

Concept Statement

The Problem and the Proposed Solution	
The problem	Food insecurity, inefficient livestock systems, and dairy import reliance in The Gambia
Proposed solution	Creation of a model small ruminant dairy operation that maximizes the production efficiency of local breeds while providing a safe, affordable source of protein to food insecure communities and bolstering The Gambia's dairy industry
Required behavioral changes and associated challenges	Educate and empower smallholder livestock farmers country-wide such that they participate as key players in transforming The Gambia's livestock industry
Business Proposition	
Unit of social impact	Daily affordable protein servings
Unit of revenue	Liters of milk, kilograms of meat, number of hides, kilograms of manure sold
Market and Competition	
Identify seed market segment	Food insecure villagers, coastal hotels, and smallholder crop farmers (manure)
Identify most competitive alternative	High-priced European dairy imports
State how your solution is better than most competitive alternative	Lower-cost, therapeutic benefits over cow's milk (e.g. those with milk allergies, lactose intolerance)
Sociopolitical Landscape	
Who benefits from my business?	Food insecure villagers, smallholder livestock farmers, coastal hotel owners
Who is hurt by my business?	When business gets big enough, larger foreign dairy producers
Who are key stakeholders?	Department of Livestock Services, Ministry of Agriculture, International Trypanotolerance Center, private veterinarians, National Nutrition Agency, Sanyang Village, Rotary, Customers
Who are my allies?	Same as above except customers
Who are my opponents?	When business gets big enough, larger foreign dairy producers