

Market Supply of Animals and Animal Products in Northeastern Madagascar – the Influence of the Vanilla Boom

Joëlson Heritiana¹, Stefanie Kunz², Hendrik Haenke³, Eva Schlecht²

¹Section Animal Sciences, Ecole Supérieure des Sciences Agronomiques, University of Antananarivo, Madagascar

²Animal Husbandry in the Tropics and Subtropics and Environmental and ³Resource Economics, University of Göttingen, Germany



Introduction

- There is little interest in livestock production in the SAVA Region, North-Eastern Madagascar, a prime vanilla cultivation area.
- The currently soaring price of vanilla improves the quality of life of people in the Sava Region → this may stimulate local investment in education and agricultural expansion.
- We studied whether the vanilla price boom has an impact on the livestock production sector and the demand for livestock products. To do so, we examined the functioning of market supply of animals and animal products.



Fig. 1: Typical butcher shop, animal market and cattle and pig farm in the SAVA region (from left to right)

Methodology

- Snowball sampling initiated on markets of 3 major cities (Sambava, Andapa, Antalaha) and 3 villages (Ankadirano, Belambo Lokoho, Antsahanoro), used to recruit 120 respondents.
- Individual interviews with 20 butchers, 30 resellers, and 80 breeders (Fig. 1) across the Sava Region (Fig. 2) from Dec 2018 to Apr 2019.
- Quantitative questions tackled origin of products, seasonal fluctuation of sales volumes and prices. Respondents were also asked about involvement in vanilla production.
- Collection of qualitative data on traders' motivations, challenges, and willingness to intensify their activities.

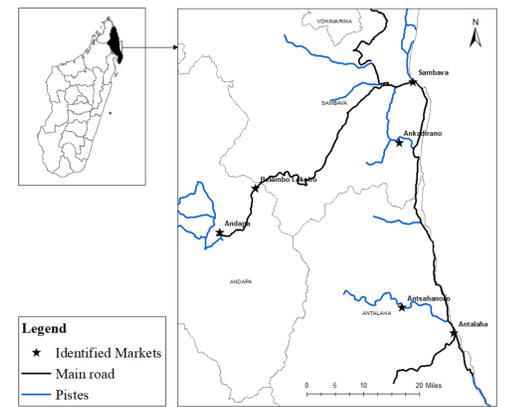


Fig. 2: Localisation of the study area

Results

Origin of products

- **Local supply chain:** Poultry resellers are supplied by smallholder farmers in Antalaha & Vohemar. Pigs butchers are also supplied by local producers.
- **Long distances supply chains:** Resold cattle are coming from Boeny, Sofia & Diana. Eggs on regional markets originate from Analamanga & Antsinanana (Fig. 3, Fig. 4).

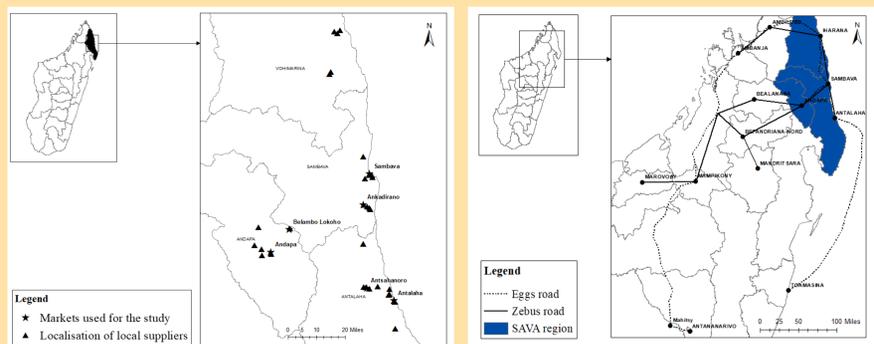


Fig. 3: Localisation of identified local suppliers (on the left) and circuit of supply chains (on the right) in the SAVA and the surrounding regions

Involvement of traders & butchers

- 30% of butchers (n=20) and 26% of resellers (n= 30) possess vanilla plantations.

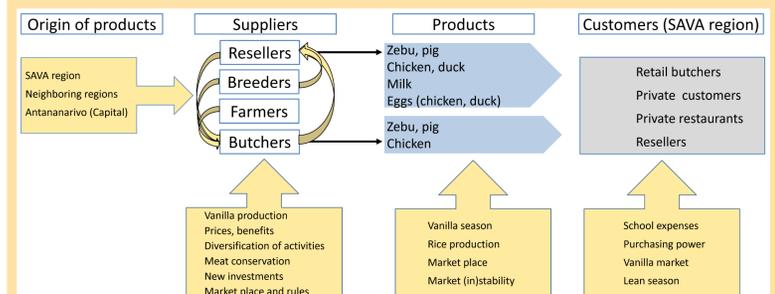


Fig. 4: Actors along the market supply chain of meat, eggs and livestock in the Sava region

Market fluctuation during vanilla season

- Prices and sales volumes of animals and meat increase during period of intense trade of vanilla (July - Sep) as compared to other months of the year.
 - Butchers' activities (n=22): +75% of slaughtered animals
 - Cattle reselling activities (n=12): +60% of animals resold

Highlights

- There is a high demand of eggs, despite that they originate from more distant regions. There is also an increase in demand of pig meat, which is explained by the arrival of immigrants who take advantage of the vanilla business.
- Booming vanilla business in the Sava region encourages local but also more remote breeders to slightly intensify their livestock activities.