

MONTHLY UPDATE – JANUARY 2010

Agribusiness and Trade Expansion Program

“INCREASING RURAL INCOMES AND EMPLOYMENT”

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USAID-ATEP sponsors SMEs at the All African Leather Fair (AALF)

USAID-ATEP, in conjunction with the Ethiopian Leather Industry Association (ELIA), sponsored 20 women-owned small and medium enterprises (SMEs) at the AALF held January 20-23. The SMEs are all owned and managed by women engaged in the production of leather goods.

The annual trade fair is aimed at strengthening the image of African leather around the world. The ultimate goal is to increase African countries' global trade share in leather and leather product markets. The SMEs showcased and sold products to local and international visitors, and the trade fair created an opportunity to establish industry contacts.

Habtamua Yetnuro was one of the women who participated in the trade fair. In 2009, she established Besufekade Leather and Leather Products with 22 other women. “It’s a new experience for me. I have never participated at an international trade fair on this scale. I have managed to establish contacts with a number of buyers, both local and international,” she said.

195 participants ranging from tanners, footwear manufacturers and other leather goods producers to equipment and technology suppliers and capacity building institutions attended the event. ELIA hosted AALF with the support of USAID-ATEP and other partners including MoTI, UNDP, UNIDO and ECBP.

The Annual Taste of Harvest Coffee Competition Conducted in Addis Ababa

The Eastern African Fine Coffees Association (EAFCA) conducted the annual Taste of Harvest Coffee Competition on January 25-26 in Addis Ababa. The competition was organized in collaboration with USAID-ATEP and its implementing partners including Coffee Quality Institute (CQI) and Boot Coffee Consulting.

Fifty-seven coffee samples from major coffee producing areas were cupped to assess intrinsic quality characteristics such as aroma, acidity, clean cup composition and aftertaste. Seven coffees received the highest specialty coffee grades, 37 were rated as premium coffees, and the rest scored as



Photos by Fintrac Inc.

USAID-ATEP lead client Gemadro Coffee is one of Ethiopia's top producers of washed and sun dried coffee.



Habtamua Yetnuro (right) manages her stand at AALF.

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, Coffee Quality Institute (CQI) and the Rainforest Alliance. It covers four agricultural production sectors in four regions of Ethiopia which are supported by business development and health programs. For more information, contact USAID-ATEP at:

Ki-Ab Building, 4th Floor Alexander Pushkin Street
PO Box 70696 | Kirkos Subcity | Kebele 23, House #1123 |
Addis Ababa, Ethiopia
Tel: 251-11-3720060 | Fax: 251-11-3720102
atep@fintrac.com

commercial grades. The top five coffees were from Jimma and Illubabor.

Demonstration plots established in major vegetable-producing areas

USAID-ATEP successfully established five of the 20 planned demonstration sites in Ziway and Upper Awash with selected smallholder farms. Field-based trainings on vegetable production, harvest and postharvest handling will be conducted for smallholders, development agents (DAs) and farmer cooperatives.

The main objective of these sites is to increase the production and sale of vegetables grown by smallholders. Technicians aim to improve water and soil management practices and show proper use of fertilizers and pesticides. They will demonstrate proper techniques for harvesting and postharvest handling as well.

The sites are planted with vegetables such as tomatoes, onions, beans, hot peppers and chilies of different varieties. They are equipped with new drip irrigation systems and crop production technologies and will serve as learning centers for smallholder farmers of the CFC project.

USAID-ATEP continues postharvest activities in the hides, skins and leather sector

USAID-ATEP hides and skins specialist, Alemayehu H. Giorgis, trained 35 flayers and technicians in the Jimma, Oromia. The program has trained 188 technicians to date in better harvesting and management of raw hides and skins.

Discussions continued with Addis Ababa's Bureau of Urban Agriculture to identify and organize hides and skins collection centers and mini abattoirs. The sites for the first seven collection centers and three pilot abattoirs have been identified. A detailed action plan is being drafted to start construction and implementation in February/March 2010.

A report finalized on the cluster initiative of USAID-ATEP

Concluding its three year support to USAID-ATEP's Hides, Skins and Leather (HSL) cluster initiative, the Economic Competitiveness Group (ECG) prepared a report on the initiative's achievements and challenges.

The report reviewed the cluster initiative activities, and identified a way forward for the Ethiopian Leather Industry Association (ELIA), the organization that will take over the cluster development initiative. It also identified major lessons learned, including the importance of skilled local counterparts, the significance of sustaining efforts between consultants, and the need for building institutional capacity. It



Photos by Fintrac Inc.

USAID-ATEP Coffee Agronomist Mohammed Nur works with a client in Eastern Harar to construct a coffee drying bed from local materials.



A USAID-ATEP technician evaluates one of the vegetable demonstration sites in Ziway.

suggested that there is a need for branding the cluster effort.

The Cluster Working Group (CWG) serves as the focal point of the initiative, bringing together key HSL sector leaders to discuss challenges including poor quality of input materials, limited marketing capacity, and weak linkages across the industry’s value chain. USAID-ATEP, in collaboration with major stakeholders, has carried out the cluster initiative for the last three years. ECG is a USAID-ATEP consortium partner and has provided technical assistance during the design and implementation of the initiative. It is supported through a USAID-ATEP Partner Fund grant.

Assessment conducted on hides and skins collection in Addis Ababa

Two external consultants – an economist and a hides and skins specialist – assessed the status of the 30 hides and skins Addis Ababa collection centers established with the support of USAID-ATEP. They determined that 80 percent of the centers were functioning as planned, that the centers have added value to the hides and skin sub-sector through increased income and collection capacity increment, and that the centers created new job opportunities for more than 230 people.

The consultants examined the functionality of the centers, changes in the quality of raw hides and skins, impacts on the export market, feasibility of administration and management and impact on collectors’ incomes. They also pointed out major problems with the centers. These included the inadequate support of the local administration, organizational weaknesses among collectors, and the potential for environmental pollution.

During the assessment, primary and secondary data was collected from major stakeholders of the initiative including ELIA and the Bureau of Urban Agriculture. The assessment will guide future USAID-ATEP interventions and help as the program moves to replicate the collection centers in Addis Ababa and other regions.



Photos by Fintrac Inc.

A representative of Rijk Zwaan visits USAID-ATEP lead client EthioVegfru.



Community Animal Health Workers (CAHWs) are trained in Amaro, SNNPR.



USAID-ATEP-sponsored SMEs display their products at AALF.