



## End of Assignment report

### CRS/KENYA

#### **Assignment information:**

**Volunteer:** Randall Dickey

**Host:** District Livestock Marketing council, Mwingi, Kenya

**Dates of Assignment:** 18 March to 6 April, 2014

**Number of days worked:** 19

#### **Scope of Work, Objective 1**

Facilitate the organization in carrying out an analysis of the market demand, competition and potential for live livestock and livestock products by market segments

**Progress:** Group meetings were held to determine available market sections in the region and their demands for livestock. Identification of specific regional markets was undertaken and completed, and an analysis of how to best serve these markets was discussed. Competition was found to be originating from other regions of the country, but the locally held belief, and subsequent surveys of outlying regions seems to confirm that livestock product from Mwingi are superior and should be taken advantage of in marketing efforts.

It was agreed upon that a branding effort should be made to clearly identify Mwingi livestock in packaging, primarily to markets outside of Kitui County.

**Results:** Training was done to key members of the organization to help identify specialized markets where Mwingi livestock can become a favored brand, and handling the possibility of processing and packaging by the DLMC with regards to satisfying specific target markets. By using this strategy, the DLMC should be able to impact the specialized “boutique” market they seek, and favorably impact the regional bottom line significantly.

#### **Scope of Work, Objective 2**

Facilitate the organization in carrying out a market study, assessing the existing potential and linkage at local, national and regional markets

**Progress:** The availability of market linkages in Mwingi is limited, but exists at a broader level within the region. Most livestock, unless very remote, goes to local markets where it is sold to buyers or traders, mostly from Nairobi. Livestock is then purchased and sent by truck to Nairobi to be slaughtered in houses in Athi River, usually by KMC. The DLMC would like to expand operations of the local slaughter house, to gain more autonomy and greater control over its



livestock production, and thereby capture more profits by the introduction of specialized livestock products.

**Result:** The discussion reached a consensus that a plan for expanding the slaughterhouse be undertaken. DLMC was put in touch with members of KMC to strengthen the ties to markets as they stand currently, but with an eye to future regional production

**Scope of Work, Objective 3**

Facilitate development of a Marketing Strategy.

**Progress:** The DLMC expressed a desire to have a business and strategic plan such as were written by 5 other DLMCs throughout Kenya. By doing this, they felt they would be better able to focus their energies toward facilitating livestock production to the individuals they serve.

**Result:** A format was tendered, and information held in the other DLMCs plans will be forwarded to this volunteer for the completion of a business and strategic plan for the Mwingi DLMC. This information will be forwarded by Friday, April 11<sup>th</sup>, 2014, and work will begin at that time, to be finished and communicated back by the end of April.

**Recommendations:**

1. It is strongly recommended to continue working with the DLMC as they have a unique product that is widely seen as superior, but remains under developed.
2. The Slaughterhouse requested a volunteer to teach meat processing classes, in order to offer cuts that are currently rarely available, and maximize animal usage.
3. Create a more permanent linkage between the DLMC, KMC, and KLDC to teach utilization of all parts of the animals in order to maximize profit potential.
4. Develop business and strategic plan

Topic/field	Total	Males	Females
<ul style="list-style-type: none"> <li>• Business management</li> <li>• Marketing</li> <li>• Risk identification &amp; management</li> </ul>	260	73	187
<b>Total</b>	<b>260</b>	<b>73</b>	<b>187</b>

1.6 Value of volunteer contribution in \$



- a. Hours volunteer spent preparing for assignment **10**
- b. Estimated value of all material contributions volunteer contributed to host during assignment  
\$ 70

1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- a) Meals \$ 20