Mapping the red meat market system to inform pastoral livestock breeding programmes in Kenya

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Introduction

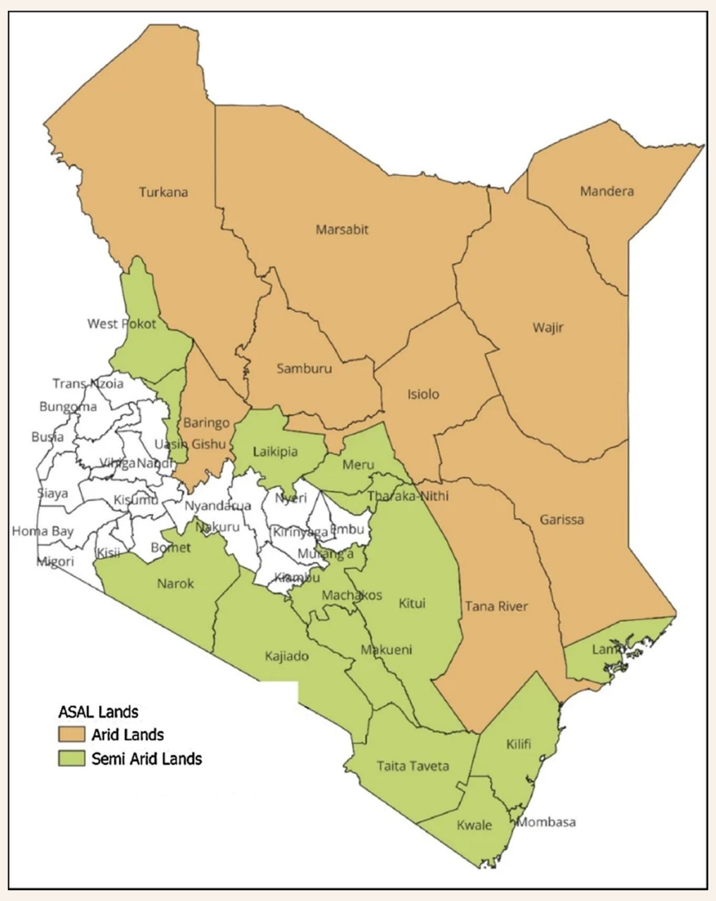
85% Kenya landmass

>20% Human population

~75% National ruminant herd

>80% Domestic beef supply

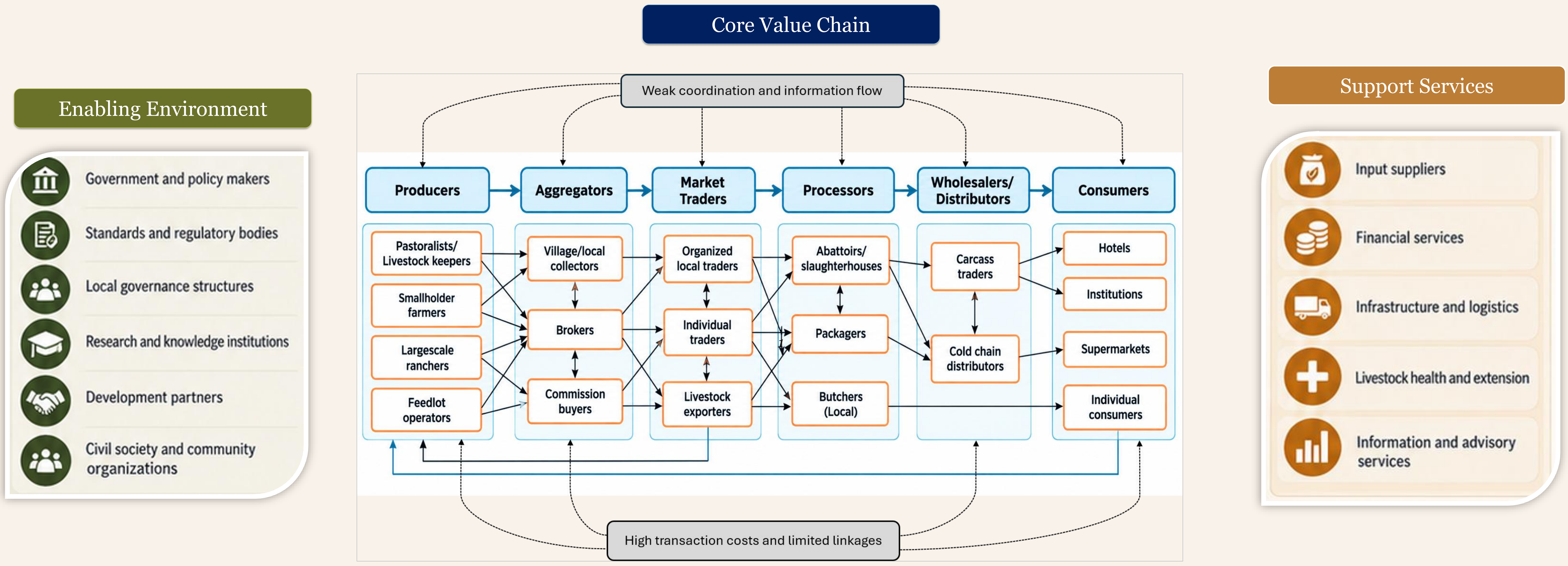
- ❑ Pastoral systems are central to Kenya's livestock economy but remain constrained to drought, diseases, feed shortages and weak market linkages
- ❑ Understanding how actors interact in the red meat market systems can help shape more market-responsive breeding programs



Methods

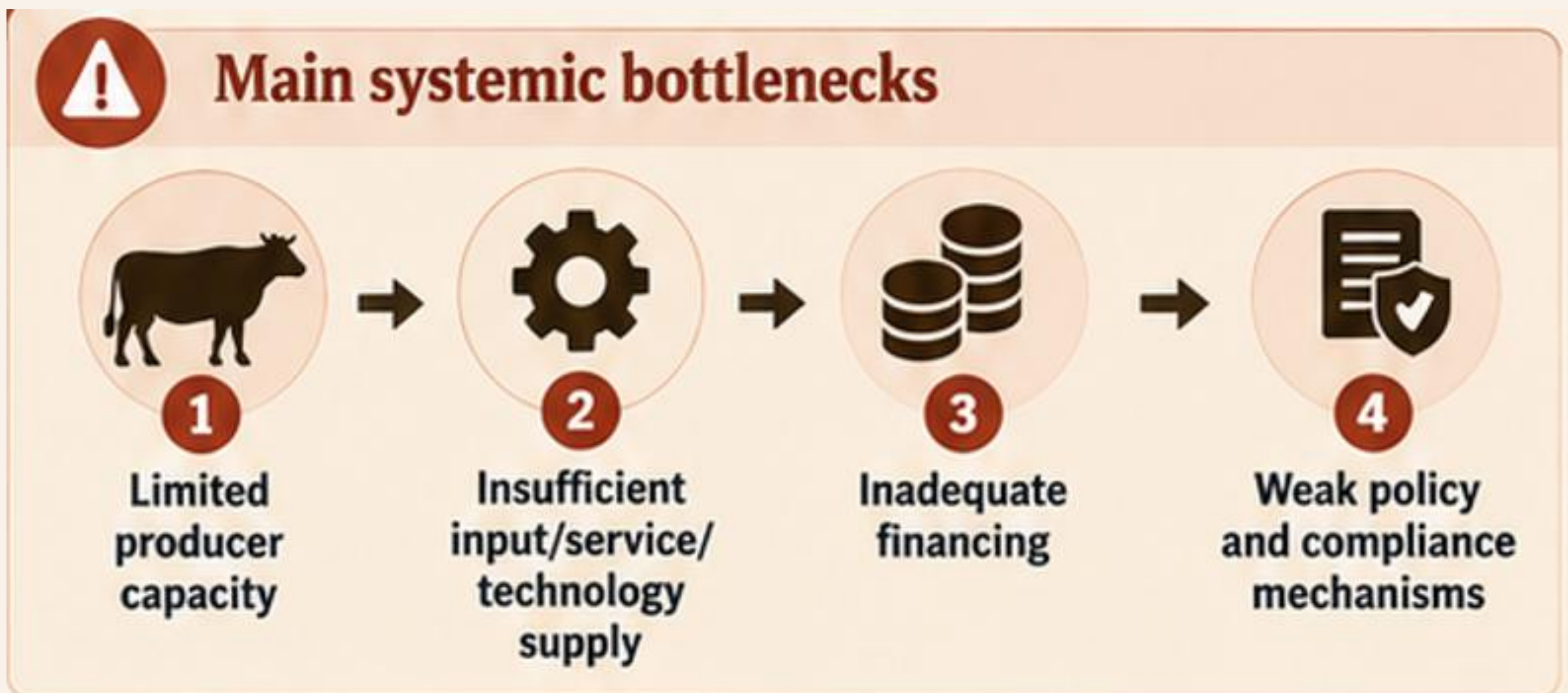
- ❑ A market systems analysis framework was adopted
- ❑ Value chain mapping was conducted by 40 strategically selected representatives
- ❑ Participants were grouped into five categories: livestock producers, aggregators, traders, service providers and institutional enablers
- ❑ Actor groups identified key system blockages and explored their root causes

Market Systems Map



Results

- ❑ Many actors were concentrated in the core value chain, but the linkages were weak
- ❑ The root causes to the systemic blockages were;
  - ✓ Socio-cultural and gender barriers
  - ✓ Limited knowledge and skills
  - ✓ Poor information systems
  - ✓ Lack of collective action



Conclusions

- ❑ Strong interdependence exists among actors in the red meat value chain
- ❑ A systems approach improves understanding of actor linkages and strengthens coordination in pastoral environments
- ❑ Market-systems insights help align breeding objectives with market demand, enabling more relevant and transformative breeding programs

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