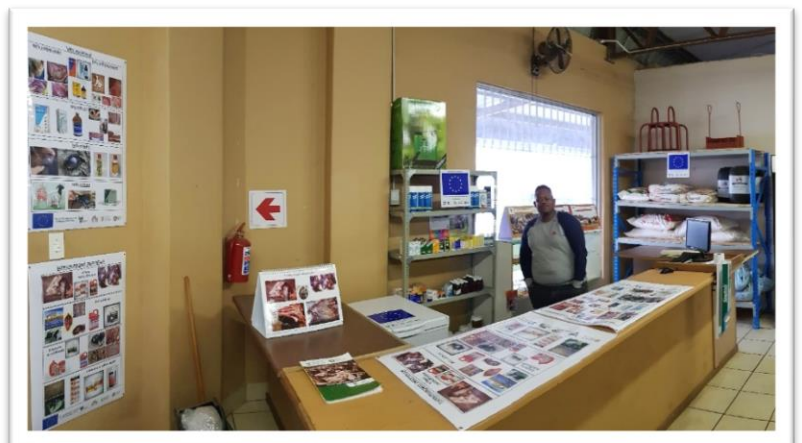




The HPSA Jozini Agricultural Model Project is funded by the European Union

HPSA is working with farmers in KZN, through the Jozini Agricultural Model project, to increase productivity with their livestock. This project, funded by the European Union and Department of Rural Development and Land Reform, started in May 2015 and aims to support 2400 farmers over three years.

Agrivet shops are being piloted by the Jozini project to create an environment for farmers and Community Animal Health Workers (CAHWs), once they have been trained properly, to have access to locally to medicine that is kept in appropriate conditions and within sell by dates. This is a common problem in many rural areas that even when farmers understand the need for appropriate veterinary interventions they have no access to veterinary shops. There are often shops in the area that stock various medicines and treatments but the shops often do not have the facilities to keep the medicines properly. Lastly, the shop owners often do not have the knowledge to prescribe the treatment for the farmers problem. They also do not have proper packaging, such as ice packs and non-see through packaging.



The contrasting views of a rural, Nongoma, and urban, Hlabisa, vet shop

The Jozini Project takes on these challenges through an Agrivet Shop package that has been implemented with shops that are already in the area. The packages consist of a “starter pack” of shelving, posters and medicines appropriate to goat farmers. Training of the shop staff who will be dealing with the farmers as well as ongoing longer-term support linking these shops with the veterinary industry who are seeking to access rural farming areas.



Stock in the Agrivet shop is checked by staff on a regular basis

There are now five participating shops in the Jozini project. The start-up package they received included 2 shelving units, equipment and suppliers for making blocks, an initial supply of blocks, training materials, posters and medicines to support the vet kits that the CAHWs have been given. The livestock association chair as well as Department of Agriculture and Land Reform staff were involved in all of the handovers. The shop owner signs an agreement that commits him/her to working with the livestock association and the CAHWs to sell medicine at a fair price and keeping a supply at his own expense going forward. The ongoing relationship with the shops is with support of training of the shop staff in basic animal health and medicine dispensation. The project has commitment from MSD, a veterinary medicine company, for ongoing trainings. Also, in the longer term, a system where the livestock association members would be given cards and when presenting the cards on purchases they would get a further discount so as to create a loyalty system between the shop and the livestock association. The project is negotiating discounts with our suppliers that we would pass on to the shop owners. The Agrivet shops also are seen as a supply system for the replenishment of the CAHW vet kits and block making supplies.



Signs describing what is sold at vet shops is proudly displayed on the outside and these products are laid out on the inside in ways that farmers can easily buy what they need

As this has been part of a pilot, the shops that have been chosen are spread across rural, peri-urban and urban areas so as to get a sense of which has the most chance of success in terms of volumes sold and spread of medicines available and needed by farmers.

A training was held with MSD in October 2017 and was the best performing group they had ever had which reflects the excitement that the shop owners felt towards this initiative. Also, from this process a series of training aids and visual aids to reinforce their learnings has been developed.

For more information, please visit www.hpsa.org.za or www.gapkzn.co.za.



Training material created display in vet shops