

Pastoral Livestock Marketing in Eastern Africa

Research and Policy Challenges

John G. McPeak and Peter D. Little

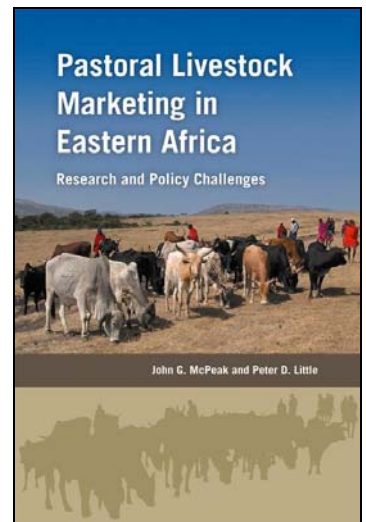
Presents recent research on how livestock markets operate in Eastern Africa and describes policy measures that can help enhance their functioning.

- Features case studies primarily focusing on Ethiopia and Kenya to offer research from a variety of regional communities to explore issues of household sales behaviour, price determinants, livestock market information systems, cross border and export marketing, and crisis period marketing.
- Firmly tied to recommendations for future research and policy, the editors contend that current thinking which asserts that more effective marketing will automatically achieve multiple desirable outcomes, including environmental benefits, may be flawed.
- The studies presented illustrate how it is possible to improve livestock marketing and achieve multiple desirable objectives through serious and coordinated effort.
- Filling an important gap in the literature about pastoral economies in Africa, this is important reading for all those interested in livestock development and pastoral economies in East Africa.

About the Authors:

Since 2002 **John McPeak** has been an assistant professor in the Department of Public Administration with a courtesy appointment in Economics at Syracuse University in Syracuse, NY, USA. Prior to joining the faculty at Syracuse, he was a post-doctoral researcher for the Pastoral Risk Management project of the Global Livestock Collaborative Research Support Program and Cornell University based in Kenya. He began this position following completing of his dissertation on the economics of pastoralism in 1999 in the department of agricultural and applied economics at the University of Wisconsin-Madison, USA.

Peter Little is a professor and chair of the department of Anthropology at the University of Kentucky in Lexington, KY, USA. His research over the past 23 years falls into three general thematic areas. These are: (1) agrarian (pastoral) production systems, marketing, and social organization in East Africa; (2) the social dimensions of environmental degradation and political ecology; and (3) the social effects on rural communities of economic restructuring, globalization, and development. Within these research areas he has had a significant interest in: household and community organizations; social and class differentiation; and land and resource tenure systems.



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