

Monthly Update – November 2008

Agribusiness and Trade Expansion Program

“Increasing Rural Incomes and Employment”

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NOTE FROM THE PROJECT DIRECTOR

November has been another extremely busy month as we continued consultative meetings with USAID on the mid term evaluation report. Implementing some of the recommendations from this will be important in years 4 and 5, which will see us increase our agronomy activities in the two top export sectors, coffee and oilseeds/pulses, whilst boosting our efforts to strengthen BDS across all sectors.

Export growth figures reported by Ministry of Trade and Investment (MoTI) are up by 22.6% and ATEP can take credit for contributing to this growth through greater exports from most of its lead clients. The export award ceremony on the 22nd of November at the Prime Minister’s conference hall saw a good number of our clients in all sectors walk onto the podium to receive public recognition from PM Meles Zenawi. In the speech that followed, he urged all exporters to keep focusing on improved production and quality to enable Ethiopian products to compete in the global market.

In the November 10th issue of TIME Magazine, our work with the Taytu consortium was featured in a special article highlighting the growth of this segment of the HSL sector.

We have also been busy recruiting the new ATEP Health team as well as meeting with potential partners who will help us implement HIV/AIDS training and awareness deep into the rural areas.

November 23rd saw the 8th Great Ethiopian Run of 10km around the streets of Addis Ababa. Five USAID-ATEP stalwarts took part along with 32,000 others. Our M&E team excelled themselves, with Asmare Melese coming in at 58 minutes, closely followed by his colleague, Ambachew Tesfaye, at 62 minutes, thus showing us their amazing talent outside the world of M&E.



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



Photos by Fintrac Inc.

GLOBALGAP internal audit trainees along with Ian Chesterman (Horticulture Sector Manager), Gebremichael Habte (Business Support) and Benjamin Mwangangi (GLOBALGAP trainer from Farm Produce Technologies)



USAID-ATEP participants at the 8th Ethiopian Great Run

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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HORTICULTURE

Training and Technical Assistance: At the end of November, USAID-ATEP sponsored GLOBALGAP training on internal auditing in collaboration with the Ethiopian Horticulture Producers and Exporters Association (EHPEA). Trainees were drawn from different organizations including 12 commercial growers supported by USAID-ATEP (including Luna Fruits, Upper Awash Agro Industry, Ilan Tot, Nuredin Hassen Strawberry Farm, Almeta Impex, Zi-Andeta, Ethiopian Magical Farm, Elfora Agro Industry, Prins Vegetables Ethiopia, Kibbutz Farm, J.J Kothari and Ethio African), smallholder representatives, and training and certification companies. Topics covered by the training include:

- Review of the GLOBALGAP system;
- Agrochemical and fertilizer use and safety;
- Farm auditing principles and practices;
- Traceability systems;
- Environmental management.



Photos by Fintrac Inc.

Fintrac consultant, Dr. Chris Bishop (Reader in Postharvest Research) Writtle College, UK visiting Nuredin Farm, Project lead client

In addition, a half-day GLOBALGAP training was held at the farm of lead client Ethiopian Magical Farm. Following the training, participants sat for an internal auditing examination and certificates were awarded. The trainers were experienced GLOBALGAP specialists from Farm Produce Technologies Ltd in Kenya. USAID-ATEP has retained the specialists on a recurrent basis to work on the design and accreditation of GLOBALGAP systems for commercial farms and smallholders. Their work in Ethiopia includes:

- Delivering training and technical assistance on GLOBALGAP certification;
- Advising and training farm managers and other specialists in certification procedures;
- Developing GLOBALGAP training materials;
- Providing specialized input into formal training of trainer activities.

The GLOBALGAP standard establishes strict requirements for the use and control of inputs such as fertilizers and agrochemicals, as well as comprehensive and detailed management system for the whole farm environment. Since GLOBALGAP accreditation is a fundamental requirement for fruit and vegetable exports for buyers worldwide, the training is enabling Ethiopian horticultural producers to actively participate in the international marketplace.

Reefer Business Forum: In collaboration with EHPEA and Maersk Ethiopia, USAID-ATEP organized the 2nd Reefer Business Forum to follow the first conducted a year ago. Major issues discussed were the benefits of reefer transport, the progress to date made by Ethiopia, future opportunities and key challenges in the logistics chain. Fintrac Consultant from Writtle College, UK, Dr. Chris Bishop made a presentation on “sea freight shipment of fresh cutflowers.” Participants included growers, exporters, BDS suppliers, NGOs, and representatives of government agencies. Mr. Solomon Sebhata, Vice Chair of EHPEA, was guest of honor.

Also this month, a meeting was held with the Ethiopian Horticulture Development Agency (EHDA), a newly established government agency under the Ministry of Agriculture and Rural Development (MoARD), to identify areas where ATEP can assist. An agreement was reached to help them with a benchmark study on the Ethiopia horticulture industry in relation to other advanced countries, and to help plan to increase Ethiopia’s horticulture sea freight activity.

SPECIALTY COFFEE

Training and Technical Assistance: In November, USAID-ATEP provided technical support on coffee processing and production techniques for 24 clients including Homeland Organic Coffee Plantation, Green Coffee, Teppi Coffee Farmers Union, SA Bagerish and SMS . Technical support on processing focused on wet mill site handling and preparation and wet coffee processing, timely topics as coffee harvesting and processing began in November. Technical support on production focused on sucker and re-growth control, weed management and mulching.

In addition, coffee sector manager Abayneh Alemu conducted field visits to Gera Woreda in Jimma and Aleta Wondo Woreda in Sidama, respectively. The first visit was to assess potential client Traccon Coffee's newly established coffee development project covering 1,000 hectares of forest coffee. The second visit was to assess the condition of the coffee cupping laboratory located in the woreda. Representatives from Boot Coffee and Coffee Quality Institute (CQI) participated in the visit, and recommendations for how to improve cupping lab efficiency were provided with leaders from Wotona Bultoma cooperative.

HIDES, SKINS AND LEATHER

After having through discussion with the Livestock, Fisheries and Plant Health Department of the Ministry of Agriculture and Rural Development (MoARD), USAID-ATEP has agreed to take part in the following joint activities:

- Continue the ectoparasite control campaign in collaboration with MoARD, Bureau of Agriculture and Rural Development (BoARDs) of regional states and other partners;
- Establish a forum that facilitates knowledge-sharing among veterinarians in ectoparasite-affected regions;
- Strengthen the Ethiopian Veterinarian Association (EVA) to play a major role in animal health activities;
- Strengthen rural vet drug supplies;
- Work closely with MoARD to enhance the training and launching of Community Animal Health Workers (CAHWs) to make effective the community animal health delivery initiative of the country.

USAID-ATEP also took part at a regional meeting concerning the next round ectoparasite control in Amhara region starting at the end of January 2009. The program will continue its support to campaigns in the four Woredas of the Menz Zone of Amhara Region.

Based on the request from the SNNPR regional government, Dr. Kassa Bayou, USAID-ATEP's animal health program coordinator, conducted a three week training for 30 Community Animal Health Workers (CAHWs) in Keyafer, SNNPR. The trainees are expected to deliver ectoparasite and other animal health treatment services in their communities. In Keyafer district, there are more than 50,000 community members with estimated total livestock of 212,000 head that suffer from ectoparasites. The training was conducted in collaboration with a USG-funded project, Vet Cap.



Dr. Kassa Bayou, ATEP Animal Health Program Coordinator, providing training for CAHW in Keyafer, SNNPR

OILSEEDS AND PULSES

Sesame: Throughout November, sesame growers in Humera have been busy with threshing and harvesting. Yitbarek Liben, Oilseeds Agronomist, has been providing technical assistance to smallholders in harvesting and minimizing the loss of seeds in spillage. In addition, five clients, including Gebreyohanes Asgedom, Abera Hailu and Tesfaye Araki, have been assisted on sesame seed bug control. For 2008, most client sesame yields are above the figure of 6.17 qtl/ha expected by the Humera Office of Agriculture and Rural Development.

Average Sesame Yields for Selected USAID-ATEP Clients			
Client	Area (hectares)	Yield (quintals)	Average Yield (qtl/ha)
Gebreyohanes Asgedom	17.5	137.0	7.83
Abera Hailu	6.0	47.0	7.83
Hayolom Haileegzi	56.0	320.0	5.73
Tesfaye Areki	6.0	43.0	7.17
Tesfu Kebede	1.0	7.0	7.00
Total	86.5	554.0	6.40

USAID-ATEP also carried out mechanized sesame harvesting trials at Werer Agricultural Research Center (WARC) in collaboration with HAGBES Plc, which was trialing a new sesame harvesting machine.

Pulses: Field visits were carried out to Woredas in Eastern Shoa Zone and Melkassa Agricultural Research Center (MARC) to assess the productivity of improved haricot seeds multiplied with USAID-ATEP assistance. The productivity of most of these varieties ranged from 18-22 qtl/ha, far better than local varieties. MARC and USAID-ATEP produced

70.7 MTs of 8 varieties of basic seed, which was distributed to Ethiopian Seed Enterprise, processor ACOS, Catholic Relief Services, and Farmer Cooperative Unions to be distributed for farmers on a contract basis.

Warehouse Receipts: The Ethiopian government recently adopted a law that replaced the existing coffee quality control and marketing legislation that has governed the sector for the past four decades. Following the newly adopted law, domestic coffee trading was introduced in to the Commodity Exchange System (ECX) at the end of November.

Etagegn Geremew, Fintrac Warehouse Receipts Specialist, has been providing technical support on standards, sampling, grading, and warehousing operations to facilitate coffee trading in the ECX system. Currently, ECX is receiving, grading, storing and facilitating coffee trading in the system using the Goods Receipt Note (GRN).



Photos by Fintrac Inc.

Etagegn Geremew supervising closely while the sampler takes representative coffee sample

TRADE AND INVESTMENT

The T&I team participated as an expert observer in an intensive training for 50 medium and small scale leather shoe producers. The month-long training was organized by JICA. Observation visits were made to many of the manufacturing sites of the participating firms, along with a few large scale leather footwear exporters. Additionally, discussions have taken place with members of the DAG active in value chain development for the leather industry towards establishing an online resource for keeping abreast with developments and challenges in the marketplace.



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