

**Funding Window: REACT**

**Project Title: Mara Beef**

**Round: Three**

**Location: Kenya**

**Sector: Adaptation To climate Change**

**Project Start Date: 1<sup>st</sup> July 2015**

**Sub Sector:**

**AECF Approved Funding: \$ 700,000**

## Mara Beef

Mara Beef is a livestock trading business , with a farm of 500 acres, with 300 acres under pivot irrigation, with a growing trading and prime beef herd, a slaughterhouse and butchery, and an attached community owned conservation area of 10,000 acres, the Enonkishu Conservancy.



## The Project Purpose

The AECF-Mara Beef Project purpose is to enhance community conservation with \$ 500,000 split over 4 years as well as expansion of the Mara Beef operations with the remaining \$ 200,000. The expansion project includes the purchase of livestock with \$ 100,000 and upgrading the slaughter house \$ 65,000 and software upgrade of \$ 5,000. The required machinery will be purchased with the remainder.

## Expected Outcome

During the project period. Mara Beef aims to achieve the following:

- 1 By managing the husbandry alone, the productivity of the livestock herd improves by 15 %, deworming, vaccinating, tickborn disease control, vitamin boosting and putting the cattle onto good grazing sees an average weight gain on a 250kg cow of 20 kg per month.
- 2 By providing market access through the Mara Beef distribution network the pastoralists get directly to the market without middlemen. By further processing and adding more value to the product through products such as cubes, mince, burgers and well packaged products, Mara Beef makes its revenue.

The project will directly benefit 3,600 households with an annual net benefit of US\$ 958 per household.