

## EU Partner

Plan International,  
Pakistan

## Facts and Figures

- EU Contribution: €2million (90% of the total)
- Duration: 2010-11
- Beneficiaries: 400 female-headed households; 3,000 subsistence farmers; 100 dairy cooperatives



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## Food security

### Improving Rural Livelihoods Through Better Productive Output and Enhanced Dairy Milk Value Chain - Pakistan

Milk production and consumption are the most important sources of income and protein intake of rural populations

*Since I started selling my milk to the milk cooperative my income increased immediately. I am no longer subject to the orders of the dhodi (traditional collector). I can feed my four children and even save some money to send them to school.*

Imrana Ashraf, village 65WB, Vehari



### Context

Wheat is the staple food in Pakistan, used to bake "chappati", the round unleavened bread common throughout the South Asian subcontinent. Farmers produce wheat grain in varying quantity but often need to buy more in the lean season. When the price of wheat flour sky-rocketed in 2008, many households struggled and resorted to the traditional coping mechanisms: livestock and dairy. But rural output remains plagued by poor milk production, and handling and marketing are in the hands of traditional collectors. It was necessary to develop the dairy value-chain to increase the income from milk production. Other positive results include breeding and animal health services, improved nutritional intake and women empowerment.

### Objectives

- Better commercial value for dairy products.
- Modern animal husbandry: improved care of animals used for food or products. Healthy cattle produce more milk and of better quality.
- Ensuring household food security by improving livestock productivity and increasing quality in the dairy sector.

### Impact

- Women are empowered by their responsibility for cattle rearing and dairy production in rural Pakistan.
- Increased income from milk production, particularly for women. More income means better nutrition, more self-confidence, a better life.

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### Better Times for Tahira

"Since my husband passed away in 2008, I'm left alone to bring up my 4 children. As I'm not able to cultivate much land, our cattle is our most valuable asset.

Before we got organised in cooperative the dhodi would come every morning and evening and buy my 13 liters of milk for 410 Rupees (3,3€). He'd give advice and supply medicine for the buffalo on credit. Now I and my neighbours bring our milk to the cooperative. And we get 480 Rupees. My milk is conditioned in the cooperative coolers maintaining its quality.

As the milk needs to be of very good quality for the cooperative, I had to improve the feed and the shelter of the buffalo. The cooperative provided training for this. It is also looking after animals good health. So now my buffalo is producing almost 15 liters every day! These extra 2 liters are shared between my children.

The extra money is divided into two different savings: a piggy bank to purchase a new cattle, and one to send my son to school.



Tahira Wahid, resident of Chak# 59 WB, Vehari