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# QUARTERLY REPORT #16 (JANUARY - MARCH 2010) AGRIBUSINESS AND TRADE EXPANSION PROGRAM (USAID-ATEP)



**March 2010**

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AGRIBUSINESS AND TRADE  
EXPANSION PROGRAM (USAID-ATEP)**

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



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# ACRONYMS

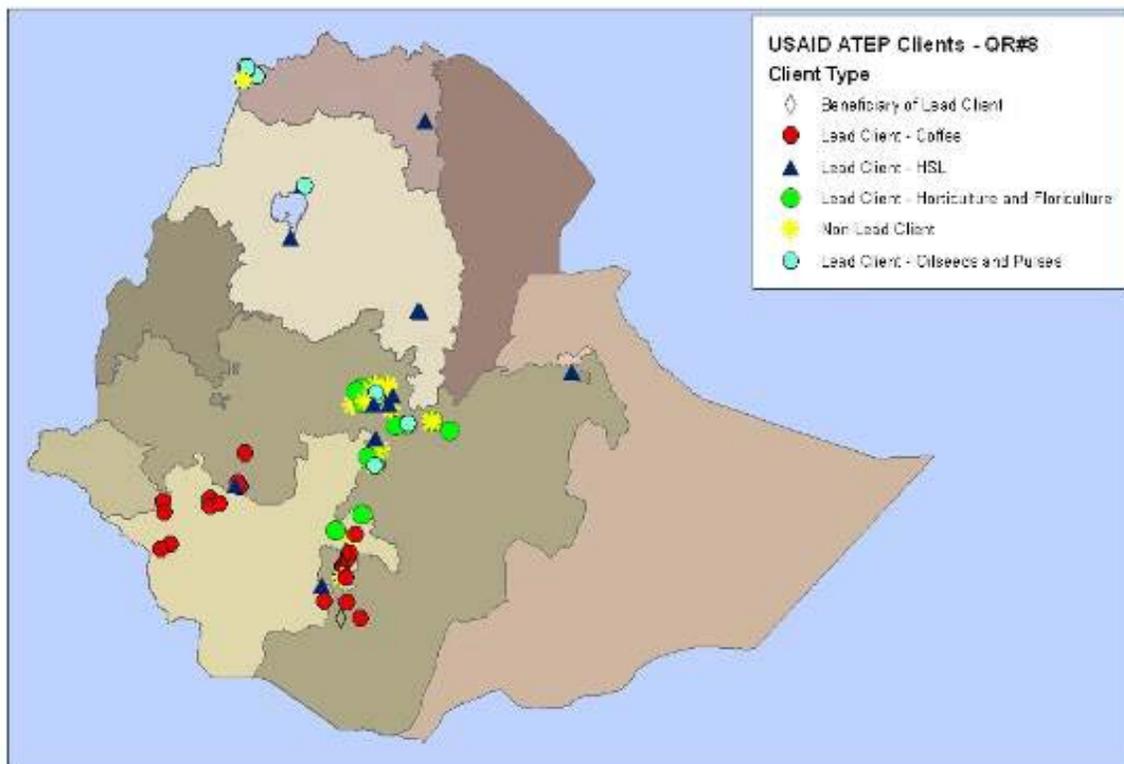
ATEP	Agribusiness and Trade Expansion Program
BDS	Business Development Services
BDU	Business Development Unit
BoARD	Bureau of Agriculture and Rural Development
CAHWs	Community Animal Health Workers
CIRIS	Client Impact and Results Information System
CLU	Coffee Liquoring Unit
CQI	Coffee Quality Institute
DCA	Development Credit Authority
DST	Direct Sales Trade
EAFCA	Eastern African Fine Coffees Association
EHDA	Ethiopian Horticultural Development Agency
EHPEA	Ethiopian Horticulture Producers and Exporters Association
ELIA	Ethiopia Leather Industries Association
EPOSPEA	Ethiopian Pulses, Oilseeds and Spices Producers and Exporters Association
EVA	Ethiopian Veterinary Association
EMP	Environmental Management Plan
FAO	Food and Agriculture Organization
FCU	Farm Cooperative Union
FOB	Free on Board
GAP	Good Agricultural Practices
GMP	Gender Mainstreaming Plan
HAPCO	HIV/AIDS Prevention and Control Office
HCT	HIV/AIDS Counseling and Testing
HSL	Hides, Skins and Leather
IPM	Integrated Pest Management
IGA	Income Generation Activities
KAP	Knowledge Attitude and Practice
LNGO	Local Nongovernmental Organization
LOP	Life of the Project
M&E	Monitoring and Evaluation
MoARD	Ministry of Agriculture and Rural Development
NGO	Nongovernmental Organization
OVC	Orphan and Vulnerable Children
MoTI	Ministry of Trade and Industry
MT	Metric Ton
PEPFAR	US President's Emergency Plan for AIDS Relief
PERSUAP	Pesticide Evaluation Report and Safe Use Action Plan
PLWHA	People living with HIV/AIDS
PSI	Population Service International
PY	Project Year
RA	Rainforest Alliance
USAID	United States Agency International Development

# BACKGROUND

USAID's Agribusiness and Trade Expansion Program (USAID-ATEP) is a five-year initiative that is improving productivity and sales for thousands of farmers, processors, traders, and exporters in Ethiopia. These clients produce and export a wide range of products within the sectors of horticulture, coffee, oilseeds and pulses (O&P), and hides, skins and leather (HSL). The program provides training and technical assistance to more than 100,000 commercial and smallholder producers, agribusiness clients, traders, cooperative union members, processors, exporters and trade associations.

In the 48 months since program inception, export quality from participating coffee, sesame, and hide producers has increased; model packhouses, hides and skins collection centers, and cupping labs have been built; export programs for new fresh produce items have been established; and more buyers from around the world are sourcing Ethiopia's agricultural exports. In addition, the project addresses cross-cutting issues in policy, organizational development, BDS/partner alliances, gender mainstreaming, environmental management, and HIV/AIDS awareness and prevention. Its geographic coverage includes the regions of Tigray, Amhara, Oromia, SNNPR, and Addis Ababa.

**Figure 1: USAID-ATEP Client Distribution**



# EXECUTIVE SUMMARY

This quarterly report for USAID/Ethiopia's Agribusiness and Trade Expansion Program (USAID-ATEP) covers January to March 2010 (second quarter of PY 2010). The project works with public and private sector partners throughout Ethiopia to improve agronomic practices, introduce value-added and productivity-enhancing technologies, promote investment, establish grades and standards, improve access to inputs, and upgrade infrastructure. We assist in creating linkages with buyers in East African, Middle Eastern, European, Japanese and US markets. The health sector working on HIV/AIDS awareness and prevention is fully mainstreamed within the existing sector activities.

Major achievements this quarter include:

- \$2.2 million in client and partner investment was leveraged to improve agricultural production and processing technologies, including investment for production systems, processing equipment and infrastructure. Total investment leveraged is \$16.5 million.
- Across all sectors, 4,915 (1,277 women) farmers received on-farm trainings. To date, 73,305 (11,023 women) farmers, processors, collectors, suppliers and extension agents have been trained at 1,050 training events and field days. 67,754 participants have also received training to raise awareness of HIV/AIDS.
- 681 technical assistance visits were carried out at lead client and beneficiary farms covering production, processing, marketing, postharvest handling and BDS. To date, 5,356 technical assistance visits have been carried out across all sectors.

## Horticulture

- Lead horticultural clients achieved cumulative average incremental sales increases of 166 percent (\$8,129,525) in local and export sales since the beginning of the project, with total cumulative sales over baseline reaching \$27,978,439.
- USAID-ATEP lead client Elfora-Nettle Farm began supplying table grapes to the local market. The farm has produced and marketed 4 metric tons to date. With such encouraging results, the farm plans to allocate an additional 25 hectares for the next production season, and site selection and construction have started for a coldstore and packhouse.
- A farmer field day showcasing new vegetable trials was held in Ziway-Meki in collaboration with the CFC/EHPEA project on February 17<sup>th</sup> with more than 70 smallholders, extension agents, local officials, NGOs and commercial farmers in attendance.
- A market linkage was established between the international vegetable brokerage company Sunripe Kenya and pea growers in Welkitte, providing new export opportunities.
- Mrs. Sandi Roberts provided training to employees of lead horticultural clients on agrochemical management and safe usage through practical demonstrations. Other demonstrations on

composting and vegetable agronomy were held for 54 farm agronomists and crop supervisors representing 12 client farms.

### **Oilseeds and Pulses**

- Oilseeds and pulses clients have increased their cumulative export sales by \$7,221,210 (299 percent increase) to date over baseline sales of \$2,411,830.
- The first haricot bean and maize demonstration site using drip and furrow irrigation was established this quarter at the farm of a smallholder member of Bora Dembel FCU. The site will provide agricultural extension trainings to neighboring farmers and cooperative members.
- In January, the project conducted a demonstration field day in the Meki and Arsi Negele areas on three haricot bean trials. More than 78 farmers visited the plots and participated in various low cost planting and irrigation demonstrations.
- USAID-ATEP staff and USAID-ATEP consultant Dr. Geremew conducted training in February on chemical safety and application, pest control, and sprayer maintenance for 75 managers and employees of farmer cooperatives and development agents in North Gondar.

### **Coffee**

- Coffee lead clients achieved cumulative average incremental sales of \$24,337,942 (197 percent increases) since the beginning of the project with total sales of \$57,668,476 after baseline sales of \$12,350,181.
- In a coordinated effort with USAID-ATEP, the Ethiopian Commodity Exchange (ECX) established the first Direct Specialty Trade (DST) session for the coffee sector on February 17, with some 44 primary cooperatives and commercial growers presenting specialty coffee lots. The DST resulted in direct sales of \$562,000 to producers.
- Two innovative and successful ‘cupping caravan’ events were organized in Ethiopia for the first time as part of a promotional and market linkage initiative for specialty coffee. The first caravan was organized for the southern region from February 21-26 and the second for Harar from March 14-20. More than 24 buyers from the U.S., Europe, and Asia participated.
- The annual Taste of Harvest competition was organized on January 25-26 in Addis Ababa in collaboration with The East African Fine Coffee Association (EAFCA) and the Ethiopian Coffee Exporters Association (ECEA). 57 samples were submitted to the competition, from which 7 Ethiopian coffees received the highest specialty grades, 37 were rated premium coffees and the rest commercial grades. Two of the top five samples selected were from USAID-ATEP clients.
- The 7<sup>th</sup> EAFCA conference and exhibition took place February 11-13 in Mombassa, Kenya. The program sponsored the Ethiopian booth and sent five delegates from ECEA and MoARD. The EAFCA conference is the only coffee trade event that takes place in Africa and is attended by more than 200 international buyers.

- USAID-ATEP, in collaboration with ECEA, organized the 4<sup>th</sup> Ethiopian Coffee Roundtable and Exhibition in Addis Ababa at the Hilton Hotel February 18-19. The international coffee event lasted two days, and included presentations, specialty coffee cupping, and cupping training by industry specialists. Among the 60 participants were 20 international buyers,

### **Hides, Skins and Leather**

- USAID/Ethiopia agreed to continue to support to the U.S. footwear initiative for an additional six months, creating a groundswell of renewed interest from U.S.-based buyers. Manufacturing specialist Alan Sorofman and marketing specialist Richard Siegel are expected to commence their respective assignments starting next quarter.
- The 2<sup>nd</sup> All African Leather Fair (AALF) was held in Addis Ababa from January 20-23 with more than 200 companies participating, including 60 from 39 other countries. USAID-ATEP cosponsored 20 SMEs, 12 of them women-owned.
- The 2<sup>nd</sup> Vet Forum was held in Hawassa by the Ethiopia Veterinarian Association in collaboration with USAID-ATEP. The forum provided the 35 participants an opportunity to discuss ongoing issues with livestock and HSL resources in the country.
- 19 community animal health workers (CAHWs) in the Dasanuch Woreda (SNNPR) received training for two weeks in February on preharvest techniques. They graduated and will provide primary animal care services to the community.
- Under the postharvest program, 68 technicians were trained in proper flaying, curing and management of raw hides and skins to increase quality in Harar and Dire Dawa.

### **Business Development Unit**

- The USAID-ATEP business management training specialist and the warehouse specialist provided business development, marketing and warehouse management training to 152 primary cooperative and cooperative union managers, board members and employees from 5 FCUs and 14 primary cooperatives in Amhara and Tigray.
- A policy briefing paper entitled “Quality Based Pricing for Raw Hides and Skins” has been completed.
- USAID-ATEP and EVA prepared a draft ToR regarding the preparation of the national guidelines for ectoparasite control.

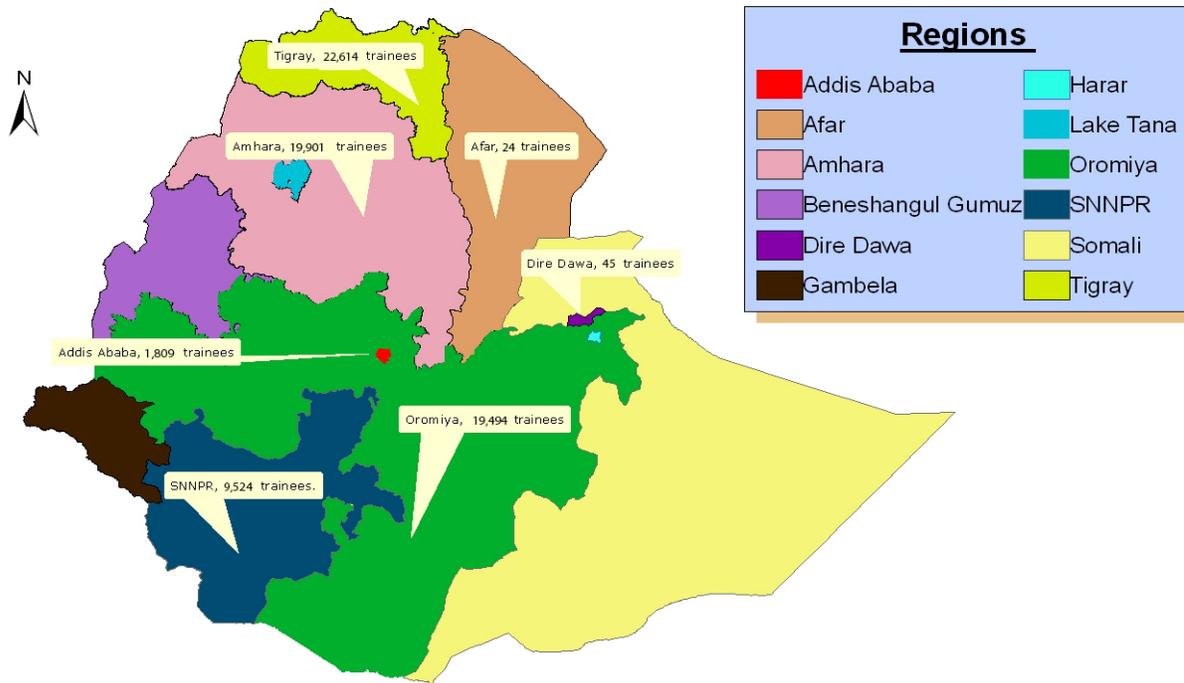
### **Health**

- USAID-ATEP provided HIV/AIDS prevention awareness training to 27,161 seasonal workers and permanent employees of client farmers and companies.
- LNGOs provided peer educator training-of-trainers (ToT) to 202 individuals (30 women).
- With the care and support activities, 830 beneficiaries were chosen in groups and given training on income generation activities (IGA).

- USAID approved the rapid assessment initiative to create a baseline of knowledge, attitudes and practices. Assessment activities will be conducted next quarter.

The updated Monitoring Action Plan showing the program's cumulative implementation performance is attached as an annex to this report. This document and all other project publications are available to USAID on the password-protected USAID-ATEP intranet site [www.fintrac.com/ethiopia](http://www.fintrac.com/ethiopia).

**Figure 2: USAID-ATEP Trainings by Region**



# 1. HIGH-VALUE AND VALUE-ADDED HORTICULTURE

Since the project's start, horticultural clients have increased local and export sales by an average of 166 percent, with combined cumulative sales reaching \$22,375,820. Client investment in production, processing and marketing infrastructure and equipment has reached \$10.3 million (\$1.2 million this quarter). 48 producers, farmer groups, and exporters, and an additional 1,163 beneficiary farmers are receiving support from the program.

The program continued its intensive training and technical assistance activities with lead clients and beneficiaries in the SNNPR and Oromia regions, from Hawassa to Modjo. This quarter the program carried out 287 GAP-oriented technical assistance visits for lead clients on agronomic skills, postharvest handling, packing and farm business management.

## **CFC-EHPEA Smallholder Project**

- The training and technical assistance to the CFC smallholder project under the Ethiopian Horticulture Producers and Exporters Association (EHPEA) continued in this quarter and focused on harvest and packhouse operations. USAID-ATEP and CFC-EHPEA are providing technical assistance to smallholder farmers organized under the Dodicha Water Users' Cooperative in Ziway and the Meki-Batu Cooperative Union. The partners conducted a smallholder field day in the Ziway/Meki area on February 17. 70 farmers, development agents and local officials attended. Participants visited USAID-ATEP, IDE and FTC demonstration sites, and shared experiences on crop diversification, low-cost drip irrigation systems, improved cultural practices and onion seed production techniques. They also visited the Ethio-flora commercial farm, the Dodicha export green bean production area, and the Adamitulu packhouse. Integrated pest management (IPM), use of hybrid vegetable seeds, postharvest handling techniques and improved nursery and field management were also covered.
- Under the smallholder project, the irrigated cropping area of green beans for export has increased from 9 hectares to 24 hectares this year. The number of participant farmers nearly doubled, from 28 to 48. Improvements in crop quality and harvest management are the reasons for success. The bean harvest will be complete in early April 2010.

## **Commercial Activity**

- Commercial trials this quarter included a trial for two U.S. varieties of strawberries at Nuredin Farm in Nazret and a commercial pea trial at Chancho Farm. Both were successful and are ready for export to the Middle East and Europe.
- USAID Official Roberta Cavitt visited USAID-ATEP lead client Nuredin Strawberry Farm on February 9. Nuredin, a 12-hectare farm, was established in 2006. The farm produces fruit and

vegetables mostly for local markets. Nuredin recently started exporting strawberries on a trial basis to Dubai and Djibouti.

- USAID-ATEP lead client Dire Agro Industry in Dire Dawa received a technology fund award valued at ETB 70,000 to construct a vegetable nursery. This is the first technology fund grant in Dire Dawa and will facilitate the production of a wide range of vegetable seedlings and fruit tree cuttings with a focus on expanding regional exports to Djibouti and the Middle East.
- Representatives from Chiquita International, one of the world's largest banana companies, visited USAID-ATEP lead client Gadco Farm. Discussions were held on cultural practices and postharvest handling of the fruit. Chiquita is exploring the possibilities of sourcing bananas from Ethiopia to the Middle East.
- South African Grape horticulture specialist Emil van Wyk provided technical assistance for grape harvesting and management techniques to Nettle Farm in Meki, part of Elfora Agro industries. The farm marketed its first table grape harvest (4 metric tons) to the local market in March.

### **Elfora-Nettle Farm Begins to Market Table Grapes**

USAID-ATEP lead client, Elfora-Nettle Farm, began supplying table grapes for the first time to the local market. With technical support from USAID-ATEP the farm conducted table grape trials for three years on 15 hectares, using four varieties of table grapes: Crimson, Thompson, Flame and Replobe. Following the encouraging results, the farm plans to allocate an additional 25 hectares for the next production season. The farm has produced and marketed 4 metric tons to date. Elfora-Nettle Farm is one of three pioneer private investors that established table grape projects in 2007 with USAID-ATEP assistance.

### **On-Farm Packhouse Training**

- Sandi Roberts, a Fintrac consultant from Zimbabwe, provided technical training on agrochemical management and safe usage techniques. Trainings focused on composting and agronomic methodologies and targeted 54 farm agronomists and crop supervisors from 12 lead clients.
- Production manuals on peas, beans and hot peppers were translated into Amharic and distributed. 38 on-farm and packhouse training events were held on 35 client demonstration plots for 590 beneficiary farmers (338 women).
- 4,849 farmers (1,806 women) have been trained to date with 360 training events held.

## 2. OILSEEDS AND PULSES

USAID-ATEP works with 121 lead clients engaged in oilseed production, processing and marketing, including 91 smallholder farmers, six large farm cooperative unions (FCUs), and 15 primary cooperatives. Oilseed and pulse clients have increased their cumulative export sales by \$7,221,210 (299 percent) to date over baseline sales of \$2,411,830. Client investment for the sector reached \$2,666,784 (\$464,380 this period), mainly on infrastructure and equipment purchases for production and processing.

### Smallholder Clients

There are six USAID-ATEP extension agronomists assigned to six FCUs to provide agronomic and BDS training to smallholder farmers, primary cooperatives and unions. More than 90 smallholder lead farmers have been selected to manage demonstration sites for production training for other cooperative members and neighboring farmers.

**Table 1: Oilseeds and Pulses Sector Performance by Main Activity and Results**

Activity	Indicator	(Jan – Mar 2010)		LOP		Remark
		Target	Achieved	Target 5 years	April '06-March. '10	
1. Technical assistance	Extension visits made to clients	90	367	1,333	1083	121 clients receiving TA
2. Training events	Participants	500	1,920	27,161	40,992	Training conducted in 552 events
3. Client and counterpart investment	Value of client and counterpart investment	\$63,750	\$464,380	\$2,440,774	\$2,666,784	Investment made by 12 lead clients
4. Total client sales	Value of national O&P exports (\$000s)	\$67,297	\$111,528	\$1,128,186	\$ 1,302,384	Total export fig. from MoTI

\* Total export achievements for this reporting quarter doesn't include export data for March (only Jan & Feb)

### Training and Technical Assistance

- The program conducted 367 extension visits this quarter (1,083 to date) to lead clients and beneficiary farmers, focusing mostly on production and processing of sesame, Niger seed, haricot beans and chick peas. 115 lead clients, primarily cooperatives and unions, received assistance on BDS and production systems.
- 1,920 farmers (295 women) received on-farm training in production, processing, crop protection, harvesting, BDS and marketing in 46 events this reporting period.
- As part of the support to farmer cooperatives and unions, 150 knapsack sprayers were purchased and provided to the unions, which will in turn rent them to members for a minimal fee to cover maintenance and storage. 75 managers, employees and DAs received training on chemical safety and application, and pest control and sprayer handling and maintenance.

## Demonstration Sites and Field Days

- The first demonstration site using drip and furrow irrigation was established on a smallholder lead client farm at Bora Dembel FCU, and will serve as an agricultural extension site for neighboring farmers and members of the cooperative. The site featured haricot beans, maize and vegetables.
- The project also held two demonstration field days in the Meki and Arsi Negele areas, featuring trials of three haricot bean varieties. More than 78 farmers visited the demonstration plots and saw the impressive results of the various low cost planting and irrigation techniques available.

## BDS Activities

Following the BDS training needs assessment conducted by USAID-ATEP in the last quarter, a series of five intensive business management and marketing training courses were provided to 152 (19 women) FCU managers, board members, promotion experts and accountants from the five unions and 14 primary cooperatives in Amhara and Tigray Regions. More detailed information is described in the BDU section.

## Technical Material Development

Additional technical manuals, posters on web worm, and bulletins on the sesame seed bug were printed and disseminated. Technical bulletins on gal midges and crickets, and an updated sesame production manual were also printed in English and Amharic and disseminated to extension agronomists and development agents for reference and use at future trainings.

**Table 2: January - March 2010 Oilseeds and Pulses Training by Subject**

Subject	Participants			No. of events
	Men	Women	Total	
BDS & marketing	166	21	187	6
Crop protection & IPM	239	89	328	17
Crop production	793	127	920	13
Harvesting	110	24	134	1
Crop processing	53	14	67	2
Warehouse management	133	19	152	5
Others	131	1	132	2
Total	1,625	295	1,920	46

## Seed Multiplication

The seed multiplication initiative, in collaboration with the regional agricultural research centers, continued as USAID-ATEP assessed results of the sesame and Niger seed multiplication. The goal of the assessment was to ensure adequate distribution of certified seed. USAID-ATEP staff continued to work on the registration process for the new sesame varieties.

USAID-ATEP staff attended workshops at Adama and Melkasa Agricultural Research Centers (MARC), meeting with more than 30 stakeholders to identify the major problems facing smallholder and commercial farmers of pulses, and to discuss the need to multiply the haricot bean seed. It was agreed that

MARC would promote the distribution of basic bean seeds provided that USAID-ATEP would support seed multiplication efforts on lead client farms in the Meki area next season.

### Niger Seed Success

The crops research team of the Holetta Agricultural Research Center (HARC) reported that the certified Niger Seed multiplication program, which ran from June 2009 to February 2010, increased productivity by 87.5 percent, from 400 kg/hectare to 750 kg/hectare for nearly 90 percent of participating smallholders. With assistance from USAID-ATEP, the team worked with 120 smallholder farmers on 30 hectares in the mid-highlands of West Shewa (Ambo and Guder).

“We have been producing Niger seed for other farmers for many years, but, we never had access to this select seed or the appropriate knowledge for planting it.”

– ***Gutema Geleta, smallholder farmer in Guder***

“We used to get ETB 3.00 per kg. Now the price has tripled and we are also getting a 15 percent premium for producing the high quality basic seed.”

– ***Getachew Eticha, Smallholder Farmer in Guder***

“Expanding the technology and improved access and availability of Niger seed for an increased number of smallholder farmers is necessary to improve productivity.”

– ***Dr. Bulcha Woyessa, Dega Oilseeds Researchers team leader at HARC***

**Table 3: Results of Oilseeds and Pulses Seed Multiplication**

#	Product	Varieties	Research Center	Region	Area planted (ha)	Clean seed produced (MTs)	Remark
1	Sesame	Collection selection, Accession 038	Metema ARC	Amhara	8.46	3.4	
		Hirihir, collection selection and Accession 038	Humera ARC	Tigray	72	21.4	Low yield due to shortage of rainfall
		Collection selection, Accession 038 and Adi	Werer ARC	Afar	18.6	9.8	
2	Niger seed	Shambu, Kuyu	Holetta ARC	Oromya	30	23	Certified seed produced on 120 smallholder farms

### 3. SPECIALTY COFFEE

USAID-ATEP's specialty coffee program works with 52 lead clients comprised mostly of coffee cooperatives and unions, exporters, and coffee producers, both smallholder and commercial. Coffee clients have increased cumulative export sales by \$24,337,942 (197 percent) over baseline sales of \$12,350,181 in 2006. Client and counterpart investment to date amount to \$1,674,845 (\$97,654 this quarter). Investment went mostly toward coffee mills, processing equipment, drying tables, and other infrastructure improvements.

#### Training and Technical Assistance

The USAID-ATEP coffee staff continued to coordinate training events on coffee harvesting, processing and stumping in an effort to achieve optimum results in the next harvest period. 2,423 farmers (650 women) were trained in all coffee intervention areas at 14 training events. USAID-ATEP's coffee training program has reached 24,309 farmers (2,419 women) at 256 events since the start of the project.

During the quarter, the project carried out 168 technical assistance visits focusing on harvesting, processing, and BDS. Three new demonstration plots for coffee stumping trials were established in each of the Teppi and East Harar. More than 1,300 farmers completed the stumping of 165 hectares in the Sidamo, Yirgacheffe, Harar and Bench Maji areas thanks to USAID-ATEP training in stumping practices. The program also provided agronomic tools such as pruning shears, bow saws and saw blades. These tools have been made available through a shared-user system managed by 12 cooperatives and six processors. The project also distributed a second set of 40 rolls of shade netting to smallholders for the construction of sun drying tables through the cooperatives. The stumping activities began last quarter, and the program has received positive feedback.

**Table 4: Coffee Sector Performance by Main Activity and Results**

Activity	Indicator	(Jan – Mar 2010)		LOP		Remarks
		Target	Achieved	Target 5 years	April '06-March. '10	
1. Technical assistance	Extension visits	168	123	1,536	909	TA for 65 clients and demo sites
2. Trainings	Participants	788	2,423	24,696	24,309	Training in 256 events
3. Client and counterpart investment	Value of client and counterpart investment	\$125,000	\$97,654	\$2,270,418	\$1,674,845	Investments by 25 clients & counterparts
4. Total export achievements	Value of coffee national exports (\$000s)	\$186,227	\$68,825*	\$2,933,345	\$1,711,210	Total export figures from MOTI

\*Total export achievement in this period does not include March export data as it is not ready.

**Table 5: Coffee Trainings (January – March 2010) by training subject**

Training Category	Participants			# events
	Men	Women	Total	
1. Rainforest Alliance/other certifications	47	8	55	4
2. Coffee production systems & stumping	1,535	452	1,987	4
3. Cupping and Q-grading	3	2	5	1
4. Fertilization	12	0	12	1
5. Processing and harvesting	49	62	111	3
6. Quality improvement	32	116	148	2
7. Others	95	10	105	3
<b>Total</b>	<b>1,773</b>	<b>650</b>	<b>2,423</b>	<b>18</b>

### **Rainforest Alliance Certification**

This quarter, Rainforest Alliance provided training to 55 farmers from three coffee clients, including two lead clients, Yirgacheffe and Sidama Farmers Cooperative Unions, with a total of 15,283 hectares of coffee to be audited. 3,110 hectares of production area were certified for 2,808 farmers of the Wabub Forest Coffee Farmers, following an audit conducted last quarter. As a result, 452 tons of certified Wabub Forest coffee will be exported to Japan and is expected to fetch premium prices. Rainforest Alliance and organic certification of coffee has reached 31,723 hectares for 19,304 farmers to date.

### **Harar Specialty Coffee**

The specialty coffee promotion activities, aimed at benefiting 1,500 smallholder coffee farmers in several woredas of Hararghe region (Melka Bello, Bedeno and Meta More), continued with USAID-ATEP staff providing technical assistance and training in harvesting, processing and stumping.

In addition to the field crop program, the following marketing initiatives were implemented this quarter as part of USAID-ATEP's active agenda for promoting specialty coffees:

#### **1. Annual Taste of Harvest Competition**

The Taste of Harvest competition for the Ethiopian coffee industry was organized by EAFCA in collaboration with USAID-ATEP and its consortium partners CQI and Boot Coffee. It took place January 25-26 in Addis Ababa. The competition identified and promoted premium specialty coffees that scored the highest grade in overall quality based on cupping tests for quality characteristics such as aroma, flavor, acidity and aftertaste. 57 samples were submitted for evaluation by a panel of international and local judges, who conducted a first and second round cupping and final shortlist cupping. Seven coffees received the highest specialty coffee grades, 37 were rated premium coffees and the rest scored commercial grades. Two of the top five samples selected came from USAID-ATEP lead clients (S.A Bagersh and Chefa Geneta FCU), showcasing the project's continuous effort to improve coffee quality. Consequently, the project sponsored Chefa Geneta FCU at the EAFCA trade show in Mombassa, Kenya.

#### **2. EAFCA Conference and Exhibition**

USAID-ATEP sponsored five industry players at the 7<sup>th</sup> EAFCA Conference and Exhibition, February 11-13 in Mombassa, Kenya. The Ethiopian delegation represented the private and public sectors and included ECEA, MoARD, and the Oromia and SNNPR Bureaus of Agriculture and Rural Development

(BoARD). The delegation was headed by USAID-ATEP Business Development Manager Messeret Nega. The USAID-ATEP-funded booth provided international buyers with an array of coffee samples and informational materials. On the last day of the conference, the top five specialty coffees from the Taste of Harvest competition were traded on EAFCA's invitation-only trading floor. EAFCA is collaborating with USAID-ATEP and other development partners to extend knowledge and training along the coffee value-chain in Ethiopia.

### 3. USAID-ATEP and ECEA Coffee Roundtable

ECEA, with support from USAID-ATEP, hosted the 4<sup>th</sup> Ethiopian Coffee Roundtable and Exhibition at the Hilton in Addis Ababa on February 18-19. The first day featured presentations and discussions by local and international experts on the conference theme of "Marketing and Promotion Opportunities of Ethiopian Coffee." 20 international buyers and 200 stakeholders representing all sectors of the Ethiopian Coffee industry attended. On the second day more than 60 coffee exporters exhibited their coffee to buyers from Europe and North America and supplied samples to a cupping event taking place alongside the exhibition. Other trade stands included representatives from the packaging, finance, transport and logistics industries.

Feedback collected from coffee exhibitors and international buyers via questionnaire indicated that the event was successful in meeting its objectives and was a vehicle for creating market linkages with international buyers. The survey indicated that the event had created an immediate interest in coffee trade in excess of \$500,000 and created future market opportunities. Coffee buyers said the event provided them with the tools to create long-lasting market linkages and more sustainable market opportunities.

"This year we are anticipating an increase in export volume of 50 percent thanks to the USAID-ATEP Coffee Cupping Caravan and Roundtable Coffee Conference and Exhibition. In addition, the Direct Specialty Trade at the Ethiopia Commodity Exchange has increased our bargaining power by 20 percent. At the first DST session, we were able to contact international coffee buyers directly and sold our coffee for \$3 per pound on average."

–**Takele Mamo, Yirgacheffee Coffee Farmers Cooperatives Unions (YCFCU), General Manager**

"This forum is a valuable instrument to identify and overcome problems faced by coffee growers, exporters and buyers; and to formulate strategies vital to further enhance exporter competitiveness."

– **Hussien Agraw, ECEA President**

### 4. Cupping Caravans

As part of its promotional and market linkage support for specialty coffee in Ethiopia, USAID-ATEP sponsored two innovative "cupping caravans." These first-time events linked international coffee buyers and roasters directly with smallholder communities, cooperatives, unions and exporters involved in specialty coffee. The cupping caravans involved the use of mobile cupping equipment supplied to USAID-ATEP by Starbucks Coffee, as experts attended local cupping events with farmers, processors and extension staff. The cupping caravans are key for sales and marketing, and provide a forum to promote greater awareness of flavor profiles of localized and fully-traceable specialized coffee.

The cupping caravan in the southern part of Ethiopia was organized in conjunction with the Sidamo and Yirgacheffe Coffee Unions and was held on February 21-26. It involved 12 buyers from the US, Canada, Greece and Taiwan.

The cupping caravan to Harar in east Ethiopia was organized in conjunction with the Oromia Coffee Farmers Union and the Central Liquoring Unit in Dire Dawa and was held March 14-20. A different group of 12 buyers came from the US, Germany, Denmark and Sweden.

## **5. Other Marketing Events**

With USAID-ATEP assistance, the Ethiopian Commodity Exchange (ECX) launched a platform called Direct Specialty Trade (DST), which allows specialty coffee growers to sell directly to registered exporters and international buyers within a traceable, reliable and sustainable trade mechanism. During the first DST session on February 17 some 44 primary cooperatives and commercial growers presented 1,600 tons of specialty coffee, resulting in sales of \$562,000. Buyers from the 4th Ethiopian Round Table Conference and the Coffee Cupping Caravan also took part in the inauguration of DST.

USAID-ATEP consortium partner, the Coffee Quality Institute (CQI), conducted a Q alignment and calibration exercise in March in collaboration with quality control experts and certified Q graders from the Ethiopia Commodity Exchange. This was followed by an “In-country-partner” training exercise with both ECX and ECEA; five cuppers received training.

### **ECX launches Direct Specialty Trade**

USAID-ATEP provided the services of K.C. O’Keefe, to design the DST mechanism for ECX. Growers, including cooperatives, unions and commercial growers can directly export to the international market, as stated by the Ethiopian coffee legislation. During the first DST session, 44 primary cooperatives and commercial growers presented coffee. More than 1,600 tons of specialty coffees worth \$562,000 were traded to registered international buyers.

“DST is a traceable, reliable and sustainable trade mechanism that enables specialty and price discovery among others,” said Dr. Eleni Gebre-Medihin, CEO of ECX, during her presentation at the 4th Ethiopian roundtable Coffee Conference.

## 4. HIDES, SKINS AND LEATHER

The Hides Skins and Leather sector is working with 54 tanneries, abattoirs, footwear companies, and traders of hides and skins. It focuses on animal health and the quality improvement of hides and skins at the regional level. The project continued its field-based training of rural livestock technicians to improve the quality of skins supplied to the industry, adding value to farmer sales in the process. Collectively, clients and counterparts (including donor partners) have invested \$1,926,872 in new and upgraded HSL production and processing technologies; of that total, \$516,014 was invested this quarter.

### Technical Assistance and Training

- Bourayou Abattoir was upgraded during the quarter. This is expected to increase the company's production capacity by at least 30 percent and improve the quality of raw hides and skins.
- The hoisting mechanisms of Sululta and Legedadi abattoirs were fine-tuned to scale up their performances. The mechanisms were upgraded in earlier programs.
- Proper technical manuals on slaughtering, ripping and flaying knives were developed and prototypes were approved.
- The project continued to support the Diazinon efficacy trial pilot project, which is conducted in collaboration with EVA and Pittards Plc.
- 19 CAHWs were trained for two weeks and graduated in Dasanuch Woreda, SNNPR. The training was provided by two animal health assistants following a two-day ToT conducted by USAID-ATEP's Dr. Kassa Bayou.
- In Harar and Dire Dawa, 68 technicians received training in proper flaying, curing and management of raw hides and skins.

**Table 6: HSL Sector Performance by Main Activity and Results**

Activity	Indicator	Jan – Mar 2010		LOP		Remarks
		Target	Achieved	Target 5 years	Apr 06 – Mar 10	
1. Trainings						
a. H&S harvesting	Participants	55	68	1,723	1,742	49 events
b. Animal health/TOT	Participants	-	1	599	568	32 events
c. Paravets/CAHWs	Participants	-	19	174	136	6 events
2. Client investment	Client investment (US\$)	\$121,875	\$516,014	\$2,160,000	\$1,926,872	Investment by 13 lead clients
3. Total export achievements	Value of national exports (US\$000s)	\$37,747	\$7,880	\$591,121	\$320,683	Total export figures from MOTI

*Note: Total export achievements in this period do not include March export data as it is not ready from MoTI.*

To date the project has conducted 32 ToT sessions on ectoparasite control for 568 technicians, 49 training sessions on skinning/flaying and post-slaughter care of raw hides and skins for 1,742 abattoir staff members, collectors and traders and 136 CAHWs.

### **BDS Initiatives**

- Suitable sites were selected for the construction of ten new collection centers in Yeka sub-city. The program plans to build 52 such centers this year. An agreement has been reached with city administration to help collectors raise sufficient funds to help share the cost of construction. Scouting of similar suitable sites is under way in other sub-cities and will be completed next quarter.
- Three urban condo associations, Miky Leland, Mekannisa Condominiums Kore #2 and Yeka Site #2, will serve as sites for micro-abattoirs under the project's pilot micro-enterprise program. Site selection and the design of appropriate technology for these micro-abattoirs were completed in conjunction with the city administration of Addis Ababa and the city Bureau of Agriculture.
- The program provided orders for the replication of 8,000 slaughtering, ripping and flaying knives from a local manufacturer of which 2,000 pieces will be funded by the project and distributed to trainees as introductory tools for efficient flaying. The remainder will be marketed by the factory and made available to the general public.
- The program is recruiting for two positions for the rural vet drug supply activity in coordination with the relevant BoARDS and EVA.

The establishment of collection centers, mini-abattoirs and rural vet drug supply is below the target this quarter because of a lengthy design, selection and approval phase with partners (land tenure issues, and beneficiary and site selection). The approved activities will be accomplished in the next quarter.

### **Institutional Capacity Building**

The second EVA Vet Forum, supported by a USAID-ATEP Partner Fund Award, was held in Hawassa. More than 35 people attended to discuss ongoing issues with livestock and HSL resources in the sector. At the meeting, 10 fast-track action initiatives were identified, prioritized and assigned to participating stakeholders. A progress report is expected at the next vet forum.

This quarter, with its new general manager, EVA facilitated various stakeholder meetings, and promoted the rural vet drug establishment programs undertaken in collaboration with USAID-ATEP. The result was a partnership with FAO, who agreed to co-sponsor the establishment of rural vet drug shops by funding the first batch of veterinary drugs.

### **Export Market Development**

USAID-ATEP is supporting two export initiatives for the HSL sector: a U.S. footwear marketing initiative, and the TAYTU consortium of high-value leather goods and accessories manufacturers.

- The TAYTU consortium achieved cumulative local and export sales of \$192,153 to date, of which more than 65 percent are export sales to the U.S., Canada, Europe and Japan. An

assessment of the partner companies indicated that their sales and investment have substantially increased since joining the TAYTU consortium.

- USAID/Ethiopia agreed to continue supporting the U.S. footwear initiative for an additional six months, creating a groundswell of renewed interest from American buyers. Manufacturing specialist Alan Sorofman and marketing specialist Richard Siegel are expected to commence their respective assignments next quarter.

### **All African Leather Fair**

The second All African Leather Fair (AALF) was held in Addis Ababa January 20-23. More than 200 companies participated, including 60 from 39 foreign countries. This annual trade fair is aimed at strengthening the image of African leather around the world and ultimately increases the African countries' global trade

share in leather and leather product markets. USAID-AATEP, in conjunction with the Ethiopian Leather Industry Association (ELIA), sponsored 20 women-owned small and medium enterprises (SMEs). The SMEs are all owned and managed by women engaged in the production of leather goods. They sold products to local and international visitors, and the trade fair created an opportunity to establish industry contacts. The event achieved considerable growth in participation, products, and local and international transactions.

"It's a new experience for me. I have never participated at an international trade fair on this scale. I have managed to establish contacts with a number of buyers, both local and international."  
– **Habtamua Yetnuro, Besufekade Leather and Leather Products Manager (founder of a woman-owned SME).**

## 5. BUSINESS DEVELOPMENT UNIT

The Business Development Unit focuses on client business management improvement – especially at the farmer organization level – as well as structural modifications to address constraints to agricultural growth. In this quarter the sector provided business advice and support to six clients. The program has supported more than 73 clients with business and investment processes.

### **Business Training for Farmer Organizations**

The oilseeds and pulses, coffee, and (to a lesser extent) horticulture programs work with farmer cooperative unions (FCUs) and associations. Achievements realized during this reporting period include:

- A series of five intensive BDS and marketing trainings, each lasting 4 days, were provided to 152 (19 women) FCU managers, board members, promotion experts and accountants from the five unions and 14 cooperatives in Amhara and Tigray Regions. The trainings were created based on a training needs assessment conducted by USAID-ATEP last quarter. Each training covered topics such as cooperative values and principles, distinction of business, sources of cooperative finance, basic cooperative laws and guidelines, essential cooperative management skills, and cooperative marketing. The warehouse management specialist also provided training to 152 (19 women) managers, purchasers, store keepers and development agents in modern warehouse management practices, grading procedures and techniques. The training sessions included on-site demonstrations, and participants received a manual for further review and follow-up.
- Training needs assessments were conducted by the business unit for five unions and cooperatives in the coffee growing areas in the western and eastern parts of the country: Bench Maji FCU, Tepi FCU, Tuta Kanissa farmer cooperative, Elili Derartu farmer cooperative and Gara Muleta farmer cooperative. Within the program year, the project plans to conduct several trainings tailored to the demands of the associations.
- USAID-ATEP identified a local consultant to undertake the assessment and design of a market information system (MIS) for USAID-ATEP clients in the north. An STTA was approved by USAID to start in the next quarter.

### **Other BDS Activities**

The sector also worked with ECEA on a grant application for \$150,000 for capacity building under USAID-COMPETE. The grant would have helped ECEA attend the SCAA, hire a marketing manager, refurbish their cupping lab, organize a research center, buy office equipment, and conduct training activities and a membership campaign. Unfortunately, due to funding constraints at COMPETE, the grant was not approved for this year, and ECEA has been advised to re-apply in the fall.

## **Structural Modification Activities**

USAID-ATEP is helping the business sector in each area of focus to identify and develop strategies to address critical policy constraints. This quarter, the BDU was engaged in discussions with various associations including ELIA, EVA and EPOSPEA. The sector has started working on drafting and designing policy papers. The following was accomplished:

- K.C. O’Keefe, a coffee specialist on contract with USAID-ATEP to design the DST system for ECX, conducted an analysis of the direct trade of traceable coffee.
- A policy briefing paper entitled “Quality Based Pricing for Raw Hides and Skins” was drafted and submitted to ELIA, EVA, and MoARD for comments before publication. The lack of a quality-based pricing system for raw hides, skins and leather has been a major bottleneck to improving the industry.
- An assessment was conducted on the hides and skins extension and marketing development with the MoARD Extension Directorate. The regional assessment took place from February 20 to March 11 and covered six regions: Tigray, Amhara, Afar, SNNPR, and Dire Dawa. The first draft, entitled “Regional Assessment on Raw Hides and Skins Development: Extension and Marketing Dimensions” will be presented to MoARD officials for review.
- EVA prepared a draft ToR in collaboration with USAID-ATEP about the preparation of the national guideline for ectoparasite control.
- The STTA to start the horticultural code of practice for fruit and vegetables under EHDA has been approved by USAID and will start next quarter.

## **Market Linkages and Trade Missions**

Market linkages are facilitated through tradeshows, industry roundtables and client visits such as farmer field days. In this reporting period, six local and international market linkage events were facilitated (104 to date). The most notable market linkage and buyer mission events were the 4th Ethiopian Coffee Roundtable, the EAFCA Conference in Kenya, two coffee cupping caravans, and the vegetable export market linkage with Sunripe at Welkite.

## **Technical Support to Ethiopian Commodity Exchange (ECX)**

USAID-ATEP placed two senior specialists at ECX to continue assisting the exchange. The specialists are responsible for legal compliance and business planning. With the launch of the first specialty coffee trading initiative based on the Q model – an internationally recognized specialty classification developed by the Specialty Coffee Association of America (SCAA) – the first round of DST of specialty coffee was made on February 17, 2010. At the first DST session, which was designed by USAID-ATEP consultant K.C. O’Keefe, 44 primary cooperatives and commercial growers presented specialty coffee lots, resulting in sales worth \$526,000.

In this reporting period, ECX traded 76,864.59 metric tons of coffee for export, specialty and local markets worth ETB 2,376,068,271.27 and 160 metric tons of grains worth ETB 489,850, indicating that

coffee trade by ECX is increasing substantially. The following table shows the trade made by ECX from January to March 2010.

**Table 7: Trade by ECX (January - March 2010)**

Commodity	Market type	Volume (Ton)	Value (ETB)	Remark
1. Coffee	Export	67,121.10	\$2,076,618,108.00	washed & unwashed
	Specialty	4,664.39	\$173,969,746.00	washed & unwashed
2. Ethiopian coffee	Local	4,995.28	\$118,481,560.00	washed & unwashed
3. DST*		83.82	\$6,998,857.27	
Coffee subtotal		76,864.59	\$2,376,068,271.27	
4. Grain (maize)		155.00	\$469,600.00	
5. Grain (soft wheat)		5.00	\$20,250.00	
Grain subtotal		160.00	\$489,850.00	
<b>Total commodities traded</b>		<b>77,024.59</b>	<b>\$2,376,558,121.27</b>	

\* The DST is traded in USD \$526,229.87 and was converted to birr for use of standard currency  
Source: ECX

The volume and value of trade by ECX to date is as follows:

- **Coffee.** Since it started trading coffee in December 2008, ECX has traded 250,509.59 metric tons of coffee valued at 6,676,272,257.27 birr for export, local and specialty markets.
- **Sesame.** ECX started trading sesame under its current system in April 2009. Since then, 335 metric tons of sesame valued at 4,988,700 birr (about \$434,890) has been traded on the exchange.
- **Other commodities.** ECX has also traded 1,245 metric tons of maize and wheat, valued at 4,531,200 birr, and 555 metric tons of peas and beans valued at 3,296,400 birr from April 2008 to March 2010.

## 6. HEALTH

The PEPFAR-funded health component on HIV/AIDS prevention and awareness is being implemented in 34 Woredas of Oromia, SNNPR, Amhara and Tigray, targeting 103 lead clients from all four sectors. These lead clients represent more than 50,000 beneficiary farmers. The program is implemented by local NGOs operating in the health sector. Health alliance awards are approved for all 12 local partners. Main achievements this quarter are as follows:

### Mainstreaming HIV/AIDS Policy and Programming at the Work Place

- HIV/AIDS prevention policy design and sensitization meetings and trainings were provided to 1,176 committees, managers and employees of 25 lead clients and partners to strengthen and practice HIV/AIDS prevention and programming policy in the work place.

### HIV/AIDS Awareness Raising Program

- Training of trainers (ToT) was provided to 202 peer educators by four LNGOs (Abech Gobena, Hawassa Medan Act, Jima-Bonga, and Kulich). The peer educators received their final week of training in the series and graduated this quarter. They will provide HIV/AIDS education to peers as part of the program's sustainability plan. The next ToT series will start this quarter. The program did not reach the target of 500 because most LNGOs were involved in IGA training and other activities and not all NGOs provided 2nd round PE training.
- 27,161 (8,177 women) farm workers including migrant seasonal workers were given HIV/AIDS awareness education through campaigns by four LNGOs (OSSA Bahir Dar, CVM Gondar, OSSA Djimma and TYA).

**Table 8: HIV/AIDS prevention and awareness raising education by region (Jan. – March '10)**

Region	Participants			Implementing LNGOs
	Men	Women	Total	
Amhara	4,627	2,538	7,265	OSSA B/r & CVM Gondar
Tigray	12,916	6,614	19,530	TYA & Mums for Mums
Oromia	172	194	366	OSSA Djimma
<b>Total</b>	<b>18,206</b>	<b>9,346</b>	<b>27,161</b>	All through campaign

### Strengthen Community Based Referral System for HCT

- Five referral linkage sensitization meetings were conducted, and 102 individuals from health institutions, Woreda health and HAPCO offices, and other stakeholder organizations participated. Following this and similar sensitization meetings conducted in the previous quarter, 1,229 individuals (359 women) were referred for HIV counseling and testing (HCT and ART) this reporting period.

### Condom Promotion and Distribution

- Jimma OSSA and TYA provided education on condom use to 14,023.
- 27,750, condoms were collected from PSI and other sources and were distributed to beneficiary farmers of USAID-ATEP.

### Income Generating Activities for PLWHA, OVC care takers and young adolescents

- One of the local NGO partners in Amhara, CHAD-ET, focused on IGA activities this quarter, helping four public schools in Harbu town (South Wollo) to cultivate land that was given to them for school gardening. The plots range in size from 400–4,000 square meters. The aim is to reach 100 OVCs in the town through this activity.
- Self-help group activities started with the selection of 200 individuals. These participants will be organized into 10 groups with 20 members each. Under the Women's Support Association, three cluster-level associations were also identified for IGA. Each one will oversee 10 groups of 200 individuals. Income generation needs assessments were conducted this quarter.
- In the reporting period, basic and refresher business skills training was provided to 830 IGA beneficiaries (685 women) by OSSA Bahir Dar, OSSA Jimma, TYA and Mums for Mums.

**Table 9: Health Sector Performance by Main Activities**

Activity	Indicator	(Jan – Mar 2010)		LOP		Remark
		Target	Achieved	Target 2 years	Achieved (Jan 09-Mar 10)	
1. Selection of LNGOs	Partners identified	-	-	12	12	
2. Peer educator training-of-trainers	Peer educators selected and trained	500	202	2,000	811	
3. HIV/AIDS awareness raising education	Participants	12,000	27,161	58,062	67,754	8,062 before PEPFAR
4. Conduct referral of program targets for ART & HCT	Program targets referred to service providers	-	1,204	7,500	1,465	
5. Organize and conduct IGAs	Beneficiaries trained and implement IGA	1,100	830	3,000	981	

## 7. CROSS-CUTTING ACTIVITIES

### **Gender Mainstreaming**

With the launch of the gender mainstreaming plan (GMP), deliberate efforts are underway to benefit more women in all program components. This quarter there was an increase in women participation. It should be noted that 26 percent of participants (1,277) of agricultural trainings, 31 percent of participants (5,569) of HIV/AIDS awareness trainings, and 79 percent of participants (217) of IGA activities this quarter were women. Women clients selected previously are receiving training and technical assistance in all sectors.

### **Environmental Management**

An environmental management plan was developed in August 2009 and submitted to USAID for review. It includes a Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP). It also details the monitoring efforts required for the remainder of the program. The program is ensuring that all interventions are environmentally friendly across all its program components and are in line with the SUAP portion requirements to implement mitigation measures.

### **Communications and Reporting**

Three USAID-ATEP monthly updates were completed and distributed to USAID, steering committee members, and counterparts during the quarter. Since May 2009, a new report was launched to increase monthly update circulation to more than 1,000. Three USAID-ATEP success stories have been published this quarter; one on horticulture, one on gender, and another on oilseeds. To date, 17 success stories have been published across all agricultural sectors. Financial reports on monthly expenditures against the budget were submitted with each invoice. These reports, along with the updated inventory list, approved partner and technology fund agreements and expenditures, and all other program reports are available at the project's intranet site, [www.fintrac.com/ethiopia](http://www.fintrac.com/ethiopia).

### **Monitoring and Evaluation**

Program implementation is being reviewed against the FY2010 work plan (October 2009 - December 2010), and performance indicators are being developed to measure the progress of the project. Program achievements and results are entered into CIRIS, the program's M&E system. The Performance Monitoring Plan (PMP) is updated on a quarterly basis and quarterly and semi-annual reports are prepared and distributed to USAID and other main stakeholders.

### **Technology and Partners Funds**

The project continues to fund activities that support project objectives through technology and partner fund grant awards (see Annex I). 69 grant awards (43 technology and 26 partner fund) have been made across all agricultural sectors to date. Smallholder grants were provided to 42 lead farmers in coffee and horticulture for purchase of coffee-drying shade nets, farm tools and drip irrigation equipment used at demonstration sites to introduce GAP. The project has committed \$1,932,078 in these cost-sharing grants, and has leveraged partner co-commitments (including commercial loans) of \$6,392,913 over the life of

the program. That comes out to a ratio of \$3.31 in cost-share for each USAID-ATEP grant dollar invested. Actual grant expenditures to date by the project have been \$1,435,282, with confirmed client and counterpart investment of \$3,295,838 (representing \$2.30 for each USAID grant dollar invested).

The PEPFAR-funded health component of USAID-ATEP has budgeted \$430,000 for health alliance awards to be made to the 12 local NGO partners implementing health activities in the field. Two awards were approved for CHAD-ET and CONCERN Kombolcha and Dessie LNGOs. The total amount disbursed has been \$184,093.50 to all approved LNGOs to date, of which \$116,035.36 was utilized this quarter. LNGOs have also contributed a matching fund of \$21,811.83.

## 8. GLOBAL TARGETS

USAID-ATEP's global target reporting requirements are two-fold:

- To track Ethiopian national exports in the four targeted sectors
- To track investments by program clients and counterparts.

### Quarterly Export Achievements

Total national export value achieved in January to February for all four sectors was \$143,696,000. The oilseeds and pulses sector contributed more than 57 percent of that total, exceeding coffee export for the period. Export volumes and values by commodity/sector for this quarter are indicated in Table 10.

**Table 10: Ethiopian Agricultural Exports (Jan. – March. 2010)**

Sector	January		February		March**		Total	
	MTs	\$000s	MTs	\$000s	MTs	\$000s	MTs	\$000s
Coffee	8,342	\$29,450	11,645	\$39,375	-	-	19,987	\$68,825
Oilseeds & Pulses	54,138	\$53,888	57,090	\$57,639	-	-	111,228	\$111,527
Horticulture*	5,989	\$3,504	6,098	\$3,462	-	-	12,087	\$6,967
HSL	151	\$2,968	243	\$4,912	-	-	394	\$7,880
<b>Total</b>	<b>68,620</b>	<b>\$89,810</b>	<b>75,076</b>	<b>\$105,388</b>	-	-	<b>143,696</b>	<b>\$195,199</b>

Source: Ministry of Trade and Industry (MoTI)

\*Does not include floriculture exports

\*\* March data not ready at the time of reporting

### Incremental Export Achievements

USAID-ATEP incremental export achievement is calculated using two methods, as explained below.

**Cumulative total incremental exports** – the sum of total export sales by value for each year of project activity, minus baseline year export sales. This is used to track total cumulative export sales over the baseline figure. Accordingly, cumulative total incremental exports for the four targeted agricultural sectors from April 2006 to February 2010 increased by \$1,017,659,000 (158 percent cumulative increase over the baseline export) meeting the target of \$1 billion over the five-year period. This quarter cumulative incremental export has been \$68,293,947 across all sectors. More than 50 percent of the cumulative incremental export was achieved by the oilseeds and pulses sector while coffee accounted for 42 percent. The remaining incremental export is the share of HSL and fruits and vegetables.

**Cumulative new incremental exports** – the sum of each year's new incremental exports, after subtracting the previous year's total. This is used to track the sum of new export sales realized for each year of program activity and is consequently lower than cumulative total incremental exports described above. Cumulative new incremental exports for the four target sectors since the start of the program are valued at \$302,379,000 (47 percent) increase of which \$45,872,000 is the new incremental export achievements from January to February 2010.

### Clients and Counterpart Investments

## 9. ACTIVITIES FOR NEXT QUARTER

The major focus of next quarter's work plan is to help lead clients and beneficiary farmers in processing and marketing as well as provide capacity-building activities to partner institutions in line with the FY2010 annual work plan. Major planned activities for the next quarter in line with the FY2010 annual work plan are stated by sector as follows. (Detailed quantitative targets for the next quarter are indicated in the attached work plan table).

### **Horticulture**

- Establish additional demonstration sites and evaluate the results of fruit and vegetable demonstration trials with smallholder farmers (including passion fruit with the Africa Juice project and smallholder demonstration sites with drip irrigation).
- Work with processing and juicing companies, and evaluate smallholder contracting programs with these groups.
- Continue collaborating with EHDA, the new agency set up by the Ethiopian government to oversee horticultural export development.
- Facilitate market linkages and investment missions.

### **Oilseeds/Pulses**

- Strengthen on-farm technical assistance and BDS support for lead clients and beneficiary farmers in Tigray and Amhara regions, including the new intervention areas.
- Continue providing business development, marketing and warehouse management training for cooperatives and unions in Amhara and Tigray.
- Assist co-operatives and unions in BDS and marketing.
- Follow up the registration and distribution of sesame and Niger seed multiplication.
- Facilitate market linkages among lead clients and international buyers such as WFP.

### **Coffee**

- Provide marketing assistance and agronomic assistance on stumping old coffee to lead clients including smallholder farmers.
- Participate in and sponsor ECEA and MoARD at the Specialty Coffee Association of America (SCAA) to be held in Atlanta in April 2010.
- Continue with training and technical assistance of coffee producers for Rainforest Alliance certification.
- Provide BDS training for coffee cooperatives and unions.

## **HSL**

- Initiate establishment of additional collection centers in Addis.
- Initiate construction of mini abattoirs and rural vet drug supply shops in the selected regions.
- Follow up on pilot efficacy trial of Diazinon ectoparasite treatment with Pittards and EVA.
- Work closely with ELIA and EVA in line with the partner fund agreement signed among the two associations. This includes the development of the strategic plan for EVA.

## **Business Development Unit**

- Provide additional business training for cooperatives and unions.
- Continue supporting lead clients and producer and exporter associations with market linkages.
- Work on a market information system (MIS) for cooperatives and unions in the north.
- Work on structural modification activities such as the development of a code of conduct for EHDA, development of national guideline for ectoparasite control, and quality-based pricing.

## **Health**

- Conduct a rapid assessment on knowledge, attitude and practices of HIV/ADIS at project client level.
- Continue peer-to-peer HIV/AIDS education and trainings at the client level.
- Implement community based referral system at lead client sites.
- Implement IGA for PLWWHA and OVC. Follow up on Metema PLWWHA horticulture activities.

# ANNEX I: TECHNOLOGY AND PARTNER FUND AWARD SUMMARY

**Table 13: Technology Fund Awards as of Feb. 30, 2010**

<b>Awards</b>	<b>Budgeted</b>	<b>Expended</b>	<b>Balance</b>
01. Ectoparasite control materials and training	\$67,057.85	\$67,053.86	\$3.99
02. Coffee eco-pulping equipment	\$12,500.00	\$12,500.00	\$0.00
03. Cupping equipment for five regional coffee labs	\$21,230.00	\$21,219.36	\$10.64
04. Planting material for mange tout, sugar snap and chili trials	\$6,384.00	\$6,384.00	\$0.00
05. Modern drip irrigation systems installation and training	\$108,580.00	\$108,623.14	(\$43.14)
06. Improved coffee sun-drying beds	\$13,846.00	\$12,719.11	\$1,126.89
07. Planting material for fine bean and peas export trials	\$10,700.00	\$10,072.13	\$627.87
08. Modern drip irrigation pumping equipment	\$3,290.00	\$3,290.00	\$0.00
09. Eco-friendly coffee sun-drying beds	\$6,255.17	\$6,144.14	\$111.03
10. Materials for construction of crocodile ponds	\$18,264.37	\$18,039.69	\$224.68
11. Organic certification for coffee cooperatives	\$10,696.11	\$10,696.11	\$0.00
12. Upgrading processing capacity of Legedadi Abattoir	\$14,857.15	\$14,284.50	\$572.65
13. Hides and skins collection and storage for Wondi Skins	\$17,143.00	\$8,500.21	\$8,642.79
14. Training for sesame producers in Amhara and Tigray	\$8,040.00	\$7,075.39	\$964.61
15. Planting materials for summer flower export trials	\$5,100.00	\$5,079.08	\$20.92
16. Modern irrigation systems for summer flower exports	\$11,920.00	\$11,920.00	\$0.00
17. Coffee eco-pulping equipment for Limu Kossa	\$13,000.00	\$13,000.00	\$0.00
18. Oilseeds processing with Prosper International	\$50,000.00	\$50,000.00	\$0.00
19. Haricot seed propagation with Melkassa Research Station	\$15,414.58	\$14,047.92	\$1,366.66
20. Sun drying coffee beds	\$13,379.69	\$13,363.16	\$16.53
21. Upgrading hides and skins Sululta Abattoirs	\$16,125.00	\$13,799.71	\$2,325.29
22. Strawberry IPM for Ilan Tot	\$14,688.00	\$14,688.00	\$0.00
23. RA certification for Moredocafe	\$5,392.44	\$5,392.00	\$0.44
24. Humera sesame training	\$15,117.00	\$12,580.77	\$2,536.23
25. Alpine flower production with Marginpar	\$16,387.28	\$16,387.28	\$0.00
26. Organic certification for Bio Ecoland/beneficiary farmers	\$7,200.00	\$7,178.00	\$22.00
27. Organic certification for IPS and beneficiary coffee farmers	\$3,700.00	\$3,700.00	\$0.00
28. Irrigation system for vegetable R&D at Tabor Herbs	\$36,568.00	\$36,568.00	\$0.00
29. Irrigation system for banana project at GADCO Farms	\$20,948.00	\$21,580.55	(\$632.55)
30. Sesame pest control	\$17,503.20	\$13,869.69	\$3,633.51
31. Alfoz Coffee - system certification and calibration	\$7,265.20	\$7,257.96	\$7.24
32. Hybrid seeds demonstrations and field days	\$23,900.00	\$23,835.55	\$64.45
33. Burayu abattoir production capacity	\$25,790.00	\$12,989.01	\$12,800.99
34. Pea seeds for demonstration and trials	\$15,385.00	\$14,646.86	\$738.14
35. CFC - smallholder horticulture training program	\$15,000.00	\$14,222.67	\$777.33
36. Multiplication of improved sesame seed in Werer	\$8,563.03	\$8,556.30	\$6.73
37. Multiplication of improved sesame seed in Amhara	\$6,550.06	\$5,015.12	\$1,534.94
38. Multiplication of improved sesame seed in Tigray	\$17,618.57	\$17,625.18	(\$6.61)

<b>Awards</b>	<b>Budgeted</b>	<b>Expended</b>	<b>Balance</b>
39. Multiplication of improved Niger seed in Holetta	\$5,370.33	\$5,044.19	\$326.14
40. Trial exports shipments of table grapes	\$15,500.00	\$12,495.82	\$3,004.18
41. Smallholder GAP units	\$95,000.00	\$18,439.27	\$76,560.73
42. Horticulture field day and demonstration trials	\$28,000.00	\$27,970.79	\$29.21
43. Smallholder GAP units	\$95,000.00	\$93,076.34	\$1,923.66
<b>Total</b>	<b>\$940,229.03</b>	<b>\$820,930.86</b>	<b>\$119,298.17</b>

**Table 14: Partner Fund Awards as of Feb. 30, 2010**

<b>Award</b>	<b>Budgeted</b>	<b>Expended</b>	<b>Balance</b>
01. Inward and outward trade missions	\$106,240.00	\$104,872.26	\$1,367.74
02. HSL collection centers with ELIA	\$38,220.00	\$37,722.87	\$497.13
03. HSL radio campaign for proper harvest and handling	\$8,691.00	\$8,634.73	\$56.27
04. CQI Coffee Corps activities	\$62,812.00	\$62,467.16	\$344.84
05. Q-Grading program with CQI/ECEA	\$80,289.00	\$80,288.69	\$0.31
06. EAFCA Tradeshow	\$13,162.00	\$11,886.16	\$1,275.84
07. Hortiflora tradeshow expenditures	\$45,000.00	\$44,942.78	\$57.22
08. Specialty coffee trade missions with ECEA	\$45,282.00	\$41,430.86	\$3,851.14
09. Capacity-building for TAYTU	\$40,644.00	\$32,455.69	\$8,188.31
10. Millennium Coffee Training	\$23,952.85	\$15,688.74	\$8,264.11
11. Amhara Millennium Sesame Quality Training	\$3,798.42	\$3,775.34	\$23.08
12. Grape industry marketing tour	\$15,750.00	\$15,721.55	\$28.45
13. ECEA participation at SCAA	\$17,150.00	\$16,135.67	\$1,014.33
14. Millennium Sesame Campaign II	\$10,302.59	\$7,312.77	\$2,989.82
15. Publications with EPOSPEA	\$16,000.00	\$5,521.66	\$10,478.34
16. ECGPEA participation at SCAA	\$0.00	\$3,747.68	\$26,252.32
17. Capacity-building for EVA	\$91,038.00	\$19,999.17	\$71,038.83
18. Oilseeds extension for Metema Farmer Cooperative Union	\$31,960.00	\$4,264.79	\$27,695.21
19. Oilseeds extension for Humera Farmer Cooperative Union	\$31,960.00	\$4,922.23	\$27,037.77
20. Oilseeds extension for Tsehay Farmer Cooperative Union	\$31,960.00	\$8,446.68	\$23,513.32
21. Oilseeds extension for Selam Farmer Cooperative Union	\$31,960.00	\$8,773.46	\$23,186.54
22. Oilseeds extension for Dansha Farmer Cooperative Union	\$31,960.00	\$6,829.33	\$25,130.67
23. Horticulture study tour to Spain	\$24,900.00	\$18,284.29	\$6,615.71
24. Oilseeds extension for Bora Dembel Cooperative Unions	\$31,200.00	\$4,877.43	\$26,322.57
25. Capacity-building for ELIA	\$128,519.25	\$31,212.64	\$97,306.61
26. EAFCA trade mission	\$29,830.00	\$10,512.87	\$19,317.13
<b>Total</b>	<b>\$992,581.11</b>	<b>\$610,727.50</b>	<b>\$411,853.61</b>

# ANNEX II: SUCESS STORIES



## SUCCESS STORY

### Women learn new skills to support their families

More than 146,781 women have benefitted from the USAID Agribusiness and Trade Expansion Program (USAID-ATEP) in Ethiopia. Since its inception in 2006, the project has worked to increase women's participation because empowering women through agriculture enhances the lives of everyone in rural households.

Women in Ethiopia are traditionally limited to positions of day labor and few hold positions of leadership. As part of its overall gender mainstreaming policy to promote gender equality, USAID-ATEP actively encourages women to establish their own farms and participate in farmer cooperatives. Since the beginning of USAID-ATEP, women have received training in everything from horticulture production and postharvest handling to market information and business development.



Photo by Fintrac Nolan Chesterman  
A woman harvests grapes for lead client Luna Farm. A majority of the farm's employees are women.

#### Agriculture Production Training

USAID-ATEP reaches thousands of women by holding on-farm demonstration trainings. Program agronomists have held 326 on-farm trainings throughout the country where hundreds come out to attend. The program also has 25 lead clients who are women. These clients receive direct technical assistance through weekly visits from the program's agronomists.

In addition to on-farm training, program growers receive training from USAID-ATEP's Business Development Unit (BDU) in farm recordkeeping, tracking costs of production and marketing.

#### Postharvest Handling Training

USAID-ATEP focuses postharvest training activities on women farmers and women working at commercial farms. Training women in postharvest handling of fruit and vegetables not only increases farm incomes but also helps promote women to leadership roles.

The project employs a qualified technical team of field agronomists and specialists in marketing and logistics, postharvest handling, farm certification, and business skills who support women smallholders through targeted interventions. The experience of USAID-ATEP has shown that the challenges facing women in agriculture are unique, and while gender-sensitive consideration is incorporated into all activities, the program emphasizes training for women farmers in packhouse operations, business development skills and health.

USAID-ATEP also trains commercial farm clients to meet GLOBALGAP export standards. GLOBALGAP-certified farms have packhouses that generate jobs for women. Women trained in GLOBALGAP standards learn valuable skills that can lead to promotions within the packhouse or to other jobs. USAID-ATEP has provided GLOBALGAP training to five commercial farm managers, equipping about 150 women in GLOBALGAP standards. One of these women is Asrat Nega, who started as a packer at the Omega Farms packhouse in Holet. Because of skills she learned through program training, she was promoted to packhouse supervisor and now earns 50 percent more. "I am proud because I worked hard and earned this job," Nega said.

USAID-ATEP is a five-year initiative supporting four major industry sectors—horticulture; coffee; hides, skins and leather; and oilseeds and pulses. The program is improving productivity and competitiveness for thousands of Ethiopian farmers, processors and exporters, resulting in increased sales, investments, employment and incomes.



## SUCCESS STORY ¶

### Strawberry farm flourishes with agricultural training ¶

¶ Before Nuredin Strawberry Farm started working with the USAID/Agribusiness and Trade Expansion Program (USAID-ATEP) in 2008, it produced low-quality strawberries on one hectare, earning very little at the market. ¶

¶ "Poor agronomic practices, soil salinity and low productivity were among the main challenges," said Amsalu Bekri, the farm's manager. ¶

¶ Today, the farm exports fresh strawberries to Dubai, Djibouti, and Yemen, and employs 110 people, including 93 women. Nuredin also sells fresh produce locally. ¶

¶ USAID-ATEP's support to the farm started with training to improve crop management throughout the strawberry growth cycle. The program also conducted trials for a local produce program on 1.5 hectares using new hybrid varieties of tomatoes, peppers, onions, cabbage, carrots and lettuce. After seeing the production possibilities of the new vegetables, the farm expanded the production area to 8 hectares. ¶

¶ In October 2009, USAID-ATEP gave the farm \$7,415 in a cost-sharing grant to buy improved planting material and irrigation equipment. The company imported 45,000 seedlings of two new strawberry varieties and expanded the area under drip irrigation to 12 hectares. ¶

¶ "The introduction of the new strawberry varieties through the assistance of USAID-ATEP has changed the history of the farm," Amsalu said. ¶

¶ In 2009, Nuredin Farm generated export sales of \$29,000, while local fresh produce sales reached \$80,000. Strawberry production has increased by 50 percent, to 1,800 kilograms. The farm is also sending strawberries to a local processing plant to make jam. The plant produces more than 8,000 jars of jam per month, selling more than \$41,000 worth of jam in 2009. ¶

¶ The farm plans to continue expanding strawberry production and invest in a new packhouse, which will generate additional employment. Nuredin Hassan, the farm's owner, has seen his dream come true with the success of his business and he wants to help others prosper as well. ¶

¶ "I have always dreamed of establishing a farm and processing plant," Hassan said. "We are not only benefiting the local community by creating job opportunities, but also helping them to grow vegetables on their own plots of land," Hassan said. ¶

¶ USAID-ATEP is a five-year initiative supporting four major industry sectors: horticulture; coffee; hides, skins and leather; and oilseeds and pulses. The program is improving productivity and competitiveness for thousands of Ethiopian farmers, processors and exporters, resulting in increased sales, investments, employment and incomes. Activities in the horticulture sector are expanding and diversifying Ethiopia's fruits, vegetables and processed foods industries. ¶



¶ Photos by Fintrac Inc. ¶  
¶ Women farm workers show off strawberries at Nuredin Farm. ¶



¶ The farm sells strawberries to a processing plant in Addis Ababa to be made into jam. ¶

¶ **"The introduction of the new strawberry varieties through the assistance of USAID-ATEP has changed the history of the farm."** ¶  
¶ —Amsalu Teffera, Farm Manager ¶



## SUCCESS STORY #17

# Improved Niger seeds generate better livelihoods

In 2008/2009, the Niger seed was the second largest oilseed export in Ethiopia, accounting for 29 percent of the country's oilseed production, but the use of low-yield seed varieties and poor agronomic practices have kept smallholder yields of the crop low, averaging just 600 kg/hectare.

In June 2009, the USAID/Agribusiness and Trade Expansion Program (USAID-ATEP) set out to improve small-scale production of the Niger seed, partnering with [Holeta Agricultural Research Center \(HARC\)](#) to produce a higher yielding certified seed. The program provided a grant to facilitate the multiplication of two varieties of the Niger seed: [Shambu-1](#) and [Kuyu](#).

"Expanding the technology is essential to improving productivity and developing better access to the Niger seed for an increased number of smallholders," said [Dr. Bulcha Woyessa Dega](#), Oilseeds Research Team Leader at HARC.

The new seed varieties were produced from a basic seed provided by HARC and distributed to 120 growers working a combined 30 hectares of land near [Guder](#), southwest of Addis Ababa, where farmers had had particularly low yields, averaging 400 kg/hectare. The program provided them with training and technical assistance on plowing, sowing, weeding, fertilizer application and seed germination rate.

"We have been producing Niger seed for other farmers for many years, but we never had access to this select seed or the appropriate knowledge for planting it," said [Gutema Geleta](#), a Guder farmer.

In November 2009, program farmers harvested nearly 23 metric tons of Niger seed, producing on average 700 kg/hectare—an increase of 350 kg/hectare. They will sell the seed to an estimated 5,000 smallholders through local markets, so that more Niger seed farmers can reap the benefits of the improved seed.

"We used to get 3 birr per kg. Now the price has tripled and we are also getting a 15% premium for producing the high quality basic seed," said [Getachew Eticha](#), one of the program farmers.

To ensure the sustainability of the seed multiplication initiative, an additional 120 smallholders have been selected to participate in the next program, beginning June 2010. More than 3.2 million smallholders in Ethiopia rely on oilseed crops for their livelihood. Oilseeds include Niger seed, sesame, groundnuts and linseed. These crops are produced on nearly 885,000 hectares across the country.

USAID-ATEP is a five-year initiative supporting four major industry sectors: horticulture; coffee; hides, skins and leather; and oilseeds and pulses. The program is improving productivity and competitiveness for thousands of Ethiopian farmers, processors and exporters, resulting in increased sales, investments, employment and incomes.



Photos by Fintrac Inc.  
A woman weighs Niger seeds at a market in Guder.



Smallholder farmers discuss improved Niger seed technologies at a farmer field day in Guder.

**"We have been producing Niger seed for other farmers for many years, but we never had access to this select seed or the appropriate knowledge for planting it."**  
— [Gutema Geleta](#), smallholder farmer in Guder.

# ANNEX III: UPDATED MONITORING ACTION PLAN AND PERFORMANCE TABLE

**USAID/ATEP - Monitoring Action Plan and Implementation Performance Table** (version 5, sixteenth quarterly report, March 31/2010 )

No.	Activity	Years 1- 3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)	Cummulative Numerical Target Status		Comments
				Plan	Achieved		Achieved to Date	Balance Remaining	
<b>1</b>	<b>Communication and Reporting</b>								
1.1	Project intranet/internet sites maintained					Intranet/Internet sites maintained			ongoing
1.2	Monthly project bulletins	34	12	3	3	58 Monthly bulletins produced	45	13	
1.3	Work plan/Performance Monitoring Plan created & regularly updated			x		Workplan/performance monitoring plan updated			ongoing
1.4	Monthly financial reports	36	12	3	3	60 Financial reports submitted to USAID	51	9	
1.5	Quarterly/semi-annual/annual reports	16	6	2	1	28 Quarterly/annual reports submitted to USAID	23	5	16 quarterly, Seven semi annual & one annual report
1.6	Final report		1			1 Final report submitted		1	
1.7	Annual local taxation reports	1	1			3 Local taxation reports submitted to USAID	2	1	
<b>2</b>	<b>Monitoring &amp; Evaluation Activities</b>								
2.1	Fintrac M&E system CIRIS customized and installed	x	x		x	x CIRIS customized & installed	x	x	installed
2.2	Program staff training in CIRIS	x	x		x	x Staff trained	x	x	training provided for new staff this period
2.3	Baseline indicator data collected for all clients as added to program (baseline is previous year to entry into program as client)	x	x		x	x Baseline data added for clients when starting with program	x	x	baseline data collected from new clients in coffee and O&P sectors
2.4	Follow-up indicator data collected for All clients	x	x	x	x	x Data collected regularly	x	x	ongoing
2.5	Customized "real time" CIRIS M&E reports available online for use by USAID	x	x	x	x	x Data replicated regularly and available on Intranet site for USAID use.	x	x	CIRIS Reports are made available on intranet site
2.6	Random data validation & PIA performed by project M&E specialists	x	x	x	x	x Random data validation & PIA performed by M&E	x	x	ongoing
2.7	M&E exercises conducted at least once yearly for each partner alliance and other subprogram activities; entry into CIRIS	x	x		x	x Subprogram M&E reports	x	x	ongoing

No.	Activity	Years 1-3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)	Cummulative Numerical Target Status		Comments	
				Plan	Achieved		Achieved to Date	Balance Remaining		
<b>3</b>	<b>Marketing and Investment Activities (Cross-Cutting)</b>									
3.1	Publish market reports and sector-specific market updates	19	6	3		28	issues produced and disseminated	20	8	
3.2	Assist and advice on business ideas plans and investment feasibility studies	61	20	5	6	96	Business plans and investment feasibility studies assisted	73	23	
3.3	Promote client interest in USAID loan guarantee fund and other programs (i.e. WB)	16	10	4	2	32	Clients assisted in loan applications across sectors	18	14	
3.4	Support inward buyer/ investor missions across sectors	34	12	32	2	53	buyers provided support for inward buying and investment	67	(14)	
3.5	MOARD, four main trade associations and other organizations' staff trained in agribusiness market information systems and export analyses	14			3	14	workshops	18	(4)	
		309			94	309	people trained in market analyses	453	(144)	
<b>4</b>	<b>High-Value and Added-Value Horticulture Program</b>									
4.1	Lead clients selected & assisted	30	6	2	2	38	New clients	48	(10)	
4.2	Total beneficiaries of lead clients identified	681	450	130	275	1,241	Beneficiaries	1163	78	Includes outgrowers of lead clients, Meki Batu WUA members and participants of Melkassa and Omega field day
4.2.1	EHPEA - CFC outgrower scheme	266	180	60		546	Smallholders receiving on-farm TA	290	256	
4.2.2	Africa Juice outgrower scheme		160	40		200	Smallholders receiving on-farm TA	6	194	
4.2.3	Other schemes (Modjo, etc.)		110	30		120	Smallholders receiving on-farm TA		120	
<b>4.3</b>	<b>New product development program</b>									
4.3.1	Program demonstration sites established	22	9	2	2	38	demonstration plots	37	1	
4.3.2	Technical manuals and training materials produced and disseminated	16	8	4	4	32	No. of bulletins	25	7	Twelve manuals completed four translated into Amharic and nine in draft form
4.3.3	On-farm or packhouse technical assistance activities	2,012	600	150	287	3,062	Extension visits from program agronomists	3,201	(139)	
4.3.4	On-farm or packhouse group training activities	238	20	5	38	278	events	360	(82)	
		3,600	195	75	590	3,995	Participants	4,849	(854)	
4.3.5	New export products developed	12	2		6	17	new export product developed	18	(1)	
4.3.6	New Local Market Products developed	3	1	1	3	6	new local market product developed	7	3	
4.3.7	New export market linkages facilitated	34	6	2	4	44	Market linkages facilitated	45	(1)	

No.	Activity	Years 1-3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)	Cummulative Numerical Target Status		Comments	
				Plan	Achieved		Achieved to Date	Balance Remaining		
<b>4.4</b>	<b>BDS Initiatives</b>									
4.4.1	Train the Trainer activities for local certification capacity	77	120	40	53	257	Participants trained	142	115	
4.4.2	Increase in exports with refrigerated containers		4	2	3	6	Clients utilizing container services	3	3	
4.4.3	Clients achieve certification	7	8	2	1	21	No. of clients certified	20	1	Includes new certification and reissue
4.4.4	Counterpart or corporate training for accreditation and management	1	10	2	7	19	Capacity building initiatives	9	10	
4.4.5	Improved seed and rootstock supply		8	2	1	14	Introduction and availability of new varieties	9	5	
4.4.6	Support to EHPEA and EHDA and MoARD	2	8	2	3	16	Capacity building and structural modification initiatives	11	5	
4.5	Support clients & counterparts in trade shows	6	1		1	8	# of trade shows facilitated	9	(1)	
<b>4.6</b>	<b>Horticulture Program outcome &amp; impact Targets</b>									
4.6.1	Export sales of fruits and vegetables products increase	\$ 5,975,125	\$ 92,262,000	\$23,065,500	3,699,000	\$313,691,000	Increase in national exports of fresh and processed horticultural products	\$ 12,770,358	300,920,642	Includes Fruits & Vegetables data taken from MoTI. Total cumulative increases in sales (April 06 to March 31/10) over April 05 - March 06 baseline figure.
4.6.2	Client and counterpart investments in new technologies	\$ 8,091,468	\$ 2,500,000	\$ 625,000	1,223,485	\$13,096,338	Value of client and counterpart investment resulting from project activities	\$ 10,236,485	2,859,853	Confirmed client and counterpart investment to date in production, processing and postharvest practices to date
4.6.3	Increased sales by program-assisted farmers (%)	153%	150%			200%	Export & domestic sales increase by program-assisted farmers	166%	34%	Lead client cumulative sales increase of \$8,129,525 over clients' baseline of \$4,623,407 to \$27,978,439
4.6.4	Increased yields by client farmers over national average (%)	187%	150%			200%	Sustainable yield increase for major fruits & vegetables	141%	59%	Lead client average yield for major veg crops in 2009/10 compared with national average smallhold- peasant farming
<b>5</b>	<b>Coffee Program</b>									
5.1	Lead clients selected	27	11	5	4	43	Clients	52	(9)	10 farmers cooperatives & unions, 19 smallhold lead farmers & 23 medium & large producers & processors
5.2	Beneficiaries of lead clients identified	38,779	600	300	1273	40,379	Beneficiaries	44,618	(4,239)	Members of farmers unions and coepratives & coffee suppliers
<b>5.3</b>	<b>Production and Quality Improvement Program</b>									
5.3.1	Program demonstration sites established	35	12			53	Demo sites	40	13	
5.3.2	On-farm extension program (improved production practices)	592	618	168	123	1,536	Extension visits	909	627	
5.3.3	On-farm or mill group training in improved management practices	194	102	24	16	388	Events	256	132	
		18,508	3318.75	788	2423	24,696	Participants trained	24,309	387	
5.3.4	Technical manuals, bulletins produced and disseminated	4	2			8	Documents	7	1	

No.	Activity	Years 1-3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)	Cummulative Numerical Target Status		Comments	
				Plan	Achieved		Achieved to Date	Balance Remaining		
<b>5.4</b>	<b>Specialty Coffee Initiatives</b>									
5.4.1	Harar specialty origin initiative		5	2	3	6	Specialty coffee promotion initiatives	4	2	
5.4.2	Develop Coffee Buyers Manual		1	1			Coffee buyers manual		-	
5.4.3	Q local partner institution		1	1			In-country Q partner established		-	
<b>5.5</b>	<b>BDS Initiatives</b>									
5.5.1	Low-cost cupping labs established and operating	5				5	Labs established	5	-	
5.5.2	Cupping trainings for CLU staff and other cuppers	4	2	1	1	6	Events	5	1	
		45	50	25		95	Participants trained	76	19	
5.5.3	Training in Rainforest Alliance third party certification process	2	1			3	Events	2	1	4 received first level training and waiting for field auditing
		40	10			50	Participants trained	44	6	
5.5.4	Land area certified: organic, RA, FairTrade, UtzKapeh	28,613	8000		3110	44,613	Hectares certified	31,723	12,890	25,767 Rain Forest and 5,956 ha Organic Certified
5.5.5	Provide business training to cooperative organization		18	8		26	Number of training events		26	Training needs assessment conducted for farmers Cooperatives and unions
5.5.6	Provide structural modification papers to national stakeholders	1	4		1	5	Number of papers presented	2	3	
<b>5.6</b>	<b>Market Linkages &amp; Tradeshow</b>									
5.6.1	Support clients & counterparts in trade shows	6	2	2		10	Tradeshows facilitated	6	4	
5.6.2	Facilitate market linkages	21	8	11		33	Linkages facilitated	30	3	
<b>5.7</b>	<b>Coffee Program-Specific Impact Targets</b>									
5.7.1	Total value of overall coffee exports increases	\$ 350,329,000	\$ 124,151,500	\$31,037,875	\$ 10,187,912	\$ 457,056,000	Increased national export value	\$ 422,490,959	34,565,041	Includes coffee export data taken from MoTI. Total cumulative increases in sales (April 06 to March10) over April 05 - March 06 baseline figure.
5.7.2	Total value of specialty coffee exports increases by lead clients	\$ 4,440,223	\$ 3,000,000	\$ 750,000	\$ 3,895,196	\$ 7,440,223	Value of increase in premium and specialty coffee exports from clients	\$ 5,890,848	1,549,375	Data collected from six lead clients
5.7.3	New client investment in new processing and cupping technology	\$ 1,272,218	\$ 500,000	\$ 125,000	\$ 97,654	\$ 2,270,418	Value of client and counterpart investments	\$ 1,674,845	595,573	Includes TF & PF cost sharing investment and expansion by program clients
5.7.4	Total coffee sales by lead clients	152%	150%			200%	Increased export sales by lead clients	197%	3%	Increase sales by \$24,337,942 for 26 program-supported clients from baseline of \$12,350,181 to \$57,668,476
5.7.5	Average yield increases by lead clients		25%			45%	Average yield increase by lead clients	30%	15%	Client average yield at lead client demo sites and commercial farm in 2009 over national average.

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				Plan	Achieved			Achieved to Date	Balance Remaining	
<b>6</b>	<b>Hides, Skins &amp; Leather Program</b>									
6.1	Lead clients selected	50	7	4	2	60	Clients	51	9	
<b>6.2</b>	<b>Quality Improvement Program</b>									
6.2.1	Training of trainers to support ectoparasite campaigns	28 589	3 6		1 2	33 599	Trainings Technicians trained	32 568	1 31	
6.2.2	Training of trainers and technicians in improved flaying and curing practices	41 1,438	3 185	1 55	2 68	46 1,723	Trainings Technicians trained	49 1,742	(3) (19)	
6.2.3	Develop pilot traceability programs to improve raw material supply	3	2	1		5	Programs established	3	2	Pittards, Rotary, other
<b>6.3</b>	<b>BDS Initiatives</b>									
6.3.1	CWG - Develop HSL industry cluster working group	1	4	1		8	ELIA holding CWGs	1	7	
6.3.2	HSL collection centers - enhance quality through improved collection	30	22			82	Collection centers established	30	52	Partner costsharing budget secured from government
6.3.3	CAHWs - Paravets trained to provide dipping treatment services	49	75		19	174	Paravets trained	136	38	CAHW training provided in Amaro Kelo, Bekoji and Shinle/Diredawa & Dasanuch
6.3.4	Mini abattoirs - pilot microenterprise program		2	1		3	Mini abattoirs established		3	Site selection conducted in Condo house areas in Addis
6.3.5	EVA - increase association's participation in ekek control		4	1	1	8	EVA holding vet Forum meeting	2	6	
6.3.6	SELTC- capacity-building activities		2	1		4	Publications		4	
6.3.7	LLPTI - leverage funds for scholarships to build technical capacity	1				2	Technicians complete scholarships	1	1	
6.3.8	Program to support rural vet drug supply		9	3		12	Rural vet drug shops operational		12	Two sites selected and vet equipment purchased
6.3.9	Publication of sensitization posters	1	1			2	Publications	1	1	
6.3.10	Development of business planning manual for SMEs					1			1	
<b>6.4</b>	<b>Market Linkages &amp; Tradeshows</b>									
6.4.1	High-end fashion goods marketing initiative (TAYTU)	14				15	Consortium linked w. international buyers	14	1	
6.4.2	U.S. footwear market initiative		4	2		6	Trial orders placed with US buyers	6	-	Bakers, Harbor, Deer Stars and Minitonka, Steev Maden, Brown
6.4.3	Support Investment in high value processing leather	4	1			6	No. of investments initiative supported	4	2	
6.4.4	Domestic market linkages		1			2	No. of investments initiative supported	2	-	
6.4.5	Support clients & counterparts in trade shows	6	4			13	Tradeshaw events	6	7	
6.5	Structural modification activities		8	2	2	16	Structural constraints identified & presented	2	14	

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<b>6.6</b>	<b>HSL Program-Specific Impact Targets</b>									
6.6.1	Reduction in number of skins affected by ectoparasites in Lalagera (%)		15%	x		15%	Sustainable reduction in skins affected by ectoparasite	15%	Survey to be conducted end of ectoparasite treatment campaign	
6.6.2	Client and counterpart investments	\$ 1,185,717	\$ 487,500	\$ 121,875	\$ 516,014	\$ 2,160,717	Value of new client and counterpart investments	\$ 1,926,872	233,845	Includes TF costsharing investment and expansion investment by lead clients
6.6.3	Increased value of hide, skin and leather exports from Ethiopia	\$ 69,286,000	38,892,000	\$ 9,723,000	#####	\$ 98,520,000	Increased national export value	\$ 48,465,488	50,054,512	Includes hides, skins & letaher export data taken from MoTI. Total cumulative increases in sales (April 06 to March 2010) over April 05 - March 06 baseline figure.
6.6.4	Increased domestic sales by directly program assisted abattoirs and collection centers(%)		50%			100%	Value of domestic sales increase by direct program assisted clients	105%	-5%	
6.6.5	Increased export sales by directly program-assisted tanneries, foot wear factories & TAYTU (%)		20%			60%	Value of export sales increase by program assisted clients	35%	60%	
<b>7</b>	<b>Oilseeds and Pulses Program</b>									
7.1	Lead clients selected	22	10	2		44	Clients	121	(77)	Includes 5 unions, 14 PFCs, 102 medium and smallhold lead farmers
7.2	Beneficiaries of lead clients identified	50,446	10180	2036	3782	72,842	Beneficiaries	54,228	18,614	
<b>7.3</b>	<b>Production and Quality Improvement Program</b>									
7.3.1	Program demonstration sites established	4	6		2	16	Demo sites established	9	7	
7.3.2	On-farm extension program (improved production practices)	223	720	90	367	1,333	Extension visits	1,083	250	
7.3.3	On-farm or group training in improved GAPs	115	207	50	63	552	Training events	339	213	More than 90% of the training covered by 1st and 2nd round millenium sesame training campaign
		11,861	6770	500	1920	27,161	Participants trained	40,922	(13,761)	
7.3.4	Technical manuals, bulletins produced and disseminated	13	2		2	17	Documents	16	1	
<b>7.4</b>	<b>Improved Technologies and Value-Addition</b>									
7.4.1	Processing technologies introduced to improve capacity / add value	1	2	1		4	# of investments	2	2	
		500	2000	1000		3,500	Associated farmers	500	3,000	
7.4.2	Seed multiplication and certification: Haricot bean (MARC)	70.7	100			171	Seed produced (MT)	70.7	100	
		650				1,650	Farmers receiving seed	650	1,000	
7.4.3	Seed multiplication and certification: Sesame seed (WARC, TARI, ARARI)		36			36	Seed produced (MT)	35	1	Includes basic & uncertified seed multiplied in Humera, Metema and Worer ARCs
						2,400	Farmers receiving seed		2,400	
7.4.4	Seed multiplication and certification: Niger seed (HARC)		15			15	Seed produced (MT)	23	(8)	Certified seed multiplied on 120 farmers plot in collaboration with HARC
						5,000	farmers receiving seed		5,000	

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<b>7.5</b>	<b>BDS Initiatives</b>									
7.5.1	EPOSPEA - advocacy, market info, structural modifications etc.	1	3			6	Market information, publications provided regularly	2	4	
7.5.2	Business training for FCUs		18	8	5	26	# of training events	7	19	
7.5.3	International trade workshop		2	1		2	# of training workshops held		2	
7.5.4	Business management consultancy		4	1	3	6	# of consultants/STTAs conducted	3	3	
<b>7.6</b>	<b>Market Linkages &amp; Tradeshows</b>									
7.6.1	Support clients & counterparts in trade shows					1	Tradeshows facilitated		1	
7.6.2	Facilitate market linkages	8	6	2		18	Linkages facilitated	9	9	
<b>7.7</b>	<b>Oilseed Program-Specific Impact Targets</b>									
7.7.1	Increased value of oilseeds and pulses exports	\$ 294,259,000	\$ 30,162,500	\$ 7,540,625	58,032,854	\$ 131,190,000	Increased national export value	\$ 533,934,240	(402,744,240)	Includes oilseeds and pulses export data taken from MoTI. Total cumulative increases in sales (April 06 to March 2010) over April 05 - March 06 baseline figure.
7.7.2	Client and counterpart investments in new value-added processing	\$ 1,930,774	\$ 255,000	\$ 63,750	464,380.00	\$ 2,440,774	Investment value	\$ 2,666,784	(226,010)	Includes TF costsharing investment and additional & new investment by lead clients
7.7.3	Increased sales of oilseeds and pulses by program assisted clients(%)		20%	10%		40%	Increased in domestic sales by program assisted clients	299%	-259%	Includes sales data collected from FCU and smallhold active lead farmers
7.7.4	Increased yields of sesame and haricoat bean by program client farmers over national average (%)		25%			50%	Increased yield over current national average	5%	45%	Sesame, nigerseed and chickpea Lead clients average yield data compared with national average of same crops
<b>8</b>	<b>Health</b>									
<b>8.1</b>	<b>Provide need-based capacity building to at least 12 selected LNGOs</b>									
8.1.1	Select 12 LNGOs partners in target regions		3			12	Partners selected	12	-	
8.1.2	Conduct one consensus building meeting with LNGOs and key stakeholders					1	Implementation plan approved	1	-	
8.1.3	Implementing partner subgrants management training					1	Training event	1	-	
8.1.4	Establish at least one linkage with regional PLWHA association (Uganda or Kenya)		1	1		1	Linkages established		1	

No.	Activity	Years 1-3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)		Cummulative Numerical Target Status		Comments
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<b>8.2</b>	<b>Mainstream HIV/AIDS in 50 ATEP lead clients' workplace environments as well as ATEP office</b>									
8.2.1	Train 200 owners/managers for workplace HIV/AIDS prevention policy and programming		100			200	Employees/owners trained	457	(257)	
8.2.2	Conduct knowledge, attitude and practices assessments for participating companies		3	1		2	Assessment completed		2	STTA approved to conduct KAP assesment
8.2.3	Conduct TOT for 2,000 peer educators		1300	500	202	2,000	peer educators selected and trained	811	1,189	
8.2.4	Design workplace HIV/AIDS prevention policy and programming in 50 workplaces		50	25	25	50	Companies identified	28	22	
<b>8.3</b>	<b>Increase HIV/AIDS awareness for 50,000 ATEP program beneficiaries</b>									
8.3.1	Curriculum collection/development and materials production			x		1	Materials collected, translated and distributed	1	-	Training manual adapted from HAPCO
8.3.2	Conduct HIV/AIDS prevention peer, mass education and campaigns for 50,000 seasonal workers, employees and households		39500	12,000	27,161	58,062	Recipients of HIV/AIDS prevention education	67,754	(9,692)	8,062 were accomplished in the first phase (before PEPFAR health is launched and the remaining 46,599 by PEPFAR)
<b>8.5</b>	<b>Strengthen community based referral system for HIV/AIDS Counseling and Testing (HCT) (7,500 targeted ATEP beneficiaries)</b>									
8.5.1	Map health service providers (public, private) in target areas						Services providers identified and mapped	1	(1)	Mapping of service provider organizations conducted by 2 LNGOs for 5 client s
8.5.2	Conduct referral linkage meetings with service providers and stakeholders		6	3	5	6	sensitization meeting conducted	8	(2)	
8.5.3	Conduct training on HCT, and ART for health professional from health institutions where we working on referral system					4	Training conducted		4	
8.5.4	Conduct referral of program targets for HCT and ART				1,229	7,500	Program targets referred to service providers	1,254	6,246	
8.5.5	Semi-annual local referral network actors and stakeholders meeting		2	1	1	3	Semi-annual review meeting held	1	2	

No.	Activity	Years 1-3 Achieved	2010 Annual Target	January - March 2010		Deliverable/Result (5 Years)	Cumulative Numerical Target Status		Comments	
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8.6	<b>Increase condom promotion and distribution for farm/plant/pack house employees and migrant workers in target regions</b>									
8.6.1	Promote and distribute condoms in and out of work place environments, beneficiaries sites, LNGOs			x			Condoms distributed in workplaces, other areas		137,870 pcs of condoms received from PSI were supplied to lead clients through LNGOs	
8.7	<b>Improving income generation activities for at least 3,000 OVC caregivers, PLWHA and young adolescents across ATEP's four sectors</b>									
8.7.1	Identify local beneficiary groups to receive IGA training in target regions		15	5	30	15	Groups identified	37	(22)	
8.7.2	Organize and conduct income generation activities		3000	1,100	830	3,000	Beneficiaries trained	981	2,019	
8.7.3	Integrate HIV/AIDS prevention education for IGA beneficiaries/targets		4	1	1	4	Trainings include HIV/AIDS elements	1	3	
8.9	<b>Monitoring, evaluation and reporting</b>									
8.9.1	Establish community level monitoring systems		12			12	M&E system designed	12	-	
8.9.2	Quarterly performance review for LNGOs		1	1	1	6	Review meeting held with LNGOs and system reviewed	2	4	
8.9.3	Annual performance review meeting with partners and stakeholders		12	1	1	2	Review meeting held with stakeholders	1	1	
9	<b>Other Crosscutting Activities</b>									
9.1	<b>Organizational Capacity Development</b>									
9.1.1	Groups receive training in capacity building and business development	64	20	4	19	94	Groups receive training in capacity building and business development	83	11	
9.1.2	Group leaders receive specialist management training	26	20	4	11	56	Group leaders receive specialized management training	37	19	
9.2	<b>Partners Funds &amp; Alliances</b>									
9.2.1	Partners/Technology Fund (Grant) Manual prepared; approved by USAID	1				1	Manual approved by USAID	1	-	
9.2.2	Partner & technology fund alliances established	54	66	18	9	142	Agreements designed and operational	111	31	
9.2.4	Cost sharing for the implementation of these alliances reach at least a one-to-one ratio either in-cash or in-kind. (non-project sources)	\$ 2,172,777	\$ 462,500	\$ 115,625	\$ 338,172	\$ 3,097,777	TF & PF Alliance contributions reach \$2,245,000 (expected by 3/31/2011)	\$ 3,295,838	(198,061)	Confirmed client and counterpart investment from CIRIS data

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<b>9.3</b>	<b>Gender Mainstreaming</b>									
9.3.1	Conduct gender mainstreaming assesment					Assesment conducted	1			
9.3.2	Conduct gender mainstreaming training for Staff					Training event	1		All staff trained by FINTRAC gender specialist and local consultants for one day	
9.3.3	Develop GMS plan, submit and implement					GMS plan developed & implemented	1		GMP under implementation and being monitored	
<b>9.4</b>	<b>Environmental Management</b>									
9.4.1	Initial Project EEI/PERSUAP prepared and submitted to USAID for approval	1				Initial EEI/PERSUAP completed & submitted to USAID		-		
9.4.2	Mitigation measures identified in Project EEI/PERSUAP & implemented		x	x		Mitigation measures implemented in all program activities	x		Continious	
9.4.3	Follow-up environmental assessments completed as required		x	x		Follow-up assessments	x		Continious	
9.4.4	Training programs on environmental management systems and good agricultural practices incorporated into all production activities	13,404	4,982	1,245	1,595	23,367	Participants in project training events	20,423	2,944	
<b>10</b>	<b>IR and other global results tragets</b>									
10.1	Increased national export sales in target sectors	\$ 719,849,125	\$ 285,468,000	\$71,367,000	\$ 68,297,992	\$ 1,000,457,000	Cummulative increased national export value	\$ 1,017,661,045	(17,204,045)	Export data taken from MOTI. Total cummulative increases in sales in four sectors (April 06 to March 31/10) over April 05 to March 06 baseline figure.
10.2	Client and counterpart investments	\$ 12,480,177	\$ 3,742,500	\$ 935,625	\$ 2,205,215	\$ 19,968,247	Investment value	\$ 16,399,059	3,569,188	Clients and counterparts confirmed investment in CIRIS to March 2010



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





**QUARTERLY REPORT #16 (JANUARY – MARCH 2010) REPORT  
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EXPANSION PROGRAM (USAID-ATEP)**