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

ENRM
Sustainable
Food Systems

One Health
Working Group

Agenda

| 8:00-8:15	Introduction:
	● Context
	● Theory Change
	● Learning Questions
	● Guest Speakers
8:15-8:30	**Illegal Trade in Wild meat in Tanzania** *(Qudra Zuberi Kagembe)*
8:30-8:45	**Demand Reduction Initiative** *(Jane Shuma)*
8:45-8:55	Q&A Discussion
8:55-9:00	Wrap Up
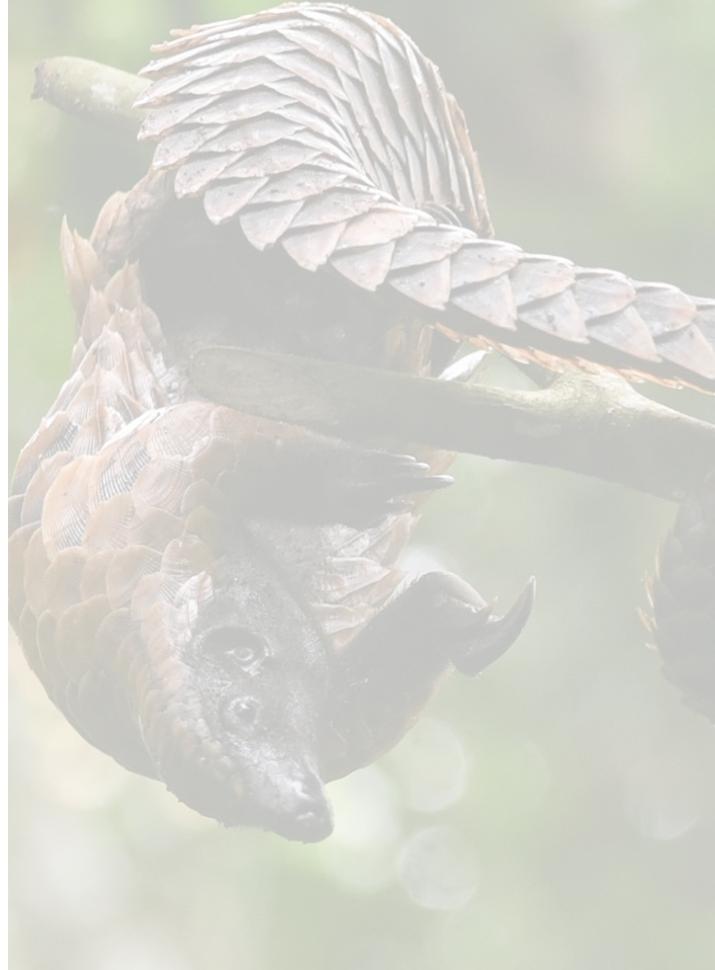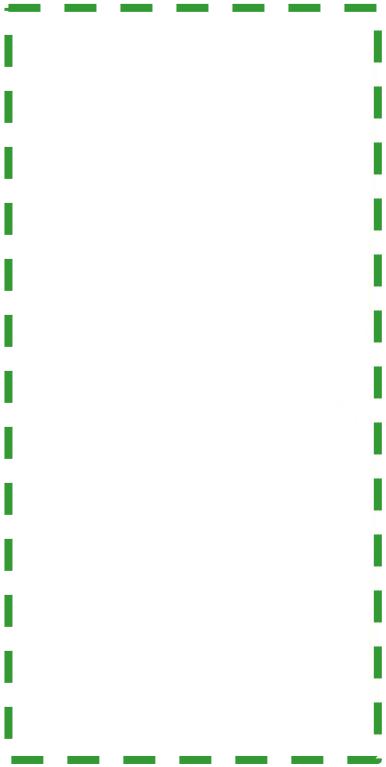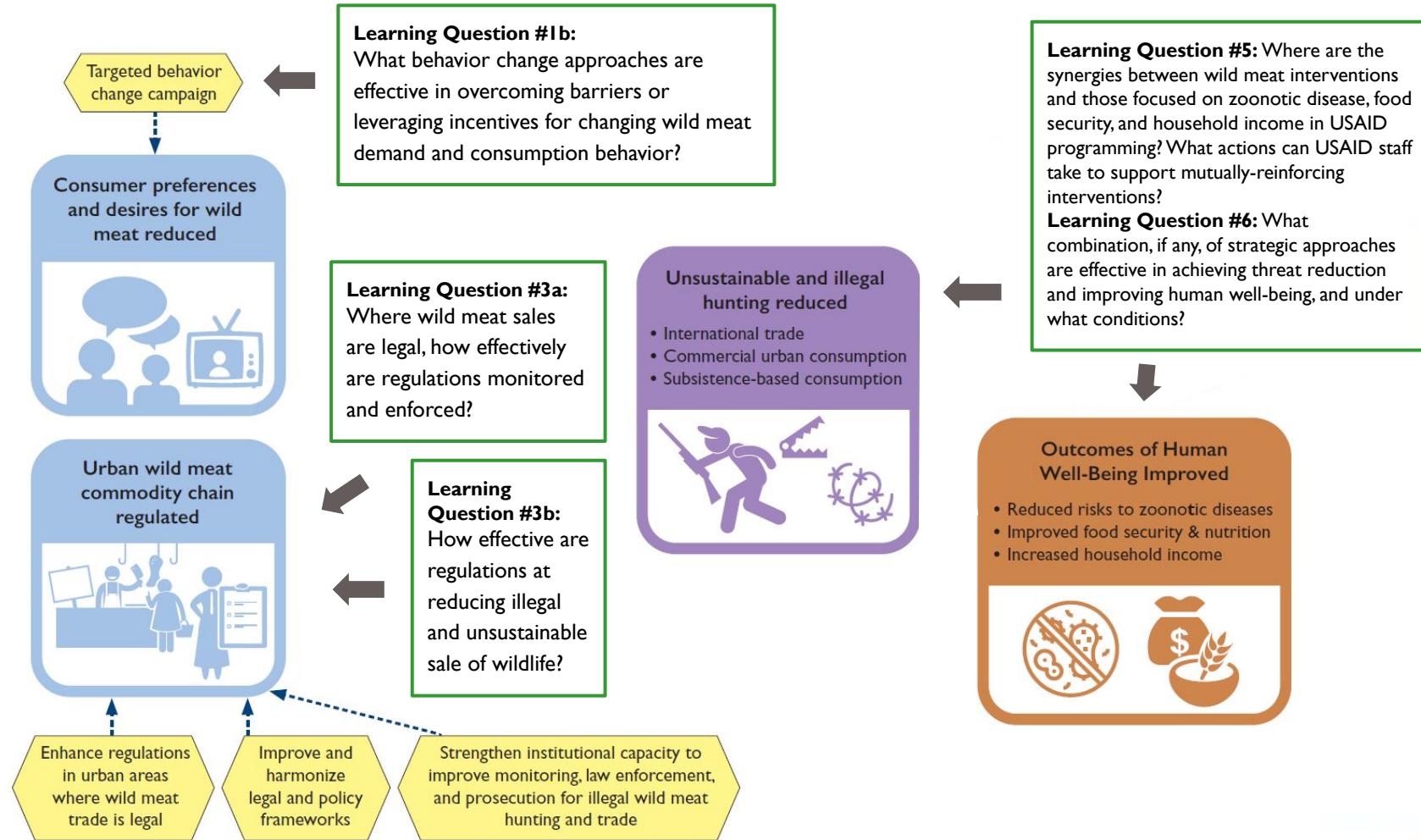
LEARNING QUESTIONS	
1a	What are the barriers and incentives that motivate urban, peri-urban, non-subsistence demand for and consumption of wild meat?
1b	What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?
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?

Learning Question #1b:
What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?

Learning Question #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?

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?

Targeted behavior change campaign

Consumer preferences and desires for wild meat reduced

Learning Question #3a:
Where wild meat sales are legal, how effectively are regulations monitored and enforced?

Unsustainable and illegal hunting reduced

- International trade
- Commercial urban consumption
- Subsistence-based consumption

Urban wild meat commodity chain regulated

Learning Question #3b:
How effective are regulations at reducing illegal and unsustainable sale of wildlife?

Outcomes of Human Well-Being Improved

- Reduced risks to zoonotic diseases
- Improved food security & nutrition
- Increased household income

Enhance regulations in urban areas where wild meat trade is legal

Improve and harmonize legal and policy frameworks

Strengthen institutional capacity to improve monitoring, law enforcement, and prosecution for illegal wild meat hunting and trade

Cross-Mission Learning Groups

USAID E3/ FORESTRY & BIODIVERSITY
Conservation Enterprises
COLLABORATIVE LEARNING GROUP

USAID DDI/BIODIVERSITY
WILD MEAT
COLLABORATIVE LEARNING GROUP

USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP

Latin America and the Caribbean (LAC) Environment
Private Sector Engagement (PSE)
COLLABORATIVE LEARNING GROUP

USAID
Marine Conservation and Sustainable Fisheries
COLLABORATIVE LEARNING GROUP

Latin America and the Caribbean Environment (LAC)
Combating Conservation Crime (CCC)
COLLABORATIVE LEARNING GROUP

Guest Speaker
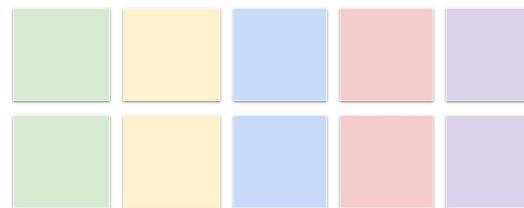
Qudra Zuberi Kagembe

Project Support Officer
TRAFFIC – East Africa Office
Arusha - Tanzania

Illegal Trade in Wild meat in Tanzania

As we go through the presentation, please add any questions you may have in [Slide 35](#)

Q&A / Discussion
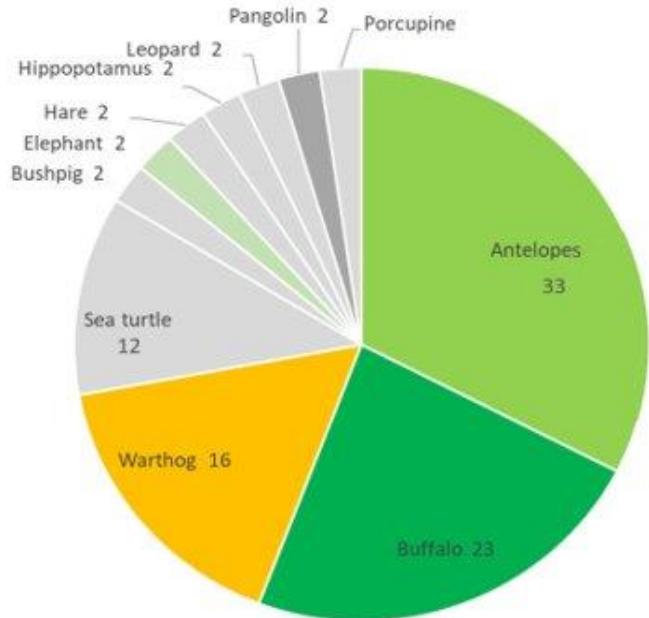
Illegal Trade in Wild meat in Tanzania
How big is the problem?

1. Findings from the WUP study phase 1
*Proportion of species found in meat markets*
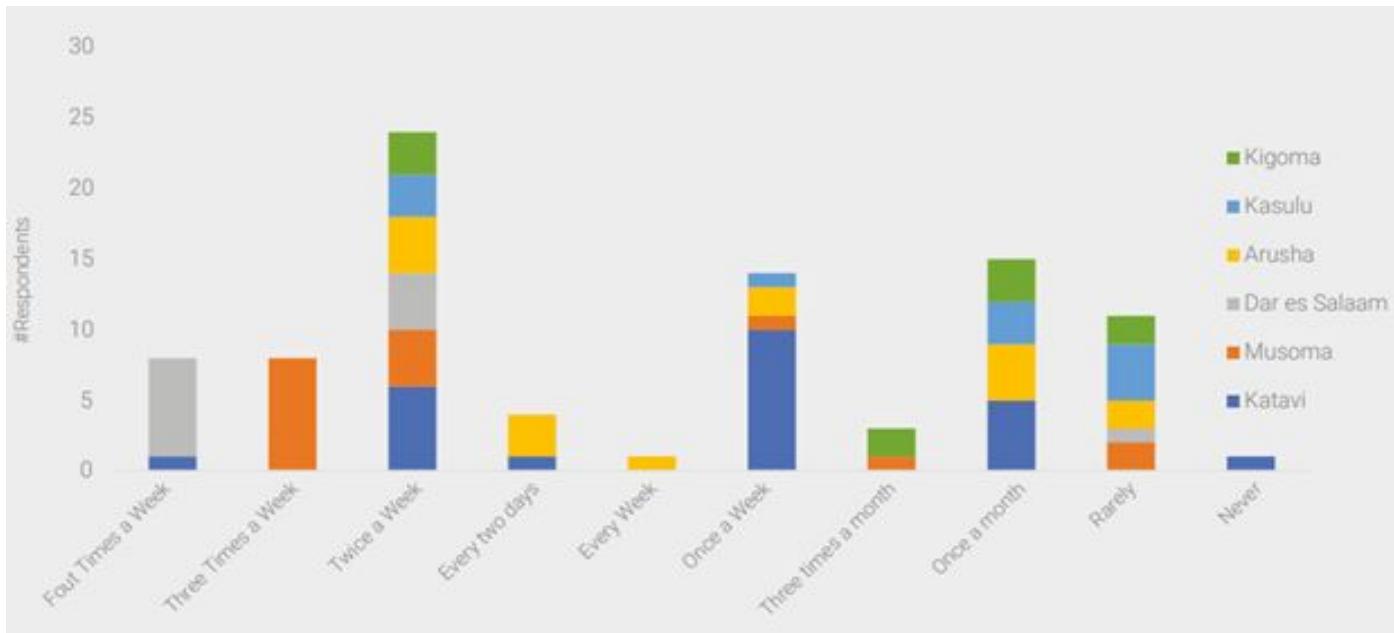
Bushmeat on sale in Tanzania

How big is the problem?

2. Findings from bushmeat monitoring under CONNECT and ReTTA

Frequency of bushmeat consumption (N=89)

Game Meat Selling in Tanzania
Tanzania's response

- In 2020, Tanzania's Ministry of Natural Resources and Tourism established the Game Meat Selling Regulations

- These regulations provide for the establishment of Game Meat Selling Facilities (GMSFs)/Butchers in the country.

A butcher selling game meat - Dodoma

Game Meat Selling in Tanzania
Where is the meat sourced?

- Resident hunting
- Tourist hunting
- Problem animal control

Active

- Wildlife ranches
- Wildlife farms
- Zoos
- Culling & Cropping

In-active

Game Meat Selling in Tanzania
Who manages this industry?

Tanzania Wildlife Management Authority (TAWA)
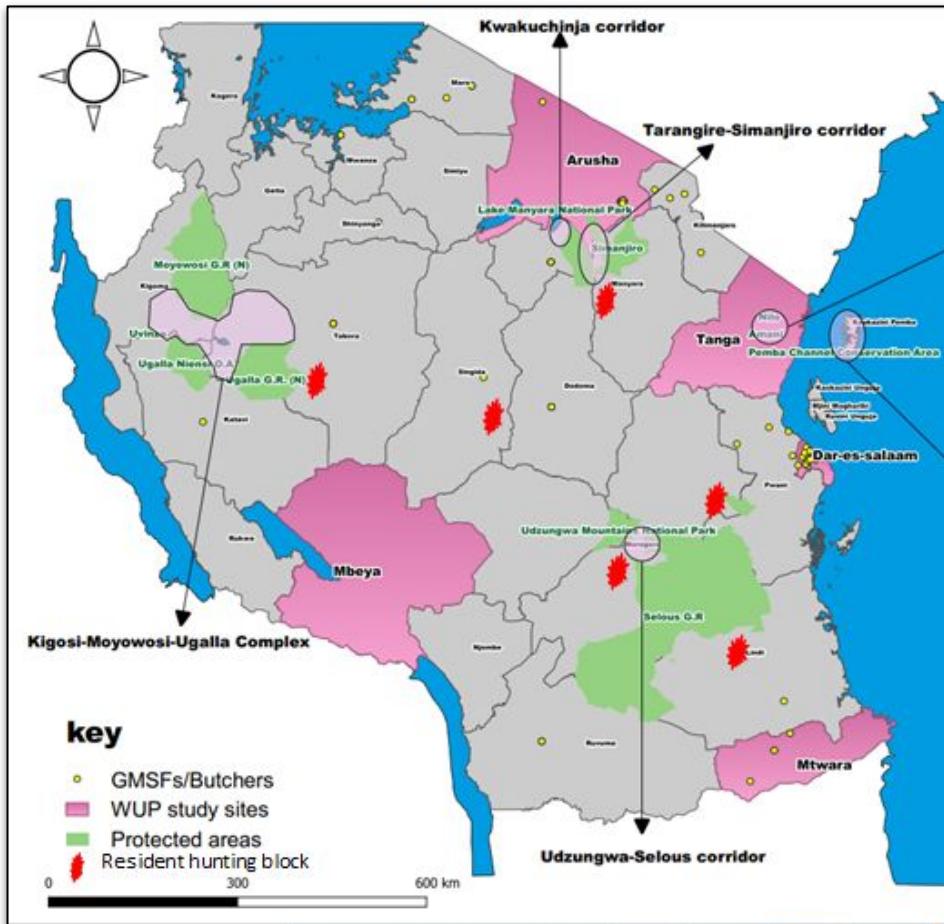
How many butchers are in Tanzania?

34 + (91 are in the final stages of approval)

Game Meat Selling in Tanzania

Map showing the distribution of butchers (GMSFs) and resident hunting blocks

Game Meat Selling in Tanzania

Through the support of USAID-funded Wildlife TRAPS project, TRAFFIC has:

- Reached out to the managers of the industry - TAWA

- Undertaken a scoping mission and initial assessment of the industry

In-depth interviews

- TAWA officials
- District Game Officers
- Traders
- Operators

Structured observations

- GMSFs/Butchers

Game Meat Selling in Tanzania

Key findings of the assessment

Requirement	Compliance Level
Certificate of registration (TAWA)	100%
Tax clearance (TRA)	100%
Hunting license (DGO)	95%
Trophy dealers license (TAWA)	95%
EFD device	50%
Register (Customer contacts)	45%
Medical certificate (TBS)	30%
Certificate (Tanzania Meat Board)	25%
Special meat transportation vehicle	20%
Meat inspection certificate (DVO)	10%

Game meat butcher

Game Meat Selling in Tanzania

Key findings of the assessment cont.

- Common species utilized for game meat have included Buffalo, Eland, Hippopotamus, and Impala.
- One butcher can sell an average of 200 kg – 500 kg of game meat in a single day price ranges, (USD2 – USD7) per kg.
- >90% of butchers operated without meat inspection certificates
- Slaughtering, skinning and sometimes packaging takes place in the wild

Preparing game meat in the field to transport to the butcher

Game Meat Selling in Tanzania
More findings!

- Public transportation is sometimes used to deliver meat to customers (i.e., from one district to another)

- Law enforcement officials have limited knowledge of zoonotic diseases

- Limited collaboration and coordination among law enforcement agencies such TMB, TBS, Veterinary department and TAWA

Public transport

Game meat packed in polythene bags

?
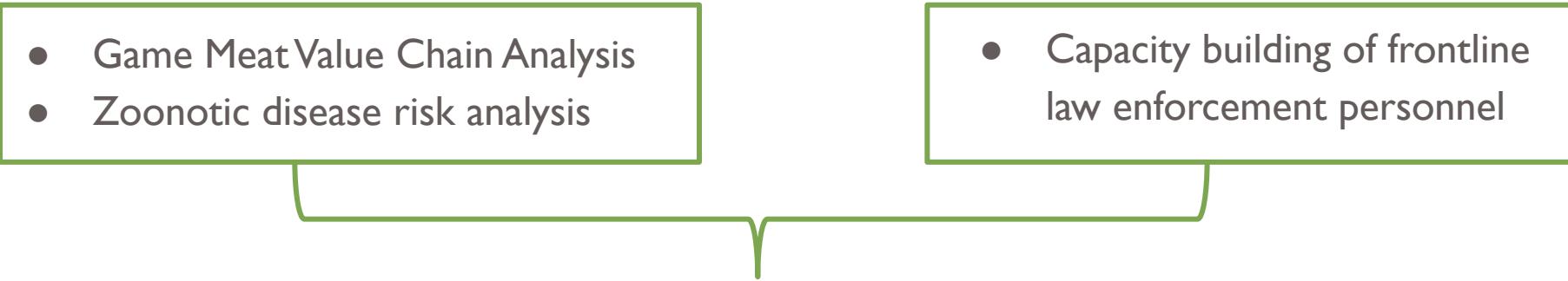
Illegal meat destined for the market, seized at Arusha

Game Meat Selling in Tanzania

What are the next plans?

- Game Meat Value Chain Analysis
- Zoonotic disease risk analysis

- Capacity building of frontline law enforcement personnel

1. Supply management and traceability
2. Strengthened policy and legislation

Game Meat Selling in Tanzania

What else?

Social and Behavior Change/Demand Management

Customers in a queue to purchase game meat - Dodoma

Game Meat Selling in Tanzania

Thank you for listening!

Guest Speaker
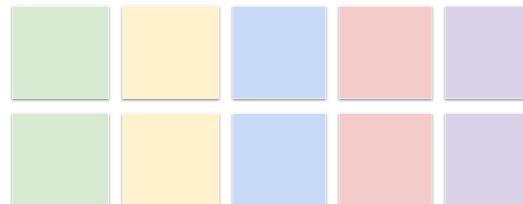
Jane Shuma

Behavior Change Manager, TRAFFIC East Africa Office – Arusha, Tanzania

Demand Reduction Initiative

As we go through the presentation, please add any questions you may have in [Slide 35](#)

Q&A / Discussion

BEHAVIOR CHANGE INITIATIVE

Wildlife Use Patterns (WUP) Target Audience & Existing Behaviors
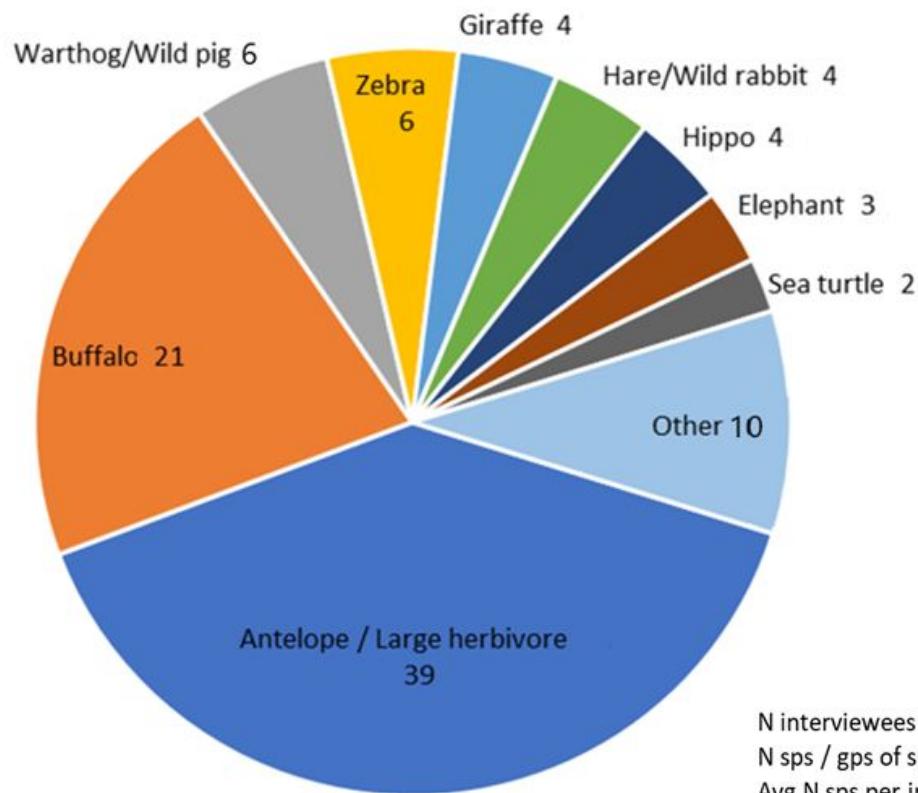
- **Objective:** To understand the dynamics of wildlife demand, trade and uses in East Africa, and the relative role of the Asian expatriate communities

- **Donor:** USAID - funded Wildlife TRAPS

- **Duration:** August 2017 – August 2019

- **Location:** Kenya, Tanzania and Uganda – urban centers

- **Demographic:** Male (64%) and Females (36%), Majority are 26 - 35 years (46%), Primary level education, professionally- small scale business owners (52%)

BEHAVIOR CHANGE INITIATIVE

Wildlife Use Patterns (WUP) Target Audience & Existing Behaviors cont.

- **Psychographic:** awareness, knowledge, motivation and drivers

- **Behavioral:** source of wild meat, relationships with poachers, patterns of consumption, what they consume and frequency.

Consumer Preferences

Giraffe 4
Warthog/Wild pig 6
Zebra 6
Hare/Wild rabbit 4
Hippo 4
Elephant 3
Sea turtle 2
Buffalo 21
Other 10
Antelope / Large herbivore 39

N interviewees who answered=558
N sps / gps of sps= 28
Avg N sps per interviewee=2

Source: Hunters (69%)

Consumption: Homes (90%)

Preferred species: Antelopes/Large herbivores (60%)

Main motive: Taste and texture (50%)

Consumers: Local Tanzanian's consumed at least once (71%)

BEHAVIOR CHANGE INITIATIVE

A demand management strategy to generate opportunities for the responsible consumption of safe, sustainable, and legal wild meat in Tanzania

Demand Management – USAID under CONNECT and RTI

- Wildlife Conservation (Game Meat Selling) Regulations, 2020 - to reduce the pressure towards the illegal consumption of wild meat

- TRAFFIC noted some challenges towards implementation of the regulation

- TRAFFIC - NOT promoting consumption of wild meat BUT if one has to consume wild meat, it must be safe, sustainable, and legally sourced

- **'Divert demand'** from the undesirable behavior (i.e., illegal and/or unsustainable wild meat consumption) towards the **'desired behavior'** (i.e., safe, sustainable, and legal consumption of wild meat).

Demand Management

Pilot project: Kwakuchinja wildlife corridor, Babati district, Manyara region (pilot area)
Target audience: government stakeholders, women, wild meat traders

- **Government:** will be engaged to improve traceability systems along supply chains.
- **Women:** will be engaged through community groups and religious institutions.
- **Traders:** will be engaged and emphasized to obtain meat, which is safe, sustainable and legally sourced.

TRAFFIC staff with the Babati District Executive Director

Why Demand Management and NOT Demand Reduction?

- Demand reduction initiatives entail giving an alternative/alternatives to the consumers. One cannot say, STOP consuming wild meat without giving alternatives

- Basing on the current environment in TZ, i.e., the passing of the Game Meat Regulation, the circumstances are NOT yet appropriate to provide for alternatives

- Hence, resorted to demand management i.e., if one has to consume wild meat, it must be safe, sustainable, and legally sourced.

Planned approaches to address demand management

1. Advocacy meetings and dialogue with government officials (I.e., at least one meeting in year one)

2. Facilitate experience sharing and learning from countries with well-regulated game meat trade (traders)

3. Engage former illegal wildlife dealers to tell their stories

4. Produce multimedia materials and distribute through multiple communication channels

5. Engage messengers or influential persons

Planned approaches to address demand management continued

6. Engage a Community Based Organization (CBO) in the corridor to raise awareness, educate and undertake practical cooking demonstrations (at least 6 out of 11 villages in the first year)

7. Through CBO - reach out to at least 6 groups of women through community micro-savings groups (i.e., Vicoba), houses of worship and other community group platforms.
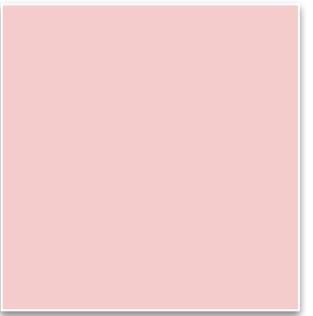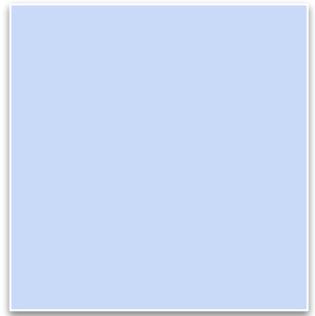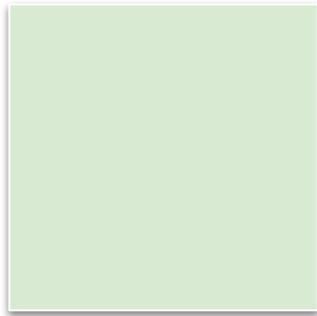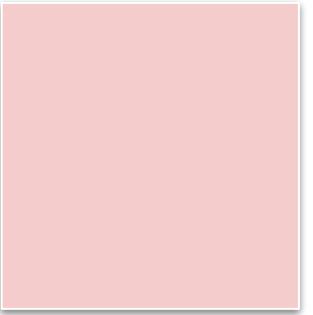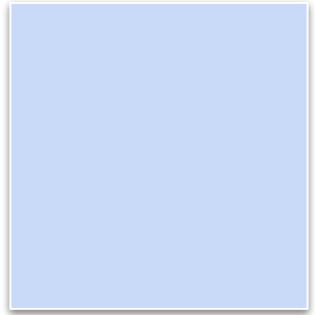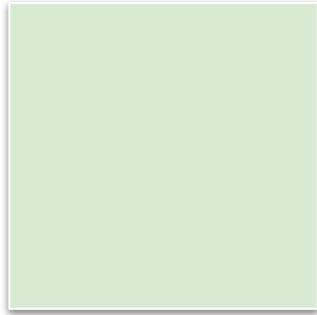

TRAFFIC staff with Burunge Wildlife Management Authority (WMA) staff

Monitoring and Evaluation

1. Quarterly activity monitoring

2. TRAFFIC will evaluate the impact of the behavior change activities and disseminated materials

Thank you for listening!
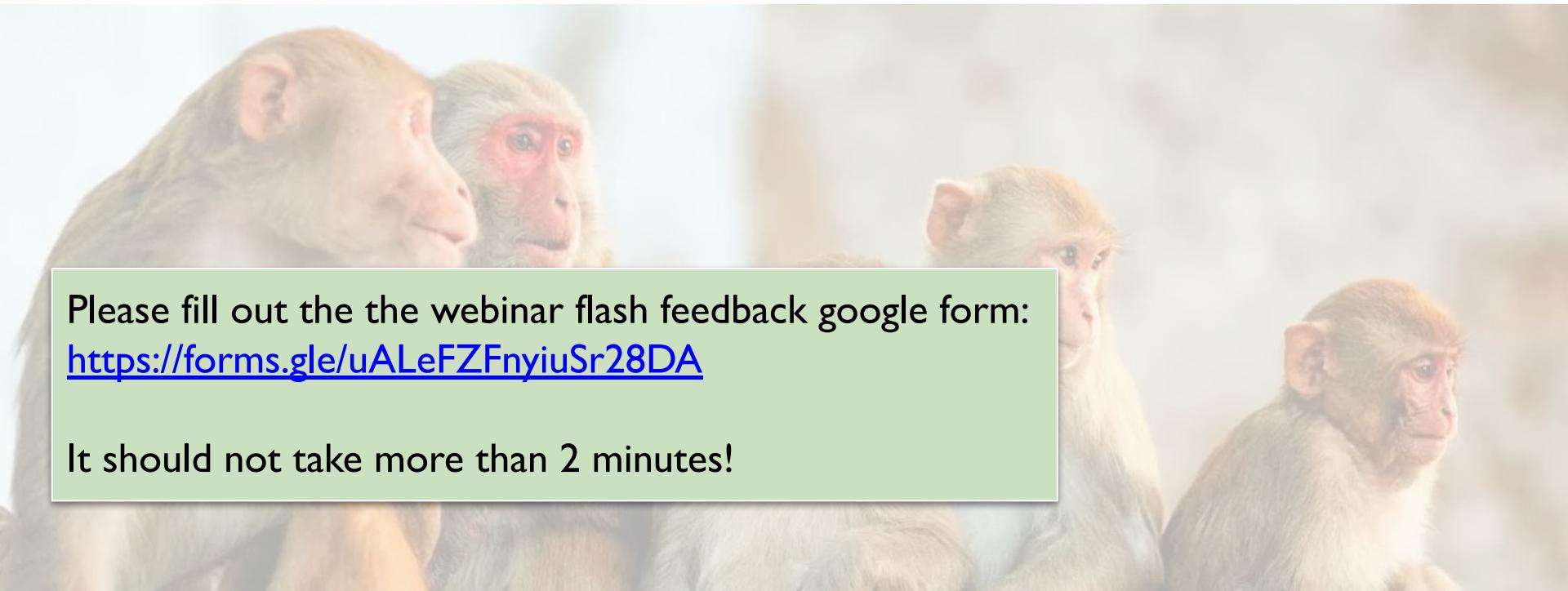
Q&A / Discussion

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!

Upcoming webinars

**December 14
9:00 am EST**
Strengthening the Judiciary

Contact Megan Hill (mhill@usaid.gov) for more information

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.