



Welcome!

Wild Meat Learning Group Webinar

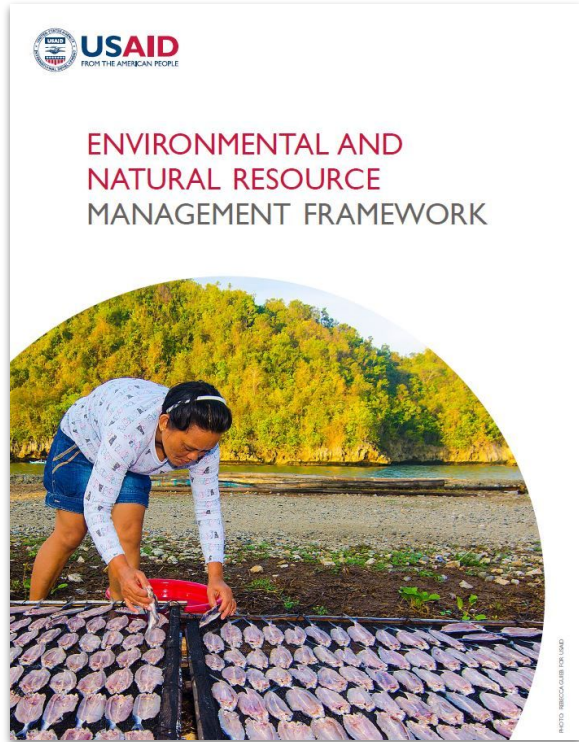


“Why Eat Wild Meat?”

Sept 29, 2021

This webinar will be recorded

Context: Wild Meat, One Health, and Sustainable Food Systems

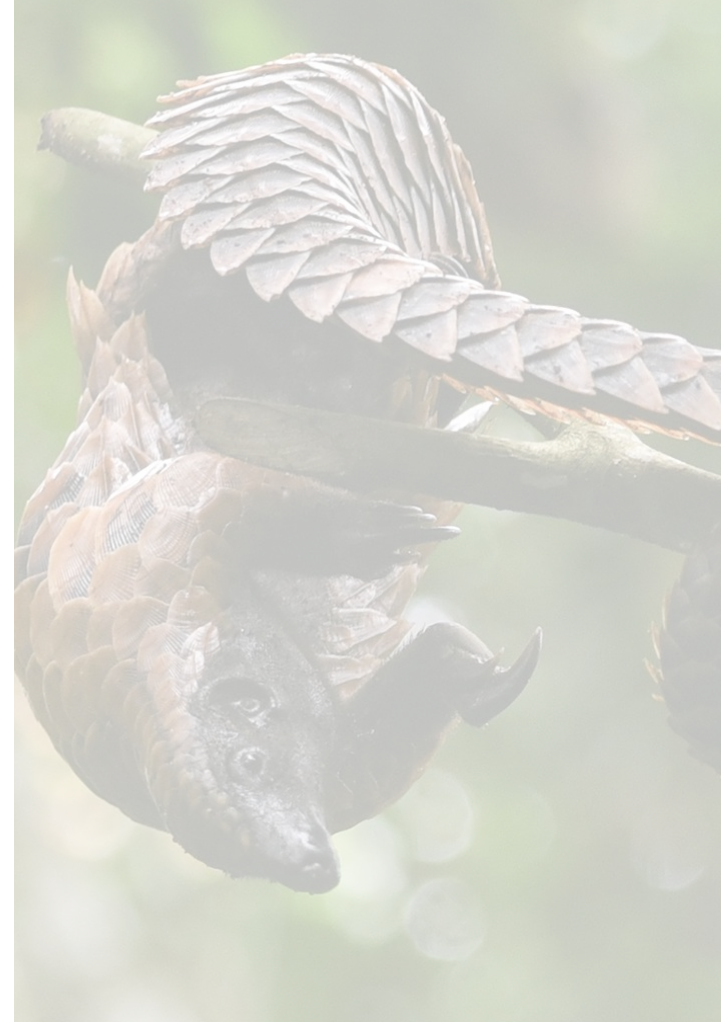


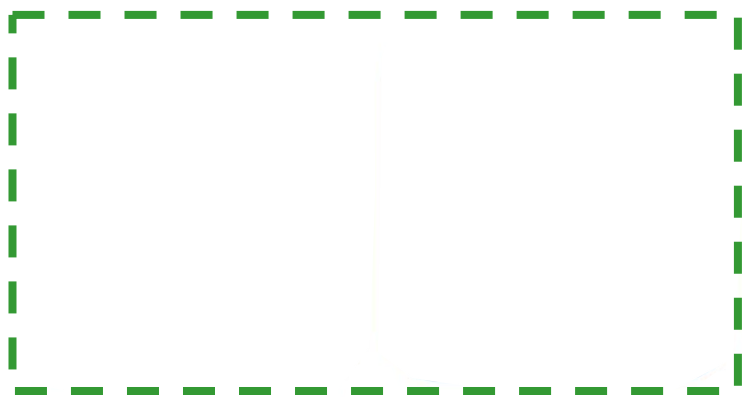
One Health
Working Group

ENRM
Sustainable
Food Systems

Agenda

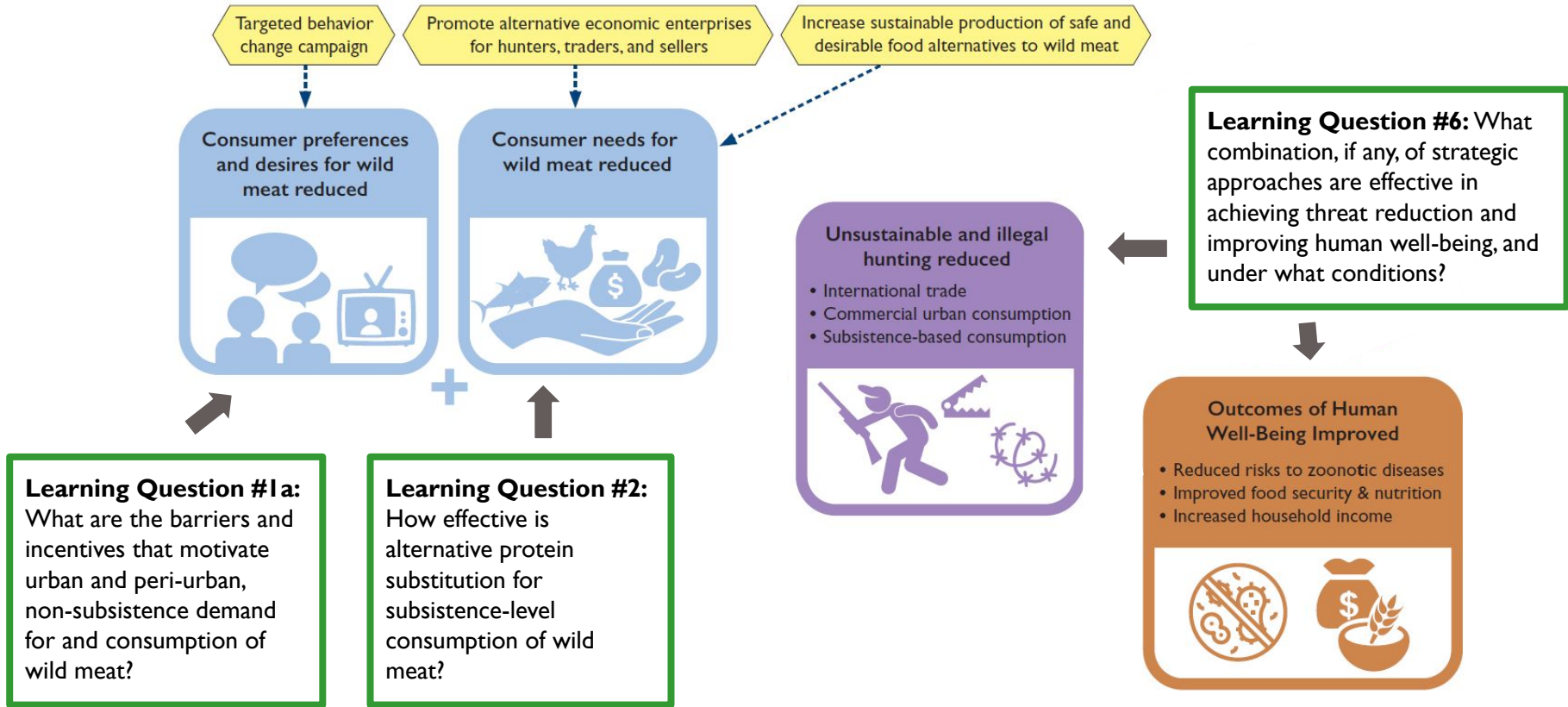
8:00-8:15	<p>Introduction:</p> <ul style="list-style-type: none">● Context● Theory Change● Learning Questions● Guest Speakers
8:15-8:30	<p>Presentation 1 - Drivers of Wild Meat Consumption in Rural Areas</p>
8:30-8:45	<p>Presentation 2 - Designing Wild Meat Alternative Projects: Project Preferences from Cameroon</p>
8:45-8:55	<p>Q&A Discussion</p>
8:55-9:00	<p>Wrap Up</p>





LEARNING QUESTIONS

- | | |
|----|---|
| 1a | What are the barriers and incentives that motivate urban, peri-urban, non-subsistence demand for and consumption of wild meat? |
| 1b | What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior? |
| 2 | How effective is alternative protein substitution for subsistence-level consumption of wild meat? |
| 3a | Where wild meat sales are legal, how effectively are regulations monitored and enforced? |
| 3b | How effective are regulations at reducing illegal and unsustainable sale of wildlife? |
| 4 | What management systems for land and protected areas can support sustainable subsistence hunting for local communities without contributing to commercial hunting? |
| 5 | Where are the synergies between wild meat interventions and those focused on zoonotic disease, food security, and household income in USAID programming? What actions can USAID staff take to support mutually-reinforcing interventions? |
| 6 | What combination, if any, of strategic approaches are effective in achieving threat reduction and improving human well-being, and under what conditions? |



Cross-Mission Learning Groups



USAID E3/ FORESTRY & BIODIVERSITY
Conservation Enterprises
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USAID DDI/BIODIVERSITY
WILD MEAT
COLLABORATIVE LEARNING GROUP



USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
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Latin America and the Caribbean (LAC) Environment
Private Sector Engagement (PSE)
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USAID
**Marine Conservation
and Sustainable Fisheries**
COLLABORATIVE LEARNING GROUP



Latin America and the Caribbean Environment (LAC)
Combating Conservation Crime (CCC)
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Guest Speakers



Francesca Booker

*International Institute for
Environment and
Development (IIED)*

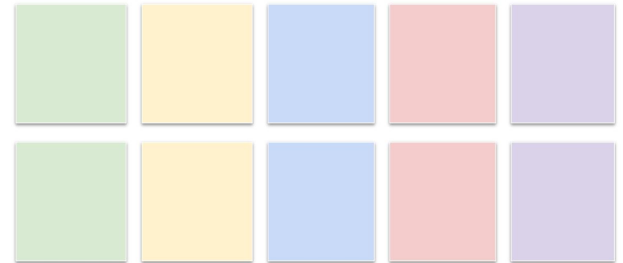


Dr. Stephanie Brittain

University of Oxford

As we go through the presentation,
please add any questions you may
have in [Slide 27](#)

Q&A / Discussion



Why Eat Wild Meat - Decision Support Tool



Why a decision support tool for wild meat alternative projects?

In five steps, the guidance explains how practitioners can help to design the right project for the people they target, and support people to develop their own sustainable alternatives to illegal and/or unsustainable hunting.

Why Eat Wild Meat - Decision Support Tool

The five steps

Our guidance is split into five steps:



Step 1:

Assess project feasibility



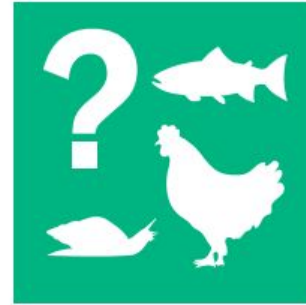
Step 2:

Scope the priority conservation threats and stakeholders



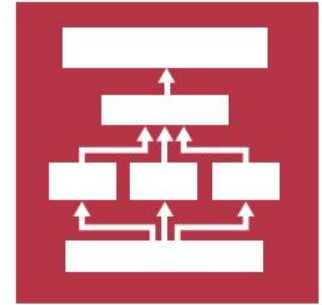
Step 3:

Explore why people eat wild meat



Step 4:

Investigate what types of wild meat alternative project work best



Step 5:

Refine your wild meat alternative project

Why Eat Wild Meat - Decision Support Tool

The five steps

Our guidance is split into five steps:



Step 1:

Assess project feasibility



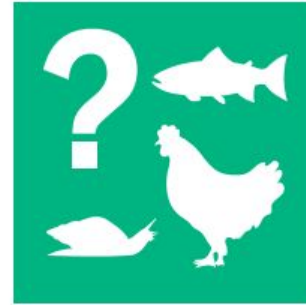
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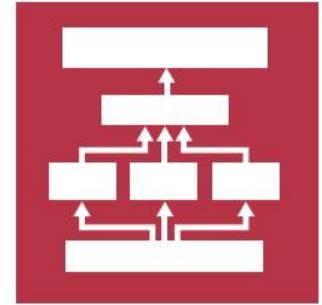
Step 3:

Explore why people eat wild meat



Step 4:

Investigate what types of wild meat alternative project work best



Step 5:

Refine your wild meat alternative project



Step 3:

Explore why people eat wild meat

Exploring **why people eat wild meat** is important because if people do not want to, or cannot, move to a wild meat alternative then your project will not succeed.

In **Step 3**, we outline the best questions to ask related to people's preferences, needs and constraints related to wild meat and alternatives.



Polling

What are the **main drivers** of wild meat as a food choice in the areas you work in?

Availability

Familiarity

Prestige

Cost

Hunger

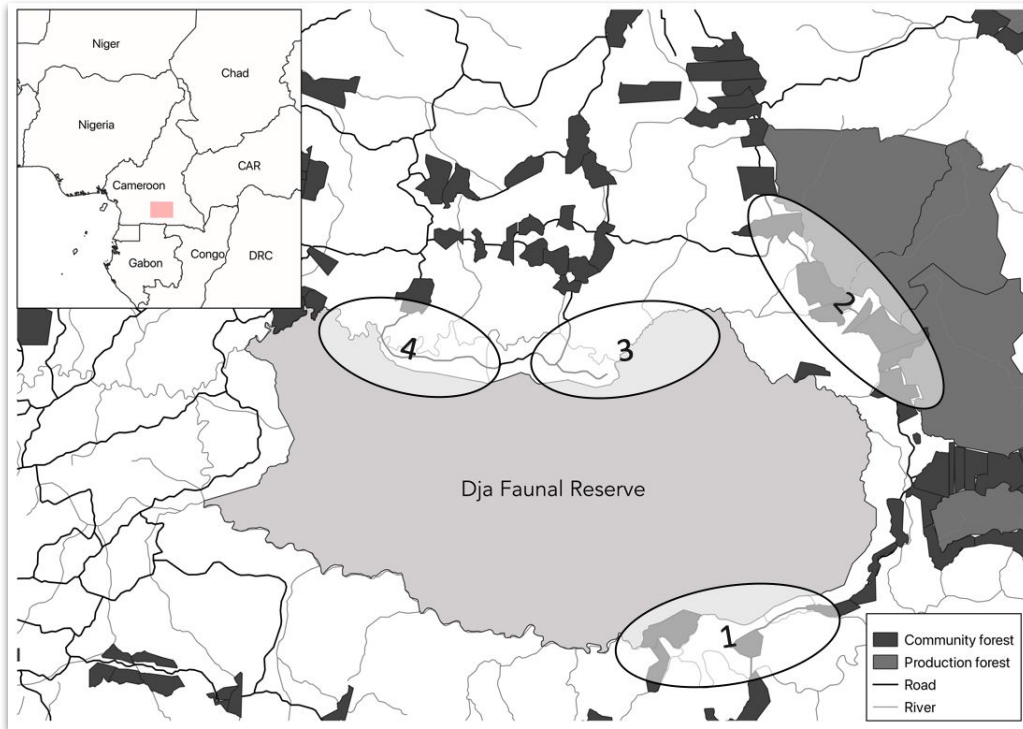
Taste

Culture

**Nutritional or
Diet Diversity**

Other

Our Research - Why People Eat Wild Meat?



Semi-structured interviews in four villages with differing characteristics

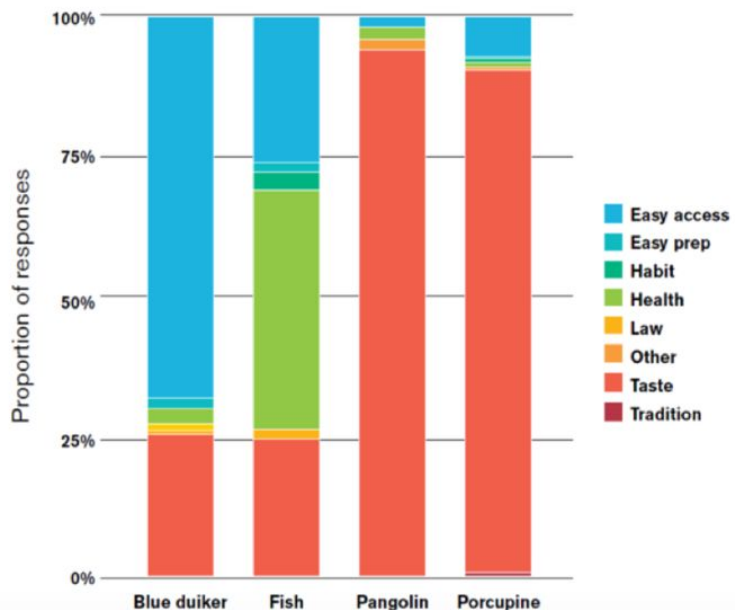
Interviewed 542 people from different households

Interviews included questions on:

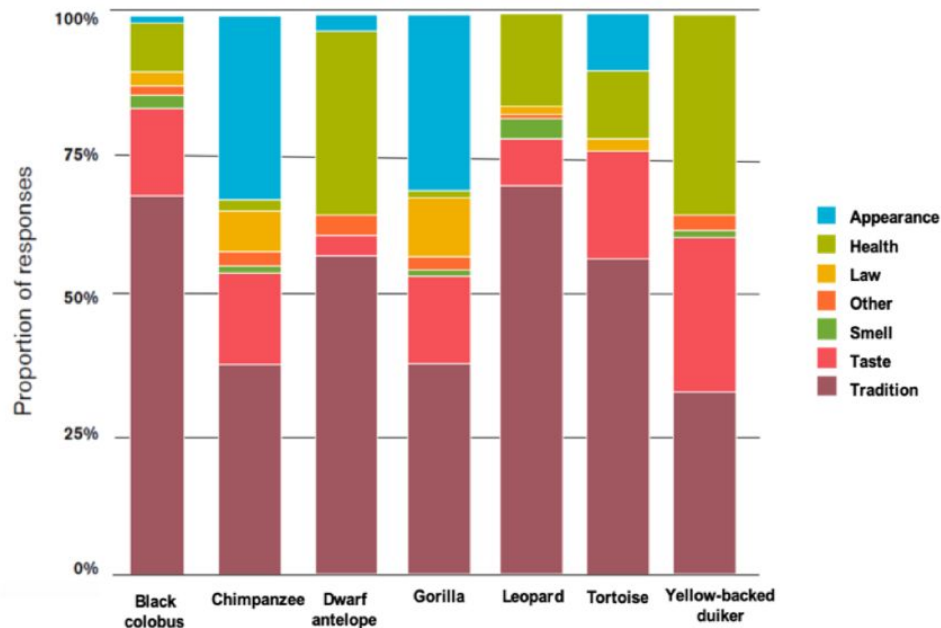
1. Responder sociodemographics
2. Importance of wild meat
3. Food preferences and dislikes

Our Research - Why People Eat Wild Meat?

Preferred



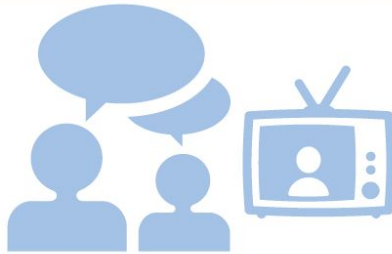
Avoided



Learning Questions

Learning Question 1a:

What are the barriers and incentives that motivate urban and peri-urban, non-subsistence demand for and consumption of wild meat?



Primary Incentives: Taste, access and health benefits - secondary drivers according to the literature (in a rural context)

Barriers to Consumption: tradition, bad taste, health concerns, appearance

Research should influence decision-making about how alternatives projects are researched and designed, including need for local context and challenging common assumptions

Key finding- we must better consider rural people's food security and their often-ignored preferences, if we are to design acceptable alternatives that achieve both social and conservation goals. The same applies to urban contexts.

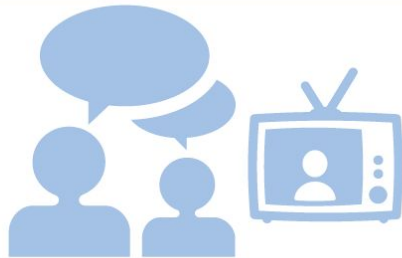
Reactions & Discussion

Time to unmute!

Exploring the barriers to wild meat consumption and the impacts on livelihoods in rural Cameroon due to Covid-19

Learning Question 1a:

What are the barriers and incentives that motivate urban and peri-urban, non-subsistence demand for and consumption of wild meat?



We surveyed 199 people from 18 villages to the north and east of the Dja reserve

Barriers to consumption: 25% of respondents *reduced* their hunting effort during Covid-19 pandemic. Reductions in consumption were species specific (e.g. pangolins and great apes), due to fear of catching Covid-19.

Impact on food security & income: Reported reduction in both food intake and household incomes, in communities that are already impoverished.

Impact on education: Loss of access to education for children in the household.

Key finding: Impact of national government responses could have affected household incomes around the Dja more than global economic shocks, as previous work suggests (McNamara et al. 2020).

The factors affecting the success of alternative protein projects



Language: English

Published: July 2020

Area: [Cameroon](#)

Product code: 14676IIED



Why eat wild meat? Factors affecting the success of alternative protein projects

[Francesca Booker](#), [Olivia Wilson-Holt](#)

Project report, 36 pages

Download

PDF (769.83 KB)

Hunting wildlife for meat widely practiced in sub-Saharan Africa (SSA) but also widely understood to be unsustainable in many countries. This threatens both biodiversity conservation and food security.

As a result, many NGOs and government bodies have undertaken wild meat 'alternatives projects', including those that aim to provide alternative protein sources, for example, through captive rearing of wild species.

However, there are limitations to the assumptions that underpin these projects, and limited evidence of their effectiveness.

This report presents initial findings from online surveys and a review of project reports and websites conducted to explore the factors affecting the success of alternative protein projects across SSA, with a focus on Cameroon and the Dja Faunal Reserve in particular.

The **factors** affecting the success of **alternative protein projects**

- ***“Taking in account local people wills and reality.”***
- ***“It should influence the underlying **social norms** of unsustainable wildlife use and needs to be implemented over **timescales long** enough to achieve this.”***
- ***“Success also depends on effective and credible **local governance**.”***
- ***“The **diversity of needs and livelihood barriers** for people in communities needs to be considered, for instance if there is a high proportion of transient immigrants, they are likely to respond best to different projects than those with higher social capital.”***
- ***“**Determining what the drivers** of wild meat offtakes are and how they can best be managed.”***
- ***“**Focus on the needs and desires of the beneficiaries** and work through a **shared leadership** to determine what is appropriate.”***



Polling

Are wild meat alternative projects effective? Do they achieve their social (livelihood, wellbeing) and/or biodiversity conservation outcomes?

YES

NO

SOMETIMES

NOT SURE



Step 4:

Investigate what types of wild meat alternative project work best

In **Step 4**, we suggest developing scenarios to help you understand:

- What a wild meat alternative project should look like for people to want to take part in it, and;
- What people perceive could be the impact of the project on household rates of hunting and consumption and on their wellbeing.

Our Research - What Alternatives Projects Work Best?

Scenarios allow us to explore how people would engage with different projects, and what the projects impact on hunting and consumption of wild meat could be.

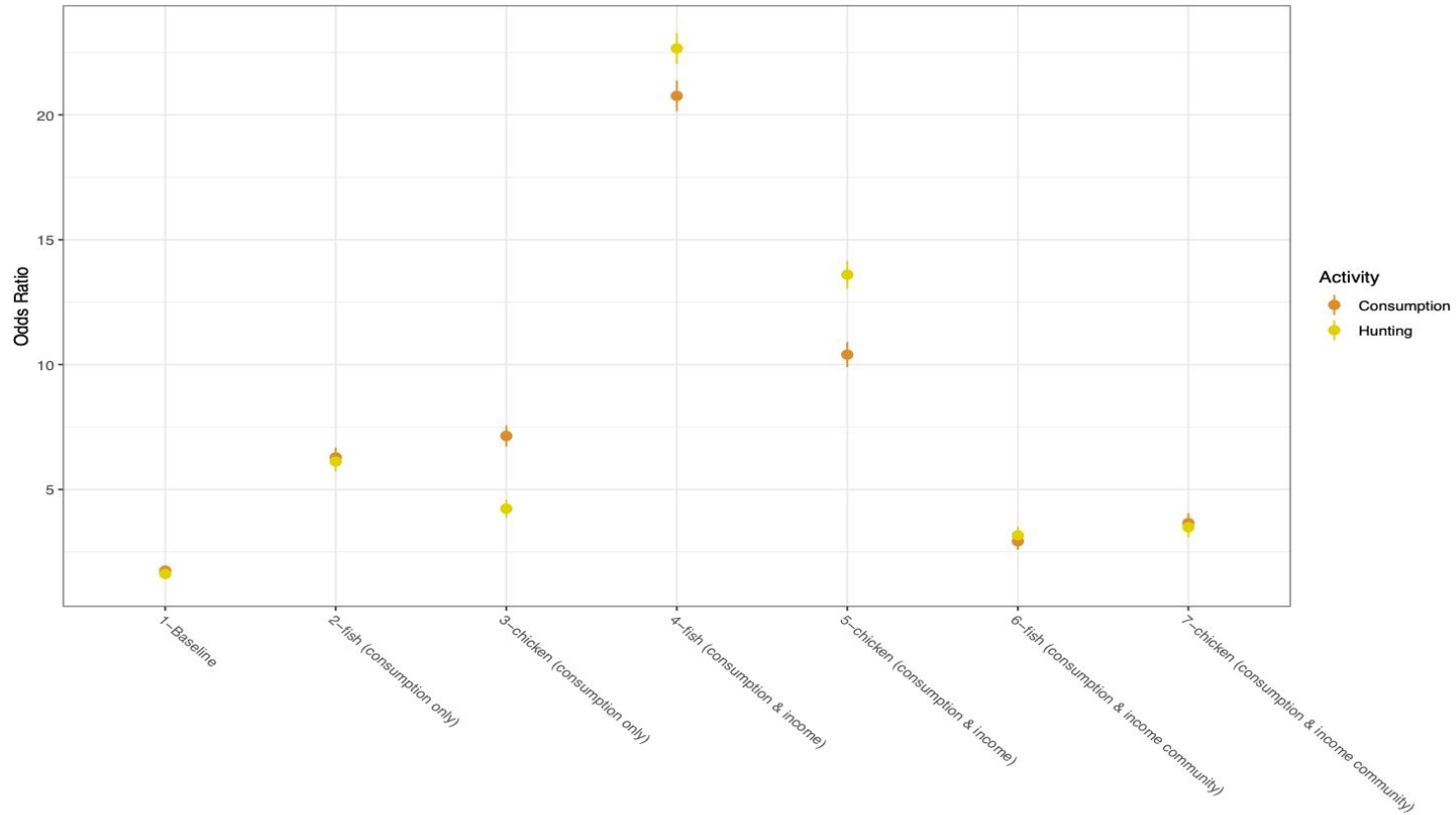
7 scenarios:

- The current situation (baseline scenario)
- Plus, six scenarios offering fish rearing and chicken farming projects at different scales:
 - Food only at household level
 - Food + income at household level
 - Food + income (plus community benefit element) community level

Two key questions

- A) How would each scenario affect your rate of wild meat consumption over the next 5 years? (e.g., increase, decrease, no change), and why?
- B) How would each scenario affect your rate of wild meat hunting over the next 5 years? (e.g., increase, decrease, no change), and why?

Our Research - What Alternatives Projects Work Best?



Learning Questions

Learning Question 2:

How effective is alternative protein substitution for subsistence-level consumption of wild meat?



We don't know how effective they are

Lots of anecdotal evidence that they aren't effective - or that there are trade offs between achieving objectives

This is the motivation behind our Why Eat Wild Meat Decision Support tool

Learning Question 6:
What combination, if any, of strategic approaches are effective in achieving threat reduction and improving human well-being, and under what conditions?

Projects offering food & income result in much better predicted reduction in household hunting and consumption

Household scale projects result in greater predicted reductions in hunting & consumption

Wild meat interventions such as wildlife alternatives may need to be complemented by actions to improve governance and equity at a site.

Predictive approaches such as scenarios can help inform and refine the design of alternatives projects before they are implemented.

Q&A / Discussion

How would you define Bushmeat?
Does it include marine species? Is it different from cuisine/dishes found in cities?

How about snaring? Does the study identify the tools that they use for hunting as well?

Under what conditions would replacing only INCOME generate results we want?

Did you find any common indicators of success (or failure) in the projects that you looked at?

Deworming: How often/effective is this when linked to Conservation & Development outcomes?



Thank you!

Wild Meat Learning Group Webinar



Please fill out the the webinar flash feedback google form:

<https://forms.gle/uALeFZFnyiuSr28DA>

It should not take more than 2 minutes!



Join USAID's Combating Wildlife Trafficking Learning Group for a 2021 Virtual Learning Exchange

September 21
Demand
Reduction

October 19
Transboundary
Cooperation

November 16
Gender and
Communities

December 14
Strengthening
the Judiciary

Each event will feature speakers from USAID and partners, with shared lessons learned about strategic approaches, discussions on the latest evidence, and opportunities to identify action plans for implementing learning. Learning briefs on each topic will also be developed and shared widely.

Join us on Tuesdays at 9am EST. Contact Megan Hill, DDI/EEI/BD for more information (mhill@usaid.gov).