

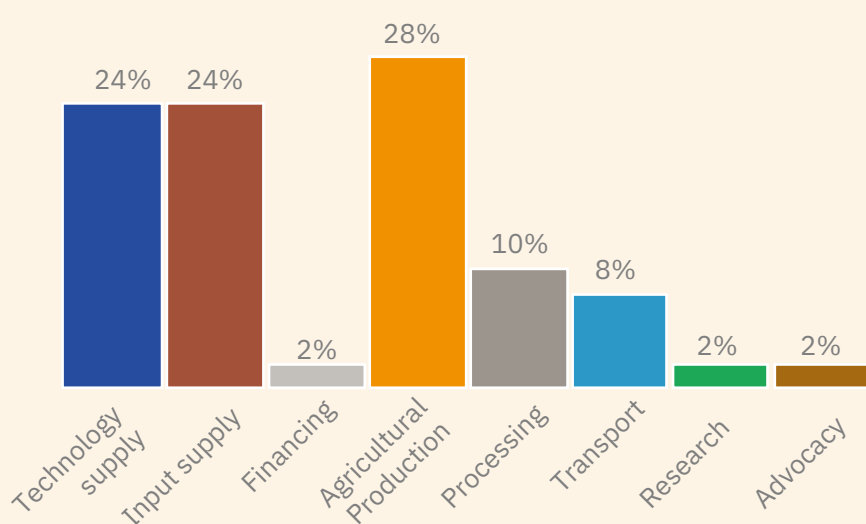
NEADAP Report

Dairy extension by consultants



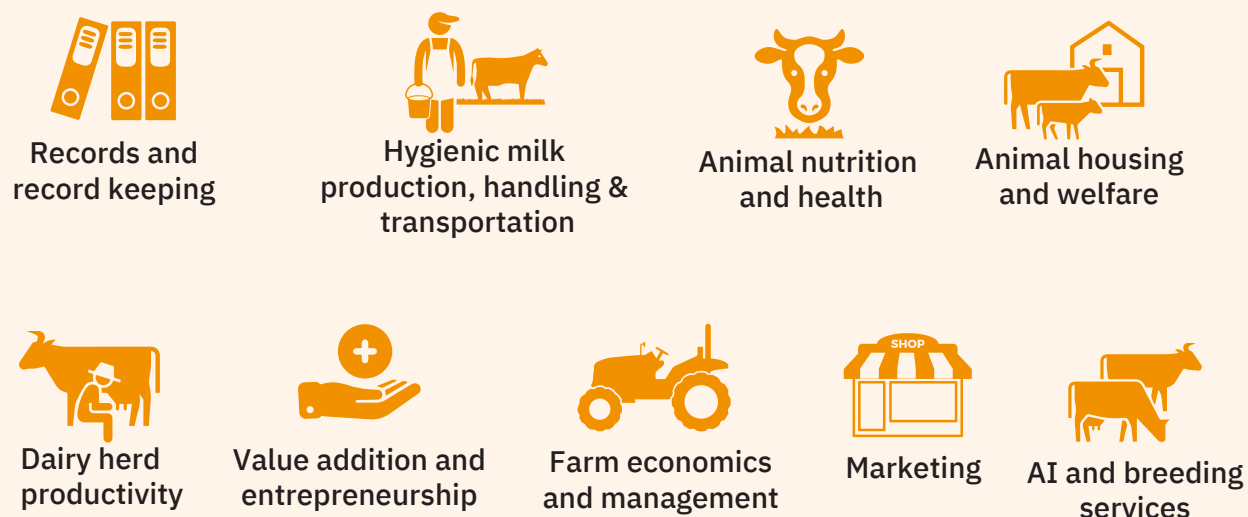
NEADAP partners Agriterra and Wageningen University & Research surveyed 39 consultants in East Africa about how they deliver dairy extension. Here are the highlights.

Consultants' activities



Consultants usually engage in multiple topics, but for a specific segment of dairy farmers.

Important extension topics



Key messages

For decision-makers

- Consultants that provide customized services can bridge the gap in extension services left by other channels.
- Consultants in the survey have a business model that fully depends on income from advice and extension.
- Training on soft skills and business modelling may help consultancies to build self-sustaining enterprises.
- Dairy consultants invest in dairy networks to foster mutuality and visibility that help develop their portfolio.

For professionals

- Start by profiling the dairy farmers that are the target audience for extension and advice.
- Choose a strategic location for the office of the consultancy.
- Market the company among dairy farmers and to the leadership and managers of their organizations.

SWOT Analysis

S

STRENGTHS

Experienced staff
Client relations
Strategic plan
Service packaging/ adaptability
Capital

W

WEAKNESS

Fund constraints
Inexperience
Farmers unwilling to pay
Weak structures/ inefficiencies
Few staff
Poor brand visibility
Bureaucracy
Poor technology

O

OPPORTUNITIES

Increased investments in dairy value chain
Increasing demand for dairy extension services
Networking
New technologies
Political goodwill
Changes in climate
Social capital/trust

T

THREATS

Limited access to (financial) resources
High prices leading to high operational costs
New entrants/competitors
Limited skilled employees
Natural calamities
Trust issues
Poor policies
Poor infrastructure

5C Framework

5 capabilities assessment for dairy advisory service provision by cooperatives



Capability to act and commit

Capability to deliver on development objectives

Capability to adapt and self-renew



Capability to relate to external stakeholders



Capability to achieve coherence

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