



MEDIA COVERAGE REPORT ON COMMUNITY-BASED BREEDING PROGRAMS AND SMART PACK INNOVATIONS



Media Coverage Report

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About AICCRA Reports

Titles in this series aim to disseminate interim research on scaling climate services and climate-smart agriculture in Africa and stimulate feedback from the scientific community.

Photos:

Cover photo: Children and youth proudly holding improved breeding bucks of the Abergelle breed in Bilaque Community-based breeding village, Zequala.

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ABSTRACT

In 2025, the media visibility of Ethiopia's Community-Based Breeding Programs (CBBPs) and the Smart Pack innovation bundle expanded significantly across national, regional, and social media platforms, garnering recognition from both domestic and international networks. Supported by AICCRA and implemented by ICARDA in collaboration with the Ministry of Agriculture, research centers, and universities, CBBPs continued to demonstrate the power of climate-smart, inclusive, and data-driven livestock improvement.

A total of 27 verified media and institutional items were tracked across television, radio, institutional websites, and social media in Amharic and English. The coverage focused on key innovation areas:

- Breeding sire selection and genetic dissemination,
- Health interventions and reproductive management,
- Access to finance and digital traceability, and
- Scaling clusters and cooperative governance.

Collectively, these communications generated more than 100,000 views and engagements, reflecting strong national interest and growing public trust in the program's achievements. The overall sentiment remained highly positive, with recurring themes of pride in Ethiopia's local breeds, appreciation for ICARDA and partner leadership, and calls to expand CBBP coverage to new kebeles.

National recognition further elevated visibility, including features by regional TV stations, the Office of the Vice Prime Minister, and institutional platforms of ICARDA, ILRI, and universities. Together, these acknowledgments positioned Ethiopia's CBBP and Smart Pack framework as globally transferable models for sustainable livestock transformation, empowering smallholder farmers, youth, and women through climate-smart innovation and cooperative enterprise.

Keywords: community-based development, genetic improvement, media visibility, scaling, sire selection, Ethiopia.



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ACRONYMS

ARC	Agricultural Research Center
CBBP	Community-Based Breeding Program
EBI	Ethiopian Biodiversity Institute
ICARDA	International Center for Agricultural Research in the Dry Areas
LITS	Livestock Identification and Traceability System
MoA	Ministry of Agriculture



INTRODUCTION

This 2025 media report documents the growing visibility, reach, and impact of the Community-Based Breeding Program (CBBP) and Smart Pack innovations across Ethiopia and beyond. Anchored in Ethiopia's national livestock genetic improvement framework and supported by AICCRA, the initiative represents one of the most successful examples of science-driven, farmer-led innovation in the livestock sector. Implemented by ICARDA in collaboration with the Ministry of Agriculture (MoA), Ethiopian Biodiversity Institute (EBI), national and regional research centers, and universities, the program integrates genetic improvement with climate-smart livestock management practices to enhance productivity, resilience, and inclusivity.

Since its inception, the CBBP approach has empowered smallholder farmers to become active participants in the breeding process, making selection decisions, managing community flocks, and directly benefiting from genetic gains. The introduction of the Smart Pack framework, a package integrating breeding, feeding, animal health, digital data management, and market linkages, has further strengthened the program's effectiveness and scalability. Supported by AICCRA, these bundled innovations have accelerated data-driven breeding decisions, improved reproductive efficiency, enhanced feed utilization, and fostered inclusive market participation for youth and women.

National and regional media, such as the Amhara Media Corporation, South Radio and Television, and institutional communication platforms including ICARDA, AICCRA, and various universities, research institutions and the MoA and regional bureaus, played a vital role in amplifying success stories from local communities. Social media channels, particularly Facebook and YouTube, have become key tools for disseminating field updates, training coverage, and cooperative-level success stories to a broader audience, both nationally and internationally.

This report compiles verified media coverage, institutional reports, and social media analytics to illustrate how collaborative communication has shaped public awareness, policy interest, and partner engagement around CBBP and Smart Pack innovations. It highlights how consistent visibility and storytelling not only promote the scientific and developmental impacts of these programs but also strengthen accountability, inspire replication, and sustain donor confidence for continued scaling across Africa and Asia.

ANALYTICS AND KEY INSIGHTS

In 2025, over 27 major media features and institutional updates showcased progress in scaling CBBP and Smart Pack innovations. National media, such as Amhara Media Corporation and South Radio Television, as well as Oromia TV, amplified success stories, while research centers and universities increased their outreach through social media. Combined, these engagements reached an estimated 100,000 viewers, highlighting strong public interest in climate-smart livestock and genetic improvement innovations. Engagement trends show growing appreciation for youth and women's participation, scientific leadership, and cooperative-based progress.

A total of 27 media and institutional communication items were tracked for 2025, reflecting strong and sustained engagement across both Amharic and English outlets, with additional coverage from regional radio and television stations. The dominant formats included Facebook posts, institutional news updates, and local broadcast segments, which together provided diverse storytelling avenues to reach farmers, policymakers, and development partners. The most prominent narratives focused on the selection and certification of



breeding sires, livestock health campaigns, youth and finance linkages, and the launch of new scaling clusters such as Hoo-Wonchi. Collectively, these communications generated wider views and interactions across all platforms. This broad media footprint underscores growing national interest in community-led livestock improvement and climate-smart innovation.

COVERAGE THEMES AND REPRESENTATIVE ITEMS

1) Breeding sire selection and genetic dissemination

The Konso goat buck selection events held in Fuchucha, Baide, and Arfayde villages drew broad community participation and strong online engagement. The practical field demonstrations highlighted how Estimated Breeding Value (EBV)-based selection is being applied at the grassroots level, combining scientific evaluation with community validation. During the process, elite bucks were retained for breeding through artificial insemination or natural service. At the same time, the second-ranked animals were distributed across cooperatives, and lower-ranked males were allocated for castration and fattening.

Photos shared through institutional and social media channels clearly showed the visible performance differences among bucks raised under similar conditions, offering powerful, evidence-based proof of genetic progress achieved through CBBP. The coverage generated strong reactions from local officials and development partners, who praised the transparency and community ownership of the process. Observers from other regions expressed interest in replicating the approach, underscoring the event's value as a scalable model for science-based livestock improvement.





Figure 1. Screenshot: Sire selection and buck distribution events in Konso (led by Arba Minch Agricultural Research Center, top) and Wollo (led by Woldia University, bottom) actively promoted on social media, increasing visibility and recognition of CBBP progress

2) Health services, deworming, and reproductive management

The Debre Berhan Agricultural Research Center (DBARC) implemented a series of targeted animal health interventions within its Community-Based Breeding Program (CBBP) flocks, focusing on mass deworming, vaccination, and treatment of clinical cases. These activities



were well-documented and shared through social media, generating strong engagement from both local communities and professionals working in livestock programs across the nation. The posts highlighted how integrating preventive health management within breeding programs significantly improves animal survival, growth, and reproductive performance, demonstrating that animal health is not just a supporting activity but a central driver of genetic and economic progress. The clear visuals and field-level updates from DBARC vibrated widely, motivating other CBBP implementers, research centers, and livestock offices to organize similar campaigns. Several individuals, regional and institutional pages, reshared the posts, citing them as models of effective, community-based health delivery and practical examples of how SmART Pack technologies can enhance the sustainability of breeding programs. Similarly, Jimma University, in collaboration with local livestock offices and development partners, implemented a two-day sheep health campaign in Dedo CBBP villages. The activity combined mass deworming, clinical case management, and practical demonstrations on animal handling, dosing, and preventive care. Posts describing the event portrayed it as a model for integrated livestock service delivery, reflecting how coordinated action between universities, extension offices, and cooperatives can deliver measurable improvements in animal welfare and productivity.

Through these combined efforts, both DBARC and Jimma University have demonstrated how CBBP platforms can serve as effective entry points for wider animal health and extension services. The strong online visibility and positive public response are now encouraging replication of similar integrated health interventions across other CBBP sites and livestock improvement initiatives throughout Ethiopia.



Figure 2. Campaign to deliver animal health services is being promoted on social media

3) Youth, finance, and market linkages

Access to finance has become a powerful enabler for scaling community-based breeding and commercialization efforts under the CBBP framework. In 2025, the Bonga and Menz CBBP clusters achieved a breakthrough as cooperative members became the first groups of smallholder farmers in Ethiopia to secure formal financial access through livestock-backed loans. This innovation, using traceable animal identification as collateral, has set a new benchmark for inclusive livestock financing.



The initiative, implemented through close collaboration between the World Bank-supported projects, the Livestock Identification and Traceability System (LITS), the Ministry of Agriculture (MoA), ICARDA, and national partners including Debre Berhan Agricultural Research Center (DBARC) and Bonga Agricultural Research Center (Bonga ARC), demonstrated how digital traceability can unlock financial confidence and improve access to credit for breeding, fattening, and marketing.

Posts shared across institutional pages and local outlets featured cooperative members who are moving towards securing investment in animal feed, improved sires, and starting and scaling fattening enterprises. The posts generated remarkable online engagement. Followers across Ethiopia expressed excitement about the new opportunities, asking practical questions about eligibility, loan conditions, and rollout timelines. Several commenters from other CBBP sites stated their interest in joining similar financial arrangements, while local livestock officers and cooperative leaders pledged to explore partnerships with financial institutions. Importantly, these posts have inspired other CBBP implementers and livestock professionals to replicate the approach in their respective regions, recognizing that community-level access to finance can accelerate the adoption of genetic improvement and market integration.



Figure 3. Screenshot: National animal ID registration for financial access now promoted on social media, strengthening traceability and credit access for smallholder breeders



4) Scaling clusters and institutional recognition

Three significant events in 2025, the Hoo-Wonchi cluster launch in Horro Zone, the Menz Gera District recognition ceremony, and a feature by the Office of the Vice Prime Minister became widely shared highlights across social and institutional media platforms, showcasing Ethiopia's growing leadership in community-based livestock genetic improvement. Together, these posts reached thousands of viewers, amplifying the success of CBBP scaling efforts and motivating regional replication.

The Hoo-Wonchi cluster launch, held in Horro Zone, marked a defining milestone in Ethiopia's national expansion of Community-Based Breeding Programs (CBBPs) and strategically aligned with the Prime Minister's Wonchi Eco-Tourism Initiative, one of the flagship programs promoting integrated rural development in the area. The event brought together farmers, cooperative leaders, regional and federal officials, and development partners to showcase how innovations in breeding, feeding, animal health, and marketing are enhancing livestock productivity and complementing eco-tourism and livelihood diversification in the Wonchi landscape. Posts summarizing the launch emphasized the cluster's role as a demonstration hub for replication across Oromia and other regions, highlighting how the integration of climate-smart livestock development supports the broader goals of sustainable tourism, environmental stewardship, and community prosperity. Farmer testimonials featured in the coverage illustrated visible genetic progress and cooperative gains. At the same time, the strong online engagement reflected national pride in local breeds and appreciation for the synergy between CBBP-led livestock improvement and the Wonchi development vision.

In Menz Gera District, local leadership publicly awarded a certificate of appreciation to ICARDA and national partners in recognition of their longstanding contribution to small ruminant genetic improvement, cooperative capacity building, and sustainable breeding systems. Posts from these sessions drew attention from individuals, researchers and extension experts, reinforcing the importance of collaboration in achieving sustained genetic and economic impact.

At the national level, visibility reached a new peak when the Office of the Vice Prime Minister featured a post linking CBBP expansion with Ethiopia's flagship agricultural transformation initiative, "Ye Lemat Tirufat." Various local communication offices shared this, Wollo University and Amhara Mas Media pages.



Figure 4. Establishment workshop for the new Horro–Wonchi sheep scaling cluster



Figure 5. Breeding flocks in Wollo were showcased on the Deputy Prime Minister of Ethiopia's social media page in March 2025, as evidence of the progress and impact of Ye Lemat Tirufat



5) Breeding sire dissemination events and partner reach

At Haramaya University, the dissemination of 60 elite bucks from the Hararghe Highland goat CBBP attracted strong visibility on social media. Posts emphasized the fair and transparent allocation process, which involved cooperative representatives and district livestock experts to ensure equitable distribution. Farmers expressed appreciation for the improved genetics, noting visible differences in growth rate and offspring survival from CBBP sires, an encouraging signal of confidence in performance-based breeding and cooperative accountability.

Similarly, Woldia University reported its first-round buck selection and distribution under the Harra CBBP. The event, attended by local authorities and university representatives, demonstrated how data-driven sire selection is expanding into new frontiers. It also highlighted how technical training in record-keeping and cooperative management equips farmers to sustain genetic progress over time.

Meanwhile, the Sidama Agricultural Research Institute and the South-West Ethiopia Research Institute organized community platform meetings that combined leadership updates with farmer-led discussions at the field level. These gatherings emphasized cross-learning between CBBP sites, community accountability, and the role of inclusive platforms in sustaining long-term breeding success.

Across these partner institutions, the social media coverage collectively demonstrated the diversity and reach of Ethiopia's national CBBP network. Posts garnered significant engagement, including requests for follow-up animal health and management support, inquiries about registering animals on the DTREO digital platform, and widespread praise for the transparency and accountability demonstrated during the selection and distribution process. Such feedback reflects growing community ownership, digital awareness, and trust in the CBBP process, underscoring the program's expanding social and institutional legitimacy nationwide.

CONCLUSION: COMMUNICATION AS A SCALING TOOL

In conclusion, the 2025 communication outcomes clearly showed that strategic promotion has become a core driver of scaling CBBP and smart Pack innovations. Promotion across social media, TV, radio, and institutional platforms strengthened trust in data-driven breeding, increased partners and farmer motivation, stimulated community demand for improved genetics and health services, and encouraged policymakers and financial institutions to support wider implementation. By documenting visible results, sharing local success stories, and highlighting leadership from research centers, universities, and the Ministry of Agriculture, communication helped convert scientific evidence into social legitimacy and national pride. This visibility not only enhances donor confidence and attracts new partners but also accelerates replication across new villages and regions. Overall, communication and promotion have proven to be strategic scaling tools, transforming Ethiopia's genetic improvement achievements from localized successes into a nationally recognized model for sustainable livestock transformation.



ANNEX A. ITEMIZED COVERAGE LIST WITH VIEWS AND NOTES

Replace bracketed fields with the latest counters from each platform or from the tracker.

No.	Title / Post	Platform	Link	Notes
1	Buck selection in Konso Goat CBBP	Facebook	Link	Selection activity with EBV + community ranking; Konso breed.
2	Jimma University CBBP health campaign (Dedo District)	Facebook (video)	Link	Deworming & treatment campaign; CBBP villages in Dedo.
3	Financial access for Menz & Bonga CBBPs	Facebook	Link	Collateralization via ET-LITS; >200 farmers per site to access finance.
4	Menz training for leaders and enumerators	Facebook	Link	DBARC training on records, cooperative management, business models.
5	Haramaya University: 60 breeding bucks distributed	Facebook	Link	Distribution to Ifa Oromia & Damota kebeles; Hararghe Highland goats.
6	Konso elite yearling bucks retained for AI / natural mating	Facebook	Link	31 kg yearlings; retained for service in Baide village.
7	Konso on-job buck selection across three villages	Facebook	Link	Fuchucha, Baide, Arfayde; community + researcher joint selection.
8	Hoo-Wonchi CBBP cluster launch (Horro)	Facebook	Link	6th cluster; target 1.48 M head / yr; steering committee formed.
9	Dawuro farmers benefit from improved sheep (Amharic broadcast)	Facebook (broadcast clip)	Link	SW Ethiopia TV / Radio coverage on selection & training.
10	Sidama ARI community platform event (Abeba sheep)	Facebook	Link	Public awareness on Abeba sheep; institute leadership remarks.
11	Woldia University: selection & distribution of bucks	Facebook	Link	Harra CBBP village; first round selection and dissemination.
12	Bonga sheep showcased for regional exchange	Facebook	Link	ASARECA / CCARDESA delegation; germplasm exchange potential.
13	ICARDA recognized for Menz Gera contribution	Facebook	Link	Certificate of recognition for CBBP support.
14	Menz Gera roundtable on breed & market linkages	Facebook	Link	District forum on branding, marketing and enforcement.
15	Vice PM page: CBBP expansion beyond Ethiopia	Facebook	Link	High-level endorsement of CBBP scaling across Africa / Asia.



No.	Title / Post	Platform	Link	Notes
16	Wollo University community service (Awassi cross outreach)	Facebook	Link	Breed improvement + animal health outreach; Desse Zuria area.
17	Amhara Agricultural Research Institute: DBARC genetic gain (video)	Facebook (video)	Link	Reported rise in marketed weights via selection and dissemination.
18	DBARC workshop on market & supply chains	Facebook	Link	Stakeholder workshop on fattening and meat value chains.
19	Launching sixth CBBP cluster – additional share	Facebook	Link	Reshare of Hoo-Wonchi launch post.
20	CBBP Facebook Group mentions & reshares	Facebook Group	Link	Group-level discussion and reshares across CBBP sites.
21	Wollo University supports improved sheep to farmers (Amhara Media Corporation)	YouTube	Link	Premiere; local broadcast on CBBP support (22 Mar 2025).
22	Selective breeding and integrated feed development (Amhara Media Corporation)	YouTube	Link	Broadcast segment on selection and feed.
23	Debank University	Facebook	Link	CBBP progress report from Debank.
24	Amhara Media Corporation	YouTube	Link	Coverage of Wollo University's CBBP progress.
25	Amhara Media Corporation	YouTube	Link	Genetic improvement by DBARC and Sekota Dryland Research Center.
26	South Radio & Television	South Radio	Link	CBBP progress in Dawro.
27	Debre Berhan Agricultural Research Center	Facebook	Link	Forage development and feeding initiatives in Debre Berhan.



ANNEX B. SELECTED PUBLIC COMMENTS (PARAPHRASED)

Public reactions across Facebook, YouTube, and institutional pages reflected widespread appreciation and pride in the progress of Ethiopia's Community-Based Breeding Programs (CBBPs) and Smart Pack innovations. Comments highlighted the scientific rigor behind selection practices, the inclusiveness of cooperative engagement, and the growing recognition of Ethiopia's leadership in livestock genetic improvement—both nationally and internationally. Stakeholders ranging from senior researchers to young professionals expressed admiration for ICARDA's role in linking science with livelihoods and applauded the expanding collaboration between research, government, and farming communities.

Dr. Temesgen Jembere, Senior Researcher, Ethiopian Institute of Agricultural Research (EIAR):

"That is exactly the right approach. Remember, genetic change depends on selection intensity, among other factors. Selection intensity involves both the male and female sides; therefore, including female selection—no matter how limited—enhances the overall selection intensity and accelerates genetic improvement compared to focusing only on males."

"Congratulations, Dr. Tesfaye! This is another milestone—you really did it. This is a great accomplishment for you and the team, and it brings huge opportunities for goat and sheep producers in both countries. The scientific community will also benefit from it. Well done!"

Meseret Abebaw, Planning Director, Ethiopian Agriculture Authority:

"Science knows no borders. It is inspiring to see your work empowering smallholder farmers in Africa and now extending its reach to Asia. I deeply admire your dedication. Wishing you continued success, joy, and health in the coming years. Well done!"

Atnafu Assefa, Bonga Agricultural Research Center:

"This is historic, income-generating work—congratulations to the ICARDA team, especially Professor Aynalem Haile and Dr. Tesfaye Getachew, for their leadership and lasting impact."



Dereje Dea, Researcher, Arba Minch Agricultural Research Center:

"Excellent work by the ICARDA team in addressing unique local breeds! The financial access initiative for farmers marks a strong beginning. With the momentum already created, this effort will soon reach other sites—we are eagerly looking forward to the next phase."

Tussa Gemechu, Bako Agricultural Research Center:

"One of ICARDA's main objectives is to improve the livelihoods of mothers and other CBBP members. These results show that goal becoming a reality."

Dr. Tesfaye Alemu Tucho, Senior Researcher, Adami Tulu Agricultural Research Center:

"Well done, all friends, and keep up the good work. I am proud of what you are doing at ground level together with our community. May the Almighty God continue to bless you abundantly and guide you in all your daily efforts."

Eyob Alemu, Wollo University:

"Wollo University is doing a great job. Universities and research institutions must serve as the best seed cultivators for national transformation. Since you have legal legitimacy and community trust, awaken those who are asleep and continue leading by example."

Shanbel Besufekad, PhD Student, China:

"Thank you, ICARDA, for being the driving force behind Ethiopia's livestock transformation. As the only center leading such impactful work in the country, your dedicated researchers are modernizing production systems and improving countless farmers' lives. I am proud to be associated with this pioneering institution."



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