

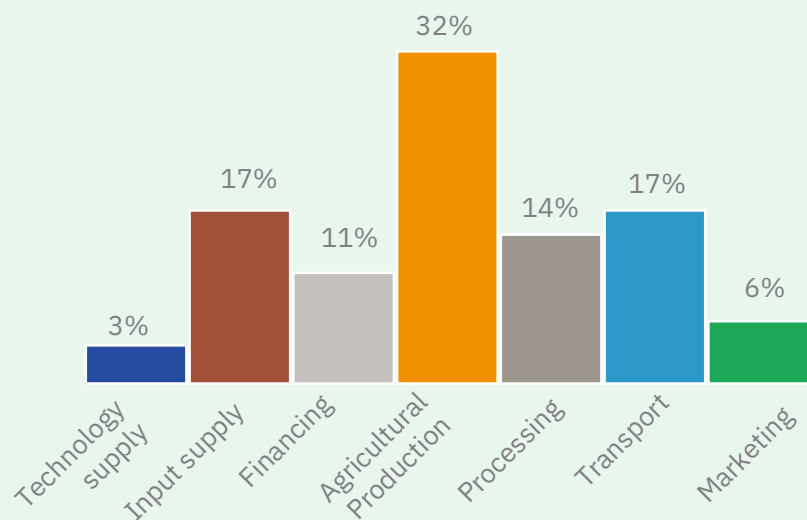
NEADAP report

Dairy extension by cooperatives



NEADAP partners Agriterra and Wageningen University & Research surveyed 42 cooperatives in East Africa about how they deliver dairy extension. Here are the highlights.

Cooperatives' activities



The cooperatives in the survey are engaged in multiple activities in support of their members.

Important extension topics



Dairy herd productivity



AI and breeding services



Animal nutrition and health



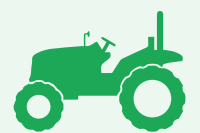
Animal housing and welfare



Hygienic milk production, handling & transportation



Value addition and entrepreneurship



Farm economics and management

Key messages

For decision-makers

- Extension by cooperatives can reach many dairy farmers across the longer term.
- Cooperatives should invest in computer and software for extension services.
- Training in soft skills, such as communication, is critical for cooperatives offering extension.
- Cooperatives can learn about extension from other cooperatives and from other stakeholders.

For professionals

- Start with a needs assessment and profile of the members.
- Develop a sound business plan for the extension services.
- Assign responsibilities for the extension services.
- Focus extension on milk volumes and on milk quality at farm level and collection centres.

SWOT Analysis

S

STRENGTHS

Client relations
Experienced staff
Service Packaging / adaptability
Capital
Strategic plan
Trust and reputation

W

WEAKNESS

Fund Constraints
Weak structures / inefficiencies
Poor technology
Few staff
Inexperience
Bureaucracy
Farmers unwilling to pay

O

OPPORTUNITIES

Increased investments in dairy value chain
Increasing demand for dairy extension services
Networking
New technologies
Political goodwill
Changes in climate
Social capital/trust

T

THREATS

Natural calamities
Resource constraints
New entrants
Pests and diseases
Inflation
Poor networking
Poor policies
Benefactor over-reliance
Limited skilled employees
Trust issues
Poor infrastructure

5C Framework

5 capabilities assessment for dairy advisory service provision by cooperatives



Capability to act and commit



Capability to deliver on development objectives



Capability to adapt and self-renew



Capability to relate to external stakeholders



Capability to achieve coherence

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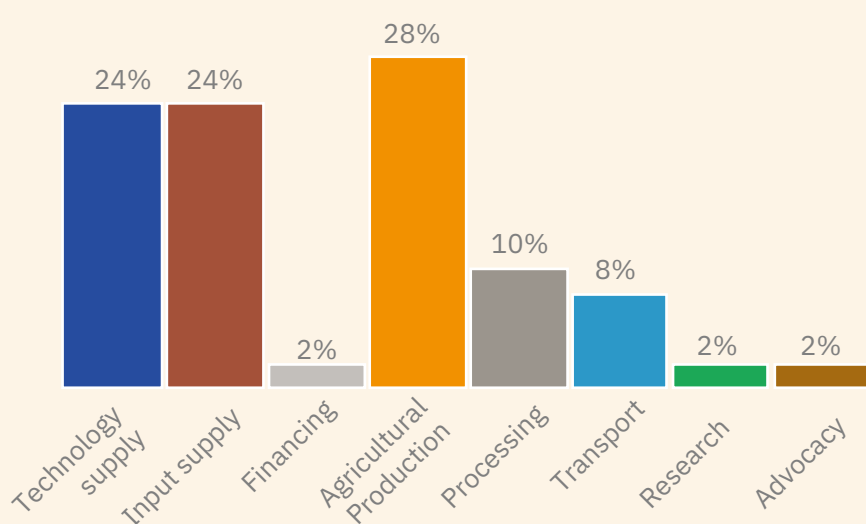
NEADAP Report

Dairy extension by consultants



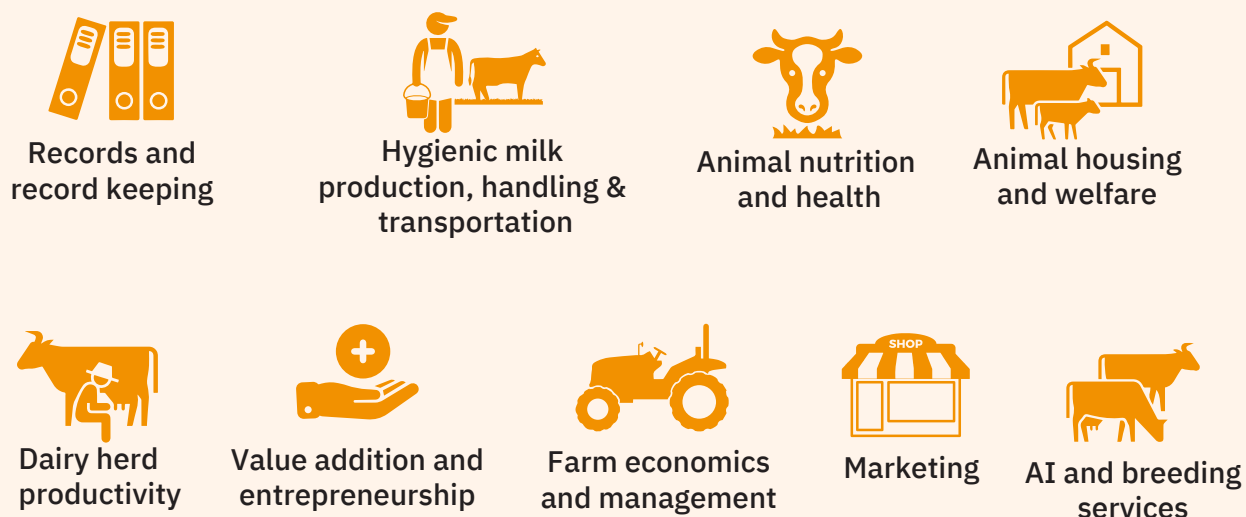
NEADAP partners Agriterra and Wageningen University & Research surveyed 39 consultants in East Africa about how they deliver dairy extension. Here are the highlights.

Consultants' activities



Consultants usually engage in multiple topics, but for a specific segment of dairy farmers.

Important extension topics



Key messages

For decision-makers

- Consultants that provide customized services can bridge the gap in extension services left by other channels.
- Consultants in the survey have a business model that fully depends on income from advice and extension.
- Training on soft skills and business modelling may help consultancies to build self-sustaining enterprises.
- Dairy consultants invest in dairy networks to foster mutuality and visibility that help develop their portfolio.

For professionals

- Start by profiling the dairy farmers that are the target audience for extension and advice.
- Choose a strategic location for the office of the consultancy.
- Market the company among dairy farmers and to the leadership and managers of their organizations.

SWOT Analysis

S

STRENGTHS

Experienced staff
Client relations
Strategic plan
Service packaging/ adaptability
Capital

W

WEAKNESS

Fund constraints
Inexperience
Farmers unwilling to pay
Weak structures/ inefficiencies
Few staff
Poor brand visibility
Bureaucracy
Poor technology

O

OPPORTUNITIES

Increased investments in dairy value chain
Increasing demand for dairy extension services
Networking
New technologies
Political goodwill
Changes in climate
Social capital/trust

T

THREATS

Limited access to (financial) resources
High prices leading to high operational costs
New entrants/competitors
Limited skilled employees
Natural calamities
Trust issues
Poor policies
Poor infrastructure

5C Framework

5 capabilities assessment for dairy advisory service provision by cooperatives



Capability to act and commit

Capability to deliver on development objectives

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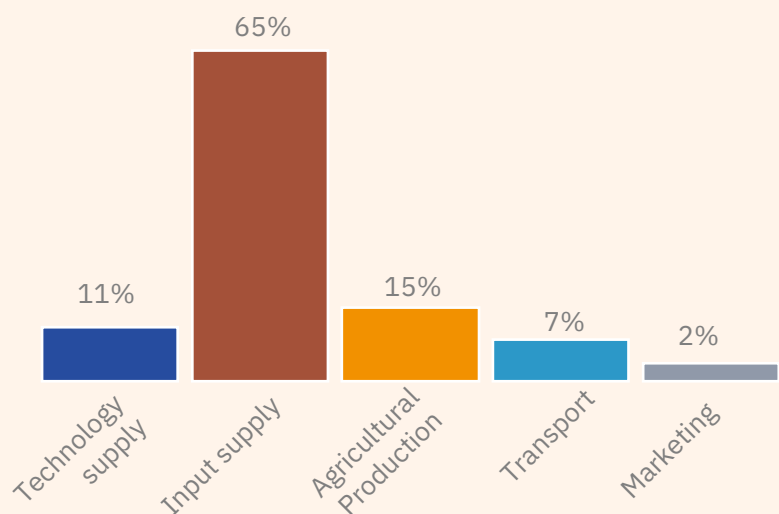
NEADAP Report

Dairy Extension by Input Suppliers



NEADAP partners Agriterra and Wageningen University & Research surveyed 41 input suppliers in East Africa about how they deliver dairy extension. Here are the highlights.

Input suppliers' activities



Input suppliers have a natural focus on inputs for dairy production.

Important extension topics



Key messages

For decision-makers

- Dairy extension by input suppliers is quite popular and common in East Africa.
- Training input suppliers in soft skills improves their capacity to deliver extension messages to dairy farmers.
- The cost of installing and maintaining extension technology is quite high.
- Input suppliers are interested in partnering with other providers of dairy extension.

For professionals

- Input suppliers are knowledgeable about their product range and interested in maintaining client relations.
- Input suppliers are present near their clients and are quite visible to them.
- Input suppliers may have limited resources and staff time available for extension activities.
- Input suppliers may have good market intelligence or market research.

SWOT Analysis

S

STRENGTHS

Experienced staff
Client relations
Service packaging/adaptability
Strategic plan
Capital
Location

W

WEAKNESS

Fund constraints
Weak structures/ inefficiencies
Farmers unwilling to pay
Few staff
Inexperience

O

OPPORTUNITIES

Increased investments in dairy value chain
Increasing demand for dairy extension services
Networking
New technologies
Social capital/trust

T

THREATS

Resource constraints
Inflation and high operational costs
Natural calamities
New entrants
Poor policies
Pests and diseases
Poor networking
Limited skilled employees

5C Framework

5 capabilities assessment for dairy advisory service provision by cooperatives



Capability to act and commit



Capability to deliver on development objectives



Capability to adapt and self-renew



Capability to relate to external stakeholders



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