



Private Sector Development Impact Stories

Market Systems and Value Chain Development



DCED

The Donor Committee for Enterprise Development

The [DCED's Impact Stories](#) webpage offers a collection of short stories about private sector development programmes that have created jobs and income for the poor at scale – according to self-reported results. These stories underline the great potential of the private sector to generate economic opportunities and improve the living conditions of the poor.

Impact Story: Making cattle markets pay more for the poor in Zimbabwe

The economic crisis in Zimbabwe has devastated the livelihoods of many of its people and thrown many of the markets Zimbabweans depend on into decline. In Guruve District, 80% of households depend for part of their income on cattle production.

What Has Been Done? Practical Action embarked upon a 30-month project to develop the cattle market in Guruve. The programme has worked with farmers to initiate new commercial relationships with suppliers of fodder and veterinary drugs. Now that farmers have access to fodder during the dry season, when grazing is scarce, the quality of their livestock has improved. Helping to initiate a public-private partnership to train skilled farmers as paravets, Practical Action has also helped Guruve's livestock farmers to access affordable, sustainable veterinary services. In addition, the programme has helped to improve collaboration between farmers and buyers, who now pre-arrange market days, allowing buyers to reduce their procurement costs.

What Has Been Achieved? As a result of project activity, prices of cattle have increased by at least 8% in real terms between 2005 and 2008. In addition, the number of cattle being sold for slaughter has risen from 5% to 10% during the same period. The training of paravets has led to a 20% reduction in the prevalence of livestock disease in Guruve. The training model is set to be replicated in other nearby districts, improving veterinary services for more farmers. So far, the improvement in incomes from programme activities has brought a direct benefit to 20,000 livestock farmers and their families - over 100,000 people in total, through an expenditure of £50,000 over two and a half years. In Guruve, about 30% of the beneficiaries are women. These women use their increased incomes earned to pay school fees, buy food and buy clothing for their families. This has increased the respect they get within their families and raised their status within their communities. [More Information](#).

[Click here](#) for more impact stories of Market Systems and Value Chain Development programmes.