



**PASTORALIST AREAS RESILIENCE
IMPROVEMENT THROUGH
MARKET EXPANSION**



USAID-PRIME (Pastoralist Areas Resilience Improvement through Market Expansion) is a five-year project aimed at increasing incomes of 250,000 households and enhancing resilience to climate change through market opportunities in Ethiopia's pastoral dry land areas.

The project achieves these goals through five objectives:

- Improving livestock and livestock products marketing systems
- Increasing resilience and ability to adapt to climate change
- Strengthening alternative livelihoods for people transitioning out of pastoralism through long-term market opportunities
- Improving household nutritional outcomes
- Enhancing knowledge management and learning of pastoralist issues

LIVESTOCK PRODUCTIVITY AND COMPETITIVENESS

PRIME enhances the availability and access to key livestock inputs, thereby improving market systems actor capacity to sustainably bring goods and services to market. The project also stimulates financial investments as well as establishment and accelerated business development of the livestock production inputs and livestock products market integrators (animal health products and services providers, livestock traders, milk collection and processing enterprises, livestock fattening enterprises, feed and fodder producers and traders). In addition to improving access to finance, PRIME provides technical assistance and business support to enterprises, producers, and trade associations. The result is greater access to and adoption of market information, more productive and appropriate technologies, and better marketing and management practices.

As identified by the Emergency Market Mapping and Analysis (2013), the following are the opportunities PRIME seeks to generate in order to promote resilience of market systems and livelihoods of pastoralists:

Enhancing Animal Health Products, Services, and Feed Markets by:

- Providing access to and encourage the adoption of better animal health preservation practices and supplemental feed/fodder utilization practices through technical assistance, training, provision of competitive cost shared business expansion grants and establishing trade links

Bolstering Livestock Markets by:

- Enhancing market linkages among various actors along the livestock value chains both domestically and internationally
- Strengthening the National Livestock Market Information System
- Training pastoralist marketing groups and livestock trading enterprises on how best to use this market data to improve their practices

Improving Dairy Value Chain by:

- Advancing the competitiveness of milk and milk products through training, technical assistance and business expansion grants to producers, milk aggregators and processors.
- Improving household nutritional status through the promotion of better milk handling and market practices.

PRIME INQUIRIES

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