



**Heifer International  
Project Proposal Form**

Pärnumaa



|                        |   |
|------------------------|---|
| Program Area           | CENTRAL/EASTERN EUROPE  |
| Country/ US State      | ESTONIA   |
| Project Number         | 27-0324-01  |
| Project Name           | Supporting small scale farms in Pärnumaa, Estonia with local endangered horses for agricultural development |
| Phase                  | Phase 1   |
| Project Holder Name    | Estonian Horse Breeder's Society  |
| Project Holder Address | 86801 Tori Pärnumaa ESTONIA   |
| Date Submitted         | November 16, 2007   |
| Date Approved          |   |
| Approval Body          | CEE   |

**1. Project Profile**

The goal of this project, which will provide 12 mares of local Estonian breeds to 12 families, is to help people develop horse breeding for use in small scale farms in the Estonian Pärnumaa area. Through Heifer's help, families will improve their economic situations, enlarge small-scale animal husbandry in the area, preserve local and endangered horse breeds, and protect the environment. By developing small-scale animal husbandry, families will receive direct economic benefits, through the use of their horses on their own small scale farms, the sale of offspring, the hiring out of their horses to members of the community (for transportation, riding and hippotherapy, a form of equine-assisted therapy), and eventually, through agro-tourism. In the future, project participants may be eligible for grant money from the Estonian government, which supports the preservation of local endangered horses and the environment.

**2. Background and History of Project Holder**

Horse breeding has been a traditional way of life for rural Estonians for some time. However, during the Soviet period, this tradition was almost lost. In 1992, shortly after Estonia's restoration of independence in 1991, the Estonian Horse Breeder's Society began working towards the goal of preserving Estonian local horse breeds. This non-governmental organization works very closely with many farmers and horse breeders throughout Estonia. Its mission is to help and enhance the economic well-being and quality of life for horse keeping/breeding families and rural communities. The Society will be the project holder. Its members include highly qualified specialists, who will provide training courses and technical assistance to the project participants. The Society has extensive experience leading different projects and working in collaboration with other organizations, farmers and horse breeders.

**3. Project Rationale – Local Conditions & Opportunities for Assistance**

Pärnumaa is located in southwestern Estonia, on the coast of the Gulf of Riga, and is the largest county of Estonia in terms of land area. Approximately 6.6% of the total population of Estonia lives in Pärnumaa. Social problems, such as alcoholism and depression, are significant in Estonia's rural areas, which traditionally, relied on agriculture as a main source of income. Developmental challenges include a lack of access to arable land, lack of investments, and low practical and technical knowledge about farm management and the marketing of agricultural products. Further complicating the situation, are the region's unfavorable climate and land, which make farming difficult. This project, which will provide 12 mares of local horse breeds (of Estonian Native, Estonian Draft breed and Tori breed) to 12 families, will help develop agricultural activities and increase the optimism of project participants. By developing small-scale animal husbandry, families will receive direct economic benefits, through the hiring out of their horses for work (transportation, riding and hippotherapy, a form of equine-assisted therapy), the selling of offspring and eventually, through agro-tourism. Project participants will also increase their skills and knowledge of horse breeding and husbandry. Project results will be shared with other families and communities through exchange visits.

**4. Objectives of Strategic Plan related to this project:**

| Strategic Plan   | Specific Objective   |
|------------------|--|
| Baltic Countries | to improve the living conditions of farm families, participating in HPI projects     |
| Baltic Countries | to stimulate and strengthen rural communities to become more active and self-reliant |
| Baltic Countries | to acquire necessary knowledge and skills complying with the projects profile        |

- 5. Membership Criteria** - The participants were selected according to the following criteria:  
 Rural families that have a need for additional financial support (unemployment, many children, low income, etc.);  
 Families that have an interest in local horse breeding and using horses for work/riding/hippotherapy, etc.;  
 Families that have suitable conditions to keep and care for animals;  
 Families with prior experience in horse husbandry, and who have sufficient cultivated land to feed the animals;  
 Families that are willing to participate in trainings;  
 Families ready to cooperate with others and be a member of the group for joint activities and sharing of knowledge;  
 Families willing to accept and respect POG principles, develop project activities, pass on the gift and preserve the environment in the future.

**5.1 Planned Number of Original Families to be included in the Project 12**

**5.2 Planned Number of Pass-On Families to be included in the Project 12**

**5.3 Passing on the Gift Process and Methodology**

Each participating family will pass-on the gift according to Heifer principles. During the first three to four years, each family will pass-on the offspring of the animal to another family. The breed, number, age and quality of passed-on animals will be the same as those received. The remaining males will be sold, and the income will be used to purchase a female to pass on, or the male will be exchanged for a female to pass on. Additionally, the keeper may choose to wait until the second female offspring is born to pass on. A list of beneficiaries of animals and other goods will be approved at community meetings. The project holder and committee will monitor the quality of pass-on.

Equipment for horses will be provided to the original families (regarding the quotation justification). The original families will purchase agricultural equipment (using donations from the government, money from selling horse power, and extra funds etc.) to pass-on equipment to POG families of the same type and same value.

**6. Training and Education Plan**

The Baltic Foundation HPI will cooperate with the project holder in conducting trainings. Project participants will attend trainings on Heifer Values based planning and management. As the project focuses on improving horse husbandry, trainings will concentrate on horse husbandry. Additional trainings will focus on practical and technical skill development, as well as on community development. Further training will focus also on hippotherapy, small-business development and accounting. Additional trainings will be organized as needed.

Training before receiving livestock:

- Cornerstones training for primary project participants /Cornerstones training for pass-on recipients
- Knowledge about different horse breeds and their management, proper animal nutrition and holding techniques
- Primary knowledge about horse breeds: breeding, shelter and feeding.

Training after receiving livestock:

- Horse breeds, breeding and reproduction.
- Horse housing, feeds and feeding.
- Small-farm management – economy, possibilities for alternative management with local horses.
- Horse health, veterinary and prevention of the diseases.
- The environment and its preservation with the help of horses.
- Practical skills of young horses: primary trainings
- Practical skills of young horses: harness trainings
- Gender training, and additional trainings selected by project families.
- Exchange visits.

**7. Evaluation and Monitoring Tools**

| Type  | When (year)  |
|---|--|
| Baseline data collection                    | At the beginning of the project, before any assistance for farmers |
| Field visits (project holder, Heifer staff) | On a regular basis   |
| Community meetings, trainings               | On a regular basis   |
| Project progress reports                    | Every 6 months   |
| Project financial reports                   | Every 6 months   |
| PSRP  | Every year   |

**8. Key Words**

- |                        |                            |                        |
|------------------------|----------------------------|------------------------|
| Traditions             | Income generation          | Agro tourism           |
| Local endangered breed | Self-reliance              | Horse power production |
| Hippotherapy           | Cooperation                | Children               |
| Mental well-being      | Environmental preservation | Education              |

**9. Donors associated with this project for external funding: NONE**

## 10. Project Plan

| Project Goal: By the end of 2012, 24 families in Pärnumaa will have improved their incomes, improved their knowledge about horse husbandry and the use of horses in small farm management, as well as have more optimism, dignity and a better quality of life, while having had preserved local and endangered horse breeds and the environment.   |  |   |  |
|---|--|---|--|
| <i>Plan Detail</i>  | Indicators   | Means of Verification   | Assumptions  |
| <p><b>Objective #1</b><br/>By the end of 2012, 24 families will have increased their personal incomes, improved their social and economic conditions, by having developed small-scale animal husbandry in the area, preserved local and endangered horse breeds, and protected the environment.</p>   | # of families, that have increased their incomes (by 20% at lease) selling animal offspring, using horses at work as well as hiring the horses out for work. | Site visits<br>Progress reports<br>PSRP<br>Interviews<br>Questionnaires<br>Observations                             | Economic stability;<br>No serious or dangerous diseases or reproduction problems.                                |
| <p><b>Outputs</b><br/>1) 12 local and endangered horses are provided;<br/>2) Pass ons are fulfilled;<br/>3) Equipment and supplies are provided;<br/>4) Knowledge and skills on animal husbandry management, animal breeding, production and marketing are improved.</p>  | 1) # of provided animals;<br>2) # of pass on;<br>3) # of trainings provided;<br>4) # of trainings participants;  | Invoices<br>Contracts<br>Site visits<br>Progress reports<br>Baseline data<br>Trainers' reports<br>Financial reports |  |
| <p><b>Activities</b><br/>1) to purchase animals;<br/>2) to purchase agricultural equipment and supplies;<br/>3) to conduct trainings on animal husbandry;<br/>4) to conduct trainings for men and women;<br/>5) to find possibilities for using horses;<br/>6) to conduct POG.</p>  |  | Input<br>Project finances as indicated in the budget  |  |
| <p><b>Objective #2</b><br/>By the end of the project, at least 24 families (including POG families) will have improved their knowledge and skills about horse husbandry and farm management, small business development, agro-tourism, environmental preservation and animal well-being.</p>  | # of horse husbandry trainings;<br># of trainings on environment;<br>#-cooperation of rural people interested in agro tourism and small business practice    | Site visits<br>Progress reports<br>PSRP<br>Interviews<br>Observations<br>Surveys                                    | Motivation of participants   |
| <p><b>Outputs</b><br/>Various meetings and trainings, seminars, actions, on animal husbandry, agro – tourism and small business activities</p>  | # of meetings, training on animal husbandry and integration into agro tourism development;<br># of assistance actions.                                       | Invoices<br>Contracts<br>Leader's collaboration<br>Trainings' reports<br>Training evaluation forms                  |  |
| <p><b>Activities</b><br/>1) to organize meetings, seminars, assistance actions and the training on all the aspects of animal husbandry and agro tourism and small business activities;<br/>2) to provide technical assistance to all the beneficiaries.</p>   |  | Input - Project finances as indicated in the budget   |  |
| <p><b>Objective #3</b><br/>By the end of 2012, participants will have improved horse husbandry and farm management skills through mutual cooperation. Project holders will encourage networking and collaboration between family groups and its partners, will have increased their technical and professional levels, and improved the implementation skills of the families and project leader.</p> | # of new families involved in to activities;<br>Development of the new forms and of activities.  | Site visits<br>Progress reports<br>PSRP<br>Interviews<br>Questionnaires<br>Observations                             | Economic stability;<br>no serious or dangerous diseases of the animals;<br>No major change in local legislation. |
| <p><b>Outputs:</b><br/>Project families and project holder are working together, sharing experiences and involving new families from nearby areas.</p>  | # of trainings provided;<br># of families are able to use the benefits of the cultural centre for the adults education and practice                          | Leader's evidence<br>Progress reports<br>Report of Ecologist<br>Baseline data<br>Observations                       |  |
| <p><b>Activities</b><br/>To arrange the seminars and trainings;<br/>To communicate with partners, other communities, projects.</p>  |  | Input<br>Project finances as indicated in the budget  |  |