

# Participatory development of sector strategies for double-purpose cattle value chains in Caquetá and Guaviare, Colombia

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## Introduction

- Livestock production in Colombia is characterized by its low productivity and efficiency and considered as one of the main drivers of deforestation and greenhouse gas emissions.
- At the same time, the rapid globalization of agricultural commodity markets, especially for livestock products, implies compliance with new health, food safety, traceability and sustainability requirements.
- Through sustainable intensification, the Colombian livestock sector has strong potential to contribute to reducing environmental impacts and to developing new markets through product differentiation.
- For achieving sustainable intensification, compliance with new requirements, competitiveness and product differentiation, efforts towards articulating and strengthening value chains (VC) are needed.

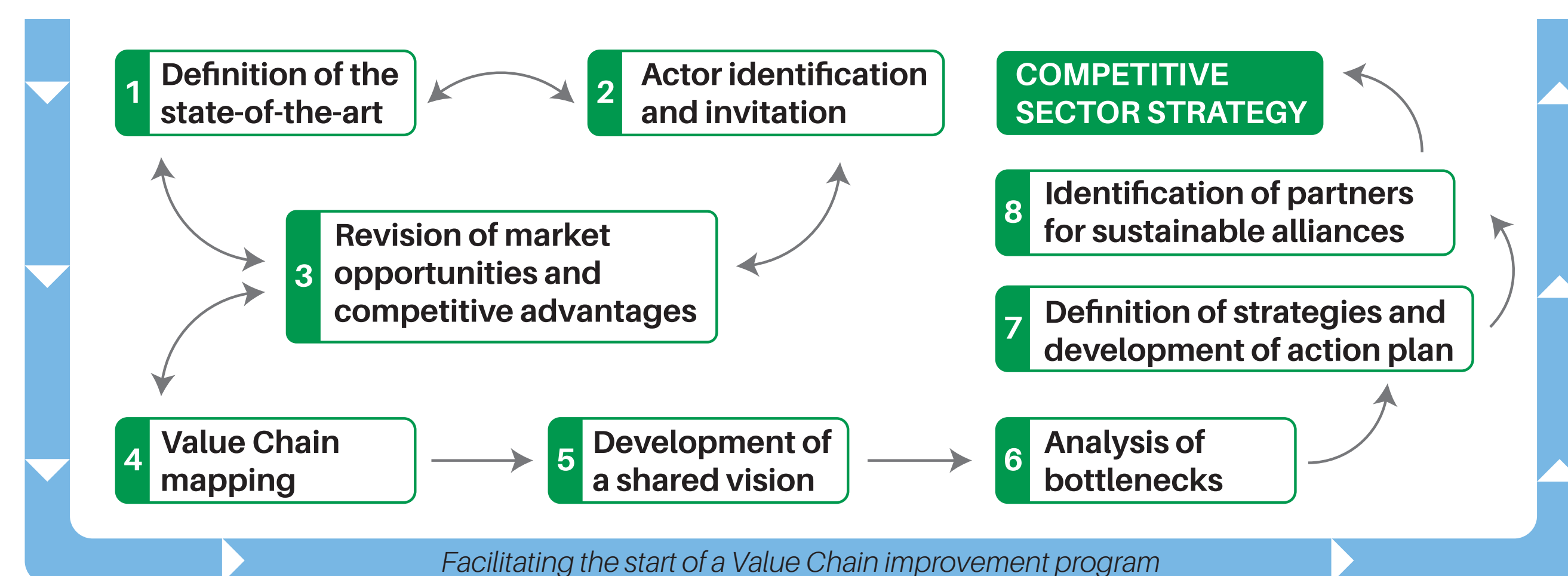
## Objective

To strengthen the double-purpose cattle VC in the northern Amazon region of Colombia, putting special emphasis on increasing their economic competitiveness and environmental performance, through the participatory development of a sector strategy that promotes zero deforestation agreements.

## Methodology

- The study was conducted in the Caquetá and Guaviare Departments of Colombia and is one of the elements of the national governments "Visión Amazonia" strategy.
- Data sources: secondary sources, personal interviews with key VC actors and four participatory multi-stakeholder workshops (two per Department) applying two similar VC methodologies: LINK 2.0 (Lundy, et al., 2014) and ValueLinks (Springer-Heinze, 2007).

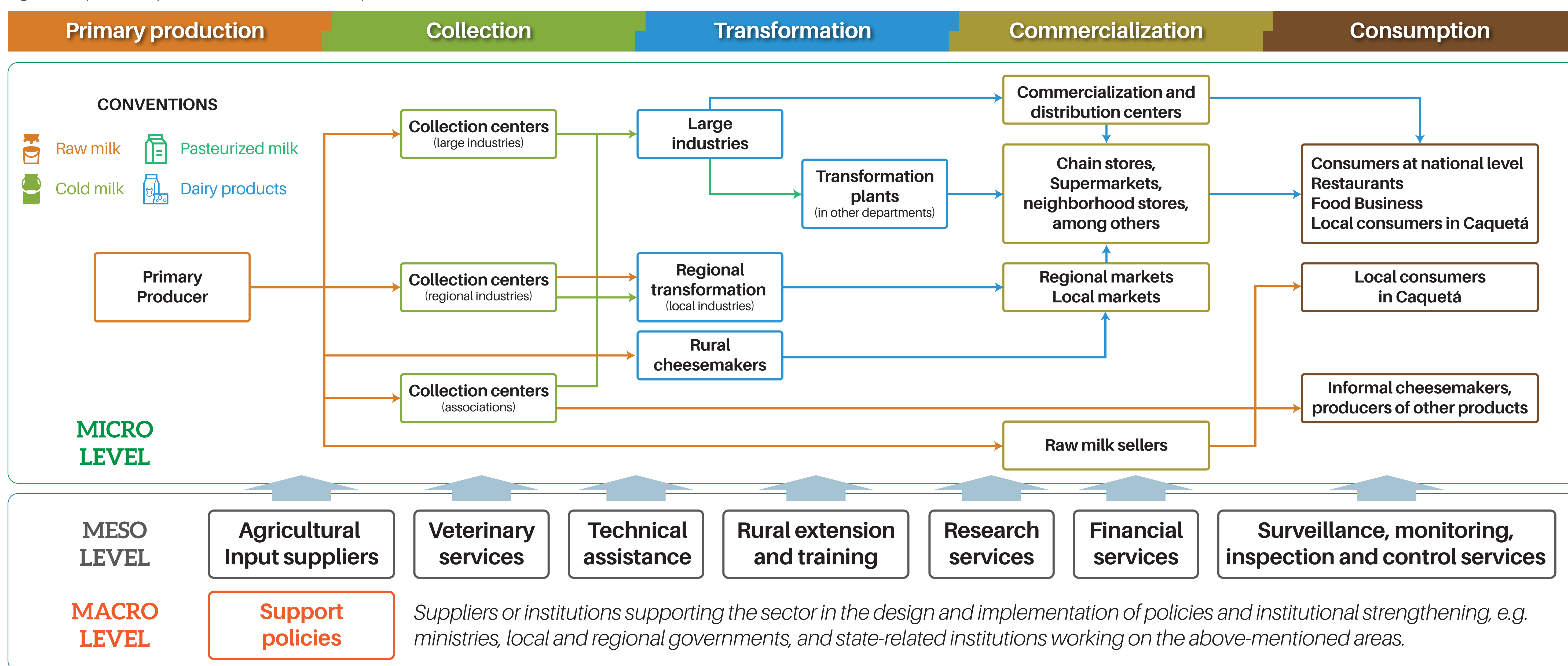
Figure 1. Methodological steps for the development of a competitive sector strategy



Source: own elaboration

## Results

Figure 2. Map of the Caquetá milk value chain (as an example)



Source: own elaboration

Table 1. Identified main strengths, weaknesses, opportunities and threats for the livestock sector in Caquetá and Guaviare

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Availability of (resistant) local genetic materials.</li> <li>• High compositional quality of the milk.</li> <li>• Existence of certification for denominated origin.</li> <li>• National recognition of local products.</li> <li>• Favorable agro-ecological and climatic conditions.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited and uncoordinated technical assistance and extension efforts.</li> <li>• Low productivity and profitability of the primary sector.</li> <li>• Absence of financial incentives for sustainable cattle production.</li> <li>• Limited knowledge on how to access national and international markets.</li> <li>• Clandestine and illegal cattle slaughtering and strong presence of wet markets.</li> <li>• Strong presence of intermediaries in milk and meat commercialization.</li> </ul>	<ul style="list-style-type: none"> <li>• Rich biodiversity in both departments.</li> <li>• Availability of resources within the post-conflict and Amazon conservation frameworks.</li> <li>• Increasing global demand for organic and sustainable products.</li> <li>• Initiatives for the development of differentiated products from the Amazon.</li> </ul>	<ul style="list-style-type: none"> <li>• Uncertainty with many aspects related to the post-conflict process.</li> <li>• Increasing deforestation.</li> <li>• Lack of generational relief.</li> <li>• Imports of cheaper products; Free Trade Agreements.</li> <li>• Closure of borders for animal health issues.</li> <li>• Poor road infrastructure.</li> <li>• Substitution of beef by chicken, pork and fish (national and international supply).</li> </ul>

Source: own elaboration

## Conclusions and recommendations

- The definition and promotion of technological packages for the sustainable intensification of cattle production is a step towards improving the productive indicators and can contribute to reducing deforestation
- The development of differentiated markets (e.g., origin, zero deforestation) can be an alternative for obtaining higher prices. However, it is necessary to identify such opportunities and to evaluate the challenges, costs and benefits they may come along with
- The articulation and collaboration among all direct and indirect actors of the VC is essential to ensure e.g: Access to credit with favorable conditions and permanent technical assistance of high quality (both taking into

account sustainability criteria); Development of infrastructure for local product transformation; Business strengthening of producer associations and (local) industries

- Actions prioritized by the VC actors in the participatory strategy development include: Establishment of a technical assistance network; Design and implementation of incentives for sustainable transformation; Promotion of inclusive commercial alliances; Forums for dissemination of potential differentiation strategies; Implementation of tools to improve product traceability; Characterization and consolidation of sector statistics.

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