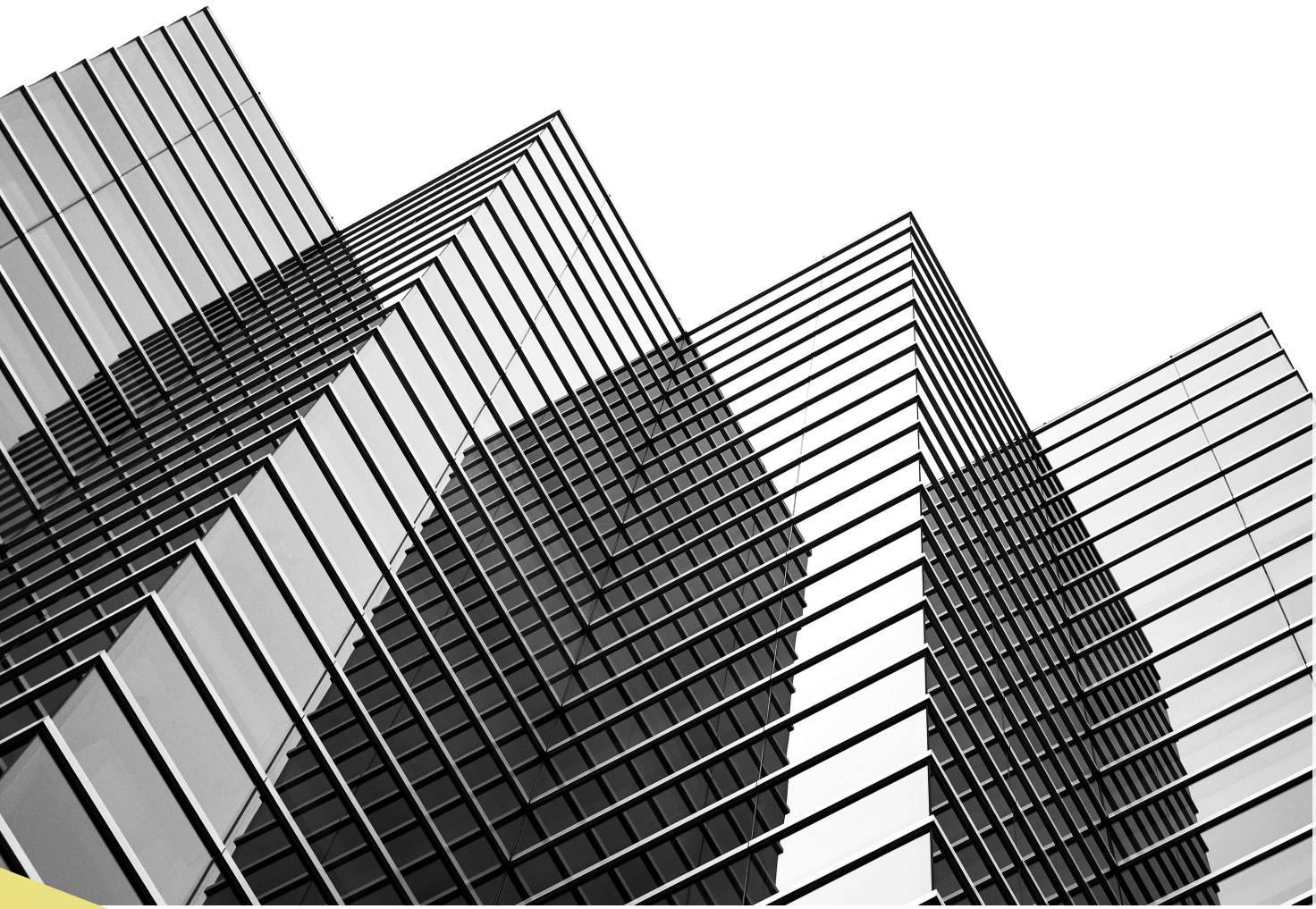

PRICE CANADA

AUGUST 2021 I MUHARRAM 1443

PRICE
POVERTY REDUCTION INITIATIVES
& CAPACITY ENHANCEMENT

2021 Livestock Fattening (PRS - Procure, Rear & Sell) Investors Report

YOUR IMPACT

By the grace of God, Poverty Reduction Initiatives and Capacity Enhancement (PRICE) Canada has concluded its second publicly available ethical investment product, Livestock Fattening 2021 (also known as Procure, Rear & Sell - PRS). This year, we had increased the number of cattle by 2.5x (from 20 to 50 cattle) with a very profitable source of income for our Very Small Enterprises (VSEs) and Return on Investment (ROI) for our Investors.

We successfully on-boarded a total of 10 cattle farmers 8, of which were women. To strengthen the village's potential, it was important to reach out to the vulnerable and those who are most influential for the generations to come. We assisted the cattle farmers with opening their business bank accounts and established them as Entrepreneurs. This initiative has helped the VSEs and their families to break out of a perpetual poverty cycle. Every VSE received 1.3x the salary when compared to the the average cattle farmer in Pakistan and 2.3x more salary when compared against those with only 1-2 years of similar experience.

The Livestock Fattening (PRS) 2021 initiative also allowed the development and procurement of beneficial organic feed. The feed given to the cattle, took advantage of silage produced via PRICE's very own Biogas Dome. Of note, our Biogas Dome was developed in support and consultation by two of our partners, Shift (https://shiftwastenow.com/) and a private donor (please pray for both of their organization's and family's success). PRICE's research and partnership with local and international academia (Trent University - Canada, Agriculture University - Pakistan, Agriculture University - Australia), self grown silage (by virtue of PRICE's Biogas Dome) and the organic feed procured were the leading contributors towards the cattle's average daily weight gain being close to two times the provincial average (Sindh, Pakistan).

The manure from the cattle reared and Biogas Dome helped in two discernable ways; First, it supplied many severely malnourished families with enough cooking fuel to cook up to three meals daily. Second, it created a natural fertilizer which helped irrigate otherwise non- irrigable land (due to salt levels in the ground) as well as create silage which otherwise is not available in the region.

30 of the 50 cattle were used to fulfill the Eid Ul-Adha Qurbani/Udhiya orders received by PRICE. Each Qurbani donation order provided 23+ kg of local, organically grown and protein-filled meat to local villagers. PRICE distributed fresh meat to more than 20 neighboring villages feeding in total over 4,000 families. PRICE also stored close to 1,000 kg of qurbani meat in its solar powered freezers, to provide meat on a weekly basis for the next four to six months to the severely malnourished families in our model and neighbouring villages. 19 cattle were sold in the cash market and one unfortunately was lost to illness.

This investment product was successful in achieving its goal of "Triple P", where it helped the People (have sustainable jobs and income), the Planet (reduce greenhouse gas emissions, reared cattle organically, irrigated land and produce clean renewable energy), and Profit (for our VSE's as well as our Investors).

KEY ACHIEVEMENTS

1. EMPOWERED RURAL WOMEN IN THE VILLAGE BY PROVIDING SUSTAINABLE JOBS
2. SUSTAINABLE INCOME FOR OUR VSEs, 30% MORE THAN THEIR NATIONAL PEERS
3. FED 4,000+ FAMILIES ON EID UL-ADHA
4. PROVIDING MEALS FOR 6 MONTHS TO MALNOURISHED FAMILIES
5. POSITIVE ROI TO INVESTORS, 13.2% OVER 6 MONTHS

BY THE NUMBERS

Achievements	2021	2020
# of Shares Sold	50	20
Cost per Share ($ CAD)	$900	$875
# of Cattle Reared	49	20
# of days in investment cycle	242	167
Average daily weight gain (kg/day)	0.302	0.577
# of Cattle Sold to Cash Market	19	0
# of VSEs established	10	3
Average Salary per VSE per month (PKR)	10,000	10,000
VSE Bonus at end of cycle (PKR for each VSE)	94,110	107,228
Investor's ROI (over duration of 6 month cycle)	13.17%	12.75%

What We've Learned

As happy as we are with our results, there are always opportunities to improve...especially, as we consider scaling our investment/PRS cycles to come. With Qurbani orders being a product mostly purchased right at the brink of Eid Ul-Adha and PRICE being relatively 'new' to the public, we knew we had to have a plan if the majority of our cattle were not sold within a few days of approaching Eid Ul-Adha. As expected, we did not sell all of our cattle to direct Qurbani orders and made the decision to sell our remaining cattle to a local Cash Market. Despite the financial transactions being beneficial. To this effect, our efforts in marketing our solution offering and qurbani orders fell short of our goals. We had taken on new strategies with little time to fully grasp and learn platforms such as Google Ad Words, Twitter and YouTube marketing tactics.

It was amazing to lean on community members to help build and elevate our profile and one budding referral network, MAX Investment Referral Network (MIRN - onemax.org), was particularly helpful in doing so; thank you from the bottom of our hearts! Islamic Relief Canada (IRC) was also phenomenal in providing us guidance and support on our journey this year. PRICE Canada is considering seeking charitable status, so we can do even more with organizations like IRC.

Finally, we are working with our Academia partners to review our cattle's average daily weight gain and any potential opportunities for improvement.

Expert Advice?

We are constantly seeking advice and volunteers.
Would you like to, or know someone one who can, help us in the following areas:

- Marketing strategy and execution; specializing in social media platforms
- Volunteer engagement and management
- Legal - specializing in business models, not-for-profits and scaling organizations

Please reach out to **info@priceca.org** for questions, comments and/or to learn how you can help our global team of 25+ volunteers.