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Commercial Farm Service Program (CFSP)



Sixth Quarterly Report

(January 1, 2014 - March 31, 2014)

Submitted to USAID/Ethiopia

April 30, 2014

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Commercial Farm Service Program (CFSP)

Sixth Quarterly Report

January 1, 2014 – March 31, 2014

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Executive Summary

Over a two-year implementation period, the Commercial Farm Service Program (CFSP) will support the creation of **six viable input supply Farm Service Centers (FSCs)** in Oromia regional state, Ethiopia. This model will serve to support the input supply sector in Ethiopia by providing brand label, high quality inputs through safe and environmentally sound stores. Each FSC will provide smallholder farmers with **quality inputs and services**, customized to their production needs, all of which will be accompanied by **expert agronomic and veterinary consultations and training**. These locally-owned businesses will receive uniform branding, technical and business management training, and assistance with inventory management, marketing, and agriculture extension and outreach. CFSP will facilitate the creation of linkages, technology transfer and training with business owners and multinational input suppliers. Moreover, **a wholesale buying cooperative**, owned by and dedicated to serving the inventory needs of each FSCs and linking them directly with top-tier national and international suppliers will be established during the life of the project. The FSCs will also support the output marketing efforts of smallholder farmers by providing direct links to buyers and market information for more informed business decisions.

During the current reporting period of January 1st 2014 to March 31st 2014, CFSP has had a wide range of accomplishments. During regular site visits, CFSP staff worked to **complete FSC asset transfer and ensure inventory compliance**. Building off of soft openings, the program held three media events for **ribbon cutting ceremonies for the Dodola, Ambo and Fiche Farm Service Centers**. These events raised the visibility of the FSCs to various stakeholders and helped to increase business traffic to the centers. An official website launch was also held during each ribbon cutting event to introduce participants to the website's content and accessibility.

Aiming to build the long term efficiency of the FSCs, program staff completed the final two series of **capacity building trainings that included modules on accounting, M&E, marketing and communications, human resources and supplemental BMT**. To promote linkages with local GOE staff and to improve the technical knowledge of FSC staff, program staff also conducted **location-specific trainings** that catered to the agriculture and livestock production in the area surrounding each FSC. Program staff have also worked to prepare the modules and logistics for two women-specific BMT trainings that will aim to enhance the collaboration of FSCs with local female entrepreneurs and farmers. The training will take place during the next quarter.

To support the development of the EGAA PLC, the program's seventh grantee and the FSC-owned apex wholesale enterprise, program staff have worked to **finalize the legal documentation, establish a joint bank account, develop scopes of work for the company's most essential staff and recruit consultants to develop a business plan for the new company**. In addition to these accomplishments, the program is also working on developing a **program video** and continuing to **network and collaborate** with a variety of partners including Pioneer, the Federal MOA, ATA and GRAD.

During the next quarter (April, May, June) CFSP expects to hold the final official ribbon-cutting ceremony (Shashamane), conduct two women-specific BMT trainings, continue to work on licensing EGAA PLC, develop and provide training on a pesticide certification module, support additional FSC-led farmer trainings, and work closely with the FSCs to identify appropriate training curricula, calendars and collaboration efforts with GOE, input suppliers and others.

Project Goals & Objectives

The primary goal of CFSP is to improve smallholder productivity, food security and incomes through the development of sustainable, private sector driven agricultural input supply and service centers. CFSP also seeks to demonstrate the viability of the FSC model as a platform for larger-scale public-private partnerships to expand Ethiopian smallholders' access to inputs, training, and services.

To achieve these goals, CFSP expects to meet the following objectives:

- Establish six locally (Ethiopian) owned, retail farm supply and service centers (FSCs) with inventories, training, services and output market linkages tailored to market demands in their areas.
- Create a wholesale buying cooperative owned by and dedicated to serving the inventory needs of the FSCs and linking them to national and international suppliers.
- Deliver uniform branding, business skills, technical/advisory capacity, quality standards, environmental and worker safety procedures among the network.
- Promote FSC-led farmer outreach activities, including training seminars, demonstration, and field days, to showcase the impacts of improved inputs and improve farmer production skills.

CFSP Life of Program Activities	Update Provided in this Report
Start-up and Management	
Outreach Campaign	
Evaluation Selection Design and Approval of FSC Grants	
Facility Construction Launch	
Retail Input and Farm Service Sales	✓
Business and Technical Training for FSC Employees	✓
Environmental Mitigation and Worker Safety	✓
Development of Wholesale Buying Cooperative	✓
Farmer Training	✓
Output Marketing	
Reporting, Monitoring and Evaluation	✓

Q6 Activities and Achievements

All program activities and subsequent impacts can be seen in **Attachment 1: Indicator Table**.

Facility Construction and Launch

During this quarter, the final and sixth Farm Service Center (Shashamane) completed major renovation and construction tasks as outlined in its business plan. This milestone was achieved as a result of site visits conducted by CFSP staff at the beginning of the quarter, and supplemental visits throughout. These site visits, which were also conducted at the other FSCs ensured that progress was being made and that the buildings were similar in layout and paint color (Kadisco

56 Bright Green). While the new pharmacy building is under construction, the Shashamane FSC building has already been equipped with signage (light box, road signs) shelving, office furniture and the veterinary showroom is fully operational. When the pharmacy is moved to its new location, the crop showroom and technical offices will be established and the center will be officially opened. During Q7, CFSP will procure and deliver worker safety equipment (fire extinguisher, first aid kit), PPE equipment, vet equipment and chemical storage exhaust fans. As the Shashamane FSC



**Vet Showroom
Shashamane FSC**

is working to make up for time lost to land acquisition disputes, CFSP anticipates that the program will hold a soft opening in mid-April, that the construction and FSC will be complete by the beginning of May and that the official inauguration will be held in mid May.

Following the soft openings held in Q5, **three of the FSCs completed all their construction milestones and held their formal ribbon cutting ceremonies in Q6.** These events, which are described in greater detail in the Marketing and Communication section of this report, aimed to congratulate the FSCs on the work they have done so far and to raise visibility of the center within the local and Addis-based agricultural community.

In addition to monitoring construction progress, site visits conducted during this quarter also placed a strong emphasis on reviewing crop and vet inventory. On these visits, CFSP staff reviewed with the FSC Agronomists and Veterinarians the inventory checklist that was distributed to all FSCs and FSC staff during the 4-day Technical Training held during Q4.



**Crop Showroom
Bishoftu FSC**

Retail Input and Farm Service Sales

As five of the six FSCs commemorated their centers being open for business during the soft opening events, CFSP collected the first round of quarterly reporting from FSCs. As outlined in the table below – **in just last three months of business – the collective sales for the six FSCs total more than \$540,000.**

Quarter 6 FSC Reporting (January 1, 2014 – March 31, 2014)								
Indicator	Ambo	Bishoftu	Fiche	Dodola	Nekemte	Shashamane	Q5 Total	Q6 Total
Sales; inputs and services (\$)	\$733	\$484,123	\$19,062	\$2,354	\$3,933	\$30,628	\$15,924	\$540,833
Profit (\$)	\$106	\$27,540	\$2,104	N/A	\$295	\$6,351	\$1,515	\$36,396
Inventory stocked (\$)	\$909	\$499,866	\$9,366	\$8,404	\$5,973	\$78,452	\$71,856	\$602,970
Customers (M:F)	328	576	1,377	514	390	5,000	1,457	8,185
	266M	467M	1269M	454M	260M	3600M	1196 M	6,316 M
	62F	109F	108F	60F	130F	1400F	261 F	1,869 F

Business and Technical Training for FSC Employees

To ensure the sustainability of the FSC enterprises, the Commercial Farm Service Program provides continuous training to develop the business and technical capacities of all FSC staff and enable the FSCs to effectively support small-holder farmers. During this reporting period, the CFSP Financial Specialist designed and delivered two **supplemental BMT trainings** for FSC General Managers, Accountants, Agronomists, Veterinarians and Sales Clerks in Dodola (January 2-3) and Shashamane (February 4-5). Both of these trainings were provided in tandem with trainings on marketing and communication, accounting, human resources and M&E, which are described in more detail in the sections below.

The primary objective of the **supplemental BMT training** was to provide FSC staff members with a chance to assess if they were applying the skills and practices from the 4-day BMT training given in Q3. Framed around a two hour dynamic discussion and take-home assessment, this session challenged the FSC staff to think critically about the profitability of their organization and whether they were offering optimal products and services to their customers. This session's focus on management capacity was complemented by a short session on **human resource management** that focused on the systems in place to support staff members as well as the team's ability to motivate one another to strengthen their professional and intra-personal competencies in line with the FSC business goals. Following the larger group supplemental BMT and human resource management sessions, the Finance Specialist sat with the FSC General Managers and Accountants to present a uniform **FSC-specific Accounting Procedures Manual**. This manual was developed during Q5 and incorporated the Generally Accepted Accounting Principles (GAAP) and the Ethiopian Revenue and Customs Proclamations to ensure legal compliance as well as FSC-uniformity. During this session, participants reviewed internal accounting practices and the Peachtree accounting software system. During Q6, the Dodola (January 2-3) and Shashamane (February 4-5) FSCs received these training modules resulting in 12 individuals trained (8M:4F). When asked what the overall perception of the training was, attendees described this session as essential for the business. Such feedback motivates CFSP

program staff to continue providing tailored and systemic trainings based on FSC's needs for continued professional guidance and knowledge sharing.

Building upon the 4-day Technical Trainings held during Q4, the CFSP Chief of Party, Environmental Specialist, Training and Extension Specialist, and a veterinary consultant dedicated this quarter to conducting location-tailored **Specific Trainings for all six FSCs:** Neketme

(February 11-13); Fiche (February 18-20); Shashamane/Dodola (February 25-26); Bishoftu (March 11-12) and Ambo (March 19-20). The training was provided to FSC staff including General Manager, Agronomist, Veterinarian and Sales Clerk as well as local Government Experts. A total of 54 (47M:7F) trainees attended the training of which 24 (20M:4F) were FSC staff and 30 (27M:3F) were Government Experts.

Developed during Q5, the training modules included common livestock and major crops being grown in the areas surrounding each FSC. The crop specific training production guide was compiled for:



Hailu Gudeta, CFSP Training & Extension Specialist Conducting Crop Specific Training for Shashamane and Dodola FSCs

Cereals	<ul style="list-style-type: none"> ✓ Maize ✓ Sorghum ✓ Wheat ✓ Barley ✓ Teff
Pulses/Oil Crops	<ul style="list-style-type: none"> ✓ Haricot Bean ✓ Fried Pea ✓ Faba Bean ✓ Lentil ✓ Chickpea ✓ Sesame
Vegetables	<ul style="list-style-type: none"> ✓ Potato ✓ Onion ✓ Tomato

The major topics addressed during the training include:

- **Climate Smart Agriculture:** The training modules discussed good agricultural practices, introduction to agroforestry, soil and water conservation methods, climate change mitigation and adaptation measures and biodiversity conservation efforts;
- **Major Cereals/Pulses/Vegetables Production:** The training focused on the major crops of each location and addressed improved varieties, recommended agronomic practices (i.e. land selection and preparation, sowing time/method/rate, and fertilizer application time/method/rate), recommended crop protection methods (i.e. weed, insect and disease control methods) and harvesting and post-harvest handling methods; and
- **Livestock Husbandry:** The training module addressed the need for proper livestock husbandry and management (i.e. housing, sanitation, breed selection, feeding methods and health care) and purpose of livestock keeping and their contribution to rural farmers (i.e. dairy cows for milk and progeny production, cattle and shoats for meat, hide and skin, oxen and equines for draught power and transportation, poultry for meat and egg)

When the 54 participants were asked, “How do you rate the training overall?” 67.4% of trainees responded the training was “excellent” and 32.6% of the trainees felt the training was “good.” CFSP staff noted that 52.1% of the trainees commented that the time allocated for the training was very short vis-à-vis the broad topics covered and that 25.9% of the attendees suggested continuity of similar capacity building sessions. Such feedback motivates CFSP program staff to continue providing tailored trainings based on the needs of the FSC and local GOE staff.

Environmental Mitigation and Worker Safety

CFSP places a strong emphasis on ensuring that all environmental mitigation milestones are achieved in a timely manner and adhere to GOE and USAID standards. During this reporting period CFSP met environmental monitoring & mitigation and worker safety milestones including the completion of six FSC-specific Environmental Mitigation and Monitoring Reports (EMMRs), a thorough review of FSC inventory, guidance on FSCs stocking of Restricted Use Pesticides (RUP), exploratory planning for an empty pesticide container collection and safe disposal system, exploratory planning for a semi-professional certification program for RUP application and responding to additional clarifications to the USAID-approved Pesticide Evaluation Report and Safer Use Action Plan (PERSUAP).

As mentioned above, CFSP’s Environmental Specialist attended this quarter’s location-specific trainings. The objectives of the environment related trainings were to increase the environmental awareness of the trainees so that they may take care of the environment and to train farmers to take the same care during farming operations - especially when using various inputs that are harmful



Dr. Jiregna Gindaba CFSP Environmental Specialist Conducting Crop Specific Training for Shashamane and Dodola FSCs

to the environment. Specific environmental modules of the training included: climate smart agriculture, good agricultural practices, soil and water conservation and agroforestry. These training topics were recommended by the USAID-approved PERSUAP.

As seen in **Attachment 3: Q6 EMMR**, the Environmental Specialist, with support from FSC Agronomists and Veterinarians, conducted **EMMRs for all six FSCs**. The EMMR template used was designed to ensure that, as stipulated in the CFSP EMMP and PERSUAP, all construction, renovation and storage activities meet the environmental mitigation plans and safer use action plan standards. Four of the six FSCs received acceptable/good reviews with the Shashamane FSC still undergoing construction and transition and the Dodola FSC being requested to fulfill additional environmental measures that include drainage and fan ventilation for chemical storage. Environmental and worker's safety equipment such as first aid kits, fire extinguishers, exhaust fans, personal protective equipment have been installed at five of the FSCs and will be completed in the Shashamane FSC in Q7. Also reviewed as part of the EMMR and based on the mitigation plan (EMMP) stipulated in the ERR, FSC staff have demonstrated **proper understanding of workers safety** and environmental risks of handling pesticides and are ready to minimize the risks (if it happened) through recommended proper handlings.

During these visits, ample time was also dedicated to ensuring **environmental compliance with inventory**. While FSCs have stocked different classes of agrochemicals and seeds depending on local needs, FSC staff was advised not to purchase or stock any pesticide without properly surveying the local requirements. The list of stocked inventory was checked against USEPA and GoE list of approved pesticides as stipulated in the program PERSUAP. In some instances, FSC stocked what the PERSUAP outlines as "Restricted Use Pesticides" or RUPs. These pesticides have broad negative implications beyond acute toxicity; this may include toxicity to non-target organisms and chronic health effects in humans. As a result, the program PERSUAP has recommended strict management of these pesticides, and while it accepts stocking, sale and use of RUPs application of such products must only be conducted under strict supervision of professionals or licensed applicators. While CFSP has trained FSC agronomists and veterinarians at each FSC on proper handling and servicing for such chemicals, the FSCs have not yet trained professional applicators to render the services. As a result, strict instructions were given to the FSCs who stocked RUPs **not to sell RUP pesticides without meeting the required procedures for professional application**.

During this reporting period, CFSP received additional feedback from the USAID/Ethiopia MEO and Regional MEO on the **approval of the draft PERSUAP**. Following approval from the Regional Bureau, USAID is now collecting revisions that are recommended by external consultants. CFSP program staff are following up and responding to requests, edits and clarifications in a timely manner in hopes to finalize the document.

It should be noted that in accordance to the guideline presented in program PERSUAP, empty pesticide containers should be brought back to the FSCs for **safe disposal**. Discussion and consultation is under way to develop an arrangement that attracts customers to return empty containers to the center where it can be disposed safely under the supervision of experts from the Ministry of Agriculture. On the same note, CFSP staff members are working **with the Federal Ministry of Agriculture and Oromia Bureau of Agriculture to develop a training certificate program for semi-professionals to be trained for the application of RUPs**.

In addition, the CFSP Environmental Specialist is working to schedule site visits to each FSC with MEO & CFSP AOR in Q7.

Development of Wholesale Buying Cooperative

During this reporting period, CFSP staff worked with the four FSC owners/operators to continue the development of **the apex wholesale buying cooperative** whose legal name is **EGAA Agricultural Input Supplies PLC**. As previously decided by the four members, the minimum membership contribution is \$10,000 per member. This quarter, **funds were collected in a joint bank account and \$60,000 is deposited in the bank account.**

In order to receive a proper license to import from the Government of Ethiopia, EGAA Agricultural Input Supplies PLC must demonstrate appropriate office space and technical staff. To support EGAA, the CFSP staff has worked to develop **two scopes of work** – one for an international consultant and one for a local Ethiopian consultant – to be fielded and work on the development of a fully fledged business plan for EGAA. This business plan will serve as the basis for CFSP's 7th and final grant of \$200,000 for EGAA. Scopes of work were also developed for EGAA's most essential staff members and were posted on Ethiojobs.

Unfortunately, due to restrictions outlined in the laws governing the operation of Farmers' Cooperative Unions (FCU), the two Farmer Cooperative Union-owned FSCs (Fiche and Dodola) are still not eligible to participate in any additional venture or PLC. While continued efforts were made to remedy this restriction, the Oromia Cooperative Agency, the body responsible for the management of the FCUs in Oromia was clear that no such joint venture would be deemed permissible.

In the coming quarter, CFSP anticipates to work with EGAA on identifying an office and storage warehouse, developing a business plan, exploring ways to access credit, recruiting for full-time staff, and finalizing all official GOE paperwork.

Farmer Training

During this reporting period, CFSP is proud to report that **7 training sessions/programs were held across the FSCs**; 2 at Bishoftu FSC, 2 at Nekemte FSC, and 2 at Shashamane FSC and **281 farmers and 497 development agents** from GOE have received trainings.

In the coming quarters, CFSP anticipates working closely with the FSCs to identify appropriate training curriculum, calendars and collaboration efforts (GOE, input suppliers etc.)

Reporting, Monitoring and Evaluation

During this reporting period, CFSP staff continued to hold a brief M&E training module for FSC staff in Dodola and Shashamane. Given in tandem with the supplemental BMT and marketing and communication training, the M&E module outlined the quarterly reporting form to be submitted by FSC General Managers to CFSP staff ten days after quarter close. This training also introduced two FTFMS-tailored data collection tools to the FSC Agronomists and Veterinarians to capture impact of trainings and application of improved practices.

Also during this reporting period and as seen in **Attachment 1: Indicator Table**, CFSP Finance Specialist and CFSP COP aggregated program results for Q6.

Cross Cutting Activities

Marketing and Communications

During this reporting period, CFSP had a variety of marketing and communication activities. At two of the six FSCs (Shashamane and Dodola) the CFSP Communications and Marketing Specialist conducted a full-day training session for FSC staff on the understanding and application of **Communication and Marketing** for the FSCs. In addition to training, CFSP held **three media events**, continued to **advertise the launch of the program website** and is **developing a 7-minute program video**.

Communication and Marketing Training for FSC staff

During this reporting quarter, CFSP staff led a one-day capacity building session in Shashamane (February 4-5, 2014) and Dodola (January 2-3, 2014) on communication and marketing concepts and activities. As described above, this training was conducted in tandem with modules on monitoring and evaluation, human resources and supplemental BMT/accounting.

Encouraged to actively participate, ask questions, and take part in group work, this training module consisted of two major categories; the first in **Communication** and the second in **Marketing**. Together, this two-category module aimed to:



Hamelmal Getachew, CFSP Communications and Marketing Specialist conducting Communications Module at the Shashamane FSC

- Brief FSC staff on the importance and characteristics of good communication;
- Discuss with FSC staff the uniform Communication and Coordination Guideline that aims to improve internal and external communication;
- Highlight the key concepts and importance of calculated and clear press relations, outreach campaigns and public events; and
- Discuss and reach a common understanding on three major marketing topics of branding and marking, FSC sales strategies and promotion.

The Communication category covered the following five topics:

- **Background** – what is communication, what are communication barriers and why good communication it important
- **FSC Communication and Coordination Guideline** – how to improve internal (within FSC, amongst FSCs and with CFSP) and external (with GOE input suppliers, farmers, media etc) communication

- **Press relations** – what are press relations, why they are important in raising the visibility of the FSC to the public at large and who the various media contacts are for each FSC
- **Outreach campaigns** – what outreach campaigns are, why they are important for demand assessment and advertising and when/how they should be conducted (FSCs provided with outreach survey, outreach monitoring and customer follow-up templates)
- **Public events** – what kind of public events the FSC can advertise and host to engage customers, stakeholder and media.

The Marketing category covered the following four topics:

- **Background** – what is marketing (recap of BMT training), what is the marketing process and why is it important to the FSC;
- **Branding and marking** – what is a brand, what is a logo, why is the FSC logo important to the FSC, what can the FSC do to improve the value of the brand, and how/when to use the USAID logo properly;
- **Sales strategy** – what is an effective sales strategy and how the FSCs can demonstrate value, position and differentiate themselves, maintain thorough customer identification and create a distinctive purchase and sales experience;
- **Promotion** – how the FSCs can use promotion techniques to select efficient forums, times and materials

As described above, the training resulted in 12 individuals trained (8M:4F). When asked what the overall perception of the training was, one trainee said that this training, “improved how I can help the customer.” Another highlighted that “this training improved our ability to sell and more trainings like this should continue.” Such feedback motivates CFSP program staff to continue providing tailored training based on needs of the FSCs.

Branding and Marking

As per the branding and marking plan developed by CNFA, **uniform branding and marking** for all the FSCs is useful to promote program visibility, enhance business traffic, create recognition from customers, and generate awareness of the FSCs network on a local, national and international level. FSC staff members have received the finalized branding and marking document during the aforementioned training. Out of the uniform branding and marking the following has been achieved this quarter:

- Uniform FSC logo is being used in all printed materials and in the center itself;
- Uniform road signs and light boxes branded with the FSC logo have been placed in all six of the centers. The road signs are double sided, bear the FSC logo, are strategically placed on the main road going in and out of each city/town, and provide directions to the FSCs. CFSP staff and FSC owners identified what was needed in terms of municipal and Woreda approval and payment for permission prior to putting the signs on the road;
- Uniform business cards for FSC employees have been developed and provided to staff in all of the centers and as requested from each of the sites, business cards are being produced on a rolling basis;
- Uniform paint, which is part of the branding and marking plan, has been finalized at all of the six FSCs (Kadisco 56 Bright Green and Broken White);
- Uniform tan (15) and white (2) smocks marked with the FSC logo for FSC staff have been provided to all six centers;

- Uniform dedication plaques and banners with USAID and CNFA logos have been delivered to and posted by all six FSCs;
- Branded letterheads and formats for financial documents have been prepared for and provided to FSC staff during capacity building sessions; and
- All furniture and equipments procured under the USAID grant have been marked with a USAID sticker.

CFSP Website

During this reporting period, the CFSP program website <http://www.cfspethiopia.org> has been further updated with more detail in the “Training” section; with more recent press clips under the “News” section; with recent pictures added to the “Gallery” section; with additional materials/articles added to the “Resources” section; and with profiles of the FSC owners under the “Grants” section. The **official launch of the CFSP program**

website took place in tandem with the Bishoftu Ribbon Cutting Ceremony on December 17th in Q5 and announcements of the launch were built into the agendas of the three ribbon cutting ceremonies held in Q6. The CFSP Marketing and Communication Specialist continued to provide remarks on the content and use of the website to all attendees. A business card with the program information (name, donor, implementer) and website was included into the event folders for all participants at the Dodola, Fiche and Ambo ribbon cuttings. A similar approach will be applied to the Shashamane ribbon cutting which will be held in Q7.

CFSP Program Video

Following proforma collection, CFSP selected **Epic Media PLC to develop a short film (7 minutes) that summarizes the program and captures its unique approach and impact.** The video aims to show that CFSP is an innovative project and model that utilizes a private sector solution and builds the capacity of Ethiopian-owned enterprises to help improve the smallholder’s farmers access to high-quality inputs, extension services and trainings so they can subsequently improve their agricultural production and increase their household incomes. The video will try to highlight that this is the first network of FSCs in Ethiopia and that the program has been modeled off of



**CFSP Website Launch Promo Card;
Ambo FSC Ribbon Cutting**



**Remarks from CNFA’s Alan Pieper
Dodola FSC Ribbon Cutting Ceremony**

success CNFA has had in other countries. During Q5 and Q6 Epic Media has been travelling with CFSP team members to the sites of the FSCs as well as to individual customer's crop and livestock farms for filming live on-farm activities. A script was drafted by Epic Media based on footage collected and was then sent to CNFA home office for comments. The first two cuts of the video has been reviewed by CNFA in Q6 and a final draft will be reviewed with CFSP staff, CFSP's AOR and other relevant USAID communication team members prior to the final release in Q7.

Media Events

As described in **Attachment 4: Ribbon Cutting Photos** CFSP held three very successful media events this reporting period – the Dodola (January 16), Ambo (January 22) and Fiche (January 29) Ribbon Cutting Ceremonies. The Ambo and Fiche events were moderated by CFSP COP Dr Waktola Wakgari and the Dodola event was moderated by CFSP Environmental Specialist Dr Jiregna Gindaba. All three events included a ribbon cutting and plaque dedication by the event Guests of Honor, a FSC tour as well as remarks from key partners, FSC customers and FSC owners. Recognizing the crucial role of the media to reach the wider community and building off of strong relationships established during the Q4 media engagement event, all three of these events were well attended by various media agencies.

Held on January 16, 2014 the **Dodola Ribbon Cutting Ceremony** was attended by 47 participants from various sectors including GOE, private sector, donor programs, media and FSC customers/farmers. Lower participation was anticipated for this event due to distance of the location from Addis Ababa. Guests of Honor and keynote speakers for this event included:

- Ato Furo Beketa – Oromia Bureau of Agriculture
- Ato Fasika Jiffar – USAID/Ethiopia, CFSP AOR
- Mr. Alan Pieper – CNFA Senior Vice President, Operations and Compliance
- Ato Tesema G/Mariam – West Arsi Zone, Agriculture Officer (invited; could not attend)
- Ato Mohammed Yosuf – Dodola FSC/Raya Wakena Farmers Cooperative Union GM
- Ato Wondwossen Negusse – Farmer and customer of Dodola FSC
- Ato Mohammed Kedir – Farmer and customer of Dodola FSC

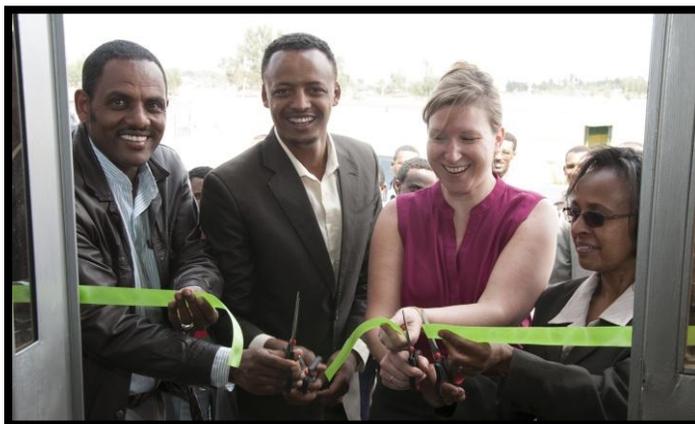
Held on January 22, 2014 the **Ambo Ribbon Cutting Ceremony** was attended by 66 participants from various sectors including GOE, private sector, implementing partners, media and FSC customers/farmers. Guests of Honor and keynote speakers for this event included:

- Ato. Lema Bogale – Oromia Bureau of Agriculture
- Mr. Cullen Hughes – USAID/Ethiopia, Deputy Office Chief Office of Economic Growth and Transformation (EG&T)
Ato. Kassaye Gemechu – West Shoa Zone Administration
- Ato Gadissa Gobena – Ambo FSC/Gadissa Gobena Commercial Farm Products, Owner/Operator
- W/o Atside Abate – Farmer and Ambo FSC customer

Held on January 29, 2014 the **Fiche Ribbon Cutting Ceremony** was attended by 44 participants from various sectors including GOE, private sector, donor programs, media and FSC customers/farmers. Lower participation was anticipated for this event due to distance of the location from Addis Ababa. Guests of Honor and keynote speakers for this event included:

- W/o Hiwot Lemma – Federal Ministry of Agriculture, Senior Entomologist
- Ms. Amy Beeler – USAID/Ethiopia, Private Sector and Energy Team Leader, Office of Economic Growth and Transformation (EG&T)
- Ato. Gemechu Bekele – North Shoa Zone Administration, Vice Head
- Ato Ketema Belete – Fiche FSC/Biftu Salale Farmers Cooperative Union GM
- Ato Tesfaye Tafesse – Farmer and Fiche FSC customer

Keynote speakers from the events (Federal Ministry of Agriculture, Oromia Bureau of Agriculture, USAID/Ethiopia and Zonal Administrations) highlighted the **crucial need to coordinate agriculture initiatives in order to improve the overall economic growth of the country**. All speakers emphasized the link of quality agricultural inputs and services to increasing agricultural productivity and improving environmental safety and mitigation practices. By improving access to quality inputs - similar to those for sale in the Dodola. Ambo and Fiche FSCs - Ethiopian farmers have the ability to achieve significantly higher crop and livestock yields which contributes directly to improved income generation, increased household food security and increased national GDP. The overall sentiment of appreciation for joint collaboration in the establishment of the FSC was clear in all the speeches.



**Guests of Honor Cutting the Ribbon
Fiche FSC Ribbon Cutting Ceremony**

As FCU Manger of the Dodola FSC, Ato Mohammed Yosuf highlighted, the contribution of both the program and the union was paramount in making the FSC a reality. The owner/operator of the Ambo FSC, Ato Gadissa Gobena said that he would like the beneficiaries of Ambo FSC to recognize the continuous **moral and material support from USAID and CNFA** who have been supporting - from idea to implementation - the FSC model in Ethiopia. He continued by stating that, “with the knowledge and skills obtained from the trainings conducted by the Commercial Farm Service Program the Ambo Farm Service Center can better realize that its **farmer customers are the country’s greatest assets and that the center’s main priority is to provide them with what they need to be successful.**” As FCU Manager of the Fiche FSC, Ato Ketema Belete emphasized, that the objective of the union and the program coincide in many ways. He congratulated members of the union and CFSP for their determination to realize the establishment of the FSC which, he believes will, **“in turn contribute to the growth of the country.”**

The ribbon cutting ceremonies focused heavily on inviting smallholder farmers, who serve as the primary beneficiaries and customers, to both attend and speak at the event. In his remarks, Ato Wondwossen Negusse, a local farmer and Dodola FSC customer stated that he had, “purchased herbicides, farm tools and improved seeds from the center and that all the inputs were very good and with **fair prices** compared to the previous shops he used to go to.” Ato Mohammed Kedir similarly stated that the **“products are very good in quality.”**

In Ambo, farmers gave similar statements about the importance and impact of the FSC. W/ro Atsede Abate stated that “My donkey was sick and I came to Ambo Farm Service Center and got the proper treatment and medicine; I also brought to the center a very sick calf and I almost lost all my hope before I came to this center and got relieving treatment; now my calf is more than well and even running around. **I believe this center brought hope to many of us in the town as the location is central and accessible and as the welcoming approach of the staff is inviting to visit again.**”



**Remarks from W/ro Atsede Abate
Ambo FSC Ribbon Cutting Ceremony**

In Fiche the customers who were represented in this event also affirmed about the importance of the center for their day to day activities. Ato Tesfaye Tafesse, a customer of the Fiche FSC said, “I bought animal drugs from Fiche FSC and I had a very reasonable offer in terms of price. On top of that, in all the other shops I used to buy medicine from, I was not sure of the quality because of the way the drugs are stored and because mostly there are expired products in the market. I see the storage and the way the drugs are presented in Fiche Farm Service Center and I know it is quality. Furthermore, I never had such a professional advice and technical support before. **I like my shopping experience here and I will certainly be loyal customer of this center**”.

Despite their far distance from Addis, CFSP is proud to report that **three media agencies were present at the Dodola ceremony**; that **five media agencies were present at the Ambo ceremony**; and that **three media agencies were present at the Fiche ceremony**. In Dodola, media attendees included: two Oromiffa newspapers (Ethiopia Press Agency’s Bariisaa and Kelecha) and one Amharic newspaper (Addis Admas.). The Ethiopia Press Agency’s Bariisaa newspaper covered the event of the January 17th and 24th issues and the Addis Admas Newspaper covered the story in the January 25th issue. In Ambo, media attendees included: the Ambo government communication office; one radio station (Afro FM 105.3), two Amharic newspaper (Addis Admas and the Reporter) and one Oromiffa newspaper (Ethiopia Press Agency’s Bariisaa.). The day following the event, Afro FM covered the story while the Reporter Newspaper covered the story in the January 25th issue. In Fiche, media attendees included: the Fiche government communication office and two Oromiffa



**Example of Q6 Media Coverage
Fiche FSC in Ethiopia Press Agency’s Bariisaa Newspaper**

newspapers (Ethiopia Press Agency's Bariissaa and Kelecha). The Ethiopia Press Agency's Bariissaa newspaper covered the event in the February 7th issue. Print event coverage can be seen in **Attachment 5: Press Clips from Ribbon Cuttings**

Press Releases

During this reporting period CFSP issued three press releases – one for the opening of the Dodola FSC, one for the opening of the Ambo FSC and another for the opening of the Fiche FSC. The press releases for each event were circulated in media kits that were compiled specifically for guests from the print, radio and TV media agencies. The Dodola press release was covered by the Bariissaa Oromiffa newspaper on January 17 and 24, 2014 and by the Addis Admas newspaper on January 25, 2014. The Ambo press release was covered by Afro FM on January 23 and by the Reporter on January 25th. The Fiche press release was covered by the Bariissaa Newspaper on February 7, 2014. The press release dates and titles were as follows:

- **January 16, 2014** – USAID COMMERCIAL FARM SERVICE PROGRAM OPENS DODOLA FARM SERVICE CENTER
- **January 22, 2014** – USAID COMMERCIAL FARM SERVICE PROGRAM OPENS AMBO FARM SERVICE CENTER
- **January 29, 2014** – USAID COMMERCIAL FARM SERVICE PROGRAM OPENS FICHE FARM SERVICE CENTER

Gender Issues

As mentioned in the most recent report, CFSP's Gender and PR Officer built off of the gender assessment conducted during Q2, and gender, business skills and organizational development training sessions provided to three different Women's Associations held in Q3, to conduct an assessment on the three women's associations ability to incorporate the training into their associations and microenterprise ventures during Q5. Working to develop women-specific Business Management Training modules, the goal of this assessment was to find out how well the women were applying the training, how they would value any additional training, and how to best adapt any upcoming trainings to better suit their schedules and needs. As a result of this assessment, much of Q6 was dedicated to working with the CFSP Finance Specialist to **adapt CFSP's 4-day BMT training** to meet the needs of women entrepreneurs and farmers. Beyond adapting the modules, preparation for selecting location, trainees and attendees have been underway during this reporting period.



**Q6 Gender Meet and Greet
Women's Associations and Shashamane FSC**

Beyond preparing for the upcoming women-specific BMT training, the Gender and PR Officer and the Bishoftu FSC Agronomist met with the **Office of Women and Children Affairs in**

Bishoftu. The purpose of this meeting were to inform the office of the upcoming trainings; to learn more about the activities of the three women’s associations that were selected for the training; and to discuss the potential to more closely collaborate with the Bishoftu FSC.

In Shashamane, the Gender and PR Officer also spent one day making **formal introductions between three women’s associations and the Shashamane FSC**. The three associations invited were the same three that received the aforementioned Q3 training and Q5 assessment - the Jhalala Women’s Association, the Burka Gudina Missoma Women’s Association and the Gudina Women’s Association. As the owner and operator of the Shashamane FSC (Adanech Zewde) is a women, the women from the associations were keen to tour the center and have a lengthy discussion about the inputs and services offered at the center.

Project Administration & Finance

During this reporting period, CFSP’s Accountant and Office Manger has been working on a variety of administration issues and financial compliance and reporting measure. These include:

- Collection and approval of pro-forma invoices for various assets for FSCs (furniture, signage, PPEs and vet equipment for FSCs; tractor mounted sprayer for Nekemte; cultivators for Ambo and etc.) Procurement requests were prepared for each vendor and were approved by CFSP COP and/or CNFA HQ as appropriate. Delivery of logistics of such assets to each FSC were arranged by the CFSP team and upon delivery FSC General Managers signed an inventory issue voucher receipt;
- Submission of CFSP staff time sheets to CNFA HQ at the close of each month;
- Submission of monthly advance request to CNFA HQ based on most recent financial report;
- Payment of salary, pension and income tax for all Ethiopian staff;
- Reimbursement of staff salary, environmental and branding costs incurred by FSCs in accordance to grantee budgets and as approved by CFSP COP (five of six FSCs);
- Provision of all Addis-based CFSP office supplies including toner, stationery items, training materials and etc.
- Provision, approval and clearance for all vehicle usage (tracked on log sheet), travel advance, and travel reimbursement for both travel in Addis as well as site visits;
- Processing and payment for all CFSP Program expenditures recorded in accordance to the appropriate account categories as seen in **Attachment 6: SF 425**. All financial reports were approved by CFSP COP at the beginning of each calendar month and submitted to CNFA HQ at the end of each calendar month.

Beyond project administration and finance, CFSP’s Program Officer and Accountant and Office Manager attended the 3-day training on “**USAID Rules and Regulations: Grants and Cooperative Agreements**” conducted by Inside NGO in Addis Ababa on March 24 - March 26. This training improved the staff’s capacity to ensure compliance with USG rules and regulations and build the program’s understanding of the cooperative agreement they are implementing. Following the training, ample steps will be made to improve the program’s procurement and other administrative manuals.

For the next quarter, CFSP intends to submit justification for no competition and subsequent reservations for the Chief of Party and Program Officer to attend the week-long Inside NGO

training for PO in Washington DC on “**PMD Pro 1 - The Essentials of Project Management and PMD Pro 2 – The Effective Program Manager.**”

Networking and Collaboration

In order to enhance the operational abilities of the FSCs and maximize impact through improved coordination, the CFSP has networked and collaborated with other firms and programs. In this reporting period CFSP has had collaborative meetings with the following:

Name of Partner/Project	Nature of Collaboration	Status
Private sector input suppliers	<ul style="list-style-type: none"> • Ensure FSC access to and awareness of high quality international input supplier inventory • Link FSCs to suppliers who will facilitate FSC-led farmer outreach activities (demo plots, farmer field days etc) 	Distributed an updated contact list of input suppliers at Q6 Site Specific Training; Held a meeting with Access Ethio Pharma PLC (a veterinary supplier); Held a meeting with GrainPro to discuss their product line; Held a meeting with AGCO to discuss collaboration points for potential Phase II
AGP-LMD program	<ul style="list-style-type: none"> • Close coordination with LMD’s livestock trainings and value chain activities in the Oromia region. 	Close coordination with LMD staff in their review of grant applications who are already CFSP grantees; CFSP presented at LMD’s 2nd Federal Level Livestock Value Chain Multi Stakeholders Platform
Oromia Bureau of Agriculture	<ul style="list-style-type: none"> • Ensure full cooperation from Woreda and Zonal bureaus and to facilitate smooth run of each FSC center with the full knowledge of the Bureau • Competency certificate for trained applicators and potential trainers from the bureau 	High-level and local level OBA representation at Fiche, Ambo and Dodola Ribbon Cuttings; OBA participation in Q6 Site-Specific Technical Trainings; Bureau is under preparation for such activities as providing certification but not yet finalized.
Oromia Bureau of Finance and Economic Development	<ul style="list-style-type: none"> • CFSP to submit program summary to ensure collaboration with relevant NGO work in Oromia 	Program application drafted and ready for submission in Q6
AGP-GRAD program	<ul style="list-style-type: none"> • Link FSCs to GRAD beneficiaries through targeted input supply and diet diversification and extension training. 	Continued discussions on how the Shashamane FSC can be formally linked with GRAD agrodealers in surrounding area. Shared contact information of Shashamane FSC in Q6 and GRAD COP and staff held discussion with the FSC owner.
Agriculture Transformation Agency (ATA)	<ul style="list-style-type: none"> • CFSP has had information meetings with various ATA departments including: Input and Output Marketing; Household Irrigation; Technology Access/Adoption; and Direct Seed Marketing. 	Held continued in-depth meetings with the Direct Seed Marketing team about potential to scale together on Phase II; ATA attendance at Ambo Ribbon Cutting Ceremony

	<ul style="list-style-type: none"> • Meetings outlined how ATA activities can be linked to both farmers and private sector distribution points for new technologies/inputs. 	
Ratson	<ul style="list-style-type: none"> • Ratson has a wide variety of marketing platforms that FSCs can utilize (SMS,). This is a very productive and sustainable way to utilize the marketing line item in grant budgets 	CFSP met with Ratson and visited their office and activities in Bishoftu; Ratson to present in Q7 experience sharing event at Bishoftu FSC to get FSC staff thinking about the plan they'd like to have with Ratson.

In addition to follow-up on these meetings, CFSP looks forward to meeting with the following organizations and programs in the coming quarter:

- Federal MoA – to confirm upcoming pesticide certification trainings
- Esoko (ICT) – to discuss their activity plan following the registration of their local agent
- iiCD (ICT) – to discuss the status of their MIS platform
- USAID Agriculture, Knowledge, Learning and Documentation Project (AKLDP) – CFSP was unable to attend the event held on April 17th so will arrange to meet the new program staff in Q7.
- Pioneer – to discuss the scale up of their program with made and explore further their new seed multiplication program
- CABI – to discuss the status of their “Plantwise” activities in Ethiopia
- Digital Green – to discuss
- Various lending institutions (Oromia Cooperative Bank; Commercial Bank of Ethiopia; Development Bank of Ethiopia etc)

In addition to these one-on-one meetings, CFSP hopes to send staff to be present for the upcoming **IFPRI May Conference** (May15 – May 17) in Addis Ababa entitled, “Building Resilience for Food and Nutrition Security” as well as for the upcoming **AGP Joint Review and Implementation Support (JRIS) Mission** to be held in mid-June. Both of these events hold immense value to both network and to be an active part of the conversations that revolve around development in Ethiopian agriculture and private sector investment.

Challenges

Similarly to the last reporting period, during this reporting period the largest challenges CFSP encountered were in relation to inventory stocking. As the program aims to create a new standard of input supply, it is necessary that the FSCs have both ample quality and quantity of products. For many of the FSCs this was a large up-front sunk cost that differed from their previous business ventures. This risk-averse mentality was a challenge that program staff had to overcome through encouragement of proper stocking.

Beyond inventory, the FSCs each seemed to have their own motivational and human resource related issues. Similarly stemming from not wanting to stray from “the old way of doing business” and fears of significant up-front inventory investments; however, CFSP has worked to encourage FSC owner/operators to empower their trained staff and has reminded them that in

order to generate sales there must be products to sell. These sentiments will continue to be shared in the coming quarters as necessary.

CFSP is still struggling with legal ways to include the two FCU-owned and operated FSCs (Fiche and Dodola) to participate in the formation of the wholesale buying cooperative (EGAA PLC). Since the FCUs have a large number of members to serve, their involvement in an apex PLC would be a significant boost to both their ability and the program's goals to serve smallholder farmers. At this point in time, CFSP is keeping an open line of communication with the FCUs and, following the licensing of EGAA PLC, will explore in more detail the potential to have them formally linked to inventory orders.

Lessons Learned

During this reporting period, CFSP has learned that strict follow-up is required to ensure that the FSCs are operating at full capacity, especially following the ribbon cutting ceremonies. As these media events were a major incentive for each center, the program has learned that another incentive or event to look forward to is helpful in keeping the FSCs motivated and on track. As a result, CFSP staff is working with the FSCs on a calendar for upcoming events, trainings and outreach. This will ensure CFSP staff members are making sufficient trips to the centers to check in on their status.

CFSP has also learned that as the FSC model is new to Ethiopia, the FSCs and their staff require supplemental training on the best practices and lessons learned of the model. CFSP is continuing to organize quarterly (at least) meetings amongst the FSC staff to share lessons learned and next quarter will hold this meeting at the Bishoftu FSC to showcase the center's success from adhering to the model.

Next Steps

During the next quarter (April, May, June) CFSP expects to:

- Conduct regular follow-up site visits to each FSC to review business activities, farmer outreach, and upcoming FSC-led farmer trainings;
- Hold the final official ribbon-cutting ceremony (Shashamane);
- Conduct two women-specific BMT trainings (Ambo and Bishoftu);
- Continue to work on the formation of the EGAA PLC (business plan, office site selection, and staffing);
- Develop and provide training on a pesticide certification module (w Federal MOA & OBA);
- Support additional FSC-led farmer trainings;
- Work closely with the FSCs to identify appropriate training curricula, calendars and collaboration efforts with GOE, input suppliers and others;
- Hold a quarterly review for the managerial and technical staff of each FSC to share input supplier information and lessons learned; and
- Conduct a quarterly EMMR for each FSC;
- Conduct or facilitate ground for the conduct of at least 3 field demonstrations.

Additional cross cutting activities that are anticipated to be completed in the next quarter include: continuing to update the program website, continuing networking and collaboration efforts, and ensuring FSCs are adhering to program M&E deliverables.

Conclusions

Building off a successful fifth quarter that consisted of site visits, the beginning of the apex PLC, supplemental capacity building/training for the staff of four FSCs, and three high-profile ribbon cutting ceremonies, the sixth quarter of CFSP was marked by extremely impressive achievements.

During this quarter, the CFSP team has worked to complete FSC asset transfer, to continue the establishment of the EGAA PLC, to complete supplemental capacity building/training for the remaining two FSCs, to prepare the modules and logistics for two women-specific BMT trainings, to conduct location-specific technical trainings for each FSC and to hold three successful ribbon cutting ceremonies. In the coming quarter, CFSP looks forward to its final ribbon cutting ceremony (Shashamane), two women-specific BMT trainings, the continued development of the EGAA PLC, the creation (with the Federal MOA) of a certification for semi-professional RUP applicators training and the support of FSC-led farmer trainings and demonstrations.

Attachment 1: Indicator Table

Indicator	Base line	Target/Actual									
		Q1	Q2	Q3	Q4	Y1	Q5	Q6	Q7	Q8	LOP
FTF Indicators (targets/actual)											
4.5.2 Number of jobs attributed to FTF implementation	0	0/0	0/0	10/0	10/42	20/42	0/2	0/2	10	10	40
4.5.2.5 Number of farmers and others who have applied new technologies or management practices as a result of USG assistance (disaggregated by sex; cumulative)	0	0/0	0/0	0/0	5,000/0	5000/0	1,000/1457	2,000/8,185	15,000	30,000	30,000
4.5.2.7 Number of individuals who have received USG supported short-term agricultural sector productivity or food security training (disaggregated by sex; cumulative)	0	0/0	0/0	0/106 92 F: 14 M	100/72 9 F: 63 M	100/178 101F: 77M	300/462 148F : 254M	500/ 404	1,000	1,000	1,000 (50% women)
4.5.2-11 Number of food security private enterprises (for profit), producers' organizations, water user associations, woman' s groups, trade and business associations, and community-based organizations (CBOs) receiving USG assistance (disaggregated by sex; cumulative)	0	0/0	3/0	6/9 4 F : 5M	7/6 1 F: 5 M	7/9 4 F: 5 M	6/6	9/ 6	9	12	12 (25% women)
4.5.2-29 Value of agricultural and rural loans (disaggregated by sex; cumulative)	\$0	\$0/\$0	\$0/\$0	\$5,000/\$0	\$10,000/\$0	\$15,000/\$0	\$0/\$0	\$5,000/\$180,439	\$40,000	\$80,000	\$80,000 (25% women)
4.5.2-30 Number of MSMEs, including farmers, receiving USG assistance to access loans (disaggregated by sex; cumulative)	0	0/0	0/0	3/0	6/6	6/6	6/6	7/7	7	7	7
4.5.2-37 Number of MSMEs receiving business development services from USG assisted services	0	0/0	0/0	3/6	6/6	6/6	6/6	7/7	7	7	7
4.5.2.38 Private sector matching investment leveraged (USD)	0	\$66,000/\$0	\$155,500/\$0	\$30,500/\$44,307	\$30,500/\$207,404	\$282,500/\$251,711	\$30,500/87,334.01	\$20,500/\$26,298	\$27,000	\$24,000	\$354,600

Indicator	Baseline	Target/Actual										
		Q1	Q2	Q3	Q4	Y1	Q5	Q6	Q7	Q8	LOP	
Overall Program Impacts (targets/actual)												
FSCs established (ownership of FSCs disaggregated by sex)	0	0/0	2/0	4/6 1 F : 5 M	-	6/6 1 F: 5 M	-	-	-	-	-	6
Value of FSC sales (USD)	\$0/ \$0	\$0/ \$0	\$100,000/ \$0	\$250,000/ \$0	\$300,000/ \$0	\$650,000/ \$0	\$50,000/ \$14,516	\$60,000/ \$538,983	\$200,000	\$500,000	\$500,000	
Increased farmer incomes (measured by per capita expenditures - disaggregated by sex)	0	0	0	0	-	0/0	-	-	-	-	-	20%
Value of farmer output marketed through FSCs	\$0	\$0/\$0	\$0/\$0	0	-	0/0	-	-	-	-	-	TBD
Inputs supplied by wholesale buying cooperative (cumulative in USD)	0	\$0/\$0	\$0/\$0	\$50,000/\$0	\$100,000/ \$0	\$100,000/ \$0	\$0/\$0	\$0/\$0	\$50,000	\$200,000	\$200,000	
Number of households directly benefiting from USG interventions (cumulative)	0	0/0	0/0	0//112	5,000/120	5,000/232	1,000/ 1,457	2,000/ 8,185	15,000	30,000	30,000	
Number of field days and exhibitions	0	0/0	0/0	12/0	12/0	24/0	0/0	2/0	4	12	42	
Number of GoE Extension Agents taking part in trainings	0	0/0	0/0	0/0	0/11	0/11	33 8F : 25M	-	12	-	12	
Number of grant applications received (disaggregated by sex)	0	25/0	25/27 6 F : 21 M	-	-	25/27 6 F: 21 M	-	-	-	-	-	50
Number of activities conducted for the outreach campaign	0	4/4	5/5	0/0	-	9/9	-	-	-	-	-	9
Number of FSCs and other private input suppliers benefitting from the creation of the wholesale buying cooperative	0	0	6/0	0/0	6/0	6/0	0/0	6+/6	6+	9+	9+	
Value of the volume discounts offered by the wholesale buying cooperative	0	-	-	-	-	-	-	-	-	-	-	TBD

Indicator	Baseline	Target/Actual									
		Q1	Q2	Q3	Q4	Y1	Q5	Q6	Q7	Q8	LOP
Cross Cutting (targets/actual)											
Number of gender assessments conducted	0	-	0/0	0/1	1/0	1/1	-	-	-	1	2
Proportion of target population reporting increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities	0	-	-	-	-	-	-	-	-	-	80%
Percentage beneficiaries benefitting from other ongoing nutrition programs due to CFSP linkages (disaggregated by sex and age group)	0	-	13%/0%	25%/0%	38%/0%	38%/0%	0%	0%/0%	0%	0%	0%

Attachment 2: CFSP Q6 Success Story



A Harvest Saved - Minda's Tomato Farm

Since the openings of Farm Service Centers in six different locations throughout Oromia, Ethiopian farmers have been benefiting from improved access to high quality products and services. The centers, established as part of the USAID Commercial Farm Service Program, are what agriculture and livestock producers need most - an Ethiopian-owned one-stop-shop where smallholder farmers can access the inputs, consultation and trainings they need to improve their yields and eventually improve their livelihoods. The centers sell improved seeds, plant protection products, veterinary medicines and also provide classroom and on-farm trainings.

Minda Ayalew, one of the farmers and customers of the Bishoftu Farm Service Center, has owned a vegetable farm around Bishoftu for more than five years. When he decided to shift from being an employee of an agribusiness center to owning his own farm, he knew he needed different types of high quality seeds that would give him great yield. Additionally, Minda knew he needed fertilizers and other inputs to become a successful vegetable farmer.

Unfortunately, Minda faced various challenges since the start-up of his business. "There is lack of supply of inputs, especially improved seeds nationwide," Minda noted. "There are very few places that are able to supply them and the supply is a very limited number of crop or vegetable seeds." Minda also noted that, "another challenge is the lack of variety in the plant protection products available and that there is always the issue of price. Some of the prices at other vendors are unreasonable, and even with unfair prices, the medicines and products are ineffective."

Minda stressed that he has not been as effective as he hoped due to all these challenges. This was until he had the opportunity to shop in the Bishoftu Farm Service Center. "I have purchased many inputs from the Bishoftu Farm Service Center," Minda explained. "Mostly, I buy plant protection products and they've been very effective." Since buying his products at the Bishoftu Farm Service Center, Minda has harvested more than other farmers who did not buy any

products from the store. “Recently, there was a pest attacking our crops and I bought plant protection products such as tracer and coragen from the Bishoftu Farm Service Center. Because I applied those, I’ve become more productive and my tomatoes have continued to grow. The other farmers that didn’t use the plant protection suffered and their production was destroyed. I wasn’t affected at all and managed to harvest my crops.”

Minda now has a renewed hope for his farm as a result of having a reliable center to purchase high quality products and receive consulting services. The Farm Service Center provides consulting services both on site and at their offices, as well as the trainings that have been organized in collaboration with input suppliers. “The Farm Service Center is very promising,” Minda said. “I believe it is a place where we will see many good things in the future.”



Attachment 3: Q6 EMMR

Environmental Verification Form

USAID/Ethiopia Award Name: Commercial Farm Service Program (CFSP)

Name of Prime Implementing Organization: CNFA

Name of Sub-awardee's Organization (if this EMMR is for a sub): None

Geographic location of USAID-funded activities (Province, District): Oromia Region

Date of Screening March 30 2014 – April 7 2014

Funding Period for this award: FY October 2012 to FY September 2014

Current FY Resource Levels: FY: _____

This report prepared by Jiregna Gindaba

Date: 11 April 2014

Date of Previous EMMR for this organization (if any): 11 January 2014

Indicate which activities your organization is implementing under Feed the Future funding.

Key Elements of Program/Activities Implemented

Activity Group	Group Description	Yes	No
1	Technical assistance, training, training modules development, capacity building, workshops, media events, radio programs, creating awareness, organizational strengthening, civic education, policy reforms, legal and social services, and development of business plans and strategies		X
2	Micro credit, loans, MFIs and micro enterprises; loan guarantees, DCAs		X
3	Biotechnology		X
4	Fertilizers, pesticides, new agricultural productivity technologies, planting materials, seeds and construction	X	
5	Water, Sanitation and Hygiene Activities		X
6	Sub-grants		X
7	Other activities that are not covered by the above categories		X

ENVIRONMENTAL MONITORING AND MITIGATION REPORT (EMMR)

List of Proposed Mitigation Measures	Status of Mitigative Measures	Any outstanding issues relating to required conditions	Remarks
1. Building Farm Service Centers (FSC) and Wholesale Cooperative			
1.1. Construct buildings according to standards set (ventilation, floor & roof sealing, drains for leakages, shelving, etc) by the regulatory authority of the Ministry of Agriculture, Ethiopia. Upgrading existing facilities to the required standard.	Two new buildings were constructed and three existing buildings were renovated for FSC as per the required standards. The renovation of one FSC is underway with continuous follow up.	None	
1.2. Construct chemical store down slope from all water sources, 100 meters away from water wells and 150 meters away from water bodies	All six locations selected for chemical stores are far away from water sources and wells.	None	
1.3. Fence agrochemical building premise to avoid entry of children, animals or un-authorized personnel, put warning signpost at entry of each store. Facility physically secure padlocked and guarded when not used. No fire, flame, smoking or eating allowed in storage areas	Chemical stores at five FSC have been fenced, padlocked and guarded during off time. One centre is under construction.	None	
1.4. Install emergency facilities: fire extinguisher, eye-wash stations, toilets and rest areas, emergency exits, first aid equipment	All emergency facilities have been purchase and installed at five Centres and same will be done for the remaining centre.	None	
1.5. Other, specify	None		
2. FSCs and Wholesale Cooperative Staff			
2.1. Employ professional staff with good experience of handling agrochemicals	All six FSC have employed professional agronomist and veterinarian to handle technical matters and sales and management staff to run the business	None	
2.2. Provide skills training/ refreshers on pesticide handling and application	A comprehensive technical training has been offered to all staff of the centres on pesticide	None	

	handling and application. The training was supported by practical demonstration on use of PPE and overall pesticide application.		
2.3. Placement and maintenance of male and female toilets and rest areas, first-aid and eye-wash stations, and health and safety plans with training/ refreshers	Male and female toilets and rest areas, first-aid and eye-wash stations were made available at each center and refreshments were made on use of these facilities during training.	None	
3. Transport, Handle and Store Agrochemicals			
3.1. Avoid transporting pesticide with human or animal food, household furnishings, toiletries, clothes, bedding or similar items; carry safety equipment; use vehicles dedicated for chemical transport or with safety equipment	A comprehensive training has been offered on safety procedures for handling, transportation and application of pesticides. All centres transport pesticides by own vehicle and carry along PPE, fire extinguisher and first aid kit on pesticide transporting vehicle.	None	
3.3. Consult labels for specific storage instructions; use recommended detergents for cleaning; use fire extinguisher; make available Materials Safety Data Sheets (MSDS) for reference at each FSC	FSC staffs are thoroughly trained on how to follow up pesticide labels and use product material safety data.	MSDS has not yet been compiled for reference at each FSC. MSDS are readily available from the internet.	Follow up to compile MSDS
3.4. Monitor store inventories to ensure all products are appropriately packaged and stored; avoid returning opened and used chemicals	Inventory monitoring templates are developed for each centre. The inventory sheets will be available at the centre upon stocking. Some centres have posted list of chemicals they have in stock.	None	
3.5. Comply with emergency plan for leaks or spills at the storage site or during handling; have a written plan to include emergency telephone numbers and hospitals, and use of cleanup emergency equipment, methods and steps that must be followed	Chemical stores and showrooms were constructed/renovated in such a way that leaks and spills be washed easily into underground septic tank. Emergency posters are posted at each centre,		
3.6. For all FSCs, introduce pesticide record-keeping concepts and tools or following up	Apart from inventory record, each centre has customer service record keeping book. Some centres have developed own record keeping strategy apart from what was obtained from the	None	

	training.		
3.7. Monitor store inventories to ensure products conform to the USAID's approved PERSUAP and regulatory authority in Ethiopia	Stock inventories of all FSC were checked for conformity to approved list of chemicals. No FSC was found to stock un registered chemicals.	The use of PPE under the supervision of a professional or trained applicator should be enforced by the FSC	
3.8. Monitor store inventories to ensure products are not counterfeit or adulterated	List of chemicals approved for stocking has been provided to each centre and centres were strictly advised not to stock illegal or adulterated products. So far the FSC are sourcing pesticides from major importers.	Some FSC did not sufficiently stock inventories and strict follow up is required to ensure pesticides are only sourced from the major pesticide companies.	Need follow up when chemical s are stocked.
3.9. Make copies of the list of registered pesticides names that should be used by farmers; distribute copies to project field extension staff for training and monitoring	List of registered and USEPA approved pesticides is attached to grant agreement and provided to each FSC. Additional copies were furnished to local Woreda extension staff and FSC professional staff	Some FSC have posted the list of their inventories while others didn't. All centres are encouraged to provide the list of their inventories.	
3.10. Conduct environmental responsibility and worker safety training for FSC personnel	Extensive training on environmental and workers safety had been provided at program level.	All centres, in collaboration with local woreda agricultural experts and program staff have to provide trainings to farmers' representatives and local Kebele	

		extension agents.	
3.11. Use an environmental mitigation plan into each FSC grant project; follow storage and safety regulations prescribed by regulatory authority and manufacturers	Environmental mitigation budget has been incorporated into business plan	None	
3.12. Make arrangements that pesticide supplying companies present the use and handling of their products	The CFSP has made arrangements to establish strong connections between the FSC and pesticide supplying companies. Brochures have been collected from some companies and others are willing to introduce their products. Some companies have already started providing training to local farmers in collaboration with FSC.	All FSC have to link with major pesticide companies to provide trainings and do promotions.	
3.13. Ensure technical assistance and training/ refresher comply to USAID-approved PERSUAP	Technical training provided to the FSC staff was in full compliance with the draft PERSUAP submitted to USAID.	None	
3.14. Dispose obsolete/ expired pesticides and used containers per USAID-approved PERSUAP	Extensive training and discussions were made on safer disposal of pesticide containers. So far no obsolete pesticides were available at any FSC.	The centres agreed to collect empty pesticide containers and dispose of. However, mechanisms for collecting empty containers should be devised.	Follow up to ensure safer disposal procedure
3.15. Avoid reuse of agrochemical containers by returning to chemical store	Discussed in details and centres agree to collect containers for disposal.	Mechanism for collecting empty containers should be devised as soon as possible	Follow up needed
3.16. Training/ refresh staff of the FSC on standard seed storage and handling	Training not offered yet		
3.17. Monitor store inventories to ensure products are appropriately packaged and stored	Packaging and storage of inventories stocked so far are in good order.		
3.18. Make copies of MSDS available for reference at each	Agreed on relevance of the MSDS during	Copies are not yet	Follow up

FSC	training	made available and all centres will download MSDS from the internet.	needed
3.19. Other, specify	None		
4. Outreach, Trainings and Refreshers			
4.1. Ensure use of safety procedures and personal protection during demonstration and training/ refresher	All safety procedures and PPE were used during technical trainings provided by the program staff.	FSC staff are expected to continue the practice during farmers and applicators training	Follow up needed
4.2. Carry out environmental monitoring and reporting over the life of the project	Environmental monitoring and reporting has been going on during since construction /renovation started and will continue during the life of the project.	None	Follow up needed
4.3. Make pesticide guideline translated into local languages	Two of the six centres have prepared pesticide guidelines to handout to customers.	All FSC are advised to provide pesticide guideline in local language/s	
4.4. Other, specify	None		
5. Environmental Responsibility			
5.1. Apply environmentally sound site selection process	Site selection has been made for proposed FSC in six locations within the Oromia regional state in accordance with Programs environmental guideline.	None	
5.2. Incorporate environmental mitigation plans into project design	Environmental mitigation budget has been incorporated into the project design. Detailed mitigation plan has be incorporated into the contractual agreement and been implemented at least in five of the six locations.	None	
5.3. Provide training/ refreshers on safer use, storage, transport and disposal of agrochemicals	A comprehensive training has been offered to FSC staff and local Woreda extension officers	Same training is expected to be	Follow up required

	on environmental and human safety procedures for pesticide handling, transportation, storage, application and disposal.	conducted by the FSCs	
5.4. Train/ refresh FSC staff to promote strategies for adapting to climate change including use of improved, drought-resistant seed varieties, low or no till-cultivation, Integrated Pest Management (IPM) strategies, fodder crop production to supplement rangeland grazing, and efficient drip irrigation systems	Training on a comprehensive IPM has been offered to FSC staff and local Woredas extension agents.		
5.5. Develop and implement a training plan for pesticide safer practices and IPM	Training on safer use of pesticides and IPM has been offered to FSC staff and local Woredas extension agents.	Same training is expected to be offered by the FSC to local kebele DAs.	Follow up required
5.6. Promote IPM as preferred means to sustainable crop protection	Promotion is made via training of FSC and local woreda extension staff	The FSC should follow the implementation	Follow up to implement IPM
5.7. Encourage farming systems that will accompany and be part of the technology (e.g., ridge tillage, contour planting, minimum tillage, crop rotation, water harvesting and crop residue use)	Training materials are ready and training schedules have been set to train key FSC staff and representatives of local agricultural departments and extension agents.	The centre in collaboration with Woreda agricultural bureau staff should organize same training for farmers.	
5.8. Possible negative climate change effects will be mitigated via the FSCs as venues for training and sources of information on effective soil and water use practices, conservation farming, land management	Training materials are ready and training schedules have been set to train key FSC staff and representatives of local agricultural departments and extension agents.	None	
6. Social and Labour Practice Concerns			
6.1 Maximize women's involvement in all aspect of the agriculture value chains	Outreach campaign has been made to increase the involvement of women.	None	

6.2. Engage women as project staff members and leaders in farmer outreach efforts; encourage women to participate in the FSC business plan competition	Outreach campaign has been made to increase the involvement of women and one of the FSCs is woman owned.		
6.3. Improve women’s access to credit for purchase of necessary farm inputs and agro-retail inventories	Not started		Follow up
6.4. Encourage prohibition of child labor in agriculture	FSC staff and Woreda Extension staff were trained on workers safety and prohibited practices		
6.5. Other, specify	None		

Attachment 4: Ribbon Cutting Photos

Dodola Farm Service Center

Photos from January 16, 2014



Ambo Farm Service Center

Photos from January 22, 2014



Fiche Farm Service Center

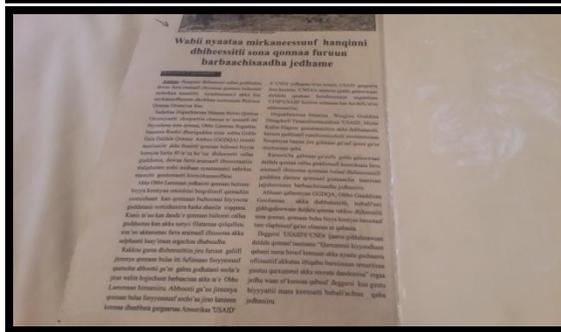
Photos from January 29, 2014



Attachment 5: Press Clips from Ribbon Cuttings

Ethiopia Press Agency – Bariisaa Oromiffa Newspaper

On January 17th and 24th, 2014 the Ethiopia Press Agency Bariisaa Newspaper (Oromiffa) published a brief story on the Dodola ribbon cutting ceremony held on January 16th 2014.



Addis Admas Amharic Newspaper

On January 25th, 2014 the Addis Admas Newspaper (Amharic) published a brief story on the Dodola ribbon cutting ceremony held on January 16th 2014.



Ethiopia Press Agency – Bariisaa Oromiffa Newspaper

On February 7th, 2014 the Ethiopia Press Agency Bariisaa Newspaper (Oromiffa) published a brief story on the Fiche ribbon cutting ceremony held on January 29^h 2014.



The Reporter

On January 25th, 2014 the Reporter Newspaper (Amharic) published a brief story on the Ambo ribbon cutting ceremony held on January 22nd, 2014.

(image not available)

**Attachment 6:
SF-425**

