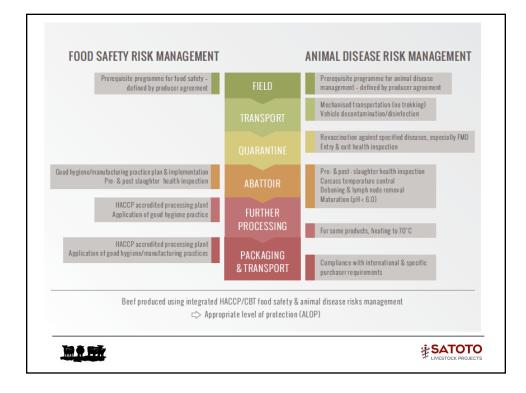


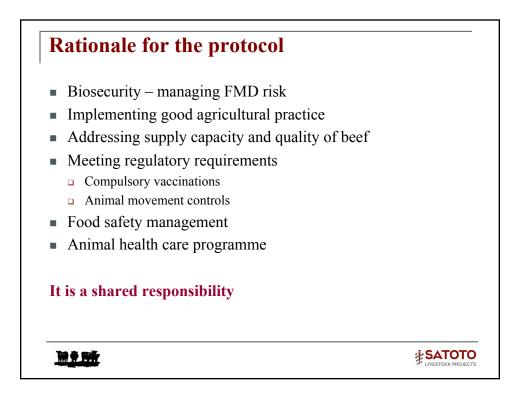
Background

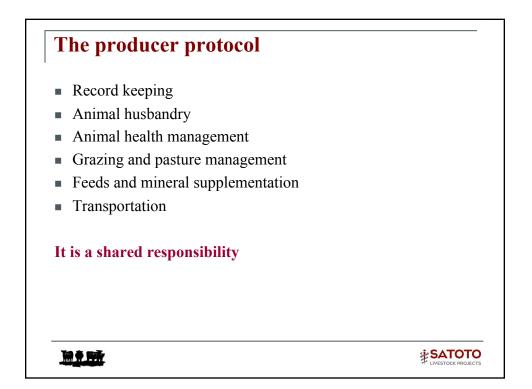
- Human population ~90,0000, Cattle ~140,000
- Exported fresh frozen beef to RSA, DRC, Angola
- Zambezi Region sits at the heart of KAZA
- Buffalo and cross-border cattle movements
- Increased frequency of FMD outbreaks
- Lost RSA market early 1990s to 2008
- Disruption of livestock marketing
- Prolonged periods no marketing
- Need for business continuity

The project Developing of Export Opportunities for Beef Products from the Zambezi Region Led by the Meat Board of Namibia Funded by the Livestock Marketing Efficiency Fund of the Millennium Challenge Account Namibia Project overview Scientific studies Quantitative risk analysis Capacity building on FMD diagnostics Pilot value chain approach to mitigating FMD risk Elaborating the value chain approach **∲SATOTO**

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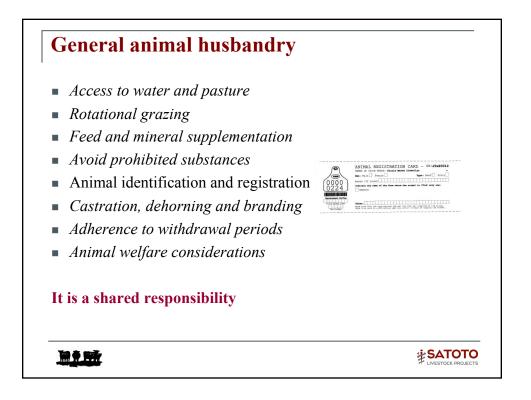


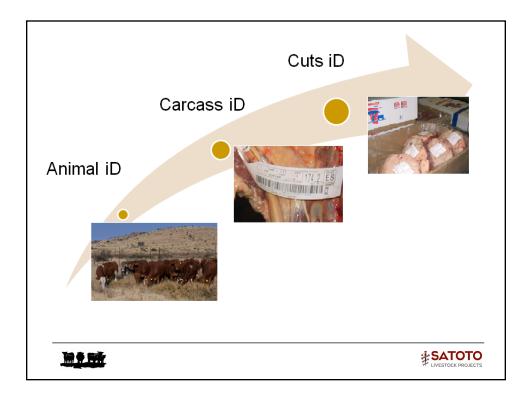


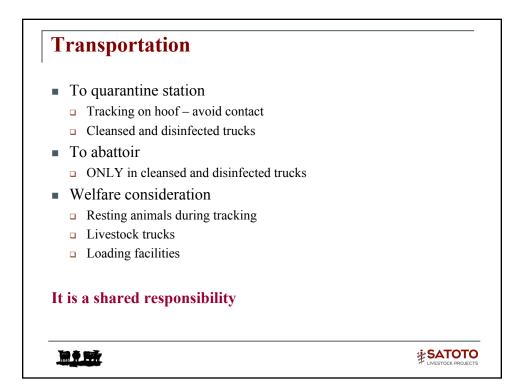
















- Keep it simple and clear
- Without tangible benefits, adoption is slow
- Progressive implementation
- Raising awareness may require
- Extensive support to producers required
 - Farmer-to-Farmer mentorship program
 - Farmer training required
- Ride on existing regulations
- Compliance monitoring is critical
- It is a shared responsibility

SATOTO LIVESTOCK PROJECTS



