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.

Orders and Enquiries: orders@itpubs.org.uk +44 (0)1926 634501 +44 (0) 1926 634502
ITDG Publishing, Bourton Hall, Bourton-on-Dunsmore, Rugby, Warks, CV23 9QZ, UK.

£15.95 • £22.95 • US$29.95
Publication Date
JULY 2006
ISBN 10
1-85339-631-1
ISBN 13
978-1-85339-631-1
Binding
Paperback
Format 234x156mm
Extent 288 pages
Rights World
Subject
TVH: Animal Husbandry, GTF: Development Studies
Readership
Livestock researchers in universities, national agricultural research systems and NGOs, extensionists and practitioners in livestock service agencies.

www.developmentbookshop.com
orders@itpubs.org.uk
### How to Order

Complete the order form below and send it to us by mail or fax:

ITDG Publishing, Bourton Hall, Bourton-on-Dunsmore, Rugby, Warks, CV23 9QZ, UK
+44 (0)1926 634502

or contact us with your order: +44 (0)1926 634501 orders@itpubs.org.uk

Customers in the US may prefer to order from Stylus Publishing at www.styluspub.com 1 703 661 1581/800 232 0223

<table>
<thead>
<tr>
<th>Title</th>
<th>Cost</th>
<th>Quantity</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pastoral Livestock Marketing in Eastern Africa</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Postage and Packing</th>
<th>Order Total</th>
</tr>
</thead>
</table>
*For Rest of World only: Please send books by:  
- [ ] Standard Service  
- [ ] Priority Service  

<table>
<thead>
<tr>
<th>Payment Details</th>
<th></th>
</tr>
</thead>
</table>
I enclose payment\(^1\) of total cost [ ]  
(\(^1\) Cheques should be made payable to ITDG Publishing  
and must be in £ sterling, drawn on a UK bank account.)

Please send me a proforma invoice [ ]  
Please charge my credit card [ ]  

- [ ] Mastercard  
- [ ] Visa  
- [ ] Maestro (Switch)  
- [ ] American Express  

Card number  
Expiry Date /  
Issue Number (Switch only)  
Signature  

<table>
<thead>
<tr>
<th>Cardholder’s Address (or address to which proforma invoice should be sent)</th>
<th></th>
</tr>
</thead>
</table>
Name                                                                 |              |
Address                                                                 |              |
Postcode                                                                 | Country      |

Delivery Address (if different from Cardholder’s Address above)

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Postcode</td>
<td>Country</td>
</tr>
</tbody>
</table>

Telephone or email contact details in case of problem with your order:  

Visit our website today to place your order and to see more titles in our range of bestselling books for development.

### Pastoral Livestock Marketing in Eastern Africa

Contents

- Ch 1: Introduction.
- Ch 2: Household-level livestock marketing behaviour among Northern Kenyan and Southern Ethiopian Pastoralists.
- Ch 3: Livestock Marketing in Marsabit District Kenya, over the past 50 years.
- Ch 5: Livestock market organization and price distributions in Northern Kenya.
- Ch 7: Linking pastoralists and exporters in a livestock marketing chain: recent experiences from Ethiopia.
- Ch 8: Innovations in pastoral livestock marketing: The emergence and the role of ‘Somali Cattle-Traders-Cum-Ranchers’ in Kenya.
- Ch 9: The geography of integrations: cross-border livestock trade in East Africa.
- Ch 10: Working across borders: methodological and policy challenges of cross-border livestock trade in the horn of Africa.
- Ch 11: A review of policies and their impact on livestock trade in Ethiopia during three regimes (1965-2005).
- Ch 12: Livestock market information systems for East Africa: the case of links.
- Ch 13: Pastoralist coping strategies and emergency livestock market intervention.
- Ch 14: Policy implications and future research directions.