Supporting Global Livestock Advocacy for Development (GLAD) project

Stakeholder perceptions on sustainable livestock – report of a desk audit

Marchmont Communications

March 2017
## Contents

- Executive Summary
- Key findings
- Sentiment
- Priorities under the ILRI/GLAD pillars
- Observations and recommendations
- Campaigns
- Detailed analysis
Executive summary

In early 2017, Marchmont Communications carried out a desk audit of 40 sustainable livestock stakeholders to analyze the priorities, activities and positioning of organizations covering a range of interests and regions. The list of stakeholders was agreed and provided by ILRI in response to Marchmont’s request for a representative cross-section. The aim of this exercise was to develop a picture of the livestock sector, its key players and their messages to be able to identify opportunities for engagement and interventions that will promote the livestock sector as a driver for sustainable development.

The aspects analyzed for each organization were:
1. Vision, mission or outlook
2. Priority areas
3. Key activities or programmes
4. Sentiment towards livestock as a sector and/or a driver of development

From this analysis, a further assessment of priority issues was carried out using the three key pillars of the GLAD project:
1. Livestock’s role in growth and equity in the developing world
2. Livestock’s role in health and nutrition in the developing world
3. Livestock’s contribution to the environment and climate change adaptation/mitigation.
Key findings

Sentiment

The stakeholders were assessed on their sentiment based on a reader-response reading of their websites, taking into account tone, language, nuance and activity focus. The majority of the stakeholders assessed took a positive or positive to neutral position towards the livestock sector, with just three identified as explicitly negative. The organizations with a negative approach to livestock were all NGOs with an environmental and/or animal welfare focus. While many of the other audited stakeholders work within the animal health sector, the issue of ethical treatment and cruelty towards animals is largely left unaddressed or is given little visibility. There may be potential to consider ways to respond to more emotive, philosophical aspects of livestock production, for example, by evoking the traditional knowledge of agro-pastoralists, and their relationship with animals and their land. Similarly, there may also be opportunity to highlight the benefits of livestock in climate adaptation to counter those stakeholders focusing on livestock’s contribution to greenhouse gas emissions.

Three other stakeholders were seen to be either neutral, neutral to negative or mixed. The International Fund for Animal Welfare was seen as neutral because livestock does not fall into their primary activity (rescuing animals). Food Tank was deemed mixed because their approach was divided between a negative approach to the developed world and a positive approach to the developing world. And Chatham House was identified as “neutral to negative” for its focus on livestock’s contribution to greenhouse gas emissions and antimicrobial resistance, leaving possible room for dialogue over the benefits of livestock to developing countries. It is perhaps these organizations that offer the most obvious opportunity for engagement to emphasise the positive aspects of livestock, especially in terms of development, and most likely chance of changing opinion.

When it comes to livestock as an instrument of development for growth and equity, most organizations were positive, even those classed as negative overall. For example, Friends of the Earth took an explicitly negative view of industrial livestock production yet defended the “peasant farmer” and agroecology. Humane Society International appeared to treat the environmental issues of livestock in Brazil as representative of the developing world and could perhaps be a target for engagement over the regional variations in environmental impact as well as the benefits of livestock for livelihoods.

<table>
<thead>
<tr>
<th>Livestock sentiment</th>
<th>Number of stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>25</td>
</tr>
<tr>
<td>Neutral to positive</td>
<td>9</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
</tr>
<tr>
<td>Neutral to negative</td>
<td>1</td>
</tr>
<tr>
<td>Negative</td>
<td>3</td>
</tr>
<tr>
<td>Mixed</td>
<td>1</td>
</tr>
</tbody>
</table>
Priorities under the GLAD pillars

A similar proportion of the stakeholders prioritised each of the three key pillars. However, only a quarter prioritised all three. For example, the Sir Ratan Tata Trust focuses on the benefits of livestock as a source of income and livelihood. This demonstrates that for this stakeholder, livestock for growth and equity is already a key area and this could be built on, while there is also opportunity for engagement over livestock’s role in combating malnutrition as a further benefit of reducing poverty.

<table>
<thead>
<tr>
<th>Key pillar</th>
<th>Number of stakeholders for whom pillar is a priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth &amp; equity</td>
<td>29</td>
</tr>
<tr>
<td>Health &amp; nutrition</td>
<td>24</td>
</tr>
<tr>
<td>Environment &amp; climate change</td>
<td>24</td>
</tr>
<tr>
<td>All three</td>
<td>10</td>
</tr>
</tbody>
</table>

Observations and recommendations

- The majority of stakeholders act within the livestock development sector rather than within broader development contexts (e.g. diet; poverty), which may explain the high number of organizations with a positive attitude.
- Many of the campaigns (both negative and positive) are consumer-facing, treating livestock as a product (meat) rather than a tool for development. This opens up a space for an advocacy campaign to re-frame livestock as an instrument for development.
- While some stakeholders address issues of animal welfare such as health, breeding and rearing, they largely avoid the emotive aspect of animal rights, which is often seized upon by critics. A future campaign might consider highlighting ethical practices and evoking the relationships involved in animal rearing in the developing world.
- By identifying the stakeholders’ interests in each of the three pillars, clusters of organizations have emerged that form natural targets within those three priorities. This means that any engagement campaign can target stakeholders already sympathetic to a particular pillar. For example, funding applications for work under one of the pillars can be directed to organizations already working in the space.
- By identifying the stakeholders who do not prioritise all of the three pillars, an advocacy campaign could target gaps in stakeholders’ priorities. For example, organizations that prioritise diet may be positively influenced by a campaign promoting livestock’s potential for improved income and its relationship to improved nutrition.
Below is a detailed summary of the audit under each of the three GLAD pillars:

<table>
<thead>
<tr>
<th>Summary</th>
<th>Growth &amp; Equity</th>
<th>Health &amp; Nutrition</th>
<th>Environment &amp; Climate Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth and equity is the most popular of the three pillars, in particular for organizations in India (BAIF, Sir Ratan Tata Trust, ICAR India, National Dairy Development Board of India), where livestock is widely seen as a tool for poverty reduction. Less common is the link between climate adaptation and sustainable incomes/resilience.</td>
<td>While some promote the potential of livestock both to improve livelihoods and reduce malnutrition (Irish Aid, IFPRI), many go only as far as to identify livestock as an enabler for poverty reduction, without highlighting the health benefits associated with improved incomes. This is also true of critics, or neutral organizations, which often miss the health/nutrition angle in the developing world (Food Tank).</td>
<td>Those with a developed world remit tend to focus on negative impact of livestock (greenhouse gas emissions) while those working more in the developing world tend to focus on solutions (adaptation, mitigation, integration of farming systems).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sub-issues</th>
<th>Growth &amp; Equity</th>
<th>Health &amp; Nutrition</th>
<th>Environment &amp; Climate Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural women</td>
<td>One Health</td>
<td>Greenhouse gas emissions</td>
<td></td>
</tr>
<tr>
<td>Integrated livestock systems</td>
<td>Malnutrition</td>
<td>Land quality</td>
<td></td>
</tr>
<tr>
<td>Improved productivity; breeds for productivity</td>
<td>Food security</td>
<td>Adaptation/mitigation</td>
<td></td>
</tr>
<tr>
<td>Pastoralism</td>
<td>Diet/protein</td>
<td>Biodiversity/conservation</td>
<td></td>
</tr>
<tr>
<td>Land quality</td>
<td>Animal welfare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy/governance</td>
<td>AMR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Markets and trade</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunites for advocacy</th>
<th>Growth &amp; Equity</th>
<th>Health &amp; Nutrition</th>
<th>Environment &amp; Climate Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation International (Neutral to positive) – Efforts focus on making livestock more sustainable for environmental reasons. Potential to embrace this and</td>
<td>Food Tank (Mixed) - Has previously published work by ILRI but is often focused on developed world overconsumption of meat. Potential to turn around this</td>
<td>Friends of the Earth (Negative) - Focus on livestock’s impact on the planet via flagship report “What’s Feeding Our Food” was very narrow in scope with a focus on soy production in Brazil for the EU market. Potential</td>
<td></td>
</tr>
</tbody>
</table>

- Rural women
- Integrated livestock systems
- Improved productivity; breeds for productivity
- Pastoralism
- Land quality
- Policy/governance
- Markets and trade

- One Health
- Malnutrition
- Food security
- Diet/protein
- Animal welfare
- AMR

- Greenhouse gas emissions
- Land quality
- Adaptation/mitigation
- Biodiversity/conservation

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- Friends of the Earth (Negative) - Focus on livestock’s impact on the planet via flagship report “What’s Feeding Our Food” was very narrow in scope with a focus on soy production in Brazil for the EU market. Potential
advocate sustainable livestock for livelihoods as well. **UN Women** (Neutral to positive) – opportunity to promote the potential for livestock to empower rural women, and advocacy platform through “From Where I Stand” series.

*image by offering greater nuance, and a developing world context for consumption of animal produce.*

for engagement over smallholder farming systems in the developing world where environmental impact may be lower. **Conservation International** (Neutral to positive) - Efforts focused on making agriculture more sustainable, but emphasis on fish and aquaculture. Careful engagement on how pastoralists can be environmental stewards could help increase positive perception of livestock.

Opportunities for partnership

| **Elanco** (Positive) - Heads up the ENOUGH movement to ensure farmers are paid enough to produce enough food to meet growing demand. This could be an opportunity to engage over sustainability issues. **Care International** (Neutral to positive) – Adaptation programmes in Africa focus on building resilience, especially among women. **Rockefeller** (Neutral to positive) - Livestock seen as a means to achieving resilience and food security but no apparent dedicated livestock initiatives. Perhaps a target for further funding through the **Global Resilience Partnership.** | **IFPRI** (Positive) – work cuts across the pillars with clear links between improving incomes and improved nutrition. **FrieslandCampina** (Positive) – Route2020 covers the same three pillars as ILRI/GLAD under the banner “Nourishing By Nature”. | **GEF** (Positive) – expressly funds adaptation and mitigation studies for developing countries. **ICUN Drylands** (Neutral to positive) – potential to explore complementary work and ways in which livestock can benefit dryland systems. **Turing Foundation** (Positive) – previous work has promoted best land management/grazing practices. |
Campaigns

- **Meatless Monday** (Humane Society International) – Popular with a simple call for action: give up meat for just one day a week.
- **Vegan Pledge/Vegan Trademark** (Vegan Society) – a movement that espouses way of life and exacts a commitment.
- **The Ark of Livestock Diversity** (League for Pastoral Peoples and Endogenous Livestock Development) – a project that seeks to give value and support to pastoral producers and their products with its own benchmark.
- **Meat Naturally** (Conservation International) – an initiative from Conservation South Africa to promote sustainable farming practices throughout the meat supply chain.
- **ENOUGH** (Elanco) – Global movement for food security through advocacy and education.
- **Route2020** (Friesland Campina) – A strategy for sustainable growth and value creation under the purpose statement “Nourishing By Nature”. Covers three pillars: better nutrition for the world, good living for farmers, sustainable development for the future.
- **World Milk Day/World School Milk Day** (FAO/International Dairy Federation) – Launched in 2001 on June 1 to promote milk as a global food and activities linked to the milk industry. World School Milk Day celebrated on September 27 to celebrate health benefits of milk for schoolchildren.
- **From Where I Stand** (WHO) – Editorial series of first person stories that relate to the SDGs and their progress, pegged around the Commission on the Status of Women.
Detailed analysis

Below is the full analysis of each of the stakeholders as summarised above.

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Regions covered</th>
<th>Vision/Issues</th>
<th>Activities &amp; Key Programmes</th>
<th>Livestock sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NGOs</strong></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
| **Friends of the Earth @FoEint** | International | “Our vision is of a peaceful and sustainable world based on societies living in harmony with nature.”  
- Climate justice  
- Economic justice  
- Food sovereignty  
- Forests and biodiversity  
- Human rights defenders  
On food sovereignty:  
- Defends the peasant farmer, agroecology. Critical of industrialised food production and agribusiness.  
“The vast majority of the world's farmers are peasants, and it is peasants who feed the world. We need peasant-based technologies, not corporate biotechnologies.”  
Issue with land clearing for grain production, not livestock keeping per se. | - Let’s Eat Better Pledge (less meat, less junk, more plants).  
- Sustainable diet, sustainable farming.  
- Land grabbing | - Negative on industrial livestock production, for its burden on feed crops and land.  
- Possible crossover when it comes to poor smallholder farmers in the developing world where environmental impact may be lower. |
| **Humane Society International @HSIGlobal** | International | “Humane Society International is one of the only global animal protection organizations working to help all animals.”
- Animal testing
- Bullfighting
- Pet cruelty
- Farm animals
- Horses
- Oceans
- Wildlife
On farm animals:
- Animal agriculture/climate change
“HSI promotes transition away from industrial farm animal production to more sustainable—and welfare-friendly—forms of agriculture”. Focus on Brazil.
“Let’s Cool Down Meat’s Heat!”
EU target of a 30 per cent reduction in the consumption of animal-based foods by 2030.
- Humane eating
- Intensive confinement | • Meatless Monday pledge
• **Standing Up for Animals, One Bite at a Time**
• Animal Care Expo, an annual event with training, networking and knowledge-sharing. | • Negative towards industrial livestock production and its impact on land used for feed crops.
• Livestock in Brazil used as a representation of the developing world (largest meat exporter). |
| **The Vegan Society @TheVeganSociety** | UK | “A world where humans do not exploit non-human animals.” | • Vegan Pledge | • Negative. Emphasis on cruelty/exploitation of animals. |
| **Care International @CAREemergencies** | **International** | **We also want a just world for humans. A world where resources are utilised in a sustainable way to ensure all current and future generations are provided for - a world where no one goes hungry. At the heart of the sustainability and food justice agenda is plant-based food production and consumption: veganism.”**
- Improve vegan catering, education and agriculture.
- Increase the number of people trying veganism. | **Lobbying the UK Government to subsidise healthy fortified plant milks in the free school milk scheme.**
**Vegan Trademark**
**Veganalyser** – how many animals would you save by going vegan. | **Absent of any developing world perspective, and insistent that veganism is a sustainable global solution.**
**Opportunity to counter the “Veganalyser” with a tool to show how much benefit livestock can bring to families in the developing world?** |
| **Care International @CAREemergencies** | **International** | **“We seek a world of hope, tolerance and social justice, where poverty has been overcome and all people live in dignity and security.”**
- Emergency response
- Education
- HIV/Aids
- Food security
- Women and girls
- Advocacy
- Climate change
- Maternal Health
- Economic development
- Water sanitation
On food security:
Key to improving food security is empowering women as heads of | **Village Savings and Loan Associations** (VSLA) in 24 countries reaching three million people.
**Adaptation Learning Programme** (ALP) | **Neutral to positive.**
Acknowledges the role of livestock in climate adaptation as well as the nutritional value of animal protein to poor families.
**Interesting link between food security and women as heads of households, and livestock survival as a humanitarian issue in crises.** |
households so they can “buy nutritious food for their families, such as fish and meat at least once a month.”
One climate change: Adaptation programs in Africa to build resilience, including agropastoralists. “Saving cattle can save lives.”

| International Fund for Animal Welfare @action4ifaw | “IFAW’s mission is to rescue and protect animals around the world. We rescue individuals, safeguard populations, and preserve habitat.”
  - Wildlife conservation
  - Dogs and cats
  - Saving seals
  - Marine conservation
  - Landscape conservation
  - Animal rescue
  - Saving the last tigers
  - Wildlife crime
  - Education
  - Political advocacy
On landscape conservation: Poaching and habitat loss for elephants.
On animal rescue: “Animal rescue team aims to help starving livestock in Pakistan.” |
| • Emergency Relief Network supports livestock in areas affected by disasters (e.g. floods in India, drought in Pakistan).
• Managing livestock influxes into conservation areas. | • Neutral. Livestock only really relevant when it comes to natural disasters and rescue/relief efforts. |
| IUCN Drylands @IUCN | International | “Conserving and sustainably managing drylands for the well-being of society.”  
- Scaling up sustainable land management  
- Partnership with World Initiative for Sustainable Pastoralism (WISP) to better represent “marginalized dryland peoples”.  
- Strengthening evidence for targeting and monitoring in dryland ecosystems  
Research focuses on coexistence of wildlife and livestock.  
- Targeting policy and investment for sustainable land management | • Drylands, Livelihood and Gender Programme  
• Economics of Land Degradation initiative (ELD)  
• Pastoralism and Conservation in Eastern and Southern Africa | • Neutral to positive. Science-based evaluations of the relationship between livestock, drylands and wildlife.  
• Focus on best practice in terms of management/sustainability. |
| --- | --- | --- | --- |
| League for Pastoral Peoples and Endogenous Livestock Development | Global | “Development should build on local knowledge, institutions, resources, rather than being determined from outside.”  
- Livestock keepers’ rights  
- Biocultural community protocols  
Recording livestock keepers’ traditional knowledge on biodiversity as a way to enshrine and recognize | • Lobbying for livestock keepers’ rights.  
• Promoting biocultural protocols.  
• The Ark of Livestock Diversity – scoping a potential label or brand to indicate a product is from locally adapted livestock breeds. | • Positive. Advocates for greater recognition and codification of livestock keepers as custodians of biodiversity. Focus more on value of farmers than livestock but complements ILRI. |
| **One Acre Fund @OneAcreFund** | East Africa | “When farmers improve their harvests, they pull themselves out of poverty.”
- Financing inputs
- Distribution of seeds and fertilizer
- Training
- Opening markets | • ONE Campaign – following a community in Luacho, Kenya for a planting season.
| **Conservation International @ConservationOrg** | International | “We imagine a healthy, prosperous world in which societies are forever committed to caring for and valuing nature, for the long-term benefit of people and all life on Earth.”
- Climate
- Food
- Forests
- Fresh water
- Global stability
- Livelihoods
- Oceans | • CASCADE project: ecosystem-based adaptation to climate change in Costa Rica, Honduras and Guatemala.
- **Meat Naturally**: Sustainable farming practices for livestock keepers in South Africa e.g. shepherding as “Ecorangers”, supporting environmental management with GPS, managed grazing, etc.
- Neutral to positive. Value seen in pastoralism for biodiversity but most of Ci’s focus seems to be on land management, crops and livelihoods. Possible room for engagement on the role and benefits of livestock in these areas. Complementary work on how pastoralists can be environmental stewards. |
On food:
Agriculture blamed for deforestation, emissions and exploitation of water ("nearly every aspect of agriculture belches gases like carbon dioxide"). Focus on how to make practices more sustainable. Solutions are mainly fish-focused but also on climate adaptation in crop farming such as coffee.

“South Africa’s ‘Ecorangers’ Preserve Grasslands, Reduce Livestock Loss”

<table>
<thead>
<tr>
<th>@foodtank</th>
<th>“We’re building a global community for safe, healthy, nourished eaters. We aim to educate, inspire, advocate, and create change. We spotlight and support environmentally, socially, and economically sustainable ways of alleviating hunger, obesity, and poverty and create networks of people, organizations, and content to push for food system change.”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable agriculture</td>
<td>Food Tank Summit</td>
</tr>
<tr>
<td>Climate change</td>
<td>Mixed. Mostly focused on the developed world and this is reflected in the exploration of meat alternatives. However, some content addresses the value of livestock to the developing world and ways to adapt to become more sustainable. Previously receptive to ILRI research on livestock breeds.</td>
</tr>
<tr>
<td>Food waste</td>
<td>Urban agriculture</td>
</tr>
<tr>
<td>Food heroes</td>
<td>Policy and organizing</td>
</tr>
</tbody>
</table>

Food Tank

@foodtank

International
Largely developed world focused e.g. *meat replacements* as an example of sustainable agriculture. “Some people don’t have enough food, while others are eating too much. There’s only one way to fix this problem—and it starts with you and me.”

However, recognition of the value of livestock elsewhere.

**Protecting Disappearing Livestock Breeds (ILRI)**

**Changing Livestock Feed Can be Solution to Climate Change**

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<table>
<thead>
<tr>
<th>BAIF</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values.”</td>
<td></td>
</tr>
</tbody>
</table>

- Livestock development
- Climate resilient agriculture
- Agribusiness
- Environmental conservation
- Training and capacity building

On livestock development:
Focus on diary and goats for livelihoods. Improved cattle breeds for increased productivity.

- Dairy development programme: 5.26m families.
- Eco-friendly goat development programme: 10,000 families in West Bengal.
- **BAIF Central Research Station:**
  - Central cattle breeding farm, genetics lab, disease investigation lab.

- Positive. Focus on livestock for sustainable livelihoods. Perhaps some opportunity to engage over livestock’s relationship to the environment.
On environmental conservation:
“Livestock breed improvement is motivating farmers to reduce their herd size and adopt good management practices, resulting in reduction in methane emission.”

<table>
<thead>
<tr>
<th>Donors</th>
<th>UK, Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatsby</td>
<td>“Across all areas, we aim to be more than a funder. We act as an enabler for projects, designing, developing, overseeing and, in some cases, delivering activities.”</td>
</tr>
<tr>
<td></td>
<td>• Plant science</td>
</tr>
<tr>
<td></td>
<td>• Africa</td>
</tr>
<tr>
<td></td>
<td>• Neuroscience</td>
</tr>
<tr>
<td></td>
<td>• Education</td>
</tr>
<tr>
<td></td>
<td>• Public policy</td>
</tr>
<tr>
<td></td>
<td>• Arts</td>
</tr>
<tr>
<td>On Africa:</td>
<td>“Accelerating inclusive and resilient economic growth in East Africa by demonstrating how key sectors can be transformed.”</td>
</tr>
<tr>
<td></td>
<td>• Cotton</td>
</tr>
<tr>
<td></td>
<td>• Textiles</td>
</tr>
<tr>
<td></td>
<td>• Forestry</td>
</tr>
</tbody>
</table>

- **Cowpea and sorghum**: use of livestock and strip-cropping to increase yields and incomes (with the International Institute of Tropical Agriculture, IITA).
- **Kenya Markets Trust**: Seeking to improve rangeland management, the supply of animal health inputs, integration within the supply chain, and the wider policy and investment environment of the sector

- Positive where it contributes to economic growth and development. Opportunity to engage where livestock can be integrated with other systems.
| **GEF**  
@theGEF | **International** | “GEF funds are available to developing countries and countries with economies in transition to meet the objectives of the international environmental conventions and agreements.”  
- Biodiversity  
- Chemicals and waste  
- Climate change  
- Forests  
- International waters  
- Land degradation  
On climate change:  
Invests in climate-smart agriculture.  
On land degradation:  
“We see enormous potential for a ‘triple win’: increased production, mitigation of greenhouse gas emissions and enhanced climate resilience through adaptation.”  
| **Fostering Sustainability and Resilience for Food Security in Sub-Saharan Africa**: safeguarding natural resources needed for food security.  
**Rangeland management in Patagonia** | **Positive.** Identifies and accepts livestock as an opportunity to adapt and mitigate. |

| **Turing Foundation**  
@dichtwedstrijd | **Africa, Netherlands** | • To enable and facilitate education for children around the world;  
• To let people in the Netherlands enjoy art;  
• To protect nature;  
• To fight leprosy and aid its victims.  
On nature conservation:  
<p>| <strong>Ecological sustainability and the promotion of (small) livestock farming, Burkina Faso, 2009-2010</strong> (with Heifer International and Louis Bolk): providing “living loans” in the form of chickens, goats and sheep. Farmers encouraged to use the manure as fertilizer. | <strong>Positive.</strong> Emphasis on making livestock farming sustainable. |</p>
<table>
<thead>
<tr>
<th>Rockefeller @RockefellerFdn</th>
<th>Sustainable agriculture and cattle breeding in developing countries.</th>
<th>• Communal management of grazing land and forest restoration in Ségou, Mali, 2009-2011: wells dug for livestock to help restore land.</th>
<th>• Neutral to positive. Focus on livestock as a means to achieving resilience and food security. No dedicated livestock initiatives.</th>
</tr>
</thead>
</table>
| ACIAR @ACIARAustralia      | “ACIAR invests in applied research to improve agricultural productivity and sustainability and food system resilience in developing countries.” On livestock: investments in animal health focus on issues that enable smallholder farmers to refine their livestock management toward production and income-generation. | • Improving dairy cattle health and production in Vietnam: developing a network of Vietnamese nutritionists and vets to improve feed and health.  
• Improving livelihoods of small-scale livestock producers in Myanmar: improving management, nutrition and health of livestock.  
• Smallholder goat value chains in Pakistan | • Positive. Emphasis on livestock improving livelihoods and productivity. |
| IFAD @IFADnews | International | “IFAD is dedicated to eradicating rural poverty in developing countries. 75 per cent of the world’s poorest people - 1.4 billion women, children and men - live in rural areas and depend on agriculture and related activities for their livelihoods.”  
- Agricultural risk management  
- Climate and environment  
- Farmers organizations  
- Food and nutrition security  
- Livestock and rangeland  
- Market access  
- Rural finance  
On livestock: “transfer of technology, training, credit for restocking, animal health services delivery, feed and breed improvement, and best husbandry practices.”  
- Sustainable animal disease control  
- Sustainable livestock production. | • Zambia: [Smallholder Livestock Investment Project](#) (2006-2013)  
• Nepal: [Leasehold Forestry and Livestock Programme](#) (2005-2013) | • Positive. Livestock related programmes in dozens of countries. Many of the projects, though, have closed or run their course. Possible opportunity for new programmes. |
| Sir Ratan Tata Trust @tatatrusts | India | Initiatives to support development by partnering with civil society organizations in the areas of education, health, rural livelihoods and communities, arts, craft and culture, and civil society and | • [North East Initiative Development Agency (NEIDA)](#): “enhancing rural livelihoods through promotion of livestock activities”. | • Positive. Livestock plays a key role in many of the Trust’s initiatives to improve livelihoods. Perhaps opportunity to engage more in |
governance. Apart from bestowing institutional grants, the Trusts also support individuals through grants for education and medical relief.

- Promotion of livestock keeping as a way of improving livelihoods and reducing poverty levels.

<table>
<thead>
<tr>
<th><strong>Irish Aid</strong></th>
<th>International</th>
<th>“A sustainable and just world, where people are empowered to overcome poverty and hunger and fully realise their rights and potential.”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>- Ending poverty</td>
</tr>
<tr>
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<td>- Hunger</td>
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<td>- Gender equality</td>
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<td>- Environment and climate change</td>
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<td>- Health</td>
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<td>- Governance and human rights</td>
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<td>Priority: helping smallholder farmers to grow more nutritious food. Focus: sub-Saharan Africa. Previous work has included improved livestock breeds.</td>
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- **Central India Initiative**: flagship initiative that works with Collectives for Integrated Livelihood Initiatives (CInI) to bring families out of poverty.

- **Himмотthan Society**: developing sustainable enterprises linked to livestock, agriculture, non-timber forest produce in rural mountain communities.

- Partnership with International Land Coalition.
- Total Official Development Assistance: €614.86 million
- 49% of Ireland’s total ODA is channelled through carefully selected multilateral partners; 27% through Non-Governmental Organizations (NGOs) and 12% through national systems of our partner countries.
- 42% of Ireland’s total ODA is specifically earmarked for sub-Saharan Africa.

- Positive, specifically supportive of CGIAR and ILRI.

- Work on malnutrition as well as poverty reduction.
| Research | International | “Sustainable development of tropical and Mediterranean regions.”  
- Food security  
- Climate change  
- Natural resource management  
- Reduction of inequalities  
- Poverty alleviation  
Research focus on pastoralism and family farming (“How can we improve the food security of rural and urban populations and at the same time reduce the dependence of States on imported animal products?”). Acknowledgement of environmental impact and benefits/opportunities of rearing livestock – importance of identifying opportunities for greater resilience. | • ECiS Project > Benin, Niger, Mali, Senegal (ANR, 2009-2012): how livestock farming contributes to reducing the vulnerability of societies and agro-ecosystems in sub-Saharan West Africa.  
• Mouve Project > France, Senegal, Brazil, Uruguay, Mediterranean (ANR, 2011-2013): conditions, possible forms and the implications of ecological intensification in rearing herbivores at the territorial scale. |
| --- | --- | --- |
| CIRAD @Cirad | Brazil | “We have taken on the challenge to develop a genuinely Brazilian model of tropical agriculture and livestock to overcome the barriers that limit the production of food, fibre, and fuel in our country.”  
- Poverty  
- Low carbon agriculture  
- Degraded pastures  
- Agroecology  
EMBRAPA @embrapa | • Brazil without poverty  
• ABC plan for low carbon agriculture  
• National ICLF Plan (integrated crop-livestock-forestry systems). |
|  |  | • Neutral to positive. Dual focus of reducing environmental impact while improving productivity for poverty reduction.  
• Positive. Livestock seen as part of a holistic solution that addresses productivity and environmental impact.
| **FARA @FARAinfo** | Africa | “FARA serves as the entry point for agricultural research initiatives designed to have a continental reach or a sub-continental reach spanning more than one sub-region.” On livestock: “Livestock has the potential of lifting millions of Africans out of poverty by providing them jobs and meaningful career.” “There are several barriers in successfully using livestock production to enhance economic well-being in Africa. Some of these barriers revolve around low access to technical information, weak governance and poor coordination of adaptive research for the benefits of target groups.” | • SSA CP: Sub-Saharan Africa Challenge Programme  
• Adaptation for Future Demands in Agriculture (AFDA)  
• The African Food and Agriculture Policy platform (AFAPP) | • Positive. Livestock seen as an opportunity for better livelihoods and economic wellbeing. Focus on overcoming barriers. |
| **ICAR @icarindia** | India | “The ICAR has played a pioneering role in ushering Green Revolution and has enabled the country to increase the production of foodgrains by 5 times, horticultural crops by 9.5 times, fish by 12.5 times, milk 7.8 times and eggs 39 times since 1951 to 2014.” | • First Test Tube Yak Calf Born at NRC on Yak  
• Duck rearing in village ponds enhanced towards livelihood in tribal areas Odisha  
• Scientific cattle rearing can change lifestyle: success story | • Positive. Livestock production seen as a science to be improved upon, enabling better livelihoods. |
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<th>IFPRI</th>
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<td>@IFPRI</td>
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“IFPRI’s vision is a world free of hunger and malnutrition. Its mission is to provide research-based policy solutions that sustainably reduce poverty and end hunger and malnutrition.”

- Sustainable food production
- Healthy food systems
- Improving markets and trade
- Transforming agriculture
- Building resilience
- Strengthening institutions and governance.

On livestock:

“Expanding livestock production in developing countries is an important

- Resilience for food and nutrition security
- An assessment of the livestock economy in mixed crop-livestock production systems in Ethiopia: “positive synergies between these income sources to help reduce poverty and to promote economic growth in rural communities.”

- Positive. Seen as a way to improve both economic wellbeing and nutrition.

Facilitating need based research in ongoing and emerging areas of livestock and poultry sector to denote productivity increase, reduce gap between potential and actual yield, and to prepare the country for the challenges of globalization.”

of a dairy farmer of Chirakkakode Village
| **Chatham House**<br> @ChathamHouse | UK, international | “Our mission is to help build a sustainably secure, prosperous and just world.”<br>• Climate<br>• Energy security<br>• Global health strategy (AMR)<br>• Africa<br>Commentary: Impact of Livestock on Climate Change Cannot Be Ignored – “Recent modelling has shown that dietary trends are simply incompatible with the objective of limiting warming to two degrees Celsius. So why is nothing being done to tackle demand?” | • One Health Colloquium: Sustainable Livestock, Disease Control, Climate Change and the Refugee Crisis<br>• Zoonoses and Emerging Livestock Systems (ZELS): policy consultation on poultry farming in Bangladesh.<br>• Livestock: Climate Change’s Forgotten Sector<br>• Wealth Creation through Gender Equality and Women’s Empowerment in the Agricultural Value Chain<br>• Neutral to negative. Livestock-related issues tend to be focused on greenhouse gas emissions, and anti-microbial resistance. Some work on livestock as livelihoods in developing world but possibility to engage over nuances in diet debate/global health issues. |
| **FCRN**<br> @FCRNetwork | UK, international | “Our mission is to foster the informed dialogue and critical thinking needed to build mutual understanding and collective action on food systems sustainability.”<br>• Healthy and sustainable diets<br>• Sustainable intensification of agriculture<br>• New global powers | • Expert workshops on diet and intensification of agriculture.<br>• Appetite for Change report: changes in China’s diet including rapid growth in livestock production.<br>“Strategies to moderate meat consumption could potentially help address both the problems of obesity and other<br>• Neutral to positive. Positioned as a facilitator of debate. Papers tend not to reach definitive conclusions. Opportunity to engage over nuanced arguments. |
| AU-IBAR | Africa | "By supporting and empowering the African Union (AU) Member States and the Regional Economic Communities (RECs), AU-IBAR’s vision is that of an Africa free from hunger and poverty in which animal resources make a significant contribution within the global arena."
- Public and animal health
- Animal resource management
- Markets for African animal products
- Standards and compliance | "Re-framing the climate change debate in the livestock sector: “We conclude that different livestock systems provide different functions to different human systems and require different strategies, so they cannot readily be pooled together.”"
- Understanding food system and greenhouse gas emissions
- Disease control and prevention.
- Animal genetics resources
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<tr>
<th>Private sector</th>
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<td><strong>SIDAI</strong>&lt;br&gt;<a href="https://twitter.com/SidaiAfrica">@SidaiAfrica</a></td>
<td><strong>Kenya</strong>&lt;br&gt;“Sidai Africa is a social enterprise operating in the livestock sector in Kenya. Our aim is to revolutionize the provision of livestock and veterinary services to pastoralists and farmers in Kenya by creating a more sustainable service delivery model.”&lt;br&gt;150 franchised and branded Livestock Service Centres in Kenya by 2015. Each franchise is equipped to provide quality animal health products and professional technical advice to farmers and pastoralists.&lt;br&gt;• Fertility and reproduction&lt;br&gt;• Health&lt;br&gt;• Improved productivity&lt;br&gt;• Improved feed</td>
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<td><strong>Cargill</strong>&lt;br&gt;<a href="https://twitter.com/Cargill">@Cargill</a></td>
<td><strong>Global</strong>&lt;br&gt;One of North America’s largest beef processors, committed to live animal initiatives, science and innovation and food safety.&lt;br&gt;• Food ingredients&lt;br&gt;• Animal nutrition&lt;br&gt;• Protein and salt&lt;br&gt;• Agricultural supply chain&lt;br&gt;• Energy, transportation and meals&lt;br&gt;Areas of priority include:</td>
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| **Elanco** @Elanco | **Global** | “Providing those who raise and care for animals with a comprehensive set of animal health products and knowledge services that empower them to address the global challenges of a diverse and changing world.”  
- Disease control  
- Productivity  
“Elanco believes everyone has a right to nutritious, affordable, available food, and we’re working to protect that right.” | • Jeff Simmons, Elanco Animal Health President, heads [ENOUGH](https://enough.org/), a “global community working for nutritious, affordable food for all”.  
ENOUGH report sets out food security challenge.  
- Treating and controlling Bovine Respiratory Disease, or cattle pneumonia, and coccidiosis  
- Optimizing the efficiency of converting feed to meat  
- Maximizing profit potential by improving animal health and forage utilization and by adding more pounds of saleable weight | • Positive. Livestock seen as integral to the challenge of achieving food security. ENOUGH movement offers a possible means of partnering. |
| **Friesland Campina** @FrieslndCampina | **International** | “With annual revenue of EUR11.3 billion FrieslandCampina is one of the world’s largest dairy companies.”  
- Enough farmers to grow food  
- Climate adaptation and mitigation | • [Route2020](https://route2020.com/) strategy: a blueprint for growth to contribute to rising demand from growing population.  
- [Dairy Development Programme](https://www.frieslandcampina.com/en/our-values/food-system): Trained 6,300+ farmers in animal welfare, calf | • Positive. Livestock seen as a means to meet rising demand for animal produce. Farmers’ income is seen as an incentive to producing enough, rather than dairy being the means to lifting farmers out of poverty. |
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<tr>
<td>International Dairy Federation @FIL_IDF</td>
<td>International</td>
<td>“IDF provides a mechanism for the dairy sector to reach global consensus on how to help feed the world with safe and sustainable dairy products.” Sustainability Standards Dairy safety and quality Nutrition</td>
<td>Monitors research and results on AMR (no apparent progression of anti-microbial resistance in mastitis pathogens after four decades of anti-microbial drug use in dairy cows.)</td>
<td>World Milk Day and World School Milk Day. IDF involved in four types of standard setting: Food standards for international trade with Codex Animal health and welfare standards for international trade with OIE Standards for methods of analysis and sampling with IDF/ISO, AOAC, USP Standards for milking machines, dairy safety and quality management systems, environmental standards etc. with ISO and other organizations. Positive. Represents standards and reputation for dairy industry.</td>
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<td>Bayer Animal Health @Bayer4Animals</td>
<td>Global</td>
<td>“We support the health of animals, as well as the farmers, veterinarians and pet owners that care for them”</td>
<td>Responsible use of antibiotics. Focus on health of farm animals in Asia.</td>
<td>Positive. Animal health valued alongside human health. Research focuses on managing AMU as well as finding...</td>
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| **International Meat Secretariat** | The International Meat Secretariat (IMS) represents the global meat and livestock sector as a vital motor of growth and prosperity to meet the future demands for sustainable, high-quality, nutritious and safe animal protein.  
- Meat science and technology  
- Nutrition and health  
“For there is no evidence that a moderate intake of lean red meat has any negative effects on health, there is currently no real scientific justification for excluding it from the diet.”  
Expert committees for beef, pigmeat, sheepmeat and veal, as well as for | **International Meat Secretariat** | Beware of counterfeit drugs campaign.  
- **BCS Cowdition**: Smartphone app that helps assess the health of dairy cows and detect metabolic disorders. | **Positive. Opportunity to add nuance to arguments, which are overwhelmingly positive and may benefit from some balance.** |
animal care, sustainability, human nutrition and health.

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<tr>
<th>Multilateral</th>
<th>International</th>
<th>“UN Women, among other issues, works for the: elimination of discrimination against women and girls; empowerment of women; and achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.”</th>
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<tr>
<td><strong>UN Women</strong> @UN_Women</td>
<td>Economic empowerment</td>
<td>Women2000 and Beyond: Rural women in a changing world: Opportunities and challenges: “Masai women have a deep knowledge of livestock and play a key role in the care of animals.”</td>
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<td>Sustainable development agenda</td>
<td>From Where I Stand: Editorial series of first person accounts including small-scale farmers.</td>
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<td>Livestock seen as a driver for gender equality and economic empowerment for women.</td>
<td>Fund for Gender Equality: Pastoralist Women’s Council (Tanzania); Association of Domestic Workers at Home and Maquila (Guatemala); National Association of Women Farmers in Benin.</td>
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<td>Neutral to positive. Recognition that livestock keeping is an important activity for rural women in developing countries. Sector seen as a means to empower.</td>
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| **FAO**
| International |
| **Supports calls for greater investment to support women increase agricultural production.** |
| **Three main goals: the eradication of hunger, food insecurity and malnutrition; the elimination of poverty; and the sustainable management and utilization of natural resources.**  
  - Climate change  
  - Sustainable food and agriculture  
  - Animal health  
  “FAO facilitates the sustainable development of the livestock which contributes to food security and poverty alleviation, while reducing its environmental footprint and resource use.” |
| **Positive. Livestock seen as an integral aspect of current and future food system.** |

| **UNEP**
| International |
| **UNEP works with communities, private sector and governments to transition from sectoral, single goal approaches towards holistic and collaborative ecosystem management that can deliver on various objectives ranging from food, water and energy security, to biodiversity conservation and job creation.**  
  - Climate change |
| **UNEP-GEF project: to promote and support sustainable land use management systems for livestock and wildlife at the interface in order to improve community livelihoods, biodiversity conservation and reduce land degradation.**  
  - [Dryland Livestock Wildlife Environment Interface Project](#) |
<p>| <strong>Neutral to positive. Works within the parameters that it is possible to integrate livestock with the environment. Promotes workable, sustainable solutions.</strong> |</p>
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<tr>
<th>Organization</th>
<th>International</th>
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<th>Actions</th>
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<tr>
<td><strong>WHO</strong>&lt;br&gt;<a href="https://twitter.com/WHO">@WHO</a></td>
<td>Animals play an essential role in maintaining zoonotic infections in nature. Zoonoses may be bacterial, viral, or parasitic, or may involve unconventional agents. As well as being a public health problem, many of the major zoonotic diseases prevent the efficient production of food of animal origin and create obstacles to international trade in animal products.</td>
<td>- Global Action Plan for tackling AMR (tripartite collaboration with FAO and OIE). - Global Early Warning System for Major Animal Diseases, including Zoonoses (GLEWS)</td>
<td>- Neutral to positive. Cooperation over AMR and improving animal health/disease control.</td>
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</table>
| National Dairy Development Board of India | India | “The National Dairy Development Board's creation is rooted in the conviction that our nation’s socio-economic progress lies largely on the development of rural India.”
• Breeding
• Nutrition
• Health
• Training and capacity building “Cooperation is the preferred form of enterprise, giving people control over the resources they create through democratic self-governance.” | • Dairy Knowledge Portal: A knowledge-sharing forum for registered users.
• NDDB Foundation for Nutrition: tackling malnutrition through safe milk for schoolchildren. | • Positive. Livestock and dairy farming seen as a means to development. |