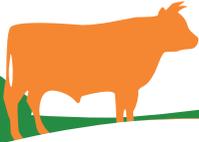




Ministry of Livestock and Fisheries



# LIVESTOCK MARKET INTELLIGENCE UNIT (LMIU)

## INTRODUCTION

An efficient market intelligence unit is essential for the development of the livestock sector. Through advanced analytics, the unit has the potential to inform policy, improve decision-making, reduce business risks and improve market efficiency and transparency.

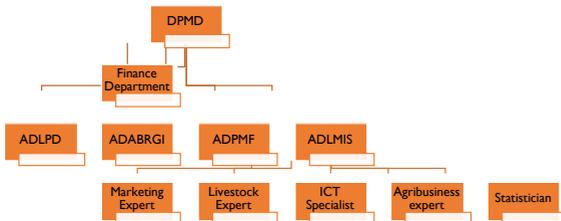
The increasing complexity of livestock marketing immensely affects the supply and demand of animals and their products. Managing these dynamics warrants the establishment of a Livestock Market Intelligence Unit (LMIU).



## Functions of LMIU

- To establish a nation-wide data capture system for livestock sector marketing
- To design and install a digitalized real-time data capture that enables timely analysis preparation of marketing reports and dissemination
- Maintain a robust livestock marketing information database for the country and its trading partners
- Ensure there is adequate internal and/or outsourced skills and competence for data analysis and dissemination
- To ensure that the system is inclusive by building an effective partnership between Government and private sector
- To ensure there are well-maintained infrastructural facilities and services, including ICT, for smooth livestock marketing operations and data capturing and transmission
- To ensure there are adequate financial and adequate well motivated human resources for smooth operations
- To encourage the adoption of adequate institutionalization of market information collection and sharing among public and private sector institutions
- To submit weekly, monthly, and quarterly reports and bulletins to MLF for dissemination

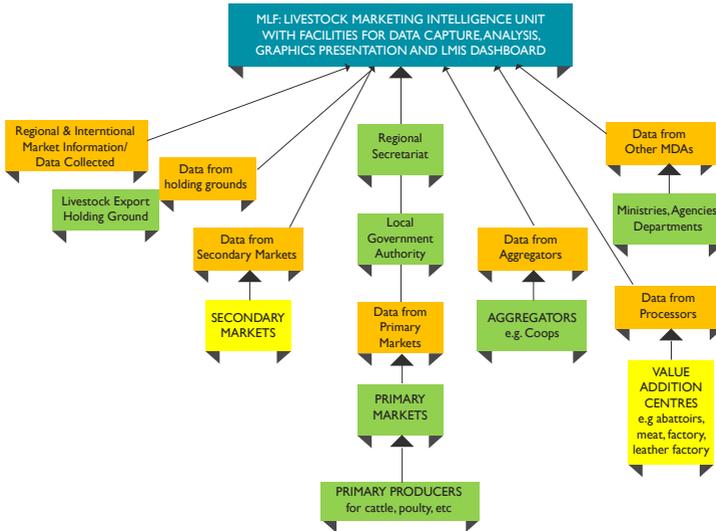
## Functions of LMIU



Abbreviation	Full Title
<b>DPMD</b>	Director of Production and Marketing Development
<b>ADLDP</b>	Assistant Director Livestock Production and Marketing Development
<b>ADPMF</b>	Assistant Director Livestock Products, Marketing and Food Security Section
<b>ADABRGI</b>	Assistant Director Animal Breeders Rights and Genetic Improvement Section
<b>ADLMIS</b>	Assistant Director Livestock Marketing Intelligence System
<b>ICT</b>	Information Communication Technology

## LMIU Data Flow

The MIU is to be based at the Directorate of Production and Marketing Development (DPMD) and will work with other institutional stakeholders that include the President's Office - Regional Administration and Local Government Authorities (PO-RALG), especially at village/ward levels where primary and secondary markets are located, district/town level and regional secretariat level, MIT : Ministry of Industry and Trade MOA: Ministry of Agriculture and private sector.



## Livestock Market Intelligence Unit (LMIU) Outcomes

**Bulletins:** Weekly and monthly market bulletins

**Livestock Farmers:** The transparency of the marketing system will motivate engagement in modern livestock-keeping methods, increase livestock take-off, and improve farmers' income and livelihoods.

**Livestock Traders:** The use of LMIU will facilitate livestock traders to make informed decisions.

**Livestock Processors:** The system will be able to process higher quality livestock, livestock products, and by-products.

**LGAs and MLF:** LMIU will facilitate the availability of more accurate data for planning purposes.

**Central Government:** LMIU will lead to improved transactions of more valuable animals' products to enhance economic transactions and hence more tax, stimulate economic transactions to create more jobs in the economy and increase export revenue.

**Society:** LMIU will have broad-based societal benefits, including improved consumption of high-quality livestock products, improved nutrition as citizens consume higher quality and safer livestock products and employment opportunities in a more robust livestock sector.

### (LMIU) Overall Impact

To improve the availability of evidence-based market information for informed policy decisions and to facilitate better marketing decisions for public and private enterprises, leading to:

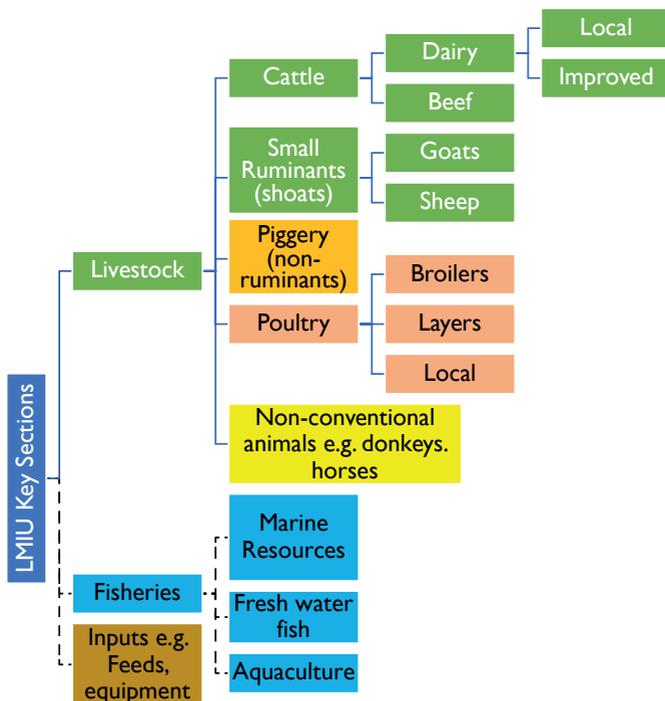
- Improved trade
- Competitive prices for livestock and fisheries products
- Improved incomes and livelihoods of livestock keepers and fishermen



## (LMIU) Rolling Out Plan

S/N	Activites	Responsibility	Timeframe	
			2023-242	025-26
1	Creation of the LMIU at MLF	Permanent Secretary, MLF	Oct 2023	
2	Appointment of key LMIU staff at MLF P	ermanent Secretary, MLF N	ov 2023	
3	Procurement of key LMIU infrastructure, e.g., new weighing scales and repair of faulty weighing scales	Permanent Secretary, MLF	Nov 2023	
4	Installation of Online National Livestock Marketing Information System (NLMIS)	Assistant Director, DMPD (to hire a consultant)	Nov 2023	
5	Training (and retraining) of staff on data management, analysis and report writing	Assistant Director, DMPD (to hire a consultant)	Dec 2023	Jun every year
6	Production and dissemination of initial monthly LMIU livestock information/bulletins for 2023 and 2024	Assistant Director, DMPD	Dec 2023	Jan, Feb Mar, Apr May, and Jun 2024
7	Production and dissemination of semi-annual LMIU livestock data and market bulletins	Assistant Director, DMPD	Dec 2023	Jun 2024, 2025 and 2026

### Dichotomy of Type of Livestock and Fisheries in the proposed MIU



## (LMIU) Rolling Out Plan

### Pilot Regions for LMIU

Market Status	Pilot Regions of Tanzania Mainland									
	Dodoma	DSM	Tanga	Kilimanjaro	Arusha	Singida	Shinyanga	Mwanza	Tabora	Katavi
<b>Cattle &amp; Shoats</b>										
<b>Primary Market</b>	Kigwe	tbd	Ndelema	Mgagao	Kikatiti	Ikungi Njiapanda	Tinde	Misasi	Ndala	Sibwesa
<b>Secondary Market</b>	Kizota	Pugu	Horohoro	Weruweru	Meserani	Igunga	Mhunze	Nyamatala	Ipuli	Majimoto
<b>Il-Poultry</b>										
	Pwani	DSM	Tanga	Kilimanjaro	Arusha	Singida	Mbeya	Mwanza		
<b>Broilers and Layers</b>	Kibaha	Temeke	Korogwe	Main market	Kaloleni	Sokokuu	Sikomjinga	Sokokuu		
<b>Local Breeds</b>	Baga-moyo	Tandale	Korogwe	Main market	Sokokuu	Sokokuu	Uyole	Misungwi		

### Livestock Statistics



Livestock extension officers: **3,201**



Livestock keepers: **4.6 mil HH**



Poultry keepers: **3.7 mil HH**



**36.6 million cattle**



**26.6 million goats**



**97.9 million poultry**



**9.1 million sheep**

### Marketed live animals/ per annum



**2.3 mil cattle**



**2 mil goat**



**0.4 mil sheep**



Primary Livestock Markets: **504**



Secondary Livestock Markets: **14**



Border Livestock Markets: **11**



Slaughter houses: **2000**



Holding grounds: **27**



Milk collection centers: **196**



#### BEEF

Annual production: **769,966.7 tons**  
 Annual export: **8,877.8 tons**  
 Annual export earnings: **US\$36.3 M**  
 Annual import: **516.63 tons**  
 Annual import bill: **US\$ 2.16 M**



#### DAIRY

Improved Dairy Cattle **1.26 Mil**  
 Annual production: **3.4 bil litres** of which **2.3 bil lit** from local breeds and **1.1 bil lit** from improved breeds  
 Processing per Annum: **77.6 mil lit**  
 Annual import: **5.34 mil Lt**  
 Annual import bill: **US\$ 5.1 M**



#### POULTRY

Local breeds: **45.1 mil**  
 Improved breeds: **52.8 mil**  
 Annual meat production: **44,420 tons**  
 Annual egg production: **5.5 bil eggs**



#### ANIMAL FEED

Annual requirement: **2 mil tons**  
 Annual production: **26%**

### Contacts:

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