



**DEVELOPMENT AND APPLICATION OF DECISION  
SUPPORT TOOLS TO CONSERVE AND SUSTAINABLY USE  
GENETIC DIVERSITY IN INDIGENOUS LIVESTOCK &  
WILD RELATIVES**



**BASELINE SURVEY: MARKET AGENT SURVEY MANUAL**



*Collaborating Institutions;*



**FAnGR Asia Project Publication No: 03**

<http://www.fangrasia.org/>

# Table of Contents

<b>Market Agent Survey Questionnaire overview and sample size .....</b>	<b>1</b>
Introduction .....	
Sampling and sample size .....	
Number of market agents to be surveyed, by market and agent type .....	
<b>1. Animal Health Service Provider .....</b>	<b>3</b>
Description of the questionnaire .....	3
<b>Section 1; General Information .....</b>	<b>4</b>
1.1. Respondent and owner information .....	4
1.2. Membership to associations or groups.....	4
1.3. Provide the following details regarding the financial aspects of your business .....	5
1.3. Future plans and business constraints .....	6
<b>Section 2; Veterenarians, other animal health service providers, medicine and vaccines providers</b>	<b>7</b>
2.1. Provide the following details regarding your business- last 3 months.....	7
2.2. General information .....	8
<b>2. Butcher- Chicken, goat and pig meat.....</b>	<b>9</b>
<b>Section 2; Butchers- Chicken.....</b>	<b>9</b>
2.1. Purchases of live chicken in the last 3 months.....	9
2.2. Sales of chicken (whole and parts) – last 3 months.....	10
<b>Section 3; Butchers- Goat .....</b>	<b>11</b>
3.1. Purchases of live goats in the last 3 months.....	11
3.2. Sales of goat (whole and parts) – last 3 months .....	12
<b>Section 4; Butchers- Pig.....</b>	<b>13</b>
4.1. Purchases of live pigs in the last 3 months.....	13
4.2. Sales of pigs (whole and parts) – last 3 months.....	13
<b>3. Credit Supplier .....</b>	<b>14</b>
<b>Section 2; Credit providers.....</b>	<b>14</b>
2.1. Provide the following details regarding your business- last 3 months.....	14
<b>4. Feed trader .....</b>	<b>15</b>
<b>Section 2; Field suppliers.....</b>	<b>15</b>
2.1. Provide the following details regarding your business- last 3 months.....	15
2.2. General information .....	16
<b>5. Trader in livestock products.....</b>	<b>17</b>
<b>Section 2; Goat milk traders.....</b>	<b>17</b>
2.1. Provide the following details regarding your business- last 3 months.....	17
2.2. Goat milk purchases or obtained from own herd .....	17
2.3. Sales of goat milk and milk products .....	18
<b>Section 3; Trader in chicken eggs.....</b>	<b>19</b>
3.1. Provide the following details regarding your business- last 3 months.....	19
3.2. Eggs- Purchases or obtained from own flock- last 3 months.....	19
3.3. Eggs- Sales of eggs- last 3 months.....	20
<b>6. Livestock trader.....</b>	<b>21</b>
<b>Section 2; Livestock traders- Chicken .....</b>	<b>21</b>
2.1. List the chicken breeds mentioned by farmers during PRA .....	21
A. Purchases of chicken- last 3 months .....	21
B. Sale of chicken- last 3 months .....	22
2.2. Types and characteristics .....	23
<b>Section 3; Livestock traders- Goats .....</b>	<b>24</b>
3.1. List the goat breeds mentioned by farmers during PRA .....	24
A. Purchases of goats- last 3 months.....	24
B. Sale of goats- last 3 months.....	25
3.2. Types and characteristics .....	26
<b>Section 4; Livestock traders- Pigs.....</b>	<b>27</b>
4.1. List the pig breeds mentioned by farmers during PRA.....	27
A. Purchases of pigs- last 3 months .....	24
B. Sale of pigs- last 3 months.....	25
4.2. Types and characteristics .....	26

## Market Agent Survey Questionnaire Overview and sample size

### Introduction:

Collect data on market agents at three levels:

1. **Village**; same village as the ones surveyed for the household survey
2. **Weekly market**; usually existing in larger villages
3. **Large urban markets**; where livestock or livestock products are traded

*If some (all) of the surveyed villages have weekly markets, levels 1 and 2 are the same.*

Six categories of market agents;

1. **Animal health service providers, including veterinarian**: person who provides either animals drugs (preventive or curative) or animal health advises.  
- *(e.g. animal health assistant, professional veterinarian, a livestock keeper who is known in the area to dispense advise related to animal health and management issues).*
2. **Butchers**: person who buys live animals (chicken and/or goat/pig), slaughter them and sell meat. May have premises or not (selling on the road side).
3. **Credit supplier**: person who provides livestock-related credit (micro finance institutions, local money lenders, etc..)
4. **Feed sellers**: person who sells animal feed (green- e.g. groundnut leaves, or dry- e.g. hay or stovers, or minerals/ concentrates). A proportion of the feed may come from own-farm, supplemented by purchase of feed (from other farmers), which is then sold to other farmers or intermediaries.
5. **Traders in livestock products (eggs, goat milk and milk products)**: person who buys and sells eggs and goat milk/ milk products (e.g. cheese).
6. **Livestock trader**: person who buys and sells live animals.

### Sampling and Sample Size

#### 1. At the village level

The first step is to identify market agents present in the village- either when doing the household listing for the household survey, or with the help of the village head. The table below indicates the number of agents to survey in each village by category. As much as possible, select “randomly” the agents to be interview.

Make sure you record all information related to change in sample size- for example in case a certain category of market agent is not present in a village.

## 2. Weekly market

The first step is to identify villages (nearby the surveyed villages) where weekly markets are held. If there is a weekly market in some of the surveyed villages, you need to survey agents doing their business outside the weekly market (refer to point 1. above) and also agents present during the weekly market (but don't survey the same agent twice!).

The second step is to identify agents to be surveyed: go round the market and assess types of agents present (vets, traders, feed sellers) and scale (small/ medium/ large). You may ask the assistance of the person in charge of the market (maybe a veterinarian officer, or local council officer). See below number of agents to be surveyed in each category. Within each project site, you need to survey one large and one smaller weekly market.

## 3. Secondary markets in urban areas (towns)

The first step is to identify the secondary market in (or nearby) each site. This market is usually located near a town; village traders or those present at the weekly market sell their products at this secondary (and usually larger) market.

The second step is to identify agents to be surveyed: follow the same system as for the village market. You need to survey one secondary market in each site.

### Number of market agents to be surveyed, by market type and agent type

Agents	Per village	Weekly market (2 per site= 4 by country)		Secondary market (1/site= 2 by country)
		2 small	2 large	
1. Animal health service providers	1	1	1	1
2. Butchers	1	2	2	2
3. Credit supplier	1			
4. Feed sellers	2	2	2	2
5. Traders in livestock products	2	1	2	3
6. Livestock trader	2	6*	8**	8**
<b>Total</b>	<b>9</b>	<b>12</b>	<b>15</b>	<b>16</b>

\*2 small scale traders, 2 medium scale traders et 2 large scale traders

\*\* 3 small scale traders, 3 medium scale traders et 2 large scale traders

Total number of market agents to be surveyed in Bangladesh:  $9 \times 6 \text{ villages} + 12 \times 2 \text{ small weekly markets} + 15 \times 2 \text{ large weekly markets} + 16 \times 2 \text{ secondary markets} = 140$

## 1. ANIMAL HEALTH SERVICE PROVIDER

### Description of the questionnaire

First page: fill in the required information related to the identification of the market agent survey questionnaire: Name of the enumerator and date of the interview, time of interview, time of interview ended, village name if village is surveyed, village code, name of market and nearest town if market is surveyed, market type (code) and respondent name.

The GPS coordinates are collected by the supervisor who will provides the values to the enumerator and record (mark) the location point of the GPS readings and market agent code also should be filled by the supervisor.

Once the interview is completed, the supervisor and enumerator review the questionnaire together carefully, looking for incomplete tables or sections, or inconsistencies. If need be, the enumerator goes back to the agent to collect additional information to allow him/her to complete the questionnaire. Indicate date of the review of the questionnaire by the supervisor.

Codes are always located after the question or table, in a shaded box for easy identification. If the agent is unable to answer, put an X.

1. Date of Survey (DD/MM/YYYY):	___ / ___ / ____		
2. Enumerator Name:			
3. Time interview started	HH:	MM:	
4. Time interview ended	HH:	MM:	
5. Village name if village is surveyed			
6. Village code (see manual)			
7. Name of market and nearest town if market is surveyed			
8. Market Type (code)			
9. Respondent Name:			
10. GPS Coordinates:	X:		Y: <input type="checkbox"/>
11. Location point of the GPS readings (code)			
12. Market Agent Code (ABCDEE):			
<i>A = Survey Type, B = Country, C = Site, D = Village, EE = Agent (refer to Training Manual)</i>			
13. Date of questionnaire inspection by supervisor (dd/mm/yyyy):	___ / ___ / ____		
<i>Type of market: 1 = village market, 2 = town market, 3 = road side, Other; specify in cell Location point of the GPS; 1= trader's premises, 2 = selling point, 3 = buying point</i>			

If possible, try to interview the person in charge of the business activities.

Are you interviewing this person? IF YES PUT 1, IF NO PUT 0 (0=No, 1= Yes) [       ]

Write the name of the owner...

**NAME OF THE OWNER OF THE BUSINESS** \_\_\_\_\_

Is the business owner also a farmer? Tick yes if the business owner is also a farmer and tick no if he is not [ ] = YES [ ] = NO (tick)

## Section 1: General Information

### 1.1. Respondent and owner information

*i.e. The name of the respondent, position of respondent in the business (code), age, years of schooling, and number of years in the business.*

*eg: Salim is 27 years old and he has his own business. He is running this business from last 5 years and has also employed one person for his help. Slim went to school for 12 years.*

Respondent's name (s)	Salim
Position of respondent in the business (code)	1
Owner of the business:	yes
Gender 1=Male, 2=Female	1
Age (years)	27
Years of schooling	12
Number of years in the business	5
<i>Position in business: 1= only person working in business, 2 = highest position, 3 = Middle level management, 4 = Employee, Other; specify in cell</i>	

### 1.2. Membership to associations or Groups

Ask the respondent whether he is a member of any association or group? If yes put 1 and fill the rest of the table, column wise

*i.e. name of the organization, type, member ship fee and if no put 0 and go directly to the section number 1.2.*

<i>eg. Salim is a member of the farmers association and he paid fee for membership and he is getting benefits from that organization like better access to information and technical support.</i>			
Are you a member of any association or group? (0=No 1=Yes)			1
If YES, please provide the following information about the organizations you belong to:			
Name	Type	Membership fee? 0=No 1= Yes	Membership benefits
Salim	1	1	4, 5
<i>Type: 1 = farmer association, 2 = traders association, 3 = self help group, Other; specify</i>			
<i>Membership benefits: 1 = get high output prices, or low input costs, 2 =Access to finances, 3 = Access to inputs and facilities, 4 = Technical support, 5 = better access to information, Other; specify in cell</i>			



### 1.3. Provide the following details regarding the financial aspects of your business

Fill in the table information required as in the table

*eg. If the number of people employed is 0 (zero), go directly to the question number 3 and, if there are persons employed then write yes and fill the rest of the information;*

*i.e. salaries (wages) paid to the employees in the last twelve months. Fill the other required information accordingly. In question number 5 do you require any regulatory permits if yes put 1 and fill the other information if no put 0 and go directly to the question number 6.*

*eg. Salim is an animal health service provider has a shop in a village market and he has employed one person for his help and pays 12000 (local currency)/ year to him. At the time of starting of his business, he invested 20000 (local currency) from his own pocket and before starting of his business, he took license from the government office and he paid some 100 (local currency) for this certificate to the government officials and he has faced some problem while getting the license.*

<b>1. Number of people employed (If 0, go to Q3)</b>		<b>Yes (1)</b>
<b>2. Salaries (wages) paid to employees in the last 12 months (local currency)</b>		12000 Local currency
<b>3. Initial capital (local currency)</b>		20000 Local currency
<b>4. Source of initial financing [code]</b>		1
<b>5. Do you require any regulatory permits/licenses to operate your business?</b> (0=No 1=Yes). If no, go to Q6		1
If YES	<b>A. Which type of regulatory permits/licenses required? [code]</b>	1
	<b>B. Is it difficult to obtain such permits/licenses?</b> (0=No 1=Yes)	1
	<b>C. What is the total cost of the regulatory permits/licenses? (last 12 months)</b>	100 LKR
<b>6. Do you have to pay illegal taxes/payments? (0=No 1=Yes)</b>		0
<b>7. If yes, what's the amount paid in the last 12 months?</b> (local currency)		
<b>8. Indicate the most common payment method used when buying inputs [code]</b>		1
<b>9. Indicate the most common payment method used when selling your products [code]</b>		1
<b>Source of initial financing</b>	<b>Type of regulatory permits / licences</b>	<b>Payment methods</b>
1 = own funds 2 = borrowed funds Other; specify in cell	1 = commercial 2 = health Other; specify in cell	1 = buyer pays cash 2 = buyer pays after set period of time (week or month) 3 = buyer pays in advance Other; specify

#### 1.4. Future Plans and business constraints:

Ask about the business plans and constraints while running the business to the respondent and fill the information below.

*eg. Salim has expanded his business few months ago by increasing the number of the customers as the demand of the products is also increasing day by day and he is also facing some problems like storage of the products, fluctuation of the prices and famers have the small herd size.*

<b>1. Did you expand your business during the last 12 months?</b> (0=No 1=Yes). If no, go to Q 3		1	
<b>2. If Yes, indicate how (code a)</b>		1	
<b>3. Do you plan to expand your business during the next 12 months?</b> (0=No 1=Yes). If no, go to Q5		1	
<b>4. If yes, indicate the reasons for planned expansion [code b]</b>		1	
<b>5. If no, indicate the reasons why no plan of expansion [code c]</b>		-	
<b>6. What do you view as the 3 most important constraints to your business? Coded (Rank)</b>		4, 11, 12	
<b>a. How was business expanded?</b>	<b>b. Reasons for planned expansion</b>	<b>c. Reasons why no plan of expansion</b>	<b>d. major constraints in your business</b>
<b>1 = Increased no. Of customers</b> <b>2 = Increased products and services</b> <b>Other; specify in cell</b>	<b>1 = Increased demand for products and / or services sold or provided by the business</b> <b>2 = Inputs more easily available</b> <b>3 = Inputs less costly</b> <b>4 = Policy environment more conducive to business</b> <b>5 = Farmers get more support from government services or NGOs</b> <b>Other; specify in cell</b>	<b>1= Demand for inputs and/ or services stagnant</b> <b>2 = Inputs not available</b> <b>3 = Inputs too costly</b> <b>4 = Policy environment not conducive</b> <b>Other; ther specify in cell</b>	<b>1= Few farmers are aware of the inputs and / or services being offered</b> <b>2 = Few farmers are willing or able to pay for the inputs and / or services being offered</b> <b>3 = Livestock production is too variable / seasonality in production</b> <b>4 = small size of farmer's herds / flocks</b> <b>5 = farmers are far away and dispersed</b> <b>6 = Inputs for the business are not widely available</b> <b>7 = Inputs for the business are not widely available</b> <b>8 = Policy environment not conducive</b> <b>9 = Lack of transport</b> <b>10 = Poor road</b> <b>11 = Lack of storage and / or high storage costs</b> <b>12 = Price fluctuations</b> <b>Other; specify in cell</b>



## Section 2: Veterinarians, other animal health service providers, medicine and vaccines providers

### 2.1 Provide the following details regarding your business- last 3 months.

Put all the prices in local currency and fill all the information carefully.

*eg. An animal health service provider sells veterinary medicines and he gets these drugs from the intermediaries in pieces and sales the drugs mainly to the farmers for all the species and breeds according to the demand of the customers and in last three months he sold 300 pieces of the drugs to the different farmers.*

<b>1. What products do you buy and sell?</b> [Code a]		1			
<b>2. What is your main source of input material?</b> [code b]		1			
<b>3. How much did it cost you to buy the products?</b> (last 3 months)		1			
<b>4. In the last 3 months, how much did you sell?</b>	Quantity	300			
	Unit. [Code c]	1			
	Unit price	10 Local currency			
<b>5. Who are your buyers/ clients?</b> [Code d]		1			
<b>6. On what species of livestock is your business mainly focusing?</b> [code e]		4			
<b>7. For any breed, or specific breeds?</b> [code f]		4			
<b>a. Products</b>	<b>b. Main source of input</b>	<b>c. Unit</b>	<b>d. Buyers / Clients</b>	<b>e. Species</b>	<b>f. Breed</b>
1 = Veterinary medicines 2 = Vaccine Other; specify	1 = Other intermediaries in the region 2 = National veterinary products manufacturer 3= Imports Other; specify in cell	1= Piece 2= Box Other; specify in cell	1= Farmers 2= Traders 3= Shops 4= Exports Other; specify	1 = Cattle 2 = Goats 3= Sheep 4= Chicken 5= Pig 6= All species Other; specify in cell	1= Indigenous 2= Cross bred 3= Exotic 4= All breeds Other; specify in cell

## 2.2. General information

Fill the general information about the training and other details.

*eg. Salim has done one training regarding to the animal health management and he provides special advice to the farmers about the animal health i.e. best use of the products, sometimes he sales the branded products but not always he always gives the services on payment basis i.e. 30 LKR per service and he has done 15 services in last three months. Every month he has to pay 500 (Local currency) for electricity, transport and others bills.*

<b>1. Have you had any animal health training? (0=No 1= Yes)</b>	<b>1</b>
<b>2. Do you provide specialized advice on animal health?</b> (0=No, 1= Yes). If no, go to Q 4.	<b>1</b>
<b>3. If yes, what describes the nature of the advice the best?</b> [code]	<b>2</b>
<b>4. On Average, what were the total other costs incurred</b> (electricity, water and transport – exclude staff) <b>in the last 3 months?</b> (local currency)	500 Local Currency
<b>5. Do you sell branded veterinary products? (0=No 1=Yes)</b>	<b>1</b>
<b>6. Do you offer services that are paid for? (0=No 1=Yes).</b>	<b>1</b>
<b>7. On Average, how much do you charge per service (e.g. consultations)? (local currency)</b>	30 Local currency
<b>8. How many services have you done in the last 3 months?</b>	<b>15</b>

*Nature of the advice; 1 = determine animal health needs, 2 = best use of products (hoe, when, frequency), 3 = Marketing/ sales, 4 = Technical (eg. Storage, equipments etc), Other; specify in cell*

It's the end of the questionnaire for the interview of an animal health service provider. Thank the respondent and ask whether they have any questions. If yes, try to answer. If you're unable to answer, tell them that you will consult your supervisor and that you will get back to them. Make sure you keep your word.

## 2. Butcher - Chicken, goat and pig meat

(Buy live animals, slaughter them and sell the meat)

Note (General description about the questionnaire): From the 1<sup>st</sup> page to section 1.4 should be filled as same as in the animal service provider questionnaire.

### Section 2: Butchers- chicken

#### 2.1 Purchases of live chicken in the last 3 months.

Prices are in local currency. In the first column, list all the chicken breeds mentioned by farmers during PRA- use code on separate sheet. Fill the required information in the table select code of the breeds from the different sheet as provided separately.

*e.g. A butcher likes to buy xx breed of the chicken and usually doesn't like to buy yy breed as it is less popular among the customers because of its meat taste and the meat taste of the xx breed is better than the yy breed according to the buyers. He usually pays 200 (local currency) for the one mature live hen and 230 (Local Currency) for mature cock he slaughters the animal and followed by dressing, grading. At the time of buying he usually sees the activeness, size, and length of the legs.*

Chicken Breed (code)	1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3	2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]	3. At which price does the respondent usually buy a mature hen?	4. Number of mature hens purchased	5. At which price does the respondent usually buy a mature cock?	6. Number of mature cock purchased	7. Who are your suppliers? [Code b]	8. Operations [Code c] (multiple codes possible)	9. Criteria used when buying [code d]
Breed code	1	1	200 Local currency	100	230 Local currency	150	2	1, 2,4	2, 7, 8
<b>a. Reason for no purchase</b>		<b>b. Supply</b>		<b>c. Operations</b>		<b>d. Criteria used when buying</b>			
1 = Not interested in this breed 2= Price too high 3= Breed not widely available 4= Difficult to re-sell this breed Other; specify in cell		1 = Individual livestock farmers – farm gate 2= Individual livestock farmers – market 3= From other traders in markets 4= Own animal production Other; specify in cell		1= Slaughtering 2= Dressing 3= Packaging 4= Grading Other; specify		1= No criteria 2= Size of the animal 3= Weight of the animal 4= Color of the feathers 5= Skin colors		6= Shape of the comb 7= Length of the legs 8= Activeness Other; specify	

## 2.2. Sales of chicken (whole and parts)- last 3 months.

Use breed codes as listed on separate sheet. Prices are in local currency

*e.g. A butcher usually sells the chicken in pieces by kg and normally the prices are fixed in the market. In the last three months he sold 300 kgs of chicken @ 200 (local currency)/ kg. The household and restaurant people are the main buyers and the consumers usually look for the traditional taste of the meat*

Products sold [code a]	Breed (code)	If product is sold whole,		If product sold by piece,		If product sold by kg,		How price fixed? [Code b]	Who are your clients? [Code c]	Reasons for consumers' preferences for local breed chicken [code d]
		Number sold	price per unit	Number sold	Price per unit	Kg sold	Price per kg			
3	Breed code	-	-	-	-	300	200 Local currency	1	1,3	1
<b>a. Products sold</b>		<b>b. Price fixed</b>				<b>c. Clients</b>			<b>d. Preferences for local breed chicken</b>	
1= Whole chicken 2= Pieces of chicken 3= Pieces of chicken – by Kg Other; specify		1= Market price 2= Seller decides 3= Buyer decides 4= Buyer and seller agree ad fix price based on quality Other; specify				1= Consumers / Households 2= Other butchers 3= Restaurants Other; Specify			0= No preference 1= Traditional / authentic taste 2= High fat content 3= Product made locally 4= Low price 5= Availability Other; specify in cell	

### Section 3: Butchers- Goat

#### 3.1. Purchases of live goat in the last 3 months.

Prices are in local currency. In the first column, list all the goat breeds mentioned by farmers during PRA - use code on separate sheet.

Fill the table as you filled section 2.1 for chicken

Goat Breed (code)	1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3	2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]	3. At which price does the respondent usually buy an adult female?	4. Number of adult females purchased	5. At which price does the respondent usually buy an adult male?	6. Number of adult males purchased	7. Who are your suppliers? [Code b]	8. Operations [Code c] (multiple codes possible)	9. Criteria used when buying [code d]
<b>a. Reason for no purchase</b>		<b>b. Supply</b>		<b>c. Operations</b>		<b>d. Criteria used when buying</b>			
1 = Not interested in this breed 2= Price too high 3= Breed not widely available 4= Difficult to re-sell this breed Other; specify in cell		1 = Individual livestock farmers – farm gate 2= Individual livestock farmers – market 3= From other traders in markets 4= Own animal production Other; specify in cell		1= Slaughtering 2= Dressing 3= Packaging 4= Grading Other; specify		1= No criteria 2= Size of the animal 3= Weight of the animal 4= Skin color Other specify			

### 3.2. Sales of goat (whole and parts) - last 3 months.

Use breed codes as listed on separate sheet. Prices are in local currency

Fill the information about the products sold and code of the breeds from the separate sheet and put the information related to product is sold whole and note the price per unit and if the product is sold in kg also put the price per kg use code for how the prices are fixed and who are the clients and reasons of the preferences of the local breeds.

Fill the information same as you filled for section 2.2 for chicken.

Products sold [code a]	Breed (code)	If product is sold whole,		If product sold by piece,		If product sold by kg,		How price fixed? [Code b]	Who are your clients? [Code c]	Reasons for consumers' preferences for local breed goats [code d]
		Number sold	price per unit	Number sold	Price per unit	Kg sold	Price per kg			
3	Breed code	-	-	-	-	300	200 Local currency	1	1,3	1
<b>a. Products sold</b>		<b>b. Price fixed</b>				<b>c. Clients</b>		<b>d. Preferences for local breed goat</b>		
1= Whole goat 2= Parts of goat – by unit 3= Parts of goat – by Kg Other; specify		1= Market price 2= Seller decides 3= Buyer decides 4= Buyer and seller agree ad fix price based on quality Other; specify				1= Consumers / Households 2= Other butchers 3= Restaurants Other; Specify		0= No preference 1= Traditional / authentic taste 2= High fat content 3= Product made locally 4= Low price 5= Availability Other; specify in cell		



## Section 4: Butchers- Pig

### 4.1. Purchases of live Pig in the last 3 months.

Prices are in local currency. In the first column, list all the pig breeds mentioned by farmers during PRA - use code on separate sheet. Fill the table as you filled section 3.1 for Goats

Pig Breed (code)	1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3	2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]	3. At which price does the respondent usually buy An adult female?	4. Number of adult females purchased	5. At which price does the respondent usually buy an adult male ?	6. Number of adult males purchased	7. Who are your suppliers? [Code b]	8. Operations [Code c] (multiple codes possible)	9. Criteria used when buying [code d]

### 4.2. Sales of Pig (whole and parts) - last 3 months.

Fill the information same as you filled for section 3.2 for Goats.

Products sold [code a]	Breed (code)	If product is sold whole,		If product sold by piece,		If product sold by kg,		How price fixed? [Code b]	Who are your clients? [Code c]	Reasons for consumers' preferences for local breed pigs [code d]
		Number sold	price per unit	Number sold	Price per unit	Kg sold	Price per kg			

### 3. Credit supplier

Note (General description about the questionnaire): From the page 1<sup>st</sup> to section 1.4 should be filled same as according to the animal health service provider agent questionnaire.

#### Section 2: Credit providers:

##### 2.1. Provide the following details regarding your business. Put X if the respondent is unable or unwilling to answer.

If no credit is provided to the farmers then put none and go directly to the question no 4 and if the credit is provide to the farmers then fill the detailed information row wise.

Ask the credit provider that what proportion comes from the farmers who keeps local breeds of chicken and goat/ pig farmers? And same question for the exotic breeds.

*eg. A credit provider provides the credit @7-8%per month to the farmers and the credit applications come 50% from the exotic breed keeping farmers and only 20% from the local breed holders. The credit service provider also provides the advice to the famers about the financial planning and the famers are always interested for the expansion of the farming activities. The credit provider always looks for the security/surety of the money back from the farmers the application mostly process through the extension officer in the village.*

1. What proportion of your business is on providing credit to livestock farmers (%); If none, go to Q4.	7-8% per month
2. Of all credit applications you receive from livestock farmers, what proportion comes from farmers who keep local breeds of chicken and goat/pig?	20%
3. Of all credit applications you receive from livestock farmers, what proportion comes from farmers who only keep exotic breeds of chicken and goat/pig?	50%
4. Do you provide specialized advice on financial management? (0=No 1=Yes). If no, go to Q6	1
5. If yes, what describes the nature of the advice the best? (code a)	3
6. What are the most common reasons indicated by applicants for applying for credit? [code b]	3
7. When providing loans, what are the main factors taken into account before approval/ rejection of the application [code c]	2
8. When livestock farmers apply for loans, which of the following is applicable in terms of the application process [code d]?	2

It's the end of the interview market credit provider questionnaire. Thank the respondent and ask whether they have any questions. If yes, try to answer. If you're unable to answer, tell them that you will consult your supervisor and that you will get back to them. Make sure you keep your word.

## 4. Feed trader

Note (General description about the questionnaire): From the page 1<sup>st</sup> to section 1.4 should be filled same as the animal service provider questionnaire.

### Section 2: Feed suppliers

#### 2.1. Provide the following details regarding your business- - last 3 months. All prices in local currency

Fill this information like feed from where they are buying and who are the main suppliers and quantity they sold and price of the product and also type of the buyers or clients and focus of the business for any breed or specific breeds

*eg. A feed trader mainly sells the commercial concentrates for all species and breeds and he buys the feed from the intermediaries and usually sells 50 kg feed bags in the village market to the livestock farmers. For the concentrate feeds the main species is cattle but partially for the all other species. In the last three months he sold 1000 kgs of feed @100 local currency/ 50kg. And he buys the feed from the company and paid 10000 (local currency) in last three months for all the feed he purchased.*

<b>What feed do you buy (or do you produce for sale)?</b> [Code a]		5				
<b>Who is the main supplier of the feeds you sell?</b> [code b]		1				
<b>Where do you get the feeds you sell?</b> [Code c]		2				
<b>If not produced by you, how much did it cost you to buy the feeds?</b> (last 3 months)		10000 Local currency				
<b>In the last 3 months, how much feed did you sell?</b>	<b>Quantity</b>	1000 kg				
	<b>Unit</b> [code d]	1				
	<b>Unit price</b>	100 Local currency				
<b>Who are your buyers/ clients?</b> [Code e]		1				
<b>On what species of livestock is your business mainly focusing?</b> [code f]		1				
<b>For any breed, or specific breeds?</b> [code g]		2				
<b>a. Type of product</b>	<b>b. Main source of input</b>	<b>c. Where?</b>	<b>d. Unit</b>	<b>e. Buyers/ clients</b>	<b>f. Species</b>	<b>g. Breed</b>
1= Straw, specify which crop, e.g.rice 2= Stover, specify from which crop (e.g.maize,millet) 3= Cerial barn/ polish, specify which cereal (rice/ wheat) 4= Cereal grains, specify which cereal 5= Commercial concentrates (specify which type, chicken feed, pig feed, goat feed), 6= Natural grass 7= Fodder, specify which species Other; specify in cell	1= Other intermediaries 2= producers 3= imports 4= own produce Other; specify in cell	1= within village or nearby 2 = Village market 3= elsewhere in the country Other; specify in cell	1=50 Kg bag 2=Kg 3=ton Other; specify in cell	1=Livestock keepers, 2=crop livestock farmers 3= traders 4=shops 5= exports Other; specify in cell	1=Cattle 2= Goats 3= Sheep 4= Chicken 5= Pig 6= all species Other; specify in cell	1= local 2= cross bred 3= exotic 4= all breeds Other; specify in cell

## 2.2. General information

Fill the general information about the training taken by the feed trader.

*eg. A feed trader has taken training in marketing and technical storage of the feeds. He provides the advice to the farmers regarding to the storage of the feeds. In last three months he paid around 3000 (local currency) for water, electricity and transport.*

<b>1. Have you had any training on feeds and feeding requirements?</b> (0=No 1=Yes)	1
<b>2. Do you provide specialized advice on feeding requirements?</b> (0=No 1=Yes). If no, go to Q 4	1
<b>3. If yes, what describes the nature of the advice the best?</b> [code]	3, 4
<b>4. On Average, what were the total other costs incurred (electricity, water and transport – exclude staff) in the last 3 months?</b> (local currency)	3000
<b>5. Do you sell branded animal feed products?</b> (0=No 1=Yes)	1

***Nature of the advice;***

*1 = determine feed requirements, 2 = best use of products (how, when, frequency), 3 = marketing / sales, 4 = Technical e.g. storage, equipments etc, Other; specify in cell*

It's the end of the interview of the feed trader questionnaire. Thank the respondent and ask whether they have any questions. If yes, try to answer. If you're unable to answer, tell them that you will consult your supervisor and that you will get back to them. Make sure you keep your words!

## 5. Trader in livestock products

Note (General description about the questionnaire): From the page 1<sup>st</sup> to section 1.4 should be filled same as the animal service provider questionnaire.

### Section 2: Goat Milk Traders

#### 2.1. Provide the following details regarding your business- last 3 months

Fill the information the information row wise as required

*e.g. A livestock product trader gets the milk from the individual farmers within the village, sometimes he processes the milk in cheese and paneer before selling and he normally uses lactometer before collecting the milk and for preservation of milk he uses the refrigerator and other chilling methods.*

1. What are your main sources of traded milk? [code a]	1			
2. Where do you get the milk? [Code b]	1			
3. Do you process milk before selling it? (0=No 1=Yes). If no, go to Q	1			
4. If yes, what product do you make? [Code c]	1			
5. What types of milk tests do you use? [code d]	3			
6. What methods of preservation methods do you use to preserve the milk? [Code e]	3			

#### 2.2. Goat Milk Purchases or obtained from own herd. Breed codes are on separate sheet.

Winter (or dry) season- average per day, in the last winter or dry season. Prices are in local currency.

*eg. A livestock product trader buys 12 liters/ day of milk from the individual farmers of ZZ breed of goat @ 15 (local currency)/ kg . The prices are normally fixed between the buyer and seller. There is no special arrangements are available for the suppliers and the distance from the main market to the buying point is almost 5 km.*

Supplier type [Code a]	Milk from which breed?	No of liters of milk per day	Average price paid per liter	How is price fixed? [Code b]	Distance from buying point to selling point (km)?	What other arrangements do you have with your suppliers [code c]
1	Breed code	12	15	4	5	0

**Summer (or rainy) season - average per day in the last summer or rainy season** Prices are in local currency.

Fill this table same as above (winter season).

Supplier type [Code a]	Milk from which breed?	No of liters of milk per day	Average price paid per liter	How is price fixed? [Code b]	Distance from buying point to selling point (km)?	What other arrangements do you have with your suppliers [code c]

### 2.3. Sales of goat Milk and Milk Products

Breed codes are on separate sheet. If product is not differentiated by breed, put “99” in the “breed” column. Prices are in local currency.

**Winter or dry season - average per day in the last winter or dry season.**

*eg. A trader sells 10 litre of fresh goat milk in a day to the consumers as the consumer always looks for the indigenous goat milk because of its traditional taste and fat content and the rates are always negotiable between buyer and seller.*

Buyer type [code a]	Product [code b]	From which goat breed?	Unit [code c]	No of units sold per day	Average price paid per unit	How is price fixed? [Code d]	Is the buyer looking for products from local breed goat? (0=No 1=Yes)	If yes, why [Code e]
2	1	99	1	10	20 local currency	4	1	1, 2 ,
								, ,
								, ,



## Summer or rainy season - average per day in the last summer or rainy season

Fill the table same as the above for summer season there may be some changes in prices and sale of the products please fill the accordingly.

Buyer type [code a]	Product [code b]	From which goat breed?	Unit [code c]	No of units sold per day	Average price paid per unit	How is price fixed? [Code d]	Is the buyer looking for products from local breed goat? (0=No 1=Yes)	If yes, why [Code e]
2	1	99	1	10	20 local currency	4	1	1, 2 ,
								, ,
								, ,

## Section 3: Trader in chicken egg

### 3.1. Provide the following details regarding your business- last 3 months

*eg. A trader always buys the eggs from the individual producers within the village and sometimes from the other traders in the village market.*

1. What are your sources of eggs? [code a]	1	2		
2. Where do you get eggs? [Code b]	1	2		

### 3.2. Eggs- Purchases or obtained from own flock- last 3 months.

Breed codes are on separate sheet. If eggs are not differentiated by breed, put “99” in the “breed” column. Prices are in local currency.

*eg. A trader buys 20-30 eggs per day @2.00 he mostly prefers to buy XX breed eggs as the demand among the consumers are high and the trader always collects the eggs from the individual farmers after going 5 km and prices are negotiable between the buyers and seller and they don't have any type of the other arrangements with the buyers.*

Supplier type [Code a]	From which breed?	No of eggs per day	Average price paid per egg	How is price fixed? [Code c]	Distance from buying point to selling point (km)?	What other arrangements do you have with your suppliers [Code d]
1	breed code	20-30	2.00	4	5 km	0
<b>a. Source of eggs</b>		<b>b. Where sourced</b>		<b>c. How is price fixed</b>		<b>d. Other arrangements</b>
1= Individual producers 2= Other traders 3= Own produce Other; specify in cell		1= Within village or nearby 2= Village market 3= Elsewhere in the country Other; specify in the cell		1= Market price 2= seller decides 3= Buyer decides 4= Buyer and seller agree and fix price based on size Other; specify in cell		0= No other arrangements 1= Buyer provides feeds on credit 2= Buyer provides loans 3= Buyer gives deposits Other; Specify in cell

### 3.3. Sales of eggs- last 3 months.

Breed codes are on separate sheet. If eggs are not differentiated by breed, put “99” in the “breed” column. Prices are in local currency.

Fill this table as you filled above (3.2)

Buyer type [Code a]	From which breed?	No of eggs sold per day	Average price paid per egg	How is price fixed? [Code c above]	Is the buyer looking for eggs from indigenous chicken? (0=No 1=Yes)	If yes, why [Code b]
						, ,
						, ,
						, ,
<b>a. Buyer type</b>				<b>b. Characteristics</b>		
1= Consumers 2= Traders 3= Shops and restaurants Other; specify in cell				1= Traditional / authentic taste 2= Low price 3= Availability Other; Specify in cell		

It's the end of the interview trader in livestock products questionnaire. Thank the respondent and ask whether they have any questions. If yes, try to answer. If you're unable to answer, tell them that you will consult your supervisor and that you will get back to them. Make sure you keep your words!

## 6. Livestock trader

Note (General description about the questionnaire): From the page 1<sup>st</sup> to section 1.4 should be filled same as the animal service provider questionnaire.

### Section 2: Livestock Traders- chicken

**2.1. In the first column, list all the chicken breeds mentioned by farmers during PRA. Use breed codes as listed on separate sheet.**

#### A. Purchase of chicken last 3 months. Prices are in local currency

Fill the information as accordingly asked use separate sheet for the breed codes. If the respondent buys the breed then put 1 and go directly to the question number 3 and if no put 0 and give the reason codes.

*eg. A livestock trader buys a xx breed of hen as he likes this breed because of its' market demand for a mature hen, cock, chicks and cock usually he pays 200, 230 and 20 local currency respectively and sometimes it is negotiable between buyer and the seller and the trader always buys them from the individual farmers and farm gate. He purchased 300 chickens in last three months.*

Chicken Breed (code)	1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3	2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]	3. At which price does the respondent usually buy a mature hen?	4. At which price does the respondent usually buy a mature cock?	5. At which price does the respondent usually buy a chick?	6. Who are your suppliers? [Code b]	7. What is the total number of chicken purchased?
xx	1	-	200	230	20	1	300

**B. Sale of chicken- last 3 months**

Fill the information as asked in the table about the sale of the chicken in last three months.

*eg. A livestock trader sold 290 chickens of xx breed in the last three months the prices were fixed between the buyer and seller the average prices were 230, 250, and 30 for hens, cock and chicks respectively.*

Chicken Breed (code)	1. Does respondent sell this breed? 0=No 1=Yes. If no, go to next breed.	2. At which price does the respondent usually sell a mature hen?	3. At which price does the respondent usually sell a mature cock?	4. At which price does the respondent usually sell a chick?	5. How is price fixed? [Code c]	6. What is the total number of chicken sold?	7. Who are your clients? [Code d]	8. How long does it take to move chicken from the most common buying point to the market? (Hours)
xx	1	230	250	30	4	290	1	2-3 hours
<b>a. Reason for no purchase</b>		<b>b. Supply</b>		<b>c. Price fixed</b>		<b>d. clients</b>		
1= Not interested in this breed 2= Price too high 3= Breed not widely available 4= Difficult to re-sell this breed Other; specify in cell		1= Individual livestock farmers – farm gate 2= Individual livestock farmers – market 3= From other traders in markets 4= Own animal production Other; specify in cell		1= market prices 2= Seller decides 3= Buyer decides 4= Buyer and seller agree and fix price based on quality Other; specify in cell		1= Consumers/ households 2= Butchers/ restaurants 3= Other traders 4= Farmers for breeding purposes 5= Own flock Other; specify in cell		

## 2.2. Types and characteristics

Fill the information about the type of the animals which traders prefer at the time of buying and selling of the animals.

<i>eg. A livestock trader wants to buy xx breed cock for meat purpose.</i>	
<b>1. Do you look for a particular chicken type when buying chicken for selling?</b> 0= No 1=Yes. If no, go to Q 3	1
<b>2. If yes, which type?</b> [code a] (rank)	1, , ,
<b>3. Do you look for a particular breed when buying chicken for selling?</b> (0=No 1=Yes). If No, go to Q 5	1
<b>4. If yes, which one?</b> Use separate breed code	breed code
<b>a. Animal types –when buying</b>	
1= Cock for breeding 2= Cock for meat 3= Hen- layers 4= Hen- brooding	5= Hen- meat 6= Grower- male 7= Grower- female 8= Chick

**In addition to breeds, do you also look for particular characteristics or traits when buying chicken for sale?** (0=No 1=Yes). [.....]

If no, go directly to the next section

If yes, what are the specific characteristics or traits that you look for when buying chicken? For each of the listed trait, score between 0 (characteristic not important) and 5 (very important characteristic).

Give the score for each trait as according to their liking and preferences.

<i>eg: A respondent wants to give 5, 4, 4, 3, 3, 3 for large body size, dressing percentage, alertness, nice physical appearance, disease resistance, skin colour respectively.</i>	
Characteristics/ traits	Score (0 to 5)
Size	3
Alertness	4
Type of comb	3
Colour of the feathers	3
Skin colour	5
Shank feathered	4
Other, specify (e.g. meat colour)	-



## Section 3: Livestock Traders- Goat

**3.1 In the first column, list all the goat breeds mentioned by farmers during PRA. Use breed codes as listed on separate sheet.**

### A. Purchase of goat last 3 months. Prices are in local currency

Put the code of the goat breeds, does respondent buy this breed if yes put 1 and go to the question number 3 and fill the other information like at which price does the respondent usually buy an adult female, at which price does the respondent usually buy a male, who are your suppliers and what the total number of goats purchased who are the suppliers? And if no give the reason of the not buying the breed use code a. and ask about the other breeds.

*eg. A livestock trader wants to buy ZZ breeds of goat for he always pays 1000 and 1200 local currency for the female mature goat and male mature goat respectively. The suppliers are mainly individual farmers within the village in last 3 months he bought around 300 goats.*

Goat Breed (code)	1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3	2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]	3. At which price does the respondent usually buy an adult female?	4. At which price does the respondent usually buy a mature male?	5. Who are your suppliers? [Code b]	6. What is the total number of goats purchased?
Breed code	1	-	1000	1200	1	300



## B. Sale of goat- last 3 months

Fill this table does respondent sell this breed if no go direct to the next and if yes put 1 at which price does the respondent usually sell an adult male, how is the price fixed use code, what is the total number of goat/ pig sold and who are the client, how long does it take to move goat/ pig from the most common buying point to the market.

Fill the information same as you filled for section 3.1 A.

Goat Breed (code)	1. Does respondent sell this breed? 0=No 1=Yes. If no, go to next section.	2. At which price does the respondent usually sell an adult female?	3. At which price does the respondent usually sell an adult male?	4. How is the price fixed? [Code c]	5. What is the total number of goats sold?	6. Who are your clients? [Code d]	7. How long does it take to move goat/pig from the most common buying point to the market? (Hours)
<b>a. Reason for no purchase</b>		<b>b. Supply</b>		<b>c. Price fixed</b>		<b>d. Clients</b>	
1= Not interested in this breed 2= Price too high 3= Breed not widely available 4= Difficult to re-sell this breed Other; specify in cell		1= Individual livestock farmers – farm gate 2= Individual livestock farmers – market 3= From other traders in markets 4= Own animal production Other; specify in cell		1= market prices 2= Seller decides 3= Buyer decides 4= Buyer and seller agree and fix price based on quality Other; specify in cell		1= Consumers/ households 2= Butchers/ restaurants 3= Other traders 4= Farmers for breeding purposes 5= Own flock Other; specify in cell	

### 3.2. Types and characteristics

Fill the information about the type of the animals which traders prefer at the time of buying and selling of the animals.

<i>eg. A livestock trader wants to buy xx breed cock for meat purpose.</i>	
<b>1. Do you look for a particular chicken type when buying goats for selling?</b> 0= No 1=Yes. If no, go to Q 3	1
<b>2. If yes, which type?</b> [code a] (rank)	1, , ,
<b>3. Do you look for a particular breed when buying goats for selling?</b> (0=No 1=Yes). If No, go to Q 5	1
<b>4. If yes, which one?</b> Use separate breed code	breed code
<b>Animal types –when buying</b>	
1= Buck- mature male goat 2= Wether- castrated male goat 3= Buck kid- young male goat 4= Doe- mature female goat 5= Kids- newly born goat	

**In addition to breeds, do you also look for particular characteristics or traits when buying goats for sale?** (0=No 1=Yes). [.....]

If no, go directly to the next section

If yes, what are the specific characteristics or traits that you look for when buying goats? For each of the listed trait, score between 0 (characteristic not important) and 5 (very important characteristic).

Give the score for each trait as according to their liking and preferences.

Characteristics/ traits	Score (0 to 5)
Nice physical appearance	
Alertness	
Disease resistance	
Skin color	
Large body size	
Dressing percentage	
Other, specify	

## Section 4: Livestock Traders- Pig

**4.1. In the first column, list all the pig breeds mentioned by farmers during PRA. Use breed codes as listed on separate sheet.**

### A. Purchase of pig last 3 months. Prices are in local currency

Put the code of the pig breeds, does respondent buy this breed if yes put 1 and go to the question number 3 and fill the other information like at which price does the respondent usually buy an adult female, at which price does the respondent usually buy a male, who are your suppliers and what the total number of pigs purchased who are the suppliers? And if no give the reason of the not buying the breed use code a. and ask about the other breeds.

<b>Pig Breed (code)</b>	<b>1. Does respondent buy this breed? 0=No 1=Yes. If yes, go to Q3</b>	<b>2. If NO, what are the reasons the respondent does not buy this breed (two most important reasons!)? [Code a]</b>	<b>3. At which price does the respondent usually buy an adult female?</b>	<b>4. At which price does the respondent usually buy a mature male?</b>	<b>5. Who are your suppliers? [Code b]</b>	<b>6. What is the total number of pigs purchased?</b>
Breed code						

## B. Sale of pig- last 3 months

Fill this table does respondent sell this breed if no go direct to the next and if yes put 1 at which price does the respondent usually sell an adult male, how is the price fixed use code, what is the total number of goat/ pig sold and who are the client, how long does it take to move goat/ pig from the most common buying point to the market.

Fill the information same as you filled for section 3.1 A.

Pig Breed (code)	1. Does respondent sell this breed? 0=No 1=Yes. If no, go to next section.	2. At which price does the respondent usually sell an adult female?	3. At which price does the respondent usually sell an adult male?	4. How is the price fixed? [Code c]	5. What is the total number of pigs sold?	6. Who are your clients? [Code d]	7. How long does it take to move goat/pig from the most common buying point to the market? (Hours)
<b>a. Reason for no purchase</b>		<b>b. Supply</b>		<b>c. Price fixed</b>		<b>d. Clients</b>	
1= Not interested in this breed 2= Price too high 3= Breed not widely available 4= Difficult to re-sell this breed Other; specify in cell		1= Individual livestock farmers – farm gate 2= Individual livestock farmers – market 3= From other traders in markets 4= Own animal production Other; specify in cell		1= market prices 2= Seller decides 3= Buyer decides 4= Buyer and seller agree and fix price based on quality Other; specify in cell		1= Consumers/ households 2= Butchers/ restaurants 3= Other traders 4= Farmers for breeding purposes 5= Own flock Other; specify in cell	

## 4.2. Types and characteristics

Fill the information about the type of the animals which traders prefer at the time of buying and selling of the animals.

<i>e.g. A livestock trader wants to buy xx breed cock for meat purpose.</i>	
<b>1. Do you look for a particular chicken type when buying pigs for selling?</b> 0= No 1=Yes. If no, go to Q 3	1
<b>2. If yes, which type?</b> [code a] (rank)	1, , ,
<b>3. Do you look for a particular breed when buying pigs for selling?</b> (0=No 1=Yes). If No, go to Q 5	1
<b>4. If yes, which one?</b> Use separate breed code	breed code

**In addition to breeds, do you also look for particular characteristics or traits when buying goats for sale?** (0=No 1=Yes). [.....]

If no, go directly to the next section

If yes, what are the specific characteristics or traits that you look for when buying goats? For each of the listed trait, score between 0 (characteristic not important) and 5 (very important characteristic).

Give the score for each trait as according to their liking and preferences.

Characteristics/ traits	Score (0 to 5)
Nice physical appearance	
Alertness	
Disease resistance	
Skin color	
Large body size	
Dressing percentage	
Other, specify	

It's the end of the interview of livestock trader questionnaire. Thank the respondent and ask whether they have any questions. If yes, try to answer. If you're unable to answer, tell them that you will consult your supervisor and that you will get back to them. Make sure you keep your word.