



Meeting of Dairy-Beef Project under Australian Centre for International Agricultural Research,

Whole family extension imperative for dairy-beef value chain: Khizar Hayat

Community of Practice meeting under Dairy-Beef project held online. Dairy-Beef Project is a joint initiative between UVAS Lahore and University of Melbourne, Australia under the Australian Centre for International Agricultural Research and “*Aik Saath*” program through Whole Family Extension Approach (WFEA). ACIAR Australia is funding a research program worth AUD 3 million to improve small holder dairy and beef profitability thereby enhancing farm production and value chain management in Punjab and Sindh. Online session was attended by public sector officials from Punjab and Sindh, small holder farmers, extension workers and project leadership from Australia and Pakistan. Dr. David McGill, Project Leader, briefed the participants about project activities and achievements. Speaking on the occasion, Mr. Khizar Hayat; Additional Secretary (Admin) L&DD Punjab, appreciated the whole family approach, adopted by the project team, in engaging maximum number of small holders in their extension work. He said that role of women and youth cannot be neglected in rural subsistence and by providing capacity building, we can transform dairy and beef value chain. Prof. Dr. Nasim Ahmad, Vice Chancellor UVAS, appreciated the role of this project in uplifting of extension work and education. Dr. Asif Rafiq, Director Communication & Extension L&DD Punjab, suggested to include One Health approach to the existing extension procedures for educating the farmers on the principles of food security. Success stories of extension workers and small scale farmers were also shared during the meeting which was highly acknowledged. Dr. Haris Nazir, representative from Director General (Extension) L&DD Punjab, reiterated the commitment of livestock department in replicating the extension methodology of this project for the community education and farmer extension program.

- 29th June, 2021