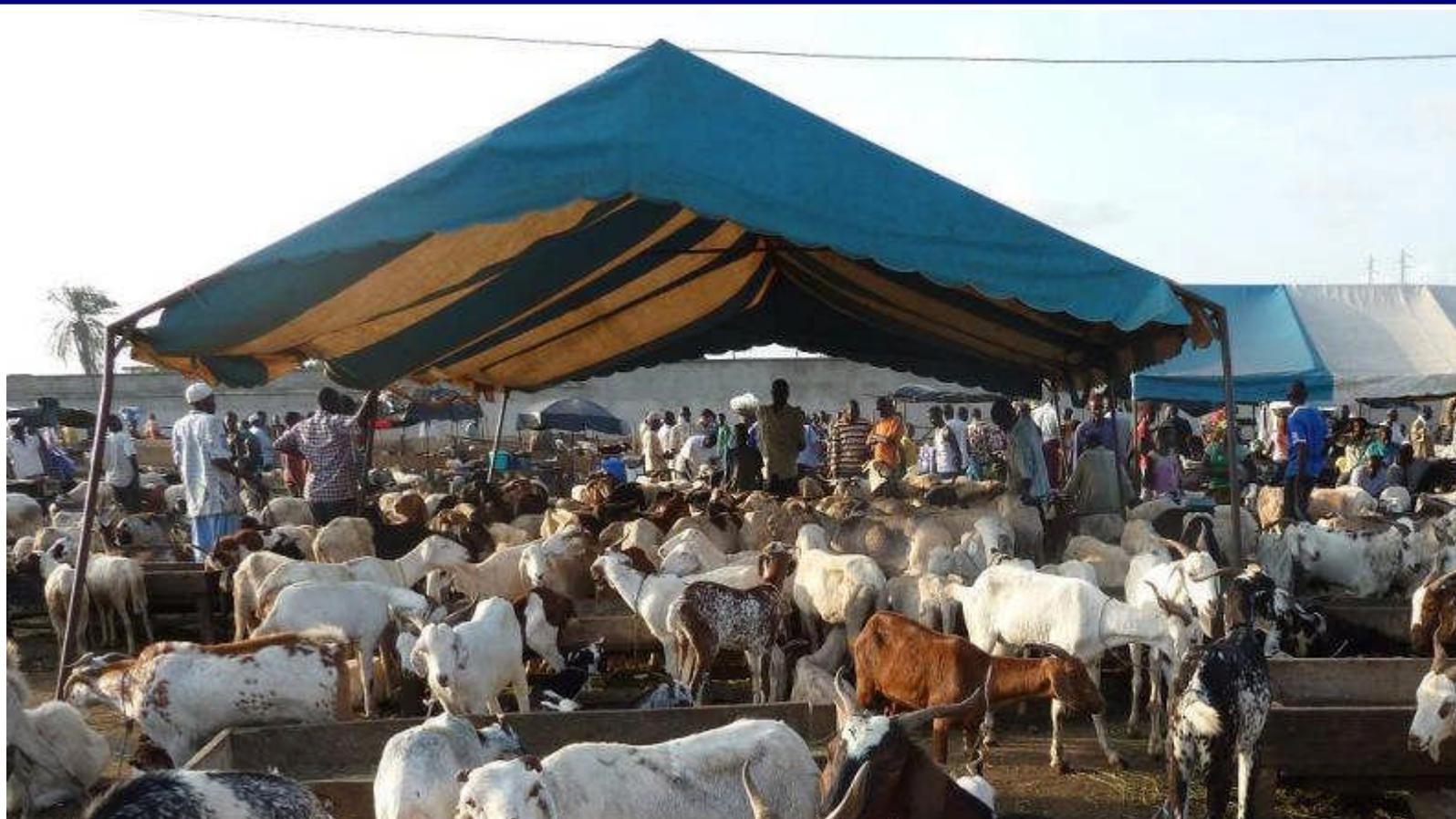




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# **USAID AGRIBUSINESS AND TRADE PROMOTION (USAID ATP) QUARTERLY PROGRESS REPORT APRIL – JUNE 2011**



August 2011

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**USAID AGRIBUSINESS AND TRADE  
PROMOTION (USAID ATP)  
QUARTERLY PROGRESS REPORT  
APRIL – JUNE 2011**

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The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.



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# ACRONYMS

<b>ADVANCE</b>	Agricultural Development and Value Chain Enhancement, USAID/Ghana
<b>AGRITA</b>	Agribusiness and Trade Association
<b>ALCO</b>	Abidjan-Lagos Corridor Organization
<b>APLS</b>	<i>Association des vendeurs des produits locaux de Sikasso (Mali)</i>
<b>ATP</b>	Agribusiness and Trade Promotion (program)
<b>AU-NEPAD</b>	African Union- New Partnership for Africa's Development
<b>CAADP</b>	Comprehensive Africa Agriculture Development Programme
<b>CBO</b>	Community-based organizations
<b>CEMK</b>	<i>Coopérative des exploitants motorisés de Koutiala</i>
<b>CIC-B</b>	<i>Comité interprofessionnel des céréales du Burkina Faso</i>
<b>CILSS</b>	<i>le Comité permanent inter-états de lutte contre la sécheresse dans le sahel</i>
<b>COFENABVI</b>	<i>Confédération des fédérations nationales des filières bétail viande des pays membres de l'UEMOA</i>
<b>COP</b>	Chief of Party
<b>COTR</b>	Contracting Officer's Technical Representative
<b>E-ATP</b>	Expanded Agribusiness and Trade Promotion program
<b>ECOWAP</b>	Economic Community of West African States Agricultural Policy
<b>ECOWAS</b>	Economic Community of West African States
<b>ERF</b>	Environmental review forms
<b>ERR</b>	Environmental review reports
<b>ETLS</b>	ECOWAS trade liberalization scheme
<b>FCFA</b>	<i>Franc de la communauté financière de l'Afrique</i>
<b>FIARA</b>	<i>Foire internationale pour l'agriculture et les ressources animales</i>
<b>FOB</b>	Free on board
<b>FY</b>	Fiscal year
<b>GAPTO</b>	Ghana Agricultural Producers and Traders Organization
<b>GCTBA</b>	Ghana Cattle Traders and Breeders Association
<b>GGC</b>	Ghana Grains Council
<b>GIC</b>	<i>la Société Générale d'investissement et de commerce</i>
<b>GPCOFTA</b>	Ghana Progressive Cooperative Onion Farmers and Traders Association

<b>IEE</b>	Initial environmental evaluation
<b>IEHA</b>	Initiative to End Hunger in Africa
<b>MELS</b>	<i>Meunerie et emballage de légumes secs, farine et semoule de céréales (Burkina Faso)</i>
<b>MIS</b>	Market information system
<b>MP</b>	Mobilizing program
<b>ONFO</b>	<i>Observatoire national de la filière oignon du Burkina Faso</i>
<b>ORO/AOC</b>	<i>Observatoire régional de la filière oignon/Afrique de l'Ouest et du Centre</i>
<b>PCE</b>	Projet Croissance Economique
<b>PIVA</b>	Partner institutional viability assessment
<b>PPP</b>	Public-private partnership
<b>SMS</b>	Short (text) messaging system
<b>UEMOA</b>	<i>Union économique et monétaire ouest africaine (West African Economic and Monetary Union-WAEMU)</i>
<b>UGCPA</b>	<i>Union des groupements de producteurs pour la commercialisation des céréales au Burkina Faso</i>
<b>UPPA-H</b>	<i>Union provinciale des professionnels agricoles du Houet</i>
<b>USAID</b>	United States Agency for International Development
<b>USG</b>	United States Government
<b>VCDP</b>	Value chain development plan
<b>WA</b>	West Africa
<b>WATH</b>	West Africa Trade Hub project
<b>WRS</b>	Warehouse Receipts System
<b>WRSJMC</b>	Warehouse Receipts Joint Monitoring Committee (Ghana)



# I. INTRODUCTION

## I.1 BACKGROUND

This progress report for the USAID Agribusiness and Trade Promotion (USAID ATP) project covers the period from April to June 2011, the third quarter in the project's third year work plan. The project was awarded in April 2008 to a consortium led by Abt Associates and including CARANA, ACIDI/VOCA and Ibex International. The team was fielded in May-June 2008.

## I.2 PROJECT OBJECTIVES AND EXPECTED OUTCOMES

USAID ATP's primary objective is to increase the value and volume of intra-regional agricultural trade in West Africa in order to contribute to the six percent agricultural growth target set under the Comprehensive Africa Agriculture Development Program (CAADP) of the African Union's New Partnership for Africa's Development (AU-NEPAD), a framework for sustainable development drafted by African leaders. The Economic Community of West African States (ECOWAS) has developed its Agricultural Policy (ECOWAP) to implement the CAADP in its region.

USAID ATP implements integrated activities to contribute to the following outcomes:

OUTCOME 1: Significant reduction in the incidence of physical and policy-related barriers to moving agricultural and related commodities regionally in West Africa.

OUTCOME 2: Enhanced linkages among agricultural producers and agro-input suppliers, agro-processors and distributors.

OUTCOME 3: More effective advocacy by regional private sector and other non-governmental actors for regional and national policies in support of a conducive environment for increased regional agricultural trade.

OUTCOME 4: Improved efficiency of trade transactions and regional market access, in particular through the improvement of regional market information systems.

Although USAID ATP was conceived shortly before the ECOWAP Investment Plan was developed in 2009, the project is consistent with the regional investment program's (RIP) mobilizing programs (MPs), which seek to: (i) promote strategic products for food sovereignty, (ii) promote an overall enabling environment for regional agricultural development, and (iii) reduce food insecurity and promote sustainable access to food. This is because USAID ATP was designed to reflect the priorities of ECOWAP/CAADP and, consequently, the project's core elements are reflected in the MPs as the key implementing instruments of these priorities.

The project's Outcome 1, which concerns efforts to reduce the incidence of road and policy-related barriers to trade, focuses on improving the enabling policy environment (MP2) and facilitating the free movement of people, goods, and vehicles to enhance access to food across the region (MP3). Outcome 2 relates to the development of priority value chains, including livestock and maize, also

identified by MP1 as priority regional value chains. By addressing the capacity of the private sector for an effective advocacy strategy, Outcome 3 also contributes to an improved enabling policy environment (MP2). Finally, Outcome 4 is about improving access to food through the increased availability of market information and the financing needed throughout the value chain (MP3).

## **2. PROJECT APPROACH**

### **2.1 VALUE CHAIN CORRIDOR-BASED APPROACH**

USAID ATP focuses interventions on a limited number of value chains (ruminant livestock/meat, maize, and onion/shallot) as a basis for identifying technical gaps and opportunities that will assist the entire agricultural sector. Value chains were evaluated against the following seven factors: (1) the product's importance in intra-regional trade; (2) urban demand for processed or value-added product; (3) the form (current degree of processing) of the traded product; (4) the potential for adding more value; (5) the number of small farmers and other participants involved; (6) the degree of perishability; and (7) transportability of the product.

The project works along the broad Central-West African corridors, through which Sahelian countries (Mali, Burkina Faso, and Niger) trade with coastal countries (Côte d'Ivoire, Ghana, Togo and Benin) in the project's targeted value chains. In this context, USAID ATP monitors trade flows and road harassment information along the targeted commodities' trade/transport corridors.

### **2.2 PARTNERSHIPS IN IMPLEMENTATION**

USAID ATP works in synergy with regional inter-governmental organizations, such as ECOWAS, the *Union économique et monétaire ouest africaine* (UEMOA) and the *Comité permanent inter-états de lutte contre la sécheresse dans le Sahel* (CILSS), and with USAID's West African Trade Hub (USAID WATH), and other USAID's projects in the region. It supports regional and national umbrella organizations of producers, processors and traders involved in the target value chains along the selected trade/transport corridors.



# 3. HIGHLIGHTS

## 3.1 INTRODUCTION

At its core, USAID ATP is about connecting people - providing them with opportunities and assistance to engage more effectively in intra-regional trade and contributing to food security by helping locally-grown products move more freely from surplus producing zones to consuming centers in West Africa. The project concerns itself with selected value chains (maize, livestock, and onion/shallots), whose products are traded along key trade/transport corridors linking six countries (Mali, Burkina Faso, Cote d'Ivoire, Ghana, Togo, and Benin) in the region.

The project focuses on producer/trader/processor organizations - the key actors in cross-border food trade, striving to make them more professional and productive (with improved governance, attention to members' needs, gender integration, and managerial capabilities), and to empower them to advocate more effectively for their rights.

The project contributes to increased intra-regional trade by opening the markets and the roads to provide opportunities to professional organizations and lead firms, through:

- direct trade facilitation (commodity exchanges, trade fairs, special trade events, and the posting of market facilitators in key markets)
- access to market information (prices, bids/offers, alerts, contacts, and other services)
- access to finance (business plans, intermediation with banks, fund transfers, and warehouse receipts system)
- reduction in the incidence of road barriers (coaching of truckers/transporters and road shows)

To strengthen our partners and support our activities, we rely on:

- assessments and studies that inform our decision-making, as well as that of our partners
- group trainings to build stakeholders' organizational, managerial and technical capabilities
- technical assistance, at partners' requests
- public-private partnerships that leverage project's resources to expand its outreach
- targeted grants that help selected organizations and firms meet specific financial needs

## 3.2 HIGHLIGHTS

This section highlights the project's accomplishments related to its major objective and other key performance indicators. It also reports on the main challenges encountered and, as well as the lessons learned during the period under review.

### FOCUS ON ORGANIZATIONS

#### **More professional and productive organizations**

USAID ATP supported 20 onion organizations through the facilitation of cascade trainings on the production of the PREMA 178 onion rainy season variety, benefitting a total of 977 producers.

#### **Empowering professional organizations**

A workshop brought together livestock/red meat value chain stakeholders, including representatives from ECOWAS, UEMOA and CILSS, providing participants the opportunity to discuss, debate and prioritize stakeholder needs and to present them to USAID and representatives of regional institutions.

### OPENING THE MARKETS AND THE ROADS TO PROVIDE OPPORTUNITIES

#### **Direct market facilitation**

USAID ATP and E-ATP organized a trip aimed at linking a lead Senegalese processor to regional cereal producers. After receiving support from the projects during the contract development process, the processor purchased 120 tons of yellow maize from Burkinabe producers for a total of FCFA 13.8 million.

#### **Market system information**

A training session on the use of the Esoko market information system (MIS) platform was held in Ejura in Central Ghana on June 27-28, 2011, through which 22 cereal traders learned how to request commodity prices, as well as post bids and offers online using cell phones.

#### **Access to finance**

The private company *Africane de viandes*, launched by the regional livestock apex organization COFENABVI, received USAID ATP assistance to improve its business plan, as well as develop an accounting system, a manual on administrative management procedures, a marketing plan, and an assessment of environmental impacts--all of which will facilitate the firm's ability to access finance.

#### **Reducing bribe cost**

Data collected indicate that between October to December 2009 (the baseline period) and April-June 2011, bribes paid per 100 km decreased 37% along the onion corridor monitored by the project.

### **3.3 CHALLENGES**

The political situation in Cote d'Ivoire has markedly improved with the surrender of the losing presidential candidate, but economic disruptions persisted in the country and in the region during the period under review. In addition, with the sanctions imposed on the former regime still in place, the project did not carry out activities in the country during this period. The civil and military unrest in Burkina Faso has also subsided, but unease lingered and affected intra-regional trade in the period.

To fill the void left by the resignation of the maize value chain leader, USAID ATP and E-ATP have decided to transfer the management of that value chain to the millet/sorghum value chain specialist. The activities of these two value chains are very similar and the stakeholders are mostly the same. The transfer poses a challenge in implementing activities, but the projects expect a smooth transition and continued successful implementation.



## 4. OUTCOME I: REDUCED INCIDENCE OF BARRIERS TO INTRA-REGIONAL AGRICULTURAL TRADE

The project addresses this outcome through Component 1: **Reducing Barriers through Direct Support to ECOWAS and UEMOA**, which comprises two sub-components focusing on (i) transport-related barriers to trade, and (ii) agricultural and trade policy-related activities.

### 4.1 TRANSPORT-RELATED PHYSICAL BARRIERS TO TRADE

West Africa faces two major challenges in the transportation of agricultural products by road across borders: (i) road harassment and (ii) inefficient logistical infrastructure and operations.

#### 4.1.1 ROAD HARASSMENT

USAID ATP's monitoring of road harassment along the main onion, livestock, and maize value chain transport corridors provides insightful data for comparison across these value chains. Our effort also complements work carried out by USAID WATH and the World Bank-financed Abidjan Lagos Corridor Organization (ALCO). The combined effort of these three projects, which translated into a broad initiative called Borderless, provides a comprehensive picture of, and advocacy platform for, road harassment in West Africa.

Among the project's three value chains, onion is the only product trucked across borders on a daily basis and thus has been documented more extensively (since October 2009), whereas ruminant livestock is transported across borders on weekly basis, and maize is exported seasonally. The data on onion provides a benchmark for comparison with livestock and maize.

**TABLE I: VARIATION OF THE BRIBE COSTS PAID AND NUMBER OF ROADBLOCKS PER 100 KM PER VALUE CHAIN IN APRIL-JUNE 2011**

Value Chain	Bribes paid per 100 km (US\$)	Change in bribe cost over the baseline (%)	Number of roadblocks per 100 km	Change in number of road blocks over the baseline (%)
Onion	15.5	(37) (Over Oct-Dec 2009 Baseline)	2.5	(14)
Livestock	61.9	(13) (Over Jan-Mar 2010 Baseline)	2.8	(6)
Maize	15.0	(25) (Over Jul-Sept 2010 Baseline)	3	(6)

Onion corridor (1,036 km): Kantchari-Bitou (Burkina Faso)-Bawku-Bolgatanga-Accra (Ghana)

Livestock corridor (469 km): Fada N'Gourma (Burkina Faso)-Porga-Parakou (Benin)

Maize corridor (976 km): Techiman-Paga (Ghana)-Po-Kantchari (Burkina Faso)

Table 1 shows the particularly striking improvement in the onion value chain. Bribes paid per 100 kilometers have decreased 37% since the October to December 2009 baseline period. The project still faces a challenge in its attempts to reduce the number of roadblocks in a sustained way because authorities often put forward genuine security reasons for erecting many of these road stops.

#### **4.1.2 MARKET SHOWS AND WORKSHOP**

A market show provides training to traders and transporters on documents that are required for the hiring of vehicles and trading, and on road security within and across countries. It also provides an opportunity to let officials interact with the public on road governance issues. During market shows, USAID ATP exhibits banners on which the required documents are pictured, with important points highlighted. During the April-June quarter, ATP organized its first market shows at the Fada N'Gourma livestock market, and another inside the Pouytenga livestock market. Hundreds of livestock traders were trained in appropriate methods of transporting and trading cattle and small ruminants. Police and customs officers applauded the project's training in professional trucking. Commandant Arsene Bado of *Gendarmerie de Fada N'Gourma* asserted that USAID ATP training should be continued for the safety of all road users.

During the April-June quarter, USAID ATP organized a workshop in Techiman, bringing maize and onion traders together with police, customs, and local municipal assembly officers--resulting in heated debates among the participants. The workshop encouraged private sector actors to abide by the rules and regulations of ECOWAS free trade arrangements, while offering them the opportunity to advocate for an end to illegal actions by members of the public sector.

#### **4.2 TRADE AND AGRICULTURAL POLICY-RELATED BARRIERS**

Four major policy-related activities were implemented in the April-June quarter:

The USAID ATP and E-ATP policy advisor assisted the ECOWAS Commission with expert input into a series of guides and manuals related to the ECOWAS policy watch system (PWS). These included an in-depth study on strengthening the capacity of ECOWAS and its national units, the design of an ECOWAS study on revising the legal texts of the ETLs (ECOWAS Trade Liberalization Scheme) to reduce barriers to agricultural trade, and the adoption of an improved ECOWAS regional monitoring and evaluation mechanism. In his collaboration with the ECOWAS officials, the technical advisor emphasized the need to strengthen the representation of the business community on the national committees and an improved reporting system to assess how problems encountered by the business community can be effectively addressed.

The policy team drafted an annual update of the PWS, an evolving mechanism to improve on-the-ground implementation of the regional trading rules for USAID ATP and E-ATP value chains.

The policy advisor participated in a June regional meeting in Ghana, organized in collaboration with ECOWAS and WATH, on how the ETLs can be more effective in reducing barriers to intra-regional trade.

In collaboration with the USAID ATP and E-ATP transport team, the policy team developed a *Trader-Transporter How-to Guide* and *Trader-Transporter Quick Reference Cards*. The two tools will be used to coach traders and transporters on their rights and responsibilities.

### **Environmental mitigation**

Development of policy, legislation and support to regional institutions in trade and investment in the agricultural sector received a Negative Determination with Conditions under the applicable initial environmental examination (IEE). Nonetheless, advising ECOWAS on its monitoring and evaluation scheme to improve the enforcement of existing regional regulations related to intra-regional agricultural trade has no significant adverse effect on the environment and the USAID ATP technical team did not face any specific environmental challenge.



## 5. .OUTCOME 2: ENHANCED LINKAGES AMONG AGRICULTURAL PRODUCERS AND AGRO-INPUT SUPPLIERS, AGRO-PROCESSORS AND DISTRIBUTORS

USAID ATP addresses this outcome through **Component 2: Building Links through Support for Regional Organizations**. The thrust of the activities implemented under this component is to contribute to the IEHA Element Outcome: Increased Agricultural Sector Productivity.

### 5.1 UPDATING VALUE CHAIN DEVELOPMENT PLANS

Updates of the maize, onion/shallot, and livestock/meat value chain development plans (VCDPs) have been completed during the first quarter of FY 2011.

### 5.2 BUILDING THE CAPACITY OF REGIONAL ASSOCIATIONS

USAID ATP is using the results of the partner institutional viability assessments (PIVA), a USAID-designed best practice methodology, to develop capacity building programs tailored for each organization. The programs focus on the institutional, organizational, and technical capacities of partner organizations to help them better manage themselves and respond effectively to their members' needs (access new technologies and market information, and strengthen market linkages).

#### 5.2.1 LIVESTOCK VALUE CHAIN

##### **Training a lead firm in business plan development**

In order to promote the export of red meat, COFENABVI launched in 2008 *I' Africaine de viandes et services, SA*, a private company with 33 shareholders from Burkina Faso, Côte d'Ivoire and Mali, and a nine-member board of directors. The company acts as a trader of red meat and other by-products; produces and markets animal feed; and promotes the use of veterinary services.

Since *Africaine de viandes* plays a key role in the promotion of trade in red meat, the company received USAID ATP assistance to improve its business plan, as well as develop its accounting system, manual on administrative management procedures, marketing plan, and assessment of environmental impacts--all of which will facilitate the firm's ability to access finance. The project has also begun preparations to provide expertise in the development of a management information system, which, among other features, will enable the company to monitor their different branches in the region.

## 5.2.2 MAIZE VALUE CHAIN

### Training producer groups in integrated crop management

The *Union provinciale des professionnels agricoles du Houet* (UPPA-H) and *La Coopérative des exploitants motorisés de Koutiala* (CEMK) producer organizations, described below, benefited from support for cascade training programs in integrated crop management, bringing critical production skills to a total of 750 maize producers, of which 600 were associated with UPPA-H and 150 with CEMK. The objective of this farmer-level training was to increase the quality and lower production costs of these cereals through more efficient fertilizer use and production with improved seeds. Both organizations are potential intraregional cereal traders and have been contacted by processors to initiate contract farming. USAID ATP and USAID E-ATP worked jointly to support UPPA-H and CEMK in order to ensure the sustainability of the training through monitoring and follow-up support to the two groups.

#### UPPA-H

*L'Union provinciale des professionnels agricoles du Houet* (UPPA-H) is made of 483 producers groups across 13 departments in the Houet Province, with headquarters in Bobo Dioulasso. The organization markets up to 1,000 tons of maize and millet/sorghum per year. USAID ATP is exploring ways to involve this organization in a PPP with Premium Foods (Ghana), and other sub-regional buyers and processors looking for high-quality cereals.

#### CEMK

*La Coopérative des exploitants motorisés de Koutiala* (CEMK) of Mali is made up of hundreds of family farms, cultivating 15 ha to 160 ha with modern machinery (tractors). It is an important cereal producer, which markets over 800 tons of maize, millet/sorghum per year. Like UPPA-H, it is a potential PPP partner.

### Empowering producers through promotion of contract farming

The *Union des groupements de producteurs pour la commercialisation des céréales de la Boucle du Mouhoun du Burkina Faso* (UGCPA B/M) has been operating for 18 years under a collective marketing system based on contract farming between this producer organization and its individual members. The system aims to improve producer incomes through the promotion of quality cereals and improved marketing strategies. Key aspects of this system include:

- I. contractually obliging members to provide a set quality and quantity of cereals to their union
- II. collective storage and marketing that is managed by the union,
- III. implementation of a traceability system linking the producer to his/her product in order to ensure quality control; and
- IV. use of a traceability system as part of a broader information and accounting system to categorize producers according to the extent to which they adhere to their contractual obligations.

This system uses collective marketing and contract farming to strengthen linkages between the individuals within an organization and their union by creating positive incentives for producers to fulfill the quality and quantities promised, thus ensuring sustainability of the system by promoting future transactions.

Through USAID ATP and E-ATP support, UGCPA has been able to expand their services to their members by organizing cascade trainings that enhance the quality and quantity of the cereals produced by their members, improving the union's ability to negotiate and obtain favorable contracts with buyers. USAID ATP has also introduced this system to cereal producers supported by the USAID/Senegal Projet croissance économique (PCE), which has expressed interest in deepening its understanding of this model. The two projects have made plan to collaborate in a study tour on the subject.

### **5.2.3 ONION/SHALLOT VALUE CHAIN**

As part of its program to strengthen the capacity of the *Organisation nationale de la filière oignon* (ONFO), USAID ATP supported this organization through the organization of cascade trainings in June 2011 on the production of a rainy-season onion variety (PREMA 178) in zones that were not yet familiar with these production techniques. Trainings in good production techniques were organized in five regions of Burkina Faso (Boucle du Mouhoun, Hauts-Bassins, Plateau, Region du Sud-est, and around Ouagadougou); 20 associations were supported. A total of 977 producers (including 215 women) benefited from these cascade training sessions. This work was undertaken in coordination with *Burkina Primeur*, a firm that not only supplied the PREMA 178 onion variety seeds, but also produced manuals on rainy season production. The USAID ATP onion value chain leader estimated that the planting of improved seeds can be expected to lead to a 13% increase in the marketable volume of onion produced during the 2011 season.

Another important contribution to the onion value chain during the third quarter of FY 2011 was the completion of the "Good Practices in Onion Storage" video. The film includes discussions of constraints among onion producers in Ouahigouya and Ziniare in Burkina Faso, followed by a review of practices that minimize storage losses. The final video has been shared with ORO/OAC, who will copy and disseminate it among its members.

## **5.3 BUILDING BUSINESS LINKAGES**

### **5.3.1 TRADE LINKAGES IN THE LIVESTOCK/MEAT VALUE CHAIN**

#### **Expanding opportunities for Malian producers and Nigerian traders**

Nigeria's huge livestock market draws scores of cattle, sheep and goats from all over the region, and beyond, to markets such as Kano, Ibadan, and Lagos. According to some traders' estimates, 4,000 head of cattle, valued at over \$2,000,000, are slaughtered daily in Ibadan, and 6,000 head, worth over \$3,000,000, in Lagos.

During the third quarter, USAID ATP worked to encourage successful transactions by sharing international contract models with potential buyers and sellers in the region.

Negotiations are currently underway between Malian producers and Nigerian traders for a preliminary delivery of 480 head of cattle for shipment to Ibadan.

### **5.3.2 BUSINESS LINKAGES IN THE MAIZE VALUE CHAIN**

#### **Senegalese cereal buyers linked with West African suppliers**

In June 2011, USAID ATP and E-ATP facilitated discussions between the Senegalese processor *La société générale d'investissement et de commerce* (GIC), and four groups of Burkinabe and Malian cereal producers and traders. As a starting point, GIC and the two Burkinabe producer organizations, UGCPA and UPPA-H, reached an agreement on next steps for the 2011–2012 season. GIC agreed to a purchase of between 80 and 200 tons of cereal (maize, millet and sorghum) as a trial during the season, and agreed to express the exact quantity required before the beginning of the production season.

A trip organized by USAID ATP and E-ATP and aimed at linking GIC to these regional cereal producers has already led to a business deal. Upon receiving USAID ATP and E-ATP support during the contract development process, the processor purchased 120 tons of yellow maize from Burkinabe producers for a total of 13.8 million FCFA. During the last quarter, GIC also expressed interest in initiating contract farming with CEMK from Mali; the projects will follow up on this additional intra-regional trading opportunity.

### **5.3.3 BUSINESS LINKAGES IN THE ONION/SHALLOT VALUE CHAIN**

One of the reasons why regional onion producers struggle to compete with imports is the lack of quality packaging and transport practices. In early June, USAID ATP organized trips to several large onion markets in Togo, Benin and Ghana to learn more about the needs of traders who could potentially source regionally produced onions. The West African traders asserted their need for onions that are graded, packaged and weighed. Findings from this trip include an estimate that regional demand for appropriately graded, packaged and weighed onions could be as high as 10,000 tons per year, at an approximate market value of \$6 million.

Traders also emphasized the need to package onions in 25 kg mesh bags, instead of the 120 kg jute sacks commonly found in some regional markets. These mesh bags, which are specifically designed for the transport and packaging of onions, reduce spoilage by enabling additional airflow over the product. One study estimates that during a three-day trip from Ouagadougou to Accra, a 20% reduction in onion losses can be achieved by transporting the product in these smaller mesh sacks.

During the quarter under review, Burkinabe exporters established a short list of potential buyers in each of the three countries visited, and are currently in discussions regarding a shipment of appropriately packaged and weighed onions to each as a test. Transportation costs are a major consideration for regional traders, given that trucks may return empty or nearly empty. For this reason, onion buyers and sellers are working towards an arrangement to ship local products back on the return trip.

## 6. OUTCOME 3: MORE EFFECTIVE ADVOCACY BY ACTORS FOR POLICIES IN SUPPORT OF A CONDUCTIVE ENVIRONMENT FOR INCREASED REGIONAL AGRICULTURAL TRADE

USAID ATP addresses this outcome through **Component 3: Capacity Building for Private Sector Advocacy**. The activities under this component build on the project's institutional and organizational strengthening efforts (Outcome 2) and relate to the reduction of agricultural trade policy barriers in the region (Outcome 1). They contribute to IEHA Element Outcome: Improved Agricultural Enabling Environment.

### 6.1 INSTITUTIONAL ANALYSIS OF COFENABVI

From June 22 to 24, 2011, the third COFENABVI PIVA session was held in Accra, with the participation of 24 members from the national federations of seven West African countries. The evaluation suggested that the institution had made progress since the last PIVA held in Lomé in July 2010. The areas selected as priorities for FY 2012 were financial management, programs and services, governance, and external relationship and advocacy.

#### **Regional workshop on the livestock/red meat value chain in the ECOWAS region**

USAID ATP held a two-day livestock workshop in Accra on June 20-21, 2011 explore the potential implications and perspective for USAID continuing to support the livestock/red meat value chain, in light of: (i) USAID ATP experience; (ii) COFENABVI's priorities; (iii) findings of USAID West Africa Trade Hub's study on livestock transport logistics and market; and (iv) priorities of USAID/Mali, activities of other USAID bilateral missions in the region, and strategic guidance from USAID/Washington.

The workshop brought together 36 key stakeholders in the livestock value chain from ten countries in the region, including representatives from ECOWAS, UEMOA, CILSS and officials from USAID. It broadened awareness of the results of USAID ATP's interventions in the livestock value chain and facilitated discussions on the strategic plan of COFENABVI.

The sessions provided livestock value chain stakeholders the opportunity to discuss, debate and prioritize their needs, and present them to both USAID and representatives of the regional institutions present at the conference. Workshop participants discussed opportunities to further develop the livestock/red meat value chain through increasingly coordinated efforts among transporters, traders and other stakeholders. Discussions also focused on the role of livestock breeding in

promoting regional food security, and the relationship between livestock breeding, natural resources, and ecosystems within the context of changing climatic conditions.

The main recommendations that came out of the workshop are the following:

- Consider COFENABVI as a key partner in USAID/WA's Feed the Future strategy related to the livestock value chain
- Strengthen COFENABVI by developing strategies to mobilize internal resources through effective services to its members to increase their income
- Strengthen COFENABVI's capacity building in advocacy so that it becomes the recognized representative of the livestock/red meat value chain throughout West Africa
- Establish mechanisms for public-private partnership to respond to the needs of the livestock/red meat in terms of infrastructure such as modern slaughterhouse facilities
- Promote West African meat products through market research and communication campaigns
- Support advocacy with state and regional institutions for the implementation of regional economic community legislation
- Enhance the professional skills of livestock value chain stakeholders through technical and business training

### **Environmental mitigation**

All advocacy activities undertaken during the quarter under review were classified under a Categorical Exclusion. The USAID ATP technical team and the project partners did not face any specific environmental challenge.

# 7. OUTCOME 4: PROMOTING EFFICIENCY OF REGIONAL VALUE CHAINS

## 7.1 MARKET INFORMATION SYSTEM

The objective of the project market information system (MIS) is to provide relevant, timely information to assist value chain stakeholders in their market decisions. The MIS platform allows commodity buyers and sellers to conduct business through the internet or on mobile phones. During the period under review, the project has worked on the activities summarized below.

During this quarter, USAID ATP continued analysis of its Esoko MIS platform in order to track the number of users, bids and offers to track progress in reaching new beneficiaries. The project has also monitored Esoko Ghana's data collection for quality control purposes. In addition, USAID ATP has explored options for expanding services as well as improving services to current users, in order to ensure that those already registered fully benefit from the platform.

### User registration

The USAID ATP Esoko platform extended its reach to an additional 1,817 registered users in the region during the April-June 2011 quarter.

**TABLE 2: NEW USERS REGISTERED ON ESOKO PLATFORM, APRIL – JUNE 2011**

Country	Burkina Faso	Ghana	Côte d'Ivoire	Mali	Nigeria	Total
New users	18	1,685	15	69	30	1,817

Source: Esoko Networks

### Bids and offers uploading

Bids and offers are uploaded either by market enumerators on behalf of value chain actors or by the actors themselves. Table 3 shows bids by country and value chains for the period, while Table 4 displays offers.

**TABLE 3: BIDS BY COUNTRY AND PRODUCT, APRIL - JUNE 2011**

Country	Number of bids and volume by product							
	Cereals		Cattle		Sheep/Goats		Onion/ Shallot	
	Bids	Tons	Bids	Head	Bids	Head	Bids	Tons
Burkina Faso	3	355	-	-	-	-	-	-
Ghana	1	2	6	270	6	3,000	-	-
Côte d'Ivoire	-	-	-	-	-	-	-	-
Mali	10	8,610	-	-	-	-	-	-
Nigeria	-	-	-	-	-	-	-	-
Total	14	8,967	6	270	6	3,000	-	-

Source: Esoko Networks

**TABLE 4: OFFERS BY COUNTRY AND PRODUCT, APRIL-JUNE 2011**

Country	Number of offers and volume by product							
	Cereals		Cattle		Sheep/Goats		Onion/Shallot	
	Offers	Tons	Offers	Head	Offers	Head	Offers	Tons
Burkina Faso	9	115	-	-	-	-	1	20
Ghana	68	331	10	201	1	50	10	8
Côte d'Ivoire	-	-	17	907	3	270	-	-
Mali	63	971	3	90	2	275	1	5
Nigeria	3	8,000	-	-	-	-	-	-
Total	143	9,417	30	1,198	6	595	12	33

Source: Esoko Networks

### Traders receive training in market information system

A training session covering the use of the Esoko MIS platform was held for 22 cereal traders in Ejura in Central Ghana on June 27-28. The training, which was facilitated by Esoko Ghana, focused on teaching traders how to request commodity prices, as well as post bids and offers online using cell phones. The workshop also helped USAID ATP to expand the Esoko network and ensure the usefulness of services. During the workshop, lists of traders and their marketed commodities were compiled, and information was gathered from each regarding their preferred days for price requests and from which markets.

Livestock/red meat traders and producers at Kumasi Abattoir and actors in the onion value chain at the Race Course market also benefited from similar trainings on use of the platform. Some participants at these markets quickly made use of the platform by uploading bids, offers and prices on their cell phones.

### Exploring alternatives

The Nokia Ovi Life Tools platform provides a range of SMS-based services through subscriptions to plans offered by mobile companies. Such services include: market price information, weather information, and agricultural extension services. Following

successful launches in India, Indonesia and China, Nokia introduced Life Tools in Nigeria in 2010 in partnership with two of Nigeria's largest mobile providers, Glo Mobile and Airtel, which together provide access to this platform nation-wide in three languages (English, Hausa, and Pidgin). As Nokia recently signed an agreement with MTN, one of Ghana's leading mobile providers, Life Tools is also to be introduced in Ghana soon. Life Tools opens new possibilities to provide real time market information with a proven sustainable business model--away from Esoko's franchise/license model, which has had difficulty taking off. The project is eager to explore these opportunities, possibly in a new partnership with Esoko.



Between October 2010 and June 2011, over 200,000 people subscribed to the OVI Life Tools program in Nigeria. In fact, nearly 100 new users are registered on the M-tech platform every day. Due to the system's apparent popularity, USAID ATP undertook an assessment of the NOKIA OVI Life Tools Agricultural information system in collaboration with GSM operators (Etisalat, MTN, Airtel, Globacom, and M-Tech) in June 2011. The assessment explored whether or not GSM operators would be interested in market information systems covering ATP and E-ATP value chain products. Etisalat and M-Tech expressed potential interest and Nokia has asserted willingness to collaborate with USAID ATP. The MIS specialist will follow up regarding the feasibility of a partnership with Nokia and other mobile phone companies to expand coverage to other countries.

### **Environmental mitigation**

All market information collection and dissemination activities undertaken during the quarter under review received a Categorical Exclusion under the applicable IEE. The USAID ATP technical team and the project partners did not face any specific environmental challenge related to these activities.

## **7.2 MOBILIZATION OF ADDITIONAL FINANCE THROUGH ACCESS TO CREDIT**

USAID ATP's strategy to mobilize finance for agribusinesses and intra-regional trade in livestock, maize, and onion/shallot value chains is based on a three-pronged approach: (i) assisting value chain actors to access finance by improving their capacity to develop bankable business plans and successfully apply for loans; (ii) facilitating the transfer of funds related to trade within value chains; and (iii) strengthening the capacity of selected financial service providers to evaluate creditworthiness and the risks associated with lending to agribusinesses.

## **7.2.1 MAIZE VALUE CHAIN**

### **Business plan development leads to bank loan for tractors**

The USAID ATP maize chain assessment identified access to finance as a major constraint for value chain actors to upgrade their business and trade relations. This constraint is most often due to these actors' lack of knowledge of loan application procedures, and more specifically to the absence or poor-quality of their business plans.

After receiving training and coaching from USAID ATP, a maize farmer organization in Ghana's Ashanti Region purchased much-needed farming equipment with a bank loan for \$51,730. The Agribusiness and Trade Association (AGRITA) has 134 members who collectively produce about 18,000 metric tons of maize per year, mostly for export to Burkina Faso and Niger through Ejura in the Ashanti region, and Techiman in the Brong Ahafo region.

Since its establishment in 2006, AGRITA has faced many challenges in farm equipment, storage facilities, and product marketing. Having identified a need for about half a million dollars in total, AGRITA asked for technical assistance from USAID ATP to find financing. The project responded by organizing skills training sessions for the association's executives on writing competitive business plans, loan negotiation, and finance management.

As the limited educational background of most of the beneficiaries made it difficult for them to fully absorb these needed skills, USAID ATP did a follow-up training in a local language, Twi, using local consultant Peter Evans Nsiah of Pens Food Bank Enterprise, who himself had undergone USAID training.

This additional support enabled AGRITA members to put together a business plan during the last week of the supplementary training, and the members approached the Sekyedomase Rural Bank for a loan of \$51,730, putting up \$13,330 of their own money, for the purchase of farm equipment. With the professionalism of the business plan and the applicants' newly gained negotiating skills, it took the bank only two weeks to process the application and make the money available. The loan has been used to purchase two Massey Ferguson 375 tractors, which the association rents out to its members. In this way, AGRITA generates funds for repaying the loan while meeting members' needs to plow their farmlands in a timely manner.

## **7.2.2 ONION VALUE CHAIN**

During the previous quarter, USAID ATP reviewed and validated the business plan for the Ghana Agricultural Producers and Traders Organization (GAPTO)-affiliated Progressive Cooperative Onion Farmers and Traders Association (GPCOFTA-Ghana), and facilitated a loan submission to the Grassroots Business Fund and to Oikocredit. Although this appraisal is still underway, during the quarter under review, USAID ATP established a partnership between the women's wing of the association and Women's World Banking in Accra. Additional details are provided in the Gender section below.

## **Environmental mitigation**

Access to credit activities have the potential to adversely impact the environment and thus received a Negative Determination with Conditions under the applicable IEE. Environmental review forms (ERF) were completed for every contractual agreement signed with subcontractors to develop business plans; when activities showed high, moderate or unknown risks, an environmental review report (ERR) was completed and submitted to USAID for clearance. USAID ATP implemented and monitored mitigation measures proposed in the ERR for the *Africaine de viande SA* business plan as well as for the five business plans in Ghana as indicated in the environmental section of the finalized business plans. Facilitation of funds transfer received a Categorical Exclusion under the applicable IEE. The project did not confront any specific environmental issues related to these activities.

### **7.3 MOBILIZATION OF ADDITIONAL FINANCE THROUGH WAREHOUSE RECEIPTS**

During the quarter under review, USAID ATP supported the Ghana Grains Council (GGC) in its preparations for a general board meeting in September. The meeting will provide the opportunity for an official launch of the warehouse receipt system (WRS), and for USAID ATP to organize a regional workshop to share lessons learned with regional stakeholders.

## **Environmental mitigation**

Not applicable as no activity was funded by USAID ATP during the quarter under review.

### **7.4 MOBILIZATION OF ADDITIONAL FINANCE THROUGH LEVERAGE**

#### **Public-private partnership mobilizes private investment in market infrastructure for onions**

During the third quarter, USAID ATP facilitated a partnership between the onion traders associations in Accra and the Amasaman Municipal Assembly. The collaboration will mobilize private sector investment in market infrastructure that will support onion trading in a new wholesale market being built in Amasaman by the Municipal Authority.

Although a section of the market was planned for onions, analysis of market designs revealed that the Municipal Assembly's plans did not sufficiently address the needs of onion traders. The project's transport and logistics specialist, along with the public-private partnership advisor, met with members of the three onion associations in Accra to discuss a partnership plan that would ensure the proper handling of onions in the new market.

The associations have agreed to facilitate member investment to finance the market and logistics infrastructure designed for onions. The Municipal Assembly has agreed to either grant or lease some area of land for the necessary infrastructure.

USAID ATP will provide the expertise required for the final design of the market, ensuring that it complies with environmental norms. In addition, the project will work jointly with the Municipal Assembly and the Onion Trader Associations to develop a management contract that will be acceptable to both parties and will ensure the long-term sustainability of the investment. These details will include the amount of investment put forward by association members, the amount of land to be granted or leased by the municipal assembly, and the long-term management and ownership plan for the facilities.

### **Potential PPPs under negotiation**

The USAID ATP Public-private partnership (PPP) specialist is currently exploring several other opportunities that may develop into additional PPPs in future quarters. For example, discussions are underway for a potential PPP between the Techiman Municipal Assembly and the Maize Traders Association. The project would redesign and improve grain market infrastructure and logistics in order to improve short-term storage and handling and facilitate the circulation of trucks. During the third quarter of FY 2011, the USAID ATP advisor worked with both parties to discuss the roles and responsibilities involved in different contract and management options, and will continue to do so in the final quarter of FY 2011.

### **Environmental mitigation**

USAID ATP is conducting due diligence of its potential PPP partners. In addition, the project screens joint activities planned under each PPP (completion of an ERF and of an ERR when activities show high, moderate or unknown risks). During the quarter under review, USAID ATP started these pre-partnership assessments, but has not yet completed them. Once finalized, the due diligence documents, ERFs and ERRs will be submitted to USAID for clearance before field activities start.

## 8. CROSS-CUTTING AREAS

### 8.1 GENDER

The gender mainstreaming component of USAID ATP and E-ATP focuses on increasing gender equity in the areas of the projects' interventions. One such area is the availability of and access to finance for women, who generally have been excluded from traditional financial products.

The projects' gender specialist and financial services advisor, in collaboration with consultants, have been working with a number of women's agricultural organizations and financial institutions in Ghana and Burkina Faso, to identify the women's financial needs and the institution's interests and capacities, and to link the two groups. From April 11–14, a total of 78 women in Accra, Techiman, and Ejura benefited from training on access to finance for intra-regional commerce.

Work is also in progress for business negotiation skills. A training of trainers curriculum on this topic was developed in both English and French, focusing on the specific needs of women and their professional organizations within the projects' six value chains.

#### **Environmental mitigation**

Data collection activities, capacity building in value chain gender integration and USAID ATP's participation in the debriefing with stakeholders sponsored to attend the FIARA did not have significant adverse effects on the environment. The project did not face any specific environmental issue related to these gender activities.

### 8.2 COMMUNICATIONS

Activities undertaken by the communications unit during the period under review include the following:

#### **8.2.1 PUBLIC INFORMATION**

The size of the Newsletter, *Trade Catalyst*, has been reduced from eight to four pages in order to produce it more frequently: bimonthly instead of quarterly. The stories covered in the April-June newsletter included: access to finance for women (Ghana), a regional workshop on good practices in poultry production (Ghana), training in integrated management of millet/sorghum and maize (Burkina Faso), and a Ghana MIS survey. The June newsletter was produced and distributed in English and French. The August edition is in pre-production.

An edition of the interim communiqué, *In Brief*, was developed and distributed in English and French in May. The project also continued its weekly production and distribution of a calendar of activities for USAID and all staff.

Staff continued to research data collection and MIS as part of the ongoing overview of the project's data collection role and impact on increasing the value and volume of inter-regional trade. Product delivery has been delayed by travel schedules.

The communications manager worked extensively with the chief of party on the conceptual design of a forthcoming briefing book to serve as an aid to project evaluators. Material from a PowerPoint presentation, developed for the June Chiefs of Party (COP) conference in Bethesda, was used to present the framework of the project's contributions to intra-regional trade.

Two members of the communications team are on the planning committee for the September 2011 Warehouse Receipt System launch. During this quarter, USAID ATP, along with USAID ACDI/VOCA Agricultural Development and Value Chain Enhancement, USAID/Ghana (ADVANCE) public relations personnel, researched various communications activities for the event, made recommendations to the committee, started work on graphics and text materials, and pursued production or adaptation of videos.

Communications fulfilled a large request from ATP transport & logistics for informational posters and maps to be used in road and market shows. A PPP brief, focusing on onion and Embalmali and Burkina Primeur was developed but not finalized due to ongoing activity in this area.

### **8.2.2 PRODUCTION**

The communications team worked on two initial designs for a "Who's Who Guide" of value chain contacts, which will be completed during the third quarter, pending a final review.

### **8.2.3 DOCUMENTATION**

Documentation materials include the following:

- *Trade Catalyst, June 2011*
- *In Brief, May 20*
- Livestock/USAID conference clippings

### **8.2.4 MEDIA COVERAGE**

Communications staff secured commitment from Ghana's *Business & Financial Times* for publication of regularly provided material. The project intends to start with new ATP trade corridor figures for reduction in harassment once the numbers are finalized.

The Accra USAID/WA livestock workshop (June) was extensively covered by the following media: Daily Graphic, Ghanaian Times, Business and Financial Times, New Crusading Guide, Ghanaian Observer, Dispatch, Independent, Ghana News Agency, and TV 3.

### **8.2.5 INTERNAL COMMUNICATION**

The communications associate spent nearly three weeks in the Ouagadougou technical office. His usual two-week mission every six weeks was extended to make up for time lost due to inability to get country clearance during unrest in Burkina Faso in the previous quarter.

### **8.2.6 USAID ATP AND E-ATP WEBSITE**

All English content on the website ([www.agibizafrica.org](http://www.agibizafrica.org)) has been repopulated following the loss experienced in the previous quarters. Additional news items and newsletters have been added. In addition, all French content has been translated and provided to a web designer for uploading.

The COP's half-hour television interview for the "Business Summit" program has been transcribed and paper edited, and the project has commissioned electronic editing for uploading to the website in the next quarter.

### **8.2.7 SUCCESS STORIES**

A success story on further reductions in bribery along ATP trade routes was researched, written, and is currently pending review by the COP. A success story involving negotiation skills and access to finance in the maize value chain is being developed.



## 9. PROJECT MANAGEMENT

### 9.1 STAFFING

Raphael Vogelsperger, deputy chief of party and value chain team leader in Ouagadougou, resigned, effective June 23, 2011. USAID ATP has started interviewing candidates of his replacement.

USAID ATP has hired Lazare Bouda to replace its former finance manager and identified Salif Ouedraogo to replace its former administrative assistant/receptionist in Ouagadougou.

### 9.2 TASK ORDER DOCUMENTS

The USAID ATP FY 2011 second quarter progress report was reviewed and approved by the COTR.

### 9.3 TRAVEL

The table below lists travels between April and June 2011.

	<b>Date of Travel (DD/MM/YY)</b>	<b>Countries</b>	<b>Travelers</b>	<b>Purpose</b>
1	04/04/11 - 08/04/11	Ghana	Raphael Vogelsperger Seydou Sidibe Jules Sombie Issa Djibrilla Daouda Sakho Rose Wanzie	Hold an all-technical staff meeting to review the project's progress in achieving its deliverables.
2	15/04/11 - 29/05/11	Ghana	Sally Cameron	Review the projects' progress in fulfilling their work plans, responding to USAID priorities, and managing resources.
3	18/04/11 - 22/04/11	Ghana	Raphael Vogelsperger	Review the projects' progress with Sally Cameron, project director, and the Accra management team.
4	22/05/11 - 31/05/11	Burkina Faso Benin	Kossi Dahoui Brahima Cisse	Organize market shows in the Parakou, Fada N'Gourma, Pouytenga markets.
5	27/04/11 - 07/05/11	Mali	Rose Wanzie Moumouni Congo	Provide technical assistance to a regional workshop on negotiation and contracting and assist with training maize producers in Koutiala on integrated crop management.

6	5/06/11 - 25/06/11	Burkina Faso	Christ Amedo Brahima Cisse	Audit data quality and discuss with project partners the need to ensure that data provided meet USAID ATP standards.
7	6/06/11 - 16/06/11	Ghana Togo Benin	Issa Djibrilla Mamadou Boubacar Jeffrey Edue	Initiate a long-term partnership between onion exporters in the production areas and terminal market importers to generate a steady and continuous supply of graded, packaged and weighed onions.
8	7/06/11 - 11/06/11	Mali	Daouda Sakho Seydou Sidibe Moumouni Congo	Participate in a board meeting of the regional company, <i>Africaine des Viandes</i> , and facilitate the adoption of its business plan.
9	11/06/11 - 02/07/11	Ghana Benin	Frank Ofei	Attend ECOWAS meeting to discuss specific bottlenecks impeding the effective implementation of the ECOWAS trade liberalization scheme, including discrepancies between ECOWAS and UEMOA schemes related to USAID ATP and E-ATP value chains.
10	14/06/11 - 16/06/11	Ghana	Dieudonne Kam	Monitor collection of road harassment data on the maize transport corridor.
11	17/06/11 - 26/06/11	Ghana	Seydou Sidibe Ursula Kohnen Jules Sombie Jean Didier Nacoulma	Participate in the regional USAID livestock workshop and facilitate the progress PIVA of COFENABVI.
12	17/06/11 - 1/07/11	Burkina Faso	Sally Cameron	Serve as acting office team leader after the departure of the current deputy chief of party (Raphael Vogelsperger).
13	22/06/11 - 28/06/11	Mali	Issa Djibrilla Jean Didier Nacoulma Moumouni Congo Felix Deyegbe	Support the onion processing union in organizing exchange visits aimed at developing a processing technology and improving the quality and packaging of processed onion products.

## 9.4 LOCAL GRANT AND SUBCONTRACT AGREEMENTS

In this quarter, USAID ATP entered into agreements with the following organizations:

	<b>Period of Performance (DD/MM/YY)</b>	<b>Organization</b>	<b>Amount</b>	<b>Purpose</b>
1	23/05/11-07/07/11	CEMK	F CFA 572,000	Identify and train 300 farmers on integrated crop management of millet, sorghum and maize.
2	23/05/11-22/07/11	UPPAH	F CFA 2,288,000	Identify and train 1,200 farmers on integrated crop management of millet, sorghum and maize.
3	10/06/11-30/06/11	Pens Food Bank Ent.	GHS 5,000	Provide training and coaching to partner associations' executive committees for improvement in financial management and loan negotiation



## 10. PIPELINE ANALYSIS

<b>CONTRACT BUDGET CATEGORY</b>	<b>BUDGET AMOUNT</b>	<b>EXPENSES BILLED TO USAID THRU JUNE 2011</b>	<b>ACCRUED EXPENSES THRU JUNE 2011</b>	<b>REMAINING BALANCE</b>
DIRECT LABOR (including fringe)	2,998,923	2,313,310		685,613
OTHER DIRECT COSTS	10,544,819	7,860,270	235,030	2,449,519
INDIRECT COSTS	2,334,220	2,018,401	18,441	297,378
FIXED FEE	1,032,068	788,635	16,476	226,957
<b>TOTAL</b>	<b>\$16,910,030</b>	<b>\$12,980,616</b>	<b>\$269,947</b>	<b>\$3,659,467</b>
<b>PIPELINE ANALYSIS</b>				
FUNDED AMOUNT (OBLIGATION)				\$14,333,536
TOTAL BUDGET				\$16,910,030
LESS ACCRUED EXPENSES THRU 06/30/11				\$13,250,563
OBLIGATION BALANCE ON 06/30/11				\$1,082,973
BUDGET BALANCE ON 06/30/11				<b>\$3,659,467</b>
<b>MONTHLY AVERAGE BURN RATE</b>				
MONTHLY AVERAGE BURN RATE				<b>\$348,699</b>
PIPELINE MONTH OBLIGATION AT CURRENT MONTHLY BURN RATE				3
PIPELINE MONTH BUDGET AT CURRENT MONTHLY BURN RATE				10
<b>PROJECTED MONTHLY BURN RATE THRU SEPT 2011</b>				
PROJECTED MONTHLY BURN RATE THRU SEPT 2011				<b>\$242,868</b>
PIPELINE MONTH OBLIGATION AT PROJECTED MONTHLY BURN RATE				4
PIPELINE MONTH BUDGET AT PROJECTED MONTHLY BURN RATE				15



# II. PERFORMANCE MONITORING

The following summarizes the project's outcome and output indicators, with a detailed list of firms and organizations assisted during the quarter under review.

## II.1 INTRA-REGIONAL TRADE

USAID ATP contributes to intra-regional trade by strengthening the key producer and trader groups that are engaged in this trade, and by facilitating access to markets and roads to improve trade opportunities.

The project collects data on the onion trade as reported by members of GAPTO and the national chapters of the *Observatoire régional de la filière oignon/Afrique de l'Ouest et du Centre (ORO/AOC)* in Togo, Benin, and Côte d'Ivoire. In the livestock value chain, two organizations assisted by the project provide trade information: COFENABVI, which exports livestock from Mali and Burkina Faso to Cote d'Ivoire, and the Ghana Cattle Traders and Breeders Association (GCTBA), which imports ruminants mostly from Burkina Faso, and is not yet a member of COFENABVI.

USAID ATP also monitors maize exports from Ghana, Burkina Faso, Mali, Côte d'Ivoire, Togo, and Benin through partners working in marketing channels in these countries. The project relies on several associations trading in maize within the sub-region for these data. These include the Techiman and Ejura-based traders in Ghana, *Comité interprofessionnel des céréales du Burkina Faso (CIC-B)* in Burkina Faso, the Sikasso-based *Association des vendeurs des produits locaux de Sikasso (APLS)* in Mali, and the Kayes Maize Export Association that focuses on trade with Senegal and Mauritania.

## II.2 ONION TRADE

For consistency with other trade data, onion imports are valued at free on board (FOB) prices and are reported as exports. At the end of the third quarter of FY 2011, coastal countries imported a total of 49,859 tons of onion, with an export value of about \$11.92 million (see Table 4).

**TABLE 5: VOLUME AND VALUE OF ONION TRADE BY COUNTRY, APRIL-JUNE 2011**

Country	Volume (tons)	Value (\$)
Ghana	41,072	9,103,697
Côte d'Ivoire	7,018	2,298,317
Benin	1,010	255,586
Togo	760	263,753
	<b>49,859</b>	<b>11,921,353</b>

Ghana recorded the highest volume of trade, followed by Côte d'Ivoire, Benin and Togo. Compared with the same period in the third quarter of FY 2010, the total

import volume through the marketing channels monitored in the four countries was 40,355 tons, valued at \$13.78 million. Volume increased by about 24% when compared to the same period in FY 2010, while value decreased by about 13%. The decrease in total value of onion during the period was due to a decline in the average price of onion in the third quarter of FY 2011, compared to the same period in FY 2010. The average price per 100kg bag of onion in the third quarter of FY 2010 was \$35, while that of FY 2011 was \$28. Compared to the same period in FY 2010, Ghanaian onion imports increased by about 64%, those of Côte d'Ivoire decreased by 47%, those of Benin decreased by 15%, and Togo recorded a decrease of about 9%.

### 11.3 RUMINANT LIVESTOCK TRADE

During the quarter under review, the two main exporters of livestock, Burkina Faso and Mali, resumed livestock export to Côte d'Ivoire after the end of the political crisis in that country. Livestock trade flowing through the livestock producer/trader associations during this period totaled 80,229 head of cattle, valued at about \$50.76 million at FOB prices. The number of sheep and goats traded reached 133,847, valued at about \$9.63 million. The total value of trade in livestock in the third quarter of FY 2011 was \$60.39 million.

When compared to the third quarter of FY 2010, the total value of trade in livestock in FY 2011 increased by about 18 percent, from about \$51.31 million in FY 2010 to about \$60.39 million in FY 2011. Although the total volume in cattle traded decreased by about 12 percent - from 91,251 to 80,229 - the total value rose by about 10 percent - from \$45.96 million to \$50.76 million. The total volume of trade in sheep and goats increased by about 34 percent (from 100,195 to 133,847) and total value also increased by about 80 percent (from \$5.35 million to \$9.63 million).

**TABLE 6: VOLUME AND VALUE OF LIVESTOCK TRADE BY COUNTRY IN THIRD QUARTER OF FY 2011**

Country	Cattle		Sheep/Goats		Total Trade		
	Heads	Export Value (USD)	Number	Export Value (USD)	Total Cattle	Total Sheep/Goats	Export Value (USD)
Ghana	24,666	18,321,832	-	-	24,666	-	18,321,832
Burkina	27,515	17,972,763	45,471	3,059,315	27,515	45,471	21,032,078
Mali	28,048	14,468,745	88,376	6,572,082	28,048	88,376	21,040,827
<b>Total</b>	<b>80,229</b>	<b>50,763,340</b>	<b>133,847</b>	<b>9,631,398</b>	<b>80,229</b>	<b>133,847</b>	<b>60,394,738</b>

Note: Total value is at FOB prices (i.e. value of intra-regional exports)

#### 11.3.1 MAIZE TRADE

Trade in maize, which was estimated at about 22,683 tons and valued at \$4.94 million in the third quarter of FY 2010, dropped to 18,535 tons, valued at \$4.77 million in the same period of FY 2011. This represented a decrease in volume of about 18%. The application of the policy on axle loads in Niger is still in force and may have contributed to the decrease in maize exports from the coastal countries to the Sahel

region, particularly since exports to Niger showed a notable decline over this same period.

Apart from APLS, Kayes Maize Association, and Techiman Maize Traders Association - which recorded increases in maize exports of about 8%, 34% and 184% respectively - the remaining marketing channels followed by ATP recorded decreases in exports. For example, no exports were reported to have traveled through the marketing channel used by Ejura, and exports through the channel used by CIC-B decreased by about 31%.

In some countries in the region, food security concerns have led governments to impose restrictions on maize exports intermittently over a period of years. In these countries, customs officials may at times continue to impose export restrictions even after the bans have been lifted. Maize trade may have dropped as a result of these "unofficial" maize export bans, which can be wrongly imposed in Burkina Faso, Togo and Mali. Exports of maize from Ghana dropped drastically because of the axle load policy in Niger. The policy makes exporting from Ghana to Niger less lucrative due to increased transport costs, which in turn drive prices of these maize imports higher on markets in Niger.

**TABLE 7: MAIZE EXPORT VOLUME AND VALUE BY MARKETING CHANNELS, APRIL-JUNE 2011**

Associations	Volume (tons)	Value (\$)
Techiman (Ghana)	455	147,296
Ejura (Ghana)	-	-
CIC-B (Burkina Faso)	11,250	3,117,525
APLS (Mali)	5,972	1,256,058
Kayes Maize Association (Mali)	858	252,026
<b>Total</b>	<b>18,535</b>	<b>4,772,905</b>

Source: Trader associations providing data

## 11.4 AGGREGATE TRADE

Table 7, below, shows that the overall value of aggregate intra-regional trade in ATP's three products increased by about 10% in the third quarter of FY 2011 (\$77.09 million) over the FY 2010 value of \$70.03 million. Although livestock trade increased by about 18% in value, onion and maize decreased by 13% and 3%, respectively. \_

**TABLE 8: AGGREGATE TRADE IN THE THIRD QUARTER OF FY 2010 AND FY 2011**

Marketing Channels	Third Quarter FY2010 (US\$ million)	Third Quarter FY2011 (US\$ million)	% Change
Maize	4.94	4.77	(3)
Livestock	51.31	60.39	18
Onion	13.78	11.92	(13)
<b>Total</b>	<b>70.03</b>	<b>77.09</b>	<b>10</b>

The total volume of intra-regional trade during the third quarter FY 2011 came to 18,535 tons of maize, 49,859 tons of onion, 80,229 heads of cattle and 133,847 sheep/goats.

**TABLE 9: EXPORT VALUE OF INTRA-REGIONAL TRADE BY VALUE CHAIN, APRIL-JUNE 2011**

Value chain	Third Quarter FY 2010 (US\$ million)	Third Quarter FY 2011 (US\$ million)	Percent change
Maize	4.94	4.77	(3)
Livestock	51.31	60.39	18
Onion	13.78	11.92	(13)
<b>Total</b>	<b>70.03</b>	<b>77.09</b>	

## 11.5 OTHER ACHIEVEMENTS

**TABLE 10: ATP OUTCOME INDICATORS AND QUARTERLY ACHIEVEMENTS IN 2011**

Objective/Outcome Indicator	3rd Quarter Achievements	Remarks
% change in value of intra-regional exports of targeted agricultural commodities as a result of ATP program assistance (first quarter FY 2011 compared with first quarter 2010)	10	The value of intra-regional trade increased by 10% in the third quarter of FY 2011 as compared with the same period in FY 2010
<b>Program Element: Agricultural Enabling Environment</b>		
Number of policy reforms presented for legislation/decision as a result of ATP program assistance	0	
Transport obstacles, number of checkpoints and bribe costs per 100km (as percent decrease over baseline, cumulatively)	22%	The project reduced bribe costs on the Kantchari-Accra onion corridor by 22% over the baseline of 20.1% by the end of the third quarter of FY 2011
Number of policy reform processes reaching dialogue milestone after significant advocacy by private and other non-governmental actors as a result of ATP program assistance	0	
<b>Program Element: Agricultural Sector Productivity</b>		
Amount of private financing mobilized or	\$65,000	The project was able to help Agribusiness and Trade Association (AGRITA-Ejura) mobilize/leverage a total

leveraged to contribute to the realization of the project's primary objectives (US\$ million)		of \$65,000 from Sekyedumase Rural Bank as a result of business plan design and training on access to finance to acquire two tractors for farming activities.
Number of institutions /organizations making significant improvements in their ability to offer services to their clients based on recommendations of ATP-supported assessments (as represented by significant progress on specialized PIVA scores)	1	COFENABVI conducted its progress PIVA in Accra in June 2011.
Number of new users of regional MIS	1,817	The USAID ATP/Esoko market information platform registered 1,817 new users by the end of the third quarter of FY 2011 in Ghana, Côte d'Ivoire, Burkina Faso, Mali and Nigeria.

**TABLE II: ATP OUTPUT INDICATORS AND QUARTERLY ACHIEVEMENTS IN 2011**

<b>Output Indicator</b>	<b>3rd Quarter Achievements</b>	<b>Remarks</b>
<b>Program Element: Agricultural Enabling Environment</b>		
Number of policy reforms analyzed as a result of USG assistance	0	
Number of institutions/organizations undergoing capacity/competency assessments as a result of USG assistance	1	COFENABVI conducted its progress PIVA in Accra in June 2011
Number of individuals who have received short term agricultural enabling environment training as a result of USG assistance (men & women)	18	Transport specialist organized a market show at Fada N'gourma and Pouytenga on May 29-31 and co-organized a workshop with WATH to reduce road harassment in Techiman (May 18, 2011). Total: 219, (211 men, 8 women)
<b>Program Element: Agricultural Sector Productivity</b>		
Number of new technologies or management practices made available for transfer as a result of USG assistance	0	
Number of producer organizations, water users associations, trade & business associations and community-based organizations (CBOs) assisted as a result of USG interventions	7	<ol style="list-style-type: none"> <li>1. Neema Agricole du Faso-NAFASO</li> <li>2. Seed Enterprise-Bobo Dioulasso</li> <li>3. Société Industrielle et Meunière de l'Afrique de l'Ouest (SIMAO)</li> <li>4. COFENABVI</li> <li>5. Union des Producteurs Maraîchers du Sourou (UPROMA)</li> <li>6. Association Maraîchère des Femmes de Komsilga</li> <li>7. Groupement Maraîchers de Gouran 1 et 2, de</li> <li>8. Faramana, Dedougou etc.</li> </ol>
Number of agricultural-related firms benefiting directly from interventions as a result of USG assistance	7	<ol style="list-style-type: none"> <li>1. URC Nazion</li> <li>2. Rose Eclat</li> <li>3. MELS</li> <li>4. SIMAO</li> <li>5. Ets Velegda</li> <li>6. Burkina Primuer</li> <li>7. EmbalMali</li> </ol>

Number of PPPs formed as a result of USG assistance	1	Construction of onion wholesale market at Amasaman
Number of individuals who have received short-term agricultural sector productivity training with USG assistance (men & women)	998	<p>Cascade training on onion: Men=762 Women=215 <b>Total=977</b></p> <p>ToT in mobile banking and transfer-INOVA-pay, March 23-25, 2011 Men=10 Women=11 <b>Total=21</b></p>
Number of women's organizations/associations assisted as a result of USG interventions	4	<ol style="list-style-type: none"> <li>1. Ghana Progressive onion sellers</li> <li>2. Accra onion sellers association</li> <li>3. Ejura maize value chain association</li> <li>4. Techiman Export maize association</li> </ol>