

MONTHLY UPDATE – OCTOBER 2009

# Agribusiness and Trade Expansion Program

“INCREASING RURAL INCOMES AND EMPLOYMENT”

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## FROM THE PROJECT DIRECTOR

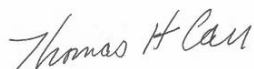
October marks the beginning of the 2009-2010 program year – the previous year’s reports are completed and submitted, and the annual work plan has been carefully prepared by USAID-ATEP’s technical teams – only the challenges of quality technical implementation remain.

It is rewarding to observe the efficient integration of the program’s cross-cutting services in health and business development as the sector teams work together to deliver first-rate technical assistance to clients. In the picture to the right, coffee specialist Daniel Humphries works with cuppers from public and private sectors in Dire Dawa – complementing the new coffee field services provided by the recently placed coffee agronomist Mohammednur Ahmed.

The photo on page 2 illustrates how horticultural activities in Meki and Ziway are strengthened by the Health Services program on HIV/AIDS prevention and management. October is the first month of what promises to be an exciting and busy year for USAID-ATEP.



Photo by Fintrac Inc.  
Cuppers attend a training at the Dire Dawa Coffee Liquoring Unit / ECX laboratory. More than 17 trainees from ECX and coffee exporting companies participated in the training.



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

## IN THIS ISSUE

- Questions & Answers ..... Page 2
- Program Highlights.....Pages 3-4
- At Your Service  
Getachew Zeleke ..... Page 3

## USAID Agribusiness and Trade Expansion Program

This project is implemented by Fintrac Inc., a US agricultural 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

### Program teaches lead clients improved agronomic practices

USAID-ATEP consultant Sandi Roberts, a highly experienced specialist in horticulture production and pesticide management systems, trained lead clients in general agronomic practices. Participants included exporters of major vegetable crops including beans, chilies, hot peppers and snow peas. The trainings were held for more than 43 farm managers and agronomists from lead clients including Almeta, Omega, Metrolux, Marginpar, Magical and Ethio Vegfru.

Training topics included Integrated Pest Management (IPM), non-chemical control measures, basic agronomic practices (planting, irrigation, trellising and fertilization) and Good Agricultural Practices (GAPs). Subjects were selected around baseline needs established in July 2009 following field visits and discussions with USAID-ATEP lead clients. The assessment identified limited agronomic and technical knowledge of farm workers and managers as one of the major constraints to growth of vegetable exports.

During the training sessions, participants received hands-on, on-farm trainings on export market demands and quality production.

### USAID-ATEP specialists craft gender mainstreaming plan

Local gender consultants Tsion Yohannes and Zehara Ali, Fintrac Gender Specialist Kate Kennedy Freeman and USAID-ATEP's M&E Specialist Ambachew Tesfaye spent part of October in the field talking to USAID-ATEP clients and beneficiaries to assess gender related activities and form new, stronger strategies for going forward.

The team's effort resulted in "USAID-ATEP's Internal Gender Review and Strategy," which reviews the methodologies and successes of USAID-ATEP in addressing gender issues, identifies cultural constraints, and makes recommendations for how to better reach women farmers. The findings serve as input for the project's gender mainstreaming plan to be implemented over the final two years of the program. The plan is based on review of monthly reports, field surveys, focus group discussions, data entered by field technicians and interviews conducted with USAID-ATEP technical and management teams.



Photo by Fintrac  
 USAID-ATEP lead clients from Meki and Ziway attend a workplace HIV/AIDS prevention training.

## ● QUESTIONS & ANSWERS

### KYRHDO introduces Workplace HIV/AIDS policy to commercial farms

*Kulich Youth Reproductive Health Development Organization (KYRHDO) is one of the local NGOs implementing the USAID-ATEP PEPFAR-funded health program at client farms in the Oromia and Addis Ababa Regions. USAID-ATEP Communications Specialist, Beamlak Tesfaye, conducted an interview with Wubit Hailu, Managing Director of KYRHDO.*

**Q: Please introduce KYRHDO to our readers.**

**A:** KYRHDO is a local NGO that has been undertaking integrated community-based and workplace reproductive health and HIV/AIDS programs targeting youngsters in Oromia and Addis Ababa since 2003. "Kulich" is an Amharic word that means "vivid or vibrant form" which represents our major goal: making youth issues vivid and vibrant among families and other community members.

KYRHDO's comprehensive reproductive health and HIV/AIDS programs encompass major components including sexual reproductive health services, care and support for Orphans and Vulnerable Children (OVC), psycho-social support, youth capacity building, income generation and IEC/BCC material distribution. In addition, Kulichi's enter-educate approaches using sports, music and drama have attracted many youth groups to attend and actively participate in different IEC/BCC programs in all project areas.

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

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● **AT YOUR SERVICE: GETACHEW ZELEKE**

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Getachew Zeleke joined USAID-ATEP as the coffee production and postharvest specialist in 2006. He has since provided technical assistance in production to lead clients (large-scale coffee farms, smallholders and coffee producing unions) in the South-Western part of Ethiopia. In September 2009, Getachew became USAID-ATEP's technical services coordinator based in Addis Ababa. He is productively engaged in developing technical materials, identifying agribusiness opportunities, identifying key problem areas in the coffee sector and providing marketing assistance to clients.

He has previously worked as a coffee agronomist, deputy general manager and plant protection specialist for major coffee plantations in Ethiopia including Teppi Coffee Plantation and Ethio-Agri Ceft PLC. He has bachelor's in Plant Sciences and master's in Plant Protection from Alemaya University of Agriculture. He is married to Aynalem Addis and is a father of two boys and a girl.



Photo by Fintrac Inc.

Getachew Zeleke speaks to coffee farmers about USAID-ATEP's production and processing methods.

*(Continued from page 2.....)*

**Q: How and to what extent do you involve stakeholders and community members during the planning and implementation of your programs?**

**A:** I can say that two of the major defining features of our programs are planning and implementation of our programs with the full participation of stakeholders and target beneficiaries, as well as reaching hard to reach areas and community members.

If we look at our previous workplace HIV/AIDS interventions in flower farms, it was planned and designed with the participation of the Ethiopian Horticulture Producer and Exporters Association (EHPEA) and its members. We had continuous discussions on the need for the intervention and the roles and responsibilities of all stakeholders involved. Following the discussions, we established committees comprising farm managers, supervisors, workers and our health advisors for all the respective flower companies. Our agreement with EHPEA is to reach 80 flower export companies and their 50,000 workers from which we reached about 30 companies and their 30,000 young farm workers. Our starting point for the intervention was the local communities of the flower plantation areas especially in Sebeta area who are concerned about their youngsters working for the flower farms. Then we conducted situational analysis and began interventions.

**Q: Are there any farms that articulated workplace HIV/AIDS policy following your interventions?**

**A:** None of the farms have so far workplace HIV/AIDS policies, although we have formulated the working guidelines and the policy design with EHPEA and the individual farms. Due to shortage of funds, we were not able to finalize it as planned. We hope that the agreement reached and activities in partnership with USAID-ATEP will address some of these issues. For the rest of the farms, we will be working jointly with other donors. In general, there is no farm in Ethiopia with workplace HIV/AIDS policy to date.

**Q: As a pioneer in this area, what challenges and opportunities do you observe?**

**A:** One opportunity is that the nature of the companies helps us to reach thousands of farm workers and their families located in hard to reach areas and to disseminate the relevant information to them. On the other hand, the challenge is the high turnover rate of farm workers. Therefore, one strategy that we came up with is empowering the management team members and leaders of the companies. This will help us to ensure the sustainability of the endeavor as well.

**Q: How important is your joint activities with USAID-ATEP in terms of building KYRHDO's capacity?**

**A:** Based on our agreement with USAID-ATEP, we have widened our reach and working with tanneries, farmer unions and fruits and vegetable farms located in Eastern Shewa and Rift Valley areas. I hope we will be able to develop workplace HIV/AIDS policy for the farms and other lead clients of USAID-ATEP. It's a very good start and practice for KYRHDO.

● PROGRAM HIGHLIGHTS

**USAID-ATEP continues postharvest and preharvest training in the HSL sector**

As part of the preharvest and postharvest intervention to improve the quality of hides, skins and leather, trainings were held on hides and skins quality improvement and community animal health in north and south Gondar, Gojam, Butajira and Bekoji woredas.

A community animal health worker (CAHW) training was conducted at the Bekoji Veterinary Clinic for 25 trainees (23 farmers and 2 extension workers). Topics covered primary animal health care, dressing, hoofing and other areas. Trainees were selected by counterpart organizations Katar Development Organization and Oromia Regional government from Lemu Bilbilo woreda, which boasts a livestock population of more than 850,000. The training was conducted by USAID-ATEP Animal Health Coordinator Dr. Kassa Bayou. The veterinary training is crucial to reduce defects in hides and skins, improve animal health, yields of dairy products and rates of gain.

USAID-ATEP HSL Technician Alemayehu H. Giorgis held three trainings on hides and skins improvement for 68 slaughterers, flayers and meat inspectors in separate sessions in Gondar, Gojam and Butajira. These and similar trainings are expected to increase the supply of high quality hides and skins available to tanneries and improve competitiveness of the industry, resulting in increased Ethiopian leather exports.

**Field days help farmers improve production**

A series of farmer field days were conducted on sesame and chick pea production and niger seed multiplication in Humera, Sanja and Guder. The farmer field day on sesame seed multiplication was held at Humera Agricultural Research Center. Participants in the event were introduced to new sesame varieties: Hirhir, Access 038 and Collection. During the Sanja field day, sesame farmers were trained in methods to remove excess water from water-logged area using a broad bed maker. Similarly, more than 100 smallholder farmers participated at the niger seed multiplication field day at Guder. Two improved varieties of niger seed, released by the Holeta Agriculture Research center, were introduced to farmers at the event.



Photos by Fintrac Inc.  
USAID-ATEP Gender specialists meet with women farmers of the Tsehay Cooperative Union, a USAID-ATEP lead client in Gondar, to discuss gender mainstreaming issues.



Community animal health workers receive training in Dire Dawa.



Smallholder farmers attend a field day on niger seed multiplication in Guder.