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Field day for farmers

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As part of a joint initiative with the Ethiopian Horticulture Producers and Exporters Association (EHPEA), the United States Agency for International Development (USAID) has organised an export fruits and vegetables field day on Saturday, November 21 at Omega Farm in Sebeta, a town 25km west of Addis Ababa.

The field day was aimed at introducing improved farm technology and agronomic practices; enhancing market promotions; creating new sales opportunities and establishing links between the public and private sector organisations responsible for horticulture development.

More than 70 international and local companies showcased their products and services at the event. The companies are engaged in the manufacturing and marketing of agrochemicals, irrigation systems, fertilisers, biological controls, packaging, seed and nursery, machinery and equipments and freight and



Ethiopian flowers for export

logistics, according to the organiser.

A total of 400 participants, including commercial farms, smallholder farmers, the Ministry of Agriculture and Rural Development (MoARD), research institutes, NGOs, sector associations, and international and local agricultural input suppliers attended the event.

In the horticulture sector, USAID is mainly focused on the provision of effective and comprehensive extension and

technical services on top of the marketing services to support economic growth in high-value exports for commercial export companies, out-growers and smallholder farmers.

USAID works in close collaborations with the EHPEA, which provides a forum for the growers and exporters of flowers, ornamentals, fruits, herbs and vegetables.

EHPEA's activities are inline with the export development strategies of the Government

of Ethiopia supported by the Ethiopian Horticulture Development Agency, which is a MoARD organisation established a year ago.

Omega Farm is engaged in the production of a variety of vegetables, including snow peas, sweetcorn and mange tout for the European market.

The farm is also a member of Aurora Fresh, an international marketing organisation supplying fresh produce to global markets with the support of USAID-ATEP.