Sustainable intensification of the beef and dairy sector is a key debate but the adoption of new technologies is still limited. The transformation, however, offers important business opportunities both at farm and value chain level – consumer demand is changing. To take advantage of these business opportunities, framework conditions need to be improved, i.e. access to inputs, information and credit.

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**Context**

- Extensive and unproductive beef and dairy systems in a context of climate change and increasing demand for animal source food
- Increased adoption of sustainable technologies (e.g. improved forages) or management approaches (e.g. rotational grazing) is desired
- Bottleneck: Economic benefits are often unknown to producers and other value chain actors
- CRP helped to generate information for various countries in Latin America, North and East Africa

**Our innovative approach**

- Focus at value chain level: cost-benefit analysis, ex-ante economic analysis, business model development, willingness-to-pay studies, seed systems, private sector involvement
- Information sharing approach through roundtables and other multi-actor platforms, ICT and innovative technology transfer models
- Strong interaction with public and private sector

**Outputs/Outcomes**

- High profitability at farm level (e.g. silvo-pastoral systems in Colombia and Nicaragua; improved forage grasses in Colombia and Kenya)
- Potential economic benefits at regional level (e.g. improved forages in Colombia and East Africa)
- Business models for feed processing and marketing (e.g. hay in Tanzania, forages as cash crop and silage in India, pellet/mash production in Tunisia)
- Forage seed production and marketing (e.g. global forage hybrid seed market, scaling of new barley variety and artisanal seed sales in Tunisia)
- Product (beef, dairy) differentiation and price premiums (e.g. sustainable beef (a, b) and zero deforestation cheese in Colombia)

**Future steps**

- Support in product differentiation efforts (e.g. development of sustainability standards and certificates)
- Support in shaping the legal framework for sustainable beef and dairy systems
- Support in developing seed, extension and credit systems to assure availability of required inputs

**Partners**

NARS in the involved countries, private seed companies, roundtables, CCAFS, international donors

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Farmers of the beef and dairy sector in the tropics: South America (left), Central America (center) and East Africa (right). Photos: CIAT.

CLIMATE CHANGE & GREENHOUSE GAS REDUCTION

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