

# Capitalizing on incentives: Training and certification of dairy traders as a pathway to better milk, health and nutrition

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## Background

In Kenya, milk and dairy products are essential **components of the diet** and some of the **most affordable source of nutrients** for children. **Raw milk** is the most frequently consumed form of dairy and the raw milk sector is also an essential source of livelihoods. Despite government attempts to ban informal markets and promote formal markets, **informal markets remain the primary source of food for the poor**.

**Interventions that target informal dairy markets have the potential to achieve significant health and nutrition impacts**

## Methods

We investigated the long-term effects and potential of a **training and certification scheme** launched in 2006 to **address milk food safety** concerns in the informal dairy markets and offer a route for the **gradual legitimization** of informal dairy actors. The scheme offered training on hygienic practices, quality testing and business skills and facilitated access to a government license, and was designed to scale up and be self-sustaining. Our study explored the dairy traders' experience with the scheme, their perceptions of the training relevance and perceived benefits of and constraints to their success with the aim of **identifying routes that will impact health and nutrition**. It also explored the **gender differential impact and experience** and identified the opportunities and constraints to sustainability. We conducted eight gender-disaggregated **focus group discussions** with trained and untrained traders operating in the informal sector in two urban areas in Kenya: Kisumu and Eldoret.

## Results

### REASONS to engage in informal dairy sector

- Easy entry
- High demand
- Inclusive – not a specialist sector
- Profitable
- Opportunistic approach

#### WOMEN SPECIFIC

- Investment-free business
- Compatible with house responsibilities
- Control of profits

### CHALLENGES of the informal dairy sector

- Perishable product – losses due to spoilage
- Inability to check milk quality
- No capacity/equipment for value addition
- Seasonality:
  - Change in prices
  - Variable quality
  - Greater competition
- Unsuitable and complex regulations and licensing

#### WOMEN SPECIFIC

- Transportation/ability to source from producers
  - No motorbike
  - Heavy metal cans
  - Time constraints - house responsibilities
- Less respected by middlemen

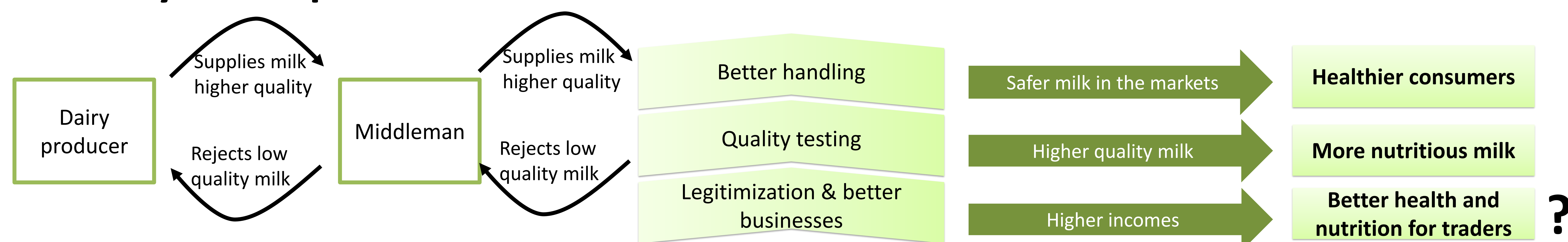
### OPPORTUNITIES from training

- Hygiene skills and quality testing
- Knowledge on processing
  - Less spoilage
  - Lower losses
- Cleanliness
  - Better milk
  - Happier customers

### IMPROVEMENTS to training

- Accessibility (timing, location) – especially for women
- Advertisement
- Work out incentives to participation (e.g. competitive advantage in front of customers and regulator)
- Extend to other steps along the supply chain
- Access to credit and loans to sustain impact

## Pathways to improved health and nutrition



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