

ROTARY CLUB OF TRABZON, DISTRICT 2430, CHARTER NO :24710

“GLOBAL GRANT PROJECT”

“Milk, Economy and Health from the Green Valley”

PROJECT NAME

“Milk, Economy and Health from the Green Valley”

PROJECT PLACE

Region: Eastern Black Sea, Trabzon City, İskenderli District

Country: Turkey

İskenderli Village: The Project will be implemented at İskenderli Village; and it is planned to expand the Project to the other four villages in the valley in medium and long term. According to the December 2011 statistics of Turkish Statistical Institute, the population of İskenderli Village is 1738.

As a result of the economic changes and cyclical changes in population, and with the depriving of farmers from agricultural knowledge and technology, compared to the past, the number of cows per house has also decreased in İskenderli as in other villages. Aforesaid situation either leaves the locals jobless and impoverished or forces them to migrate to cities.

It is mostly the women who are engaged in bovine breeding and they took great care of this small number of cows they have. It is most probably because of that the cows and the butter from this region has been famous in the past years and took their place in the Ottoman documents.



PROJECT OBJECTIVES/GOALS

Awareness will be raised and a system that will serve as a model for the economic development of the local people will be set.

The awareness of the local people on developing feeding models and on technological developments will be raised and thus, the economic input in the region will be increased and contribution to the increasing of the welfare level of the people will be made.

Positive discrimination towards women will be made with a gender sensitive approach. The importance of women's share in development will be proved and women will be supported.

Informing the villagers about the hygienic conditions will have a positive impact both the public's and the end users' health.

An opportunity will be provided for increasing the indispensable protein source and raw material necessary for growing healthy generations.

Existing cheese production models will be introduced to developing technology and the first steps towards producing different types of cheeses will be taken. Social and technical infrastructure will be considered in order to work on this issue in coming years.

The possibility of producing organic products will be assessed during the process.



DEFINITION AND EFFICIENCY OF THE PROJECT

The settled center and established foundations of the region, easy access to Trabzon, three non-governmental organization in the region, adequate infrastructure for developing micro-model husbandry and the fact that the people in the region are democratic and open-minded make İskenderli is a fairly convenient place for a society unity Project.

In parallel with Rotary conditions, the people of region, NGO representatives and the women in the region are interviewed and a meeting was held to establish a good model in accordance with the needs in the region; and an assessment was made afterwards.

Following the electing of Iskenderli and the negotiations with the people in the region, the project will be introduced to the whole people in the region with the eligibility and assessment criteria that will be formed, in the scope of the fund planned to be created. After a technical assessment, 12-15 healthy women with adequate animal feeding capacity will be provided with one pregnant cow. The first babies of the cows provided as pregnant will be taken from the owners and given to the other poor women in need with similar conditions. Thus, 24-30 houses will be directly reached in two years, and the number of final beneficiaries will be increase with a multiplier effect. Upon considering local values, breeding costs and especially economic conditions with veterinarians and local community, it was decided to take only one calf from the first owner. Cows and calves granted will be kept by their owners. Rotary Trabzon will provide no support for keeping the animals. In accordance with the activities, the project will run for 2 years in the region, and all developments will be followed closely.

The first group of people to whom cow is granted will have to keep their cows for 5 years while the second group to whom the baby cows are given will have to keep their cows for 3 years. Those getting male calves will be able to sell bulls which have grown by end of the second year. Voluntary Rotary veterinarians will give the necessary support to women free of charge in case of unexpected diseases or in cases of emergency. After granting the cows, delivering first calves to their identified owners and organizing trainings, the project will be handed over to local NGOs/local beneficiaries by end of the second year.

This project, which will be implemented with almost 24-30 women, will provide support for the people of the region on cow and feeding and thus, will pave the way for efficient husbandry and production of healthy products. As a result, the people who keep cow, especially the women, will be supported with scientific methods and the added value of the milk and milk products will be increased. Thus, the economic input of the villagers will be increased. Trainings subjects will cover modern methods in animal husbandry, hygiene, common animal diseases and cheese-making techniques. 2 trainings will be delivered per year; thus 4 trainings will be delivered in total. Trainings will be delivered by experts and experts of Provincial directorate of Agriculture. Cost which will arise from these trainings have not been incorporated into this budget.

In addition, independent from this project, in the scope of sustainability, it is aimed to give trainings in the area of making and selling cheese and producing organic milk products in the following year because it is planned to invite Rotarians World clubs active in this field and organize a study visit. Rotary members will visit the village in certain intervals (at least 4 times per year), will meet people who got the cows and will assess the initiative undertaken and reaction of the community to it.

In the implementation of the project, purchasing the cows and in the process of their transportation, consultation support from the veterinarians, who grow up in the region and who are working as a professional veterinary outside the region, will be taken; early negotiations on the issue have been made.



EXISTING/ POTENTIAL PARTNER INSTITUTIONS

In the process of producing the project, the project is prepared with the cooperation of Tonya District Governorship, İskenderli Mayor, Village Headman and people of the region. In the implementation of the project, a contract will be signed with the grantees after they are informed about conditions of the contract.

PUBLICITY

The Project will be introduced to the public at the start, implementation and closing processes, in order to have coverage in print and visual media.

Tonya District Governorship, to which the Governor of Trabzon and İskenderli is attached, will be visited by Rotary club and the project will be introduced.

Rotary Trabzon Club will deliver the cows to the women with a ceremony. The visibility of Rotary will be used in the ceremony and the press members will be invited.

TARGET GROUP AND FINAL BENEFICIARIES

1. Villagers in İskenderli
2. ROTARY DISTRICT 2430
3. ROTARY CLUB OF Trabzon
4. End users consuming milk and milk products.(around 5.000 people)

FINAL BENEFICIARIES OF THE PROJECT

24-30 women and their families in the First and Second Group are the direct beneficiaries of the project. 1738 people in the region, including children, elderly and young people in the first place, are the other final beneficiaries of the project in project target group. All end consumers consuming milk, milk products and meat, in other words, the whole society outside the region, are significant final beneficiaries.

Increase in the income of the individuals will provide them with economic freedom. Besides, with the increase in income as a result of the importance attached to education, added value will be provided with the resource spent on education and multiplier effect will be created. When keeping cost are exclude, monthly value of milk and cheese to be obtained will be about \$ 300. Therefore, economic support will be provided for poor women.

The society, which learns modern husbandry systems, will have better ranching skills.

The number of cows and baby cows, the increase in family income, the increase in the milk produced and the number of people participating in the seminars to be organized will be the sources of verification for the project. These data will be collected by the project team and the shareholders in İskenderli. As a multiplier effect, it is obvious that the fertility of these cows in the region will continue after two years, following the hand-over of the project and the effect of Rotary will continue.

PROJECT RESPONSIBLES

The Project will be implemented through a commission including the Rotarian in Trabzon and the shareholders in the region. Trabzon Rotary Coordination will be organized by Mr.Mustafa Aydın, Mr. Erdil Dinçer, Mrs.Fikriye Eskici and Mrs.Görkem Dinçer.

SUSTAINABILITY:

There are 3 NGOs in the region: 1 cooperative and 2 association. Cooperation will be established with NGOs in the implementation process of the project. The project will be under the control of Rotary Trabzon in the first two years and then will be transferred to local NGOs and other future shareholders.

In the scope of macro-plans, Rotary Trabzon will lead alternative studies in the region- such as cheese diversity- organic milk etc. Processing the raw material instead of only producing raw material and turning it into organic if possible will be the main element that will provide the sustainability of the project. However, relevant initiative has not been incorporated into this project.

Trainings will be provided in aforementioned field and a model will be worked on to provide a pilot model particularly with first and second group women.

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