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Investing in rural people

President's report

Proposed regional grant to

International Livestock Research Institute – (CGIAR institution)

Inclusive Red Meat Value Chains for Women and Young Farmers in East and Southern Africa

Note to Executive Board representatives

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For: Approval

Recommendation for approval

The Executive Board is invited to approve the recommendation for the proposed grant as contained in paragraph 28.

I. Background and compliance with IFAD Policy for Grant Financing

1. In the East and Southern African Development Community region, there are an estimated 140 million heads of red-meat-producing livestock, 75 per cent of which are kept under traditional farming systems and in communal herds by smallholder farmers. Because of the growing demand for animal source foods and the impact of climate change, the sector is predicted to change dramatically over the next few years.
2. Many donors (including IFAD) have invested in initiatives to support value chain development in the livestock sector. The International Livestock Research Institute (ILRI) and its partners believe that market-led interventions that provide holistic support across production, marketing, financing and institutional arrangements contribute to sustainable and transformational change. The proposed project will facilitate increased participation in the livestock sector by women and youth in order to enhance their livelihoods and improve nutrition in rural communities.
3. The project is in line with the goal and objectives of the IFAD Policy for Grant Financing (2015).¹ The grant complies with IFAD's strategies on food security and nutrition, gender and youth mainstreaming, climate change resilience and private sector engagement. The grant objectives are well aligned with priority areas 3, 4 and 5 of the 2019-2021 IFAD grants programme. The project will contribute to both the IFAD Youth Action Plan and the Mainstreaming Gender-Transformative Approaches Action Plan.
4. In terms of IFAD's strategic objectives (SOs), the project will contribute to increasing: the integration of crop and livestock production (SO1); market-oriented offtakes (SO2); and greater resilience, as integrated crop-livestock systems can better withstand the effects of climate change than less diversified systems (SO3). The use of legumes and increased fodder production will increase soil fertility and reduce dependence on communal rangelands (SO3).
5. The recipient was identified through competitive selection. A call for proposals was launched on IFAD's public website. The competitive screening evaluation team then assessed the proposals received and agreed that ILRI and its consortium would be the recipient.

II. The proposed project

6. The overall goal of the project is to reduce poverty and increase food and nutrition security among at least 5,000 smallholder farmers through inclusive red meat value chains. The overall objective is to develop sustainable, inclusive and transformative red meat value chains in the most vulnerable smallholder farming communities of East and Southern Africa. The specific objectives are to:
 - (i) Increase on-farm productivity by supporting women and young farmers in improving rangelands management, animal health and husbandry through training and the use of existing technology platforms;
 - (ii) Support women and young farmers through farmers' organizations using improved knowledge sharing and exposure to best practices in sustainable

¹ See EB 2015/114/R.2/Rev.1.

- production techniques by supporting rural knowledge circles linked to the Global Roundtable for Sustainable Beef (GRSB);
- (iii) Promote and facilitate the formation of sustainable red meat production models led by women and young farmers in production areas based on learning from models across Southern Africa;
 - (iv) Develop models for increasing participation of women and youth in the red meat value chain through targeted inclusive financing;
 - (v) Support nutrition-sensitive interventions through dissemination of information on nutrition among the women and youth in the project areas.
7. The project will be implemented in Malawi and Zimbabwe. The target group will be composed of:
- (i) Direct beneficiaries: women and young smallholder farmers (including those organized in business groups, cooperatives and associations) and small and medium-sized enterprises equipped with production, marketing and business development skills.
 - (ii) Indirect beneficiaries: women and men farmers and value chain actors (e.g. traders and processors, veterinarians, extension providers and input suppliers) benefitting from access to inclusive financing and improved markets.
8. The project will target a 5,000 direct beneficiaries and reach out to 15,000 farmers. Considering the adoption rate of one third, a total of 5,000 households are expected to benefit overall, or 25,000 people (average household size of 5 members). At the value chain level, 200 red meat businesses will be supported (see appendix II for details on linkages with other IFAD initiatives and country strategic opportunities programmes).
9. The project will be implemented over three years and will have the following components: (i) sustainable production practices and technologies; (ii) market access and marketing development; and (iii) enterprise development and inclusive financing models; and (iv) knowledge management (KM) circles and enabling environment (see appendix III for more detailed information).

III. Expected outcomes

10. The project is expected to have the following outcomes:
- (i) Livestock income increased by at least 35 per cent for 5,000 households (50 per cent of which are led by women or youth).
 - (ii) Supply of quality meat from the project areas increased by at least 20 per cent.
 - (iii) Increased participation of women and youth in the red meat value chains, bridging age and gender gaps.
 - (iv) At least four model sales facilities are functioning in each of the project countries.
 - (v) Increased number of animals available for sales.
 - (vi) Reduced animal mortality rates.
 - (vii) Improved animal husbandry as a result of adoption of best practices in livestock management.
 - (viii) Improved direct participation of women producers (50 per cent) in the red meat value chains.

IV. Implementation arrangements

11. **Covid-19 and mitigation strategies.** The project start date has been postponed to August 2020 and implementation will begin on November 2020, guaranteeing a safer horizon for implementing partners. As the grantees have a presence in the selected countries through offices or ongoing projects, travelling among the countries will not be necessary.
12. **Phase I.** The project management unit (PMU) will carry out the first phase and produce a report and workplan to guide implementation. The report and workplan will require approval by IFAD.
13. **Phase II.** The PMU will draw on a pool of experts across the value chain and target areas for second phase activities. The PMU will maintain the overall project workplan, which will be submitted for IFAD approval every year (accompanied by formal reviews every six months and technical reporting). On this basis, the PMU will prepare detailed work packages and plans for the project. Once the workplan is approved, IFAD will be updated in the event that activities entail particular risk, are highly innovative, or exceed a budget threshold to be agreed with the client.
14. Technical component leaders from the PMU will head various project teams. Composition of the teams will vary according to topic (technical aspects, project management, monitoring and evaluation, and KM). Reporting on results and progress will be required, with the PMU trouble-shooting and back-stopping implementation as necessary.
15. **Phase III.** The PMU team will deliver this final phase, focusing on completing the project activities, preparing for final results aggregation and analysis, verification and auditing, and external evaluations; developing knowledge materials for dissemination; and producing a final report detailing results, expenditure, lessons learned, etc.
16. **Implementation period and workplan.** An indicative workplan for the 36-month project duration is contained in the design document.
17. **Supervision arrangements.** The project manager and leaders will be responsible for day-to-day oversight and supervision. The project will be guided by a regional steering committee (RSC) and a national steering committee (NSC). IFAD will undertake one supervision mission per year.
18. **Monitoring, evaluation and reporting.** The project will have a dedicated project monitoring, evaluation and learning (PMEL) team. With guidance from the IFAD country programme teams, the PMEL team will develop a monitoring and evaluation system for the project. This will entail refining the results-based logical framework (RBLF) and developing the PMEL plan, data collection tools and guidelines. The first project report will be delivered at the end of phase I. During phase II, two types of reports will be issued semi-annually on an alternating basis: programmatic (focused on RBLF results, expenditures and budget, operational matters, risks) and technical (feedback on technical matters). The technical report submission will be scheduled in alignment with the NSC and RSC meetings. The final "close-out" report will be produced at the end of phase III.
19. The PMEL team will also be responsible for providing technical guidance to teams and consolidating and analysing results. The PMEL function will be embedded within the PMU and replicated within existing PMEL units of the partner organizations. Solidaridad will take responsibility for this role, with ILRI and GRSB providing technical expertise.
20. **Communications and visibility plan.** During the competitive selection process, IFAD informed applicants explicitly about its knowledge agenda and products, and the visibility expected from the grant-funded activities. ILRI is a long-time IFAD partner institution and there is already strong collaboration through the Global

Agenda for Sustainable Livestock on generating common knowledge and policy briefs. IFAD's visibility will be ensured through the three main networks that will be used to share and disseminate KM products: GRSB, the IFAD Livestock 4 Social Development Platform and the ILRI Community of Practice.

21. The communications and visibility plan will support the project's KM and learning objectives, particularly in terms of informing key stakeholders, private sector organizations, policymakers, the general public and donors on implementation progress and on project outputs, outcomes and impacts (see appendix IV for further details).
22. There are no deviations from the standard procedures for financial reporting and audit.

V. Indicative project costs and financing

23. **Project costs.** Total costs are estimated at US\$2 million over a three-year implementation period. IFAD's contribution will amount to US\$1 million in the form of a large grant.
24. **Project financing.** Solidaridad is currently implementing two regional livestock programmes which will contribute to the project in both content and technical resources. Solidaridad will provide matching funds through these programmes.
25. GRSB will leverage its institutional funds to provide cofinancing. This will be allocated largely to work under component 4.
26. ILRI will draw matching contribution from a number its regional and national programmes, such as the project "Improved livelihoods through sustainable intensification and diversification of market-oriented crop-livestock systems in southern Malawi" and the European Union funded DeSIRA² project in Zimbabwe.
27. Contributions from the consortium of partners will all be in kind.

Table 1

Costs by component and financier

(Thousands of United States dollars)

<i>Components</i>	<i>IFAD</i>	<i>Consortium</i>	<i>Total</i>
1. Sustainable production practices and technologies	201	202	403
2. Market access + marketing development	166	165	331
3. Enterprise development and inclusive financial models	234	241	475
4. KM circles and enabling environment	125	137	262
5. Project management	101	163	264
Inception	93	92	185
Overheads/management fee (6 per cent of directs)	60	-	60
Cost sharing percentage (CSP) (2 per cent)	20	-	20
Total	1 000	1 000	2 000

² Digitisation: Economic and Social Impacts in Rural Areas (DeSIRA).

Table 2

Costs by expenditure category and financier

(Thousands of United States dollars)

<i>Expenditure category</i>	<i>IFAD</i>	<i>Consortium</i>	<i>Total</i>
1. Salaries and allowances	385	385	770
2. Equipment and materials	106	117	223
3. Travel and allowances	90	91	181
4. Consultancies	146	216	362
5. Training	86	85	171
6. Workshops/convenings	107	106	213
7. Overheads/management fee (6 per cent of direct costs)	60	-	60
8. CSP (2 per cent)	20	-	20
Total	1 000	1 000	2 000

VI. Recommendation

28. I recommend that the Executive Board approve the proposed grant in terms of the following resolution:

RESOLVED: that the Fund, in order to finance, in part, the Inclusive Red Meat Value Chains for Women and Young Farmers in East and Southern Africa project, shall provide a grant of one million United States dollars (US\$1,000,000) to the International Livestock Research Institute for a 36-month period upon such terms and conditions as shall be substantially in accordance with the terms and conditions presented to the Executive Board herein.

Gilbert F. Hougbo
President

Appendix I - Results-based logical framework

Objectives-hierarchy	Objectively verifiable indicators	Means of verification	Assumptions
Goal	Reduced poverty and increased food and nutrition security among at least 5000 smallholder farmers through inclusive red meat value chains	<ul style="list-style-type: none"> - Number of targeted households with increased income (disaggregated by male, female and youth headed households). - Number of targeted beneficiaries that are food and nutrition secure (disaggregate by sex and age). 	<ul style="list-style-type: none"> - End of project evaluation report - FAO reports - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions
Objectives	<ol style="list-style-type: none"> 1. Improve on-farm productivity by supporting women and youth farmers to improve rangelands management, animal health and husbandry 2. Support women and youth farmers through farmer-based organizations using improved knowledge sharing and exposure to best practice sustainable production techniques 3. Promote and facilitate the formation of local women and youth-led sustainable red meat production models 4. Develop models for increasing participation of women and youth in the red meat value chain 5. Support nutrition sensitive interventions 		
Outcomes			
	Increased livestock income of at least 5,000 households (50% led by women or youth) by at least 35%	<ul style="list-style-type: none"> - Number of targeted households reporting increased income from their livestock enterprises (disaggregated by male, female and youth headed households). - % of women and youth led households reporting increased income from their livestock enterprises. - Average % increase of income among the targeted farmers. 	<ul style="list-style-type: none"> - Farmer record books - Project Indicator Tracking Tables - Evaluation reports - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
	Increased supply of quality meat from the project areas by at least 20% improvement in the grading outcomes of animals on feed.	<ul style="list-style-type: none"> - Number of targeted households supplying more quality livestock to the market (disaggregate by male, female and youth headed households) - Number of output market players reporting an increased supply of quality red meat from the farmers within the project 	<ul style="list-style-type: none"> - Farmer record books - Project Indicator Tracking Tables - Evaluation reports - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions

	<ul style="list-style-type: none"> - Average % increase in the supply of livestock by the targeted farmers 		<ul style="list-style-type: none"> - The economic conditions in the targeted countries are favourable for the red meat value chains
Increased participation of women and youth, bridging the age and gender gaps, in the red meat value chains	<ul style="list-style-type: none"> - Number of women and youth actively participating in the red meat value chain (disaggregate by age). 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
Ensure at least 4 functional model sales facilities are supported in each of the project countries	<ul style="list-style-type: none"> - Number of functional livestock model sales facilities 	<ul style="list-style-type: none"> - Project assets and financial records - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The authorities in the targeted countries are willing to establish and rehabilitate livestock marketing facilities. - The targeted beneficiaries are willing to utilise the marketing facilities. - The economic conditions in the targeted countries are favourable for the red meat value chains
Increased number of animals available for sales	<ul style="list-style-type: none"> - Number of targeted households supplying more quality livestock to the market (disaggregate by male, female and youth headed households) - Number of output market players reporting an increased supply of quality red meat from the farmers within the project 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
Reduced animal mortality rates	<ul style="list-style-type: none"> - Average % decrease in livestock mortality rates 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains

	Improved animal husbandry as a result of adoption of best practices in livestock management	<ul style="list-style-type: none"> - Number of targeted farmers that are adopting best livestock husbandry practices (disaggregate by sex and youth) - % of livestock supplied to the market that are of high grades 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
	Improved household's nutrition conditions as a result of an increased livestock income	<ul style="list-style-type: none"> - Number of households who registered enhanced nutrition conditions 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
	Improved direct participation of women producers (50%) in the red meat VCs.	<ul style="list-style-type: none"> - Number of women and youth producers actively participating in the red meat value chain (disaggregate by age range). 	<ul style="list-style-type: none"> - Livestock business record books - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions - The economic conditions in the targeted countries are favourable for the red meat value chains
Outputs:				
Sustainable Production Practices and Technologies	500 beneficiaries capacitated with sustainable production systems.	<ul style="list-style-type: none"> - Number of farmers capacitated with sustainable production systems (disaggregate by sex and youth). 	<ul style="list-style-type: none"> - Project activity reports - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries adopt the project interventions
	Solidaridad's rotational grazing app launched	<ul style="list-style-type: none"> - Number of rotational grazing apps launched - Number of farmers using the rotational grazing app (disaggregate by sex and youth). 		

	Solidaridad's Farmer and Business Solutions apps tailored to the livestock sector.	<ul style="list-style-type: none"> - Number of Farmer and Business Solutions apps tailored and launched - Number of farmers using Farmer and Business Solutions apps (disaggregate by sex and youth). 		<ul style="list-style-type: none"> - The targeted beneficiaries have adequate literacy levels to utilise the proposed applications - The economic conditions in the targeted countries are favourable for the red meat value chains
	Cattle grading application deployed.	<ul style="list-style-type: none"> - Number of cattle grading applications deployed - Number of farmers using the cattle grading application (disaggregate by sex and youth). 		
Marketing, Market Access, and Business Development	200 red meat businesses supported with business plans	<ul style="list-style-type: none"> - Number of livestock farmer companies supported - Number of livestock farmer companies with business plans. - Number of women and youth who are company shareholders 	<ul style="list-style-type: none"> - Project activity reports - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries have adequate literacy levels to run a livestock business - The targeted beneficiaries adopt the project interventions. - The economic conditions in the targeted countries are favourable for the red meat value chains.
	4 livestock market infrastructure supported	<ul style="list-style-type: none"> - Number of livestock marketing infrastructure supported through training or linkages with financial institutions 		<ul style="list-style-type: none"> - The authorities in the targeted countries are willing to establish and rehabilitate livestock marketing facilities. - The targeted beneficiaries are willing to utilise the marketing facilities. - The economic conditions in the targeted countries are favourable for the red meat value chains
	30 participants and support staff capacitated in managing the livestock market infrastructure	<ul style="list-style-type: none"> - Number of project beneficiaries capacitated in managing the livestock marketing infrastructure (disaggregate by sex and youth). - Number of project staff capacitated in managing the livestock marketing infrastructure (disaggregate by sex and youth). 		<ul style="list-style-type: none"> - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries have adequate knowledge level to understand the training concepts - There are skilled trainers to capacitate the targeted beneficiaries

	30 retailers and 500 farmers capacitated to produce products that meet buyers' specifications	- Number of retailers and farmers capacitated to produce products that meet buyers' specifications (disaggregate by sex and youth).		- The targeted beneficiaries are willing to be part of the livestock value chain.
	6 established livestock market linkages	- Number of livestock market linkages established.		- The targeted beneficiaries have adequate knowledge level to understand the training concepts - There are skilled trainers to capacitate the targeted beneficiaries
	At least 50% of the livestock farmer companies accessing finance from financiers	- Number of livestock farmer companies accessing finance from financiers.		- The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries have adequate literacy levels to understand the concepts of market linkages - There are skilled trainers to capacitate the targeted beneficiaries
				- The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries have adequate literacy levels to understand the concepts of accessing finance - The targeted beneficiaries adopt the project interventions. - The economic conditions in the targeted countries are favourable for the red meat value chains.
Inclusive Financing Models	Livestock-related Enterprise Development Support Academy established.	- Number of Livestock-related Enterprise Development Support Academy established - Number of farmers supported by the Academy (disaggregate by sex and youth).	- Project activity reports - Project Indicator Tracking Tables - Evaluation reports	- The climate conditions remain favourable for livestock production. - The targeted beneficiaries are willing to be part of the livestock value chain. - The targeted beneficiaries have adequate literacy levels to understand the concepts being shared by the Academy
	Partnerships with programmes of like-minded institutions forged	- Number of partnerships forged with like-minded institutions - Number of farmers benefitting from the partnerships (disaggregate by sex and youth).		- The financiers are willing to support the farmers

	At least 1 innovative financing model that ensure participation of women and youth in red meat value chains investigated and piloted.	<ul style="list-style-type: none"> - Number of innovative financing models investigated - Number of innovative financing models piloted - Number of farmers benefitting from the innovative financing models (disaggregate by sex and youth). 		<ul style="list-style-type: none"> - The economic conditions in the targeted countries are favourable for the red meat value chains.
Knowledge Circles and Enabling Environment	GRSB network supported with information and knowledge products.	<ul style="list-style-type: none"> - Number of GRSB network members reached with information and knowledge products (disaggregate by sex and youth). 	<ul style="list-style-type: none"> - Project activity reports - Project Indicator Tracking Tables - Evaluation reports 	<ul style="list-style-type: none"> - There is interest from the targeted stakeholders to access and use information and knowledge products. - The targeted beneficiaries have adequate literacy levels to understand the concepts being shared. - There targeted beneficiaries have access to the communication channels and services like the Internet.
	Communication initiatives to enhance market access.	<ul style="list-style-type: none"> - Number of communication initiatives conducted to facilitate access to markets - Number of users reached with market information (disaggregate by sex and youth). 		
	Information sharing workshops, roundtables, and conferences convened.	<ul style="list-style-type: none"> - Number of information dissemination platforms convened - Number of stakeholders participating in the information dissemination platforms (disaggregate by sex and youth) 		
	Technical assistance sessions in targeted areas conducted.	<ul style="list-style-type: none"> - Number of technical assistance session conducted - Number of actors reached with technical assistance (disaggregate by sex and youth) 		
Activities by component				
Sustainable Production Practices and Technologies	<ul style="list-style-type: none"> - Provide capacity building through training and demonstrations on sustainable production systems to selected beneficiaries. - Improve the quality and supply of feed/forage for grass-fed cattle. - Launch Solidaridad's rotational grazing app that provides a tool to help farmers map rangelands and usage and plan rotational cycles. - Update and tailor Solidaridad's Farmer and Business Solutions apps to the livestock sector. - Deploy a cattle grading application and capacitate farmers in its utilisation. - Facilitate market linkages between farmers and potential buyers and other actors in the value chain, with a focus on women and youth. 			

Marketing, Market Access, and Business Development	<ul style="list-style-type: none"> - Facilitate the development of farmer companies targeting women and youth using information from VC Analysis and baseline studies. - Support established companies to develop business plans - Support the rehabilitation of livestock market infrastructure. - Capacitate participants and support staff in managing the livestock market infrastructure. - Capacitate retailers and farmers to produce products that meet buyers' specifications. - Facilitate lucrative organic market linkages based on experiences from work in South Africa under the grass-fed beef funded by ACIAR. - Facilitate the companies access to finance in each country using the SwaziBeef financial model
Inclusive Financing Models	<ul style="list-style-type: none"> - Establish a livestock-related Enterprise Development Support Academy. - Forge partnerships with programmes of likeminded institutes and provide support for enhancing their offering to include livestock while allowing this project's beneficiaries to benefit from their already existing (and functional) institutions. - Leverage ILRI's IFAD SwaziBeef model as well as other models (e.g. TechnoServe's AAF Technical Assistance Facility's Inputs Subsidy Programme) to investigate and pilot innovative financing models that ensure participation of women and youth in red meat value chains.
Knowledge Circles and Enabling Environment	<ul style="list-style-type: none"> - Support to the roundtable network, including experience sharing with the wider GRSSB network which includes producers, processors, input suppliers, retailers, NGOs and academia as well as government and UN observers. - Facilitate local and regional market access through improved communications, which include both transparent price sharing and information on timing and location of auctions, as well as extension on market preferences. - Conduct capacity building trainings on nutrition, targeting both women and men in the households, and paying special attention to key informants for women like older women involved in livestock value chains. Nutrition-related stakeholders and practitioners will be engaged in this activity so as to share opportunities for overlaying nutrition interventions on the project model. - Carry out an impact study on gender-related activities in collaboration with the IFAD Gender Team - Conduct workshops, roundtables, and conferences that bring together multiple stakeholders under a collaborative and productive institutional arrangement. - Provide technical assistance in targeted areas, particularly to support the integration of sustainability practices into programming. - Conduct GASL training that includes the identification of existing community centres. The community centres will serve as conduits for transmitting knowledge and awareness on GALS/HHM; building the capacity of the Project teams on GALS/HHM, and establish functional regional knowledge sharing platforms. Working groups and committees will be set up around thematic areas (rural finance, natural resource management and value chain development and extension services). The groups and committees will serve as critical stakeholders on specialised areas in which GALS/HHM methodologies will be tested to generate evidence for upscaling in other sectors. These groups will also serve as another layer of monitoring for the programme at the community levels.

Appendix II – Linkages to IFAD operations

One selected countries, notably Malawi has an IFAD investment project with livestock and meat value chain development components that have been cleared by IFAD and the Governing Body and will contribute to the strategic objectives of the COSOP. The second select country is Zimbabwe. The Government of Zimbabwe has already notified the CD that there is a strong interest in revitalising the cattle/goat production and meat industry. The proposed grant, because of the limited budget but its significant knowledge importance, must be seen as a contributing element for reinforcing on-going IFAD support to country and regional programmes, particularly in Ethiopia, Kenya, Zambia and Mozambique.

The proposed work deals with youth and women participation in the red meat value chains. This links well with the completed IFAD initiatives of SwaziBeef in Eswatini and PROSUL in Mozambique. The countries covered by this project will be linked to the following IFAD initiatives:

- Malawi: the new project TRADE recently approved on beef VC activities under RLEEP.
- Zimbabwe: The grant project will work with goat producers' groups under the ongoing project Smallholder Irrigation Revitalization Programme (SIRP).

Appendix III – Brief description of the main activities under each components

Component 1: Sustainable Production Practices and Technologies

Purpose: To enhance sustainable livestock and feed/forage production practices and technologies that can improve productivity and livelihoods, particularly for women and youth as farmers and business owners. The Project will work with small stock and cattle to allow people, with different economic conditions, to benefit from the Project activities. The interventions focus on the application of good practices in both sustainable production (both feed/forage and livestock) and sustainable landscape management (e.g. rangelands). ILRI's approach will be based on informed choices meeting market requirements (analysed through the Market assessment and the other studies in Phase I) that could promote some production-level changes. This component will not only increase the beneficiaries' capability of meeting the market requirements, but it also aims to introduce new enabling technologies to support them.

Component 2: Market Access and Marketing Development

Purpose: To realise efficiency gains in the value chain through improved market development support and enabling marketing interventions. While the previous component focuses on sustainable production, this intervention focuses on marketing initiatives that can create improved and long-lasting economic opportunities for (particularly) women and youth to drive positive behaviour change among farmers. Additionally, this component will introduce the use of Solidaridad's Cattle Grading App, an innovative marketing tool that aims to standardize grading schemes across greater geographies to stimulate vibrant trade of animals while also contributing to broader regional (i.e. cross-border) harmonization efforts in animal and meat standards.

Component 3: Enterprise Development and Inclusive Financing Models

Purpose: To equip local communities with the skills to prepare, establish, and operate new enterprises in the red meat value chain (including the ancillary skins, hides, and leather industry). The aim is also to pilot inclusive-financing models that would innovatively unlock value-chain financing. This Component will not only support activities under Components 1 and 2 in terms of enterprise development interventions; but intends also to expand the reach to a broader range of SMMEs in the value chain (including e.g. service-provision SMEs, leather and fashion/homeware businesses). Given that participation of women and youth can often face major structural obstacles in established customary systems, these focus areas in the value chain offer mutually attractive and meaningful opportunities for both women and youth. The strategies will be context-specific, for example capitalising on women's traditional role of cattle and land owners in matrilineal systems of Southern Malawi. The Project will further continue to engage with communities in an effort to reduce barriers to women and youth participation in the livestock value chains.

Component 4: Knowledge Circles and Enabling Environment

Purpose: To organize and facilitate learning, exchange, and advocacy through established institutional arrangements, and to advocate for an enabling environment that effectively supports women and youth in market-based improvements. This component will leverage the GRSB platform to stimulate the advancement of continuous improvements in the sustainability of the beef value chain through leadership, science, multi-stakeholder engagement, and collaboration. The localization of institutional arrangements (e.g. through Southern Africa Regional Roundtable for Sustainable Beef – SARRSB – and national platforms) will also be critical since it complements ILRI's approach to entrenching sustainability through building or enhancing long-term, inclusive, institutional arrangements and KM & Learning.

Appendix IV – Communication Strategy and Visibility

The communication and visibility strategy will consider the use of media and content development of the diversity of the audience, which ensuring to abide by clear branding guidelines. The communication tools will include banners at project demonstration sites, feedback meetings, publications both scientific and non-scientific (leaflets and brochures, documents in local and English languages); blogs and videos in local and English languages, training manuals, project reports and press releases etc. A project website will be developed as an integral part of the dissemination strategy, featuring information about the technical (e.g. training manuals, policy papers, impact stories etc.) and operational aspects (e.g. countries worked in, budgets, partnerships etc.). This platform will encourage engagements between members within ILRI's communities of practices on communication and marketing and also provide cross-engagement opportunities through digital link to other information/evidence sources such as partner websites.

Critically, the programme will establish relations with local and national media, newspapers, radio, TV and radio for the release of articles, audio and visual news about events and activities carried out through the Project. The Project intends to produce promotional materials, including signage, shirts and caps for Project staff and target groups with motivational messages. Further, for internal communication and project coordination purposes, the Project will establish an online platform (i.e. intranet). This will involve Project staff managing projects and tasks online. Each team member will be able to create and contribute to workspaces.

Finally, a special paragraph on the acknowledgement of IFAD funding and backstopping technical contribution to the development of any KM product will be included in the Grant Agreement