



A typical marketplace for small ruminants in rural Ethiopia, where formal structures are often not present.



INCLUSIVE GROWTH

Creating jobs and growth

Smart marketing of small ruminants in Ethiopia

- Comprehensive and timely provision of market information enables small ruminant keepers to participate and perform better in rural markets.
- By combining market information together with collective action among farmers improves their bargaining power.



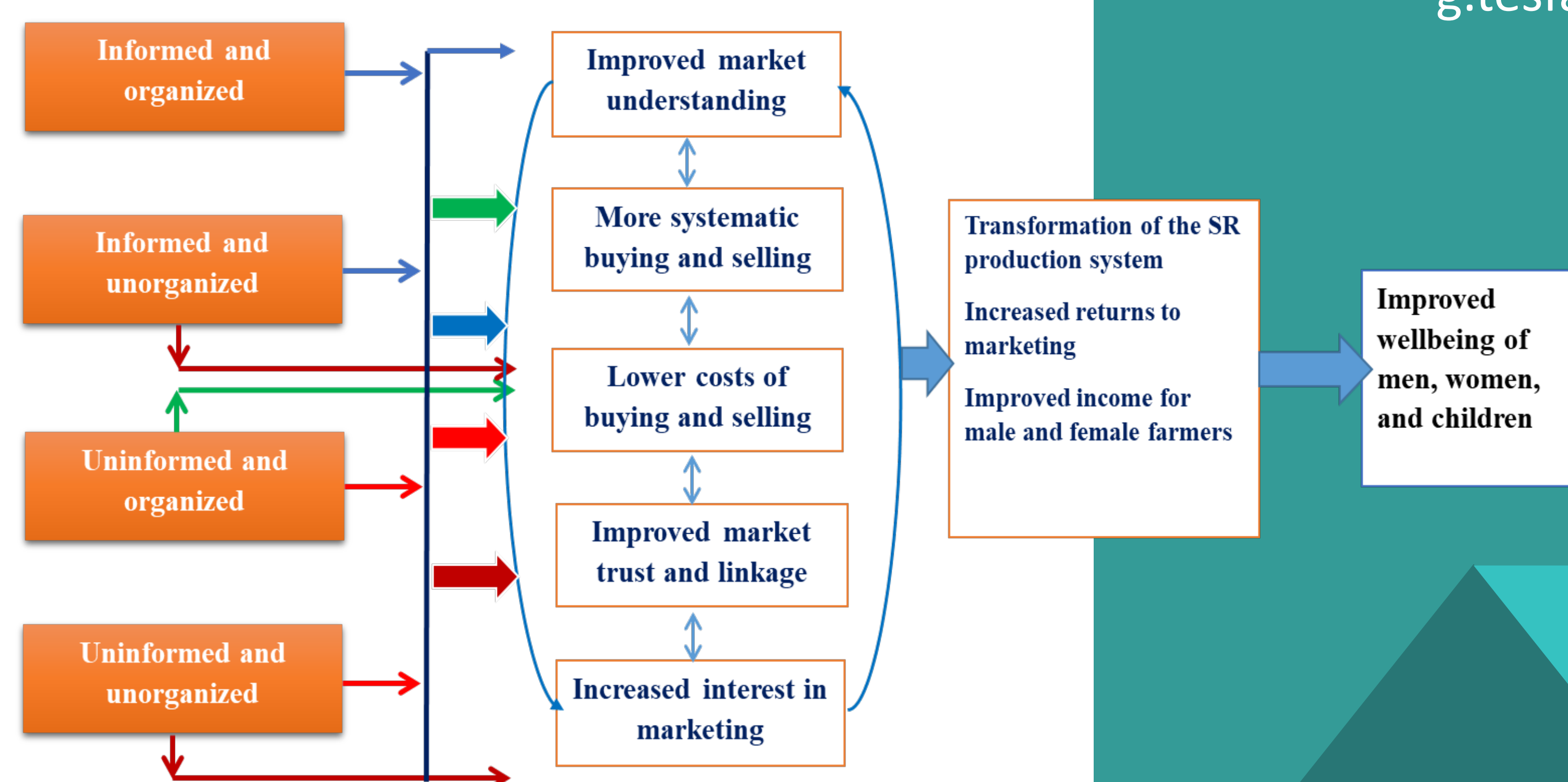
RESEARCH PROGRAM ON Livestock

Girma T. Kassie, ICARDA
g.tesfahun@cgiar.org

Why market information for farmers matters

- The current level of development of livestock markets in Ethiopia is far from satisfactory.
- Markets are key institutions that can play a significant role in allocating resources more efficiently.
- It is important to find ways for farmers to participate and benefit more from livestock markets.

Our design



Our findings

Farmers who received market information in the central highlands of Ethiopia showed:

- 1. Significantly less desperate selling in the market.** Higher rate of sale postponing when prices are not right.
- 2. Higher market participation.** Farmers in the smart marketing program sold significantly more small ruminants over a year.



Future steps

We are working towards identifying ways to develop efficient marketing information systems and frameworks for collective actions for marketing.

Partners in Ethiopia

Offices of agriculture in five districts of North Shewa Zone, Amhara region



The CGIAR Research Programs on Livestock, and Policies, Institutions and Markets, thank all donors and organizations which globally support its work through their contributions to the CGIAR Trust Fund: <https://www.cgiar.org/funders/>



This document is licensed for use under the Creative Commons Attribution 4.0 International Licence. May 2019