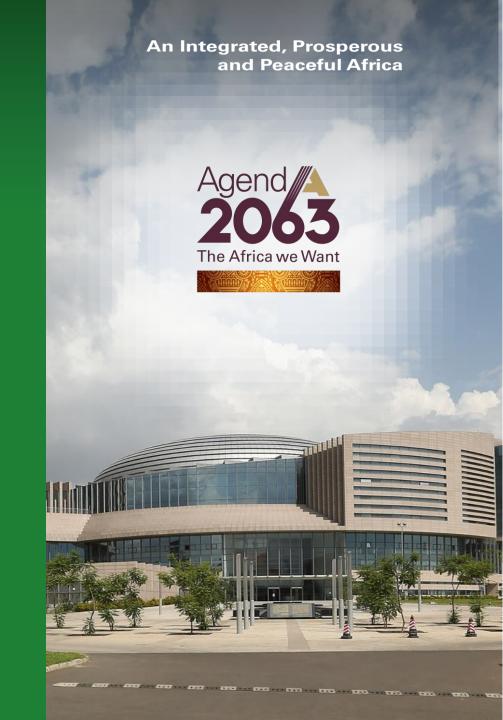


African Pastoral Markets Development (APMD) Platform:
Overview & Engagement of Kenya

29 January 2024



Introducing the African Pastoral Market Development Platform



Pastoralists are critical for inclusive agricultural transformation in Africa but are neglected and face several challenges

There is an opportunity to drive meaningful progress in the pastoral sector by emphasizing market-focused interventions, strengthening the enabling environment, and coordinating across investments, initiatives, and incentives through:

The African Pastoral Markets Development (APMD) Platform



Economic & Environmental Challenges

- Informal livestock trade in greater Horn of Africa was ~USD 1 billion in 2010 – often undervalued, and neglected for investments
- Droughts, political shocks have reduced rangeland and water access and have led to significant productivity losses
- Pastoral frameworks and national adaptation plans have not sufficiently addressed pastoralspecific challenges or identified impact pathways



Limited Progress & Missed Opportunities

- Pastoralists account for 2 7% of national GDP and contribute 60 80% of meat across Africa (up to 50% of meat exports in many geographies)
- Demand for meat and milk in SSA expected to increase by more than 250% by 2050
- Pastoralists provide valuable climate-adaptive ecosystem services on marginal lands, sequestering carbon, and managing water in ASAL regions
- Despite potential benefits, pastoral programs have focused on humanitarian activities instead of integrating pastoralists with livestock markets



APMD Platform is the outcome of three phases of work implemented by AU-IBAR, Strathmore Business School, and other key partners

Phase I: Market Analysis For Pastoralists (MAPs)

Phase II: Market Transformation for Pastoralists (MAPs)

Phase III: Afres (MTP)

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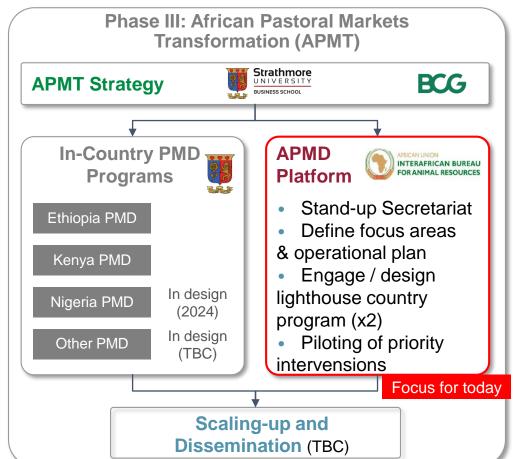
Program design

Pastoral Markets Development (PMD)

Private sector, demand-led pilots integrating pastoralists and livestock offtake markets, and delivering feed/fodder, health, traceability, financing interventions

APMD Platform

Secretariat within the AU-IBAR to coordinate policy actions, private sector engagement, and data ecosystem related to pastoralists across the continent



2024+

African pastoral markets

Surveyed 500+ value

Landscaped state of

In-depth research

- Surveyed 500+ value chain actors
- Identified high potential areas of action (Pan-African, country specific)

Deep dives in:













APMD Platform is a pan-African initiative that seeks to support market-enabled, adaptive transformation for pastoralists



Thriving and resilient pastoral economies, fully integrated into livestock value chains, providing more affordable access to climate-adaptive, animal sourced products for more consumers and contributing to livestock sector growth, peace and security



Support improvement of quality, productivity, and consistency of pastoral livestock supply to meet growing demand for climate-adaptive, affordable animal-sourced foods, improve pastoralist livelihood, wellbeing and resilience, and grow sector GDP



To promote and coordinate the implementation of priority actions for strengthening pastoral private sector integration into livestock-markets across Africa, with support of enabling policy environment and functional data actions.



APMD Platform will ensure focus and impact by prioritizing THREE sector Focus Areas and THREE Cross-Cutting Lenses



Improve feed security with innovative, on focus market-oriented mechanisms and enabling policies and data ecosystem to promote inclusive land use and governance



Facilitate Integration, increase value addition/capture, and promote investments in pastoral livestock sector



Formal Market Remove trade barriers, promote harmonization and improve regional international and livestock trade

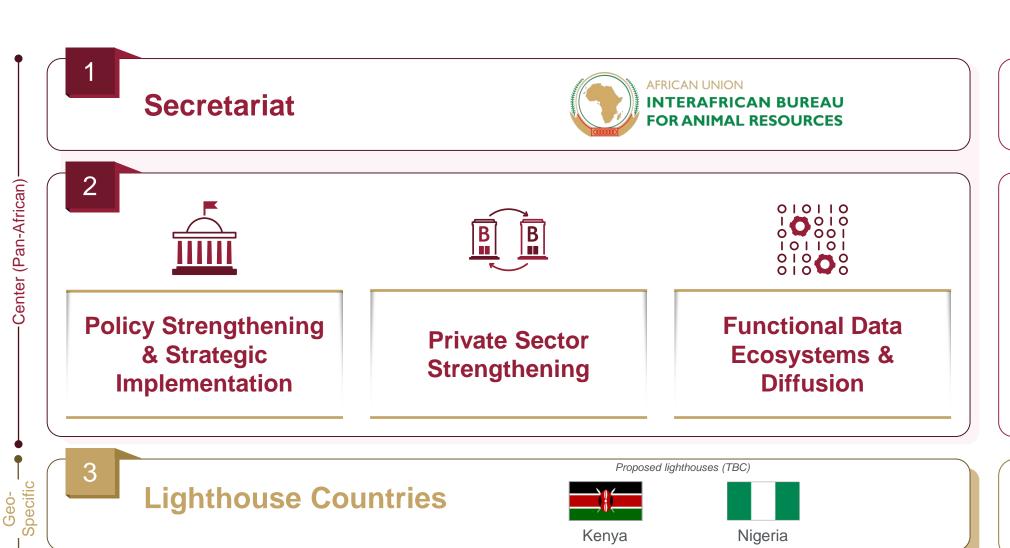
Improve economic power of women and youth in pastoral communities

Improve availability, access, and affordability of nutritious, quality food in pastoral communities

Improve climate resilience and adaptation in pastoral communities and ASAL regions



APMD-Platform Structure APMD Platform will work with Member States and other sector stakeholders to provide relevant support



Implementing Actors

Platform Coordinator & Partnership Forum

Coordinating Platform activities at the Pan-African level

Pillar Leads & Pillar Working Groups

Sector and topic experts coordinating Platform activities within and across pillars

Country Focal Points

Coordinating high-priority Platform activities at the national and subnational level

(with government support)



Lighthouse countries present high potential for pastoral sector growth and interest from key stakeholders



Lighthouse Countries

What are Lighthouse Countries?

Countries with significant pastoral and pastoral livestock populations, livestock sector growth potential, level of interest and momentum for sector development, and high potential for impact

How were LH countries identified?

32 Sub-Saharan African countries with pastoralists were evaluated against a series of key criteria; 2 potential lighthouses and 8 strategic outreach countries were identified based on the initial evaluation



Proposed Lighthouse **Geographies** Kenya ***** Potential Strategic Outreach Countries Tanzania



How can Platform support LH countries?

- Working closely with government and key stakeholders to identify high-priority support areas, supporting development of actionable roadmaps, and coordinating implementation of national and/or sub-national programs / proven-successful interventions to demonstrate impact
- Demonstrating initial impact and disseminating lessons to attract further investments into, promote growth of pastoral sector; advance regional, Pan-Africa pastoral sector agenda (e.g., case studies on sector success stories, learnings from prior programming, etc.)

Kenya as a Potential Lighthouse



Supporting pastoralists is critical for strengthening Kenya's livestock sector, impacting both domestic and export opportunities ...



Turkana

West Pokot

Baringo

8.8M pastoralists¹

Mandera

Wajir

Garissa

River

Inhabiting 13 arid and semi-arid counties, mostly reliant on ~3 months of rainfall

13% Contribution to National GDP⁶

Marsabit

Counties with pastoral population

Major terminal livestock markets³

Samburu

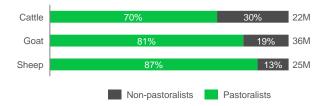
Laikipia

Kajiado

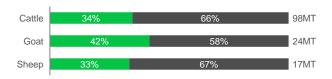




Manage ~80% (65M) of the national herd^{1,4} ...







Key exporters of goat, sheep meat to GCC

\$66M	Kenya meat, meat product exports to GCC (2020)
\$86M	Kenya meat, meat product exports to GCC (2022)



Immense untapped potential

Through livestock exports (to GCC and beyond) as well as domestic markets





\$6-9B	Projected annual market for domestic red meat by 2030 ^{7,8}

\$300M+ Potential opportunity	for addressing domestic beef deficit8
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\$100M+ Potential opportunity for the GCC/ME to invest in Kenyan pastoralis	sm
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3x+	Potential increase in pactoral UU income from market integration*
(Up to \$1k)	Potential increase in pastoral HH income from market integration*

Up to 30% Decrease in livestock-related GHG emissions intensity*

Up to 40% Participation of female pastoralists, greater economic power*

1. Accounting for Pastoralists in Kenya (2020) 2. CELEP. (2017). Recognizing the Role and Value of Pastoralism and Pastoralists. The Coalition of European Lobbies for Eastern African Pastoralism, Policy Brief.
3. Major Livestock Marketing Routes (2016) 4. National Information Platform for Food Security and Nutrition (2020) 5. Policies and Strategies to Address the Vulnerability of Pastoralists in Sub-Saharan Africa (2006) 6. The value of pastoralism in Kenya (2019) 7. FAO. (2017). Africa Sustainable Livestock 2050 - Country Brief: Kenya. FAO, Rome 8. Gatsby Africa, Investment Opportunity for Kenya Meat Sector (based on FAOSTAT data). * Initial estimates, to be validated based on specific interventions



... but Kenyan pastoralists face several barriers that prevent realization of this untapped potential

Climate Change	 2050 projections suggest temperature rise of 2.5°C while rainfall becomes more intense, less predictable 2.5M livestock in Kenya died due to recent drought in 2022, causing economic losses of more than \$1.5B¹ Poor livestock conditions led to distressed sales, with prices falling 98% (30k KES to 500 KES per head) High mortality rates (estimated at 50% from birth to sale) due to drought, endemic and epidemic diseases
Market Integration	 Livestock passes through 5-6 actors before final buyer, pastoralists only receive 30-40% of value² 82% of pastoralists travel 25km+ to access animal health input services³ Limited certifications to access export markets leading to quality perception issues (e.g., landed price for Kenyan sheep/goat meat ~\$6 per kg (compared to \$10 for Australia)
Policy Challenges	 High degree of informal livestock trade (up to 90%) due to porous borders (e.g., via Somalia)² Difficulty in coordination, priority setting due to legislation by different levels of government² High levels of cess (up to 10% of total distribution costs per animal)⁴ No price floors for livestock (compared to Ethiopia, for instance)²
Lack of Data	Last livestock census was conducted in 2009
Few Market Investments	 \$1.2B+ invested in Kenya's pastoral sector since 1968⁵ but mostly in humanitarian assistance Few market investments, limited long-term impacts (e.g., failure of \$35M Moyale feedlot)

1. Citizen Digital; 2. BCG and Strathmore Business School analysis (2022). 3. KMT. (2015). Animal Health Baseline Report. KMT, Nairobi 4. Gatsby Africa analysis 5. Includes World Bank and USAID investments from 1968-2022 | The Unjust Valuation of Pastoralists' Land in Kenya; Accounting for Pastoralists in Kenya; World Bank; US Foreign Assistance; Livestock Marketing Report commission by MAPs, July 2022; Expert interviews; BCG analysis

Looking Forward: APMD-Platform Implementation In Kenya



What can APMD Platform do? To refine and support your priorities to

To refine and support your priorities to strengthen pastoral markets in Kenya

The few potential activities below have been developed based on initial consultations with Kenyan stakeholders, "look forward to understanding your priorities and working with you/your system to support those through the APMD Platform"

Policy Strengthening & Strategic Implementation Activities

- Support adoption and implementation of key livestock and pastoral policy frameworks (e.g., PFPA, LiDESA, RMPS)
- Advocate for harmonization of trade regulations for pastoral sector among IGAD and ECOWAS
- Advocate for supporting mechanisms (inc. finance, insurance, marketing standards, channels, and services/providers)

Private Sector Strengthening Activities

Facilitate collaboration among value chain actors through sector coordination activities

- Promote investment by linking pastoral production to livestock value chain
- Facilitate pastoralist capacity building and market education by development awareness materials, training curriculums, and learning modules

Functional Data Ecosystems & Diffusion Activities

Build data management capacities among key national stakeholders

- Establish and sustain private sector knowledge sharing mechanism for the pastoral sector
- Promote and scale interventions to support livestock markets (e.g., LITS)

... and more

... and more

... and more



Country engagement plan in the APMD-Platform Actions Engagement plan includes assessing, identifying, defining, and coordinating actions to enable pastoral sector development

Assess current state of pastoral sector

For a sub-set of highpotential countries:

- Evaluate current state of policy, private sector, and data ecosystem
- Identify ongoing initiatives, champions, and key gaps
- Assess interest, awareness, willingness to support pastoral sector development

Identify opportunities for engagement

In-Light house countries (where sufficient capacity, interest, willingness exist):

- Engage stakeholders, identify high-potential opportunities for impact (within or across pillars)
- Assess and shortlist opportunities based on impact (e.g., magnitude, timeline), and feasibility (e.g., resourcing, momentum)
- Develop preliminary roadmap for shortlisted opportunities (e.g., specific policy actions, value chain
 maps, etc.)

Define, coordinate and execute priority actions

For shortlisted opportunities with preliminary roadmaps:

- Coordinate to align resources against key activities (e.g., personnel, budget, etc.)
- Develop timeline, milestones, and KPIs to help track progress
- Provide technical assistance (as required) to unblock barriers and execute roadmaps

Measure progress against aligned-upon metrics

In countries where roadmap is being implemented:

- Develop baseline, midline and end-line measurements (as relevant) to assess progress
- Develop case studies, implement pilots, and share findings, insights, lessons learned with other countries, pan Africa stakeholders

Adjust and iterate Platform roadmap (or exit geography)

At the end of the timeline for initial roadmap:

- Adapt activities (if there are additional opportunities for sector development)
- Conclude Platform engagement (due to sufficient progress made)

Potential Initial Focus in Kenya



How can the APMD-Platform do that in Kenya, within the scope of the RMPA? APMD-Platform can collaborate with the GoK to accelerate the development and implementation of a Country Pastoral Sector Transformation Strategy/ Action Plan, focusing on the THREE Pillars.

Potential Engagement Model

Assess current state of pastoral sector

Assess the status of **pastoral livestock market value chain (3 Pillars)**, gaps and opportunities, and map key stakeholders / actors in Kenya

- PS identifies key members of team and delegates (GoK)
- Conduct planning workshop with PS / team members, and stakeholders
- Data collection and analysis (survey, GoK and IGAD) to identify, synthesize key insights
- Gather key learnings from prior interventions and programs.

Identify opportunities for engagement

Share pastoral livestock market value chain assessment findings and draft pastoral market transformation plan

- Validate sector insights, pain-points and potential opportunities
- Discuss and prioritize high potential opportunities for APMD Platform
- Determine potential linkages for APMD Platform to other sector transformation efforts

Define, coordinate and execute priority actions

Refine and validate pastoral sector roadmap and action plan and coordinate implementation

- Conduct technical analysis to develop roadmap for action (timeline, milestones, and KPIs, etc.)
- Define required resources for key activities
- Convene partners and stakeholders to align on pastoral sector roadmap and action plan and coordinate immediate steps for implementation



Goal

N B E C

Key activities

Synthesis of **current sector state and succinct fact base,** including insights on priority challenges and pain-points, potential opportunities

Validated list of high-potential, prioritized opportunities, actions required for supporting/ enabling pastoral sector development in Kenya

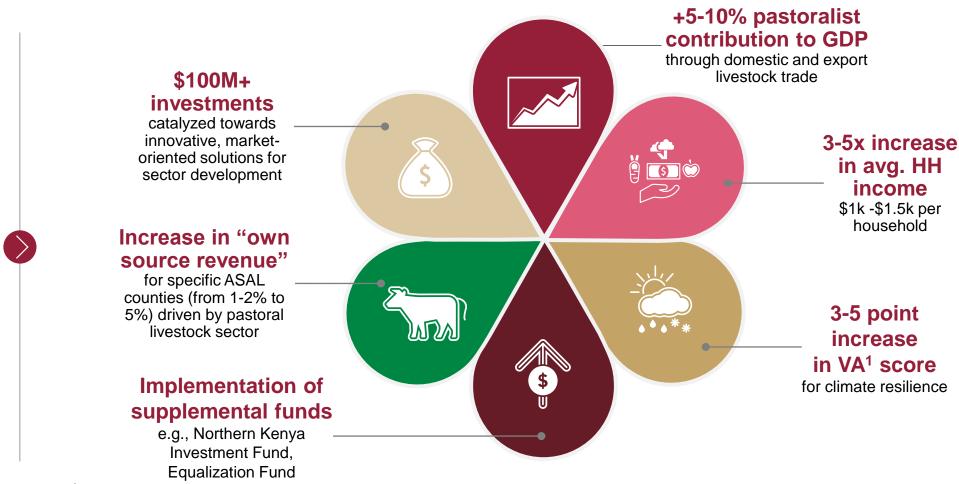
Validated sector roadmap and action plan, including timeline, accountabilities, and indicators of success

Piloting and testing potential priority actions



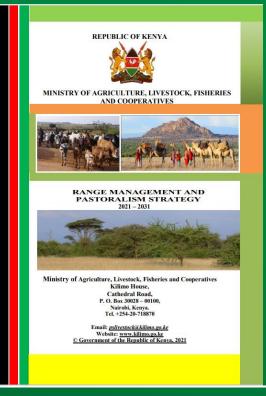
What could success look like? Some illustrative impact Indicators / Metrics

Platform will work closely with GoK to identify the indicators/metrics that are most critical for assessment and M&E.





The **DRIVE project**: a regional initiative aimed at enhancing access to financial services to livestock farmers for drought risk mitigation, including them in the value chain, facilitating livestock traders in the Horn of Africa, and ensuring inclusion of marginalized and vulnerable groups such as women in the sector. The project is expected to benefit over **250,000 households** representing **1.6 million pastoralists** and their dependents across Kenya, Ethiopia, Somalia, and Djibouti over a five-year period





Project introduction

Drylands cover 40 % of the global land area, host 2 billion people, and support approximately 50% of the world's livestock population. In the drylands of East Africa, pastoral and agropastoral livelihoods are prominent.

In Drylands Transform we will investigate the links between land health, livestock-based livelihoods, human well-being, and land management and governance. We will contribute with new knowledge for transformative change and sustainable development of rangelands in the border region between Kenya and Uganda.

Through strong stakeholder engagement in interdisciplinary research, we set out to explore the challenges and pathways towards a social-ecological transformation in drylands that optimizes synergies among the sustainable development goals (SDGs) while minimizing the trade-offs.



How Kenya see the Potential Implications of the APMD-Platform on the Pastoral Livestock Sector: Perspectives and integration with tools and initiatives



Thank you

