

MONTHLY UPDATE – APRIL 2010

# Agribusiness and Trade Expansion Program

“INCREASING RURAL INCOMES AND EMPLOYMENT”

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## Ethiopian coffee promoted at Specialty Coffee Association of America (SCAA) expo

Members of the Ethiopian coffee industry participated in the Specialty Coffee Association of America’s (SCAA) 22<sup>nd</sup> Annual Exposition from April 15 to 18 in Anaheim, California. In attendance were representatives from the Ethiopian Coffee Growers, Producers and Exporters Association (ECGPEA), Coffee farmers’ cooperatives, the Ministry of Agriculture and Rural Development (MoARD) and Oromia State and Forest Wildlife Enterprise.

Coffee buyers, roasters, equipment suppliers, and consumers from all over the world had a chance to visit the Ethiopian display at the event. Boot Coffee Consulting and Training organized coffee cupping sessions where 70 international coffee roasters cupped more than 50 coffee samples. The events established more than ten marketing and sales linkages.

USAID-ATEP has promoted Ethiopian coffee at different international coffee trade shows since the beginning of the project to raise worldwide awareness of Ethiopian coffees and increase sales.

*Please use the guide at right to find your way to other program highlights and please read on for an enlightening Q&A session with ECGPEA General Manager Yilma Gebrekidane, who attended expo.*

## ● QUESTIONS & ANSWERS

### ECGPEA: Determined to produce high quality coffee

*ECGPEA was established in 2008 with the vision of producing sustainable coffee that would generate fair and attractive prices. USAID-ATEP Communications Specialist Beamlak Tesfaye interviewed ECGPEA General Manager Yilma Gebrekidane about the association’s activity, the development of the coffee sector and their participation in SCAA 2010.*

**Q: Can you tell us about ECGPEA?**

**A:** ECGPEA is a very young association. Our 70 members engage in large-scale coffee farming. The association aims to expand private coffee farms to increase production and quality.

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Photo by Fintrac

**ECGPEA General Manager Yilma Gebrekidane visits an Ethiopian display at the SCAA expo in California.**

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## USAID Agribusiness and Trade Expansion Program

This project is implemented by Fintrac Inc., a US agribusiness consulting firm. Consortium members include Boot Coffee Consulting & Training, the Economic Competitiveness Group, Manchester Trade, and the Rainforest Alliance. It covers four agricultural production sectors and business development and health in four regions of Ethiopia. For more information, contact USAID-ATEP at:

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## ● PROGRAM HIGHLIGHTS

### USAID-ATEP strengthens vulnerable groups

USAID-ATEP provides training on income generating activities (IGA) for more than 3,000 care givers of orphans and vulnerable children (OVC), people living with HIV/AIDS (PLWHA) and young adolescents. The program extends assistance through contracted local NGOs.

A recent training with local NGO Mums for Mums taught more than 100 women in Mekele and Wukro some basic skills in business management. The women are now working with local microfinance institutions to establish small businesses.

In another training, the program helped a small farmer group of 30 PLWHA to expand operations through financial support to boost vegetable production. Their first harvest with program support generated ETB 20,000, and created job for six permanent employees.

### O&P stakeholders meet in Gondar

Stakeholders in the Oilseeds and Pulses sector met on April 29 in Gondar to discuss activities in sesame marketing, find new ways to create awareness on cluster development and identify the challenges and opportunities for scaling up the quality and quantity of sesame production. Participants were introduced to new technologies in bagging and a cocoon storage system.

ECX participants at the meeting presented information on the existing ECX grain marketing system and introduced the new sesame marketing program that will launch in October 2010. At the end of the meeting, participants agreed to work together to promote sesame production and marketing at a local and international level.

Representatives from cooperatives, the Ethiopia Commodity Exchange (ECX), EPOSPEA, research centers, sesame traders, exporters and Woreda Agriculture and Rural Development heads from North Gondar and Western Tigray attended the meeting.



Photo by Fintrac

**USAID-ATEP Coffee Agronomist Mohammed Nur provides technical assistance to a smallholder coffee farmer in Eastern Hararghe.**

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**Q: As a newly-established association, how important was your participation at SCAA 2010?**

**A:** ECGPEA's participation at the SCAA event means a lot for the association. We have strengthened existing market linkages with US companies and also established new connections. We have introduced our coffee to buyers and roasters from different parts of the world and shared experiences with different coffee producers from Peru, Brazil, Mexico, India, and Indonesia.

After the cupping of our coffee samples, we sold 90 tons of specialty coffee to new buyers at premium prices, and we are expecting additional orders from buyers such as Intelligentsia Coffee and Royal Coffee. We anticipate exporting up to 180 tons of specialty coffee thanks to market linkages established at SCAA 2010.

In order to meet our goals we have designed short and long-term strategies to increase quality and production. We are conducting trainings on production, providing market information, establishing market linkages, participating in coffee research and creating networks among supporting institutions, service providers and coffee growing firms.

**Q: What percentage of the total Ethiopian coffee market do your members represent?**

**A:** 92 percent of the coffee-producing land in Ethiopia is occupied

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## ● AT YOUR SERVICE: ETAGEGN GEREMEW

Etagegn Geremew is a warehouse management specialist who has worked for USAID-ATEP since 2006 and has more than 20 years of experience in the private and public sector. She has worked for the Ethiopian Grain Trade Enterprise (EGTE), the Ministry of Agriculture and Rural Development (MoARD) and VOCA-Ethiopia. She specializes in grain quality and storage management and technology.

Geremew has played an important role as a technical advisor for the Ethiopia Commodity Exchange (ECX).

She developed a viable warehouse receipt program for USAID-ATEP-targeted commodities and has been designing and providing technical assistance and trainings to ECX warehouse staff members. She has most recently teamed up with the newly restructured business development unit (BDU) and is providing technical assistance and training in warehouse management to program clients and partners.

## ● PROGRAM HIGHLIGHTS

### Rural veterinary store opens

USAID-ATEP established a rural veterinary drug store in collaboration with the Food and Agriculture Organization (FAO) in the Fogera Woreda of Amhara. Community animal health workers (CAHW) now have access to drugs and veterinary equipment to treat the estimated 246,700 livestock in the region.

The store opened at the end of April, creating two jobs. It is run by Dr. Assafa Kassa. Following a partnership agreement with the Ethiopian Veterinarians Association (EVA), USAID-ATEP is supporting the establishment of 12 more shops. The pilot stores will serve as models, supplying drugs to veterinarians and paravets operating in rural areas. The number of vet shops is expected to increase by 40 percent by the end of the project.

### USAID-ATEP to conduct knowledge, attitude and practice (KAP) assessment

USAID-ATEP will conduct a health activities survey in May. The survey is aimed at assessing HIV/AIDS awareness among project clients and beneficiaries, including commercial farms, grower cooperative members and individual farmers.

The survey covers 12 selected woredas in four regions of the country. It applies data collection tools including structured individual respondent questionnaires, focused group discussion, and interviews and observations. The results of the survey will help the health sector revise its current strategies in areas of prevention, awareness and workplace HIV/AIDS policy development.

Currently, USAID-ATEP's health program is working in 34 woredas of the four regions. The program supports more than 50,000 seasonal workers, industry employees, cooperatives managers and OVC caregivers.

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by small farmers. Our members are private commercial farmers, and take up 8 percent of the land. We produce 10 percent of the national coffee output. Large-scale coffee farming is new in Ethiopia. Under previous governments, there were few privately owned large-scale farms. Now such farms are encouraged, and there are 134 of them—70 are our members. They have 56,000 hectares dedicated to coffee production, but about 20,000 of that belongs to the Coffee Development Enterprise, which is a state farm.

**Q: Why was it important to establish ECGPEA in addition to the existing Ethiopian Coffee Exporters Association (ECEA)?**

**A:** Our association is a coffee growers association; we grow, harvest, process and export. Our members are actively engaged from seed to cup. Of course we also address international coffee market issues such as traceability, sustainability, and consistent supply. ECGPEA has a different vision and strategy than ECEA, but the two associations are working together to address industry-wide issues.

**Q: What are your major challenges so far?**

**A:** Credit difficulties have been a major challenge. Some members had trouble finding financing to improve production processes, but thanks to ECGPEA the situation has improved. We now have technical norms and terms to be submitted to banks, and members are securing loans.

## ● ETHIOPIAN EXPORT DATA – APRIL 2010

Sector	Value (\$USD)	Volume (tons)
Coffee	\$75,027,044	24,629.44
Fruit and Vegetables	\$2,258,102	5,659
Hides, Skins & Leather	\$558,340	43
Oilseeds	\$41,732,278	34,962
Pulses	\$11,900,516	21,421.3
<b>Total</b>		