

MUSIKA

*Making Agricultural Markets
Work for Zambia*

A woman wearing a blue polo shirt, blue trousers, white gloves, and glasses is administering a vaccine to a cow. She is holding a small white vial and a syringe. The cow is dark brown and is standing behind a wooden fence. In the background, there are more cows, trees, and a clear blue sky with some clouds. The text "Strengthening veterinary services in Zambia" is overlaid on the image in white.

**Strengthening
veterinary
services in
Zambia**

MUSIKA'S DEVELOPMENT APPROACH

Musika is a Zambian non-profit company with a mandate to stimulate and support private sector investment in the Zambian agricultural and rural markets with a specific focus on the lower end of these markets. The organisation works primarily with those corporate entities in the agricultural industry that are committed to engaging the rural poor as their clients, suppliers and consumers.

Utilising its wide networks in and knowledge of the Zambian agricultural market, Musika identifies opportunities for investment and innovation with commercial partners and then supports the testing and developing of those opportunities through technical advisory services and targeted, time-bound 'catalytic' financial subsidy to mitigate the risk of making initial investments in new geographies, new business models or new technologies.

THE CHALLENGE

Zambia's agriculture sector— particularly the livestock subsector— is an important component of the nation's economy.

The country has a cattle population of over 4 million - a third of which is in Southern Province.

The industry plays an important role in food production and income generation for smallholder farmers and helps provide food security for the nation.

Despite the smallholder sector accounting for about 80 percent of the total livestock in the country, many farmers have found their growth hindered by limited knowhow on animal husbandry coupled with the considerable distances involved in reaching professional livestock services. And even where livestock services were accessible, they were limited in scope.

The result is massive losses for the farmers as their animals get ravaged by disease.



THE INTERVENTION

Musika's investments are clustered in four key thematic areas which include; Business and Finance, Agricultural Technology, Agricultural Diversification, and Environmental Markets. Under Agricultural Diversification, one key investment focus for Musika is to improve the range of livestock production opportunities for smallholders to enhance income and reduce multiple risks including those presented by climate change. It aims to facilitate the transition of the smallholder livestock herd from an underperforming asset to a major opportunity to diversify production to away from a high-risk rain-fed cropping system.

Musika's support towards the private sector (client) and operational decision-making process is guided by the principle of 'return on investment'; the return being in terms of co-investment by the client (leverage), scale, commercial sustainability, and the 'added value' to the smallholder farming sector. 'Added value' - in the case of the veterinary sector - is defined as the inclusion of other market services in the relationships, such as the provision of embedded extension, training in herd health management for preventative health care, nutrition, and technology transfer in terms of genetic improvements through Artificial Insemination (AI) etc., that give not only the opportunity but also the technical knowledge and confidence to smallholder livestock farmers to invest in and improve their herds.

"In the past, there was a big knowledge gap when it came to cattle rearing which resulted in high mortality rates. On top of that, we had such a poor calving rate that years would go by without any new births meaning our herds kept shrinking - we never really benefitted from keeping animals".

Naomi Shulwe
Namwala dairy farmer

"For the local livestock sector to be self-reliant and fulfil its potential of becoming one of the country's key pillars in its quest for economic diversity, there is need for government to create an environment where the private sector can penetrate the industry and turn livestock farming into the viable business it could be".

Ministry of Fisheries and Livestock - Southern Province Coordinator, Charles Lwanga



THE SOLUTION

In 2012, Musika began facilitating the development of a robust private sector veterinary product distribution and service provision market to link vet companies and their intermediaries to smallholder farmers.

The intervention helped eliminate barriers that hindered livestock service companies from serving rural smallholder farmers, paving the way for farmers to access affordable health, nutrition and genetics products and services for a range of livestock, and backed by technical knowledge provision and training.

Under this intervention, Musika has supported a total of 14 companies including Vet24, Livestock Veterinary Services Consult, Bimeda, and Silverlands Ranching Limited to test various business models in specific regions. This support comes in the form of logistics and infrastructural assets, training and extension costs.

“Previously, the smallholder market was unattractive to us because the distances involved were long which drove the cost of business high - putting our services out of reach of rural farmers. But this all changed when Musika came on board and provided grant support which helped to lower our costs. They also provided logistical support in terms of a motor vehicle which made it possible to reach remote villages and deliver our services at a price farmers could afford – thus breaking into the huge untapped smallholder market”.

Dr Matthew Kabeta
Livestock - Veterinary Services (LVS) Operations
Director

“Since LVS started operating in this village, our herds have started to grow faster compared to how it was before we learned about dipping and the spray races. I remember in 2017, one farmer discovered one of their cows was sick around 8pm in the evening. We called LVS and they came and treated that cow and 30 other animals the same night. A few days later, the treated cow was up and running and the rest of the herd never got affected by the disease. In the past, the farmer would have probably lost that animal along with several others in his herd”.

Patrick Sibalumbi
Kabwe livestock farmer

THE IMPACT

Musika's interventions have resulted in 128 points of access to veterinary services for rural communities in different parts of the country between 2012 and 2019.

- Over 62,800 smallholders (16% women) have benefited from a robust private sector veterinary product distribution and service provision market.
- Over USD3 million of private capital was leveraged in investment in the smallholder market.

“Thanks to their presence in the community, Musika have a good understanding of how the community works and can actually give technical advice to us on how to approach the farmers and work with them”.

Steven Sprigton
Silverlands Managing Director

“Improved access to livestock services in my chiefdom had exposed me and my subjects to better animal husbandry techniques through training conducted by extension officers. This, coupled with the readily available vet services from livestock service companies, has resulted in a huge drop-in cattle mortality rate across my chiefdom”.

His Royal Highness Chief Mungaila of Mungaila
Chiefdom, Southern Province



MUSIKA

Musika is a Zambian non-profit company
that stimulates and supports
private sector investment in the smallholder market.

VISION

Our vision is a dynamic Zambian agricultural market that
works for all stakeholders and in particular the rural poor

MISSION

To provide world class business development services to Zambia's
agricultural markets to deepen and broaden the impact of economic
growth to all levels of rural society.

STRATEGIC GOAL

Musika aims to reduce rural poverty through integrating farming
households in well-functioning agricultural markets.

Musika is owned and managed by
Zambians, developing home-grown solutions
for the Zambian market.

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