

Monthly update – April 2009

# Agribusiness and Trade Expansion Program

“Increasing Rural Incomes and Employment”

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## NOTE FROM THE PROJECT DIRECTOR

It is with great pleasure that I write this first piece for the ATEP Monthly Bulletin, and to take this opportunity to introduce myself as the new ATEP Chief of Party. I have had the advantage of visiting Ethiopia several times over the past ten years on different assignments, and I enthusiastically accepted the invitation from Fintrac for a long-term stay.

These are exciting times for the ATEP project as we start a new two-year phase this month that takes the project into years four and five. With the departure of Ian Sherry, after serving for three years as the head of the Trade and Investment Unit, ATEP is building a new Business Development Unit to address the needs of our lead clients, sector trade associations, and marketing cooperatives.

We are also expanding our coffee program to the Harar Region with the posting of a new coffee agronomist in Dire Dawa. The oilseed and pulse sector is working with six cooperative unions on a joint project that will see the recruitment and posting of six cooperative agronomists equipped with motorcycles to expand and improve on sesame and pulse production and marketing. The Senior Agronomist for Oilseeds will transfer to Gondor where he will be supported by a business development specialist who will work with the cooperatives to improve their marketing systems and to facilitate linkages with the Ethiopia Commodity Exchange.

Exciting work continues in the horticulture sector with continued assistance to lead clients in the fresh fruit and vegetable export market, and we are aggressively pursuing new programs to include organized smallholder horticulture producers. A new unit for health care has opened this quarter at ATEP providing training and awareness on HIV/AIDs and other health topics to our client base. As we move into this new phase I hope that I will have the opportunity to meet and work with all of you that make the ATEP project so meaningful to so many.



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



Photos by Fintrac Inc

**Peas plantation ready for harvesting at Metrolux Farm, Project Lead client**



Photos by Fintrac Inc.

**Teka Redda (Oilseeds and Pulses Sector Manager) and Yitbarek Liben (Oilseeds agronomist) visiting Werer Agricultural Research Center**

### USAID Agribusiness and Trade Expansion Program “Increasing Rural Incomes and Employment”

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. For more information, contact USAID-ATEP at:

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## HORTICULTURE

**Market Linkages:** Ethiopia and Holland have a well established linkage regarding the flower industry. To extend this relation to the fruits and vegetables industry, USAID-ATEP has continued facilitating the steadily developing linkage.

ATEP organized the visit of Evert Barreveld, a major marketing company representative, from Holland. Project clients visited were Ilantot, Tepo farm, Ethio-Vegfru, Luna Fruits, Almeta and Magical Farms. The company, BARREVELD, offered Ethiopia Magical farm a potential sales base of 11tons/week for 2009, to increase to 17 tons/week for 2010. It is a new prospect for added-value beans, complementing the existing bobby bean business in the country.

In addition, Dutch seed companies Bejo and Pop Vriend Seeds visited project clients. During his two days visit, Mr. Peter Geraets from Pop Vriend Seeds, evaluated potential bean seed production at Awassa Greenwood.

## HIDES, SKINS AND LEATHER

**Markets and Value Addition:** As part of the footwear export initiative, the production of test order samples based on producers' existing samples have been finalized and delivered to buyers in the US. The first test order of 720 pairs has been secured from one of the buyers. A commercial size order of 15,000 pairs per style per color with sales value of \$173,500 is expected after the test order is delivered and sampled. With the standard order pattern which is four times a year of at least two colors and styles, the anticipated annual sales value is \$3 million. It should be noted that test order samples were developed and sent to eleven US companies during April.

**China Experience:** At the end of April, representatives of the Ethiopian Footwear Industry comprising eleven members visited China. Aokang Shoe, one of the biggest footwear factories in China with the production capacity of 50,000 pairs per day, was visited. The visiting team got the opportunity to learn about the makeup of Chinese supply and value chains that gave the industry the cutting edge in the global footwear market. Contacts have been established with potential suppliers of high quality accessories compared to European sources that have been supplying the Ethiopia footwear industry.

## COFFEE

**Marketing challenges for specialty coffee:** USAID-ATEP sponsored the Ethiopian Coffee Exporters Association (ECEA) to represent Ethiopian Specialty Coffees at the major international trade show, the 21st Annual Exposition of Specialty Coffee Association of America (SCAA) in Atlanta. ECEA members' combined exports are estimated to represent nearly 92% of the country's export coffee.

Following the show, Boot Coffee Consulting & Training, implementing partner of ATEP, organized a side-event that discussed the future directions of specialty coffee trading through the Ethiopian Commodity Exchange (ECX). Dr. Elleni Z. Gebre-madihin (Chief Executive Officer of ECX), Dr. Abera Deresa (State Minister of Ministry of Agriculture and Rural Development), International coffee buyers, and Ethiopian coffee exporters participated at the forum.

**Improved coffee production:** In April, the overall coffee agronomic management practices of beneficiary farmers have been assessed. Accordingly, technical support has been provided on weed management practices, compost application techniques, sucker regulation practices on stumped coffee trees and new coffee seedling planting operations.



Photos by Fintrac Inc.

**Members of the Ethiopian Footwear Industry visiting footwear factory in China**



Photos by Fintrac Inc.

**Mr Peter Geraets from Pop Vriend Seeds visiting Ethiopia Magical Farm, project lead client**

## OILSEEDS AND PULSES

**Sesame seed multiplication:** Although Ethiopia is the fourth sesame exporting country to the global market, farmers are challenged with lack of high quality planting seed of improved varieties. As specialized enterprises are not engaged in sesame seed multiplication and distribution, farmers are left only with one option of buying sesame seed with unidentified variety coupled with low quality. Therefore, the availability of high quality sesame seed during the planting season determines the quality and quantity of sesame harvested at the end of the season. Being aware of this problem, USAID-ATEP is working with the Ethiopian Institute of Agricultural Research (EIAR), Amhara Region Agricultural Research Institute (ARARI) and Tigray Agricultural Research Institute (TARI) in three types of certified sesame seeds multiplication. The three basic seeds Collection Selection, ACC-038 and Hirhir are under multiplication at Were Agricultural Research Center (WARC). The seeds will be available for the Humera and Metema Research Centers for further multiplication at the end of May.

## HEALTH

In the health sector, the selection of potential local NGOs to implement ATEP health program in Sidama and Gedio Zones of SNNPR has continued. In addition, the health sector team evaluated the HIV/AIDS prevention and intervention experiences of project lead clients (Homeland Coffee and Greenland Coffee). Pre award organizational capacity assessment was done for all selected local NGOs. The result indicated that all selected local NGOs are capable of implementing the health program of ATEP.



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