Rwanda Dairy Competitiveness Program II

The Role of Increased Income and Women's Empowerment on Nutrition

WEBINAR April 30 2015
GOR sees Rwanda as a **middle-income economy by 2020**

Dairy sector seen as an **engine of rural growth and income**, regional export

GOR promoting cow ownership for **poverty alleviation, improved nutrition** and re-creation of “community”

Full transparency and accountability for high rates of rural poverty and malnutrition
> Rwandans consume an estimated 40 litres of milk per person per year instead of the 200 litres recommended by the WHO.
> Low levels of milk consumption in Rwanda are partly due to insufficient knowledge about the nutritional benefits of milk.
> Ministry of Agriculture and Animal Resources has prioritized behavior change around milk consumption.
> Research suggests dairy cow ownership can impact stunting (0.5 standard deviations in height-for-age z-scores among Rwandan children in households that received dairy cows).*
> Potential to stimulate and increase demand for milk leading to significant growth for the sector, increased income for farmers, new jobs in rural areas and enhanced nutrition.

*Heifer International, 2014
> Policy – enabling environment
> Farm level production
> Milk Quality
> End Market (nutrition)
Dairy producer

Dairy producer

Dairy producer

Aggregation point

MCC

Large Processors

Raw Milk Seller

Cottage processing (cheese, yoghurts)

Push effect (Production)

Input support
Feed plans
Breeding plan
Herd Health

Quality training
Equipment & Kitting
Incentives system

Pull effect (Consumption)

Quality training
Equipment & Kitting
Quality practice

Quality Practice
Incentive-based pricing
Market Relations

RDCP II approach
Food security: Increase in milk sales and improvements in milk collection stimulates increases in milk production providing opportunity for increased home consumption especially with afternoon milk.

Health: Increased awareness on importance of milk testing and milk quality

Improvements in cold chain and milk value chain logistics have provided additional opportunities for consumption of more hygienic milk

Women’s empowerment: Increasing women’s voice and decision making in the family home contributes to improved dietary intake
“In my family, I used to sell all my milk and keep some for only one day...... now I sell milk two days  and keep something for the house on the third day ”. Male farmer, Rubavu District

Table 8: determinants of Food Purchases: Before Feed the Future Activity and Current”.

<table>
<thead>
<tr>
<th></th>
<th>IILP</th>
<th>RDCP II</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Pre-Feed the Future Activity %</td>
<td>Current %</td>
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<tr>
<td>Money</td>
<td>72</td>
<td>57</td>
</tr>
<tr>
<td>Health</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>Food Preparation Skills</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Availability in the Market</td>
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<td>3</td>
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<tr>
<td>Food Preference</td>
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<td>12</td>
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<tr>
<td>Food Not Available at Home</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Household size</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Food Nutrient Content or Balanced Diet</td>
<td>32</td>
<td>76</td>
</tr>
</tbody>
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RDCP II Take aways
Respondents reported more time for caregiving due to improved time management skills, easy-to-reach MCC, and use of more efficient tools. To a limited extent, male involvement also a factor.
**Shisha Wumva: Feel the Goodness**

- Milk consumption campaign that associates milk with a healthy body
- Backed by best practices at farm, MCC, processor and retail outlet
- Links the entire sector around best practices for milk safety and quality
- Allows for differentiation from “informal market”
- Promotes consumer demand

**Consumer awareness of milk benefits**
Shisha Wumva: Driving demand for milk to grow the dairy sector
>- Synergies with GoR efforts to include dairy to improve nutrition
>- Ownership of approach by private sector
>- Public and Private Platforms to promote consumption - GOR and RNDP
>- Consumers resonate with campaign
Key nutrition-sensitive agriculture programming principle being incorporated: nutrition promotion and education building on local knowledge focusing on key areas of intervention:

- Dairy farmer household milk consumption as part of an overall diverse and sufficient diet (Pregnant Lactating Women, U5s)
- More equitable work-sharing and decision-making
- Appropriate hygienic practices by child care givers, particularly around food storage, preparation and consumption (especially hand washing).
Next steps Nutrition Promotion

> **Nutrition sensitive approaches**
>  > Interpersonal communications integrated into farmer-level interventions
>  > Example: Nutrition promotion to farmers by service providers eg MCC’s (trained on nutrition) with supporting materials
>  > Model farmers with increased awareness on nutrition with supporting materials
>  > Awareness creation towards improved nutrition through increased consumption of Milk and dairy products in Rwanda supported by radio drama
>  > Community outreach theatre with interactive components that compliment the radio program
>  > Coordination with IILP in areas of overlap.
Thank you