

Partnership Overview

This partnership generates sustainable livelihoods and improved financial security for smallholder farming families in Laos through improved marketability of cattle and buffalo. Farmers in Laos currently have limited access to nutritional supplement products and inefficiently administer vital animal medication. This initiative provides greater access to proven supplements that deliver superior nutritional performance and internal parasite control, thereby improving livestock health and increasing local red meat productivity.

Shared Value

While Medicated Urea Molasses Blocks (MUMBs) already support livestock production in around 60 tropical countries, they are not currently available in Laos and neighbouring countries. The potential market for MUMBs in these countries is therefore significant. 4 Season Company will build its business by firstly testing new products in the field, selling MUMBs to cattle farmers, and assessing the feasibility of manufacturing MUMBs locally. This partnership aims to benefit around 10,000 cattle and buffalo farming households by increasing productivity as a result of improved nutrition and reduced disease (reduced calf mortality, reduced adult morbidity, and improved weight gain), with the potential to increase farmer incomes by up to 25 per cent.

4 Season Company PTY LTD

4 Season Company Pty Ltd has supplied animal nutrition products to rural Australia since 1997. The company is continuously looking at increasing efficiency in medication administration methods and to develop new and improved products. They collaborate closely with scientists in Australia and elsewhere to identify and address pasture nutrient deficiencies, particularly for tropical beef production. For this initiative they will set up a feed supplement manufacturing facility in Laos and set up distribution arrangements.



Premium Animal Nutrition

University of Sydney

The University of Sydney has conducted applied research in Laos and Cambodia for almost 10 years. Research partners in Laos include the Department of Livestock and Fisheries, and the faculties of agriculture at two universities: the National University of Laos and Savannakhet. The University of Sydney will oversee testing of the efficacy of different MUMB products and support 4 Season Company in the development of the business model.



Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



Location		Country Laos	Region South East Asia
Total Funding \$1,061,000		DFAT Contribution \$341,000	Private Sector Contribution \$720,000
Beneficiaries		Up to 10,000 smallholder farmers	
Sectors		Agriculture	
Shared Value Proposition		Reconceiving product and/or market Redefining productivity in the value chain Enabling local cluster development	