

MONTHLY UPDATE – NOVEMBER 2009

Agribusiness and Trade Expansion Program

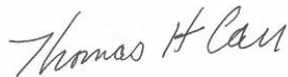
“INCREASING RURAL INCOMES AND EMPLOYMENT”

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FROM THE PROJECT DIRECTOR

November was the busiest month of 2009 with several key activities and events across all the program sectors. The technical and support staff of USAID-ATEP worked hard this month to ensure the quality and timeliness of the many programs implemented this month. The horticulture team held a successful field day at Omega Farm in collaboration with EHPEA and EHDA. The event had more than 600 participants. The hides, skins and leather team ran two formal one-week training courses in animal health and flaying techniques that were attended by more than 100 participants. The health team and their NGO partners are running full programs and have made a good impression with some of USAID-ATEP's lead clients for the attention paid to HIV/AIDS prevention and management. I was told personally that the employees are pleasantly surprised by the attention they receive from the NGO and are grateful for the information gleaned from the training. At the request of ELIA, a special one-day management and marketing seminar was held at the Ghion Hotel. Twenty were expected to attend but more than 60 members of ELIA came to the event. USAID-ATEP consultants Ted Lyman and Richard Siegel provided professional presentations that reflected country-based issues and solutions.

We're busy but the staff at USAID-ATEP wouldn't have it any other way. Keep up the good work!



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



Photo by Fintrac Inc.
USAID/Ethiopia Mission Director Thomas H. Stall, Ethiopian Horticulture Development Agency Director General Haileselassie Tekie and USAID-ATEP Program Director and Horticulture Sector Manager Ian Chesterman visit a demonstration site at Omega Farm.

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

Program holds fruits and vegetable export crops field day

As part of the joint initiatives with the Ethiopian Horticulture Producers and Exporters Association (EHPEA), USAID-ATEP has organized fruits and vegetable export crops field day on Saturday, November 21st 2009 at Omega Farm. The field day was aimed at introducing improved farm technologies and agronomic practices, enhancing market promotions and creating new sales opportunities and establishing improved linkages between public and private sector organizations responsible for horticulture sector development.

The field day began with the keynote address by the Ethiopian Horticulture Development Agency (EHDA) Director General, Haileselassie Tekie. The participants were also addressed by Mr. Thomas H. Staal (USAID/Ethiopia Mission Director), Daniel Gad (Owner and Managing Director of Omega Farm) and Tsegaye Abebe (Chairman of EHPEA). A series of events including trade shows, machinery demonstration, tour to vegetable trial sites and pack house visit took place.

More than 60 international and local companies showcased their products and services. The companies are engaged in the manufacturing and marketing of agrochemicals, irrigation systems, fertilizer, biological controls, packaging, seed and nursery, machinery and equipments and freight and logistics.

A total of 500 participants including commercial farms, smallholder farmers, government officials, Research Institutes, NGOs, Sector Associations, International and local Agricultural input suppliers attended the field day.

Following the field day, participants forwarded their thoughts regarding the field day. Chris Antuma, representative of Bejo Seed Company, said "As a company we have met many potential clients and distributors. We have also got the opportunity to demonstrate and introduce our seeds at the trial sites. Furthermore, we have been able to profile our company to the Ethiopian market. If possible we would like to participate in the future field days for the local and export market". Similarly, Tiku Shah, Sunripe Managing Director, expressed his appreciation for the comprehensive field day in which his company made contact with a number of growers, and received verbal commitments for supplies starting from December.

Field day at Omega Farm



Photos by Fintrac Inc.

Smallholder farmers visit a vegetable trial site at the Omega Farm field day.



Mission Director Staal visits the newly established Omega Farm packhouse.



Omega Farm displays fruit and vegetables during the field day.

● PROGRAM HIGHLIGHTS

Tigray commercial growers visit USAID-ATEP lead clients

A group of commercial growers from Tigray visited USAID-ATEP lead clients engaged in fruit and vegetable production in the Awassa and Upper Awash areas. The visitors comprised representatives of commercial farms and the regional agriculture and investment offices. The visit was aimed at sharing vegetable and fruit production experience and modern production practices.

Apart from the visits, discussions were held with USAID-ATEP's horticulture team on the expectations of farmers, government officials and the possible strategic intervention alternatives of USAID-ATEP.

Program conducts training of trainers for peer educators

USAID-ATEP's health team, in collaboration with subgrantee local NGOs, conducted Peer Educators Training of Trainers for 442 employees of project lead clients in Oromia, Amhara and SNNPR regions.

The participants are employees of lead clients including Dedesa Agro-Industry, Limu Kosa Coffee Plantation, Gemadro Coffee Producers Union and Bahir Dar Tannery. The training was conducted by the respective subgrantee local NGOs assigned to clients.

The peer educators are expected to reach more than 40,000 employees, family members and neighbors through the HIV/AIDS peer-to-peer education. USAID-ATEP health advisors and the local NGOs will continue their follow up and technical assistance.

HIV/AIDS sensitization workshop conducted for business leaders and managers

A one-day HIV/AIDS sensitization workshop was conducted for managers and leaders of coffee sector lead clients in Yirgachefe, Amaro Gayo and Hageremariam areas. The workshop was conducted by Dilla Medan Acts, one of the subgrantee local NGOs.

The workshop was aimed at raising awareness of business leaders and managers regarding the economic impact of HIV/AIDS and creating a conducive environment for mainstreaming HIV/AIDS prevention programs at the workplace. Following the workshop, workplace HIV/AIDS committees were established to select and coordinate training of peer educators that are expected to reach more than 9,500 employees and family members.



Photos by Fintrac Inc.

Deputy Program Director and HSL Sector Manager Teshome Kebede talks about the industry with MoARD State Minister Dr. Abera Deressa.

USAID-ATEP sponsors first Ethiopia veterinary forum

USAID-ATEP and the Ethiopian Veterinarians Association (EVA), in association with the Ministry of Agriculture and Rural Development (MoARD), conducted the first veterinary forum on November 30. Dr. Abera Deressa, of the Ministry of Agriculture and Rural Development (MoARD) and regional representatives and other stakeholders of the leather sector attended the forum.

The forum was aimed at establishing a consultative platform for experience sharing on animal health and production with emphasis on hides and skins quality improvement. It also provided an opportunity to articulate common objectives and action plans for relevant policy formulation, research and development initiatives. In his opening remarks, Dr. Deressa stressed the need to build up the capacity of implementers at a grass roots level to fully use the country's livestock resources. He further noted that the government has articulated viable policies and will remain committed to developing the sector.

Various presenters from MoARD, USAID-ATEP, the Ethiopian Leather Industries Association (ELIA), Amhara and SNNPR regions presented papers on various issues in relation to hides and skins quality improvement at national and regional levels. During the second session of the forum, participants agreed on the importance of partnership, capacity building, sharing of practices and establishing a national guideline for ectoparasite control activities.

The EVA forum will be held every quarter and a series of SWOT analyses will be carried out along with other major activities.

● PROGRAM HIGHLIGHTS

USAID-ATEP conducts seminar on management and marketing

USAID-ATEP carried out a one-day management and marketing seminar for hides, skins and leather leaders on November 12 at Ghion Hotel in Addis Ababa. State Minister of the Ministry of Trade and Industry Tadesse Haile delivered the key note address.

The seminar brought international experts in enterprise management and marketing together with HSL industry leaders and stakeholders for the purpose of issue sensitization, problem identification and potential solutions. The primary focus of the seminar was the global economy, contemporary approaches to management and marketing, understanding current approaches in the HSL industry and closing the gap between best practices and current approaches.

“The seminar is very important for the Ethiopian leather sector in terms of enhancing the managerial skills of industry leaders,” Tadesse Haile said in his opening remarks. “Our marketing system is also very traditional; that needs change, and this seminar is highly relevant.”

He also mentioned that MoTI has started implementing a benchmark study of the footwear sector in terms of good practices. The study identified managerial issues as bottlenecks for the overall development of the sector.

Program continues preharvest and postharvest trainings

Training in improved flaying and raw hides and skins management took place in Harar and Assella where 75 trainers and technicians participated. USAID-ATEP Leather Technician Alemayehu H. Giorgis, conducted the training for ten consecutive days. At the end of the training, certificates were issued to trainees.

Similarly, Dr. Kassa Bayou was involved in training Community Animal Health Workers (CAHWs) and trainers in Shinnelli area of Oromia. The training was jointly financed by CJTF. A special acknowledgement signed by the head of CJTF and the regional bureau of agriculture was presented to our project in the form of a certificate.

USAID-ATEP gives five mobile cupping laboratories to Ethiopia coffee program

Five of the ten portable cupping laboratories that were jointly funded by USAID-ATEP and Starbucks were donated on November 13 to TechnoServe’s Ethiopia Coffee Initiative. Each coffee lab comprises an



Photos by Fintrac Inc.
 MoTI State Minister Tadesse Haile delivers the key note address during USAID-ATEP’s Management and Marketing Seminar at the Ghion Hotel in Addis Ababa.



USAID-ATEP Project Director Thomas Carr presents five mobile cupping labs to the Ethiopia Coffee Initiative’s director Helen Tedla.

electric roaster, electric coffee grinder, power converter and coffee cupping glasses. The equipment will be used for cupping in Jimma.