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WILD MEAT LEARNING AGENDA

According to IUCN, 33 lemur species are Critically Endangered, with 103 of the 107 surviving species threatened with extinction, mainly due to deforestation and hunting in Madagascar. This is a photo of a lemur (Verraux's Sifaka) in the dry forest, Menabe, Madagascar. Photo: Olaf Zerbock for USAID.

PURPOSE AND CONTEXT

Wild meat, also known as “bushmeat,” refers to the meat of wildlife species hunted or collected for human consumption. The purpose of the Wild Meat Learning Agenda is to generate and share evidence to inform United States Agency for International Development (USAID) efforts to improve wild meat programming and to understand those connections to food security, health, and conservation. The Learning Agenda defines learning questions and associated activities to address those questions. This Learning Agenda will be implemented through the support of the Wild Meat Collaborative Learning Group, which tackles questions about critical development goals of conserving biodiversity, achieving food security, and supporting the health of human communities by addressing wild meat issues.

The Wild Meat Collaborative Learning Group is one of six collaborative learning groups within [USAID's Biodiversity Cross-Mission Learning Program](#). Learning groups increase the effectiveness of USAID biodiversity conservation programming by finding out what works, what does not, why, and under what conditions. USAID's Biodiversity Division created its Biodiversity Cross-Mission Learning Program to capture and share global lessons for common conservation strategic approaches. The Learning Agenda will contribute to and complement several learning groups within USAID's cross mission learning framework.

AUGUST 2021

FRAMEWORK: THEORY OF CHANGE

The Learning Agenda is framed around a theory of change that presents a hypothesis of expected results leading from USAID's engagement with wild meat programming to improve conservation and health outcomes. The theory of change and its associated learning questions are a framework to help teams plan for, learn about, and adapt their wild meat, health, and food security programming. The learning questions seek to understand the context, test the assumptions, and define and monitor key characteristics of an expected result.

Fishermen in Pursat, Cambodia collect the fish caught in their bamboo fish traps from the surrounding seasonally flooded rice fields. Thanks to the USAID-funded Feed the Future Cambodia Rice Field Fisheries II project, people in 140 communities are trained and resourced to improve and protect fish habitats. Photo credit: Fani Llauradó for WorldFish/Copyright 2019 USAID.



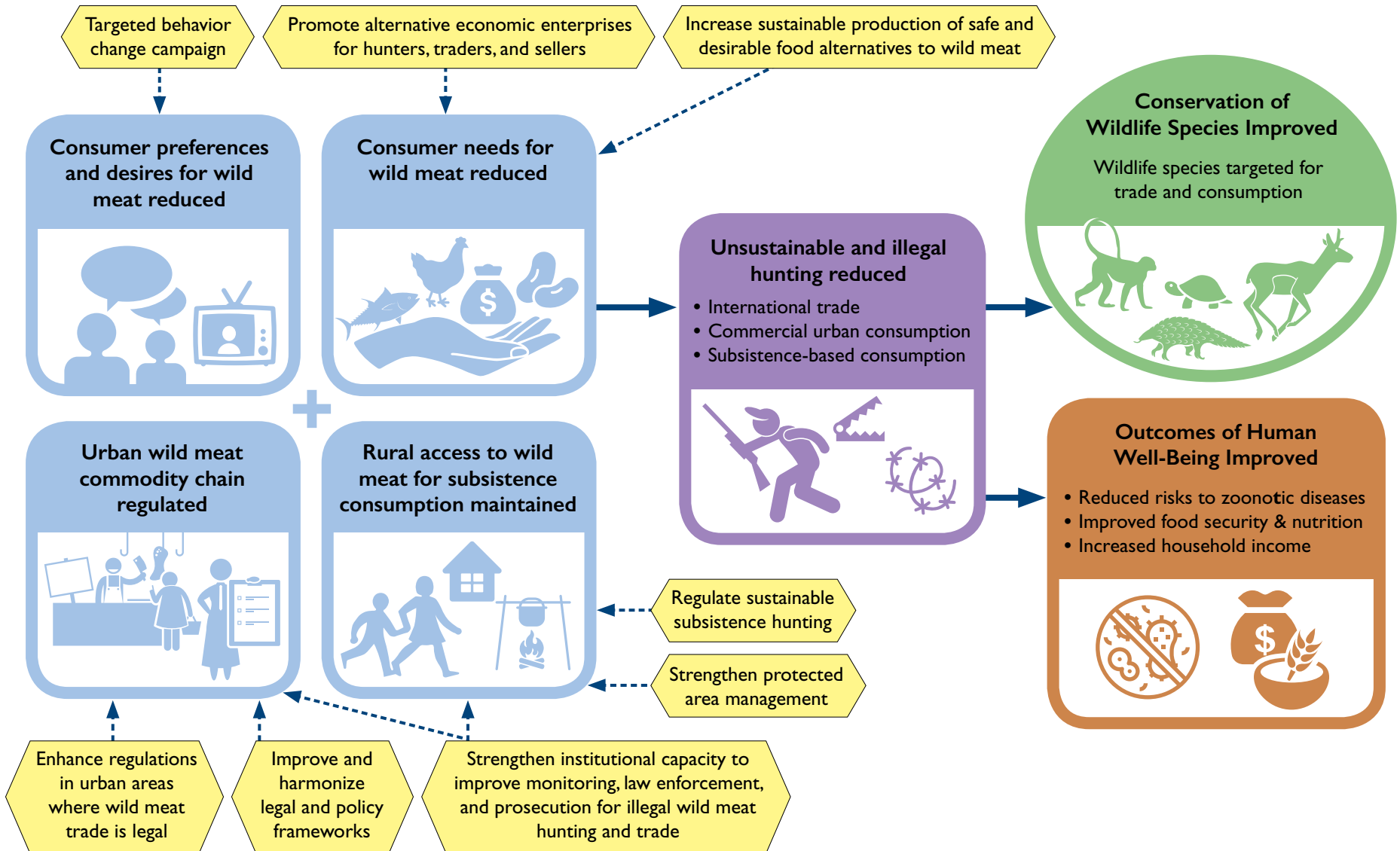
Community members in Liberia taking on responsibility to protect the forest. Photo: Edudzi Nyomi for USAID.

Rescued pangolins at Wildlife Quarantine Center in Thailand. Photo: Roengchai Kongmuang for USAID Wildlife Asia.

WILD MEAT THEORY OF CHANGE

The generalized wild meat theory of change (see Figure 1 below or view [detailed version](#)) was developed based on a review of USAID-funded projects, published and grey literature, and input from USAID staff. This high-level, generalized theory of change highlights four main outcomes (blue boxes) that project teams seek to achieve with often used wild meat strategic approaches (yellow hexagons).

Figure 1: Generalized Wild Meat Theory of Change





Indigenous farmers in the Philippines learning about sustainable farming and strengthening their local livelihoods. Photo: USAID Protect Wildlife.



Antelope in Uganda. Photo: Karin Bridger for USAID.

This wild meat theory of change is that *IF consumer preferences, desires, and needs for wild meat are reduced, the urban wild meat commodity chain is regulated, and rural access to wild meat for subsistence consumption is maintained, THEN unsustainable and illegal hunting of wild species will be reduced. A reduction in hunting improves the viability of wildlife species and improves human well-being outcomes, including reduced risks to zoonotic diseases, improved food security and nutrition, and increased household income.*

Consumer preferences and desires for wild meat reduced

Non-subsistence wild meat consumer preferences and desires for eating wild meat must be well understood so that behavior change initiatives can target consumers based on their motivations and desires for consuming wild meat. This is expected to result in target consumers responding to messages and exhibiting lower preference and less desire for wild meat. As more people adopt this behavior change, social norms within the broader population change as well. Wide-scale reduction in consumer preferences and desires for wild meat will then lead to reduced sales of wild meat products and ultimately help to mitigate unsustainable and illegal hunting of wildlife for consumption.

Consumer needs for wild meat reduced

Wild meat remains important to many vulnerable communities that rely on it for food and livelihoods. Increasing availability of safe and desirable food alternatives is expected to reduce reliance on wild meat for food security and nutrition. Additionally, promoting alternative economic enterprises for hunters, traders, and sellers is expected to reduce reliance on the wild meat economy. Less reliance on wild meat for food and income will reduce the need for local communities to engage in illegal and unsustainable wildlife hunting.

Urban wild meat commodity chain regulated

Improving and harmonizing legal and policy frameworks can enable complementary efforts to enhance regulations in urban areas where wild meat trade is legal. These regulations must be supported through strong institutional capacity for monitoring, enforcement, and prosecution of illegal wild meat hunting and trade. With adequate regulations and increased enforcement along the wild meat commodity chain, traders, wholesalers, market sellers, and restaurants will be compliant participants of a well-regulated trade in legal wild meat. Regulations and enforcement actions are also expected to increase the risks for wildlife crimes, and therefore reduce sales of illegal wildlife products and risks to emergence of zoonotic diseases.

Rural access to wild meat for subsistence consumption maintained

Strengthening community management of local areas, as well as protected area management and regulating sustainable subsistence hunting, are expected to maintain local access to wild meat for subsistence consumption in rural areas. This will help ensure that vulnerable communities still have access to important resources for their nutrition and food security, while preventing commercial hunters from outside communities from removing important resources. Strong institutional capacity for monitoring and enforcement of illegal hunting will further secure wild meat resources for sustainable and legal subsistence-based consumption.

Based on the theory of change and in consultation with the Wild Meat Learning Group members, an initial set of learning questions were identified. These questions form the basis for the Learning Agenda, which will be investigated by the Wild Meat Learning Group through a variety of learning actions. The Learning Agenda will evolve based on the needs of the group and will likely include a webinar and case study series, learning exchanges, and a wild meat toolkit. The wild meat toolkit may include monitoring guidance or examples for each strategic approach, a checklist or worksheet to support teams in designing a thoughtful wild meat approach, and links to additional existing resources for each strategic approach. The Wild Meat Learning Group will meet periodically to share experiences and adjust the learning activities and products as needed.

LEARNING AGENDA			
Main Outcome	Learning Questions	Proposed Learning Activities	Proposed Learning Products
Consumer preferences and desires for wild meat reduced	LQ 1a: What are the barriers and incentives that motivate urban, peri-urban, and non-subsistence demand for and consumption of wild meat?	Summarize existing research from bushmeat demand reduction campaigns.	Brief and webinars summarizing formative research data findings from bushmeat demand reduction campaigns.
	LQ 1b: What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?	Summarize behavioral determinants for non-subsistence demand of wild meat. Engage programs and individuals with experience shifting behaviors, including food preferences and social marketing, to draw lessons for wild meat programs.	Literature review covering behavioral determinants for non-subsistence demand of wild meat. Webinars or learning exchanges with programs or individuals experienced in behavior change and social marketing.
Consumer needs for wild meat reduced	LQ 2: How effective is alternative protein substitution for subsistence-level consumption of wild meat?	Develop case studies to showcase and share learning around programs that have used protein substitution strategies.	Case study write-ups and webinars to share the case studies
Urban wild meat commodity chain regulated	LQ 3a: Where wild meat sales are legal, how effectively are regulations monitored and enforced?	Reach out to programs operating where wild meat sales are legal to understand how enforcement and regulations work, and whether it is effective.	Case study write-ups and webinars to share the case studies.
	LQ 3b: How effective are regulations at reducing illegal and unsustainable sale of wildlife?		
Rural access to wild meat for subsistence consumption maintained	LQ 4: What management systems for land and protected areas can support sustainable subsistence hunting for local communities without contributing to commercial hunting?	Reach out to programs that are supporting indigenous communities with land tenure as it relates to food security and economic needs.	Webinars to share learning. Products will evolve as more is understood.

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LEARNING AGENDA

Main Outcome	Learning Questions	Proposed Learning Activities	Proposed Learning Products
Broader learning topics beyond main outcomes or may be related to several results	LQ 5: Where are the synergies between wild meat interventions and those focused on zoonotic disease, food security, and household income in USAID programming?	Understand, synthesize, and gather lessons on existing synergies between sectors.	<p>Synthesis document of existing resources.</p> <p>Webinars to share learning.</p> <p>Learning exchange with global health and food security on overlapping topics.</p>
	LQ 6: What combination, if any, of strategic approaches are effective in achieving threat reduction and improving human well-being, and under what conditions?	Learn from programs that address some or all of the strategies and their effectiveness at reducing unsustainable and illegal wild meat. <i>Can look beyond USAID funding.</i>	<p>Case study write-ups and webinars to share the case studies.</p>
	<i>Relevant to all learning questions</i>	Use lessons from the webinar and case study series, learning exchanges, and other relevant products to develop a wild meat toolkit.	<p>Wild meat toolkit may include:</p> <ul style="list-style-type: none"> • Monitoring tool box for each strategic approach, including indicators shared with other sectors. • Checklist or worksheet to support teams in designing a thoughtful wild meat approach, including enabling conditions and a decision tool based on context. • Links to additional existing resources for each strategic approach.

HOW TO ENGAGE

Check out our learning thus far and share your learning with us on [BiodiversityLinks](#)

To learn more, contact biodiversity@usaid.gov