

Dog Chew/ Chhurpi

Export Promotion and Quality
Improvement



Government of Nepal
**Ministry of Agriculture and
Livestock Development**



Background

The “Dog Chew / Chhurpi Export Promotion and Quality Improvement” project is designed to elevate the global market presence and enhance the quality standards of Chhurpi, a key dairy product traditionally produced in Nepal. Despite its longstanding production, Chhurpi has only recently gained international demand as a dog chew, revealing significant trade potential. However, its export is hindered by critical challenges such as the prevalence of Foot and Mouth Disease and the absence of established quality parameters and certification programs. This project engages a PPP model, where the private sector focuses on milk production and Chhurpi processing, while the government is tasked with creating a Foot and Mouth Disease-free zone, developing quality standards, and facilitating market access through bilateral agreements to ensure a conducive business environment for exports. The project aligns with national development goals, aiming to boost exports and sustain economic growth by overcoming current export barriers.



Sector
Agriculture



Proposed Location
Illam district
Koshi province

Project Rationale



Enhance the quality standards of Chhurpi products for international markets



Establish Foot and Mouth Disease (FMD)-free zones to ensure the safety of Chhurpi production



Develop and implement standardized quality parameters and certification programs for Chhurpi

Project Outcomes



Increases export revenues by expanding Chhurpi's international market presence



Improves Chhurpi quality through standardized quality



Establish brand identity of Nepalese Chhurpi in global markets



Secure export markets via bilateral agreements



Creation of business-friendly environment for dairy exports



Promote sustainable agricultural development by establishing FMD-free zones

Project Implementation Modality

PPP

Public
Private
Partnership
(PPP)

MOT

Management
Operate
Transfer
(MOT)

Possible role of private sector

Quality milk production and processing into Chhurpi/Dog-chew

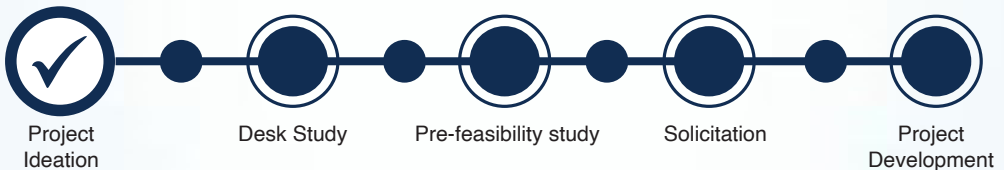
Possible role of public sector

- FMD Free Zoning (Local Government)
- Standard development and certification
- Providing business conducive and hassle free environment

Possible role of both sectors

Market Identification, bilateral agreements with importing nation/ importing parties

Project Implementation Timeline



Relevant Agencies

- Ministry of Agriculture and Livestock Development (MoALD)
- Department of Livestock Services (DLS)
- National Dairy Development Board (NDDB)
- Chhurpi Producers Group

About the Agency

Ministry of Agriculture and Livestock Development

The Ministry of Agriculture and Livestock Development (MoALD) is a governmental body of Nepal responsible for the growth and development of the agriculture sector in the country and making the country self-reliant in agricultural production. The Ministry began its operation institutionally in 1978 with the primary objective of translating policies and implementing programs related to agriculture development according to the country's potential. Focused on achieving food security and poverty alleviation through a commercial and competitive agriculture system, the Ministry aims for high and sustainable growth by modernizing and diversifying agricultural production.

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