

# The African Jersey Forum 2023

## RJA&HS D4D Programmes Review



Royal  
Jersey  
AGRICULTURAL  
& HORTICULTURAL  
Society



Jersey sired calf born to a local Malawi Zebu dam

# The African Jersey Forum 2019 - Launch



- Concept launched in 2019 at regional dairy workshop in Kigali, Rwanda entitled 'Why Dairy? Why Jersey?'
- Introduction to the Forum concept + discussion of the role of the Jersey in both development and commercial dairying
- The event saw a focus on the JOA-funded *Jersey Inka Nziza* project in Rwanda
- Hosted during the WJCB annual meetings - variety of speakers from development sector, academia, and breed associations





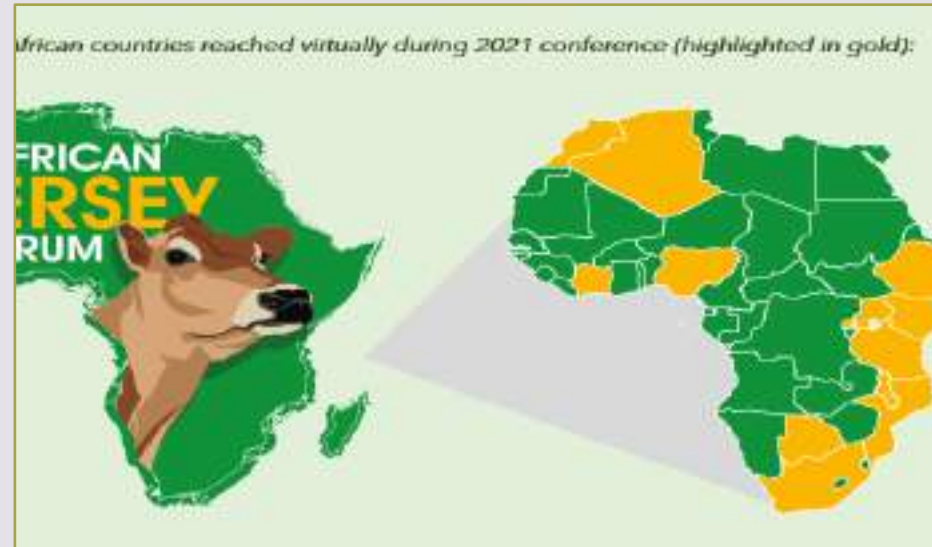
# The Jersey Footprint – AJF '21 online



- Challenged by the realities of continuing Covid-19 restrictions around travel, in November 2021 the AJF went virtual – managed in Jersey Island but focussing on and supported by JOA project teams in Ethiopia, with a live audience in both Addis Ababa (@ ILRI offices) and Jersey Island (@ RJAHS)
- One of Jersey Overseas Aid's five African JOA supported countries, Ethiopia had only in recent months committed to three Dairy for Development projects, managed by Ripple Effect (*formerly Send a Cow*), SCIAF and the RJA&HS/PM
- A startling success, over two morning sessions the conference attracted nearly 1,000 online attendances, coming from 36 countries. Over 50% of these online attendees dialled in from Africa, from 14 countries across the region (shown below right)



Jerseys in Zimbabwe



Showing those African countries (in gold) attending the '21 event



# Next Steps – AJF '23, both online & live in Africa



- Not wishing to limit accessibility to the virtual audience now known to be out there, yet recognising the massive benefits that arise when people talk to and learn from each other, 2023 sees the 3 Day AJF event live in Malawi
- Local venues have been set up in Kigali (Rwanda) and both Chacha & Addis Ababa (Ethiopia) for directly connected and more widely interested stakeholders to come together to be part of this event. We also have a small select audience in Jersey Island, plus of course our continental & global connections online
- Project models vary, according to both need intended outcomes but invariably driven by Jersey Oversea Aid's D4D Strategy and the associated Theory of Change



Our host in Malawi, the Shire Highlands Milk Producers Association (SHMPA)

SHMPA dairy farmer Egrey Mathengo, with her Jersey X cow





# Developing Delivering the AJF message



- Core challenges are around balancing the focus on smallholders vs. drive towards increased commercialisation and profitability of the African dairy sector
- Focus initially on breed promotion, whether in pure or cross-bred form but particularly around smallholder benefits and dairy as a driver of development
- Long term goal is for the Forum to be an Africa-led platform for the cooperation of dairy stakeholders in general, plus national Jersey breed societies, as they develop in time
- Breed societies still at very early stages of development in a majority of African countries – there is much work to be done first in getting the basics of dairy right and then we can move on to leaving a continental legacy



Two points on the continuum

Left: A large grazing herd of commercial Jerseys in RSA

Right: A Rwandan smallholder farmer with Jersey X cow & it's Jersey sired calf



# Building Maintaining an AJF platform



- AJF website - funded by JOA - work began in late 2020
- Developed by the RJAHS with input from our various partners.
- Launched in August 2021 - [www.africanjerseyforum.com](http://www.africanjerseyforum.com). Hosts a range of resources - video, visual, and printed
- Initially will be RJAHS-managed and led - but intention is for management of platform, and governance of Forum, to pass over to the continent, as infrastructure and capacity is developed

**Leading the way in Sustainable Dairy**

Established in 2019, the African Jersey Forum (AJF) is a platform for stakeholders in Africa with an interest in the Jersey breed to share knowledge, learn, and to network with others.

[Learn More](#) [Contact Us](#)

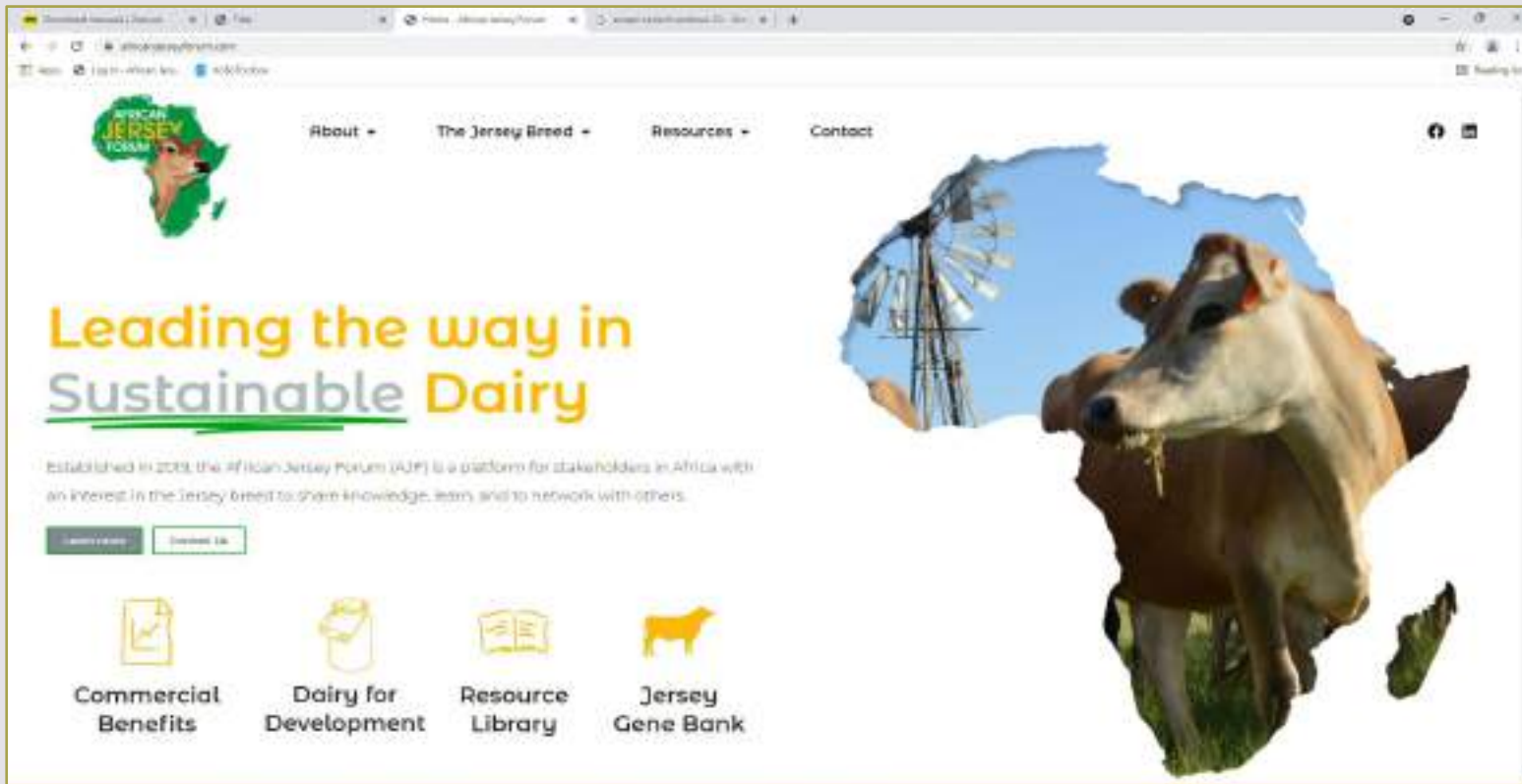
- Commercial Benefits
- Dairy for Development
- Resource Library
- Jersey Gene Bank



# ....and the Commercial Benefits (but to whom?)



- Website focuses around key 'Why Jersey' messages - commercial benefits of the breed being chief among them
- Focus on adaptability to various management systems and beneficial traits for profitability e.g. milk production and composition, fertility, heat tolerance and health traits, and sustainability

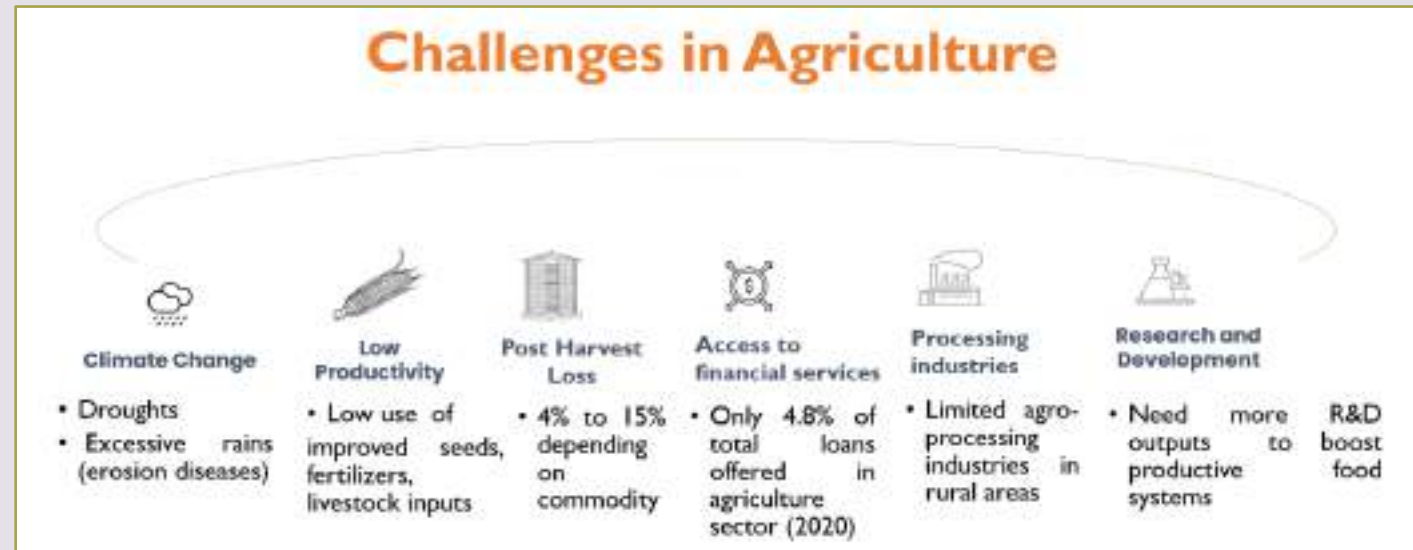




# Feeding the Population....a nation's challenges



**Promotional Statement:** At the action-driven Dakar 2 Summit, Heads of State will convene meetings to mobilize and align government resources, development partners and private sector financing to unleash Africa's food production potential. With the removal of barriers to agricultural development aided by new investments, it is estimated that Africa's agricultural output could **increase from \$280 billion per year to \$1 trillion** by 2030. Investing in raising agricultural productivity, supporting infrastructure, climate smart agricultural systems, with private sector investments all along the food value chain can help **turn Africa into a breadbasket for the world.**





# Feeding the Population: local solutions for national problems?



- Very high investment costs to set up commercial units that can rapidly increase milk production but they come with the following challenges:
  - It could take many years to see a ROI and investment debt cleared
  - Lack technical support - where to find the specialist skills in operating such a unit (parlour repairs, dietary advice, experienced staff and veterinary support etc)
- Mindset change for Smallholder farmers can be challenging and resources often scarce
- Bringing milk into the formal market has many challenges - supply change, quality, milk price



Local solutions in Rwanda involve both scenarios.

Left: High investment in commercial units, as in the case of Gabiro Agribusiness Hub (Rwanda)

Right: Training smallholder farmers in basic silage and composting skills

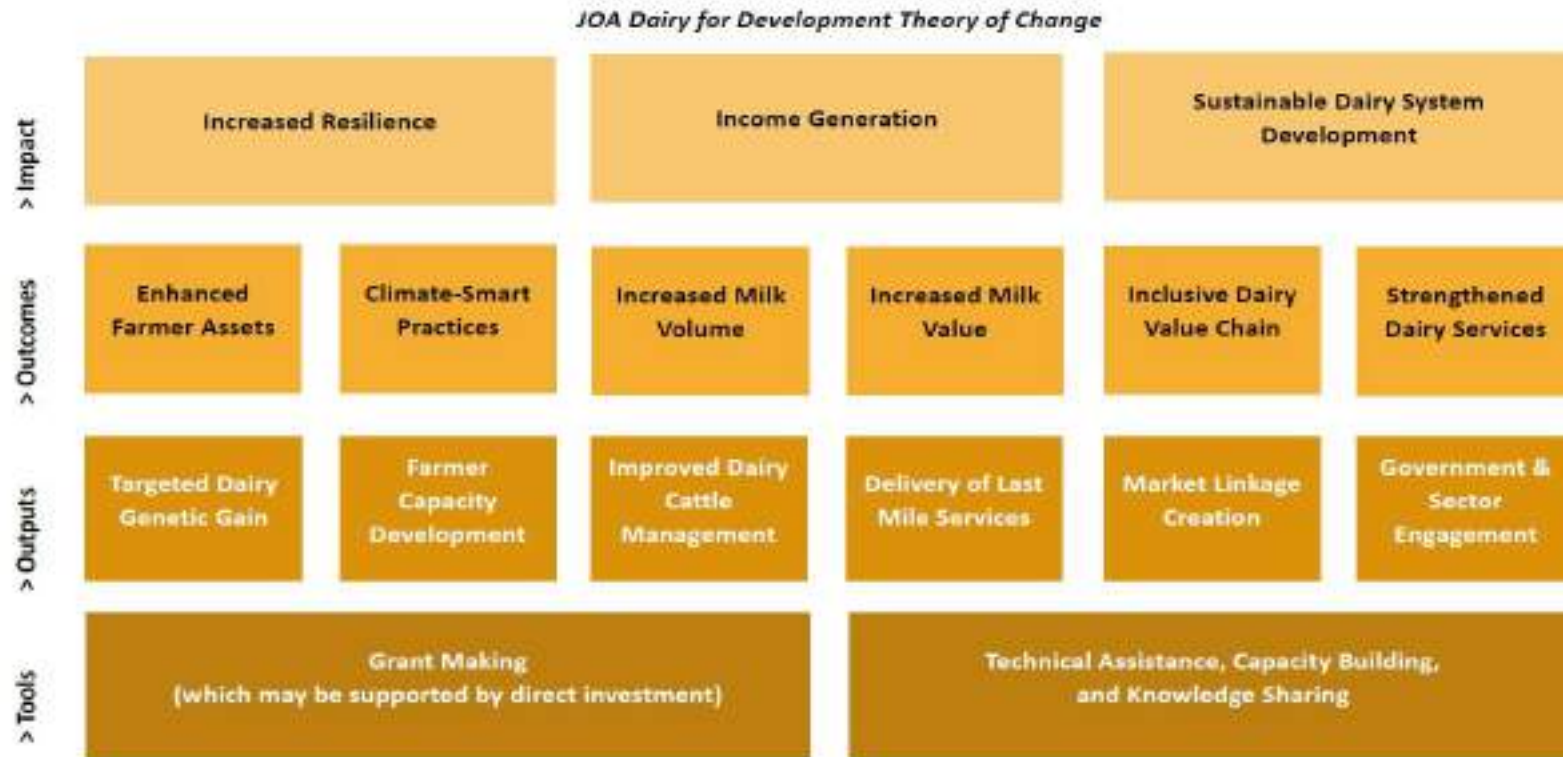


# Farmer Focussed or..... the Bigger Picture?



## JOA's Dairy for Development Theory of Change

JOA's overarching approach to Dairy for Development is guided by the below Theory of Change, which outlines Tools, Outputs, Outcomes and intended Impacts:



# Adapted for Delivery.....in Ethiopia



- Project implementing partner: **Project Mercy**
- **Objective 1:** Promote the Jersey breed to rural community farmers, livestock development experts and technicians; focussing on the project area around Chacha in the Amhara region of Ethiopia
- **Objective 2:** Develop a scalable, sustainable, animal breeding system for smallholders, focussing on equipping and enabling Project Mercy to enhance it's breed management capabilities, to create sustainable SHF support
- **Objective 3:** Expand the reach of the Jersey breed by greatly improving the delivery of last mile services:- AI, milk production training, management of higher producing animals, milk quality and dairy sales



Left: Landscape that is indicative of the small, very rural communities that the project supports



Right: A project beneficiary farmer with son and Jersey X calf born from AI.





# Our Challenges & Successes.....in Ethiopia



- Project Term: 3 yrs (July '20 to June '23) + a 12mth NCE to June '24
- Challenge 1: Covid 19 - Project initially delayed by 4mths and then a very slow launch
- Challenge 2: Civil conflict - Armed conflict got to within 25Km of the project area
- Challenge 3: Communication - Remote areas leading to a lack of connectivity
- Success 1: Better understanding the need to focus on 'Step 1' achievable impact
- Success 2: Launching 35 Project AI Technicians into the field - our delivery agents
- Success 3: Introducing Mamo Kacha and The Dairy Group on a Clean Milk pilot



# Adapted for Delivery.....in Malawi



- Project implementing partner: **Shire Highlands Milk Producers Association**
- **Outcome 1:** Improved economic viability of 12,000 dairy farmers in southern Malawi under SHMPA (*Up from 7,000 at the start of Phase 1 in 2018*)
- **Outcome 2:** Improved dairy cow genetics through the introduction of better adapted *traditional* Jersey genetics, improved service provision and farmer education
- **Outcome 3:** An additional 200 NEW women farmers establish viable dairy farms under the Mkakazi ('Milk Women') cow loan scheme (*800 in Phase 1 + 780 so far in Phase 2*)



Left: Training in small groups at community level is followed up by SHMPA officers at household level

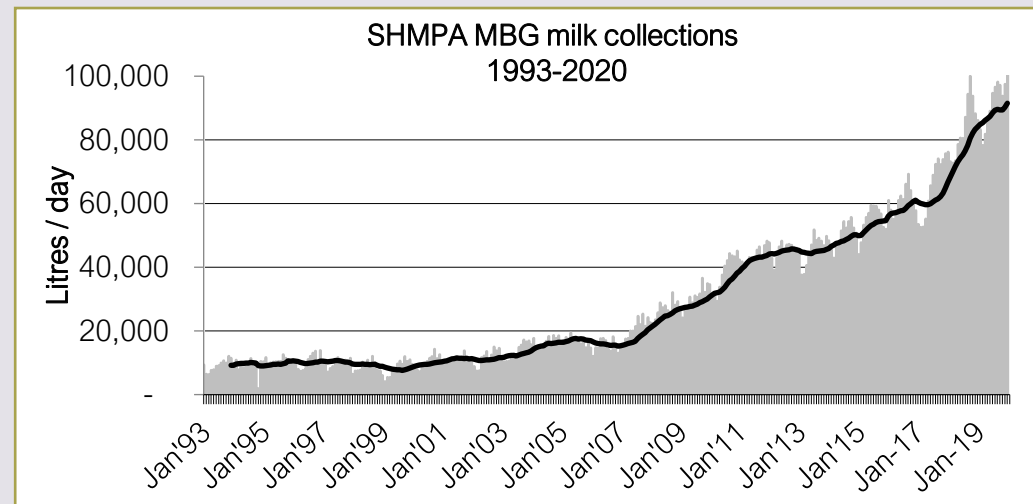
Right: A near pure Jersey bull running with loan heifers at SHMPA's rearing unit at Mpemba Farm



# Our Challenges & Successes.....in Malawi



- Project Term: 3 yr Phase 2 term (Apr '21 to Mar '24)
- Challenge 1: Covid 19 - Initial knock-on post pandemic effects; reduced access to income
- Challenge 2: Cultural practices - Matrilineal inheritance & greater female constraints
- Challenge 3: Malawi milk consumption is low (4-6kgs per capita) (15kgs/person Africa Av.)
- Success 1: SHMPA growth has been a main actor in SHF dairy since formation in 1985
- Success 2: A focus on fertility and improving cow productive life - \$120/cow/Yr+
- Success 3: Continue to improve Hunger-Free Months amongst SHMPA farmers (7.0 - 10.3)





# Adapted for Delivery.....in Rwanda (Songa)



- Project partner: **Rwanda Agriculture & Animal Resources Development Board (RAB)**
- **Objective 1:** Continued support to RAB during continued roll out of Rwanda National Livestock Database
- **Objective 2:** Ongoing selection and supply of appropriate AI genetics (140,000 units Jersey semen)
- **Objective 3:** STTA to develop strategic plan, business plan, investment requirements etc for a Centre of Dairy Excellence at RAB Songa Station
- **Objective 4:** Delivery of Jersey embryos to enable the development of a high genetic merit national Jersey herd



Left: The view across the circa 400Ha farm that is RAB Songa Station

Right: Satellite image of the farm overlaid with early concept intentions (Training, Breeding/Genetics, Hybrid Herd & Grazing Herd units)



# Our Challenges & Successes.....in Rwanda (Songa)



- Project Term: 2 yrs (Oct '21 to Sept '23)
- Challenge 1: RNLD roll-out - Phenomenal achievement but now time lag impacted?
- Challenge 2: A deficiency of meaningful data led to unintended Feasibility Study delays
- Success 1: Circa 680,000 farmers and their 1,300,000 cattle now registered
- Success 2: Delivery of 160,000 units semen and 250 Jersey embryos (July '23)
- Success 3: Earlier than intended development of RNLD to facilitate AI, vaccinations etc
- Success 4: Incorporation of Rweru Model Village Farm production recording and training



Left: Delivery of Jersey genetics to GAH and Songa Farm herd

Right: JOA, RAB, RJAHS & potential investment partners at Songa (Feb '22)







# Our Likely Risks.....in Rwanda (Pastoral)



- Project Term: 3yrs (Starting Autumn 2023)
- Risk 1: Securing consistency within the 30 Districts, on use of the RNLD?
- Risk 2: The perception of AI, a shortage of technicians & the current low take-up
- Risk 3: Climate change and the time required to implement mind-set change
- Risk 4: The long generational turnover of cattle, compared to small farm animals



Left: Not a pastoral area but indicative as to how dry some areas of Rwanda can become

Right: Previous training of AI Techs at Songa. A pastoral support service will require additional skills to attract business



# Adapted for Delivery.....across Africa and beyond



- **African Jersey Forum:** To expand and extend yet further. Engage with Africans to help develop and deliver the messages
- **Jersey Gene Bank:** To facilitate the supply of appropriate Jersey genetics into dairy projects at a cost that enables the development of a sustainable AI supply chain and service
- **Nepal:** Technical support to and shared learning with ADRA Nepal/Asia
- **Zambia:** Excited to be working with ADRA in Zambia. Project launched Nov '22 (3yrs)



Left: Training Baseline Enumerators at ADRA Zambia offices

Right: Dr Ann Songolo (PS), The Hon Min Mazoko Chikote, Deputy Carolyn Labey and Nicholas Woolley, British High Commissioner to Zambia





The Dairy Group

UDDERWISE

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Formerly Send a Cow



Centre for Tropical Livestock Genetics and Health

Development of the African Jersey Forum activities are generously funded by:



The RJAHS's work in Dairy for Development is directly supported through a range of partners:

