



Promoting Beef Value Chain to Secure Living Income of Small-scale Farmers

Heifer International Bangladesh's Approach in Beef Sector

Heifer International Bangladesh developed a beef fattening model for small-scale farmers to combat the challenges for beef fattening sector in Bangladesh. Through this model the farmers complete a buy-rear-sell value adding cycle within four months, the profit helps sustaining their livelihood. It has been observed that if a farmer invests \$3,897 for 2 bull fattening in a year, the profit stand to approximately \$1,628. To support this model Heifer International Bangladesh also facilitated to create access of veterinary services, affordable finance, market linkages and capacity building initiatives.

Overall Impacts in Beef Sector as of June-2019



11,420 Beef HHs secure living income by heifer's intervention



Facilitate to develop 59 community agro veterinary entrepreneurs (CAVEs)



Capacity building of beef farmers through 47 farmers field school



Reduced cattle mortality: 1.5% to 0.4%



Facilitate 290 ha improved fodder production and 147 fodder entrepreneurs



Facilitate to establish 10 fodder markets

1. SELECTION

Cross-breed 1-3 bulls, ageing between 2- 4 years, having an approximate live body weight of 120-150 kgs each. Other criteria include having loose skin, disease free and attractive color.

2. HOUSING

Low cost comfortable housing facility that ensure 24 hours feeding and drinking scope, sloping floor with gutter (drain) facility for cleanliness with feed alley.

3. DEWORMING AND VACCINATION

Ensure regular scheduled deworming and vaccination maintaining proper doses and cool chain

4. FEED MANAGEMENT

According to the body weight, they use 1% urea molasses straw (UMS), minimum 8% green fodder & forages, 1.5% concentrate feed, 2% straw.

HEIFER'S BEEF FATTENING MODEL

5. RECORD KEEPING AND MARKETING

Record keeping through simplified format and organize marketing through linkage with buyers.

Innovative Approaches/best Practices

Promote low cost improved cattle housing/ double manger housing

Promote fodder cultivation and commercial fodder production

Vertical fodder production to combat seasonal fodder scarcity

Develop Community Agro Veterinary Entrepreneurs (CAVE) services as model for primary healthcare and inputs services to the farmers

Capacity building of beef farmers through farmers field schools

Promote animal health campaign

Access to affordable beef fattening Finance

Local Processor/Entrepreneur Development

Record keeping and market linkages

Low cost improved beef housing



Improved fodder cultivation

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