

JERSEY INKANZIZA

...as they say in Rwanda. It means 'Jersey Beautiful Cow'. The Jersey Cow is proving to be of immense benefit in remote rural areas of Rwanda and other African countries. Report by Philippa Evans Bevan, Ambassador for the Send a Cow Charity for Jersey



It seems always to have been thus: the Jersey Cow has had an impact on the fortunes of Jersey in centuries past – and the same also applies to the present. As Ambassador for the Send a Cow Charity for Jersey it has been my privilege to bear witness to her ongoing journey in modern times.

Her present day influence in poor countries in Africa comes through the focused work and collaboration of the Royal Jersey Agricultural and Horticultural Society, Jersey Overseas Aid and the Send a Cow charity.

In Rwanda, 480,000 households – that's 20 per cent of the population – are food insecure. Approximately 37% of children under the age of five are stunted and malnourished; farming is largely subsistence. The Rwandan government has looked to reduce these high levels of poverty and address food insecurity through increasing access to livestock – particularly cows. The National Rwandan Dairy Strategy has identified a lack of knowledge of feeding, genetic improvement and access to water as the main constraints.

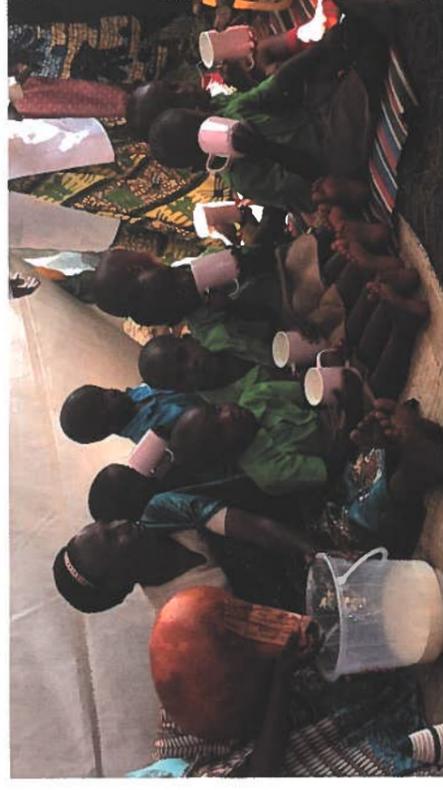
In 2017 phase 1 of the Jersey Inka Nziza (Jersey Beautiful Cow) Programme began. RJA&HS, Jersey Overseas Aid and the Send a Cow partnership have been working with the Rwandan Agricultural Board to improve the National Rwandan Dairy Herd. Now in its third phase, 12,000 smallholder farmers have received enhanced training in animal health, sustainable agriculture, improved milk production through fodder and feeding strategies and social inclusion.

A total of 80 artificial inseminator technicians have been recruited and 2,800 Jersey crossed calves will be delivered this year. More than 80,000 units of Jersey semen will be used across Rwanda

in 2020. Multiply 12,000 farmers by an average family of six per household and this programme is reaching and improving the nutrition and lives of 72,000 people.

The work of the UK Send a Cow Charity on the ground is pivotal to these outcomes, by virtue of using their Rwandan local expertise as well as their 30 years of experience working with small holder farmers across seven countries in Africa to grow, eat and trade healthily.

Send a Cow's work is based on principles of nutrition, productivity, food sovereignty, responsible farm systems and addressing the complexity of finding different



solutions for different communities and landscapes. This has been recognised by many sponsors, including Standard Bank. Also operating across Africa, Standard Bank have become a committed sponsor to Send a Cow and they take an active interest in their work, contributing in many ways including, micro-finance initiatives.

The Jersey initiatives in Rwanda have also caught the attention of a wider audience; delegates from 30 countries joined the World Jersey Cattle Bureau convention that took place in Kigali, Rwanda this summer. The Convention was no small testimony to the scope and pace of the potential.

Delegates included Jersey Breeders from all over the world, prominent scientists, dairy breeding specialists from Senegal to Ethiopia and Send Cow representatives from all their project countries. They visited Send a Cow smallholder farmers, the Rwandan Agricultural Board

trainees, and attended a dairy workshop conference. Great strides were made and the foundations of the wider Africa Jersey Forum were laid.

The Jersey breed is clearly emerging as the most logical choice for infusing greater production into indigenous cattle in a smallholder context. The outcome so far is already contributing to no less than 11 of the 17 sustainability goals.

Owing to her natural feed conversion efficiency, Jersey cows can produce a litre of highly nutritious Jersey milk using significantly less resources: 32% less water, 11% less land and it has a 20 per cent smaller carbon footprint.

In terms of the amount of Jersey milk required to produce 500 metric tonnes of cheese, the carbon footprint is the equivalent of taking 443 large cars off the road annually (source: US DATA).

In short, it is a more sustainable road ahead with the modern journey of our greatest ambassador - the Jersey Cow.



SEND A COW

A FORCE FOR CHANGE IN RURAL AFRICA, SEND A COW HELPS PEOPLE GROW THEIR OWN FUTURES – ON THEIR OWN LAND, ON THEIR OWN TERMS.

Standard Bank has a three-year partnership with Send a Cow, specifically supporting the Orphans Project in the Rakai District of Uganda. This includes agricultural training in communities, guidance on record keeping and providing the skills needed for communities to gain greater access to markets, crop diversification and harvest management, as well as mentorships to support orphans.

Send a Cow also raises awareness of issues such as gender equality through debates. The "Big Debate" sponsored by Standard Bank last year touched on topics including education, law, and domestic violence, highlighting the lack of cross-country data in the World Development Indicators for women and girls in Africa, particularly with regards to young married women.

The Send a Cow team recently visited Standard Bank's offices in Jersey and Isle of Man to discuss the Sustainable Development Goals they are working to achieve as well as update staff at the bank of initiatives supported by the organisation through fundraising activities and volunteer work.