

# **Private Sector Development Programme Botswana**

## **Value Chain Analysis for Beef, Horticulture and Tourism Sectors and Project Proposal for Market Intelligence Information System**

### **Participants**

Pablo Lo Moro, ITC Team Leader (part of the mission), was accompanied by Subhrendu Chatterji (international consultant) and Agapitos Hatzipetros (international consultant). They were joined by Christopher Tsopito, a local consultant engaged by CDE in most of the meetings.

### **Meetings**

In addition to those with CDE staff, meetings were held with the following organizations:

1. HATAB
2. CEDA
3. BTO
4. DVS
5. DAP
6. BMC Sales & Marketing, Cattle Feeding Manager, Plant Manager / Cannery Manager
7. BOBS
8. BMC – CEO
9. MoA – Agriculture Hub
10. Ministry of Tourism - Permanent Secretary
11. BMC – Dr Ghanie
12. BMC – Compliance
13. BCA, Meat Industry Training Institute – Prof Aganga
14. MoHealth – Mr Tarimo

### **Key findings**

The mission's focus was on supplementing and testing information and conclusions in the various existing reports on the meat sector. The following points are some of the key ones identified in that context and are not intended to be exhaustive.

- HATAB represents 85-90% of the tourism industry stakeholders
- There is an overall lack of management skills at farmers level including record keeping, statistics, costing
- Approximate 50% of the money CEDA loaned out is not paid back
- CEDA 's management is willing to participate to a pilot project particularly if the farmers are assisted in terms of technical and management skills
- A new tourism cluster coordinator will be appointed and ITC will be scheduling an on boarding meeting
- DVS has drafted a proposal to privatise some of the vaccinations currently carried out by extension officers
- The Livestock and Meat Industries is based on international food safety law but the lack of reinforcement and numerous exceptions has led to the current double standards in beef sector
- The NZ project sponsored by MoA's DAP is focusing on hands on training for existing extension officers
- Over 97% of BMC's exports are managed by Global Protein Services, a UK based company leaving BMC marketing team exploring regional markets for offal products
- BMC has established the "Cattle Direct Purchase" scheme to eliminate the middleman from the value chain
- In the past GoB allowed communal farmers to install fences. There is no data demonstrating the success of this scheme
- Under the current feedlotting scheme led by BMC, the financial benefit goes to BMC and not to the farmers
- Measles costs BMC over 70million BWP on an annual basis
- Stakeholders agreed that BMC should be included in the pilots because of the strong positive equity amongst farmers
- Communal farming pilots could be led either by the extension officers or BMC's district officers

- BMC's CEO proposes a market research to evaluate the potential for organic and other certified product lines
- Livestock and Meat Industries Act allows the DVS Director to appoint private meat inspectors
- BMC and Norway's Nortura have signed a MoU for the development of a Farming Quality Assurance training

#### **Potential areas of intervention**

- Coordinate the NZ Projects efforts with BCA to ensure the curriculum for future Eos is in line with that of experienced ones
- Retain the current BMC feedlot system but offer farmers the price of the cattle when slaughtered minus the cost of keeping the cattle at the feedlot
- Support the efforts to eradicate measles
- Register whole zones in the south as EU-approved since there are clear of FMD
- Educate farmers and herd boys on costing and general manufacturing practices
- Reinforce the Livestock and Meat Industries Act to avoid current double standards

#### **Potential Opportunities for SMEs**

- Private EOs that would take over non-core DVS activities
- Private abattoirs once the Livestock and Meat Industries is properly implemented