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Business planning for commercialisation of livestock vaccination services: The case of Rift Valley Fever vaccine in Kenya

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Abstract

This study was meant to inform successful rollout of commercialised Rift Valley Fever (RVF) vaccination services in Kenya for greater effectiveness in disease outbreak mitigation. The analysis focused on 3 contrasting counties in terms of livestock production systems including Muranga, Laikipia and Isiolo. The approach used was adapted from the USAID's Center for Accelerating Innovation and Impact (CII) guide on business planning during introduction of new innovations in human health in new countries. The methodology consists of 3 steps including identification of geographical regions where potential for success is highest; conducting an in-depth assessment of the market including determination of opportunities and barriers to scale-up of the innovation; and developing a strategy for overcoming barriers.

Constraints and opportunities to successful commercialisation of the vaccine varied across counties. Owing to public the benefits that accrue from vaccinating, the commercialisation of the vaccine could take the form of occasional campaigns involving Public Private Partnerships (PPPs). An important barrier to successful commercialisation is the widespread lack of knowledge about RVF among farmers which undermines demand for the vaccine. Vaccination campaigns should therefore feature education of livestock producers about the disease. The possibility of success of commercialisation was found to be highest in Murangá. In Laikipia and Isiolo, chances for success were rated as modest and lowest, respectively. A major constraint in the latter two counties is the culture of dependency on free vaccines provided by donors often responding to emergencies including disease outbreaks and droughts. Vaccination campaigns should henceforth be scheduled as disease outbreak mitigation strategies instead of emergency responses and cost recovery from prices that farmers are charged should be balanced against potential vaccination coverage.

Keywords: Commercialisation, vaccination, Rift Valley Fever