



# MOD NEWSLETTER

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## MARKET-ORIENTED DAIRY PROJECT HONORS ALL VALUE CHAIN PARTNERS ON WORLD MILK DAY

On June 1, 2020–World Milk Day, MOD paid a video tribute to all dairy value chain partners for their resilience, perseverance, and commitment during this unprecedented period. Supporting their efforts, MOD team adjusted seamlessly to facilitate the smooth functioning of Sri Lanka’s dairy sector during the lockdown period. Leveraging technology and networking, the team continued to deliver impactful interventions across the dairy value chain providing meaningful support to all beneficiaries. With the ease of restrictions, MOD team has re-commenced all field activities whilst adhering to the established safety protocols and guidelines.

A sustainable approach to build capacity of Sri Lanka’s dairy value chain

To access MOD’s needs assessment studies and success stories, please visit

[www.market-oriented-dairy.org](http://www.market-oriented-dairy.org)

# Bridging Gaps



Using technology to guide silage manufacturer on ideal particle size



Linking fodder cultivators with silage producers



Efficient use of resources, delivering silage to farmers and collecting fodder from cultivators



Milk bowers used to transport fodder seed across the island



Finding suppliers willing to manufacture and sell plastic required for silage packaging



Facilitating transport of equipment and materials across districts



Linking large and medium-sized dairy farms with silage producers



## SUPPORTING VALUE CHAIN PARTNERS NAVIGATE DIFFICULT AND RISKY TIMES

MOD's collaborative partnerships and quick responses provided solutions to challenges faced by dairy farmers, fodder cultivators, silage producers, input retail companies and dairy processors.

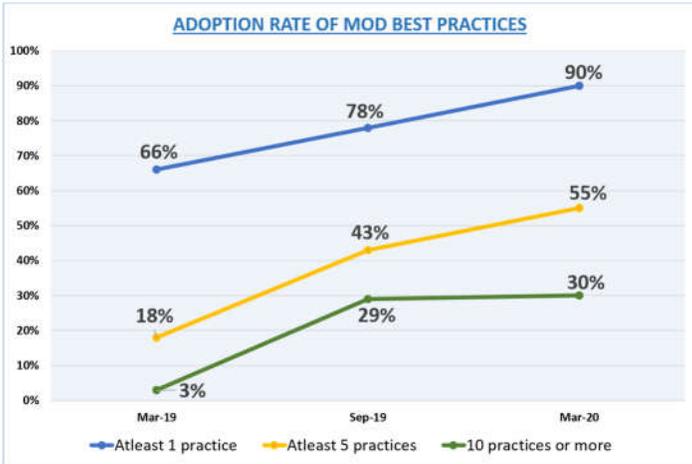
When COVID-19 struck, globally and locally, a lockdown was inevitable. Immediately after the team's welfare and safety were addressed and technology-enabled working methods established, the MOD team focused on understanding the gaps in the value chain and fulfilling needs to the extent possible to ensure the continuity of this critical food supply chain. With the Government of Sri Lanka declaring dairy as an essential service, the All Island Dairy Association and the member dairy processors were able to organize themselves to ensure milk produced could be collected.

MOD's focus was on the upstream activities, primarily sustaining the nutritional needs of the animals and the ability of the farmers to access a source of uninterrupted feed supply. This required proactive action to ensure that fodder cultivators, silage producers and input retailers can maintain supply. With movement of goods and people heavily restricted especially across districts, MOD used its network across the value chain to effectively facilitate the movement of necessary dairy inputs.

From its vantage point, MOD assessed the requirements of various stakeholders located in different regions and coordinated the responses with an efficient use of resources. These facilitations included coordinating bulk purchase and delivery of seeds to dairy farmers and fodder cultivators so that they do not miss the critical sowing period during the rainy season, identifying suppliers who could manufacture essential materials, transport of machinery, supply of spare parts and other materials. Dairy farmers, fodder cultivators and silage producers also received mentoring by phone using WhatsApp to share images, videos, and instructions.



90% adopt at least one best practice,  
30% adopt 10 or more



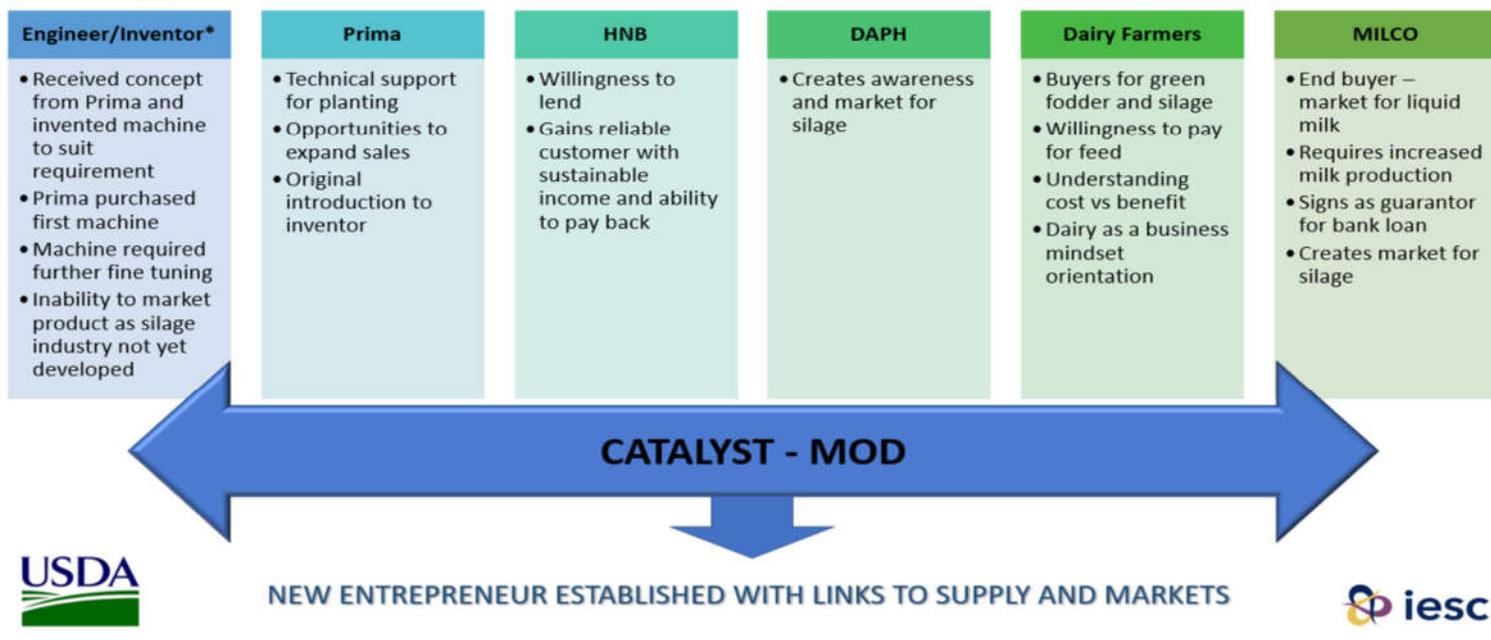
From the inception of MOD interventions, the Project has been conducting semi-annual surveys carried out by independent third parties. The survey results help the MOD team to understand the effectiveness of the interventions, capitalize on strengths to overcome weaknesses and maximize the impact. Statistically significant populations of MOD trained dairy farmers were selected across geographical regions and data collected by enumerators trained on MOD methodologies.

MOD is pleased to share some insights from the latest survey – ‘Wave 3’. The average medium-scale MOD farmer has a herd size of approximately 11 animals. About 68% of these farms are owned by men and 32% by women, although in all instances it is a family-run operation.

The assessments are based on adoption of best practices taught by MOD measured against the key performance indicators (KPI) established in relation to each. These KPI’s capture interventions in herd composition optimization by managing births, additions, and removals; 24-hour availability of clean drinking water; year-round feed management through proper cultivation and feed preservation for drought periods; calf management (future milking cow!!); successful artificial insemination and breeding strategies; transition cow and milking cow management; and maintenance of income and expenditure records in managing the dairy farm as a business.



# Cooperation with Stakeholders



## CATALYZING THE BIRTH OF NEW BUSINESS VENTURES

Availability of sufficient quantities of quality green feed for dairy animals is a national need. Yet, whether dairy farmers are willing to purchase fodder and silage has been the ongoing debate. MOD takes on the challenge to not only develop commercial fodder and silage producers but also simultaneously develop a market by educating the farmers on the value of having a consistent supply of high quality and nutritious feed throughout the year.

*“Shortages of high-quality fodder are preventing medium- and large-scale dairy farms from reaching their production potential. Increasing high-quality fodder production could raise national milk production by as much as 8 percent and reduce foreign exchange outlays by USD 11.5 million. Fodder is a profitable cash crop that can be an additional source of income for farmers during Yala and inter-monsoon seasons and can contribute to rural development as well as providing an essential input to the dairy sector.”* Dr. Don Mitchell – International Agriculture Economist/IESC Consultant

Following the successful development of the first commercial silage producer with a network of commercial fodder producers to supply the required inputs as well as linkage to medium and large-scale buyers, MOD has since replicated similar models in four other regions. MOD provides the training and knowledge on how to optimize fodder crop cultivation as well as how to produce quality silage. Currently, trials are being done to test quality and once the results are received the cultivators and producers will be trained on how to improve further. Dairy farmers are also taught the value of providing quality green fodder and having excess feed preserved for use during dry season. To provide consistent feed throughout the year, the dairy farmers are also encouraged to purchase fodder or silage to bridge the gap in feed requirement.

