

DAIRY TALE





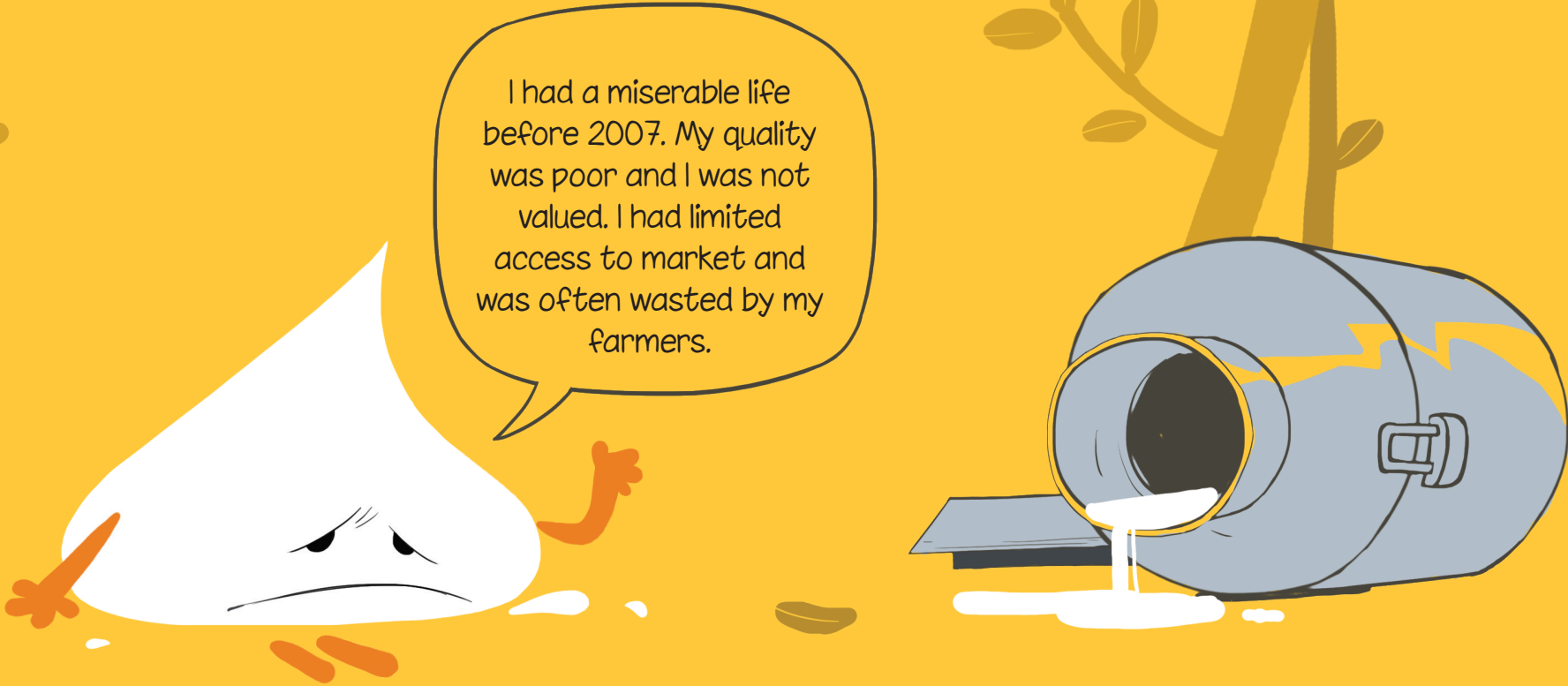
WE CHANGED MILK



This book is a story about Strengthening Dairy Value Chain, a program initiated by CARE and supported by the Bill and Melinda Gates Foundation, in North and Northwest Bangladesh to support improved cow rearing practices, better market access, higher quality livestock inputs and services that create more impacts. SDVC's first phase was from 2007-2012, focusing on improving the production and income thus the livelihoods of dairy farmers. The second phase of SDVC was from 2013-2016, aimed to redefine the dairy market system by introducing new technology like Digital Fat Testing (DFT) system. This is the success story of SDVC, Dairy-tale.



Before SDVC happened



I had a miserable life before 2007. My quality was poor and I was not valued. I had limited access to market and was often wasted by my farmers.

- Poor Quality
- Inadequate distribution system
- Limited access to market

I do not have much knowledge about various veterinary supports, improved breeding and cross breeding, quality of milk, feed and financial services. I often wondered if there could be someone to help us regarding all these issues.



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- Non availability of feed resource and nutrition
 - Insufficient veterinary service
 - Diseases and poor health
 - Lack of knowledge and training in livestock
 - High price of input supplies
 - Improper banking and loan facilities



The change in the dairy sector was brought in a systematic process. SDVC approached the dairy farmers, formed groups and selected leaders. These leaders were trained and informed about the opportunities, lacking and prospects that they should avail. They were sent back with training materials that they could train their team mates with in learning sessions. Following the SDVC suggested practices, the changes were evident. The project with the goal to improve the milk production and increase the income of 36,400 dairy farmers, has been working with a number of dairy value chain actors such as milk processing company, Livestock Health Workers (LHW), Artificial Insemination Workers (AIW), feed sellers, input shop owners, local milk collectors, collection point managers, etc., for making dairy sector more structured and sustainable for the pro-poor farmers.

I am now getting trained in details of dairy farming. I can see and experience the changes it is bringing in my life. Now I know a lot more about farming, veterinary, livestock etc.



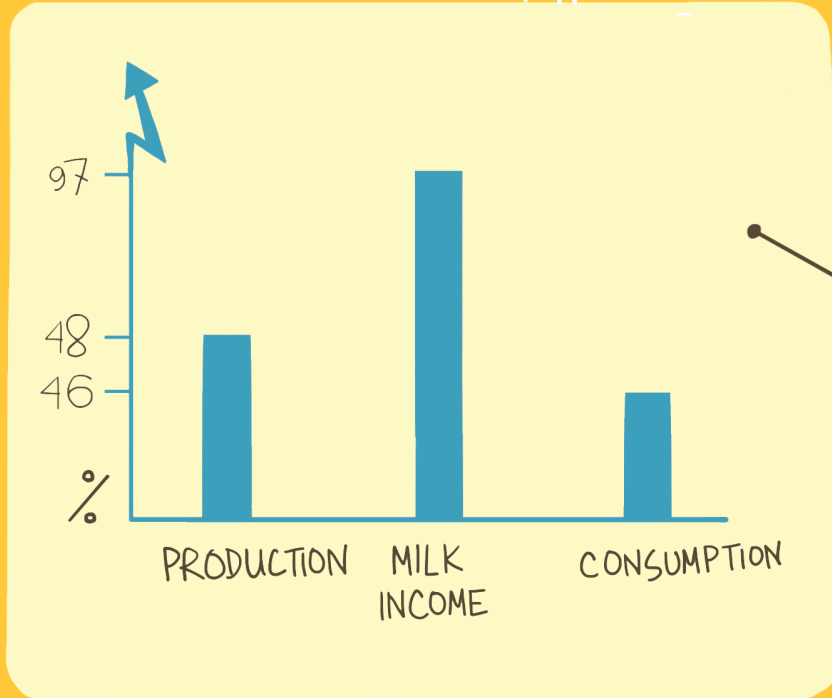
Achievements of



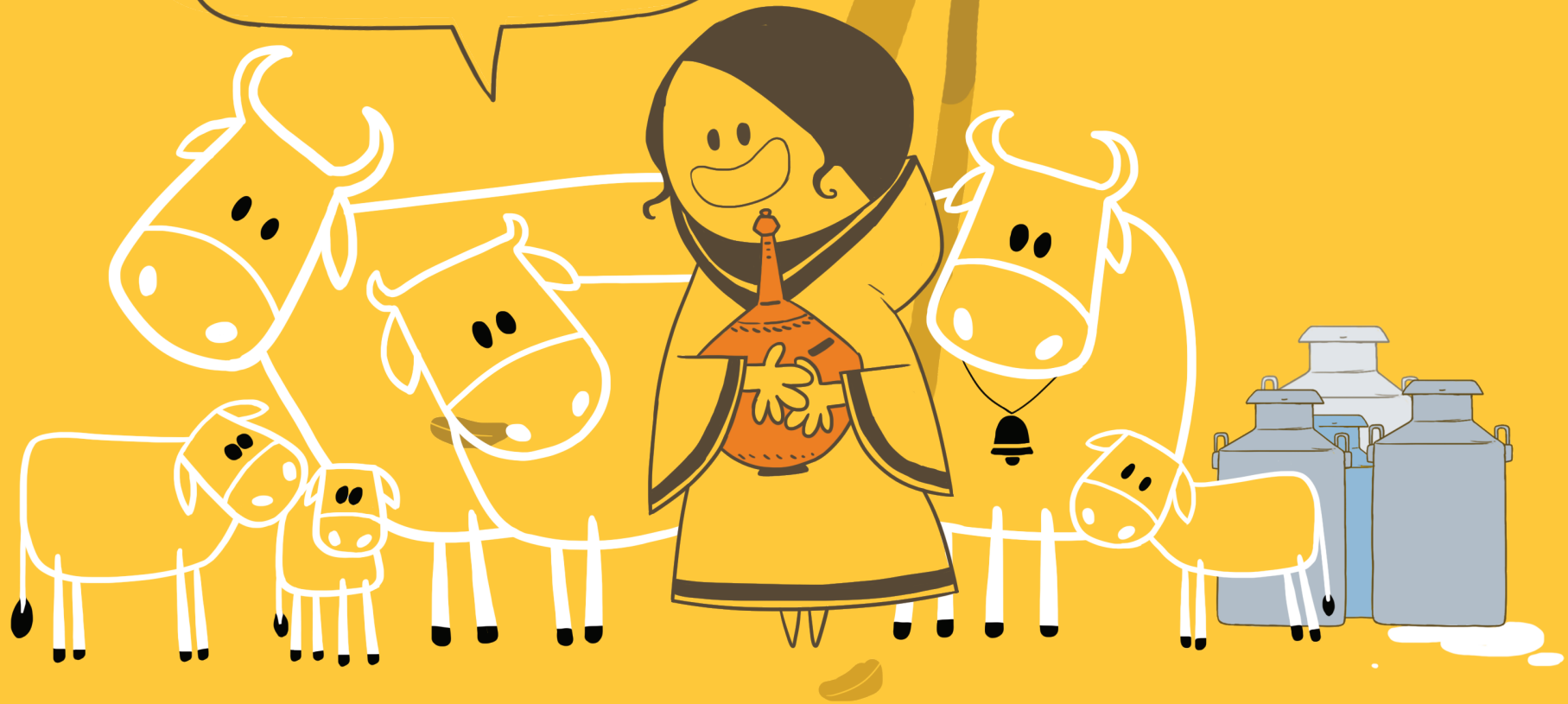
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- Improved milk collection systems in rural and remote areas.
 - Increased production by improving access to inputs, markets, and services by mobilized groups of poor producers and input services providers.
 - Daily production was increased by 50% and income was increased by 97% over baseline.
 - Improved the breeding/artificial insemination (AI) network.
 - Ensured access to quality services at the producer level.

WOW!! VERY GOOD!
MAGNIFICENT! OMG!
AWESOME! NICE
NICE HAHA!

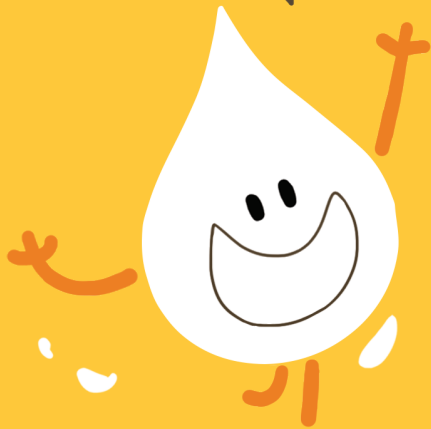
I am very happy that my quality and price has increased drastically. SDVC I involved 36,400 dairy farmers, yielding a noteworthy 50% increase in average daily milk production and 97% change in income from sales on milk. Daily productivity of milking cows increased from 1.73 liters to 2.28 liters stating an increase of 32%.



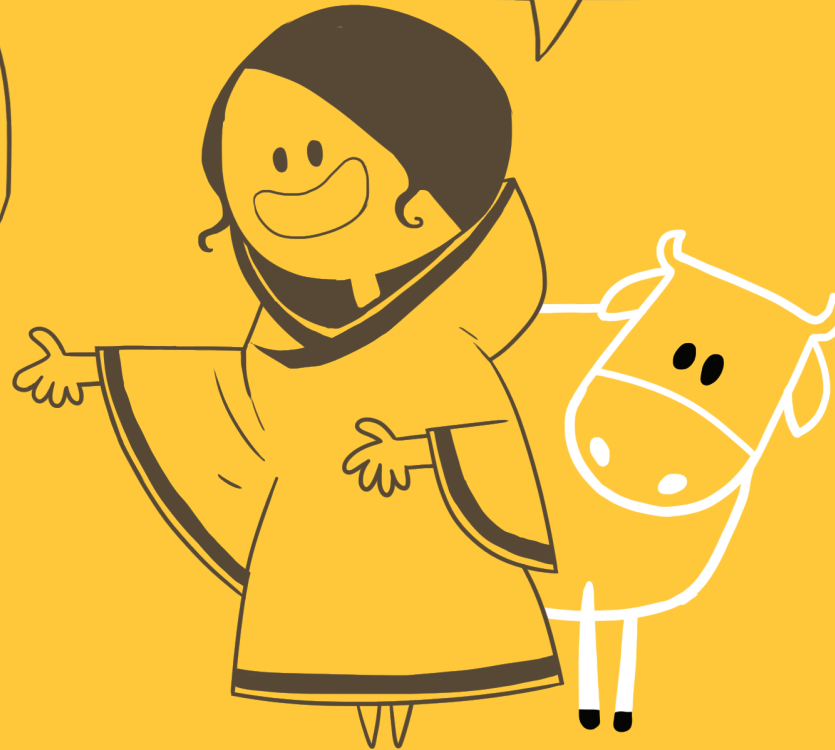
My life has changed as a dairy farmer. Me along with 71% of SDVC groups are now engaged in savings initiative and re-investment process for dairy farming. The average savings amount of each group is BDT12,743 or USD \$157



I wonder if SDVC could stay back and make me even happier by bringing new changes



I feel happy for the changes but I wish SDVC stayed back to make more improvements and help us gain more in quality, quantity and price.





SDVCII

Building on the success of SDVC I CARE putted its focus on overcoming additional challenges in the dairy sector such as unstructured milk collection, its marketing systems and an unavailability of and steep prices for inputs. CARE in partnership with BRAC Dairy, via SDVC II project, aims to further redefine the way milk is being produced, collected and marketed throughout the rural areas of Bangladesh. Funded by The Bill and Melinda Gates Foundation, the project directly targets 30,000 smallholder producers in three major dairy clusters in 7 District of North West Bangladesh to engage in a transparent milk collection system and integrated service provision model anchored through a network of input supply shops and dairy collection points applying game-changing digital fat testing technologies.

I am very excited that SDVC is back and there will be more initiatives to improve me and my surrounding conditions.

In SDVC phase I, I have improved cow management practices, service provider and input supplier linkages, and building marketing channels and group formation. I am looking forward to the phase 2.





The new system introduced by SDVC seems to bring changes. I am curious to know what changes it brings to my price and quality.

Achievements of



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- Increasing volume and quality of milk production among 30,000 farmers in three dairy clusters.
 - Improving transparency and fair pricing for farmers through Digital Fat Testing (DFT) at community-level collection points and chilling plants
 - Increasing access to and quality of dairy farming inputs and services
 - Consolidating and promote the replication of a sustainable Dairy Hub model within BRAC and beyond

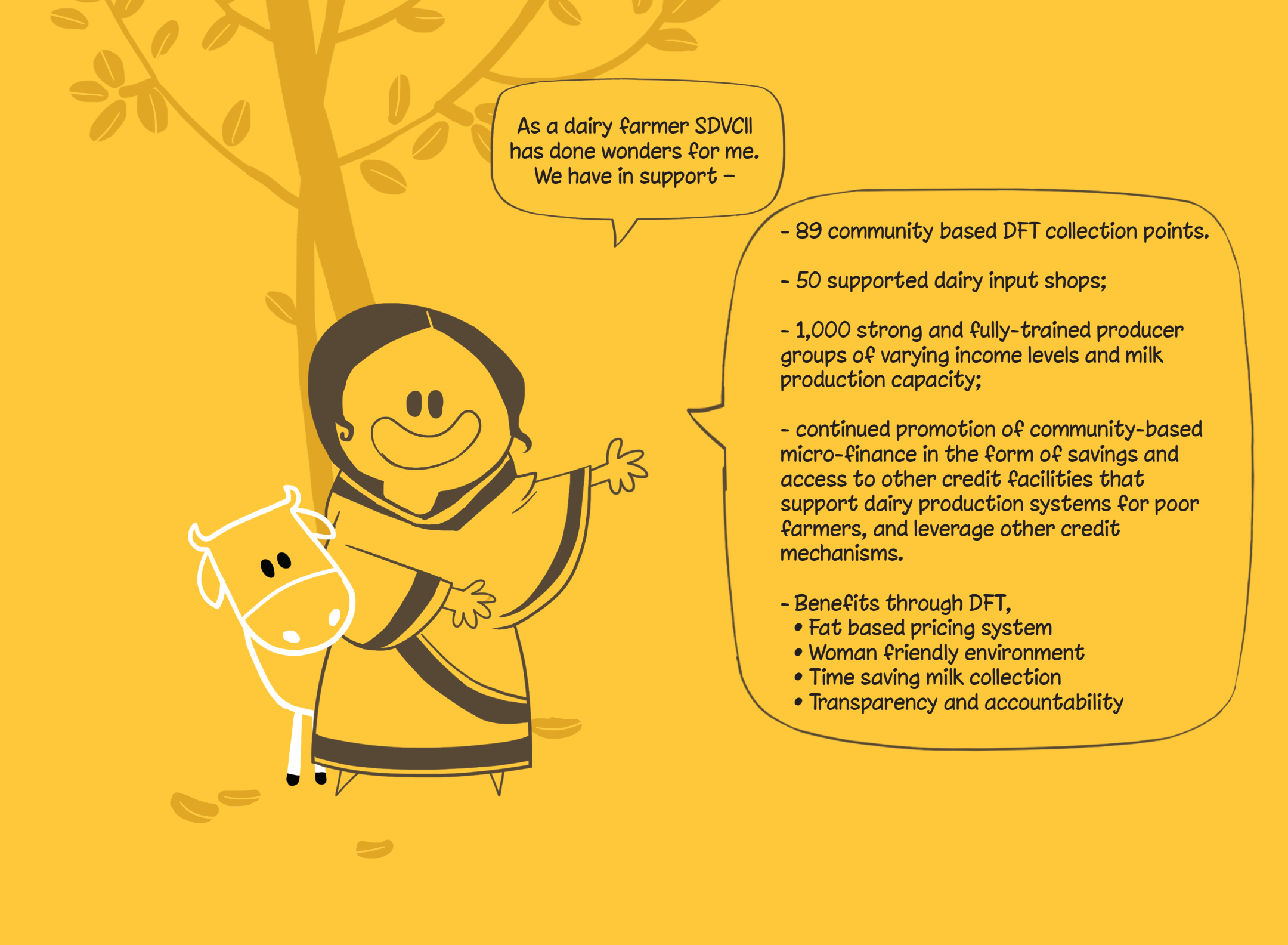
I am even happier now as SDVC II has installed 22 new carefully-selected digital fat testing-enabled chilling plants and 89 new neighboring community-level digital milk collection points with one of the country's leading private sector dairy processors' to improve my quality.



22
NEW
FAT TESTING
ENABLED
CHILLING
PLANT...

89
NEW
DIGITAL
MILK
COLLECTION
POINT



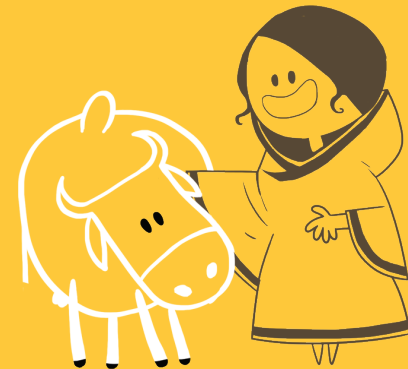


As a dairy farmer SDVCII
has done wonders for me.
We have in support –

- 89 community based DFT collection points.
- 50 supported dairy input shops;
- 1,000 strong and fully-trained producer groups of varying income levels and milk production capacity;
- continued promotion of community-based micro-finance in the form of savings and access to other credit facilities that support dairy production systems for poor farmers, and leverage other credit mechanisms.
- Benefits through DFT,
 - Fat based pricing system
 - Woman friendly environment
 - Time saving milk collection
 - Transparency and accountability

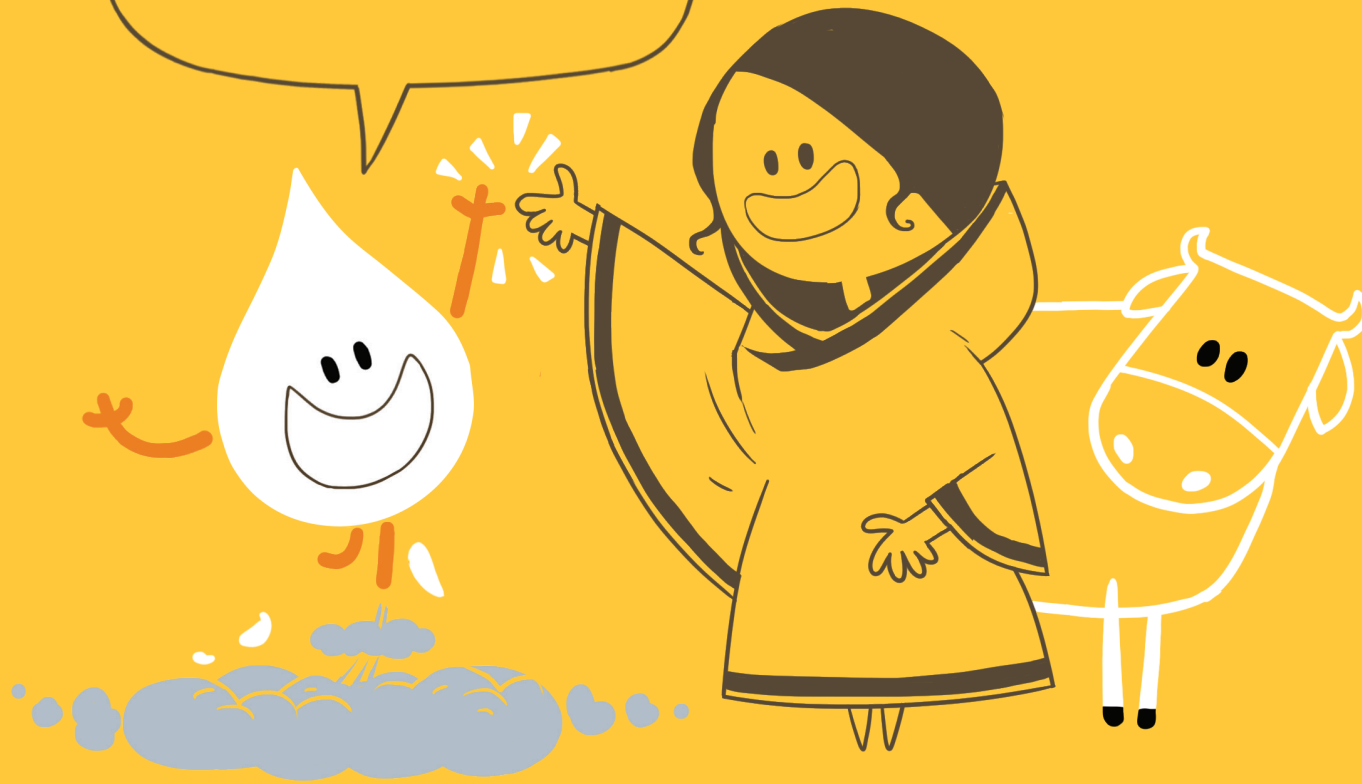
How Women have been Empowered through

SDVC



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- Diversify incomes: Gave more choices about how to make money, as households divested their income through milk sales income and savings operation.
 - Extension services: During SDVC, women's access to extension advisory services ensured through communication, leadership training, campaign and linkage with the service providers.
 - Connect to the government livestock services: SDVC worked with para-professional extension agents, but also connected to government livestock services.
 - Get women access to markets: SDVC helped to connect women to service markets so that they could sell milk at a fair price at DFT. Women's access to markets increased due to 3-way credit system (DFT point owner-input shop owner and producer).
 - Improved communication between men and women: Both women and men told that couples dialogue was one of their trustworthy relationships, and one that had a profound impact on the way they interacted.

At the end of SDVC I and II, we are happy and excited to be partners in development in such are remarkable project. We are in our happiest states and look forward to more.



55%

MARKET
TRANSFORMED

164%

INCOMES MORE
THAN DOUBLED

75%

PRODUCTIVITY
INCREASED

3.8%

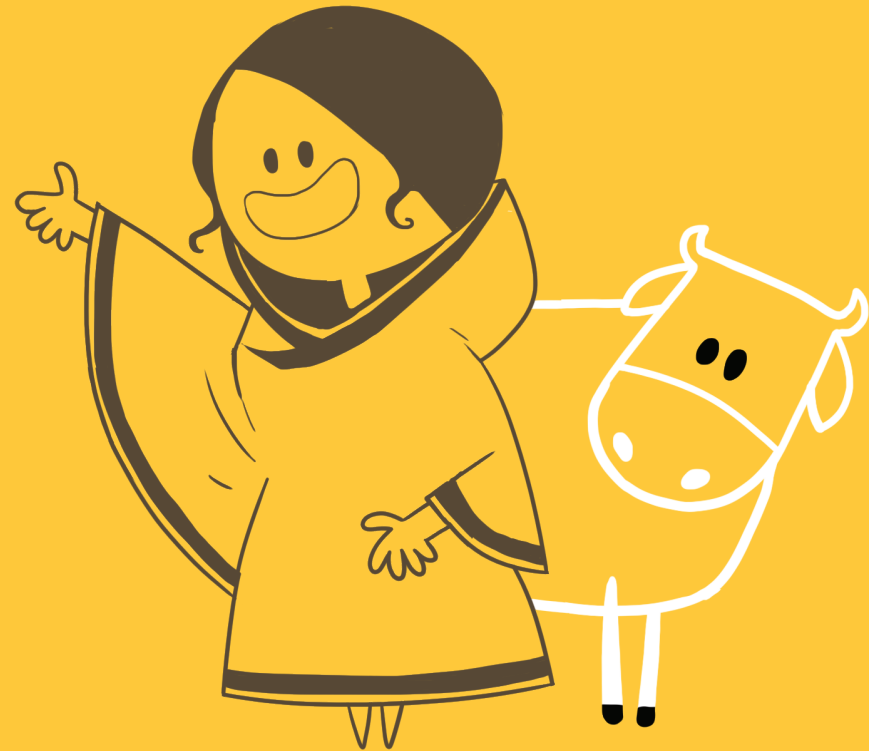
RESILIENCE
INCREASED

40%

CONSUMPTION
INCREASED

116%

COW OWNERSHIP
INCREASED FOR WOMEN.





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