FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Feed the Future Innovation Lab for Livestock Systems

Modeling Community-Led Goat Genetic Improvement Program into Sustainable and Profitable Business

2023 – 2025

Genetically superior goats currently do not fetch improved prices in the market in Nepal. Business models that include QR coding of individual goats and data through mobile apps can provide buyers with knowledge about goat quality, resulting in higher prices for these superior-quality goats.

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Project Goal

The overarching goal is to establish viable and sustainable business models for goat breeding centers where certified superior breeding goats are sold for a premium price, and the community can run the business sustainably and profitably.

Objectives

- Identify major gaps in efficient functioning of current breeding center business models.
- Test the use of a mobile app as a household data recording system.
- Analyze the landscape of Nepal's current breeding goat market in terms of demand and supply trends, pricing, promotion, branding, and availability.
- Test the use of blockchain technology to ensure the traceability and quality of breeding goats.
- Create, evaluate, and establish a sustainable and viable business model that can be replicated in other areas.

Background

With a goat population of over 12 million, Nepal has recently become self-sufficient in fulfilling its national demand for goat meat. The demand has been rising exponentially over the last few years, and goat production and marketing systems need to be efficient to keep pace with it. A major limitation is an inadequate supply of high genetic worth breeding goats.

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Heifer Project International Nepal started the community-initiated genetic improvement program in goats in 2014. It became successful in producing genetically superior breeding goats with predictable genetic merit; however, it has not yet produced a profitable business model. This project will focus on establishing viable and sustainable business models of breeding goat resource centers, where certified superior breeding goats will be sold at the intended premium price and where the community can run the business sustainably and profitably.

Approach

First, limitations of the existing breeding goat business model will be identified, followed by the development of a mobile app to record goat performance. Next, goat traders will use QR codes to trace a goat's origin and quality. A national-level breeding goat value chain study will help conduct experimental designs that include the creation of business model prototypes, evaluating and remodeling, and handing over a successful model for adoption.

Additional Collaborators and Partners

- Loknath Paudel, Department of Livestock Services, Government of Nepal
- Lila Karki, Rural Economic Development Association, Tansen, Nepal

Government of Nepal
Department of Livestock
Services

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Project website link

https://livestocklab.ifas.ufl.edu
www.feedthefuture.gov