

The first step in  
a constructive discussion

# *Let's Agree on the Terminology*



and move together down  
the road in the same direction

## *The Vision: High order statement of intent*

Pakistan: make the livestock sector more productive, profitable and competitive.

**Nepal:** contribute to national economic development by commercially, qualitatively and competitively developing the dairy sector for employment generation and poverty reduction with the participation of government, cooperatives and private sector



*Gearing Up for  
Dairy 2030*

**PHILIPPINE DAIRY DEVELOPMENT PLAN 2008-2030**



**Job creation/income  
generation**

# Goal statements often begin “contribute to.....”

Enhanced food security

**Sustainable development**

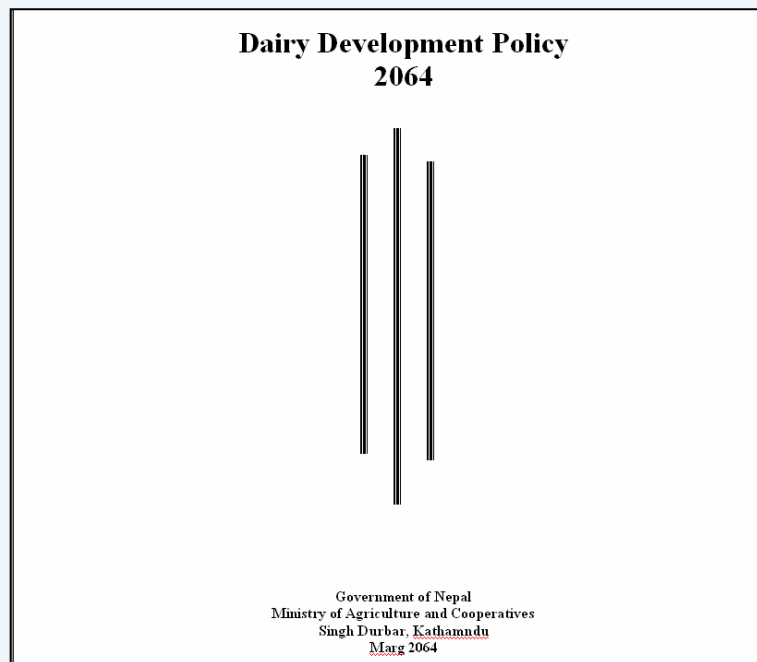
Enhanced Income and Profitability

Improved Poverty Alleviation and Social  
Equity



# The Strategy/Development Plan

“An approach or line of attack...”



“An outline on how goals can be achieved and contribute to overall vision”



## Understanding Objectives

A specific statement detailing designed accomplishment

**They should:**

- **Relate to expectations/ requirements of all stakeholders**
- **Cover balanced variety of expectations**
- **Describes an achievable target or deliverable**



# Possible objectives to support dairy development

Increase on-farm productivity

Reduce imports

Ensure food safety

Reduce malnutrition

Maintain stable prices

Fair prices for quality products

Raise rural incomes

Reduce post-harvest losses

Different depending on stakeholder



# How to achieve objectives???

- Policy instruments/measures: laws regulations, incentives (trade policy instruments, macro instruments-VAT reduction/interest rates, etc)
- Programmes (school milk, breeding programmes, extension, animal health, extension...)
- Projects (targeted support to a programme)

# A quote worth remembering

“A policy framework is one of the tools that governments and institutions employ to achieve their goals and objectives”

Where did this come from?

**Pakistan Livestock Development Plan!!!!**

# Starting the dialogue



**Agreeing on  
the terminology is  
the first step in  
the right direction**

**If you don't know where you are going, any road will take you there" Lewis Carroll**