



Food and Agriculture Organization
of the United Nations

Market Profiling Application (MPA)

Data solutions and innovations cattle mart

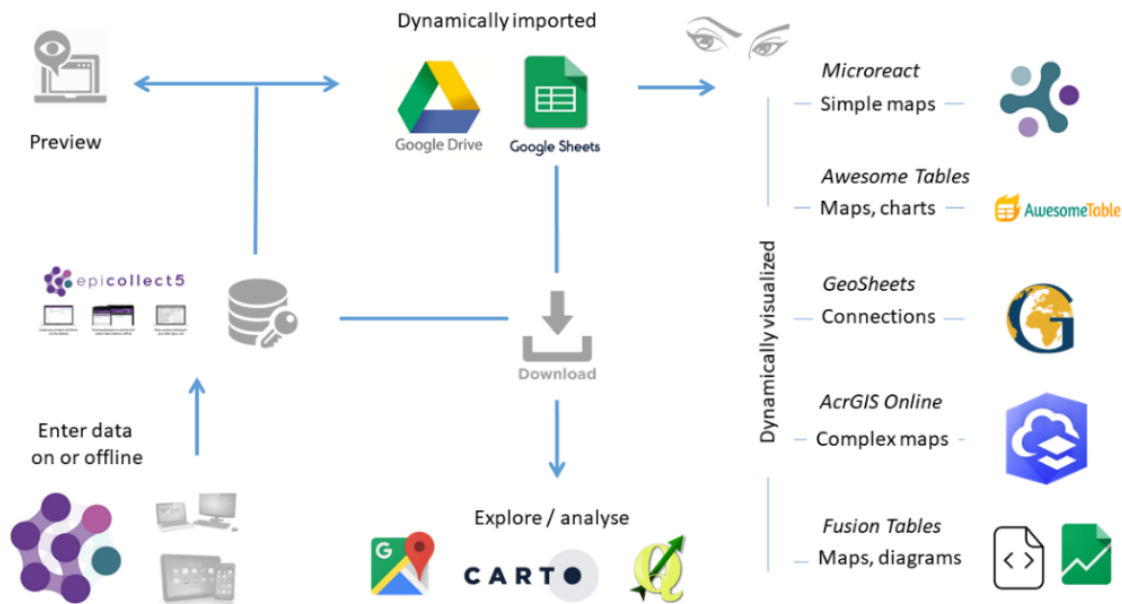


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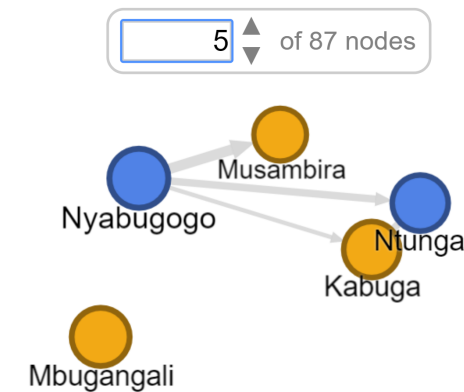
Food and Agriculture Organisation

MPA objective(s)

Technology: Enable users to maintain a live, online, and dynamic interface that can store, analyse, and display a magnitude of different data



Capacity Building: Rapidly increasing country capacities to control outbreaks and predict the future spread of disease. Important progression from real-time **reporting** to **decision making**. Implement targeted market improvements – starting with highest risks (due to practices or connections)



Implementation

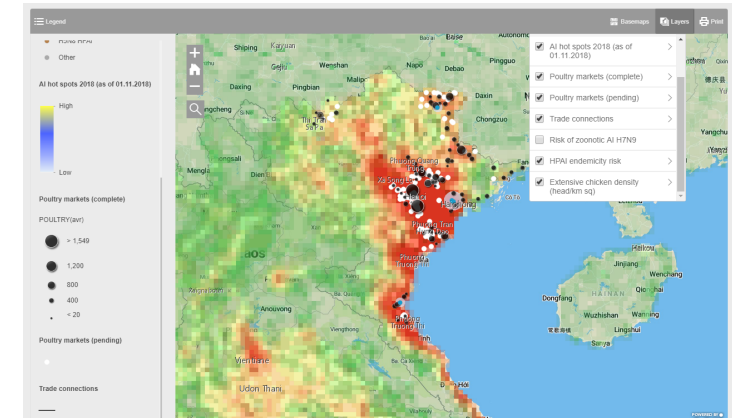
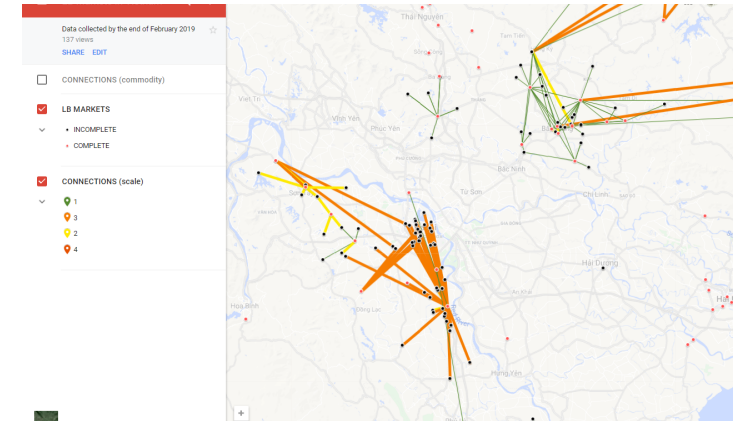
- Data collection has been coordinated through the veterinary services by ECTAD in Vietnam, and through external consultants hired by ECTAD in Kenya.
- Once data is collected it can be combined with other epidemiological data and aid in decision making or future capacity development activities.



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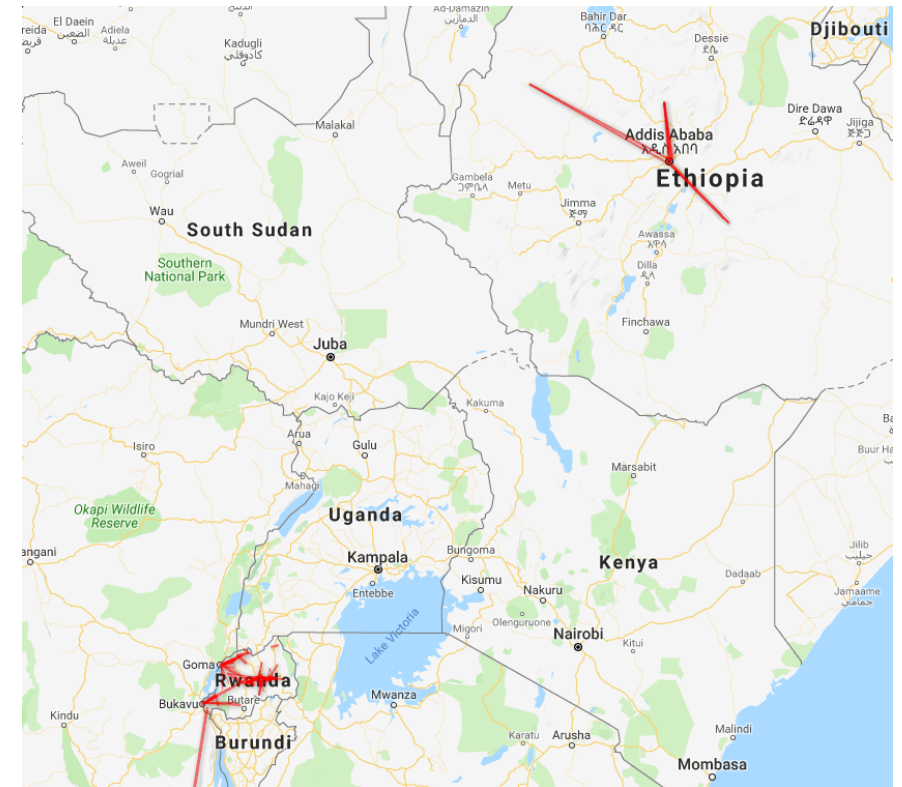


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Achievements to date

- Phase II of data collection in Vietnam with more than 500 markets mapped and thousands of trade connections established
- Establishment of MPA website
- DRC, Ethiopia, Uganda, Rwanda, and Mozambique have collected data on 10-20 markets (including trade connections) providing an initial assessment on feasibility of conducting MPA in Africa



Next Steps (Objective LD4D: Identify strategies to improve data generation and use in our livestock initiatives with a view to strengthening impact)

1. Determine best practices for data collection methodologies at markets (including sustainability)
2. Determine appropriate risk factors to capture for markets in target country
 - Should modify Viet Nam profiles to reflect country(s) in question
 - Appropriate length of questionnaire important
3. What other questions do we want to answer and what other data will be needed?
4. Investigate capacity building opportunities of tool
 - **It's not innovative if it's not being used!**

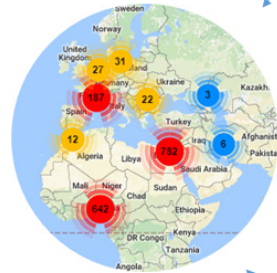


Towards “One health – One Map” concept ...

Collaboration

“One Health – One Map”

GIS
expert



Animal
Health



Public
Health



Decision
making

- Systematic collection of reliable geographic data from the field (e.g. disease events, markets, farms, slaughterhouses)
- Dissemination of geographic data to support practical collaborative decision making (e.g. risk maps, early warning)
- Creating modern GIS platform facilitating real-time cross-sectoral collaboration (“One Health Map”)

Thank you



Protecting people, animals, and the environment everyday