

Monthly Update – January 2009

# Agribusiness and Trade Expansion Program

“Increasing Rural Incomes and Employment”

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## NOTE FROM THE PROJECT DIRECTOR

The month got off to a good start with the opportunity to celebrate Christmas again, this time from the Ethiopian calendar “Gena”, and also “Timket” later in January.

The coffee sector continued with its excellent work in training additional Q cuppers from the government and the private sector.

Addis Abba hosted the second All Africa Leather Trade Fair where USAID-ATEP had a large booth and co-financed space for clients in the leather sector. Attendance was good and new business was generated.

We are looking ahead to activities in phase II of USAID-ATEP, with increased emphasis on our efforts to enhance production and quality standards among our client base. This will mean stepping up our field-based agronomy activities, which we will report more on in our next issue.



Steve Humphreys, Chief of Party,  
USAID Agribusiness and Trade Expansion Program

## HORTICULTURE

**Training and Technical Assistance:** Dr. Derbew Belew from Jimma University and Dr. Amare Ayalew from Haromaya University successfully completed a four-month training program on Sanitary and Phytosanitary (PSP) standards. The training program was organized under the Faculty Exchange Program (FEP) of the United States Department of Agriculture (USDA) and hosted at Texas A&M University. USAID-ATEP selected the participants from Ethiopia based on technical capacity and merit and facilitated their participation. FEP is a non-degree program that builds the current academic knowledge, professional training and experience of agricultural science academics. The program also introduces new subject areas to assist the development of the agribusiness sector. Topics included:

- Physiological and Molecular basics for plant stress response;
- Principles of food processing;



Photos by Fintrac Inc.

**Ethiopian Minister of Trade and Industry Girma Birru visits the USAID-ATEP booth at the 2nd All Africa Leather Trade Fair in Addis Ababa.**

## 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. There is also a Trade and Investment activity on the program. For more information, contact USAID-ATEP at:

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- Phytosanitary regulation and risk assessment;
- Training on food safety systems;
- Assessment and teaching training;
- Laboratory safety training.

USAID-ATEP continues to provide technical assistance to a passion fruit trial at lead client Sadot Ari Food, in addition to financing equipment for the passion orchard field. The 30-hectare farm with fertile soil and excellent slope condition is situated in the Holetta area and produces vegetables such as tomatoes, sweet peppers, hot peppers, zucchini, cucumbers and eggplant for the local market and passion fruit and physalis for export.

### **SPECIALTY COFFEE**

**Training and Technical Assistance:** USAID-ATEP and the Coffee Quality Institute (CQI) conducted training on Q grading for 21 graders at the Jimma Agricultural Research Center in Jimma.

Coffee sector agronomists have been providing technical assistance mainly in production and processing for lead clients including Gemadro Coffee Plantation, Genet Lema, Dominion Trading, Green Coffee, Homeland Organic Coffee, Limu Kosa and Kaffa Forest Coffee Union.

Next month will see the first phase of the “Harerge Renaissance” take place, consisting of an inward buyer “roundtable” visit of more than 20 coffee roasters from the US who will have the opportunity to visit the region, sample its coffees and meet with prospective suppliers.

### **HIDES, SKINS AND LEATHER**

In mid-January, USAID-ATEP participated in the 2<sup>nd</sup> All African Leather Fair (AALF) organized by the Ethiopian Leather Industry Association (ELIA) in Addis Ababa. In addition to the program booth displaying our activities in support of the leather industry, the program also sponsored 20 small and medium enterprises producing leather goods, 11 of which are women-owned. On the second day of the fair, project client TAYTU staged a fashion show sponsored by USAID and UNIDO. According to ELIA, 179 local and international companies from 38 countries showcased their products at the fair.

The seventh Cluster Working Group (CWG VII) meeting was held this month. The main agenda item was the transition of CWG clustering activities to ELIA in light of USAID-ATEP’s exit strategy and ELIA’s recently approved strategic plan. The plan has established a goal to make ELIA the indispensable center of dynamism for the industry.

Dr. Kassa Bayou, USAID-ATEP’s Animal Health Program Coordinator, was elected secretary of a forum established by MoARD to respond to national animal health issues. HSL Sector Manager Teshome Kebede was elected as a member of a task force formed by the Animal Health Department of MoARD to look in to the ectoparasite problems in the country and suggest ways to consolidate and improve efforts to contain outbreaks. The task force includes ELIA, EVA, GTZ and other stakeholders including key government departments. Such initiatives will give further impetus on a national level to pre-harvest interventions at the lower-end of the value chain where many USAID-ATEP interventions are taking place.

In the run up to the 3<sup>rd</sup> and 4<sup>th</sup> regional ectoparasite control campaigns, preparatory training and orientation was carried out throughout the region during the first week of January. Dr. Kassa Bayou coordinated the activities in Lalogera where he also delivered the necessary chemicals and equipment. The campaign started on the 23<sup>rd</sup> of January as planned.



**Marty Curtis, a trainer from Fintrac partner CQI, trains Q graders at Jimma Agricultural Center.**



**USAID-ATEP’s Kidist Mulugeta (far right), explains the program’s interventions at different stages of the HSL value chain.**

## **OILSEEDS AND PULSES**

Project lead clients situated in Adama, Meki and Upper Awash areas were visited along with team members from USAID's Economic Growth (BEAT) and Assets and Livelihoods Transitions Office (ALT). Lead client Yene Plc, engaged in cleaning and exporting oilseeds and pulses, was among those visited. The visit included a look at the company's processing capacity and its plans to introduce new technologies, such as hand-picking conveyer belts, with program support. The introduction of this technology will advance the quality and quantity of its supply to the export market while improving working conditions for women hand-pickers.

In Adama, cooperation between lead client Agricultural Commodities (ACOS) and Catholic Relief Service (CRS) was organized to improve haricot bean production in Rift Valley and Hararghe. ACOS has the capacity to process 25,000 MTs of pulses for the international market. The Ethiopian Commodity Exchange (ECX) warehouse in Adama was also visited, where Samson Zemekidm Alem, Quality Control Inspector, gave a briefing on warehouse operations, focused primarily on white pea beans.

In Meki, a visit was made to project client Bora Dembel Farmer Cooperative Union, with 36 cooperatives representing more than 11,000 farmer members. The union supplies certified seeds for haricot beans, maize, wheat and other agricultural inputs to its members and purchases and markets their produce.

## **WAREHOUSE RECEIPTS SYSTEM**

USAID-ATEP continues to assist the Ethiopian Commodity Exchange (ECX) throughout the month:

- Assisting the delivery of coffee at Yossef ECX Coffee warehouse;
- Assisting ECX's Physical Delivery Manager to make additional rented warehouses operational;
- Supporting inventory controllers to make them efficient when receiving and dispatching coffee according to type and grade;
- Helping the warehouse supervisor at Saris coffee warehouse on creating Goods Received Notes (GRN) and Warehouse Receipts for suppliers to be able to trade within the ECX system;
- Assisting the new manager for business operations on the coordination and reporting of coffee deliveries.

## **TRADE AND INVESTMENT**

T&I manager Ian Sherry facilitated a trade visit for representatives from Setit Humera Farmers Cooperatives Union (SHFCU), Hewons International Trading Company, and Worldwide Food Source, Inc., to Cairo to establish a market linkage with EL Rashidi and EL Mizan (REM) companies, which produce tahina, halawa and other sesame products. The linkage was requested by Worldwide Food Source, which is planning a joint venture with the Hewons, an Ethiopian exporter of sesame. REM purchases around 20,000 MTs of sesame from Sudan and 500 MTs from Ethiopia annually. Its products are exported to the Middle East, Canada, Europe and the US. REM has expressed interest in sourcing sesame from a qualified supplier of sesame to supply up to 12,000 MTs of cleaned sesame through October 2009. The parties are expected to finalize price, sales terms and conditions in the coming months, opening the way for large volumes of sesame exports to Egypt.

## **HIV/AIDS AWARENESS AND PREVENTION**

USAID-ATEP has launched a new health program as of January that will run for two consecutive years. The USAID-ATEP HIV/AIDS Awareness and Prevention program (ATEP/Health) will mainstream HIV/AIDS prevention into the program's ongoing agribusiness initiatives in its target regions: Amhara, Tigray, Oromia and SNNPR. The program will work through local, community-based NGOs and undertake the following activities:

- Build the capacity of selected NGOs and CBOs for the sustainable implementation of HIV/AIDS awareness and prevention;



**USAID-ATEP's Teka Redda, left, and Ian Sherry, and lead client Atakilte of the Setit Humera Farmers Union, meet with sesame buyers in Egypt.**

- Strengthen HIV/AIDS mainstreaming in rural workplace environments through behavioral change and peer to peer education initiatives.
- Raise the knowledge level of target groups on the prevention of HIV/AIDS, tuberculosis and malaria.
- Strengthen the referral system for HIV/AIDS counseling and testing; sexually transmitted infections; and the prevention of mother to child transmission of HIV/ PMTCT, TB and malaria for employees of rural enterprises, young adolescents, people living with HIV/AIDS (PLWH) and their families through referrals to local private and public health facilities.
- Increase condom promotion and distribution for farm/plant/pack house employees, migrant laborers, and seasonal commercial sex workers in ATEP's targeted regions.
- Improve the livelihoods of PLWHA and older orphans and vulnerable children (OVC) through training in employable agricultural skills.

Among major start up activities, the sector has developed the selection criteria to opt for the implementing local NGOs and developed the tools for pre-award capacity assessment. In addition, the development of peer educator TOT training materials is underway in collaboration with local counterparts.



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