



Ministry of Agriculture and Livestock Development  
State Department for Livestock Development  
P.O. Box 30028 Nairobi



Emergency Locust Response Program  
P.O. Box 30028,  
Nairobi



Kenya Agricultural & Livestock Research Organization  
P.O. Box 57811-00200,  
Nairobi



Kenya Climate Smart Agriculture Project  
P.O. Box 8073 00200,  
Nairobi



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# Sustainable Agricultural Livelihood Restoration, Rehabilitation and Resilience in Kenya

## Guidelines on Sustainable Ruminant Feeds and Nutrition Security for Kenya

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### CHAPTER 4 STRATEGIC INTERVENTIONS TO ADDRESS RUMINANT FEED AND NUTRITION INSECURITY

#### 4.1 Pillar 1. Feed availability

Feed availability is influenced by production, feed reserves, markets, and transport system, among other factors. The following are the interventions to address issues in feed shortage or unavailability:

##### 4.1.4 Intervention 4. Strategies to promote efficient and functional feed markets

###### 4.1.4.1 Limit brokerage and protectionism

- i. Farmers need to be empowered through education to sell their produce directly to consumers or retailers. This eliminates middlemen and enables them to earn higher prices
- ii. Farmers can form cooperatives and sell their produce collectively. This practice gives them greater bargaining power and better product prices.
- iii. Encourage contract farming, farmers sign an agreement with a buyer, specifying the terms and conditions of the sale. This approach helps farmers secure a steady product market and reduces their dependence on brokers.
- iv. Several online platforms connect farmers directly with buyers. This platform helps farmers reach a wider market, eliminating the need for intermediaries.
- v. Governments can provide subsidies, loans, and technical assistance to farmers, helping them reduce their costs and improve their productivity. This assistance allows farmers to earn higher profits and reduce their dependence on brokers.

###### 4.1.4.2 Control feed hoarding

- i. Governments can impose price caps on essential goods to prevent hoarders from profiting from the increased demand. The price caps help keep prices reasonable and ensure consumers can access necessary items.
- ii. Governments can monitor retailers and wholesalers to ensure they do not hoard essential goods. They can impose fines or other penalties on individuals or businesses that engage in hoarding practices.



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- iii. Governments and businesses can collaborate to share information and coordinate their efforts to mitigate hoarding. The collaborations help ensure that essential goods are available to consumers and reduce the risk of shortages.
- iv. Encourage youth to venture into commercial feed production

#### *4.1.4.3 Enhance feed price stability*

- i. Establishing feed centres in Counties helps stabilise prices by adjusting production based on market demand.
- ii. Relying on a single feed source can leave farmers vulnerable to price fluctuations. Farmers can spread their risk by diversifying their feed sources and potentially finding lower-priced options.
- iii. Farmers can plan and purchase feed when prices are lower, such as after harvest or during periods of oversupply. They can also consider buying in bulk to take advantage of volume discounts.
- iv. Market information informs farmers and feeds traders about market trends and news to avoid losses and take advantage of opportunities.
- v. Introduction of warehousing and receipt system in feed production

#### *4.1.4.4 Control monopoly and encourage healthy feed competition*

- i. Encourage competition by reducing entry barriers, enforcing antitrust laws, and promoting free and fair trade.
- ii. Regulating dominant firms' market power through price controls, regulating mergers and acquisitions, and breaking up monopolies can help prevent unfair practices and create a more level playing field.
- iii. Promote market transparency through measures such as mandatory disclosure requirements and consumer protection regulations
- iv. Encouraging innovation through measures such as patent protection, research and development grants, and promoting entrepreneurship can help create new market entrants and prevent monopolies from dominating markets.



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- v. Support small and medium-sized enterprises through measures such as access to finance, training and mentoring
- vi. Foster inter-County cooperation through measures such as trade agreements, intellectual property protection and international standards
- vii. Empower consumers through measures such as consumer education, transparency, and access to information

#### *4.1.4.5 Improve efficiency in the feed supply chain*

- i. Implementation of inventory management software technology, barcoding, and automated data collection
- ii. Improving communication and information flow to ensure communication channels are clear and open between stakeholders can help reduce supply chain inefficiency.
- iii. Negotiated feed supply contracts, including establishing quality standards and understanding the supplier's capabilities.

#### *4.1.4.6 Enhance the availability of cheap and affordable credit*

- i. Establish credit history for individuals to take small loans and make payments on time to build a positive credit history.
- ii. Promote financial inclusion and support to help increase access to grants and microfinance for underserved populations, such as low-income households, small businesses, and rural communities
- iii. Enhanced competition among financial institutions can lead to lower interest rates and better loan terms for borrowers. Incentives that encourage new entrants into the financial sector and promote innovations can help increase competition and drive down costs.
- iv. Credit guarantees can help reduce the risk for lenders, making it easier for them to provide credit to borrowers. Governments can give credit guarantees or insurance to lenders to encourage them to lend to underserved populations or to support specific sectors, such as small businesses or agriculture.



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- v. Financial education programs can help individuals and businesses make informed decisions about savings, borrowing and managing finances. By increasing financial literacy, borrowers may be better equipped to access credit responsibly and avoid over-indebtedness.
- vi. Promote sharia compliant credit products and village savings and loans.

#### *4.1.4.7 Enhance access to market networks and information*

- i. Governments and community market scouts can provide market intelligence reports and analysis to help businesses and individuals make informed decisions about market opportunities and trends.
- ii. Promote use of ICT
- iii. Dispatch information on markets and performance in print, televised and audio media
- iv. Collaboration with other businesses can provide access to new markets, customer bases, and valuable knowledge and expertise.

#### *4.1.4.8 Introduce favourable local government levies*

- i. Encourage stakeholder participation, and enhance collaboration and partnerships during the County government finance bill formulation process
- ii. Counties should explore alternative funding sources such as public-private partnerships, grant funding, and crowdfunding to diversify revenue sources and reduce the over-reliance on County government levies.
- iii. Engage in advocacy efforts, such as lobbying local officials, organising community forums, and engaging with the media to raise awareness of unfair local government levies and mobilise support for change.
- iv. Promote unified local government levies to encourage feed trade across Counties