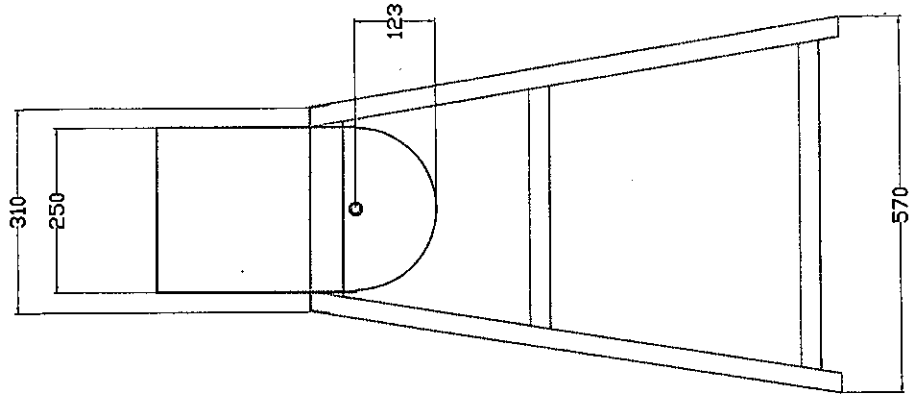
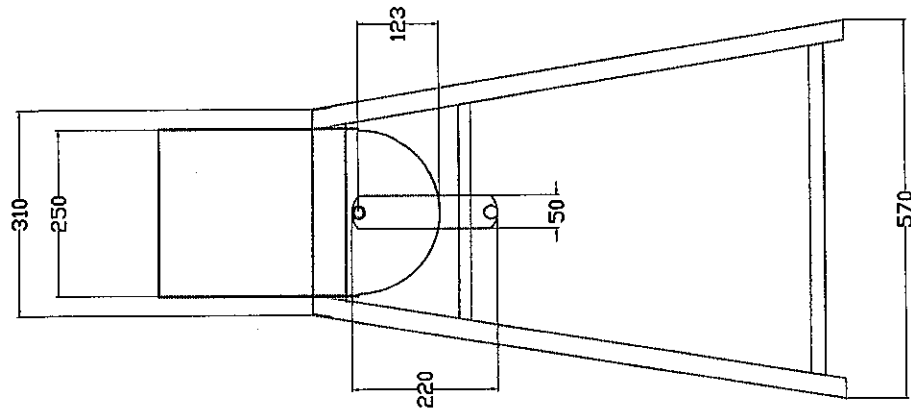


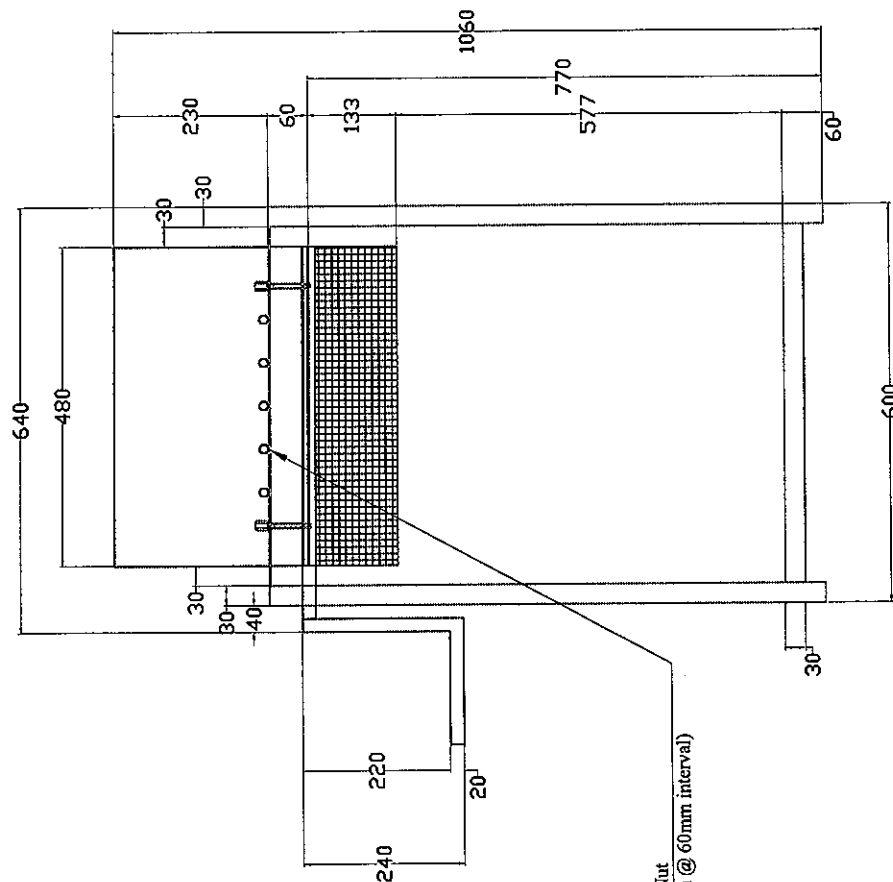
Fabrication Drawing for Cassava Cutter, manual operation type



LEFT SIDE

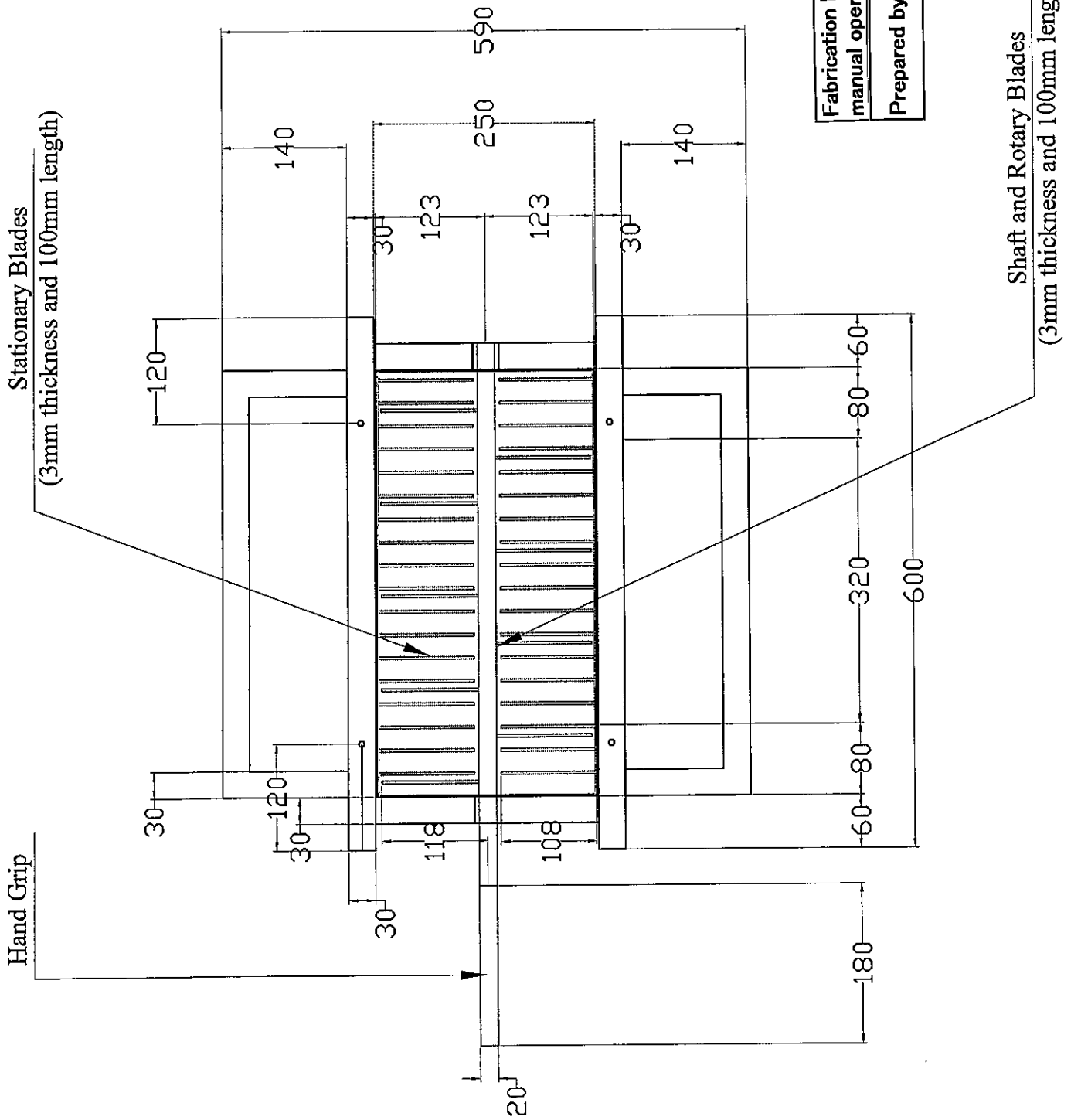


RIGHT SIDE



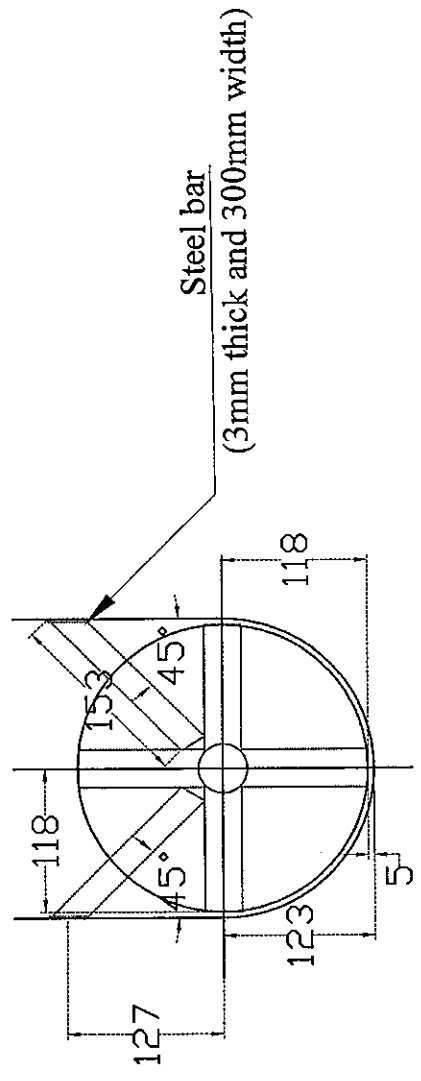
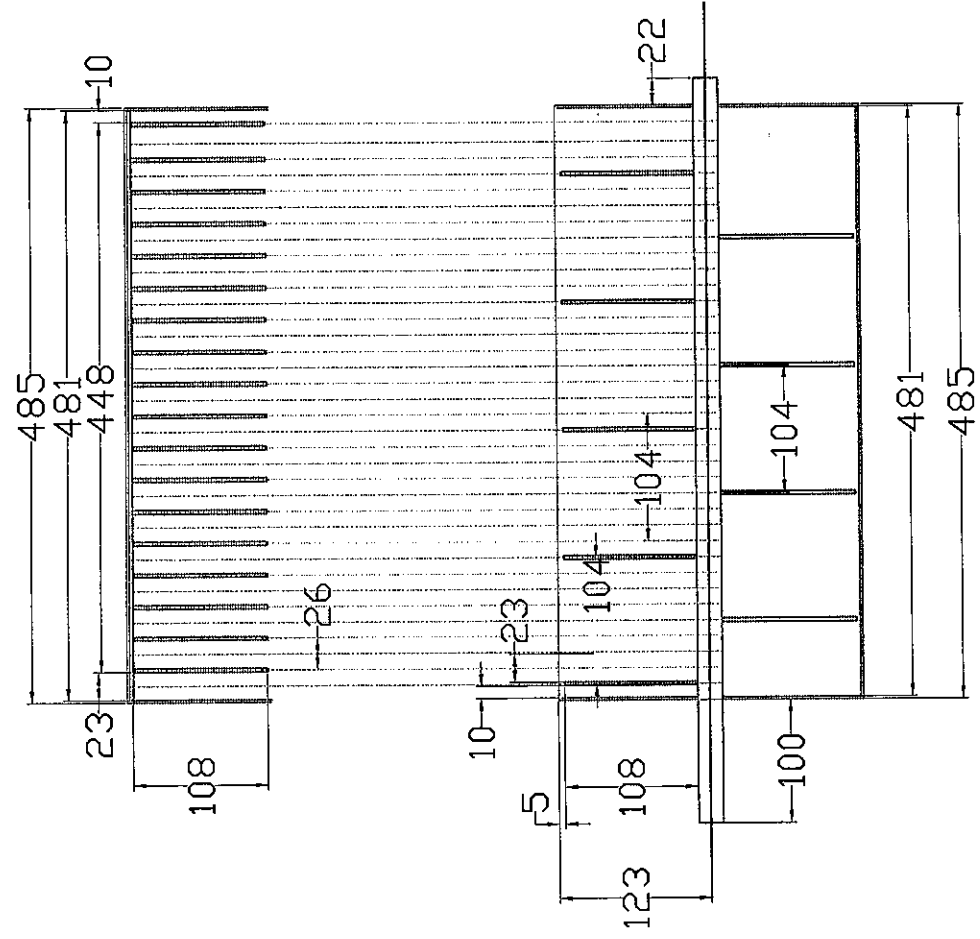
FRONT AND BACK VIEW

Prepared by JICA Study Team, 2011



TOP VIEW

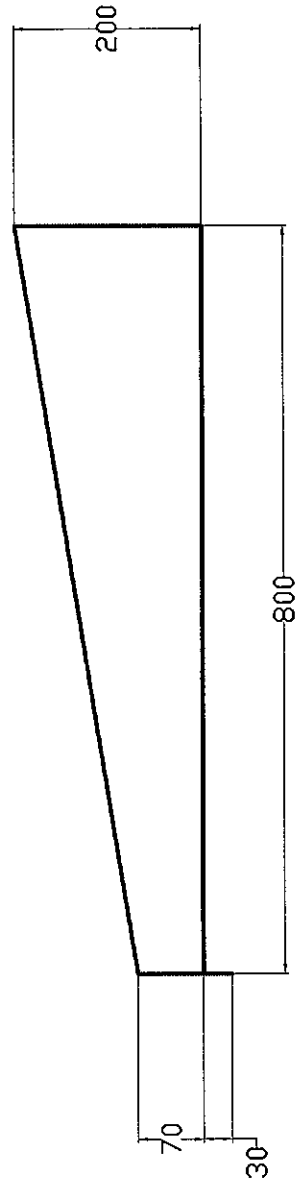
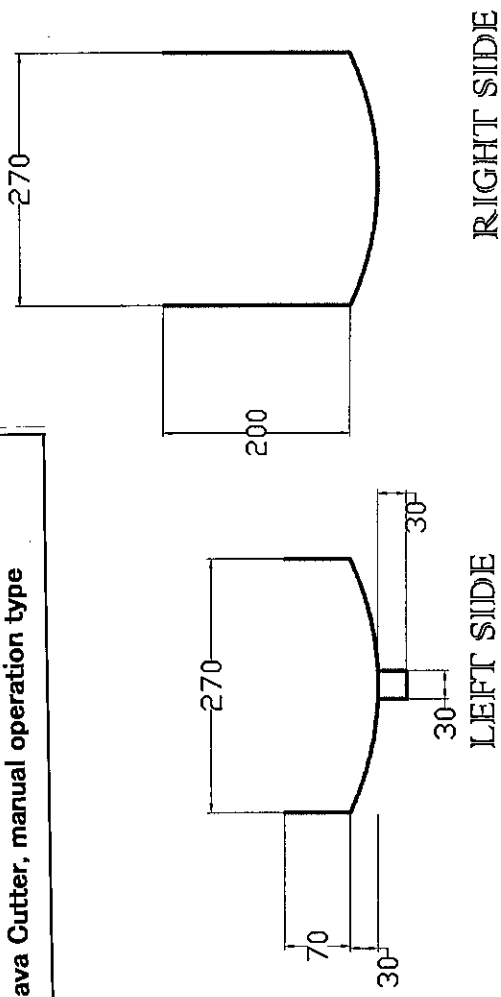
TOP VIEW OF FIXED BLADES      SIDE VIEW OF FIXED BLADES



- Stationary Blades**  
 No of Blades on one side = 18  
 Spacing between blades C/C = 26mm  
 Inclination angle of blades = 45°  
 3mm thickness and  
 153mm length
- Rotary Blades**  
 Total No of blades = 18  
 Spacing between blades C/C = 26mm  
 Arrangement of blades on shaft is at 90°  
 3mm thickness and  
 108mm length

TOP VIEW OF ROTARY BLADE

Fabrication Drawing for Cassava Cutter, manual operation type



FRONT AND BACK VIEW

Collecting Trough made of sheet metal  
2mm thick

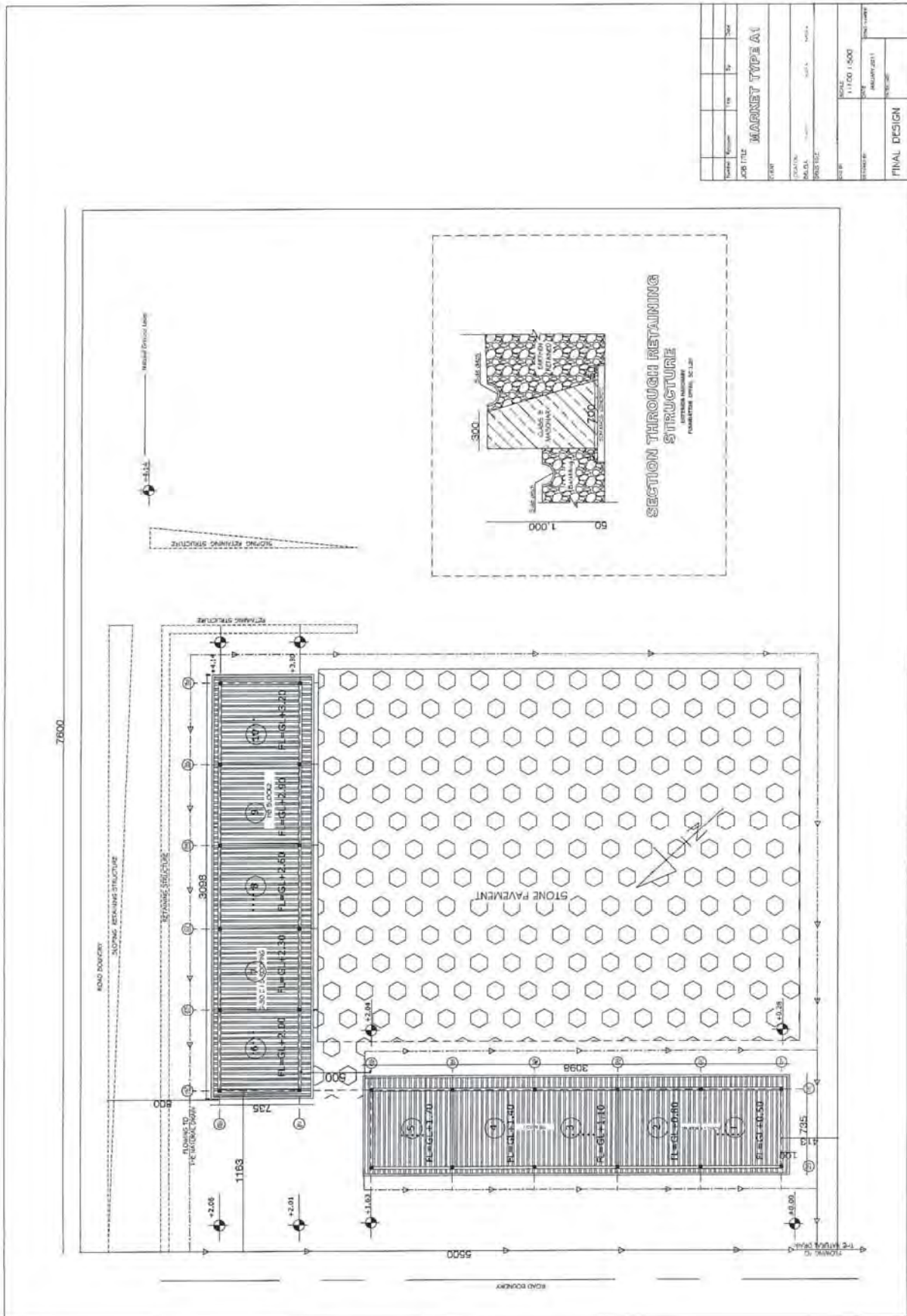
Collecting Trough Detail

## B-10 Drawings of Market Facility

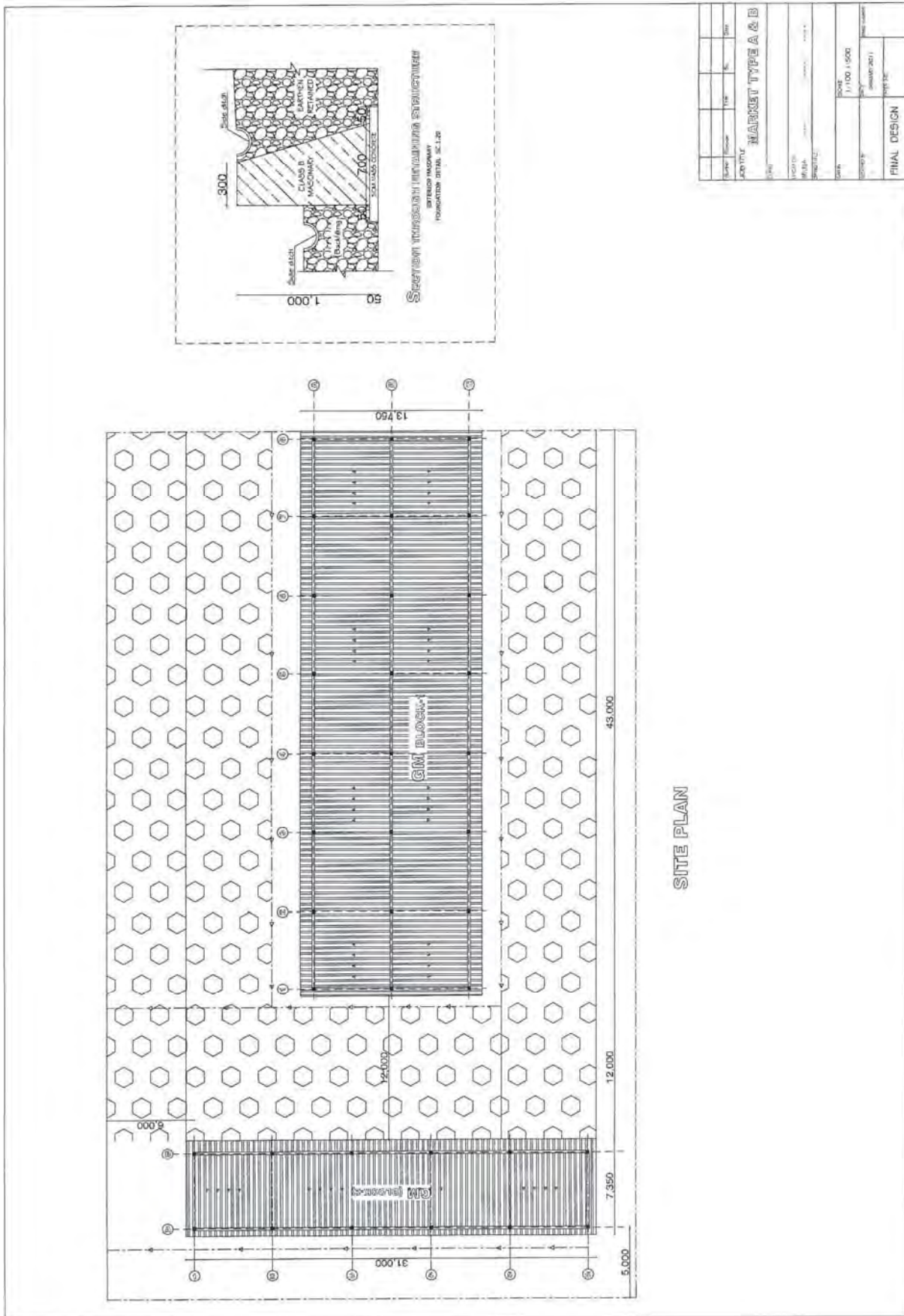
### List of Drawings

No.	Job Title	Name of Drawing	Reference Project No.
1	Layout Plan of Market Type A		No.15, 17, 18
2	Layout Plan of Market Type A & B		No.15, 17, 18
3	Market Facility Type A1	Plan & Sections (1/2)	No.15, 17, 18
4	Market Facility Type A1	Plan & Sections (2/2)	No.15, 17, 18
5	Market Facility Type A1	Foundation and Re-bar Schedule	No.15, 17, 18
6	Market Facility Type A2	Plan & Sections	No.15, 17, 18
7	Market Facility Type A2	Foundation and Re-bar Schedule	No.15, 17, 18
8	Market Facility Type A3	Plan & Sections	No.15, 17, 18
9	Market Facility Type A3	Foundation and Re-bar Schedule	No.15, 17, 18
10	Market Facility Type A4	Plan & Sections	No.15, 17, 18
11	Market Facility Type A4	Foundation and Re-bar Schedule	No.15, 17, 18
12	Market Facility Type B1	Plan & Sections	No.15, 17, 18
13	Market Facility Type B1	Foundation and Re-bar Schedule	No.15, 17, 18
14	Market Facility Type B2	Plan & Sections	No.15, 17, 18
15	Market Facility Type B2	Foundation and Re-bar Schedule	No.15, 17, 18

# 1 Layout Plan of Market Type A



## 2 Layout Plan of Market Type A & B



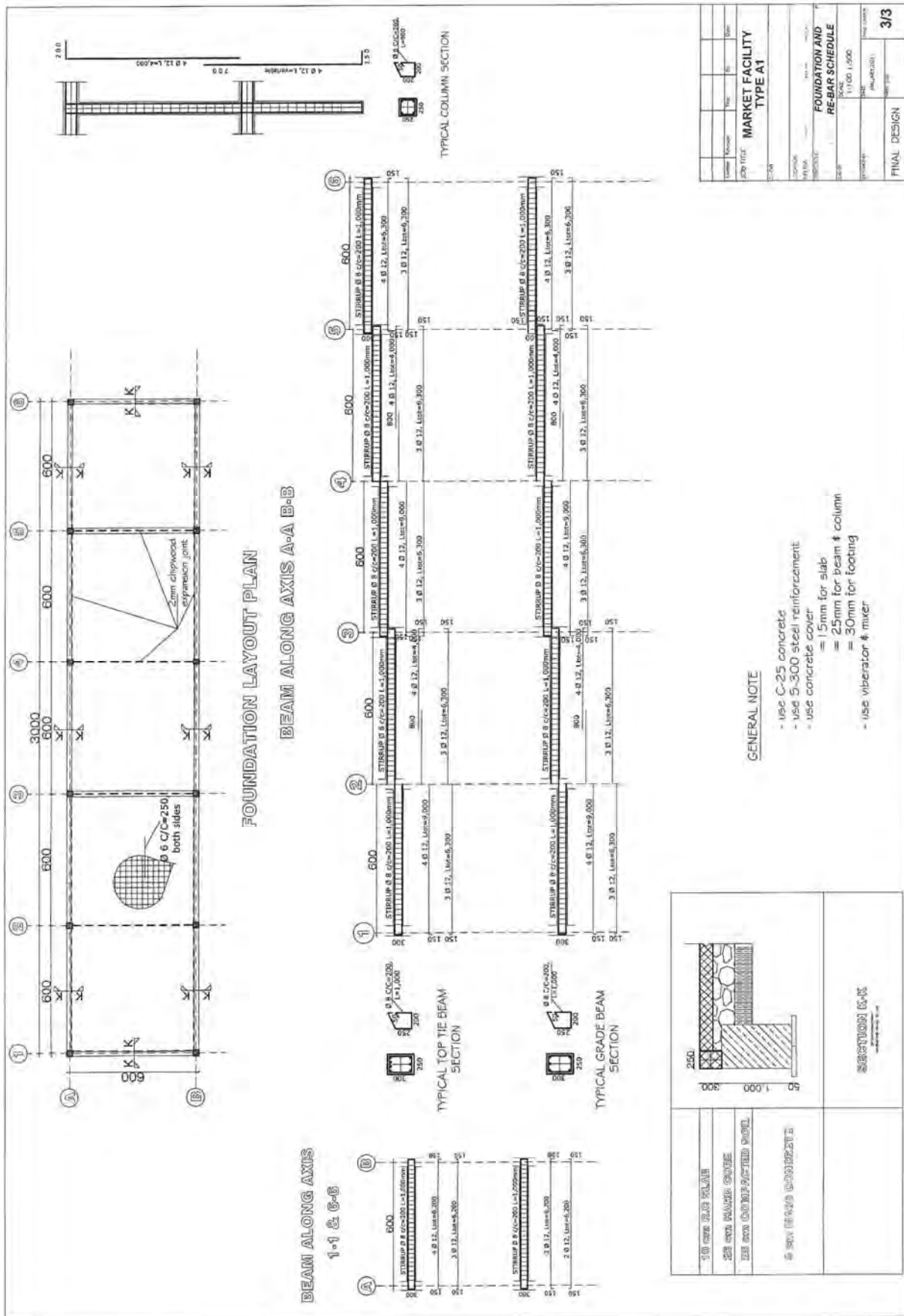






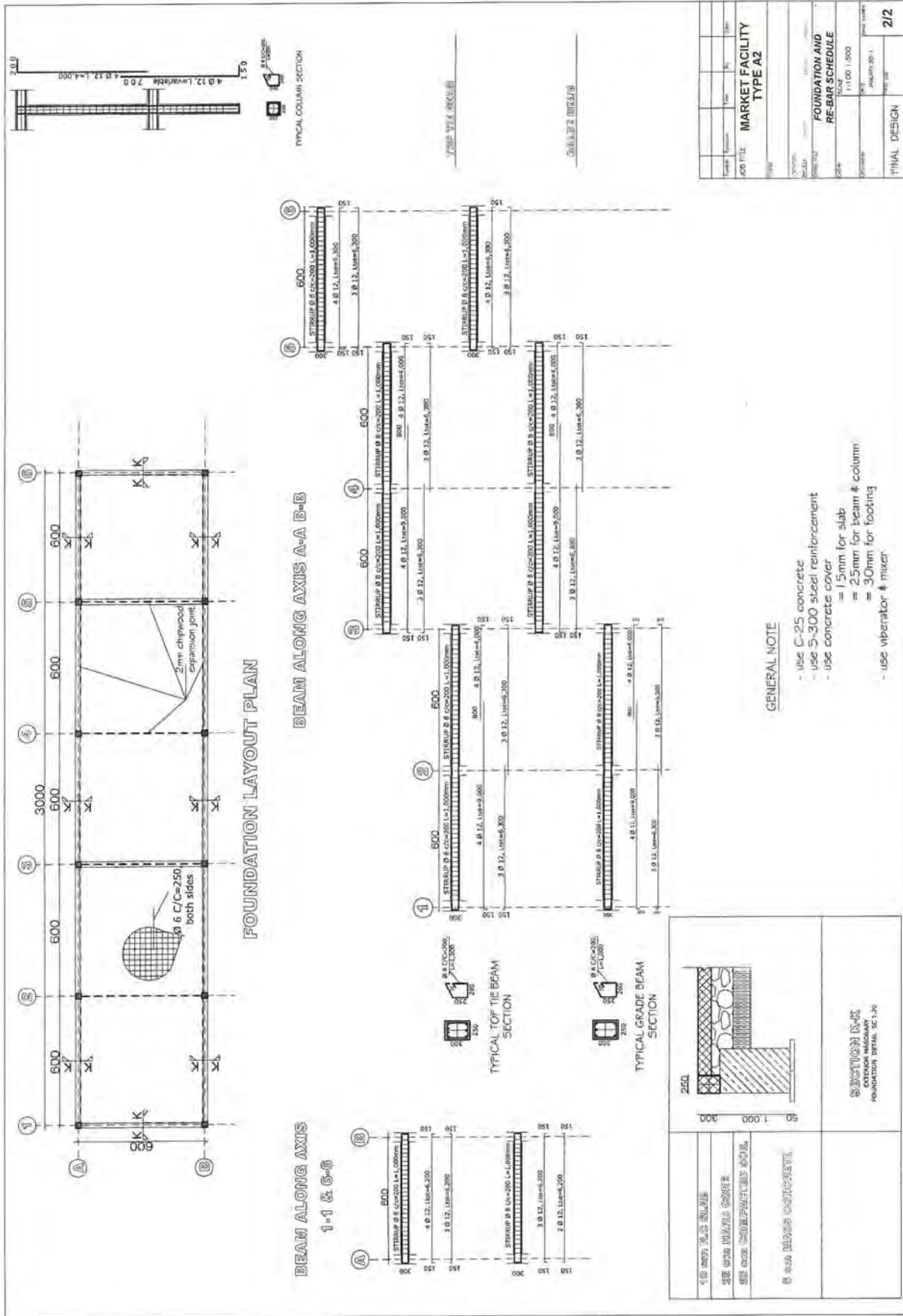


# 5 Market Facility Type A1: Foundation and Re-bar Schedule





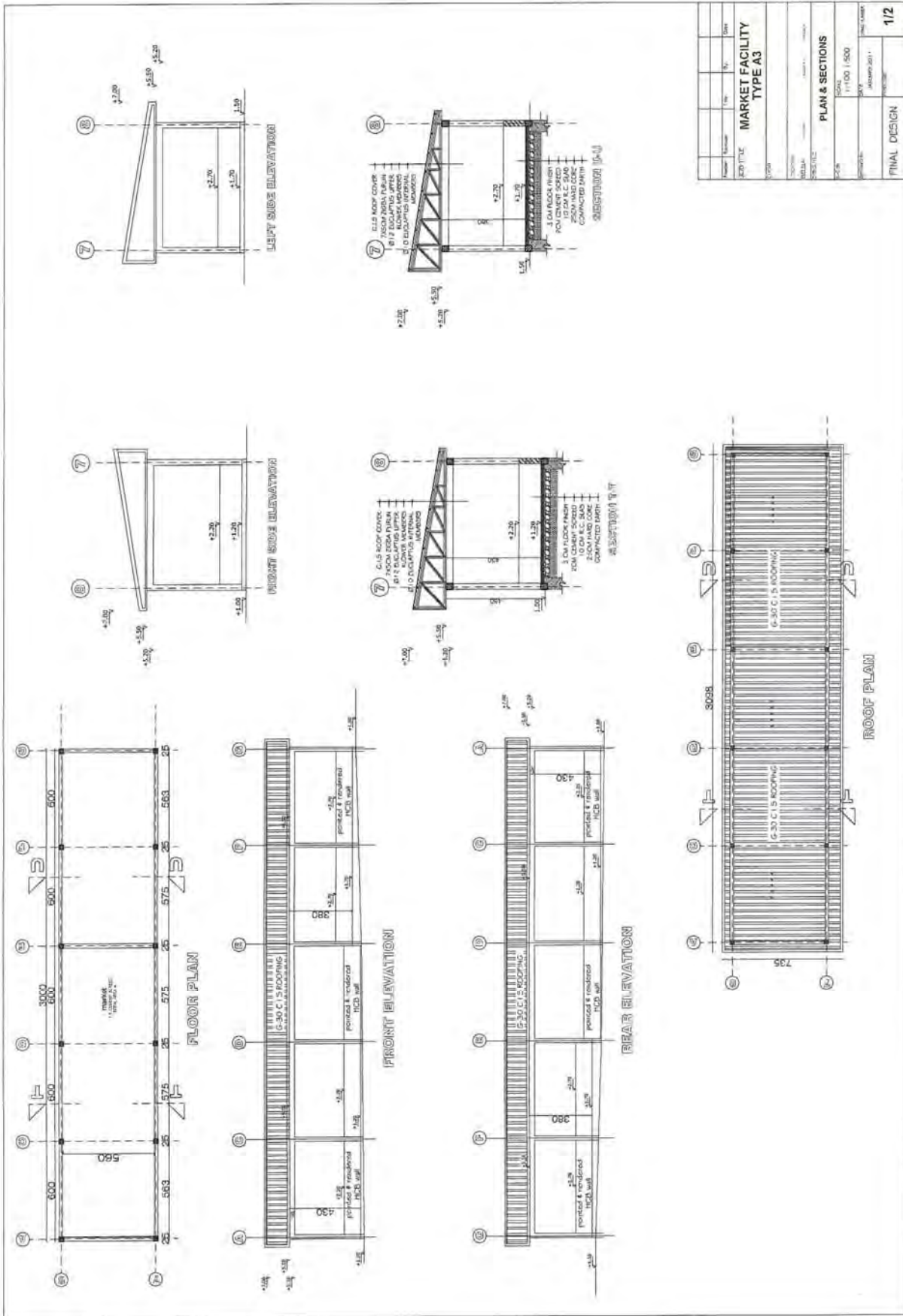
# 7 Market Facility Type A2: Foundation and Re-bar Schedule



Project Name	Market Facility Type A2
Client	
Design	
Scale	
Foundation and Re-bar Schedule	
Drawn by	
Checked by	
Project No.	212
Final Design	



# 8 Market Facility Type A3: Plan & Sections

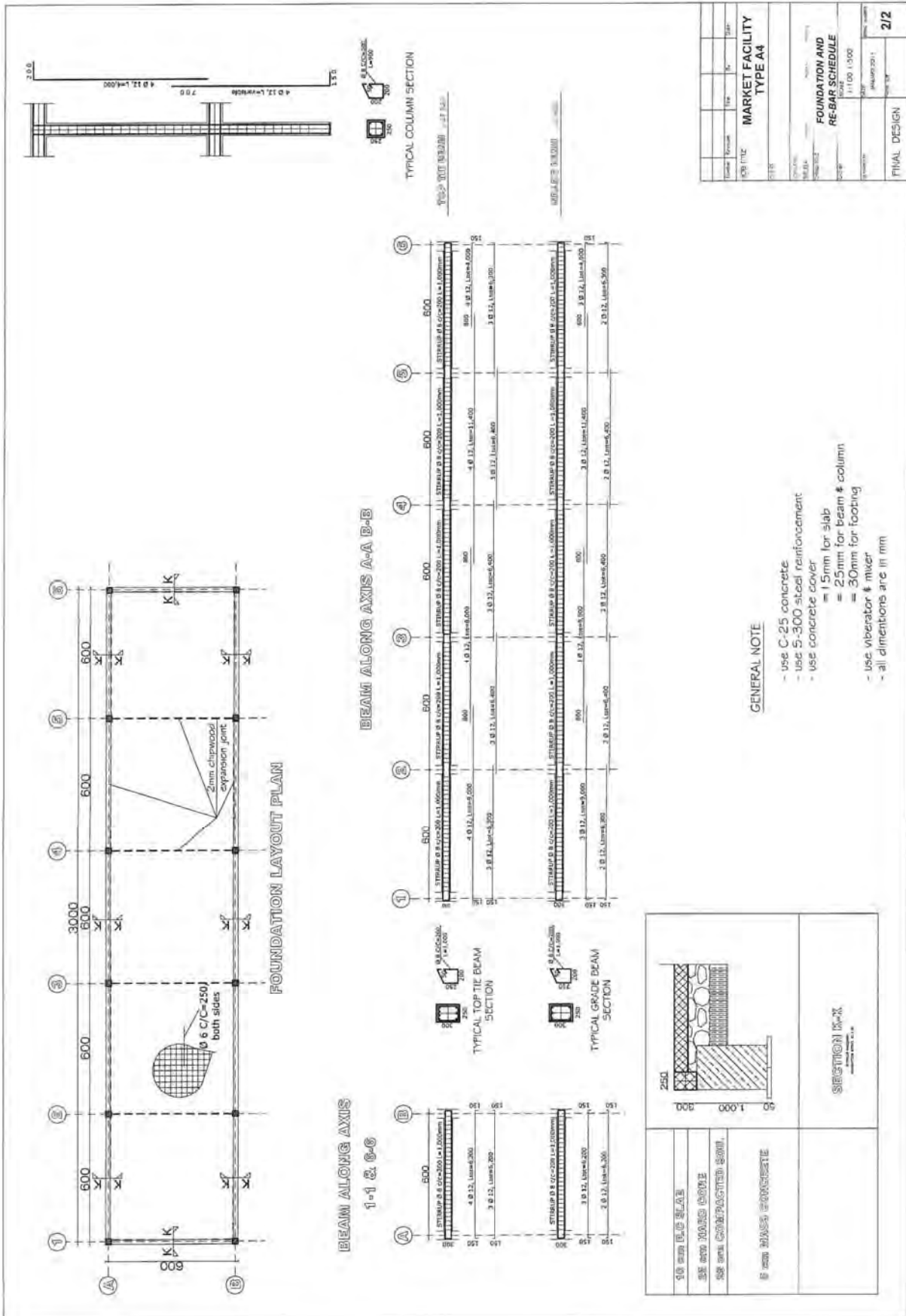




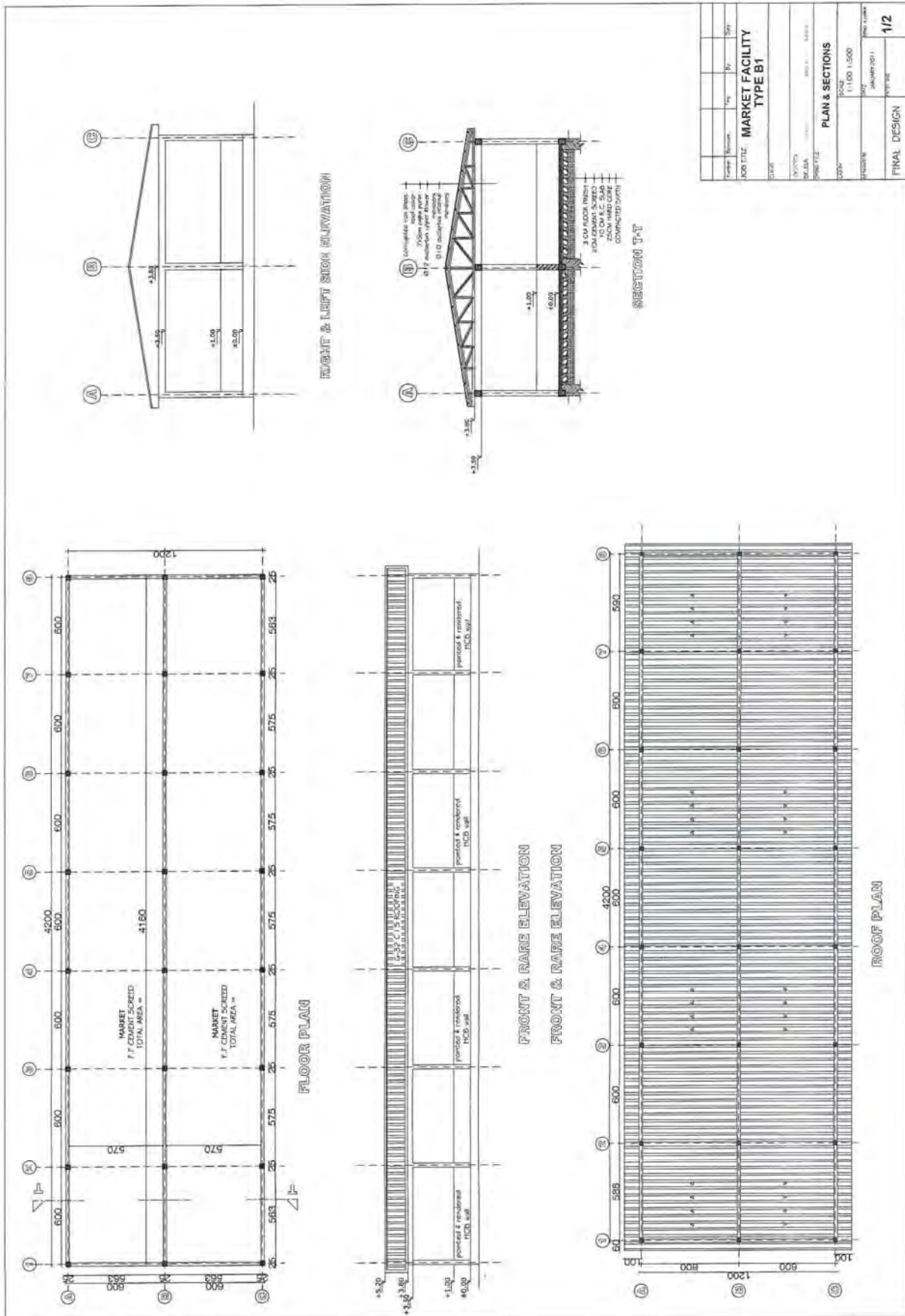




# 11 Market Facility Type A4: Foundation and Re-bar Schedule

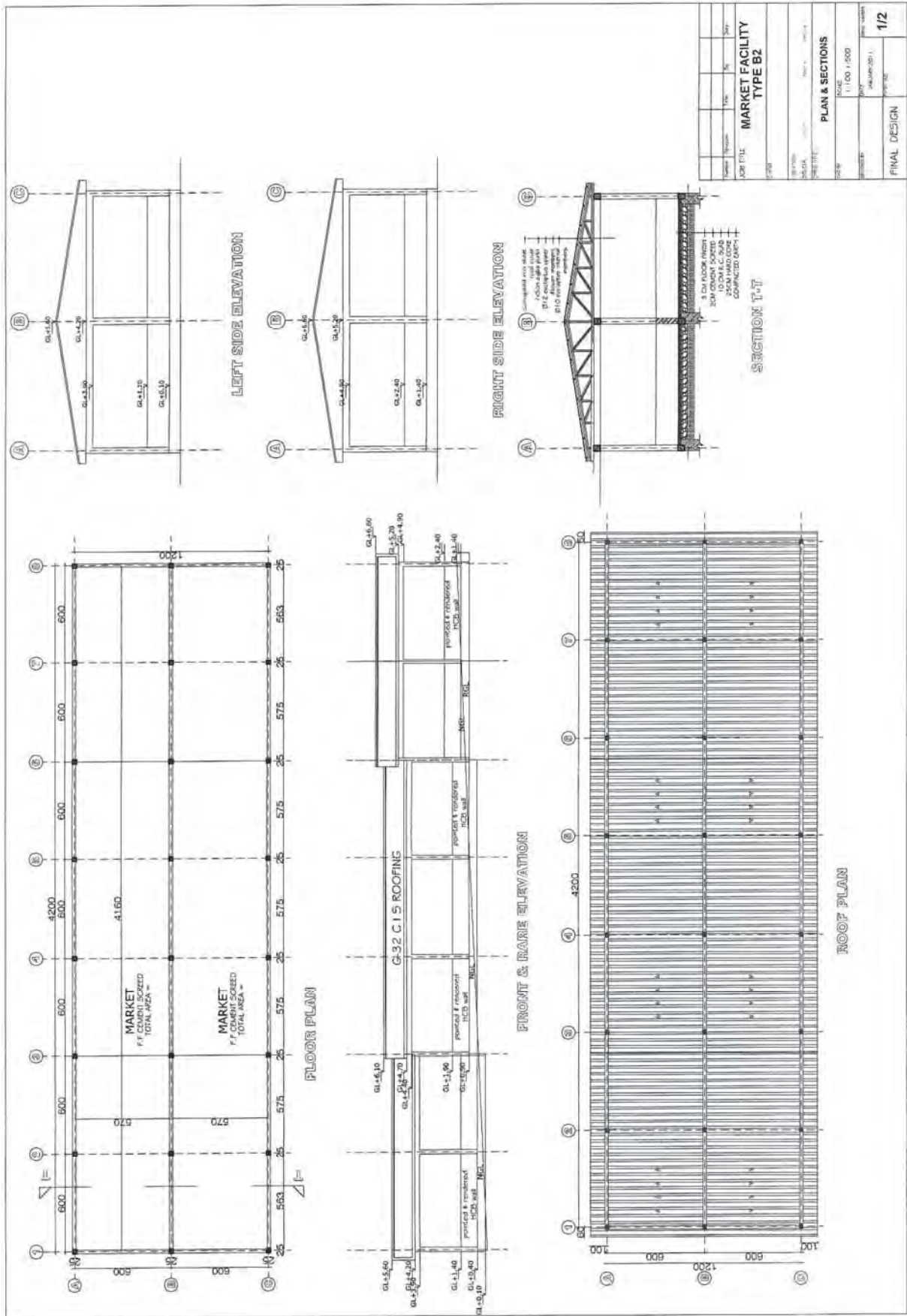


# 12 Market Facility Type B1: Plan & Sections



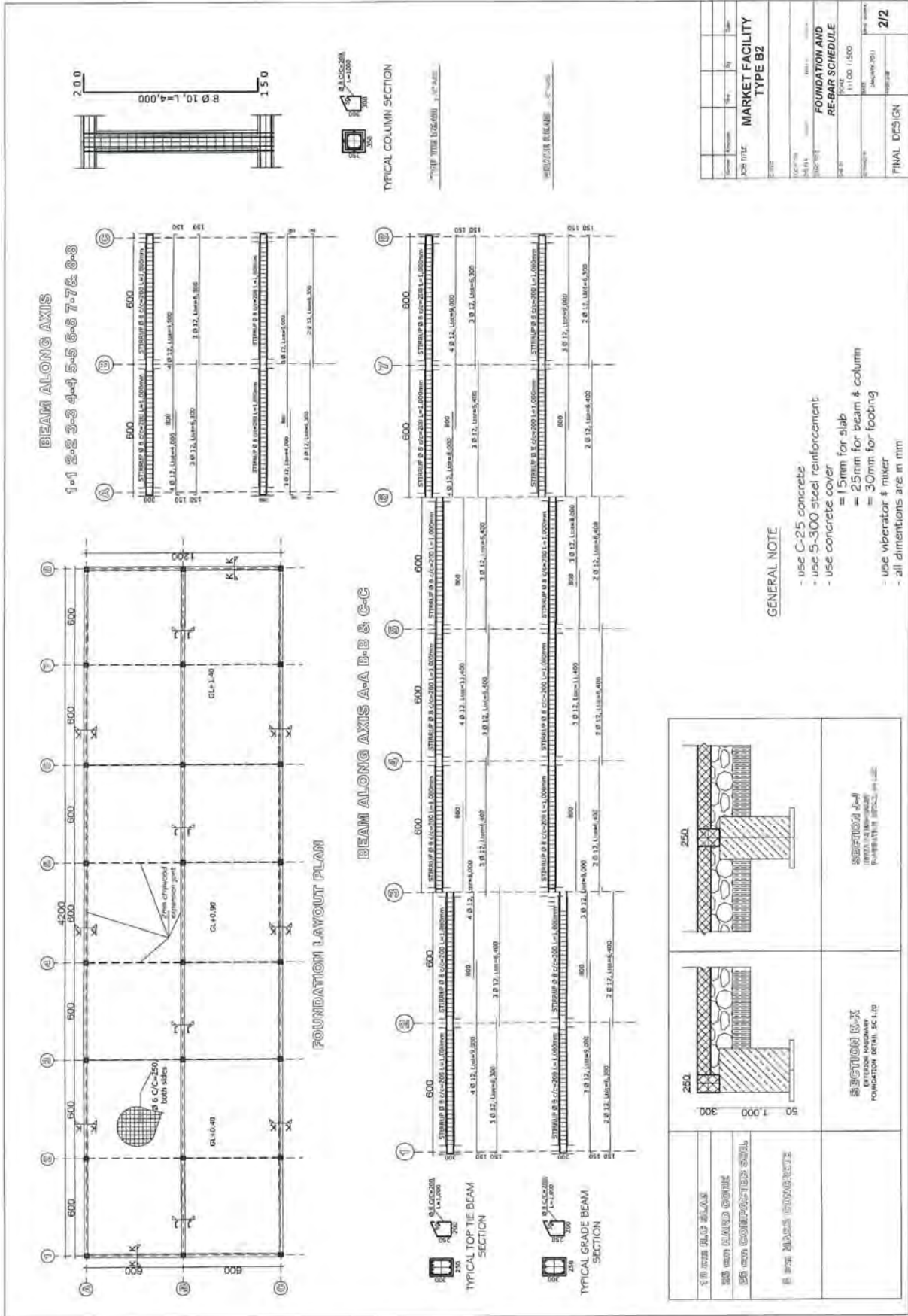


# 14 Market Facility Type B2: Plan & Sections





# 15 Market Facility Type B2: Foundation and Re-bar Schedule



Project Name	15 Market Facility Type B2
Client	Market Facility Type B2
Scale	1:100 / 1:500
Sheet No.	2/2
Revision	Final Design

**B-11 Drawings of Standard Warehouse 500 ton class**

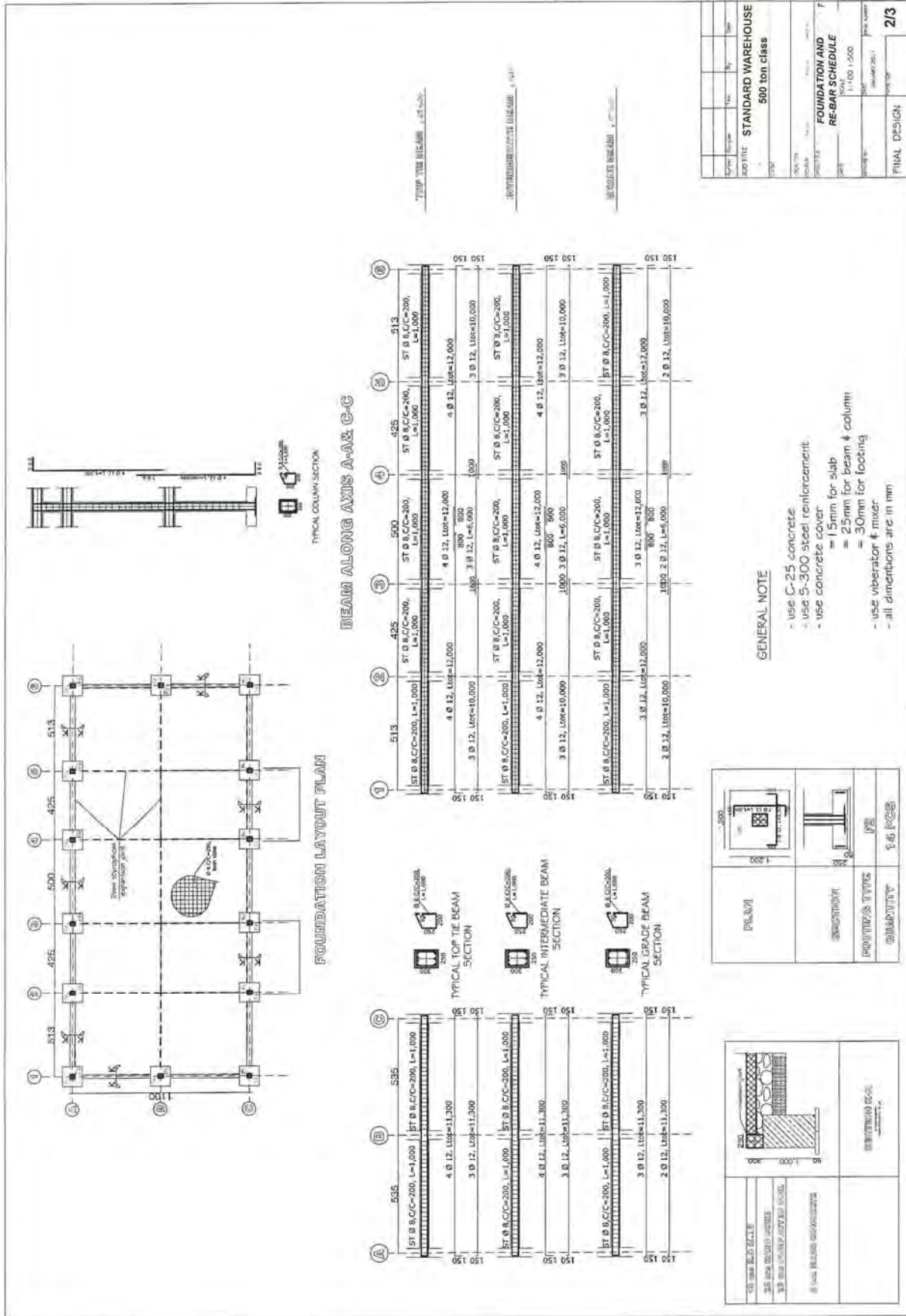
**List of Drawings**

No.	Job Title	Name of Drawing	Reference Project No.
16	Standard Warehouse 500 ton class	General Plan & Sections	No.19
17	Standard Warehouse 500 ton class	Foundation and Re-bar Schedule	No.19
18	Standard Warehouse 500 ton class	Roof Details	No.19

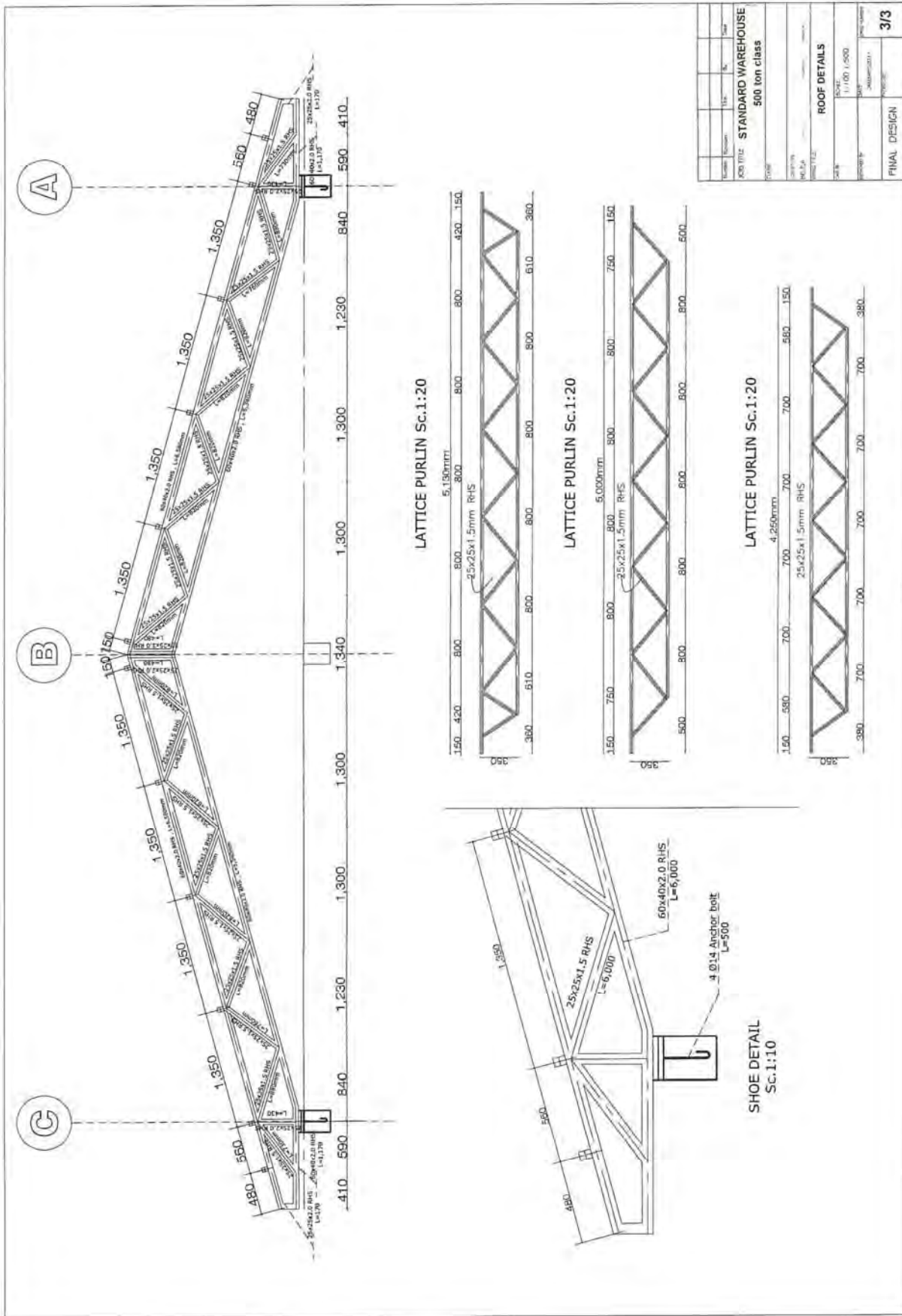




17 Standard Warehouse 500 ton class: Foundation and Re-bar Schedule



# 18 Standard Warehouse 500 ton class: Roof Details



Project Name	STANDARD WAREHOUSE
Client	500 ton class
Scale	ROOF DETAILS
Sheet No.	3/3
Revision	FINAL DESIGN

## **B-12 Training Material for “Marketing Training for Primary Coops & Farmer Group: Cassava**

### **Marketing Training for Primary Coops & Farmer Group: Cassava**

#### **(Instruction for Trainers)**

The training material “Marketing Training for Primary Coops & Farmer Groups: Cassava” is designed for the use by woreda experts in facilitating the cassava marketing training for primary coops and farmer groups. Since the woreda experts are expected to receive the Training of Trainers (ToT) by the Regional Bureau staff on how to use the materials as well as how to organize the training with the materials, this “Instruction for Trainers” briefly provides the information on how to organize the farmer training with the material.

#### **(Objectives of the Marketing Training)**

The training aims to provide very basic ideas of commodity marketing for rural farmers in SNNPR. In particular, participants will understand

- What the marketing is
- How their commodity is transacted through the trade chain.
- What should be done to sell their commodity at a competitive price
- What are problems to sell their commodity at a competitive price
- How identified problems can be address

#### **(How to use the training materials)**

The material is designed and developed for the use in rural communities in SNNPR. Unlike powerpoint presentation, it does not require any electricity. The material serves for two purposes; one for visual aids for trainees and the other for training manual for trainers. In the training, the trainer (woreda expert) shows the front side of a slide to the training participants. All information which the trainer needs to explain is written on the back side of a slide.

#### **(Criterion of training participants)**

The material contains very fundamental ideas and information on marketing. It targets those farmers who have little experience in commercial activities and have been mainly engaged in subsistent farming. In particular, it targets members of primary coop and farmer group, which

- is located in the production areas of cassava

- has been engaged in or has a willingness to start collective marketing of clean dried cassava
- has a willingness to increase the number of women members

(Preparation for training to be done by woreda expert)

The trainer is required to make following preparation prior to the training.

- Select one primary coop or one farmer group in accordance with criterion.
- Communicate with the selected primary coop / farmer group in selection of participants. The number of participants can be 20 - 30 and the number of women should be at least 30% of the total number of participants.
- Identify cassava market and/or traders to be visited by the training participants during the marketing survey. If necessary, Regional Bureau will provide information. During the SAMS implementation, several buyers of cassava, who are interested in better quality dried cassava, were contacted by the Study Team and BoMC was provided with all relevant information.
- Be familiarized with a cassava cutting machine which was developed by SAMS and should be of great use to improve quality of dried cassava.

(Follow-up of training to be done by woreda expert)

- Make sure that the training participants organize a general meeting to inform the other members of what they learned in the training.
- Once the consensus is reached in the meeting to start a business, assist the management and relevant members to prepare detailed action plan to take off.

# Marketing Training for Primary Coops & Farmer Groups (Cassava)



BoMC - SNNPR



SAMS - SNNPR

**Training Title:** Training for Primary Coops & Farmer Groups on Cassava Marketing

**Objectives:** To provide basic information on cassava marketing

**Contents:**

1. Introduction: What is marketing?
2. How cassava is transacted from farmers to consumers / exporters
3. Market survey
4. Problem identification (current situation – survey results – problem identification)
5. Objective making
6. Towards next step

# Training Schedule

First Day		Second Day	Within a week after training
Morning	Afternoon	Morning	
1. Introduction	1. Market Survey	1. Problem Identification	1. Organization of General Meeting
2. Trade Chain		2. Objective Making	
3. Market Survey		3. Toward Consensus Building	

**You are the representatives of your cooperative / group.  
You MUST inform other members of what you learned in the training!!**

Training Schedule

First Day	Second Day	Within a week after training
Morning	Afternoon	Morning
1. Introduction	1. Market Survey	1. Problem Identification
2. Trade Chain		2. Objective Making
3. Market Survey		3. Toward Consensus Building

**You are the representatives of your cooperative / group.  
You MUST inform other members of what you learned in the training!!**

**Objective:**  
To explain the schedule of two day training and beyond.

1. Explain participants what they will learn in the training and how the training will be organized.
2. Make sure that participants are representing their cooperative / group and have a responsibility to transmit what they are going to learn in the training to the other members.

# 1. Introduction: What is Marketing?



1. What is marketing?
2. What do you take into consideration when selling your produce?

1

## 1. Introduction: What is Marketing?



1. What is marketing?
2. What do you take into consideration when selling your produce?

1

**Objective:**  
To introduce basic ideas of marketing to participants.

Time: 30 minutes

1. Ask participants “What is marketing?” Then, explain “Marketing is an action of promoting & selling products.”
2. Ask participants what they consider before they sell cassava. Brainstorm participants.
3. After participants raised all the points which they consider at cassava sales, go to the next slide 2.



# 1. Introduction: Four Points to be considered



- When to sell
- How much (price) to sell
- Whom to sell
- How to sell

2

## 1. Introduction: Four Points to be considered



- When to sell
- How much (price) to sell
- Whom to sell
- How to sell

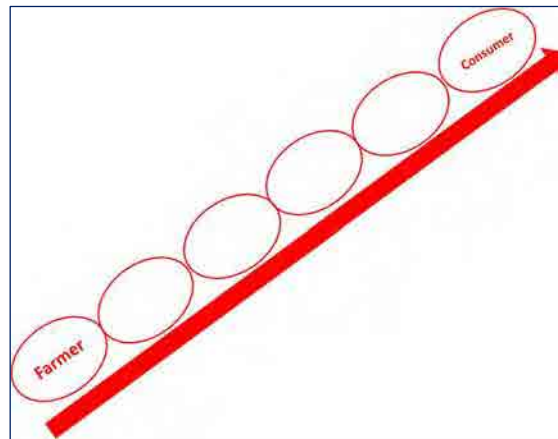
2

**Objective:**  
To introduce basic ideas of marketing to participants.

Time: 30 minutes

1. After discussion with participants on slide 1, tell them that the following points must be taken into account for selling their produce.
  - When to sell
  - How much to sell
  - Whom to sell
  - How to sell
2. Clarify each point until participants fully understand. In particular, explain that “How to sell” means when they sell, how the condition of cassava is such as dried/fresh, size, color, etc.
3. Ask participants about current condition of their cassava marketing and if they consider the four points above.

## 2. How cassava is transacted from farmers to consumers / exporters: - Where does your produce go?-



Who are there before consumers purchase your produce?

3

### 2. How cassava is transacted from farmers to consumers / exporters: - Where does your produce go?-



Who are there before consumers purchase your produce?

#### Objective:

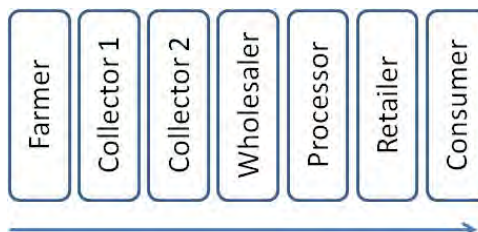
To provide basic idea of trade chain of produce.

Time: 30 minutes

#### Points:

Confirm that the participants understand commodity flow starting from farmers to consumers.

1. Ask participants if they know how their produce is transacted from them to consumers / exporters.
2. Point at the diagram on the front side, ask participants whom they sell, then whom the person who purchased produce from them sell. Continue until they reach consumers. Write down what participants answer on flipchart
3. If they are not able to identify different actors in chain, assist them to complete as example below.
4. After completion of chain, confirm
  - Various actors are involved in chain
  - Each actor has different roles to play in chain
  - Each actor has own preferences on produce according to their roles
  - Actors offer different prices on same commodity based on their preference and needs.



This is an example. It varies depending on a commodity.

# 3. Market Survey



### Survey Questions

- How does prices fluctuate during a year?
- What varieties / types can fetch better prices?
- How does produce look like to fetch better prices (mature/immature, size, shape, color, cleanness, etc.)?
- Who are potential buyers
  - ✓ Name, contact address, mobile no.
  - ✓ Terms of payment (cash / installment)
  - ✓ Volume, frequency of supply

4

## 3. Market Survey



Survey Questions  
 •How does prices fluctuate during a year?  
 •What varieties / types can fetch better prices?  
 •How does produce look like to fetch better prices (mature/immature, size, shape, color, cleanness, etc.)?  
 •Who are potential buyers  
 ✓ Name, contact address, mobile no.  
 ✓ Terms of payment (cash / installment)  
 ✓ Volume, frequency of supply

1. Tell the participants they are going to the cassava market or traders to collect information to facilitate their marketing activities.
2. Explain survey questions one by one until participants fully understand.

**Objective:**  
 To help participants to gain basic idea & information on commodity marketing.

**Time:** ½ day

**Important Points!!**

1. Identify an appropriate market for survey or make an arrangement with traders to be interviewed in advance (You may consult to BoMC to decide how to organize the survey. Make sure that participants will be able to get appropriate information in survey.)
2. During survey, assist participants to get all required information, only if necessary.

# 4. Problem Identification

(current situation – survey results – problem identification)

	Current Condition	Survey Results	Gap / Problems
Price / Month		high price / month	
		low price / month	
Variety		high price variety	
		low price variety	
Produce Quality (size, colour, etc.)			
Volume / Frequency			



5

## 4. Problem Identification

(current situation – survey results – problem identification)

	Current Condition	Survey Results	Gap / Problems
Price / Month		high price / month	
		low price / month	
Variety		high price variety	
		low price variety	
Produce Quality (size, colour, etc.)			
Volume / Frequency			



5

Ask and help the participants to fill out the form, using a flipchart. Below is an example (Kindo Koysha woreda)

	Current Condition	Survey Results	Gap / Problems
Price / Month	Fresh: 1 birr / kg Dried: 400 birr / Qt	high price / month Fresh: 1 birr / kg Dried: 500 birr / Qt	Fresh: No better price offered Dried: 100 birr less per Qt
		low price / month -	
Variety	Local Early maturity type	high price variety local / early maturity type	No gap
		low price variety -	
Produce Quality (size, colour, etc.)	Fresh: Very perishable Dried: dirty, chopped in big size (30 mm) so that difficult to dry thoroughly	Dried: clean, chopped in small size (10 mm) and well dried	Big pieces can't be dried properly. Cassava is put directly on the ground for drying
Volume / Frequency	Small quantity (10 - 20 kg)	50 quintals twice a week	individual sales

### Objective:

To help participants to compare survey results with their current condition, then to identify problems for selling their produce at competitive price.

Time: 2 hours

### Points:

Ensure that participants understand the concept of the exercise. Explain the procedure step by step.

**Retain the completed form to be shared with the other members in the upcoming general meeting.**

# 5. Objective Making

	Gap / Problems	Objectives
Price / Month		
Variety		
Produce Quality (size, colour, etc.)		
Volume / Frequency		

Copy here the "Gap / Problems" columns of the previous exercise

6

## 5. Objective Making

	Gap / Problems	Objectives
Price / Month		
Variety		
Produce Quality (size, colour, etc.)		
Volume / Frequency		

Copy here the "Gap / Problems" columns of the previous exercise

6

1. Copy "Gap/Problems" columns of previous exercise to appropriate columns.
2. Ask participants to fill out the "Objectives" as an example below (Kindo Koysha woreda)

**Objective:**  
To help participants to come up with workable objectives against problems identified in the previous session 4 in order to increase their profits.

**Time:** 1 hour

**Points:**  
In identifying objectives, direct discussion to use cassava cutting machine developed in SAMS for quality improvement of their produce.

	Gap / Problems	Objectives
Price / Month	Fresh: No better price offered Dried: 100 birr less per Qt	Increase profit by 100 birr /Qt
Variety	No gap	No need for change
Produce Quality (size, colour, etc.)	Big pieces can't be dried properly. Cassava is dried directly on the ground.	Cut cassava into smaller pieces to dry thoroughly In drying, put cassava not directly on the ground but on the plastic sheet to keep cassava clean
Volume / Frequency	Individual sales	Collective sales of members

**Retain the completed form to be shared with the other members in the upcoming general meeting.**



# 6. Towards Next Step

- Consensus building in Cooperatives / Farmer Groups

### Now you have become aware of

- Four points to be considered when you market your produce
- Trade chain of your commodity
- How to conduct market survey
- Problems in selling your produce at a competitive price
- What to do to solve problems.



### Now you are going to

- Convene a general meeting to report what you learned and discussed in the two-day training.
- Explain problems and possible solutions for selling the produce at an competitive price.
- Discuss how members think about starting a business as a group.

7

## 6. Towards Next Step

- Consensus building in Cooperatives / Farmer Groups

Now you have become aware of

- Four points to be considered when you market your produce
- Trade chain of your commodity
- How to conduct market survey
- Problems in selling your produce at a competitive price
- What to do to solve problems.



### Now you are going to

- Convene a general meeting to report what you learned and discussed in the two-day training.
- Explain problems and possible solutions for selling the produce at an competitive price.
- Discuss how members think about starting a business as a group.

7

### Objective:

To confirm participants about what they learned in the two-day training.

To advise participants how to share what they learned with other members and how to proceed the discussion with members to reach consensus on a new business.

Time: 1 hour

1. Confirm that participants understand “Now you have become aware of”, reading the bullet points one by one.
2. Read “Now you are going to”. Make sure that participants must organize a general meeting to inform members of what they learned in the training. Tell participants that in the meeting, the following issues must be discussed:
  - Feasibility of collective marketing of produce taking into consideration problems & objectives discussed in the training
  - Members’ willingness to be involved in collective marketing
3. Once consensus is reached in the meeting to start a new business, detailed plan needs to be prepared by Primary Coop / Farmer Group with your assistance.

**Strategy 2: High Value-Added**

PP02: Quality improvement with WFP-P4P  
The target crops are maize, pulse and wheat. The SAMS PP02 collaborates with WFP's P4P, and Purchase for Progress, and formulates the dissemination system of quality control through practical trainings. A potential nine cooperative unions from six zones in SNNPR will participate in the project.

It is expected that quality control assurance will be well established and cooperatives and farmers will increase their profits.



With WFP



Crasher of dried cassava



Explain of harvest tool



Washing Ginger

PP03: Mango and Avocado

Damage to fruits in the process of harvesting and transportation is a very serious problem in SNNPR. It is said that 60% of mangoes are damaged by poor handling, which at best causes a drop in selling price and at worst makes them unsellable. The PP03 of SAMS aims to reduce this damage by introducing proper harvesting and handling tools. We expect to reduce the losses and to sell the fruits at better prices.

PP04: Cassava

Cassava is regarded as one of the potential agricultural products in SNNPR. The demand for cassava is increasing in Ethiopia's market to improve the taste and lower the cost of "Enjera", which is the traditional staple food of Ethiopia. PP04 aims to improve the quality of dried cassava in Wolayita & Goma Gofa Zone and to establish a sustainable market by connecting traders and consumers. PP04 organizes 16 farmers groups and traders' associations for trading quality cassava.

PP05: Ginger

Kembata Tembaro Zone in SNNPR is the biggest production area of ginger in Ethiopia. However, the farmers only sell it as raw material at a low price. Washed, clean dried ginger can be sold at a better price with larger profits, so it would be desirable to add this processing in the production area. PP05 collaborates with IFAD/AMIP to encourage the producers to work together in order to increase their profits.



Map of Ethiopia (above) & Map of SNNPR (left)



**SAMS-SNNPR**  
Strengthening Agricultural Marketing System in South Nations National & People's Region

BO/MC - SNNPR

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**Newsletter**

Vol.1 March 2011

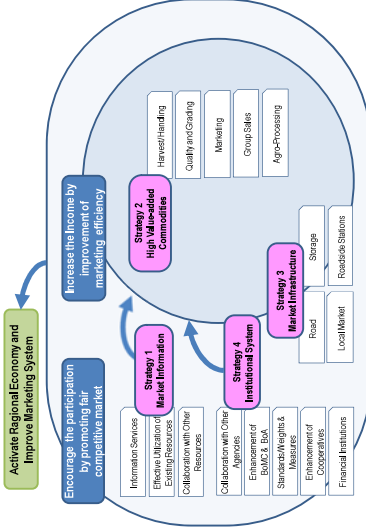
**1. What is SAMS**

The government of the SNNPR has been aware that the immature market system of the region is a critical issue to be addressed. Although the SNNPR is one of the major crop production areas of Ethiopia, the people have not enjoyed the merits of this rich environment because of the poor marketing system. The government of the SNNPR discussed how to improve the situation with the Japanese government, JICA. JICA dispatched a preliminary study team in 2009 and began a full development study with BoARD in January 2010. After researching the current situation, the JICA study team and BoMC/BoA, which are the new bureaus separated from BoARD in November 2010, built the "SAMS" projects, which stands for Strengthening Agriculture Marketing System in SNNPR, as a comprehensive plan.

**2. Holistic Spiral Model**

SAMS consists of four strategies that function as one holistic spiral model. The figure on the right is a conceptual model of SAMS. Strategy 1 aims to improve the information system to secure the fairness of trade. This is an important role of the government.

Topics	page
1. What is SAMS	1
2. Holistic Spiral Model	1
3. Our Projects	1,2,3
4. Voices	4
5. Today's Proverb...	4



Conceptual Figure of "SAMS-SNNPR"

The purpose of Strategy 2 is to encourage people to produce high value-added commodities. Strategy 3 provides fundamental facilities and infrastructure for marketing and distribution. Strategy 4 aims to disseminate the institutional system of marketing to the public.

**3. Our Pilot Projects**

The SAMS pilot projects to verify the model of the master plan began in January 2011 as follows.

**Strategy 1: Information**

PP01: Information

Market information such as price, harvest conditions, and so on is a significant factor of the market. The newly established BoMC is the responsible agency to collect and disseminate such agricultural information.



Observation trip to Tigray

The SAMS PP01 improves the collection and dissemination system by using the FAO's data processing system, and makes the most of existing data for realizing a transparent, free market. PP01 targets haricot bean and ginger in the first place.



**Strategy 3: Market Infrastructure**

**PP06: Haricot Bean Marketplace**

Haricot beans are a potential crop for not only domestic consumption but also for export. Most haricot beans are exported through Nazreth in Oromia Region, and an advanced sorting system has been introduced in the market there. Haricot beans produced in SNNPR go to Nazreth as well.

There is a marketplace dealing with haricot beans in Ballila town in Sidama Zone. SNNPR. However, the condition of the facility is poor and hygiene is lacking. PP06 aims to make improvements in pavement and roofs as well as introduce a proper management system, collaborating with information systems targeted by PP01.

**PP07: Ginger Marketplace**

The ginger marketplace in Hadaro Tonto, Kembata Tembaro Zone is overcrowded for sellers and buyers. The environment is disorganized and dirty.

Linked with PP01 (information) and PP05 (high value addition of the ginger), PP06 contributes to ginger market improvement from the viewpoint of infrastructure.

**PP08: Standard Warehouse**

Losses can be reduced by better packing and improved storage facilities. However, the warehouses in SNNPR have not been introduced to a modern inventory system functioning in proper facilities.

SAMS PP08 demonstrates the ideal standard warehouse and trains users on how to manage it. PP08 is also expected to have a synergy effect with PP02 (quality improvement with WFP-P4P).

**Strategy 4: Institutional System**

**PP09: Quality Test with ECX**

ECX has been mainly dealing with coffee but they are trying to expand their transactions to cereals and pulses as well. SAMS PP09 contributes from the viewpoint of quality inspection testing.



SAMS' project members



Meeting of Infrastructure Teams



Traditional Marketplace (Yirga Alem)



Old Type Warehouse

**PP10: Monitoring 10 Projects**

All project leaders of SAMS pilot projects belong to the monitoring team of PP10, which is responsible for all project implementation. PP10 functions as a monitoring team as well as a cross-cutting platform to exchange information to maximize the synergy effects among the SAMS pilot projects.

The results of the pilot projects, from PP01 to PP10, will provide feedback to the comprehensive master plan of SAMS to upgrade for greater practicality and sustainability. The five-year master plan will be submitted to BoMC, BoA, BoFED of SNNPR and the respective Ministries of Ethiopia in Addis Ababa in August 2012.

We would very much appreciate if you participate in the SAMS projects when possible and then watch the pilot projects develop.

**4. Voices** "We have two special guests!"  
 From Mr. Nureidin (Head of BoMC).  
 This Bureau has been restructured or organized by proclamation no. 133/2003, which is issued to decide the power and duties of the regional executive bodies. Based on this, the bureau has prepared a five-year plan to achieve the growth and transformation plan of the region.

Our vision is to see the developed system of marketing and increased and improved levels of income and livelihood of the regional communities in 2020. Our strategic themes are:

- to organize, strengthen & expand the efficient coop's system
- to supply quality products and create market linkage
- to realize and obtain reasonable foreign exchange
- to expand and strengthen marketing infrastructure
- to provide technical support
- to build bargaining power by solving problems
- to set up a fair, transparent and efficient system of marketing
- to improve the rural financial system

The SAMS is the first foreign project since the restructuring of the BoMC. The SAMS' holistic approach introduced by the JICA study team is completely different from what I knew before. I believe that this approach creates functional relations between partners; this may speed up timely completion of the stated goal. Furthermore, it is concerned with whole pilot projects at a time; so this also creates competition between the assigned experts while in the mean time the pilot projects may be completed. If God will, I believe we will achieve our goal.

I have found that most of the professionals are willing to take responsibility, willing to accept the challenges and face them head on with integrity and commitment to execute. Therefore, I will try to manage wisely and properly both government and partners. I have to be a positive role model for others as a bureau head.

**4. Today's Proverb**

"No quality, No future"

If we do not improve the quality, we will not reach a positive future. Don't you agree?

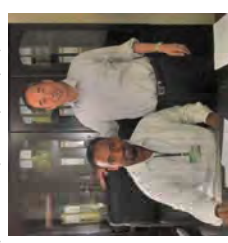


Mr. Nureidin Mohammed, Head of BoMC

Again, I strongly expect to run the day-to-day activities in their scheduled time period from the SAMS' team. Also, whenever the team faces any challenges I personally, and the bureau, will be ready to collaborate. I will try to make the working atmosphere conducive to the team.

**From Mr. Akutsu (Leader of JICA Study Team)**

The JICA Study Team consists of 7 Japanese (7 SAMURAI), 4 local assistants and 3 drivers. 18 experts were nominated by the Steering Committee from the bureaus to implement those 10 pilot projects. In addition, many officers of Zone, Woreda and Kebele participate in the pilot projects' implementation. We do hope that all participants will develop their own capacity in planning, implementation, monitoring, evaluation and dissemination of a project through the pilot projects.



Mr. Nureidin and Mr. Akutsu

This Study is also designed to promote cooperation with other donor agencies and NGOs to obtain optimal effects. We look forward to your kind cooperation and understanding.  
 Thanks a lot.



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<=Our secretary "Jerry" always welcomes you!



# SAMS-SNNPR

Strengthening Agricultural Marketing System in South Nations National & People's Region



## Newsletter

BoMC - SNNPR
Vol.2 June 2011

### 1. Go Go SAMS!

The ten pilot projects of SAMS were launched at the beginning of February 2011 with the collaboration of BoMC, BoA and the JICA Study Team in order to verify the proposed development concept of holistic approach consisting of four strategies: (1) strengthening of the agricultural market information services, (2) increment of profit by introduction of high value-added marketing, (3) improvement of effective market infrastructure to empower market activities and (4) catch up and adjustment to the institutional system of agricultural marketing. It is expected that the ten selected pilot projects will accelerate agricultural marketing activities by harmonizing with each other efficiently and creating synergy effects.

We, the pilot project teams, have been struggling to achieve the targets of each pilot project, and are still less than halfway to the overall goal. However, with participants joining in and relating their expectations, we will surely proceed on schedule.

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Today, we will show you our progress in two of the ten projects in particular. We would appreciate it if you recognize our challenges and actively participate.

### 2. How to Get Information!? (PP01)

PP01 aims to build the systematic and user-focused Agricultural Market Information Service (AMIS) for the selected products (Ginger & Haricot Beans) to model for further AMIS development after the JICA Study. This pilot project was launched because the current AMIS activities are not systematic or well-organized.

AMIS should endeavor to provide market information to actors in the marketing systems. However, the current service is very weak in this regard; in fact, it is not designed to disseminate information to the actors. (Continued next page)



### (1) Meeting on Ginger AMIS

WoMC experts who are responsible for AMIS and experts of the Market Information Unit of BoMC conducted their first meeting on 9th March 2011 at Hawassa with the support of the JICA Study Team. In this meeting, information about the variety/form/grades of ginger products were exchanged. Identified information is given below:

Variety	Bolosso Bombe		Kindo Koysha		Hadaro Tunto		Tembaro	
	Vollo	Local	Vollo	Local	Bilbo	Hargama	Bilbo	Vollo
Product forms seen in the markets								
Fresh								
Dried non-winnowed								
Dried winnowed								
Washed & dried								
Grade by size								
Separation by variety								

x : not available/not practiced, O : available/practiced.

Ginger has four product forms: fresh, dried, winnowed, dried non-winnowed and washed & dried, and it was decided to collect price information of these four products in the project.

Information about the important marketplaces in ginger trade were also exchanged. As a result of the discussion, marketplaces and market days for data collection in the project were decided as given below with the distance to marketplaces from WoMC in mind.

Woreda	Name of Market	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Old					X			
New								
Bolosso Bombe		X						
Arella town			X					
Kindo Koysha								
Belle								
Hadaro Tunto				X				X
Tembaro					X			

### (2) Ginger AMIS with SMS and bulletin boards

Contrary to the expectation, CDMA is not available at four WoMC. Reflecting this situation, it was decided in the Meeting on Ginger AMIS to test the AMIS with SMS and bulletin board to provide fresh information to farmers and traders (collecting price information on market-day and transmitting it to other WoMC promptly by SMS and posting it on bulletin boards in the marketplaces in five woredas).

#### Development of Work Manual

A work manual for WoMC experts was prepared by BoMC experts before the end of March.

For a smooth flow of information with regard to ginger production and marketing, there should be a governing manual for all of the AMIS participants. Data collection, data summarization, information dissemination and information storage are the basic concepts that are discussed in detail. As a whole, necessary steps, procedures and work format are developed in the AMIS work manual version 0.1

#### Installation of price bulletin boards at marketplaces

Price bulletin boards were manufactured in Hawassa and installed at five marketplaces on 14-15th April.

(Continued from previous page) PP01 therefore attempts the task of designing, installing and executing a user-focused AMIS for the selected two crops. PP01 is to be implemented by the Bureau of Marketing and Cooperative (BoMC) and 14 Woreda Marketing & Cooperative Offices (WoMC).

The Basic Strategy focuses on strengthening "the fundamental functions of AMIS; i.e. data collecting, transmitting, receiving, storing and disseminating to users" in SNNPR. It is expected that beneficiaries (farmers, processors & traders) will develop their bargaining power and also improve their decision making ability during the time of selling their products. Since the available communication tools at woredas are limited, the project attempts to test various methods such as SMS with mobile phone, CDMA internet connection for data transmission and price bulletin boards for dissemination of up-to-date information to actors.

### AMIS Activities

Project implementation has started first with ginger (at five selected woredas - Bolosso Sore, Bolosso Bombe, Kindo Koysha, Hadaro Tunto & Tembaro) as planned.



Fixing Bulletin Board



**Kick-off meeting**

Experts of five WoMC and BoMC conducted a kick-off meeting on 16th April at Areka town. Work procedures were explained to woreda experts by BoMC experts by using a prepared manual, and details were discussed to improve the procedure. In addition, practical exercises were carried out to ensure understanding.

Mobile phones (CDMA devices for future use) were provided to five WoMC and BoMC to send/receive price data.

**Progress on data collection, transmission & posting**

Operation of AMIS with SMS and bulletin boards started immediately after the delivery of equipment.



People watching price information

**(3) Next activities**

Data transmission by SMS is not the ultimate goal of PP01; rather it opens the way to more advanced and easy ways of communication. This means that based on the output of the SMS method with bulletin boards, advanced systems like web-based communication will be used in the near future and the pilot project is working on the development of a better system. In this regard, we really hope that installation of ADSL at the BoMC office in Hawassa will come soon.



Explaining procedure

Discussion on AMIS

**3. Let's Reduce Damage of Mango/Avocado! (PP03)**

Do you know something about the loss in mango and avocado? Most of the mangos and avocados grow in large trees in our region, and are not so easy to harvest. Traditionally the harvesting of fruits is carried out by climbing or shaking the trees, picking by stick, and so on. According to the information obtained from farmers, this situation has contributed to about 60% losses in the mango harvest. The case is more or less the same with avocado. However, this situation can be easily improved by introducing simple improved harvesting and handling methods.

Recognizing the aforementioned situation the BoMC and JICA Study Team have started introducing improved harvesting and handling technologies to minimize harvesting and handling loss of mango and avocado in the region while at the same time improving the supply chain performance and sustaining product quality to be competitive in the market as well.

The Africa Juice Company located at Tebila in Oromiya Region has a huge demand for a quality mango supply. Currently the Gamo Gofa Farmers Fruit and Vegetable Cooperative Unions have started supplying fresh quality mango to the company.

Pilot Project 03 is being implemented in Boloso Bombe, Mirab



Hitting by stick to make mangos drop from the tree causes damage to the fruit!



Harvest softly, and keep in bag

(Continued from previous page) For the implementation of the pilot projects in these areas provision of different harvesting, handling and collection shade construction material were handed over to beneficiary groups. The actual exercising of the improvement in harvesting and handling practices of the fruits will take place starting from June to July 2011 when the fruits ripen.



Discussion on how to make tools



Efficient carrying-cart

**4. The Other Projects**

The other pilot projects are going on concurrently with PP01 & PP03.

- PP02 Practical texts for quality control of cereal are being prepared.
- PP04 Cutting machine for dry cassava is being developed and a trial one was distributed to Kindo Kosya, Warayita zone.
- PP05 Washing facility for ginger for efficient processing is being improved at the project sites in Hadaro Tonto, Kembata Tembaro.
- PP06 Market for haricot bean is under construction in Boricha, Sidama zone.
- PP07 Market for ginger is under construction in Hadaro Tontom, Kambata Tembaro zone.
- PP08 Warehouse for cereal is under construction in Doyogana, Kambata Tembaro zone.
- PP09 Quality test for cereal is now ready.
- PP10 Baseline survey on the pilot project sites is completed.

Report in Next Newsletter!

**5. Faces**

Mr. Anessa is deputy head of the Bureau of Marketing and Cooperatives. He has worked for the cooperative's development for more than ten years and he has done meritorious service for the establishment of cooperatives in SNNPR. He retains the position of Head of Cooperative Process and makes an effort to improve farmers' living standards by strengthening cooperatives. His supports and advice are extremely significant for us to realize SAMS-SNNPR.



**5. Today's Proverb**

"Marketing was not improved in a day"

Rome was not built in a day.....it takes time to achieve the target.

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