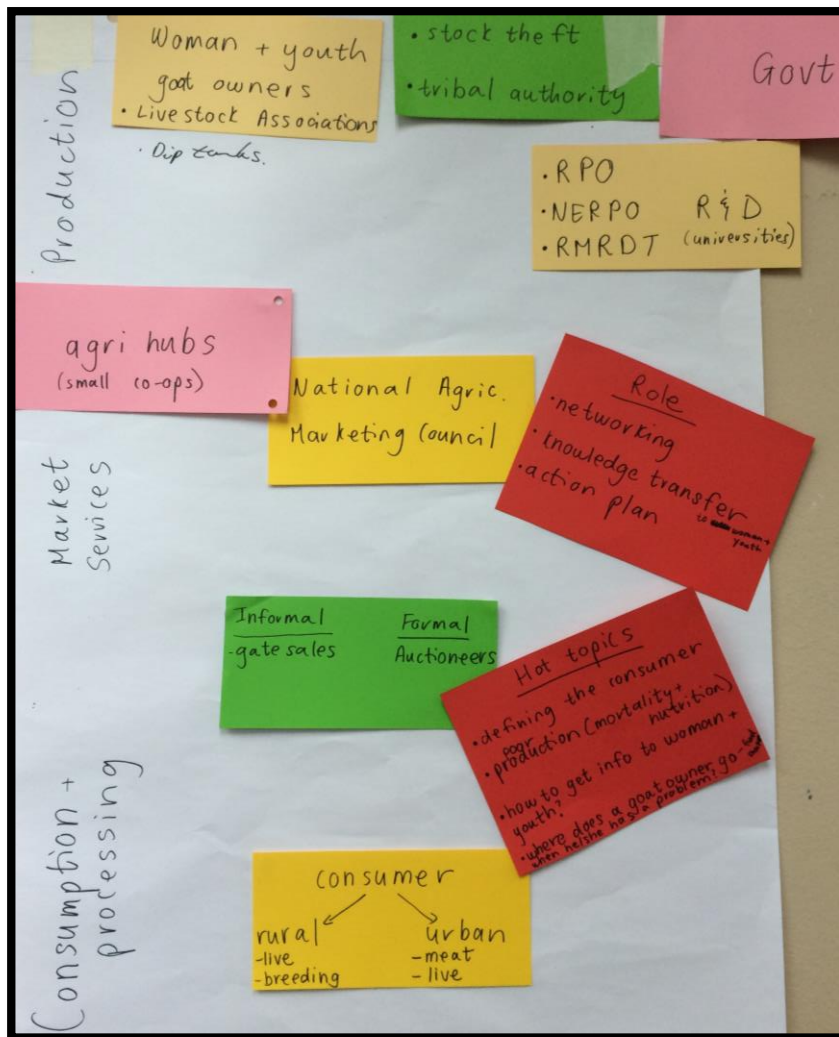


Table 4: Mapping out the Goat Value Chain.

It became clear there's more than one value chain.

1. Live goat value change either being used by goat owners for own use – ceremonial, slaughter etc
2. Formal value chain that involves traders, buying goats or attending auctions. Butchery,

Important that the livestock association represents owners. Stock theft unit came up again so clearly a hot topic.

Youth – as goat owners and to what extent policies could support the youth or looking at young people and business opportunities.

A lot of discussions about the running of auctions and its complication. Difficult to know who a goat belongs to. So perhaps we need to look at how the livestock association could speak to auctions about fixing that issue. Drivers – government department support, community as a driver. Livestock association playing role as a driver. (ADA)

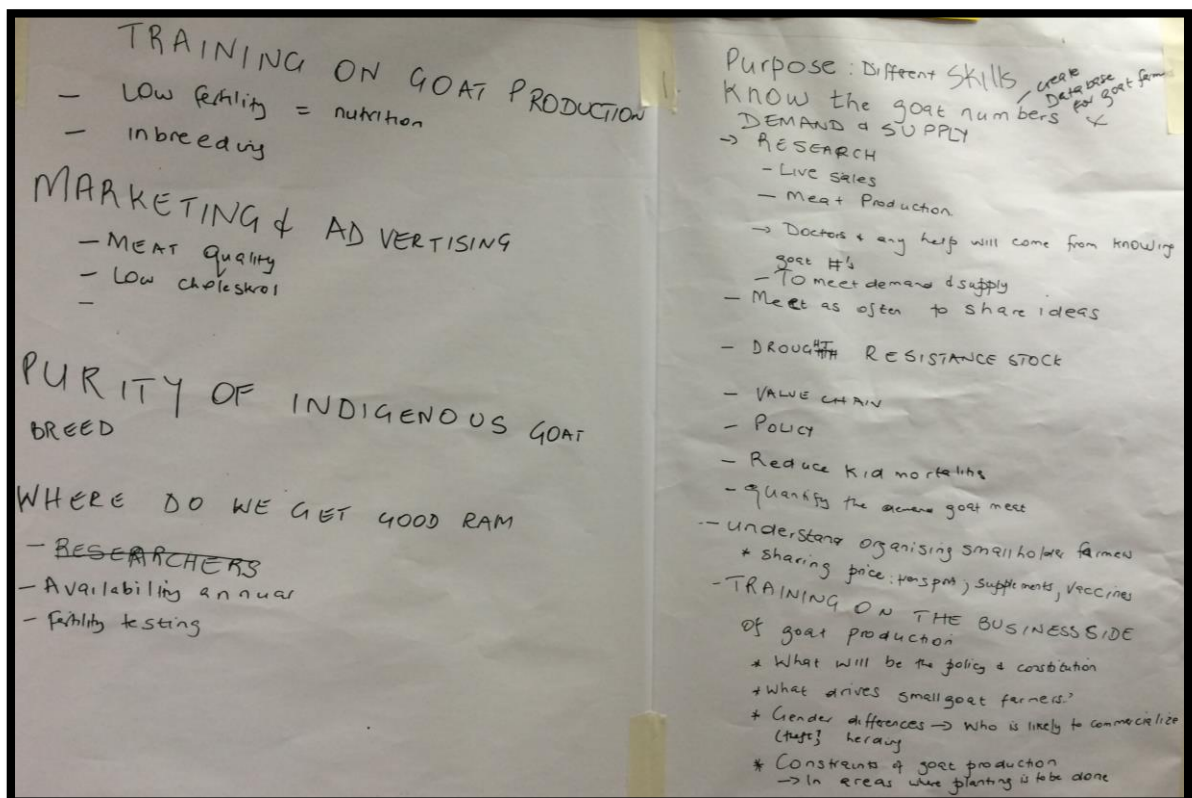


Table Five - Planning for the Innovation Platform.

Gender issues

In 5 years we need to look at the restraints

How far are we with the training - understanding inbreeding, what's a good ram, where do we get a good ram. We need to create a database we need to know where to go for supply.



PART 3 CONNECTING PROJECTS AND INITIATIVES

○ **WHAT QUESTIONS DO YOU HAVE ABOUT THIS PROJECT -**

1. Sustainability in the projects. Is it through homestead ownership/small cooperatives?
2. Are you planning to duplicate this project in other locations in SA (on a smaller scale) ?
3. How can this project offset the Namibian market with aregolav supply of preferably white goats?
4. How can this project influence heard composition?
5. What is the real commercial value of a goat? – Breeding strand /meat/long term value.
6. How can tertiary institutions assist? We are the first university in SA who primarily concentrate on a goat production instead of sheep and goat.
7. Indigenous goats for meat production?
8. Why has there not been a goat market? Are there myths about goat meat? Why is goat meat used for ceremonies more than every other animal?
9. Imports VS local production number to sustain the markets.
10. Are all the role players/participants, especially communal farmers, clear about the aims of the project and timelines?
11. Do blocks reduce the spread/distance of herd size dynamics? What are the links and breaks in the value chain – is it a chain or adhoc arrangement.
12. Is it sustainable?
13. Great Initiative – well done.
14. Is the project only designed for rural areas? Have you also looked into other areas like semi-rural?

○ **WHAT IS THE MOST IMPORTANT THING OR ISSUE THIS PROJECT SHOULD WORK ON -**

1. How to tweak systems for productivity increase but to try stabilize total numbers – recognize limits of veld.
2. Production of goats (especially indigenous), Goat markets must be researched.
3. Sustainable goat market.
4. Improving productivity - through nutritious growth, mainly to decrease pre-weaning mortality.

5. Ensuring that interventions are sustainable.
6. Developing a model that can be rolled out to other provinces.
7. Reliable goat statistics – stock registers.
8. A true number of goats available to the market: frequency, weights etc.
9. Why are no goat products available in supermarkets – Formalize markets? If we slaughter in abattoirs, will that make goat meat more acceptable?
10. Nutrition
11. Ensure that all the role players play their part.
12. Ensure that the data is collected correctly so that results can be valuable for the future plans.
13. Reducing Mortality and increasing sales.
14. Understanding quantifying and valuing the value chain.
15. Accurate data and agro-ecology and goat production
16. Business trading (training farms on understanding auctions and pricing)
17. Production management
18. Revenue from goat production
19. Regular auctions, access to abattoirs and access to traders.
20. Training of farmers and people to help them.

○ **HOW SHOULD THE PROPOSED RESEARCH BE FUNDED-**

1. KZN DARD / DAFF/ ARC
2. International funders.
3. Red meat prod org.
4. Business to young people to do research.
5. NGO's.
6. Member contributions
7. Producers organizations ie RMRD, NERPO etc.
8. NRF , RMRDT , DTI , DRDLR , 6TA (Germany) , CTI (Wagenigen) , ILRI (Ethiopia).
9. Universities – They have funding available for approved research projects.
10. Government.
11. Project running costs firsts.
12. Dept of agriculture of Land Reform.
13. Universities can offer bursaries to students with money that government will make available after all, community development is the government's goal – i.e. government funding for rural developments.

14. Depends whose interests are involved – initially the state but longer term direct beneficiaries in value chain should fund.
15. Government to help with bursaries.
16. Universities to give support to students who are working with goats.
17. Government policies in place.

○ **WHAT OTHER INITIATIVES SHOULD THIS PROJECT LINK WITH-**

1. Agriparks – are there any opportunities?
2. ADA's - goats abattoir – Msinga.
3. Students must do research about goats.
4. Rural development initiatives.
5. Improved communication network between groups/individuals working with the goats (Avoid duplications and learn from one another.
6. National goat development strategy
7. DAFF.
8. Commercial partners.
9. Local markets of value chain and stakeholders
10. Add initiatives to increase options of marketing – raw product and processed products
11. Landscape – more goats need feed
12. Natural resources – bush capacity
13. Need to understand logic of farmer's decisions and then see if there are scientific or economic reasons for them.
14. Business training , correct pricing and women empowerment
15. Good rams need to be available, fertility tested and disease free.
16. Youth development
17. All extension organizations

○ **WHAT OTHER IDEAS DO YOU HAVE FOR THIS PROJECT-**

1. Look at identifying good rams locally.
2. Feed-lot for goats.
3. Dept of agriculture in neighboring countries like Namibia, Mozambique etc must be invited to launches like this.
4. Stock theft unit must be involved.
5. Participants should register as members , at a fee , and receive regular updates through a newsletter

6. It would be worthwhile trying to establish and grow a goat meat market
7. Traditional knowledge – look at terminal crossing for meat, small mothers x large boar.
8. Look at the development of a hardy milk goat composite.
9. Condition scoring programme, to measure effect of management and feeding.
10. Look at a regular supply of goats for traditional slaughter as well as meat and skins (local and export)
11. Please address students about this project. They need to realize the value of their animals for commercial use and they need to hear this from someone else.
12. Research into weight of goat carcass for export.
13. Policy document/involvement of Amakhosi/traditional healers.
14. Testing the survival of goats from other areas.
15. Inherent marketing for city folk wanting goats.
16. More research on goats
17. Training on health management /feeding regime to increase weaning percentage. Combine research with indigenous knowledge.
18. How do we create a demand for the product?

○ **WHAT SHOULD THIS PROJECT AVOID-**

1. Conflict among farmers. Should understand that goats are very important in our culture as Africans.
2. Perception that says goats belong to women.
3. Too much talk and little action.
4. Doing research without any feedback to the community - no real impact on them.
5. Repeating pasts mistakes (expensive re-invention of the wheel)
6. Starting something that is not sustainable.
7. Prescribe and do not create expectations to become rich with goods.
8. Stagnation.
9. The project should be implemented in one area at a time to learn and apply improved skills at the next area.
10. Aid without consultation.
11. Don't guess the market. Get accurate help and work back to production.

12. Avoid supporting co-ops or individuals who are not business minded.
13. Project to focus in one area.
14. Unsustainable external funding.
15. Opportunist.

○ **OTHER COMMENTS-**

1. Crime of livestock is huge in this province.
2. This is a need to form a goat association.
3. Training that can be provided by unemployed graduates.
4. A database for goat farmers is needed.
5. When to castrate?
6. Explore farming goats extensively in different areas to increase production.
7. Need to look at the meat market as live goats and how to ensure this can be sustained.
8. Problems with kid mortalities that need attention.
9. Two very distinctly different 'industries'. Commercial goat production and traditional uses. Is there a symbiotic relationship between these two? Can there be?
10. Why do we want to change the current status of the goat production and informal sales apart from better nutrition and health?
11. Need research method task team to identify ways of getting more accurate data as a project base line.
12. Urge stats SA to include goats in census.

26.04.2016 - ATTENDEE REGISTER – INNOVATION PLATFORM

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