

Healthy Herds

Georgia



Interventions

Innovation & investment in input distribution networks & provision of vet services in remote areas



System Change

Widespread transformation of veterinary input distribution practices and access to services

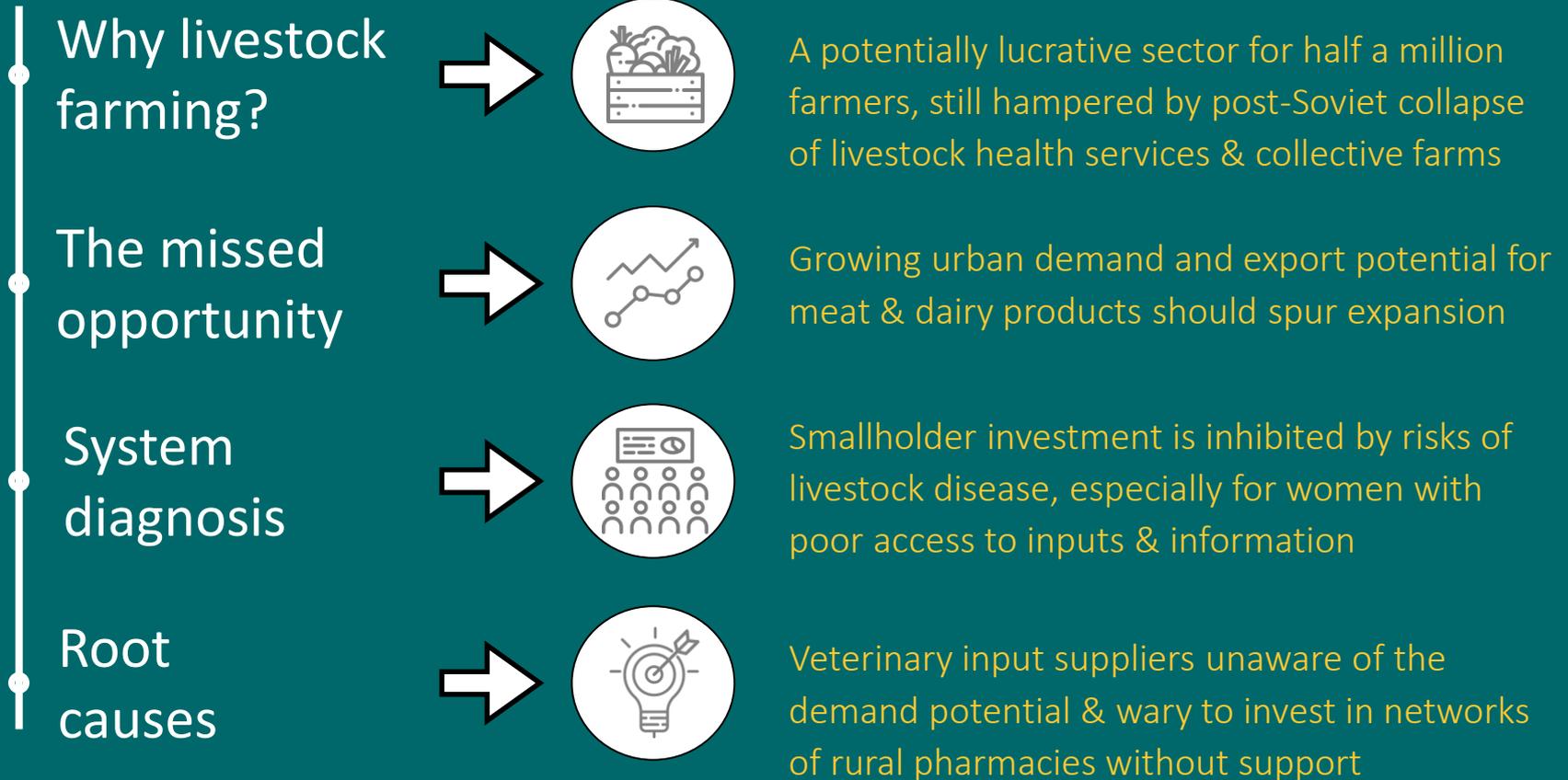


Impact

Increased income from livestock farming for 400,000 rural households

How ALCP transformed veterinary services for 440,000 livestock farmers in post-Soviet Georgia

A market system approach to the issues



MSD interventions that catalysed innovation & behaviour change



Piloting training & support for rural pharmacies

Co-invested with large veterinary manufacturer / importer to test a new business model for remote vet-pharmacies

Expanding rural outreach

Experimented with & then scaled-up investment in micro-pharmacy businesses to transform access

Disease-diagnosis & medicine development

Co-invested in laboratory facilities to overcome critical constraint to better veterinary services

Online agro-information portal

Co-invested in new 'Agroface' platform that links farmers with consultants, buyers, financial services, weather forecasts & production calendars



How MSD interventions led to system change & impact



ALCP's gendered market research convinced veterinary importer & manufacturer of a significant missed commercial opportunity for men & women farmers

ALCP pilots confirmed viability of investing in veterinary services that are accessible to remote, smallholder farmers

Access to micro-pharmacy services & better information enable farmers to reduce disease risks & maintain healthier herds

Farmers increased size of herds, achieving higher productivity and raising their incomes

Signs of lasting market system change

Micro-pharmacies are successful businesses



418 additional micro-pharmacies established or upgraded by 2019

- 2/3 of farmers now have access even in remote areas

The business model has become widespread



New partnerships in Armenia Azerbaijan & Turkmenistan

- Other competing veterinary companies have adopted similar business models

Incomes of livestock farmers have increased



US \$ 11 million in cumulative benefits to farmers by 2018

- Women have increased agency over livestock husbandry and investment of income.

Increased investment in related activities



Better access to finance for agriculture as the profit potential is more widely appreciated

- Increased investment in related agricultural technology and inputs e.g. milking machines, prophylactic treatment

An extra note about the gendered impact of ALCP

Research shows that women tend to diagnose livestock disease first.

Yet, a male perspective of livestock production & veterinary services needs predominated, largely due to travel constraints on women.



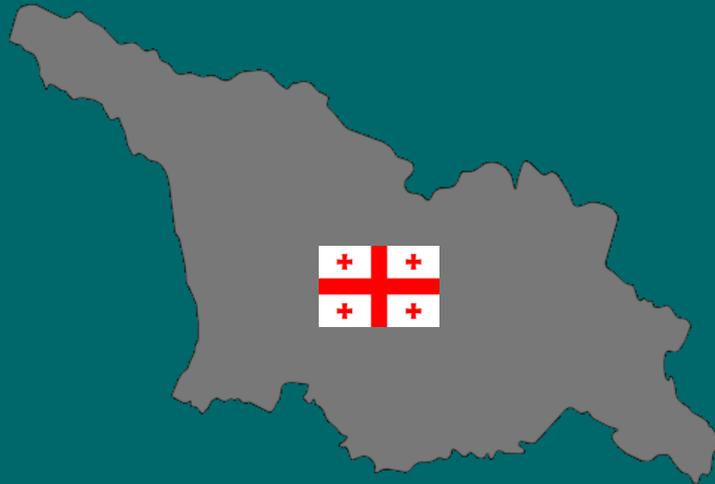
ALCP enabled access for women through:

- satellite micro vet pharmacies
- equitable gendered trainings
- hot lines & SMS services
- tailored outreach & information
- trained female vet pharmacists

57% of households with women members served
252,000 women received veterinary information through micro pharmacies

53 jobs created for women in veterinary sector

Alliances Caucasus Project (ALCP) in context



ALCP

An MSD programme of the Swiss Agency for Development Cooperation (SDC), implemented by Mercy Corps. ALCP works in the livestock sector (meat, dairy, wool, honey) within Georgia, and with regional trade to Armenia & Azerbaijan.

Economic sub-sectors

Livestock, dairy, meat, honey

Total Budget

US \$ 24 m between 2011 – 2022

Impact (by 2019)

- Estimated income benefits for 460,000 farmers & small businesses
- Attributable income increase: US \$ 41 m