

MONTHLY UPDATE – AUGUST 2009

# Agribusiness and Trade Expansion Program

## “INCREASING RURAL INCOMES AND EMPLOYMENT”

“የገጠር ገቢዎችንና የሥራ ዕድልን መጨመር”

### From the project director

It is encouraging to see the timely and deliberate roll out of USAID-ATEP’s Phase II activities after weeks of planning, recruitment and budgeting. Twelve health management NGOs were selected to implement the HIV/AIDS Prevention and Management program and their grant management training is complete. The coffee agronomist has been placed in Harar to start an aggressive production and marketing program there in collaboration with cooperative unions, Rainforest Alliance, CQI, and ECX. The Hides, Skins and Leather staff have designed year long-programs with EVA and ELIA that promote both effective implementation and sustainability.

Management of the Oilseed and Pulses Unit needs to be recognized for its quick opening of the Gonder office with a field technical staff of six who will work with management and members of cooperative unions to improve production and marketing of sesame and pulses.



Photos by Fintrac

**Mr. Glen Moore from Peninsula Horticulture visiting Almeta farm, USAID-ATEP lead client**



*Thomas H. Carr, Chief of Party,  
Ethiopia Agribusiness and Trade Expansion  
Program*

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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 in four regions of Ethiopia which are supported by business development and health programs. For more information, contact USAID-ATEP at:

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## ● PROGRAM HIGHLIGHTS

### USAID-ATEP trains agronomists for new branch in Gonder

Five extension agronomists for the Oilseeds and Pulses sector underwent training at USAID-ATEP headquarters in Addis Ababa ahead of their assignment at the newly established Gonder office. Orientation meetings were held from August 17-21. The team members learned administrative and financial procedures, monitoring and evaluation collection and reporting, and extension techniques for oilseeds and pulses production. The agronomists will provide technical assistance and training to five Multipurpose Farmers Cooperatives Unions (MPFCU).

These unions are located in the Amhara and Tigray regions, specifically in Humera, Dansha, Sanja, Metema and Gonder. These areas are major producers of sesame, noug, chick peas and lentils. The team provides technical assistance and training in good agricultural practices (GAPs), integrated pest management (IPM), and business development and marketing services.

In addition, technical training was conducted by Senior Agronomist Yitbarek Liben and USAID-ATEP consultant Dr. Geremew Terefe. Training focused on crop monitoring, sesame seed multiplication, weed management, pest and disease control and morphological features of sesame plants.

### USAID-ATEP signs grant agreement with ELIA and EVA

USAID-ATEP signed a \$220,000 partner fund award with the Ethiopian Leather Industry Association (ELIA) and Ethiopian Veterinarians Association (EVA). The award will be used to enhance preharvest and postharvest programs to strengthen the value chain. The associations are expected to contribute \$221,000.

ELIA will be engaged in postharvest activities including raw material quality enhancement, capacity building, and marketing and business development services. EVA will run preharvest activities including promoting community-based animal health systems, establishing rural veterinary drug dispensary facilities and organizing regular consultative forums.

The award was signed on August 28 by USAID-ATEP Chief of Party Thomas H. Carr, ELIA Vice President Elias Bedada and EVA Vice President Dr. Yosef Gizaw respectively.



**Secretary General of ELIA Abdisa Adugna sits down to talk with USAID-ATEP.**

## ● QUESTIONS & ANSWERS

### ELIA ready to take lead with USAID-ATEP's HSL initiatives

*The Ethiopian Leather Industries Association (ELIA ) is one of the leading associations working in partnership with USAID-ATEP. In August, USAID-ATEP Communications Specialist Beamlak Tesfaye met with ELIA Secretary General Abdisa Adugna to talk about the association and the state of the industry today.*

**Q: Please give us a general overview of ELIA?**

**A:** ELIA is a nonprofit trade association of the leather industries. ELIA is engaged in promoting exports of leather, shoes and leather goods and garments, protecting the rights of members and assisting businesses to improve. These activities are geared toward strengthening and improving the Ethiopian leather sector.

The association was first established in 1994 as Ethiopian Tanners Association then became Ethiopian Tanners, Footwear and Leather Products Manufacturing Association, which incorporated garment producers. In 2007, the association widened its membership base and named itself Ethiopian Leather Industries Association (ELIA). Currently, ELIA has 47 members of which 22 are tanners, 16 are footwear companies and the rest are garment companies.

In general, ELIA aspires to be a key global player representing its members who are producing and exporting first choice leather and leather products.

**(Continued on page 3 ...)**

## ● **AT YOUR SERVICE: TIRSIT SISAY**

Tirsit Sisay joined USAID-ATEP as office manager at the start of the program in 2006. She is responsible for the proper functioning of the administrative unit, which is vital to running the program smoothly. The unit is composed of sector coordinators, IT specialists, administrative assistants, logistic coordinators, office assistants, and drivers. Each team member has diverse responsibilities in facilitating and coordinating program activities, events, purchase orders, requests from staff members, and the like. On April 2009, Tirsit was assigned as project administrator with additional responsibilities including managing human resources, negotiating and administering staff benefits, supervising administrative staffs and working closely with management.

Tirsit graduated in Marketing Management from Unity University, and has work experience with other USAID-funded programs prior to joining USAID-ATEP. She married Ato Bruk Asrat in 2007.

(Continued from page 2 ...)



**Tirsit Sisay (second from left) meets with USAID-ATEP staff during a meeting in the program's Addis Ababa headquarters.**

### **Q: What are the major services that you provide to members?**

**A:** ELIA provides a wide range of services including advocacy of major policy and industry issues, organizing and facilitating trade fairs, working closely with development partners such as UNIDO, ATEP and GTZ, representing the industry and provision of up to date market information. Our partnership activities with development partners are aimed at tackling major challenges of the sector that are related to production quality and marketing.

Regarding market information, we provide up to date market price information electronically every 15 days. The market price is sourced from the Saor Report that gathers and analyzes market prices from more than 60 countries.

### **Q: How do you evaluate the Ethiopia leather sector export performance, and what are the major challenges of this sector?**

**A:** The sector has a number of interrelated challenges such as financial shortages, low quality of raw hides and skins, stiff competition to get into the export market, shortage of skilled manpower and modernized technology. Being representative of the industry, ELIA, is working with the government and other development partners to address these issues. For example, to work out our financial constraints to some extent, we had a continuous dialogue with the Commercial Bank of

Ethiopia and the Ministry of Trade and Industry (MoTI) for the past couple of months. ELIA is optimistic and we are hoping for positive responses that will minimize our financial problems and other bank related issues.

Despite the challenges I have been mentioning earlier, the export performance of the sector has remained encouraging. For the past five consecutive years up to 2008/09 the export of the sector has been increasing on average by 13 percent every year both in value and volume. If we look to 2008/09 export performance, it has declined by nearly 25 percent due to the world economic crisis.

### **Q: To conclude, what are the major areas of partnership with USAID-ATEP, and is ELIA in position to carry on USAID-ATEP initiatives in late 2011?**

**A:** ELIA has been working with ATEP for more than 3 years. Our cooperation is focused mainly on capacity building, raw material enhancement, marketing, business development services and research and development. As a result, we have constructed 30 hides & skins collection centers, organized international trade fairs, held ectoparasite control campaigns, developed a spirit of working together through the cluster initiatives and so forth.

Currently, we are taking over the activities that I mentioned previously step by step. Therefore, at the end of the program period in 2011, we will be able to take over the activities fully.

## ● PROGRAM HIGHLIGHTS

### USAID-ATEP officially kicks off HIV/AIDS program

USAID-ATEP's health sector conducted program orientation meetings and subgrant trainings for three consecutive days from August 13-15 at Pacific Hotel in Addis Ababa. Participants were drawn from the Ministry of Health, the regional health office, project clients, donor agencies, Local NGOs and counterpart organizations.

The half-day program orientation meeting was organized to solidify key stakeholders and partners' involvement during implementation at the federal regional and zonal levels in the four target regions. Following the program orientation, subgrant trainings were held for the 12 selected local NGOs that will implement the program at a grass roots level. Participants were familiarized with grant management and monitoring and evaluation systems of USAID-ATEP.

In addition, a grant agreement of \$60,208 was signed with Kulich Youth Reproductive Health and Development Organization (KYRHDO), one of the 12 selected local NGOs. The grant is to provide USAID-ATEP clients in the HSL and Horticulture sectors with HIV/AIDS awareness and prevention training and care support. KYRHDO was established in 2003 and was undertaking different integrated community-based and workplace reproductive health and HIV/AIDS programs in Addis Ababa and Oromia regions.

USAID-ATEP's health program is focused mainly on HIV/AIDS prevention, care and support for workers of project clients located in 34 woredas of the four targeted regions.

### Coffee program expands to Eastern Harar

USAID-ATEP expanded its coffee program to Eastern Harar. Coffee Agronomist Mohammad Nur, in collaboration with the rest of coffee team, will provide a comprehensive package of business, technical assistance and extension services to selected lead clients in the region.

Interventions will be at production and marketing levels and USAID-ATEP field activities will be concentrated on three woredas (Melka Bello, Bedeno and Meta). More than 1,500 smallholder coffee farmers will benefit from the program. Currently, selection of model farmer is underway. Besides its new expansion into the Harar region, USAID-ATEP continues activities in Oromia and SNNPR regions.



Health sector program orientation participants take a moment to pose for a group photo in Addis Ababa.



KYRHDO Managing Director Wubit Hailu and USAID-ATEP Chief of Party Thomas H. Carr sign a grant agreement.



A coffee farmer removes parasitic plants from coffee trees at Giz meret in SNNPR.