

Pulling Goats through Markets: Gains from Quality Meat Supply

Crop livestock Integration and Marketing in Malawi (CLIM²)

Temwa Mvula, Sabine Homann-Kee Tui, Sikhhalazo Dube, Andre van Rooyen

Background

In Southern Malawi, where land is extremely limited, farm-based opportunities to generate income are few. However, vegetation, especially in Balaka, is suitable for goat production. Many farmers raise goats to sell. Income from the sales is used to buy food and pay for education. Goats are better adapted to climate fluctuations, retaining value when crops fail.

Markets need to be better organized for farmers to realize higher prices for goats. CLIM²'s first Innovation Platform meetings highlighted butchers as key actors for goat value chain performance. The practice of sourcing goats from farms is very costly; improving the collection of goats through improved infrastructure and building local meat-processing facilities would raise incomes for butchers. There is high potential for these incomes to be passed on to farmers (producers).

Approach

CLIM² encourages farmers to invest in production i.e. with better feeding and animal health care, so that more goats of better quality are sold, with gains along the entire value chain.

- The IP highlighted goats as most important business opportunity in Balaka district; this motivated farmer – butchers joint ventures for mutual benefit.
- Planning meetings identified entry points for butchers as sales pens, refrigeration, and capacity building in meat handling and processing.
- Follow-up visits with district authorities led to approval of market infrastructure and upgrading of slaughterhouse and butchery facilities.

The CLIM² Goat Business Model:

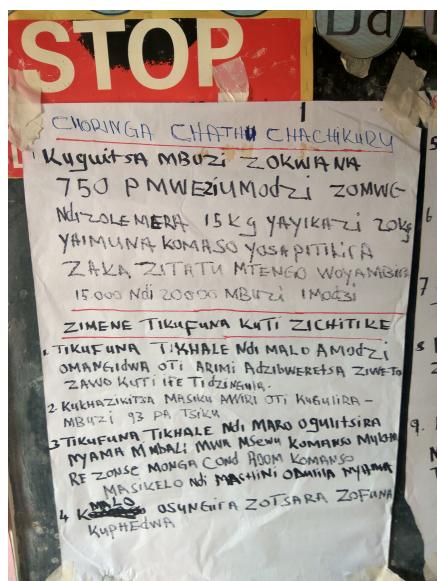
Work with existing entrepreneurship: Working with butchers strengthens the system from within. Registered company can qualify for loans, be better connected and can target high-value markets.

Create a better environment for goat marketing: Improved infrastructure along with better organized actors enables more effective sales. Transparent pricing mechanisms create trust and reward quality.

Capacity development: Regular sales benchmark quality-based payments. Farmers can directly compare outputs. As they improve skills in meat handling and processing, income grows.

Financial support: Company receives start-up capital from local banks for infrastructure investment; they contribute 10% from own resources.

Results



Balaka butchers' vision. More reliable supply of quality goats from farmers to markets through improved infrastructure, sales pens, grading, refrigeration and hygienic handling of meat. As a group they will increase goat sales from 6-12 to about 25 goats/day (750 goats/month). For a <3-year-old goat weighing 15-20 kg, they are willing to pay producers 15,000-20,000 MK.

Key messages

To enhance gains from goats for farmers, the entry point is capacitating butchers to buy goats and sell meat.

Improving goat market infrastructure and organization enhances the flow of goats from producers to consumers, with shared profits between farmers and butchers.



This project is funded by The European Union