



PIN'S EXECUTIVE REPORT SERIES

Farmers' Usage, Attitudes and Image of Veterinary Services and Vaccinations

People in Need (PIN) recognizes that while the use of high-quality data is essential for the programming of development agencies, the workload of senior staff can make it a challenge for them to read through often lengthy publications. As a result, interesting reports are produced but only few professionals read them. PIN's EXECUTIVE REPORT SERIES therefore focus on sharing PIN's best practices, research findings and practical recommendations in a brief, to the point and easy-to-read format. As a result, implementing agencies and donors can easily ensure that their programming decisions are based on reliable data and generated lessons, both contributing to the higher impact of their work. For a full list of available PIN Executive Reports, feel free to get in touch with us!

PIN's EXECUTIVE REPORT SERIES
on Farmers' Usage, Attitude & Image of Veterinary Services & Vaccinations

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Author: Petr Schmied
Photo: Jiri Pasz

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“In first semester of 2013, 62 % of raised chicks, 27 % of adult chickens and 11 % of pigs die from preventable diseases, causing costly financial losses to farmers and the Cambodian economy. Improving the quality, accessibility and farmers’ demand for private veterinary services is therefore crucial for reducing poverty in Cambodia and increasing its economic growth.”



RESEARCH BACKGROUND

The presented survey, conducted as a part of PIN's CLIMAD project, addresses the gap in the availability of precise and reliable data on farmers' usage, attitudes and image of local veterinary services and vaccines. Understanding this market **from the farmers' perspectives** is essential for:

- improved promotion of vet services and vaccines
- higher demand for vet services & vaccines, resulting in improved animal health and farmers' livelihoods
- higher profits of Village Animal Health Workers (VAHWs) increasing the sustainability of their services

The presented data was collected in July 2013 by a team of 14 well-trained data collectors. The study involved 641 smallholder farmers from 5 districts of Kampong Chhnang and Pursat provinces selected by using stratified random sampling (5% error margin, 95% confidence level). Structured questionnaires (discussed with VAHWs, Offices of Animal Health and Production and pre-tested by extensive piloting) were used to collect data from those household members responsible for animal care. Each interview took on average 40 minutes. Data is segregated into several main categories – ID poor/ non-ID poor households; male/female-headed households; and according to geographical location.

This report focuses on the realities of **ID poor farmers** which are the main clients of PIN's CLIMAD project. However, PIN has available and actively uses data covering both ID poor and wealthier households (the entire spectrum of the veterinary sector's smallholder focus) and is open to sharing them with other institutions.

CLIMAD PROJECT IN BRIEF

Community Livestock Market Development (CLIMAD) project engages the private sector, civil society organizations and relevant authorities in reducing the poverty of 30,000 livestock smallholders living in 205 villages of Pursat and Kampong Chhnang provinces. CLIMAD's team is working to enable local veterinarians, veterinary companies and local shops to improve the quality, accessibility and demand for private, community-based veterinary and marketing services. As a result, farmers are able to boost their incomes from livestock production while service providers increase their profits, generating lasting win-win solutions for addressing livestock smallholders' needs. At the same time, CLIMAD ensures that the promoted livestock raising practices are environmentally sensitive and benefit the key animal caretakers – women and youth. Close cooperation with the Commune Councils furthermore enables farmers to advocate for the support they need.

CLIMAD is implemented by a Czech NGO People in Need (PIN) with the financial support of the European Union and the Czech Development Agency. PIN works with and supports the capacities of its key national partners – AARR, EPDO, PNKA, SORF and TDSP – and actively cooperates with the Provincial Offices of Animal Health and Production and MAFF. With a duration of 3.5 years, total budget of 1.4 million USD and a team of 34 staff, CLIMAD belongs among the largest livestock market development projects in Cambodia. CLIMAD's team welcomes cooperation with other results-driven agencies.

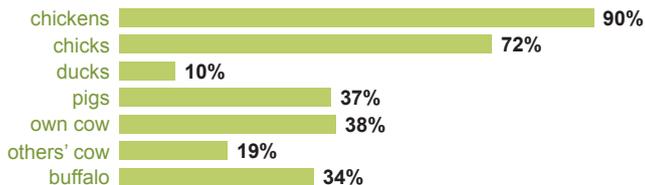


SMALLHOLDERS' LIVESTOCK RAISING

SMALL BUT IMPORTANT

Livestock production is for poor families an important livelihoods strategy improving their income and nutrition, generating savings and enabling transportation. In the assessed areas, animals were raised by 63% of all ID poor households (and by 76% of wealthier households). The most commonly raised animals are:

% OF SMALLHOLDERS OWNING THE FOLLOWING ANIMALS:



- average numbers of raised animals are: 8 chicken, 13 chicks, 7 ducks, 2 pigs, 3 own cows, 2 cows belonging to other (usually wealthier) families and 2-3 buffaloes
- female-headed households (FHH) raise on average 20% fewer animals than other livestock farmers
- due to lower production costs and frequently provided benefits (incl. quick return on investment), chicken raising is the most feasible option for the poorest households



RECOMMENDATIONS FOR POLICY, FUNDING & IMPLEMENTATION

- even though the numbers of animals raised by individual smallholders are limited, collectively they represent a large market which can benefit everyone participating in the livestock value chains, especially poor households
- interventions improving veterinary services will reach most poor households when focusing on poultry
- projects supporting pig raising need to consider a family's ability to pay for relatively expensive inputs (esp. fodder)
- since cattle is seen as a longer-term saving option and pigs are produced for local markets, poultry production has the biggest potential to contribute to improved nutrition

VETERINARY SERVICES IN PRACTICE

DO FARMERS KNOW LOCAL VETS?

- 96% of ID poor farmers know and are able to contact local Village Animal Health Workers - the key providers of veterinary services
- for contacting a local vet, 83% of farmers visit his/ her house while 14% prefer to invite him/ her by a phone

TO WHAT EXTENT ARE VETS' SERVICES USED?

Vaccinations, treatment and deworming are the most commonly provided veterinary services. As the following numbers indicate, their use is directly related to the animals' perceived value.

<i>% of households using services at least once per year</i>			
	poultry	pigs	cattle
vaccination	15%	46%	72%
treatment	11%	56%	60%
deworming	4%	42%	15%

Female-headed households have even lower use of vet services. Farmers not using veterinary services stated as the main reasons their ability to treat animals on their own, financial barriers and a widespread perception that "animals look healthy" (and no special care is required). Furthermore, VAHWs largely aren't interested in dealing with small numbers of poultry as the profits "aren't worth the effort".

ARE VETS' SERVICES AFFORDABLE?

ID poor farmers using veterinary services spend on average \$ 9.8 per year. Thanks to Government-subsidized vaccination campaigns, spending for cattle is lowest while highest expenditures go on pig raising.

Only 5% of poor farmers raising pigs and 9 % raising cattle found vet services too expensive. Farmers not using vet services largely weren't aware of vet costs. For further details, see also section on vaccinations.

RECOMMENDATIONS FOR POLICY, FUNDING & IMPLEMENTATION

- farmers cooperating in small, informal groups on accessing veterinary services (especially vaccinations) increase their economic attractiveness for VAHWs, leading to an improved access to the services they need
- supporting VAHWs in promoting their services helps to increase their client base and assist more farmers
- since poor farmers are familiar with local VAHWs, it is important that NGOs support VAHWs in improving the quality and demand for their services and avoid undermining VAHWs' work by an unsustainable provision of free vaccinations and other usually short-term activities

UNDERSTANDING CLIENTS' PERCEPTIONS

FARMERS' IDEAS FOR IMPROVING VET SERVICES

Cambodian livestock farmers are keen to share their opinions on how veterinary services can better respond to their needs:

- by far the most common priority for farmers was to receive more advice on animal care
- especially poorer, smallholder farmers have experienced local vets not coming (or coming too late) when requested, discouraging farmers from requesting vets' services
- farmers would further appreciate a greater quality and especially diversity of vets' services (to vaccinate poultry, ensure deworming, castration and others)

"MOTIVATE BY SHOWING SUCCESS"

Farmers vaccinating their animals have a number of ideas on how to motivate others to follow their example:

- *"Show farmers how successful their neighbours which vaccinate animals are [and farmers' will want to achieve the same]"*
- *"Village vet should have its own demonstration farm and train other farmers there"*
- *"Vets need to promote the work they're doing, so that people start using it"*



RECOMMENDATIONS FOR POLICY, FUNDING & IMPLEMENTATION

- invest extensively into practical trainings followed by coaching sessions with a very practical content, only a minimum of theory and an emphasis on 'learning by doing'
- where relevant, build VAHWs' advisory capacities, so that vets not only treat and vaccinate but also provide useful advice
- ambition to achieve the same success as one's neighbour is a strong motivation factor worth applying

FOCUS ON VACCINATIONS

INVESTING IN PREVENTION

Vaccination is one of the main measures for reducing animals' mortality and improving farmers' livestock production. The following overview helps us to understand to what extent farmers actually vaccinate their animals.

	<i>never</i>		<i>irregularly</i>		<i>regularly</i>	
	ID poor	not ID poor	ID poor	not ID poor	ID poor	not ID poor
poultry	83%	79%	10%	2%	7%	19%
pigs	51%	38%	3%	7%	46%	55%
cattle	18%	12%	10%	10%	72%	78%

As the overview shows, a very large portion of farmers don't vaccinate their animals, especially poultry. ID poor female-headed households vaccinate 10-20% even less than other farmers. Cattle vaccinations are common thanks to Government-supported regular vaccination campaigns and cattle's high economical value.

WHY SO MANY FARMERS DON'T VACCINATE THEIR ANIMALS?

Both poorer and wealthier farmers interviewed stated two main reasons:

1. farmers don't know how to select and use vaccines
2. "animals look healthy" (and farmers' aren't motivated to invest into reducing an "invisible" risk which may but also may not materialize)

Financial barriers didn't seem to be among the main reasons for why poor farmers don't vaccinate their animals – for example, only 15% of ID poor farmers stated that they cannot afford poultry vaccinations. The full overview of the main reasons provided by farmers is provided below:



	poultry	pigs	cattle
vaccines aren't helpful	11%	18%	8%
animals look healthy	30%	49%	66%
I don't know where to buy vaccines	7%	9%	5%
vaccines aren't sold close to my village	18%	9%	0%
I don't know how to use vaccines	74%	44%	34%

WHAT VACCINES FARMERS USE?

The percentages of ID poor farmers who vaccinate their animals with a particular vaccine are:

- **poultry** – Newcastle (66%), Cholera (26%), Fowl Pox (58%)
- **pigs** – Pest (94%), Salmonellosis (28%), Pasteurellosis (44%), Foot and Mouth Diseases - FMD (43%)
- **cattle** – Pasteurellosis (78%), FMD (65%), Blackleg (13%)

HOW MUCH FARMERS' SPEND FOR VACCINES?

ID poor farmers vaccinating their animals spend annually on average \$ 3.1 for poultry, \$ 3.3 for pigs and \$ 1.2 for cattle vaccines.

ARE VACCINES AVAILABLE LOCALLY?

60% of ID poor and 80% wealthier farmers knew a shop selling animal vaccines whose average distance from respondent's home was 6.6km. Only a minor percentage of respondents have to travel 20-30km to purchase vaccines while majority 4-5km only.

RECOMMENDATIONS FOR POLICY, FUNDING & IMPLEMENTATION

- since vaccines are generally accessible and the majority of poor farmers find them affordable, veterinary sector interventions focusing on improving the production of poor livestock farmers should focus on addressing two essential issues:
 - increasing farmers' interest to vaccinate even when "animals look healthy" (e.g. by comparing the costs of vaccinations with the financial loss incurred when unvaccinated animals die)
 - improving farmers' know-how on using vaccines through practical training and follow-up coaching
- benefits of such interventions should be delivered primarily by qualified VAHWs and veterinary shops which are well positioned for providing required know-how and vaccines in a long-term
- promotion of poultry vaccinations is needed most and can benefit the highest number of poor farmers
- in addition to general promotion of vaccinations, farmers need to gain a better understanding of what vaccines are required and when (so that animals are fully protected and farmers can keep their trust in vaccination benefits)

RECOGNIZING MARKET OPPORTUNITIES

HOW BIG IS THE MARKET?

The Cambodian veterinary sector lacks reliable data on its financial revenues, numbers of clients etc. However, by taking into account findings from this research and data available from OAHPs, we can estimate the potential size of the market for private suppliers of veterinary services and products. In CLIMAD's target provinces alone:

- farmers raise 2,595 000 poultry, 201,000 pigs, 427,000 cattle
- 1,117 VAHWs and over 100 shops, middlemen and companies supply veterinary products and services, representing a large network of suppliers focusing on the needs of livestock farmers
- assuming that the vaccination rates identified by this survey can be applied to other farmers, over 2 million poultry, 86,000 pigs and 61,700 cattle are never vaccinated – while this negatively affects local livestock production, it also represents an excellent “untapped” market opportunity for VAHWs, veterinary shops and companies motivated to assist farmers more (and increase their sales)
- in financial terms, such a market opportunity is equal to an annual amount of a minimum of 500,000 – 650,000 USD spent on vaccinations alone (both the vaccines and vets' service fees)
- considering the large numbers of farmers not regularly using veterinarians' services to treat their animals, VAHWs as well as sellers of veterinary products have very good potential to assist farmers more (and further increase their profits)



RECOMMENDATIONS FOR POLICY, FUNDING & IMPLEMENTATION

- VAHWs, shops, middlemen and companies with veterinary products have exactly the same goal as many development interventions – to increase the number of farmers using veterinary services. Take advantage of this excellent opportunity and cooperate on ensuring that:
 - quality and affordable products and services reach farmers, especially poorer ones and women
 - local vets can access required know-how & products

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People in Need (PIN) is a Czech non-governmental organization providing relief and development assistance in developing countries while working to defend democratic freedoms. PIN has worked in Cambodia since 2008, supporting the implementation of the Royal Government of Cambodia's development priorities in 3 sectors: market development for improved livelihoods and environmental protection; maternal and child health with a special focus on nutrition and newborns; and disaster preparedness and response. PIN closely cooperates with 8 local partner NGOs, relevant Government departments and Alliance 2015 partners. In 2013, PIN's team in Cambodia consisted of 20 national and 4 expatriate staff.

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Call: 026 6355557

E-mail: climad@pinf.cz

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