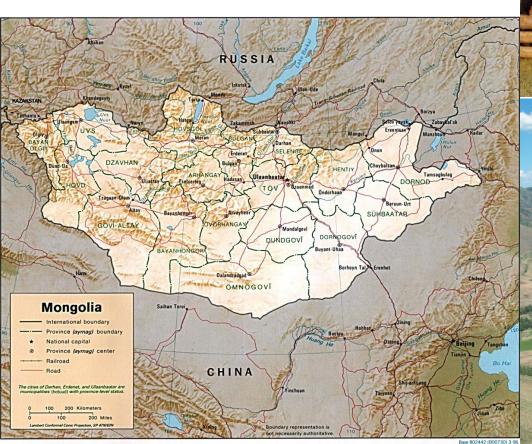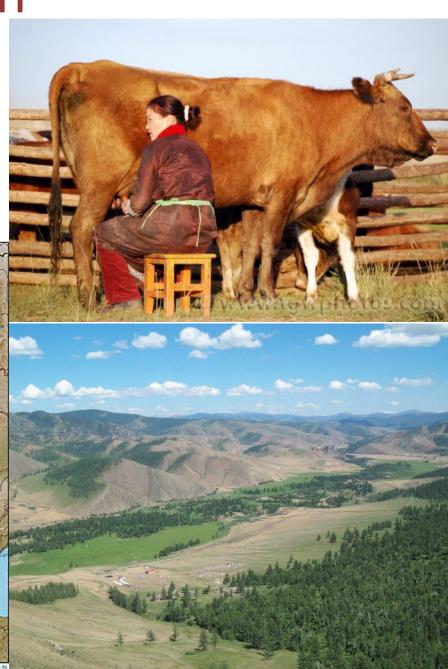# Sustainable Mountain Development in Partizan, Mongolia

General description- Partizan, Jargalant Soum, Tov aimag (province), Mongolia

- Location: 135 km by paved road from the capital city Ulaanbaatar
- Area of Jargalant soum: 168,600 hectares
- Surface: The province includes the western part of the [Khentii Mountains](), the mountains around the capital, as well as rolling steppe in the south and west.
- Altitude of Partizan: 1500 m above sea level
- Total population: 5,781 (1870 families)
- **200 farming families**

General description

- The area was important center for raw milk producing during the socialist period.
  - Farms were directly supplying raw milk to processing industries in Ulaanbaatar city and they had not any difficulties in marketing their raw milk.
- After the decentralization of socialist period (1991) the farm was collapsed and farmers were left without market access to sell their products.
- Now private and individual family farmers producing raw milks
- One family has around in average minimum 5-10 cows
- Families have very low incomes

Problems

- Seasonal production cycles- in summer season there is a over supply of raw milk and in winter there is a shortage of raw milk.
- Most processers lack market access to sell their raw milks
- Undeveloped milk collection system
- No value added to raw milk
- Low price for raw milk producers:
  - Average price for farms: 0.16 USD per litter
  - Raw milk sold in the city: 0.8 USD per litter
  - Processed milk: 1.15 USD per litter

General Objective: Improve livelihoods of small scale livestock farmers in Partizan, Mongolia through enhanced income generation

Specific Objectives:
1. Add value to raw milk products
2. Improve and stabilize market access
3. Identify potential alternative income generating activities for the winter season

Activities for SO1:
Add value to raw milk products

- Conduct market analysis to identify potential value added products
  - Cheese, yogurt, cream, ghee, alcohol, ice cream, etc.
- Select priorities amongst potential products with community
  - Determine leader(s) for initiative
  - Formalize community organization
- Lead study tour to other area already producing similar products
- Develop business plan for community based agro-processing enterprise
  - Capacity development process for community (eg: business skills, enterprise management, processing techniques, etc)
- Establish enterprise
  - Facilitate more efficient milk collection system
  - Procure small-scale milk processing equipment

Activities for SO2: Improve and stabilize market access

- Identify appropriate label per product characteristics and market demands

- Develop strategic marketing plan

- Define marketing mix

- Conduct training on marketing and promotion of milk-based products

- Support community to implement marketing plan

Activities for SO3:
Identify potential income generating activities for winter

- Conduct a feasibility study to identify potential income generating activities for the winter period

- Participatory process to validate, prioritize, and select amongst options with community

- Develop concept note around selected options to submit to donor

Budget line	Cost sharing from local organization (in kind)	Requested amount from fund	Total amount
1.Personnel International and national personnel (Project Manager, Technical Experts, Field Officers, Administrative/Logistics Assistant)	20%	80%	80 000
2. Inputs (Equipment for Milk and dairy production, transport (3 trucks, etc)		100%	120 000
3. Logistics, rent, transport, communication, warehousing, office space, study tours/travel, general operating expenses	20%	80%	50 000
4. Administrative costs (technical support services, reporting, feasibility study, evaluation, etc)			20 000
5. Direct operating costs 5% implementing by local NGO or association or cooperative or collective farm (back to USSR ☺ (BTW 7%-10% in international NGO)			13 500
GRAND TOTAL		**Fund requested $237,500**	**Total Cost $263,500**

Murakoze!
Thank you!
Spasibo!
Bayarlalaa!
Tashakurr!
Grazi!