



CARI, Workshop



CBBP





CBBP = Community Based Breeding Association

EXERCISE 1: UNITY AND TRUST

Group-work

Materials:

- A. 2 or 3 buckets
- B. Rubber bands
- C. Ropes

CBBP-LIBERIA:

GOAT-CBBP FARMERS TRAINING

17TH – 21ST OCT 2016

CARI, GBARNGA
LIBERIA



Courtesy:



Food and Agriculture Organization
of the United Nations



Rewe, Thomas (*Dr. sci. agr.*)

International Consultant
Community Based Breeding Programme
CBBP, Liberia, October 2016



Photography by Cedric Angeles



ICE-BREAKER

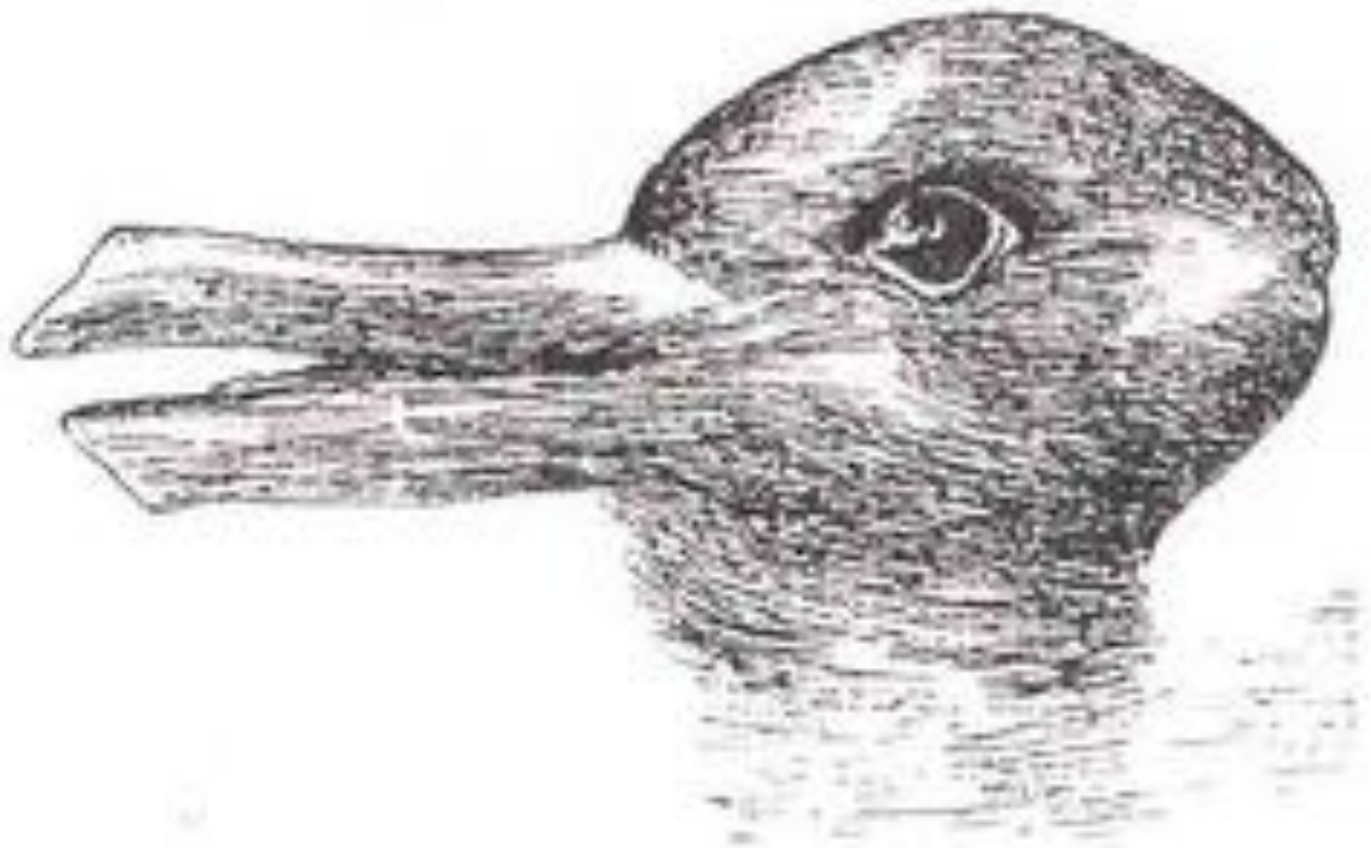
ICE-BREAKER



ICE-BREAKER: Traditional Dictionary

LIBERIAN-Dialect	KENYAN - SWAHILI
	MUNGU
	MKULIMA
	MAMA
	KONDOO
	MBUZI
	DAKTARI
	MWALIMU
	BARAKA

Which Bird is this?





Who saw the Rabbit?

FEED – BACK: Field visit report to farmers (CRM tool)

Criteria and weight		Bong		Nimba		Grand-Bassa	
		Kukatnon	Kergermah	Kpiekpoah	Yawaseh	Neepuahn	MorrisTown
Group organisation	1	1	1	1	1	1	1
participating in antagonistic projects	-3	0	0	0	0	0	1
Presence of community leaders in the group	1	1	0	1	0	0	0
Willing to commit and invest time and resources	1	1	1	1	1	1	1
Availability for training/capacity building	0.5	1	1	1	1	1	1
Farm accessibility	1	1	0	1	1	0	1
Market Access	0.5	1	0	1	1	1	1
Support from government or NGOs	0.5	0	0	0	0	0	1
Animal Population size	1	1	1	0	0	1	1
Market orientation	0.5	0	0	0	0	0	1
Feeding regime	1	0	1	0	0	1	1
Health care	0.5	1	0	0	1	0	1
Communication	1	1	0	1	1	1	1
Group Cooperation	1	1	1	1	1	1	1
Total Score		8.5	5.5	7	6.5	7	6.5
Remarks		SELECTED	RESERVED	SELECTED	RESERVED	SELECTED	RESOURCE

Building Blocks for the CBBP - Resolutions

- Branding (Structure, Name, Logo, Vision, Mission, Motto, Documentation)
- Value Chain “Pump” – Target area opportunity
- Breed Choice
- Breeding Objective
- Selection Criteria
- Identification
- Recording
- Evaluation
- Mating System
- Monitoring and Evaluation



*WHAT IS
BREEDING?*



REMEMBER (BQ-FEHM)

- The Breed
- The Quality (e.g. Weight)
- The Feed
- The Environment
- The Health
- The Market



How old is my
Goat?

It is 2 years
old...



BRANDING AND CBBP STRUCTURE





Cellcom
you are always No 1



Firestone
NATURAL RUBBER COMPANY

Branding

- Naming
 - Use the exiting Counties to brand the CBBP Project
 - e.g. NiBoB-CBBP? Ni for Nimba, Bo for Bong and B for Bassa
 - BoNBa? Bong, Nimba, Bassa? Or BNB?
 - Website: www.bnb-cbbp.org?
- Logo –need IT designer = BNB
- Vision: Source of Quality Meat Goat for Livelihoods and Business?
- Mission: Raise quality Goats for farmer and market?
- Motto: *Breed for **MeAT**! **Meat Agribusiness** and **Trade***





1. BaNBo

2. NiBoBa

3. NiBoB

4. BaBoNi

5. BoBaNi

6. NBB

7. BoNBa

8. **BNB**

9. BBN

10. BoNiBa

11.



Breed for MeAT



CBBP Structure

- Should have a governance outlay
 - Power structure that steers the Vision, Mission and Mandate of the group
 - Team Leader –
 - Secretary –
 - Treasurer -
- Rules by which the organization operates
 - The CBBP Operating System
- A distribution of work
 - Duties and roles of members

Developing Breeding Objectives?



Breed of Choice? (Foto courtesy: Liberia, CBBP Project)



Adapted – hardy and flexible
Available – Local and accessible
Appropriate – with respect to Product



Developing the objectives for breeding

- Step 1: Know the animal and what it is good for (Meat, Milk, Eggs, etc)
- Step 2: Identify what traits in the animal that supports its use
- Step 3: Identify measurable characters reflecting the trait
- Step 4: Rank these characters/priorities them
- Step 5: identify characters for measurement/observation (criteria)
- Step 6: decide on how to evaluate on those measurements/observations
- Step 7: Document alternative or levels of measurements/observations on

Choice cards





Breeding Objectives

- The Breeding Objectives developed as at October 2016 through Participatory discussions and demonstrations are:
 1. Goat Mature Weight
 2. Reproductive efficiency

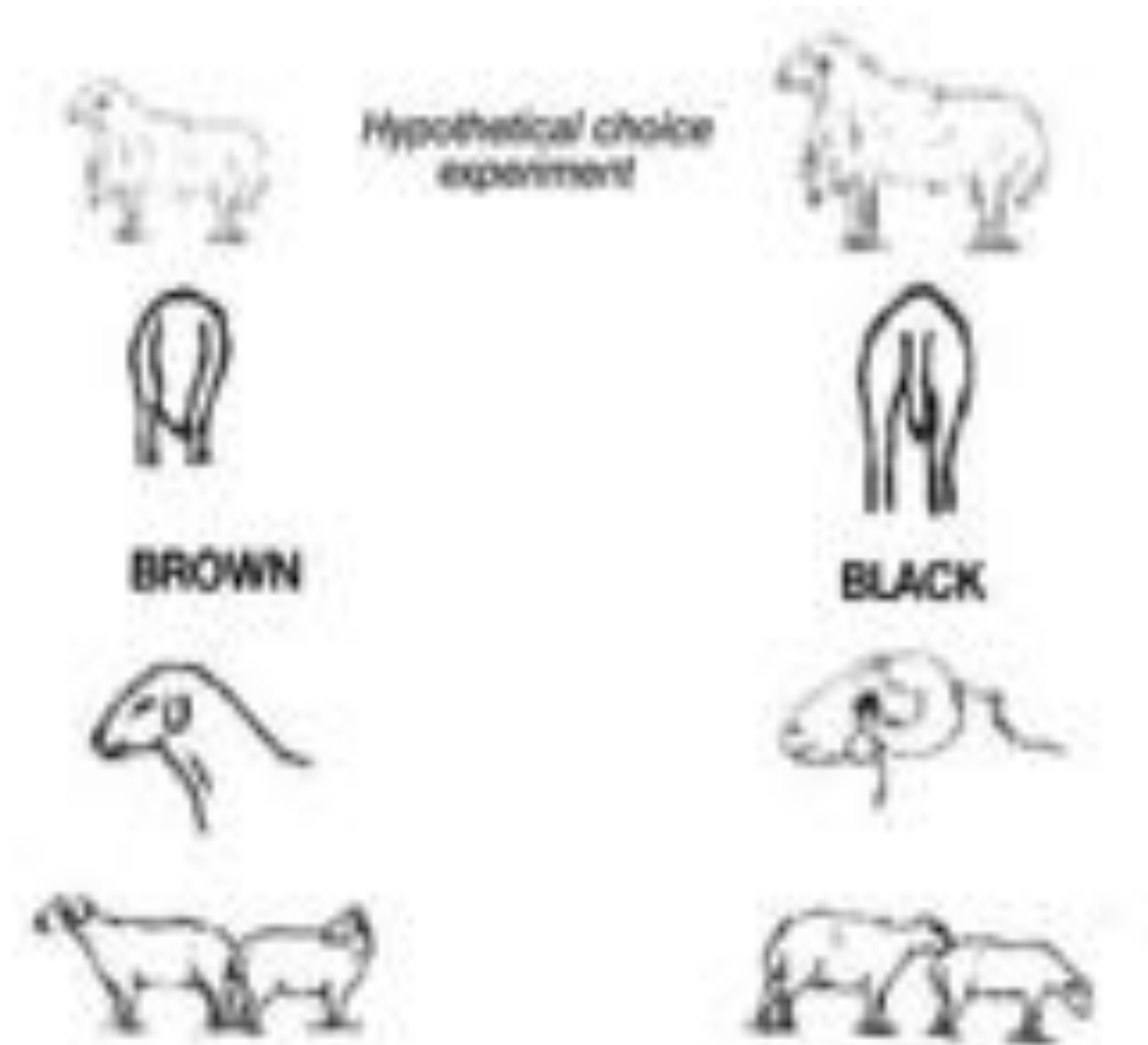


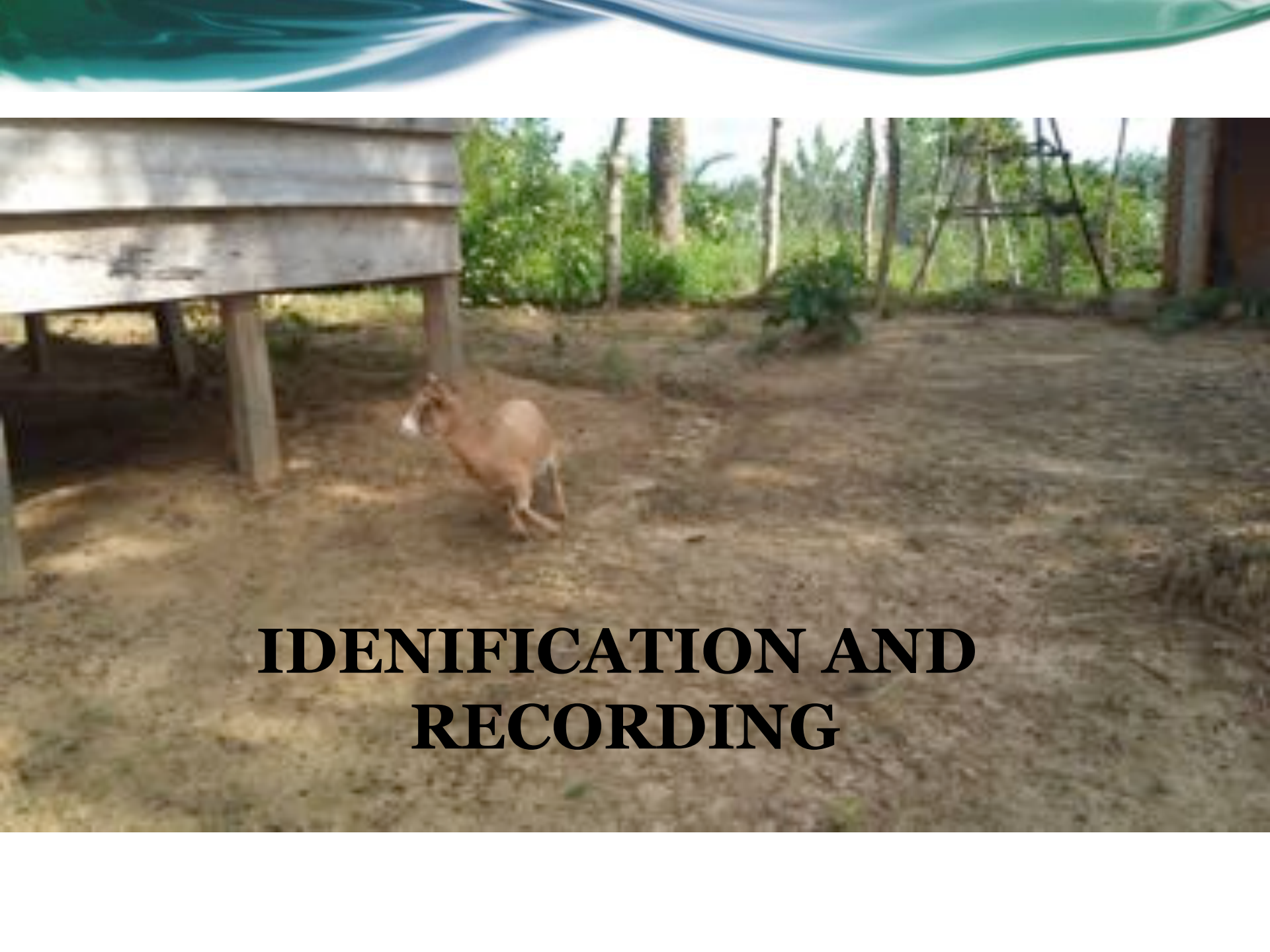
The selection criteria traits – to be measured

- Birth weight – to be measured using a simple weighing scale
- Weaning weight – to be measured using a simple weighing scale
- Kidding rate (twinning, triplet, quadruplet) – measured by observation
- Body conformation: Udder confirmation, Scrotal size – measured by observation, physical structure, appearance and size
- Mature body weight – Measured by heart/girth meter
- Good feeder – feeding behavior
- Good mother – kid care and suckling

Choice Card

Example

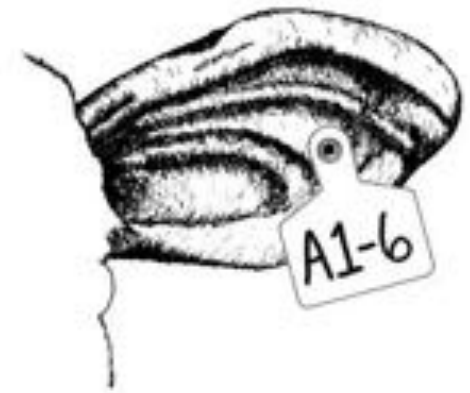
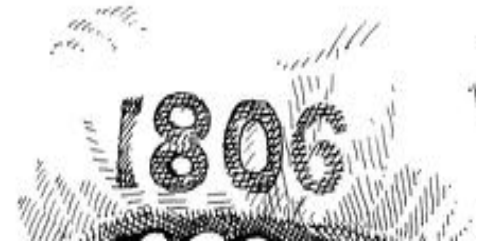
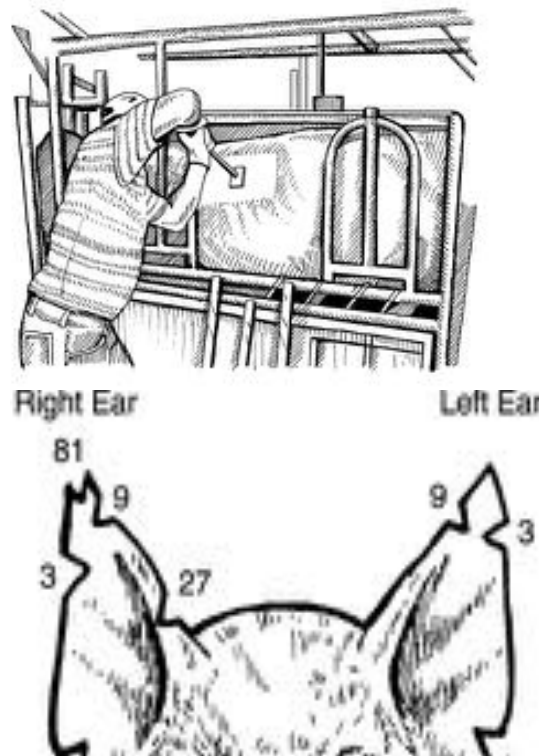




IDENTIFICATION AND RECORDING

No recording without identification!

- Animals need to be identified before recording,
- To be able to trace the record to the individual
- Methods
 - Branding
 - Tattooing
 - Ear Notching
 - Ear Tagging





Recording performance...

- Note: animal Performance records are part of farm records targeted towards organised breeding for genetic improvement of certain traits.
- Purpose of records:
- To identify animals belonging to a particular owner; proof of ownership.
- To use as a management tool to:
 - undertake performance evaluation; perform genetic selection,
 - keep proper health records; accurately measure production and reproduction; perform other important management functions



Farm Records

- Lambing records, which include identity, dam ID, weight, date of birth, type of birth and sex.
- Growth or weight records kept periodically by recording the body weight of animals.
- Health records including morbidity, mortality, signs and symptoms, diagnosis, treatments and vaccinations, etc.
- Feed consumption: This is difficult to estimate on farms where animals graze, but for capital-intensive farm businesses, such as finishing or fattening operations, the amount of concentrate fed should be recorded to calculate profitability.



Records

- Milk production records: recording once weekly may suffice as this is highly correlated with total milk production. Therefore, in dual-purpose sheep and goats, or even in meat types, a random sample of lactating females may be selected for recording their once-a-week milk production.
- Mating records: Sire, dam and progeny identification is important in breeding, sale, and culling decisions.
- Testes size: Recording testes size at one year of age can assist in sire selection. Testes size in males is related to ovarian activity (multiple ovulations) in females.



Records

- Carcass yield or dressing percentage is a factor that has tremendous economic value, particularly in a community-based breeding program involving meat breeds. This information could be obtained from slaughterhouses/abattoirs.
- Hides and skins: For a crossbreeding program there may be a need to record skin quality aspects such as area of hide, skin thickness, elasticity, pigmentation and density of hair.

Animal register

Tag number	Gender	Source	Date of birth / Date acquired	Exit date and reason
X 306	Ram	Purchased - Mr Smith, Colenso	24/03/2010	26/07/2009 Sold
X 304	Ewe	Home bred	23/05/2013	Died heartwater

Kidding register

Date	Tag number of ewe	No & gender of kids	Observations
25/04/2014	X 345	1M 1F	Kidding difficulties

Health register

Date	Tag number	Problems / symptoms	Treatment	Outcome
25/04/2009	X345	Heartwater	Injected with Terramycin	Survived

Sales records

Tag number	Date	Weight	Price	Detail
D32	24/04/2014	28kg	R950	Group of 15 sold to KwaBotha

MOTTO? = *Breed for MeAT*
Meat Agribusiness Trade



**PERFORMANCE EVALUATION AND
SELECTION**



Performance evaluation

- The breeding objective is being expressed by many animals
 - Which one is the best?
 - What is our definition of best?
 - How many sources of information should we use
 - Individual
 - relatives



Breeding is not Mating

Breeding is selection plus mating

No Recording without Identification

No Evaluation without Destination (Objective)

No Destination without Taxi (Selection Criteria)



Live Animal Ranking

- “In the ICARDA–ILRI–BOKU sheep breeding project, 15 ewes and 15 rams were randomly selected from the communities’ flocks at each study site, marked and randomly assigned into five sub-groups and then penned together. A total of 30 sheep owners from each site were moved to the other site (each location has two sites) so that farmers were ranking animals with which they were not familiar. Each interviewee was asked by an enumerator to rank the animals within each pen according to his/her own preferences and give the reasons why s/he had chosen the animals as 1st, 2nd, and 3rd. Then they were provided with a life history of the animals, including information on productive and reproductive traits to determine whether they would change their rankings.”

(Haile et al., 2011)

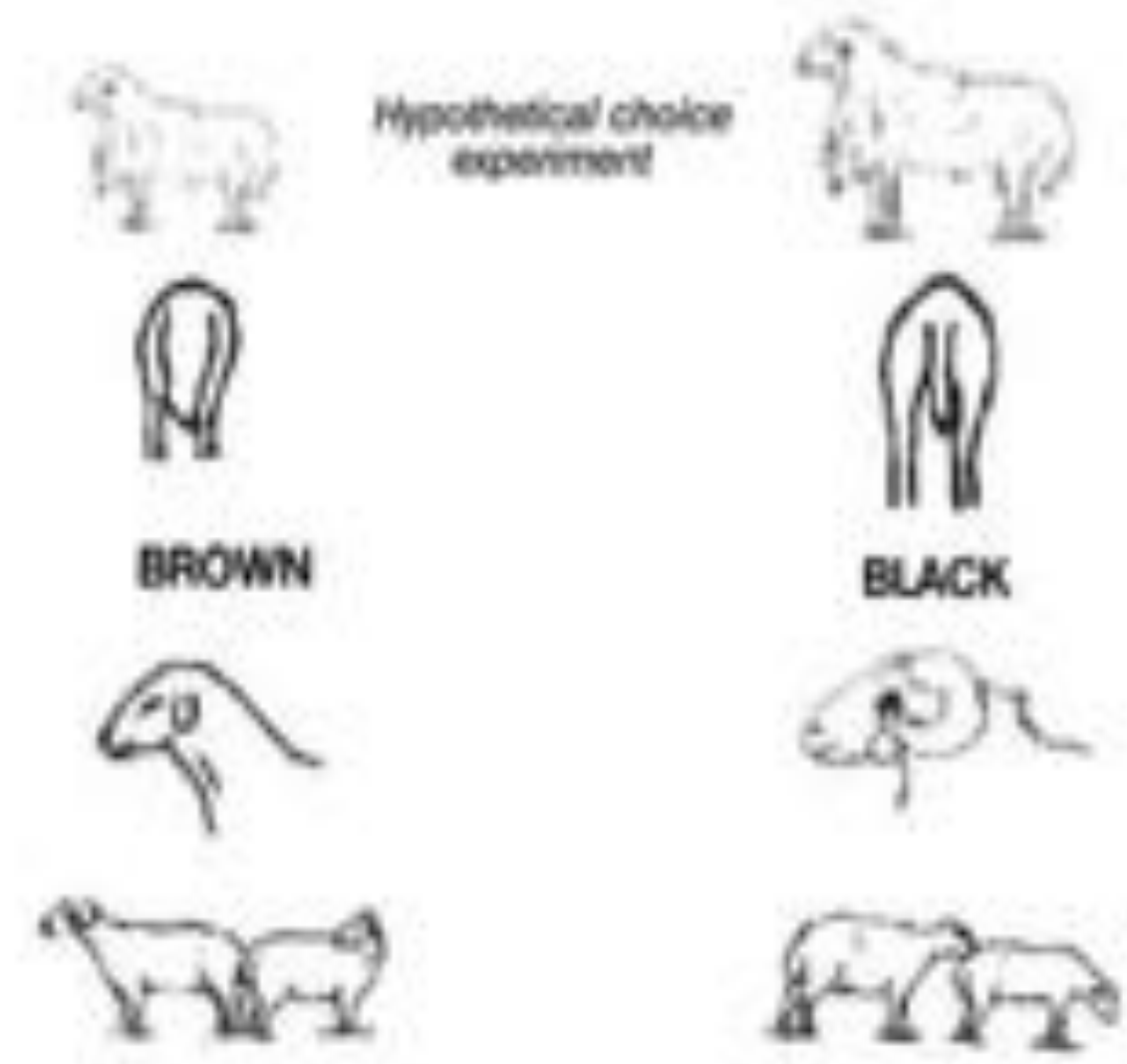
Example from sheep breeding programme: Ethiopia



(Haile et al., 2011)

Using Choice Cards (Haile et al, 2011)

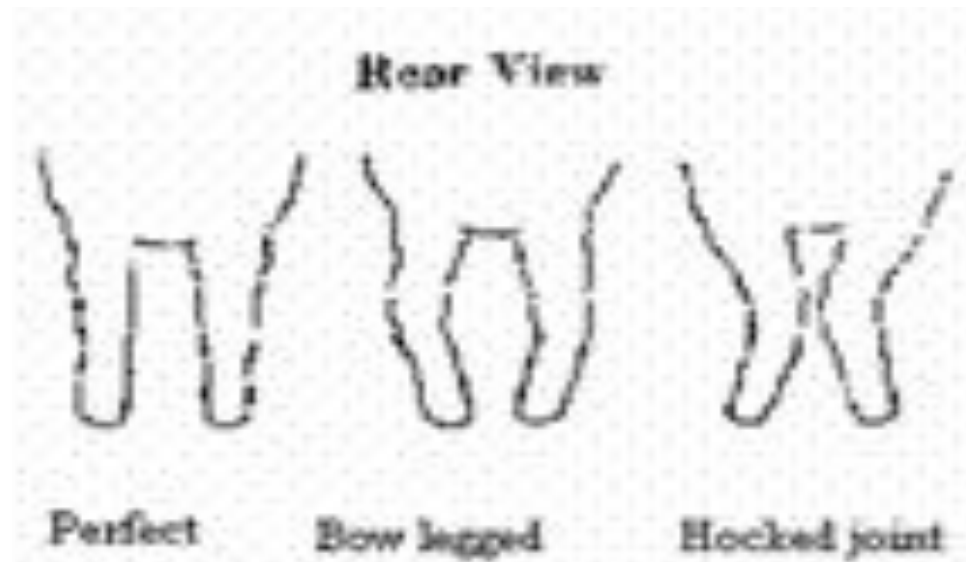
Designing the CBBP Choice Card

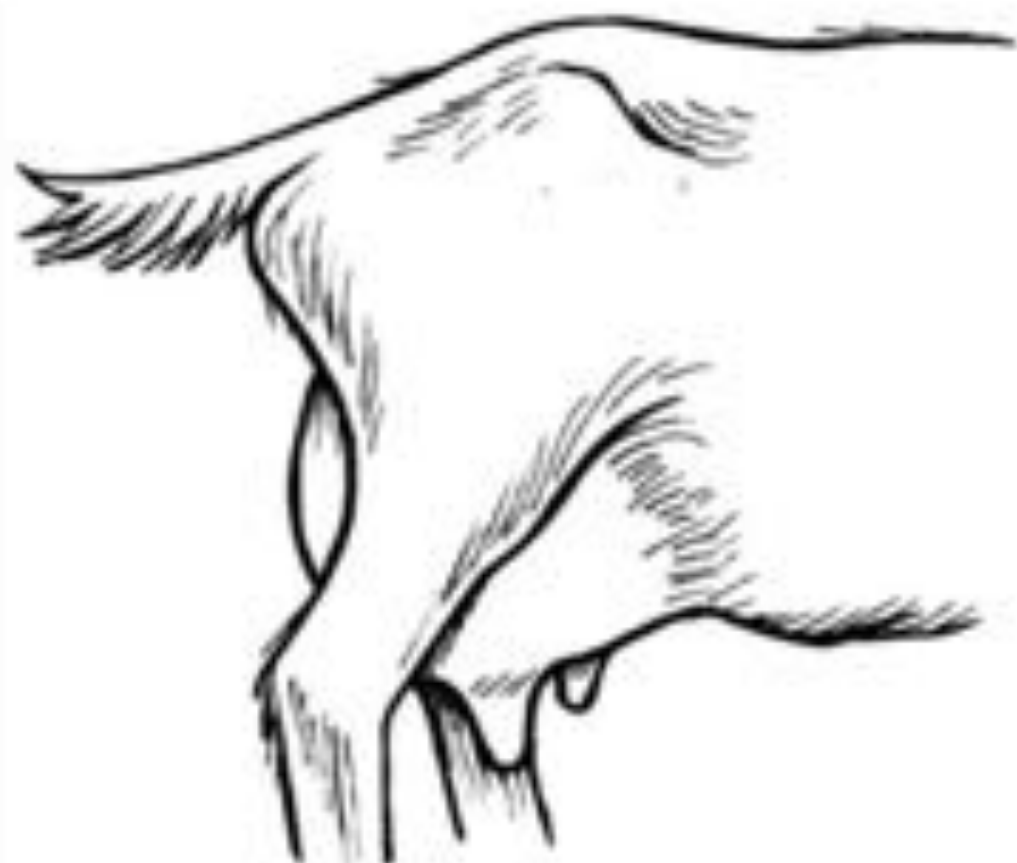


Selection criteria



- If the Breeding objective is Weight because your animal is for meat
 - Then for your Quality you will measure animal weight
 - For your quantity you will measure animal reproduction
- To add to your quality
 - You can measure body condition/conformation
- Visual Appraisal
 - Appearance, Conformation,
 - Defects, Legs, Teeth
 - Testes
 - udder





GOOD



Avoid animals with really small or really large teats. Other udders to avoid:

TOO BULBOUS



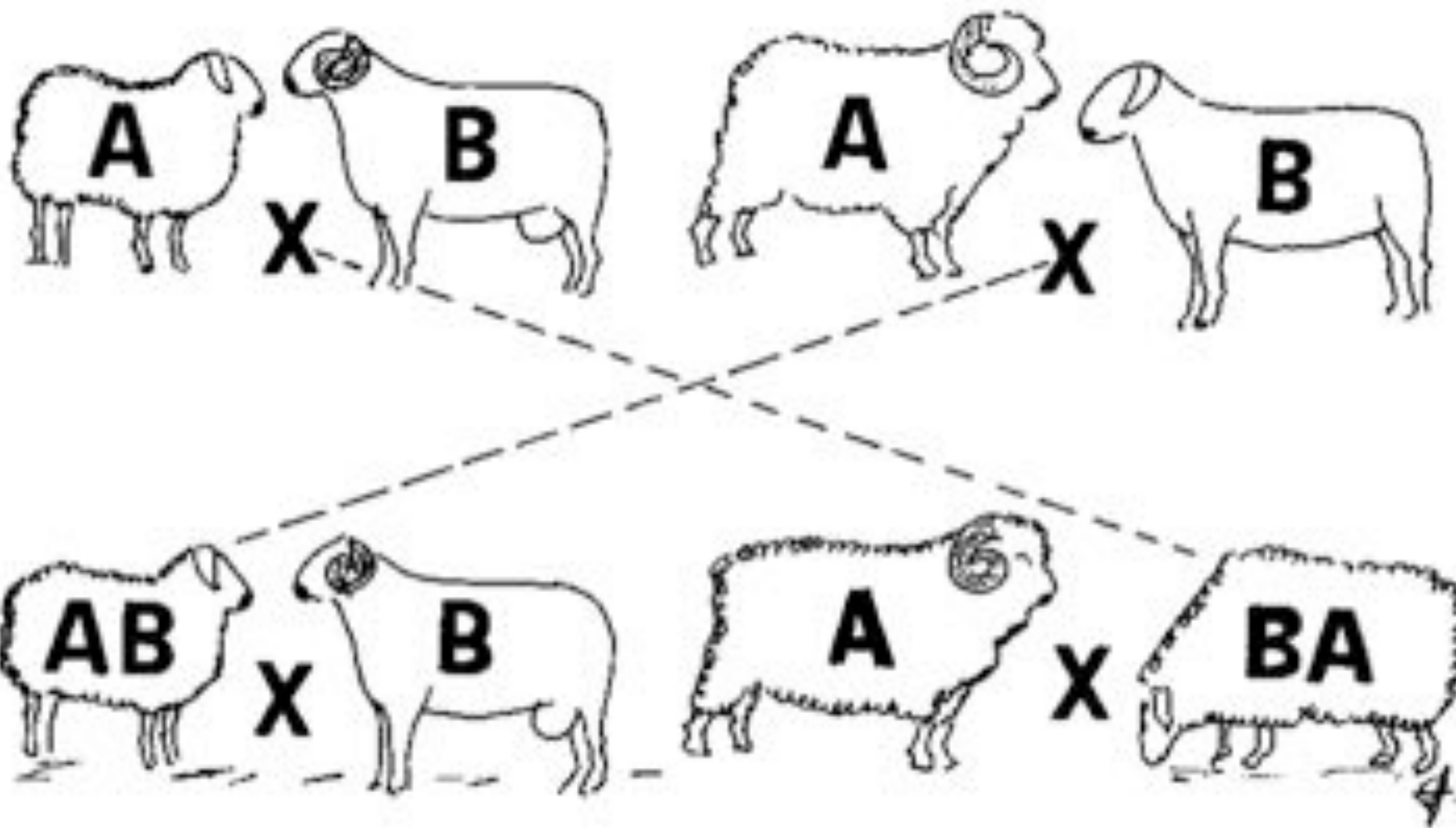
ONE-SIDED



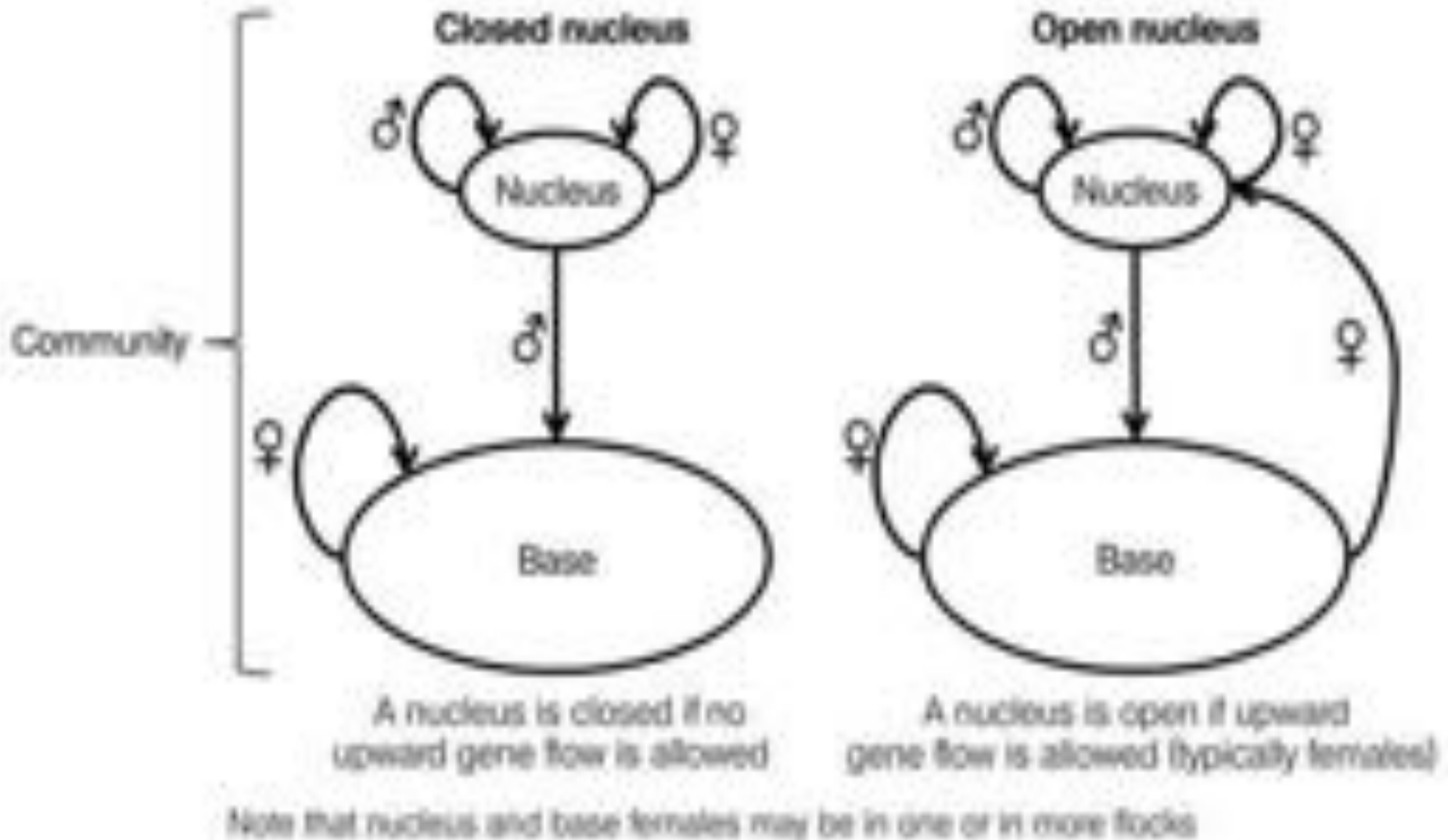


Selection and Mating system

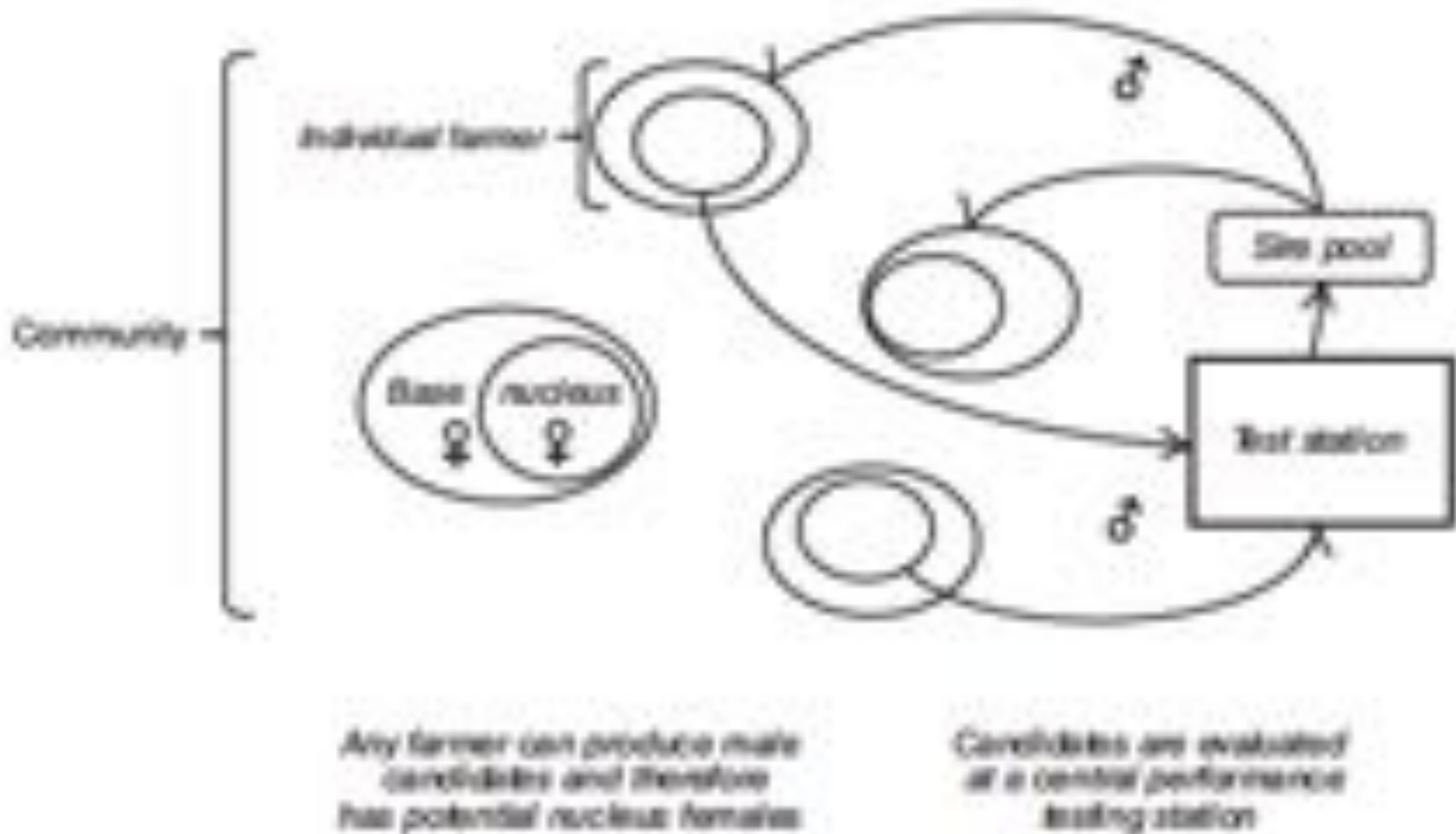
- Choosing best mates: Bucks and Does
 - Based on the selection criteria
 - Built on the Breeding Objective
- Decide on pure-lines or crossing
- Control by separating non-selected animals
- Avoid mating relatives (inbreeding)



Breeding Schemes

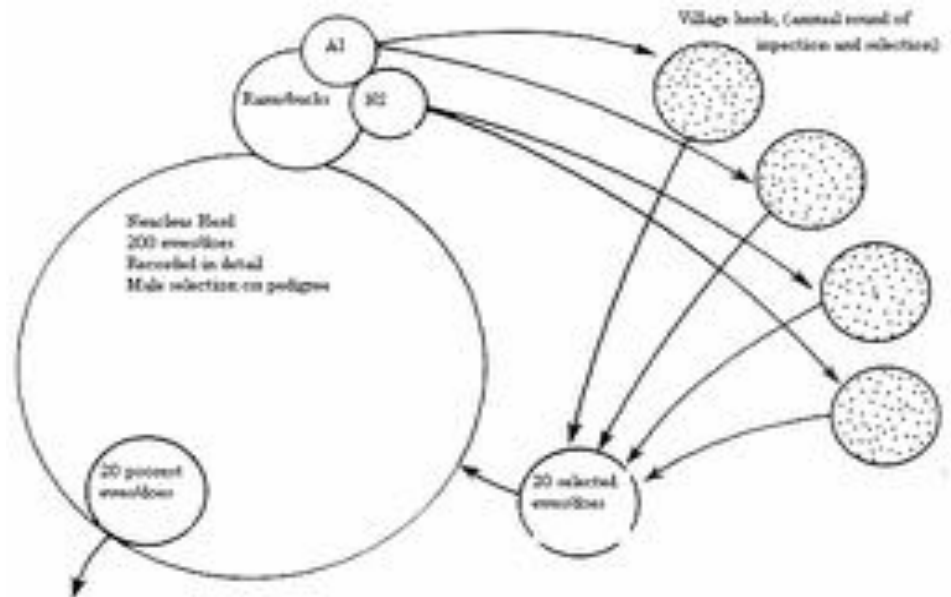


Case study: Bonga and Afar sheep breeding programme, Ethiopia



Pillars of Breeding Programmes

- Have a choice Breed or Breeds
 - West African Dwarf Goat?
- Have a Breeding system
 - Pure breeding
 - Crossbreeding
- Have an organisation
 - Farmer groups
- Have strong support services
 - Formal genetic evaluation, healthcare, nutrition, management, research and credit facilities



VALUE CHAIN



What is a Value Chain? IFAD, 2010

- Activities required to bring a product to final consumers
 - A market-focused collaboration among different stakeholders

Mapping actors along the value chain

Example: Actors along the core processes of the sheep value chain





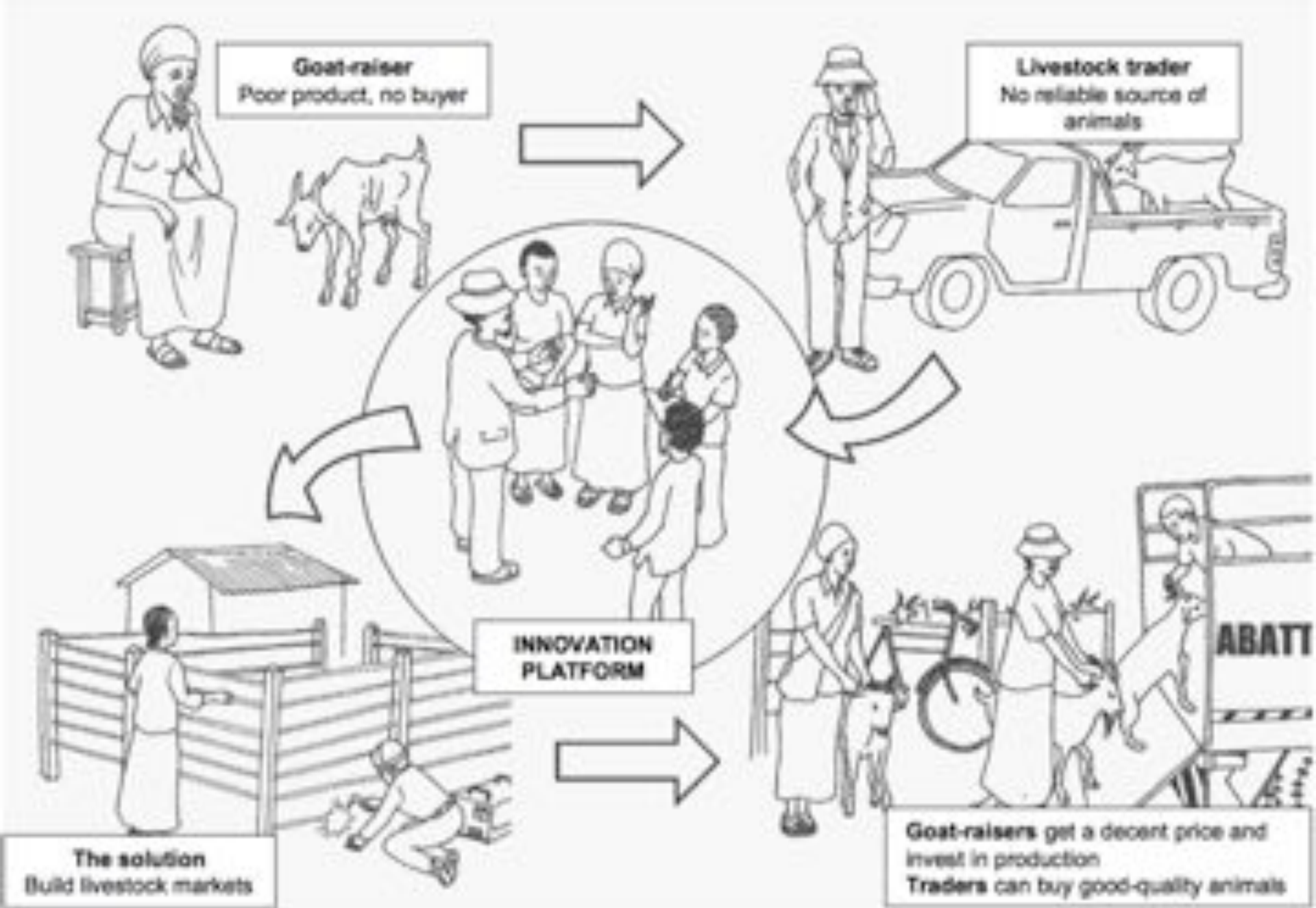
CBBP and the Value Chain “Pump”

- WHY?
 - Value! = Economic (tangible), Socio-Cultural (intangible)
 - Both important, degree vary with type of farmer
- Identifying the chain through which the Value moves
 - Detecting the Value-Chain “Pump”
 - The driver that pushes or pulls the product
 - Attracts investment: time and resources



The Value Chain “Pump”

- The “Push” or “Pull” power that enables the product to move from source to sauce-pan!
 - Slaughter house pull meat animals to market
 - Restaurants pull food stuffs to the market
 - TV pulls the news the market
 - Mobile phone pull utility applications to the market
- What value is moving through your chain? Meat?
- What will pull/push your product to the market?
 - Could a Roasting parlor for Goat meat on the roadside do?



“21,000 goats restocked for commercial production by
2017”

- *LandoLakes FFP Project, Liberia*

- TARGET ARE opportunity – The Value Chain “Pump”
 - Bong
 - Nimba
 - Bassa
- Establish a predictable market driver
 - Partner with large consumers (cooperate) to act as sanction pump for live Goats – ***support quality***
 - Slaughter house quota – to support project for a given period of time e.g. Careysburg Slaughter House ?

Common regular Live Goat Auction



Strategy for Discovering the value chain “Pump”

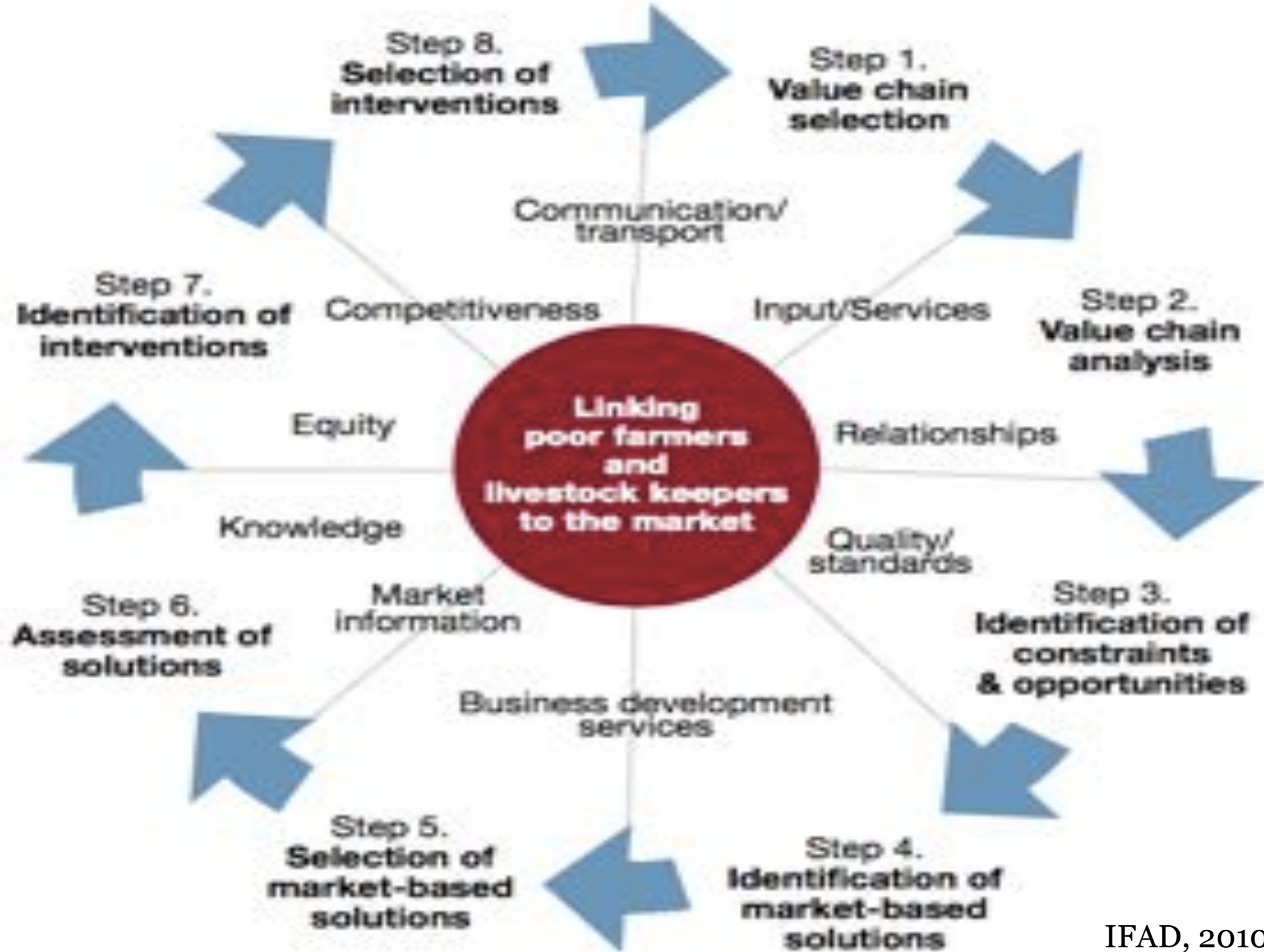
- ***Innovation platforms***
- *A practical way to deal with the complex issues and multiple stakeholders involved in value chains. They bring together a range of stakeholders: farmers, traders, processors, input suppliers, credit suppliers, market information providers, insurance services, policymakers, extensionists and researchers. Together, these stakeholders design solutions to problems along the value chain.*

Agriculture Minister, Dr. Moses Zinnah



New Us\$4M Slaughter House Revamps Meat Value Chain, Mon, 09/05/2016 - 01:40 tjohnson

Daily
OBSERVER



A Typical Live Goat Auction and Goat Pepper Soup!



*Could this be our
Value Chain
Pump?*

Strategic Plan





Strategic Plan

- Strategic planning is an organizational process that establishes a common sense of what the organization is planning to do and when and how they are going to do it.
- Strategic planning is beneficial for organizations when compared to less formal planning strategies for two main reasons:
 - 1) It helps people deeply understand and articulate a shared vision for their organization, which ultimately strengthens the organization; and
 - 2) When done well, a strategic plan can guide an organization over a much longer term than more informal, individualized visions.

Main Contents

Executive Summary

Elevator Pitch:

CBBP Mission Statement

SWOT

Goals

Operations Plan

Key Performance Indicators (KPIs)

TABLE OF CONTENTS

- 1 What is Strategic Planning?
- 2 Development Process
- 3 Key Components
- 4 Other Resources



References

- Muller et al., 2015. Community-based livestock breeding. *Journal of Animal Breeding and Genetics*, 132: 155-168.
- programmes: Essentials and examples
- IFAD, 2010. Value chains, linking producers to the markets
- Aynalem Haile, Maria Wurzinger, Joaquín Mueller, Tadele Mirkena, Gemed Duguma, Okeyo Mwai, Johann Sölkner and Barbara Rischkowsky, 2011. Guidelines for Setting up Community-based Sheep Breeding Programs in Ethiopia. ICARDA - tools and guidelines No.1. Aleppo, Syria, ICARDA.



NEEPUAH

КРИКРОАН





KUKATONON

