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## Rwanda Dairy Competitiveness Program II



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

WEBINAR April 30 2015





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- > 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



## Context for Dairy Development in Rwanda



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- > **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

## **Dairy and Nutrition**



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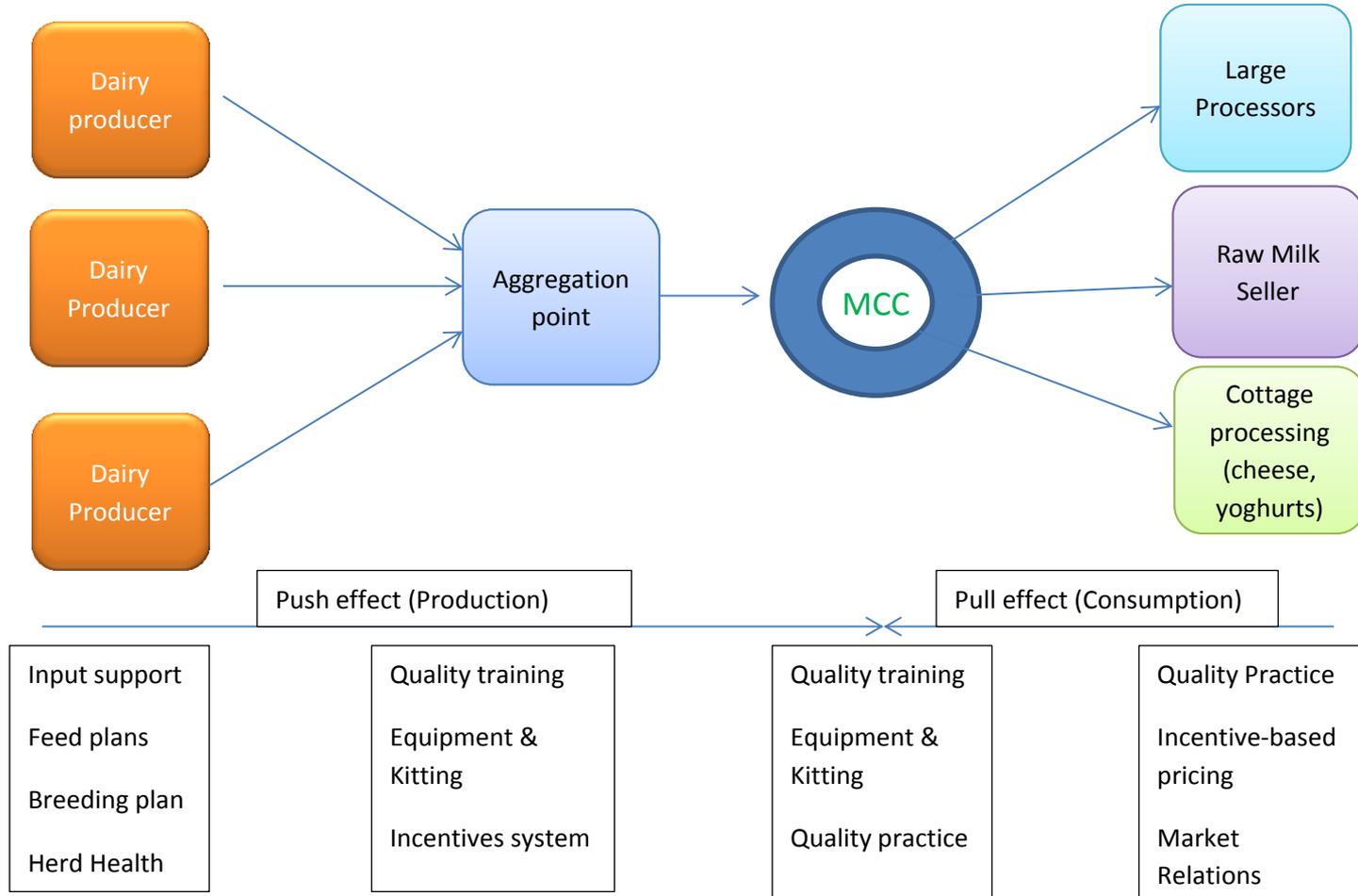
- > **Policy – enabling environment**
- > **Farm level production**
- > **Milk Quality**
- > **End Market ( nutrition)**

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**RDCP II Four Pillars**



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# RDCP II approach



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- > **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**



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**“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”.**

	IILP		RDCP II	
	Pre-Feed the Future Activity %	Current %	Pre-Feed the Future Activity %	Current %
<b>Money</b>	72	57	65	50
<b>Health</b>	14	22	18	20
<b>Food Preparation Skills</b>	3	0	0	0
<b>Availability in the Market</b>	3	3	2	2
<b>Food Preference</b>	13	12	20	20
<b>Food Not Available at Home</b>	28	28	35	35
<b>Household size</b>	7	5	3	3
<b>Food Nutrient Content or Balanced Diet</b>	32	76	58	77

**RDCP II Take aways**



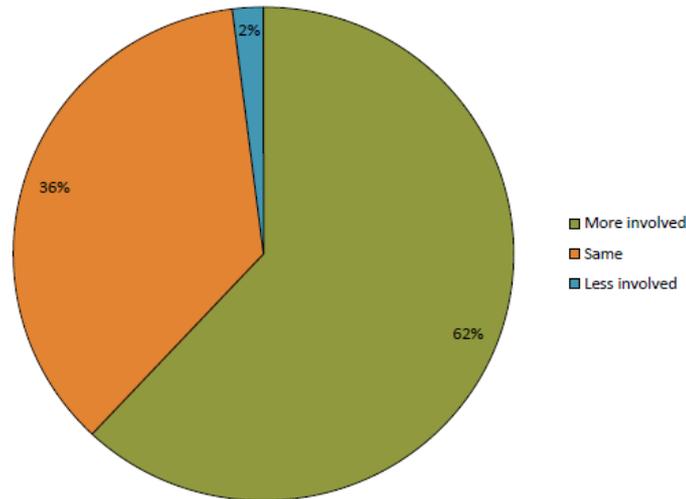
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- > Respondents reported more time for caregiving due to improved time management skills, easy-to-reach MCC, and use of more efficient tools. To a limited extent, male involvement also a factor.

Figure 12. Perceived Changes in Income-Related Decision Making among RDCP II Beneficiaries: Before Feed the Future Activity and Current



**RDCP II Take-aways**



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## *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**



**AMATA**  
**GENERA UMWANA WAVE**  
**IBYZA BIHEBUJE**

**SHISHA WUMVA**  
Nywa amata ugire ubuzima bwiza



shishawumva

**Consumer awareness of milk benefits**



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- > **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



**Sector ownership of consumption campaign**



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- > **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).

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## Next steps Nutrition Promotion



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> **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.

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## Next steps Nutrition Promotion



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**Thank you**