

COMMUNITY LIVESTOCK CENTRE INAUGURATION

Media Coverage up to 23/11/2015



I. **PRINT COVERAGE**

All print media used were nationwide with an estimated print circulation of 20,000-50,000 copies each and about 1.5 - 2million readers combined.



Livestock and Fisheries Deputy Minister Lawrence Evans with Amatheon Agri Zambia Managing Director Troy Minne

The Ministry of Fisheries and Livestock aims at providing an enabling environment conductive for sustainable increase in the production and productivity of high quality marketable fisheries and livestock products," he said.
"Livestock development is critical to the diversification pro-

to supporting the diversification programme that the Zambian Government has embarked on to other species of livestock such as poultry and small ruminants taking advantage of the readily available local and foreign functional markets," he added.

The Deputy Minister further said to the control of the co

The Deputy Minister further said that Public Private Partnerships (PPPs) plays an important role in uplifting the social and economic standards in rural areas.

"In order to increase the availability of affordable and appropriate livestock breeding stock, the Ministry has em-

barked on the establishment of livestock breeding centres in all provinces. This will assist the small scale farmers to ac-

with assist the small scale rainters to access quality and improved species of all livestock," he said.

Amatheon Agri Zambia Managing. Director Troy Minne said that the centre has the potential to support around 8, 000 cattle adding that the company plans to open similar centres in future.

"Veterinary firms such as Bimeda "Veterinary firms such as Bimeda will provide extension service to the smallholders, Amatheon Agri Zambia will ensure a reliable output market for animals, md MUSIKA facilities market linkages between the farmers and com-mercial companies through in-kind sup-port," he said. He said that Amatheon was willing to create a supportive environment to help overcome major bottlenecks for rural farmers including access to the market information and finance.

"We have established 10 mobile depots to enable smallholder farmers to purchase inputs and be able to sell their produce. Through the depots and our farm shop, we were able to trade with 5, 000 smallholder this year. More to come part year," he said

next year," he said.

He said that Amatheon has also facilitated a loan scheme for farmers with the Zambia National Commercial (ZA-NACO) bank to enable 140 farmers obtain loans to expand their business with a payback rate of 100 per cent.

New Vision, Zambia, 19/11/2015



Mumbwa gets cattle service centre

By Nation Reporter

Amatheon Agri Zambia (AAZ) has opened its first ever community livestock centre in Mumbwa district to enable nearby farmers improve their livestock condition and access to market.

Speaking at the inauguration ceremony in Mumbwa district yesterday, Fisheries and Livestock Deputy Minister Lawrence Evans commended AAZ for the gesture.

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Mr. Evans said the platform demonstrates the important role that public-private partnerships played in uplifting the socio-economic standards in rural areas.

He said the facility would help cattle farmers to eradicate cattle diseases that had engulfed the area for a long time.

Mr. Evans urged the people of Mumbwa to take advantage of the facility and take their cattle for dip-

"The people of Mumbwa are honoured to have received this dipping facility, it is a rare privilege. Government commends AAZ for this gesture and we hope that a lot of such facilities would be constructed in other parts of the country as well,"

Mr. Evans observed that the livestock sector was key to the development of the country, adding that it accounted for about 42 per cent of the country' Gross Domestic Product (GDP).

He said the sector was also vital to improving food security, income generation and overall poverty reduction.

"The sub-sector has been identified as a strong lever for employment creation amongst the rural communities especially the women and youths.

"It also provides animal draft power, manure, hides and skin for the manufacturing industry in Zambia," he said. Mr. Evans said Government would continue with the construction of livestock service centres throughout the country to provide extension services.

He disclosed that his ministry had embarked on the establishment of livestock breeding centres in all the provinces to increase the availability of affordable and appropriate livestock breeding stock.

"This will assist the small scale farmers to access quality and improved species of all livestock; this measure will ultimately result in increased livestock production and productivity," he said.

Speaking at the same function, AAZ managing director Troy Minne said the facility was constructed at a cost of \$15,000.

Mr. Minne indicated that the new facility had the potential to support 8,000 cattle and the organisation intended to open other similar centres in the future.

"Introducing a livestock component to our outgrower programme is another great milestone, and an important step towards the diversification of rural income sources.

"The health of cattle in this district has room for improvement and through community livestock centres, animal health trainings, vaccinations and disease prevention services such as dipping will not only be promoted but readily made available," Mr.Minne said.

And community representative senior headman Chikalalasha thanked AAZ for bringing the facility to the people of Mumbwa. He urged cattle farmers to work with AAZ and ensure that their cattle was dipped to eradicate animal disease.

"These people are doing a recom-

Daily Nation, Zambia, 19/11/2015



timesofzambia No. 17,324

European firm sets livestock centre in Mumbwa

By MELBOURNE MUSHITU

A EUROPEAN agribusiness and farming company has established a livestock centre in Mumbwa, Central Province with the aim of enhancing livestock farming and increase chances of beef exports.

Amatheon Agri Zambia unveiled the centre in Mumbwa District on Tuesday which would provide livestock disease control services with the capacity of supporting more than 8,000 cattle.

Speaking when he inaugurated the livestock centre, Fisheries and Livestock Deputy Minister, Lawrence Evans said the Government intended to enhance beef exports.

Mr Evans noted that managing to export beef would promote and motivate small-scale livestock farmers and contribute to national development.

"Government aims at

providing an enabling environment to increase in the production and productivity of high quality marketable fisheries and livestock," he said.

"This is why President Edgar Lungu established the Ministry of Fisheries and Livestock."

Mr Evans said cattle disease was one of the biggest challenges in the livestock sector and farmers had no opportunity to export their animals for a long time.

He said the facility would contribute significantly to domestic production and foster sustainable rural development.

The Government was constructing livestock service centres throughout the country which would provide extension services such as dipping, spraying, vaccinations, artificial insemination, de-worming, branding and castration.

The Government has also embarked on the

establishment of livestock breeding centres that would assist small-scale farmers to access quality and improved species of all livestock to increase livestock production in Zambia.

Mr Evans commended Amatheon Agri Zambia for contributing to the national development and empowering livestock farmers in the country.

Amatheon Agri director Troy Minneh said the company's contribution to the community stemmed from the intense participation of the hardworking farmers in Mumbwa District.

"We are trying to support farmers to be entrepreneurial and be partners with government when it comes to fostering national development," he said.

He commended the community for working together with the organisation to ensure that a livestock centre in the community was established.

Times of Zambia, Zambia, 18/11/2015



AMATHEON Agri Zambia has called on commercial enterprises operating in farming districts to invest in livestock centres to help communities effectively market their animals. And livestock and fisheries deputy minister Lawrence Evans saws there is not a community centre on Tuesday. Amatheon Agri Zambia managing director, Trans Managing director 14 · BUSINESS NEWS centre would work to the benefit of both the company and farmers in the district by improving livestock condition and access to markets. "The Mumbwa region is exceptionally rural so access to veterinary drugs and dips for the communities is very difficult. So, from an Amatheon perspective it is a mutual synergy to partner in a project like this because we are running our cattle ourselves," added Minne "Disease is an issue so by encouraging healthier animals in the communities around us is a benefit for our own cattle but with our aspirations in the meat sector, we see a huge possibility to partner with communities as a market off-taker for the animals. And in Mumbwa's first ever livestock community centre on Tuesday, Amatheon Agri Zambia managing director, Troy Minne, said there was need for commercial enterprises operating in farming districts to invest in livestock centres to help communities control the prevalence of animal diseases and effectively market their animals to stimulate economic growth. "We would like to encourage commercial operations of certain sizes to consider similar initiatives to assist communities in the same way we are," Minne said in an interview during the inauguration of the community centre in Mumbwa. He said the establishment "I think this is a step for-ward in order for us to curb diseases, and if we can have dip tanks dotted all over the country, it will reduce on dis-eases and we should be able to in Mumbwa. He said the establishment of the livestock community

The Post, Zambia, 19/11/2015

State launches livestock centre in Mumbwa

MUNIDE ZULU

GOVERNMENT has launched a new community livestock centre in Mumbwa district at a cost of US\$15,000

Speaking during the launch, Deputy Minister of Fisheries and Livestock Lawrence Evans said the centre will strengthen the rural livestock supply chain, improving livelihoods and support rural development.

The centre was initiated by veterinary firms which will

provide extension services to smallholders.

Amatheon Agri Zambia will ensure a reliable output market for the animals while Musika will facilitate market linkages between smallholder farmers and commercial companies.

Mr Evans said Government will continue with the construction of livestock service centres throughout the country, which are intended to provide extension services such as dipping, artificial insemination, spraying, deworking, branding and castration.

"In order to increase the availability of affordable and appropriate livestock breeding, the ministry has embarked on the establishment of livestock breeding centres in all provinces

"This will assist the small-scale farmers to access quality and improved species of all livestock," he said. Amatheon Agri Zambia managing director Troy Minne

said the company creates a supportive environment to help overcome major bottlenecks for rural farmers including access to market, knowledge and finance

He said it facilited a loan scheme for farmers through Zanaco Bank under which 140 farmers received support, and that the pay-back rate was 100 percent.

Mr Minne also said 3,500 farmers have participated in training modules such as business and conservation farming.

And Musika livestock operations manager Dean Lihonda said the organisation will continue partnering with Amatheon in providing veterinary services and infrastructure that will provide high-quality technical support to rural farmers.

Zambia Daily Mail, 19/11/2015,



II. **ONLINE COVERAGE**



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EUROPEAN FIRM SETS LIVESTOCK CENTRE IN MUMBWA

Published On November 18, 2015 » 277 Views» By Davies M.M Chanda » Latest News

By MELBOURNE MUSHITU -

A EUROPEAN agribusiness and farming company has established a livestock centre in Mumbwa, Central Province with the aim of enhancing livestock farming and increase chances of beef exports.

Amatheon Agri Zambia unveiled the centre in Mumbwa District on Tuesday which would provide livestock disease control services with the capacity of supporting more than 8,000 cattle.

Speaking when he inaugurated the livestock centre, Fisheries and Livestock Deputy Minister, Lawrence Evans said the Government intended to enhance beef exports. Mr Evans noted that managing to export beef would promote and motivate small-scale livestock farmers and contribute to national development.

"Government aims at providing an enabling environment to increase in the production and productivity of high quality marketable fisheries and livestock," he said.

"This is why President Edgar Lungu established the Ministry of Fisheries and Livestock." Mr Evans said cattle disease was one of the biggest challenges in the livestock sector and farmers had no opportunity to export their animals for a long time.

He said the facility would contribute significantly to domestic production and foster sustainable rural development.

The Government was constructing livestock service centres throughout the country which would provide extension services such as dipping, spraying, vaccinations, artificial insemination, de-worming, branding and castration.

The Government has also embarked on the establishment of livestock breeding centres

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Mr Evans commended Amatheon Agri Zambia for contributing to the national development and empowering livestock farmers in the country. Amatheon Agri director Troy Minneh said the company's contribution to the community stemmed from the intense participation of the hardworking farmers in Mumbwa District

"We are trying to support farmers to be entrepreneurial and be partners with government when it comes to fostering national development," he said. He commended the community for working together with the organisation to ensure that a livestock centre in the community was established.

Times of Zambia, 18/11/2015 http://www.times.co.zm/?p=72817







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sted in News on November 19, 2015 by Online Editor



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Amatheon Agri Zambia managing director Troy Minne said the company creates a supportive environment to help overcome major bottlenecks for rural farmers including access to market, knowledge and finance. He said it facilited a loan scheme for farmers through Zanaco Bank under which 140 farmers received support, and that the pay-back rate

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Daily Mail, Zambia, 18/11/2015 https://www.daily-mail.co.zm/?p=50353





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Mumbwa gets cattle service centre

Posted on 19 November 2015.

Amatheon Agri Zambia (AAZ) has opened its first ever community livestock centre in Mumbwa district to enable nearby farmers improve their livestock condition and access to market.

Speaking at the inauguration ceremony in Mumbwa district yesterday, Fisheries and Livestock Deputy Minister Lawrence Evans commended AAZ for the gesture.

Mr. Evans said the platform demonstrates the important role that public-private partnerships played in uplifting the socio-economic standards in rural areas.



He said the facility would help cattle farmers to eradicate cattle diseases that had engulfed the area for a long time.

Mr. Evans urged the people of Mumbwa to take advantage of the facility and take their cattle for dipping.

"The people of Mumbwa are honoured to have received this dipping facility, it is a rare privilege. Government commends AAZ for this gesture and we hope that a lot of such facilities would be constructed in other parts of the country as well," he said.

Mr. Evans observed that the livestock sector was key to the development of the country, adding that it accounted for about 42 per cent of the country' Gross Domestic Product (GDP).

He said the sector was also vital to improving food security, income generation and overall poverty reduction.

"The sub-sector has been identified as a strong lever for employment creation amongst the rural communities especially the women and youths.

"It also provides animal draft power, manure, hides and skin for the manufacturing industry in Zambia," he said

Mr. Evans said Government would continue with the construction of livestock service centres throughout the country to provide extension services.



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Mr. Evans said Government would continue with the construction of livestock service centres throughout the country to provide extension services.

He disclosed that his ministry had embarked on the establishment of livestock breeding centres in all the provinces to increase the availability of affordable and appropriate livestock breeding stock.

"This will assist the small scale farmers to access quality and improved species of all livestock; this measure will ultimately result in increased livestock production and productivity," he said.

Speaking at the same function, AAZ managing director Troy Minne said the facility was constructed at a cost of \$15,000.

Mr. Minne indicated that the new facility had the potential to support 8,000 cattle and the organisation intended to open other similar centres in the future.

"Introducing a livestock component to our outgrower programme is another great milestone, and an important step towards the diversification of rural income sources.

"The health of cattle in this district has room for improvement and through community livestock centres, animal health trainings, vaccinations and disease prevention services such as dipping will not only be promoted but readily made available," Mr.Minne said.

And community representative senior headman Chikalalasha thanked AAZ for bringing the facility to the people of Mumbwa. He urged cattle farmers to work with AAZ and ensure that their cattle was dipped to eradicate animal disease.

"These people are doing a recommendable job; cattle was dying of disease. We are so thankful for this centre, our cattle is now safe," he said.

Daily Nation, Zambia, 19/11/2015 http://zambiadailynation.com/2015/11/19/mumbwa-gets-cattle-service-centre/





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Development » Foot and mouth disease nightmare for Mumbwa farmers

Foot and mouth disease nightmare for Mumbwa farmers

Posted in Development, Features on November 22, 2015 by Online Editor



MUNIDE ZULU, Mumbwa KENNEDY Monde 65, a livestock farmer for 25 years, is devastated by the loss of his 15 herds of cattle as a result of severe livestock disease locally known as 'denkede' (foot and mouth disease) and Liver flu.

Monde's cattle and those of fellow farmers

in Mumbwa district have been dying in large numbers.

The farming community in the district is facing a number of challenges among them lack of dip tanks which has given rise to livestock diseases in the area.

Lack of market for livestock and farming produce, coupled with a bad road network, has added to the woes of the farming community in the district

However, Mr Monde and other farmers need not worry further about the condition of their livestock because the first ever Community Livestock Centre (CLC) in Nkilamashiba has been inaugurated for the purpose of reducing livestock diseases in the area.

The CLC initiative grew from a partnership between veterinary firms who will provide extension services to small holders. Amatheon Agri Zambia (AAZ) who will ensure a reliable output market for animals, and Musika who facilitates market linkages between smallholder farmers and commercial companies through in-kind support.

This initiative has cheered livestock farmers like Mr Monde and traditional leaders in the district.

Senior headman Chikalasha who spoke on behalf of the community, thanked Amatheon and Musika for the great gift and work they have done in setting up depots, and provision of fertiliser and inputs to farmers in the community.

He recalled how hard it was for the community to overcome the battle of livestock diseases since 1978 to date.



"We have had a great war of livestock diseases from the late 1970s where cattle were dying uncontrollably. Thank God Amatheon and Musika have come to our aid by building a spray less centre." "Our livestock is now safe. It is therefore vital for the community to safeguard and utilise the facility well," senior headman Chikalasha said. And Speaking during the inauguration of the centre, Deputy Minister of

safeguard and utilise the facility well," senior headman Chikalasha said. And Speaking during the inauguration of the centre, Deputy Minister of Fisheries and Livestock Lawrence Evans expressed happiness over the construction of the centre describing it as unusual.

Mr Evans said the centre will be used to drastically reduce livestock diseases in the community and help in breeding heathy cattle. He said it is a rare privilege to be given a dipping facility for livestock farmers in the community to curb livestock diseases and breed healthy cattle.

Mr Evans said his ministry, would like to see that production of cattle is increased so that the country can sell to other parts of the world like Asia

"If we look at Botswana, They are doing fine in beef production. Why can't we export beef as well? This can be made possible by having healthy livestock," he said.

He said livestock diseases have been prevalent especially in Western Province, due to crossing of animals from Zambia and Angola. Mr Evans, however, assured livestock farmers that his ministry was doing everything possible to handle cattle diseases through its technocrats. "Government is on track curbing animal disease through constructions of livestock centres around the country to provide extension services such as dipping, spraying, vaccinations, artificial insemination, de-worming, branding and castration," he said.

He added that this will assist small-scale farmers to access quality and improved species of all livestock.

Mr Evans also said in order to increase livestock production and productivity, the government is promoting the use of improved pasture seed by livestock farmers.

He noted that the effects of climate change have adversely affected the availability of water for livestock.

And AAZ managing director Troy Minne said the health of cattle in Mumbwa district has room for improvement through the community livestock centres, animal health trainings, vaccinations and disease prevention services such as dipping.

According to our surveys, Mr Minne said the Livestock Centre has the potential to support around 8,000 cattle adding that plans are underway to open similar centres in future.

AAZ has been in existent in Mumbwa since 2012 with over 2,700 hectares developed under both rain fed and irrigated farming. He also said AAZ is increasing its irrigated activities to mitigate changing weather patterns and climatic shocks which are posing a risk to rain fed



agriculture.

Meanwhile, Musika livestock operations manager Dean Lihonde said Musika has partnered with AAZ to improve agriculture.

And director for another agricultural firm Bimeda Africa Middle East and Asia, Ronan Smith, said his organisation was dedicated to work with farmers and their families.

"We have been working in Africa for the last 40 years looking into livelihood of livestock. We established an outlet in Zambia two years ago but we have operations in Uganda, Kenya and we are moving into Zimbabwe and Ethiopia in the near future," he said.

Cattle disease has been rampart in some parts of the country resulting in ill health and subsequent death of livestock.

These deaths have robbed the country of livestock production, a key sector of development of the nation amounting to 42 percent of gross domestic product (GDP).

However, country wide establishment of CLCs will inject significant value into the rural livestock market by improving health, resilience and value of the animals while simultaneously improving food security and increase GDP for the nation.

Daily Mail, Zambia, 22/11/2015 https://www.daily-mail.co.zm/?p=50631





Amatheon Agri Zambia opens new livestock centre

Friday, 20 November 2015 05:47



Zambia's government is trying to enhance beef exports from the country. (Image source: Amanita Phalloides/Wikimedia Commons)

Amatheon Agri Zambia (Amatheon) has established a livestock centre in Mumbwa, Central Province in Zambia, hoping to improve beef exports

The European agribusiness and farming company unveiled the centre which would provide livestock disease control services with the capacity of supporting more than 8,000 cattle. The company wants to enhance livestock farming in the country and increase Zambia's chances of exporting beef

Speaking while inaugurating the new livestock centre, Lawrence Evans, deputy minister for fisheries and livestock, said that the export of beef would promote and motivate small-scale livestock farmers and contribute to national development. He cited the government's intent to enhance

beef exports as the reason for the establishment of the Ministry of Fisheries and Livestock.

Adding that cattle diseases were one of the biggest challenges in the livestock sector, preventing farmers from exporting their animals for a long time, Evans said that the new Amatheon facility would contribute significantly to domestic production and foster sustainable rural development.

Amatheon director, Troy Minneh, said that the company's contribution to the community stemmed from the intense participation of the hardworking farmers in Mumbwa district. "We are trying to support farmers to be entrepreneurial and be partners with government when it comes to fostering national development," he said.

Zambia's government has been constructing livestock service centres throughout the country to provide extension services such as dipping, spraying, vaccinations, artificial insemination, de-worming, branding and castration. The government is also undertaking the establishment of livestock breeding centres that would assist small-scale farmers to access quality and improved species of all livestock to increase livestock production in the country.

African Farming and Food Processing, 20/11/2015 http://www.africanfarming.net/livestock/cattle/amatheon-agri-zambia-opens-new-livestock-centre





Mwebantu, 19/11/2015

http://www.mwebantu.com/2015/11/19/amatheon-agri-zambia-launches-community-livestock-



centre-in-mumbwa/



MUSIKA, Facebook, 18/11/2015





CENTRE IN MUMBWA;

Amatheon Agri Zambia has launched and opened a community livestock centre to provide extension services to small holder farmers.

And Livestock and Fisheries Deputy Minister Lawrence Evans says Livestock is a key component in the development of the agricultural sector in Zambia.... See More



Mwebantu, Facebook, 18/11/2015



III. RADIO TRANSCRIPTS

HOT FM

Amatheon Agric Zambia has opened its first community livestock centre in Mumbwa District aimed at supporting local farmers to improve their livestock condition and access to markets.

And speaking during the inauguration of the community livestock centre, Livestock and Fisheries Deputy Minister Lawrence Evans said the livestock sector is vital in improving food security, income generation and poverty eradication.

Mr. Evans added that livestock development is also key to the diversification programme as it can contribute about 42 percent to the country's Gross Domestic Product.

And speaking earlier, Amatheon Agric Zambia Limited Managing Director Troy Minne said the livestock centre is an important step towards the diversification of rural income.

PHOENIX FM

Business news at 13 hrs 17-11-15 lomphande.

Amartheon-Agri Zambia in partnership with Musika have opened the first ever community livestock center to improve farmers livestock conditions and access to markets in mumbwa district Nkulumashiba area.

Speaking at the offical inauguration agenda in Numbwa district today, Amatheon Agri zambia Managing director Troy Minne says the livestock center in Nkulumashiba has potential to support around 8,000 cattle and is an important step towards diversification of rural income sources.

He says the health of the cattle in the district has room for improvement and through the livestock center animals will be prevented from diseases through dipping and spraying the cattle.

And deputy minister of fisheries and livestock Lawrence Evans has encouraged the small holder farmers to take advantage of the facility as it will help them produce more health cattle.

He says farmers should practice extensive livestock production system through communal grazing. He was speaking at the official opening of the center.

Ends///



YATSANI

Livestock farmers in Mumbwa's Nkulumashiba Village will now be able to keep their farm animals without fear of animal diseases following the setting up of the community livestock.

The Livestock center that has been built at total coast of Fifteen Thousand United states dollars is a project under the Agri out- grower programme and will see farmers receive animal health trainings, vaccinations and disease prevention services such as dipping.

According to a survey by Amatheon, Nkulumashiba has a potential to support around 8000 cattle. Speaking during the inauguration ceremony of the community livestock centre, Amatheon managing director Troy Minne says the initiative is aimed at promoting diversification of rural income sources for small scale farmers.

Mr. Minne said the company plans to open similar centres in the future.

And in a vote of thanks, Community representative Lawrence Kalabaksha has paid tribute to Amatheon for the initiative saying Nkulumashiba village will now be free from livestock diseases which have been the challenge since 1978.

Mr. Kalabakasha has however appealed to government to work on the road connecting the village to Mumbwa Boma.

CLIP...

And officially opening the centre fisheries and livestock deputy minister Lawrence Evans has hailed the building of the livestock centre saying this would accelerate government's quest to start exporting livestock products like Botswana.

It was air on the Yatsani evening news at 18:15 and repeated this morning at 06:45. chileshe mwango

5FM Transcript

17-nov-15 main news at 18:30 livestock by mike sichula

A 15,000 united states dollars community livestock centre has been set up in chief Kaindu area of Mumbwa district. Amatheon Agri Zambia a German based company which developed 2,700 hectares in 2012 is behind the centre which is expected to benefit over 3,500 small scale farmer who have an estimated 8000 cattle within the chiefdom.

The centre offers dipping cattle and providing veterinary services to small scale farmers. Amatheon Agri Zambia Managing Director Troy Minne said that they plan to extend the initiative to other nearby areas.



intro..... extro:...... and officiating at the event deputy minister of livestock and fisheries, Lawrence Evans urged the farmers to utilise the facility in line with govt policy of diversifying the agriculture sector.

Mr. Evans said that it is encouraging that private players are venturing in areas where the govt has not provided such services since independence. intro..... extro:........ here now is what one farmer, oscar beenzu said about the community livestock centre. intro:..... ms-5fm-ends//