

ADAPTATION FUND
Climate Innovation Accelerator
SMALL GRANTS. BIG IMPACT.

SOLUTION FACTSHEET

Greener Herd: Supporting livestock management

2025

UN WFP World Food Programme | INNOVATION ACCELERATOR

Solution Summary

Location:
Lebanon

Solution type:
Sustainable farming solution

Innovation stage:
Proof of Concept

Grantee:
Greener Herd Inc.

Implementing entity:
World Food Programme

Funding received:
USD 127,000 (Adaptation Fund)

ADAPTATION FUND

The Adaptation Fund Climate Innovation Accelerator provides grants and technical assistance to innovative solutions for adapting to climate change.

Adaptation Innovation

- Greener Herd's app supports livestock management in the MENA region, offering farmers an all-in-one platform to optimize cattle feed, monitor animal health and access a marketplace for essential supplies.
- The solution aims to revolutionize livestock management by providing an innovative application designed to enhance meat and milk production, improve rural communities and reduce methane emissions.
- The app is available in Arabic and integrates real-time data analytics and predictive modelling.

Climate Impacts

The solution is helping Lebanon adapt to:

- CO_2 reduction
- High temperatures and heatwaves
- Drought and water security
- Erratic rainfall

Key Achievements

- Greener Herd has delivered training on sustainable livestock management and climate-smart practices to 348 smallholder livestock farmers in Lebanon.
- Through strong word-of-mouth and community engagement, the venture organically expanded its reach to more than 1,200 farmers, many of whom have since been onboarded onto the Greener Herd app. To enable these results, the team collaborated with 18 local organizations, further improving community engagement and adoption of more resilient and sustainable livestock practices.

Replication and Scaling Potential

- The company has the potential to scale to Africa and Central Asia, offering its app to livestock producers.
- The app is highly scalable, available in English and Arabic, with additional languages being developed.
- The target audience in the MENA region consists of 28 million livestock producers.

To learn more, visit WFP-AFCIA Greener Herd

Project Location



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