



Protecting Livestock – Improving Human Lives

MILELE ANIMAL HEALTH PROJECT

*Providing quality animal health
products and services to livestock
smallholders in Tanzania*

Location: Tanzania

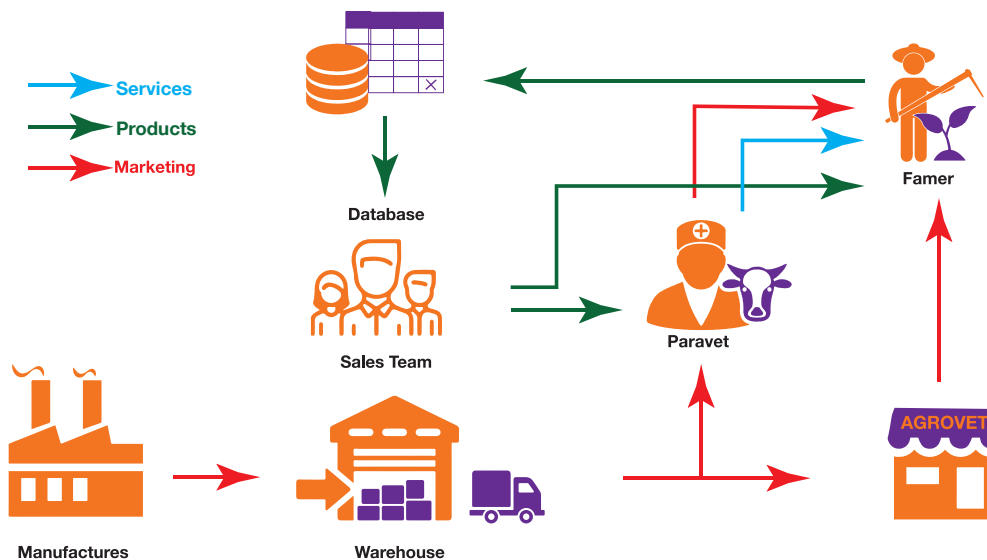
The Milele Animal Health project has been designed to **address the gap in access to animal health** inputs by sourcing, promoting and distributing affordable, high-quality animal health products to smallholder farmers in Tanzania.

In Tanzania and other developing countries, the contact between veterinary doctors or paraveterinarians and rural livestock farmers is limited as the veterinary professionals tend to be concentrated in urban areas. As a result, smallholder farmers continue to lose their livestock through preventable and treatable diseases. Accessibility and distribution of high-quality veterinary medicines and service remains the best tool to combat animal diseases and help curb associated economic losses. Milele aims to bridge the accessibility gap through:

- Proactively supplying animal health products and services direct to smallholder livestock farmers.
- Distributing high quality, affordable products to village agrovet shops
- Training smallholder livestock farmers



The Milele Model



The project aims to increase amount and quality of animal health products & services to 250,000 smallholder livestock farmers by year 5 in addition to:

- Increasing utilisation of para-veterinarians: 5x more farmers per paravet
- Reduce costs to farmers: morbidity and mortality
- Increase awareness of, and access to, products & services



Product portfolio



For more details on this project contact the following:

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Direct delivery model

To boost supply of products to farmers, Milele has adopted a direct delivery model facilitated by Village Champions (VCs). The VCs serve to recruit farmers and also act as holding points of farmers' orders before they are collected. These products are typically those that do not require a technical resource to administer and are dispatched following consultations with animal health experts available at Milele's call centers. The VCs model increases further penetration into new areas without a corresponding increase in cost.

