



1. SAMS Turns Final Corner

One year has passed since the 10 pilot projects of SAMS launched. As the end of the project period draws near, the JICA study team is working to transfer their knowledge and practical skills to the counterparts and local players of the market, though the recipients' capabilities are very limited.

Many issues to be improved were realized through the implementation of the 10 pilot projects. Most issues cannot be easily solved in one year, and will probably take 10 years or even more to connect to the culture and conservative mindsets. The counterparts should consider proper ways of development together with the local people; otherwise, the new skills and tools will not take root.



Today, the challenges in dissemination of quality control are introduced. Sample Box for Quality Standards

Topics	Page
1. SAMS Turns Final Corner1
2. Practical Skills for Quality Control are Transferred To the Real Players! (PP02/PP08)1
3. Events for Information Sharing3
4. The Other Pilot Projects4
5. Voices4
6. Today's Proverb4

2. Practical Skills for Quality Control are Transferred To the Real Players! (PP02)

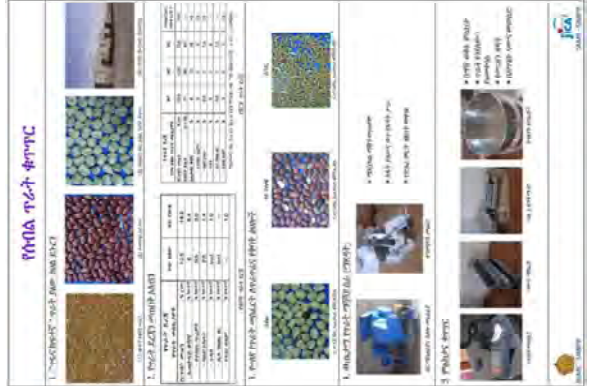
What is Quality?

The first step in the formulation of the quality control (QC) training is to judge the level of awareness of quality. Most farmers are unaware of what signifies quality in the market. The extension workers in the fields have emphasized the importance of QC but they have not shown the practical, proper methods of how to maintain quality.

The JICA Study Team has put an emphasis on the practical methods. In order to help the farmers understand, materials that visually explain the concepts were developed. Farmers are not convinced by verbal explanations and written conceptual arguments. Visual and practical training was a key issue in improving the dissemination program.

What are the "Keys" to implement PP02 training?

- 1. Goal of Training**
PP02 focuses on strengthening the planning ability of the counterparts of BoMC through on-the-job training in order to disseminate the QC of cereals and pulses of the primary cooperatives in SNNPR.
- 2. Collaboration with WFP/P4P**
SAMS collaborates with WFP/P4P on the training of post-harvest handling technology. P4P teaching materials were provided by WFP and SAA, and those materials were improved by SAMS from the viewpoint of practical farmers' activities.
- 3. Topics of Training**
The demarcation of topics shall be considered to avoid duplication of the same training. PP02 concentrates on the implementation of the training on technical and systematic information and knowledge of "quality control of cereals and pulses".
- 4. Actual Achievement**
The JICA Study Team believes that the actual achievement is not the number of trainees who participated in the trainings but the real actions using the skills and technologies learned from the trainings. It is expected that they will use the knowledge and experiences for improvement of their daily work in their wordedas.



The Delivered Posters for Quality Control (Not shown is one for Store Management)



Demonstration of Cleaner

The first training was conducted in July 2011 by BoMC counterparts with collaboration from WFP/P4P. A total of 58 participants from 9 P4P-targeted cooperative unions and primary cooperatives in SNNPR attended.

The contents and the materials of the training were reviewed for further improvement. In addition, the training of trainers ("ToT") was formulated to efficiently disseminate the QC activities to the primary cooperatives in the wordedas. It is expected that the trained trainers will take actions in the field of their extension works. The output is shown in the next table.



ToT (Training of Trainers) by BoMC Expert



Measuring Moisture Contents



5. Teaching Materials

WFP/P4P is mainly implementing the various trainings for unions in English and most of the training materials are in English. SAMS developed power-point teaching materials in Amharic to help the local people understand, but the projector could not be used during a power failure. With this experience, picture-card teaching materials in Amharic that can be used anywhere without electricity were developed for a second training..

At the same time, posters and sample boxes were distributed to the primary cooperatives to share the information of training topics with their members.

These posters and sample boxes are easily understandable at a glance on the quality standards of maize, haricot bean and wheat. Training kits for store management were also developed using the same concept, which is "easy for real, local actors to understand".

The First Training in July 2011

Zone	Target Union	Covered woreda		Number of Participant	
		Union	Primary coop	Union	Primary coop
Guraghe	Admas Wajala	3	0	6	6
Silti	Malk Silti	4	1	6	5
Hadiya	Licha Hedla	3	1	6	6
K.T.	Ambericho Angacha	2	1	6	6
Wajayta	Demasa Wajayta	6	1	6	6
Sidama	Sidama Eilo	4	1	6	6
Alaba sp	Alaba Mancheno	1	1	6	6
7 zones	9 Unions	28 wd.	8		50

The Second Training in Dec. 2011, Jan. 2012

Zone	Training of Trainers	WdMC / Trainers	Training of Cooperative Members		Number of Participant
			Covered Union	PC	
K.T.	Dombaya	2	Ambericho	11	93
	Kedida Giannella	1			
	Katchia Bira	1			
	Angacha	1			
Sidama	Bolicha	1	Angacha Eilo	3	24
	Loka Abaya	1	Sidama Eilo	9	65
	Hawassa Zunia	1			
Alaba sp	Alaba sp.	1	Alaba Mancheno	3	34
	8 WdMCs	9	4 Unions	26	216



The picture cards of the training kits. Trainers show the photos on the front and explain the key points for improvement on the back.

3. Events for Information Sharing

The pilot projects of SAMS were formulated by the holistic approach under the four strategies, which aim to create synergy effects among the projects. In order to accelerate the effectiveness, the SAMS members planned occasions of information sharing and carried out several study tours and an inauguration of construction. The project members visited other projects to refer their outputs and experiences. Most study tours were travels among the pilot projects but a few were out of SNNPR.

- Study Tour on advanced market information system in Tygray (PP01)
- Study Tour to warehouses in Oromia (PP02, PP08)
- Study Tour to African Juice and Ethiopia Fruits in Oromia to promote local mango in SNNPR (PP03)
- Experience Sharing Tour from Ofifa woreda to Kindo Koyscha woreda (PP04)
- Study Tour from Blosso Bombe to Hadaro (PP05) (Plan)
- Study Tour to marketplaces in Anuhabara (PP06, PP07)



The inauguration (up, down)

- Study Tour for introduction of pilot projects of SAMS for BoMC's managers and concerned staffs (PP10)
- Inauguration of construction projects: market facilities at Hadaro marketplace and warehouse at Doyo Gana in Kabata Tembaro and introductions of SAMS' activities (PP10)

The inauguration was broadcast on TV on December 2nd, 2011.



Study tour to Amthara Region



Information Exchange of Cassava



Study tour to improved warehouse



Study tour to Africa Juice

4. The Other Projects

These other pilot projects are going on concurrently with PP02.

- PP01 PCs and bulletin boards have been installed at the target offices in 14 woredas.
- PP03 Verification of improved harvest tools by farmers started at the project sites.
- PP04 Improved cassava cutters were delivered to the farmers.
- PP05 Facilities and equipment for ginger washing were fixed and members launched their usage.
- PP06 Market facility for haricot bean trading was constructed and people launched the usage.
- PP07 The inauguration of the market facility was implemented and people launched the usage.
- PP08 The warehouse was constructed and the facility was used for the training of store management.
- PP09 The result of the comparison test of wheat recovery yield of ECX was reported to ECX.
- PP10 Study tour to introduce the pilot projects to managers of BoMC was carried out.

5. Voices

Mr. Usman Surur Siraj, Deputy Head of BoMC and Owner of Cooperative Development Main Work Process



I have been assigned to this position since May 2011. Soon after starting the job, I tried to grasp the real condition of cooperatives in SNNPR through the inventory survey and detailed investigation. I was surprised because the activities were worse than I had expected. The most urgent issue is the regeneration of inactive cooperatives caused by shortage of capital and lack of mutual trust.


The Cooperative Main Process will launch the "Renascent Cooperative Movement" by enhancing SACCOS (Saving and Credit Cooperatives). The transparency of monetary management is crucial to foster solidarity groups. Empowerment of the auditors of BoMC/WoMC shall be realized to support cooperatives as well.

6. Today's Proverb

Seeing is Believing.


It is easy to explain difficult things in difficult ways, but it is difficult to explain difficult things in easy ways. If trainers do not deeply understand the issues, they explain it just as it is. Trainers should find ways to adapt their teaching to the trainees based on the levels of their knowledge, otherwise trainees cannot utilize what they are taught. Show practical methods! Seeing is believing!

<Office of SAMS secretariat>
SNNPR Marketing and Cooperative Bureau
P.O.Box 866, Hawassa, SNNPR
Tel: (251)046-220 2016/6582
Fax: (251)046-200 7214



SAMS-SNNPR

Strengthening Agricultural Marketing System in South Nations Nationalities & Peoples Region



BoMC - SNNPR

Vol.6 Aug. 2012

Newsletter

1. Goodbye and We'll See You Again Someday (SAMS Completes the Pilot Projects)

The one-year pilot projects to verify the effectiveness of the SAMS's strategies were completed in March 2012. Most of the pilot projects accomplished their initial targets. The processes of each activity were implemented almost as scheduled. It can be said that all the pilot projects created the expected outputs to verify the master plan strategies tentatively established in January 2011.

Topics	Page
1. Goodbye and We'll See You Again Someday (SAMS Completes the Pilot Projects)1
2. Evaluation of the Pilot Projects by Participatory Conference2
3. The Master Plan for Strengthening Agricultural Marketing for the Future3
4. Training Seminar in Japan4
5. Voices4
6. Today's Proverb4

After finishing the pilot projects, the SAMS organized a one-day participatory conference in order to share information and experiences gained through the practical activities of the pilot projects. Here we will show the results of the evaluation presented by the participants at the conference. In addition, the experiences at the training course in Japan will be described.

This 6th newsletter is the final newsletter of the SAMS supported by JICA. We hope you have enjoyed the newsletters issued by SAMS and JICA and refer to them to develop your activities in agricultural marketing.

2. Evaluation of the Pilot Projects by Participatory Conference

Objective of the Participatory Conference

The Participatory Conference was held on March 8, 2012. The main purpose of the Participatory Conference was as follows:

- 1) To review the concept of SAMS-SNNPR taking a holistic approach
- 2) To accelerate synergy effects among the participants by exchanging experiences
- 3) To encourage both counterparts and local actors to keep working toward their goals of SAMS
- 4) To verify the good and bad practices in order to formulate action plans of the Master Plan



Participants Spoke with Feeling

The conference proceeded on the schedule shown on the left. 137 participants from 11 zones in SNNPR and AA gathered in Hawassa. Many farmers who played important roles in the pilot projects were invited to the conference and expressed their experiences and feelings of working with the SAMS team in front of the government officers from AA and other rural governmental offices.

Participating in the field activities gave the farmers real, practical knowledge. Some of the participants increased their profits from the improved business activities.

The audiences from the local offices, ZoMC, learned about practical methods of training implemented by the JICA study team under the SAMS and they exchanged information on the successes and failures of the pilot projects.

Hopefully, the participants will bring their earned knowledge back to their home towns and disseminate it to their neighbors.

The Time Table of the Conference		Start	End	In charge
Registration		8:30	9:00	
<i>Coffee & Tea Service</i>				
1 st Session: SAMS	9:00 - 9:15	Mr. Nureidin BoMC		
Opening remarks	9:15 - 10:00	Mr. Abtenu		
Review of the SAMS concept	10:00 - 10:10	Mr. Doncke		
Introduction of the participants	10:10 - 10:10	Mr. Tolames		
2 nd Session	10:10 - 10:50	Mr. Minshera		
Specialized Marketing Information System (SAMS)	10:10 - 10:50	Mr. Minshera		
PP02: PP08 Quality Control	10:50 - 11:30	Mr. Rebowan BoMC		
	11:30 - 13:00	WFP		
		Angasha Union		
3 rd Session	13:00 - 13:40	Mr. Abrahim		
PP03: Improvement of Harvesting and Handling Practices of Mango / Avocado	13:40 - 14:20	Mr. Rebowan BoMC		
PP04: Improvement of Dried Cassava	14:20 - 15:00	Mr. Doncke		
PP05: Production of Clean Diced Ginger and establishment of Linkage with Buyer	15:00 - 15:15	Mr. Doncke		
15:15 - 15:35	Mr. Minshera			
15:35 - 16:15	Mr. Tolames			
16:15 - 16:45	Mr. Rebowan			
4 th Session	16:45 - 17:00			
Question and Answer	17:00 - 17:15	Mr. Abtenu		
Announcement of Awards	17:15 - 17:30	Mr. Yasuda		
Closing Remarks		Mr. Nureidin		

* All presentations were given in Amharic.



The opening remarks by the head of BoMC, Mr. Nureidin Mohamed, and the team leader of the JICA Study Team, Mr. Takeao Akutsu.



The presentation by the C/P, Mr. Abraham Astike, in charge of PP03 "Fruits Harvesting".



Comments and impressions were given by the beneficiaries, PP04 "Clean Dry Cassava".



Giving awards to the participants for good performance.

3. The Master Plan for Strengthening Agricultural Marketing for the Future

A vision without concrete action plans is just a dream. The repeated slogans and dreams will not come true without budget, proper planning, implementing and monitoring. Improving the agricultural marketing system requires lifting the whole system with the involvement and collaboration of as many stakeholders as possible.

The Master Plan to be implemented within 5 years from 2013 in SNNPR is formulated in the following concepts:

- 1) Realistic plans in budget and human resources in SNNPR.
- 2) Holistic and comprehensive approach in agricultural marketing information service, value addition, market infrastructure improvement and the capacity development of government offices.
- 3) Focusing on the maximization of potentials of target products and areas.
- 4) Adaption of appropriate and affordable technologies with minimum required budget.
- 5) Assuming the collaboration with development partners and NGOs.
- 6) Utilize lessons learnt through the implementation of pilot projects.

The detailed contents of the Master Plan will be compiled as the final report in October 2012. If you are interested in those action plans, please contact BoMC, SNNPR.

4. Training Seminar in Japan

Two experts in the marketing core process and one manager of the cooperative core process selected from BoMC were invited to Japan as trainees in a 2-week training course on the agricultural marketing system, from May 12 to May 25, 2012.

In order to understand the value chain of vegetables and fruits, they visited from farmlands to retail shops in the city.

"The facility is very different from Ethiopia", commented the trainees. They were surprised by the efficiency of the modern wholesale market in Japan.

The large size of the wholesale marketplace covered by a huge roof was also astonishing to them.

"All the commodities are on the shelves. No vegetables and fruits are put directly on the floor as in Ethiopia!" the trainees said. They were impressed by the methods of handling to keep the commodities' quality. The displays to attract the consumers were also impressive.

Cooperative Unions in Japan have a lot of power in running the shops and retail sales as well.

The trainees regret that the modern agricultural marketing systems of Japan are too advanced to be utilized in Ethiopia.

They realized that it will require a lot of hard work and persistence to catch up to the modern agricultural marketing system.



Tokyo Metropolitan central wholesale market



Rural collection center of vegetable owned by Agricultural Cooperative Union



Wholesale market in Mito City, Ibaraki prefecture



Discussion with JICA expert on practical action plan



Having a lecture on JICA history



Visiting cooperative federation of Ibaraki prefecture



Shop and restaurant in Tsukuba



Antenna shop of Kagoshima prefecture in Tokyo

5. Voices

Mr. AKUTSU Takao, Japanese Team leader of the SAMS Time and tide wait for no human being!! This JICA study on the Strengthening Agricultural Marketing System (SAMS) in SNNPR commenced in January 2010 and will conclude its work by the end of August 2012.

During this working period, though there have been many changes in the counterpart organizations and key personnel, the study team members enjoyed working with a lot of Ethiopians such as Government officials in Bureaus, Zones, Woredas and Kebeles and farmers, agricultural cooperatives and unions, traders, processing or manufacturing people, University and Institutes, donors and NGOs, and others.

The study team developed an applicable and appropriate information network system, machines and equipment, training programs with simple and visible materials, market infrastructure for the specific agricultural products (haricot bean and ginger) and conducted capacity development programs in holistic development manners.

Of course, the JICA activity is applied to the very limited products and areas in a short period of time, however, we do hope such small works will eventually be disseminated and extended to other products and areas for the rural development and contribution to better welfare of the people in SNNPR.



Mr. Akutsu with the secretary



The members of the JICA Study Team working for SAMS projects.

6. Today's Proverb

Practice makes Perfect.

In Japan, there is a proverb "Keizoku ha Chikara nari" whose direct translation is "continuation is power". It is similar in meaning to the English proverb of "practice makes perfect". To make the marketing enhancement projects effective in real society, the persistence of the relevant players is crucial. If you practice it, it adds to the valuable experiences and knowledge that lead to additional ideas of development. It is very important for you to have strong minds to proceed forward one by one, and you will find success in the future.

<Office of SAMS secretariat>
SNNPR Marketing and Cooperative Bureau
P.O.Box 866, Hawassa, SNNPR
Tel: (251)046-220 2016/6582
Fax: (251)046-200 7214

Appendix C
Counterpart Trainings in Japan

Appendix C: Counterpart Training in Japan

Table of Contents

1. Purpose of the Training	C-1
2. Time and Period of the Training.....	C-1
3. Participants of the Training	C-2
4. Contents of the Training	C-2
5. Output of the Training	C-5
Annex 1 : Schedule of the 1st Training (Result)	C-13
Annex 2 : Schedule of the 2nd Training (Result)	C-14

Appendix C: Counterpart Trainings in Japan

As a part of the technical transfer to the C/P, two times of the counterpart training were conducted in Japan; 1st training was in October 2010 and 2nd training was in May 2012.

1. Purpose of the Training

To deepen knowledge and understanding regarding agricultural marketing systems (its functions, technologies, ideas, government support systems and so on) and share the experience of Japanese agricultural marketing system for its own better development.

2. Time and Period of the Training

Training period were 14 days, include travel time from/to Ethiopia. 1st and 2nd training were implemented with following schedule.

1st Training : 02 – 15 October, 2010 (14 days)

2nd Training : 12 – 25 May, 2012 (14 days)

Same contents (lectures and field visits) were applied in the both training. In the 10 days period, under mentioned lectures and field visits (observations) were conducted. Detail day-by-day schedule were shown in Annex in the end of this chapter.

(1) Lecture	Lecturer
1. Marketing system of agricultural products in Japan; including the system of wholesale markets	OMIC
2. Role and function of agricultural cooperatives in agricultural marketing system in Japan	IDACA
(2) Field visit	Location
1. Union Farm PLC [Organic vegetable producer]	Omitama City, Ibaraki
2. JA Yasato (Agricultural Cooperatives)	Ishioka City, Ibaraki
3. ZEN-NOH Ibaraki (Japanese Agricultural Cooperative Federation)	Higashi-Ibaraki County, Ibaraki
4. Mito City Wholesale Market	Mito City, Ibaraki
5. Shimotsuma, Roadside Station, Beerspark	Shimotsuma City, Ibaraki
6. Tokyo Metropolitan Wholesale Market, Ota Wholesale Market - Fruits & Vegetables section	Ota Ward in Tokyo
7. Kagoshima Yurakukan [Antenna Shop operated by Kagoshima Prefectural Government]	Yurakucho in Tokyo

3. Participants of the Training

Total number of the participants was six (6) in the two trainings. Those participants were selected from C/Ps of the Study in the discussions with the Bureau Head.

(1) Participants of the 1st Training

Name	Organization, Position
Mr. Belayneh Bancha Bashano	Process Owner Agricultural Marketing Process, SNNPR Bureau of Agriculture and Rural Development (BoARD)
Mr. Teshome Menjour Shewa	Marketing Promotion & Linkage Expert Agricultural Marketing Process, SNNPR Bureau of Agriculture and Rural Development (BoARD)
Mr. Simachew Chekol Alene	Crop Production Expert Agricultural Extension Service Sub Process, SNNPR Bureau of Agriculture and Rural Development (BoARD)

At first, Mr. Sani Redi Ahmed, the Bureau Head of BoARD had been nominated as a participant for the 1st Counterpart Training in Japan. However, he had to call off the participation due to sudden official duty just before leaving for Japan.

(2) Participants of the 2nd Training

Name	Organization, Position
Mr. Siraj Usman Surur	Deputy Bureau Head & Cooperative Process Owner Cooperative Core Work Process, SNNPR Marketing and Cooperative Bureau (BoMC)
Mr. Redwan Kedir Kemal	Agricultural Products Quality Control Senior Expert Agricultural Product Marketing Work Process, SNNPR Marketing and Cooperative Bureau (BoMC)
Mr. Abrham Astatike Abitew	Agricultural Products Quality Control Senior Expert Agricultural Product Marketing Work Process, SNNPR Marketing and Cooperative Bureau (BoMC)

Mr. Nuredin Mohammed Kemal, the Bureau Head of BoMC had been nominated as a participant for the 2nd Counterpart Training in Japan. However, he called off the participation for certain reasons just before leaving for Japan.

4. Contents of the Training

Same contents and process were applied in the 1st and 2nd training.

In order to fulfill the entire purpose of the training, the program consists of next four items:

- (1) Lecture
- (2) Field Visit (Observation)
- (3) Feedback Session
- (4) Preparation of the Action Plan

The lectures were aimed to prepare for the purpose of providing a basic knowledge of Japanese Agricultural Marketing System to the participants before going to the actual observation trainings. Also, purposes and points of the each observation were given to the participants in advance together with reference materials for their better understandings. Participants were expected to clearly their own aims of each visit and to be able to focus on the point of view ahead of the actual visit.

(1) Lecture

Program	Point of the Training
(1) Marketing System of agricultural products in Japan; including the system of wholesale markets	① To know the historical background and transition of Japanese marketing systems. ② To know the outline of Japanese agricultural systems. ③ To know its role and function of Japanese agricultural marketing systems.
(2) Role and function of agricultural cooperatives in agricultural marketing system	① To know the historical background and transition of Japanese agricultural cooperatives. ② To know the outline of Japanese agricultural cooperatives. ③ To know its role and function of Japanese agricultural cooperatives.

(2) Field visit (Observation)

Visiting Place	Purpose of the Visit	Point to See
(1) Union Farm PLC	To know and learn various marketing activities by producers.	① To see and learn how they grasp business opportunities and consumers' needs. ② To see and learn how they manage agricultural business activities. ③ To see and learn their decision making processes. ④ To see and learn how they cope with any other official support systems (if it exist).
(2) JA Yasato (Yasato Agricultural Cooperatives)	To know and learn Japanese Agricultural Cooperative's various activities and challenges.	① To see and learn how they promote a better understanding of post-harvesting. - Materials and Facilities - Quality control - Consolidating activities - Business operation - Decision making process ② To know the quality standards and control of agricultural products in Japan.

Visiting Place	Purpose of the Visit	Point to See
(3) ZEN-NOH Ibaraki (Japanese Agricultural Cooperative Federation)		<ul style="list-style-type: none"> ③ To see and learn how they make efforts and challenges to increase their sales performances. ④ To see and learn what is commercialization of fruit production. ⑤ To understand the situation of sales standards of Japanese vegetables and fruits. ⑥ To see and learn various business challenges by producers. <ul style="list-style-type: none"> - How to grasp business opportunities and consumers' needs. - What is constrains and how they try to cope with?
(4) Mito City Wholesale Market	To know and understand the roles, situations and challenges of local wholesale markets.	<ul style="list-style-type: none"> ① How they do the effort to establish a fair and efficient market mechanism and systems? ② What is the role of wholesalers and wholesale market? ③ What is the importance of existence of wholesale market in the situation of decreasing transaction volumes of the wholesale markets?
(5) Beerspark Shimotsuma, Roadside Station	To observe one of active roadside stations for agricultural products where has established as a good contact place for City and Farming Village by government initiative.	<ul style="list-style-type: none"> ① To see and learn what is “roadside station” in Japan. ② To see and learn their challenges and efforts for sales promotion of local products and facilities.
(6) Tokyo Metropolitan Central Wholesale Market (Ota Wholesale Market-Fruits and Vegetables)	To know how to be operated one of the leading Japanese big markets.	<ul style="list-style-type: none"> ① To see and learn how they operate such a huge wholesale market. ② To see and learn the function of public wholesale market. ③ To see and learn the various challenges and efforts for effective and fairness operation of public market.
(7) Kagoshima Yurakukan	To know and learn local government's initiatives for sales promotion activities of local products.	<ul style="list-style-type: none"> ① To see and learn how they support local products sales by the direct sales shop. ② To see and learn their challenges and efforts for sales promotion of local products.

(3) Feedback Session

To get a better grasp of the trainings, each participant is expected to prepare a practical action plan for implementing at home.

(4) Creation of the Action Plan

Practical action plan is prepared and presented.

5. Output of the Training

(1) 1st Training

1) The Feedback results and Participants' comments

The major achievements of the training in Japan the participants had pointed out were, 1) How strong Japanese management systems are, 2) How Japanese institutions have strong commitments and sense of responsibility toward their own mission and daily activities, and 3) How Japanese people do ingenious attempts and efforts for responding to a huge variety of consumers' demand and needs.

In particular, the following items were also noted as giving them new perspectives.

- Strict management system from production to sales by agricultural production cooperation.
(In order to comply with sales contracts, precise marketing plans (includes soil management and pest control) are strictly implemented.)
- Japanese agricultural cooperatives, JA exists as total life coordinator in rural areas.
(Surprisingly, JA has various activities not only input sales and delivery service which is common in Ethiopia but also running direct sales shops, restaurants, banks, insurances, gas stations and even hospitals to support rural communities that includes non-members at large.)
- Japanese prefectural government's various activities on sales promotion of their local products and public relations.
(How a local government provides their official supports to their local community by inviting local shops or restaurants to Tokyo, do feedback consumers' needs and demand to local industry to assist to develop new products.)
- The role and function of wholesale markets in order to sustain fair and effective marketing systems in Japan.

Moreover, they also stated that knowing and learning of various efforts and challenges which have been made from different actors to improve and activate Japanese agricultural marketing systems was so much useful and effective. Therefore, they promised that they would continue their efforts to apply even a part of the lessons to improve their local marketing situation.

Through the entire training, the participants had actively participated in all the programs by questioning vigorously and studying hard before and after the programs. These positive attitudes of the participants were well received by all Japanese lecturers and recipient agencies to extract their more supports. That factor also contributed to make this training fruitful.

2) Action Plan prepared by the Participants

The participants had summarized their ideas and gains from the training into the action plans as follows. For doing this, they had been instructed to create as much as specific, clear, measurable, simple and practical programs by clarifying the plan for what, by who with specific time schedule. However, the outcomes of the plans still lie on the "strategic" level with lack of concrete points of views.

The only thing that can be seen as specific plan is the briefing of the knowledge and experiences gained from the training to their colleagues and officials by calling seminars. Regarding this plan, the participants had insisted that it must be shared with not only high officials but also rural administrators or even cooperatives and producers as much as possible in order to tackle with the issues of the agricultural marketing system improvement in their region together.

The reason why more concrete plans had not been able to come out would be the time constraint of the training period. In the first visiting country like Japan, the participants had gained huge volume of inputs and impacts day by day. It was perhaps a bit difficult for them to construct their ideas to fulfill the requirement of the plan simultaneously with processing their gains within such limited time. Therefore, it would be necessary for them to allocate more time to review and feedback of the program to settle those inputs and gains in their mind for the next time.

Action Plan prepared by the Participants

No.	Strategies	Action Plan	
		Short Term (2010-2011)	Long Term (2012-2015)
1	Briefing the knowledge and experience gained from counterpart training in Japan to colleagues and officials by calling seminars.	○	
2	Implementing existing marketing rules and regulations by making public awareness through training and disseminating information by brochures and leaflets.	○	
3	Strengthening quality control mechanisms for high economic value products by providing certifications and accreditations.		○
4	Disseminating marketing information for sellers and buyers to strengthen market linkage.	○	
5	Strengthening linkage between government and non-government organization by making regular and review meeting to create common understanding of both parties.	○	
6	Implementing good agricultural practice (GAP) through organic farming such as IPM (soil amendment and water conservation systems).	○	
7	Linkage and certifying high economic value agricultural products marketing suppliers by establishing standards and norms to keep the quality of the products.	○	
8	Improving the cooperatives' existing business management and initiating cooperatives to diversify their business like saving and credit, insurance guidance service, social service, marketing and so on) by step by step building their management and financial capacities.		○
9	Encouraging cooperatives to engage in antenna shop, direct sales shop, and wholesale collection and delivery centers establishment by increasing the support of government and non-government organization by sharing model experience, technical and financial supports.		○
10	Strengthening public and private collaboration by creating linkage through Unions and Federation by workshop and seminars.	○	
11	Promoting post harvest handling through valued market dynamics (food processing) step by step establishing model and latest agro processing systems.	○	○
12	Creating market linkage between rural and urban communities through direct sales shops, roadside stations like Zennoh's Doki-Doki Farm in Ocholante, Hadaro Tunito, Sodo and Baila in SNNPR.	○	○

Date of Preparation and Submission: October 13, 2010 * This is a list of plans in order of priority.

(2) 2nd Training

1) The Feedback results and Participants' comments

In general, the participants commented that, "The training this time was very useful for us. We were amazed at lots of things we experienced. We were strongly impressed by 1) How strong Japanese management systems are and 2) How Japanese people have strong commitments toward their jobs, which we witnessed at each site we visited. These are the very things that we should learn or take a cue from."

The participants pointed out the following as the most impressive during the visits:

- Quality is important: In Japan, quality is considered to be a very important factor, and low-quality agricultural commodities are not selling. All parties related to production as well as distribution, including farmers, understand very well the importance of quality.
- JA deals with a huge variety of agricultural products and provides various services: JA provides both their members and non-member rural residents with a variety of services including not only collective sales of agricultural products and the purchase of farming materials but also the management of supermarkets and direct sales shops, banking and insurance businesses, and gas stations, etc. They also deal with a variety of agricultural commodities.
- At the JA Yasato direct sales shops, the farmers decide on the retail sales prices of vegetables by themselves.
- Disclosure of information is important: Farmers have trust in JA (i.e., the officials of JA).
- The project of supporting new farmers by JA (JA Yasato) is interesting.
- Michinoeki (Roadside stations) is an interesting example: On the route leading to Jinka, a sightseeing spot in SNNPR, there are sections where no facility exists for over several hundred kilometers. At such areas, it may be possible to operate service stations to provide travelers with fuel oil and beverages, and the local people sell their agricultural products at such service stations.
- Modern market facilities and equipment (facilities and equipment (motor carts) that we have never seen before).
- The wholesale market is planned and developed with long-term perspectives: We were amazed by the fact that market facilities have been planned and developed with long-term perspectives, and they are operated in an efficient manner.

2) Action Plan prepared by the Participants

At the briefing of the training program on the first day of training, participants were instructed to always bear in mind that they should discover any ideas (mechanisms, systems, and technology) that they may be able to adopt at SNNPR, as an action plan is to be drawn up during the latter half of the training program. Following three ideas for action planning were raised by the participants in the review session.

1. Farmers cooperatives in Ethiopia is mono-commodity base and provides limited services, but we would like to introduce JA-style agricultural cooperatives - ones that deal with a variety of agricultural commodities and that provide a variety of services.

2. A wholesale market construction project is going on in Hawassa city but the facility is not “planned with long-term perspectives” like in Japan, thus it is necessary to expand the site area as well as to change its location. It is necessary to review the project.
3. On the route leading to Jinka, a sightseeing spot in SNNPR, there are sections where no facility exists for over several hundred kilometers. It may possible to operate service stations (Michinoeki) to provide travelers with fuel oil and beverages, and the local people sell their agricultural products.

Under time pressure, out of the above three ideas, it was decided to prepare draft action plan for idea-1 and idea-2, resulting in the “Pilot Project for Introduction of multi-commodity service based Primary Cooperative in SNNPR” and “Establishment of Hawassa Agri. Wholesale Market Center.” Thus, the prepared draft action plan is shown below.

Unlike in the 1st training, the considerably-concrete action plan was drawn up based on the ideas that were gained during training. As for idea-3 “Service station (Michinoeki),” of which no action plan was drawn up this time, it was decided that the participants (BoMC) would introduce the idea to the administrators (ZoMC/WoMC) of prospective sites.

At the debriefing session held at JICA headquarter, there was a comment that, “I have never seen a multi-purpose agricultural cooperative in Africa. It is difficult even in Asia. You had better to be realistic” Then, the participant replied that “I am considering a just a trial at first, not full-scale introduction”.

Action Plans prepared by the Participants

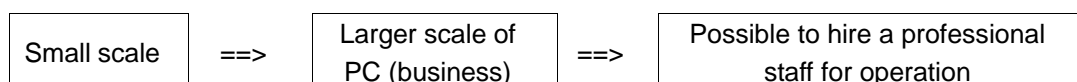
Plan 1. Action Plan for “Pilot project for Introduction of multi-commodity service based Primary cooperative in SNNPR”

Background (Reasons for making the Plan)

In Ethiopia, primary cooperatives (PC) are formed mono-commodity service base. Since the government has been targeting to increase the number of PCs, there are so many small PCs (about 8700 PCs) in SNNPR; also there are kebeles (villages) having 2 to 3 PCs for different service. However, the survey which was carried out by the BOMC in 2012 revealed that 63% of PCs are under the minimum requirements; i.e. many PCs are not functioning. Possible reasons for the poor performance are assumed that; 1) Too small scale of PCs, 2) Poor (lack) ability of leaders (farmers) to operate/manage the business/service.

We visited and observed YASATO PC in Ibaraki, and found that the YASATO PC provides wide range of services not only marketing of agricultural products and supply of agri. materials but also banking and insurance service, operation of supermarket and gas station, etc. to the members and to non-members in their service area.

We consider that multi-commodity service base PC which provide various services according to the people’s needs like YASATO PC is worth to try in SNNPR, since multi-commodity service base PC is considered as a solution for the poor performance mentioned in above 1) and 2).



Based on this idea, we plan an action plan for “Pilot project for Introduction of multi-commodity service based Primary cooperative in SNNPR”.

Target of the Plan

Establish two multi-commodity service base Primary cooperative in two kebele

Period of the Plan

June 2012 – January 2015

Activities

	Activities	Time
1	Discuss the idea in BoMC: - Discuss with Cooperative Development Core Process (CDCP) staff - BoMC meeting	30 June 2012
2	Discuss with Regional President Office	31 July
3	Discuss with ZoMC and WoMC concerned	Mid. August
4	Review areas to be introduced new multi-commodity service based PC	31 Aug. 2012
5	Select zone-woreda-kebele (ZWK) to introduce new multi-commodity service based PC (sites for the Pilot project)	Mid. September
6	Detail discussion with selected ZWK	31 Oct. 2012
7	Conduct training for coop. experts of ZWK	Mid. November
8	Discuss with farmers / town dwellers in the selected kebele	30 Nov. 2012

9	Register voluntary members based on rules & regulation	31 Dec. 2012
10	Establish new multi-commodity service based PC	Mid. Jan. 2013
11	Train executive board members of PC	31 Jan. 2013
12	Follow-up & supportive supervision	Continuous/ Periodical
13	Evaluation & collection of best practices	31 Jan. 2014
14	Scale-up best practices	31 Jan. 2015

Plan 2. Action Plan for “Establishment of Hawassa Agri. Wholesale Market Center”

Background of the Plan (Reasons for making the Plan)

SNNPR government has allocated the land for building a new market (not an ordinary open-air market, but a market with building and other facilities to be built by AGP budget¹) for agricultural commodities in Hawassa city. However, the allocated land is only 2,300 m²; it is too small even compared to the current open-air market place (about 30,000 m² (3 ha)).

In the Training in Japan, we observed the Prefectural wholesale market in Mito-city, Ibaraki. This wholesale market was properly designed and built with long-term standpoint. It equips all necessary facility, utility and management systems for efficient commodity transaction and handling. Observing the well-planned market facility in the training has come as a reminder that we, BoMC, should straighten the situation of improper market facility development in Hawassa out.

Goal (long-term objective) of the Plan

5 ha of wholesale market with proper infrastructure is constructed in Hawassa city; and properly operated.

Immediate objective of the Plan

To persuade the decision makers to change the construction site for a new market to the proposed alternative site; at CLC with 5 ha of land size.²

Stakeholders of Market construction in Hawassa and Job demarcation

- a) Decision makers of the market construction in Hawassa :
 - Regional President Office
 - Head, Bureau of Industry, Trade and Urban development (BoITUD)
- b) Financial issues :
 - AGP (World Bank project)
 - Focal person of SNNPR (BoA)
- c) Coordination and follow-up among the stakeholders until completion of land handover to Hawassa city municipality; including negotiation with AGP to secure the budget :
 - BoMC
- d) Designing of the market facility :
 - BoMC
 - Hawassa city municipality
 - Hired architect
 - Design and construction agency, BoITUD (comments, approval of the construction plan)

¹ 8 million ETB has been allocated for year 2004 (EC) for Hawassa market construction by AGP.

² In Ethiopia, any request should be larger than the actual needs. Request 5ha, then 3ha can be approved.

e) Implement a tender and determination of contractor :

- Hawassa city municipality
- Design and construction agency, BoITUD
- BoMC (follow-up only)

f) Construction of the market facility :

- Private contractor to be determined by tender

g) Supervision of construction works :

- Design and construction agency, BoITUD
- Hawassa city municipality
- BoMC (follow-up only)

h) Planning of management systems :

- Hawassa city municipality
- BoMC (support/guidance)

i) Operation of the market :

- Hawassa city municipality
- BoMC (support/guidance)

Activities and Time frame

The job demarcation among the stakeholders is as shown in above. Only the activities which BoMC is responsible to do it are shown.

BoMC's work shall be end when the constructed market is handover to the Hawassa municipality.

	Core activity	Time	Expected output
1	Prepare the Proposal paper	June - July	Proposal paper with under-listed contents
2	Explain the Proposal paper to the SNNPR high official	Before end of July	Proposal is accepted
3	Facilitate the land handover procedures	To be determined after the acceptance of proposal	
4	Follow-up the designing of the market facility		
5	Follow-up the tender procedures and construction works for 1st phase		
6	Provide guidance/support in planning of management systems to be done by the municipality		
7	Facilitate the market handover procedures		

Contents of the Proposal paper

Background

- Importance of wholesale market;
 - * For smooth and stable food supply to growing population in Hawassa city; also
 - * For support farmers' sales by smoothen the commodity flows to Hawassa; and by providing chances to meet more buyers in Hawassa.
- International experiences (examples of other countries – example of market facility, market construction by the government)

- What SNNPR are lacking: problems of market users (traders, farmers, city-dwellers)
- Future prospect of population growth and commodity volume to be handled in the market

Proposal

- 2,300m² is too small. Current open-air marketplace for agri. commodities is about 3 ha.
- Market development should be planned with long-term view; with future prospects.
- Good location for truck transportation is absolutely necessary.
- BoMC proposes to change the site to CLC and 5ha of land size.
- Step-by-step facility construction: 1st phase (0-5 years) for perishable commodities and 2nd phase (5-10 years) for next important commodities.

Layout plans (for 1st phase, and for 2nd phase)

Rough sketches of market facility

Rough construction costs estimation (Total, 1st phase and 2nd phase)

Commodity list for 1st phase and 2nd phase

- * Utilize the photos and information of Mito prefectural wholesale market to give clear image of market facility to the high officials.

Breakdown of Activity-1: Prepare the Proposal paper

- 1-1 Build the consensus on the Plan in the BoMC
- 1-2 Decide the experts who work on the proposal making
- 1-3 Review the former proposal paper prepared and submitted by BoMC
- 1-4 Collect information about the Wholesale market built by Oromiya regional government (facility layout, facility design, management systems, construction costs, etc.)
- 1-5 Collect information of modern agri. wholesale market in other countries
- 1-6 Review / collect information about current Hawassa open-air marketplace (area size, number of traders, existing facility, commodity volume handled in the market, number of donkey carts, size of permanent stall, etc.)
- 1-7 Collect information about the proposed site (road construction plan around the site, existing land use plan, land ownership, sewage/drainage, power and water supply, etc.)
- 1-8 Make 1st draft
- 1-9 Discuss 1st draft in the BoMC
- 1-10 Finalize the proposal

Precondition

Consensus in the BoMC can be made. (Bureau head agrees the Plan.)

Annex 1 : Schedule of the 1st Training (Result)

Period : October 2 - October 15, 2010 (14 days)

Date			Time	Training Contents	Lecture / persons in charge	Venue
1	Oct 02	Sat		Addis Ababa to Dubai		
2	Oct 03	Sun		Arrival in Tokyo		
3	Oct 04	Mon	9:00-12:00 14:00-16:00	JICA Briefing Session Course Orientation by OMIC	Briefing officer Ms. Ogawa, OMIC	JICA Tokyo
4	Oct 05	Tue	9:30-12:00	Lecture 1: •Japanese Marketing System of Fresh Agricultural Products •Historical Transition and Outline of Rice Marketing System (brief)	Mr. Takamoto, OMIC	JICA Tokyo
			14:00-16:00	Lecture 2: •The Role and Function of JA in Japanese Agricultural Marketing Systems •Government support for JA marketing	Mr. Terunuma, IDACA	-ditto-
5	Oct 06	Wed	9:40-12:30	Move to Ibaraki Prefecture		
			14:00-16:00	Visit 1: Union Farm LLC (Organic vegetable producer)	Mr. Du Jiaming, Union Farm	Omitama City, Ibaraki
6	Oct 07	Thu	10:00-16:00	Visit 2: JA Yasato •Lecture on JA Yasato activities •Visit to organic direct sales shop of JA Yasato, fruit packing facility, vegetable packing facility •Visit to member farmers	Mr. Suzuki, JA Yasato	Ishioka City, Ibaraki
7	Oct 08	Fri	9:00-17:00	Visit 3: ZEN-NOH Ibaraki •Lecture on JA activities (its role, functions etc.) in Ibaraki prefecture •Visit to VF (Vegetable & Fruit) Station, " Doki-Doki Farm (direct sales shop, restaurant), Rice milling center	Mr. Ebisawa, ZEN-NOH Ibaraki	Higashi-Ibaraki County, Ibaraki
				Visit 4: Mito City Wholesale Market Mito Chuo Seika (Wholesaler)		Mito City, Ibaraki
8	Oct 09	Sat	10:00-11:00	Visit 5: Roadside Station Shimotsuma Beerspark Shimotsuma • Visit to direct sales shop Move back to Tokyo	Ms. Ogawa, OMIC	Shimotsuma City, Ibaraki
9	Oct 10	Sun				

The Development Study on the Strengthening Agricultural Marketing System in SNNPR

Date			Time	Training Contents	Lecture / persons in charge	Venue
10	Oct 11	Mon		Course review	Ms. Ogawa, OMIC	Tokyo
11	Oct 12	Tue	6:30-9:30	Visit 6: Tokyo Metropolitan Central Wholesale Market (Ota Wholesale Market)	Mr. Murano, Ota Wholesale Market	Ota Ward in Tokyo
			11:00-12:00	Visit 7: Kagoshima Yurakuen (Antenna Shop operated by Kagoshima Prefectural Government)	Mr. Mitsumura, Kagoshima Yurakuen	Yurakucho in Tokyo
			14:00-16:00	Review session	Mr. Akutsu & Ms. Ogawa, OMIC	JICA Tokyo
12	Oct 13	Wed	9:30-12:00	Preparation of Action Plan	Ms. Ogawa, OMIC	JICA Tokyo
			15:00-16:30	Evaluation Meeting and Closing Ceremony at JICA HQ		JICA HQ
			17:30-	Courtesy visit to OMIC HQ		
13	Oct 14	Thu		Departure from Tokyo to Dubai		
14	Oct 15	Fri		Arrival in Addis Ababa		

Annex 2 : Schedule of the 2nd Training (Result)

Period : May 12 – May 25, 2012 (14 days)

Date			Time	Training Contents	Lecture / persons in charge	Venue
1	May 12	Sat		Addis Ababa to Dubai		
2	May 13	Sun		Arrival in Tokyo		
3	May 14	Mon	9:00-12:00	JICA Briefing Session	Briefing officer	JICA Tokyo
			14:00-16:00	Course Orientation by OMIC	Akutsu, Ban, OMIC	
4	May 15	Tue	9:30-12:00	Lecture 1: •Marketing System of Agricultural Products in Japan	Mr. Takamoto, OMIC	JICA Tokyo
			14:00-16:00	Lecture 2: •The Role and Function of JA in Agricultural Marketing Systems •Government support for JA marketing	Mr. Terunuma, IDACA	-ditto-
5	May 16	Wed	9:40-	Move to Ibaraki Prefecture		
			14:00-16:00	Visit 1: Union Farm LLC (Organic vegetable producer)	Mr. Du Jiaming, Union Farm	Omitama City, Ibaraki

The Development Study on the Strengthening Agricultural Marketing System in SNNPR

Date			Time	Training Contents	Lecture / persons in charge	Venue
6	May 17	Thu	10:00-15:00	Visit 2: JA Yasato •Lecture on JA Yasato activities •Visit to supermarket of JA, Direct sales shop of JA, Vegetable packing facility, Rice mill, Agri-material center •Visit to member farmers	Mr. Suzuki, JA Yasato	Ishioka City, Ibaraki
			16:00-17:00	Supermarket around Tukuba station		
7	May 18	Fri	9:00-13:00	Visit 3: ZEN-NOH Ibaraki •Lecture on JA activities (its role, functions etc.) in Ibaraki prefecture •Visit to VF (Vegetable & Fruit) Station, " Doki-Doki Farm (Direct sales shop & restaurant)	Mr. Kawazu, Mr. Amagai, Mr. Suzuki, ZEN-NOH Ibaraki	Higashi-Ibaraki County, Ibaraki
			14:00-15:30	Visit 4: Mito City Wholesale Market Mito Chuo Seika (Wholesaler)	Mr. Sakai, Mr. Nakazaki Mito Chuo Seika	Mito City, Ibaraki
8	May 19	Sat	10:00-12:00	Visit 5: Roadside Station Shimotsuma • Visit to direct sales shop	Mr. Furusawa, Roadside Station Shimotsuma	Shimotsuma City, Ibaraki
				Move back to Tokyo		
9	May 20	Sun				
10	May 21	Mon	14:00-16:00	Review session	Mr. Akutsu & Mr. Ban, OMIC	JICA Tokyo
11	May 22	Tue	6:30-10:00	Visit 6: Tokyo Metropolitan Central Wholesale Market (Ota Wholesale Market)	Mr. Murano, Ota Wholesale Market	Ota Ward in Tokyo
			11:00-12:00	Visit 7: Kagoshima Yurakuen (Antenna Shop operated by Kagoshima Prefectural Government)	Mr. Shinohara, Kagoshima Yurakuen	Yurakucho in Tokyo
			14:00-16:00	Review session & Preparation of Action Plan	Mr. Ajika & Mr. Ban, OMIC	JICA Tokyo
12	May 23	Wed	9:30-14:00	Preparation of Action Plan	Mr. Akutsu & Mr. Ban, OMIC	JICA Tokyo
			14:30-16:00	Evaluation Meeting and Closing Ceremony at JICA HQ		JICA HQ
			17:00-	Courtesy visit to OMIC HQ		
13	May 24	Thu		Departure from Tokyo to Dubai		
14	May 25	Fri		Arrival in Addis Ababa		

Appendix D
Minutes of the Steering Committee Meetings

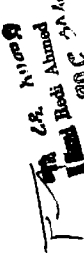



MINUTES OF MEETING
ON
INCEPTION REPORT FOR THE DEVELOPMENT STUDY
ON
THE STRENGTHENING AGRICULTURAL MARKETING SYSTEM
IN
SOUTHERN NATIONS NATIONALITIES AND PEOPLES REGION

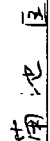
In response of the request of the Federal Democratic Republic of Ethiopia, the Government of Japan decided to conduct the Development Study on the Strengthening Agricultural Marketing System in Southern Nations Nationalities and Peoples Region (hereinafter referred to as "the Study") and entrust the Study to Japan International Cooperation Agency (hereinafter referred to as "JICA").

The Scope of Work for the Study was agreed on the 10th of September 2009 with the Bureau of Agriculture and Rural Development, the Government of Southern Nations Nationalities and Peoples Regional State (hereinafter referred to as "BoARD") and JICA. Accordingly, JICA sent a Study Team (hereinafter referred to as "the Team") to Ethiopia on the 24th of January 2010 to start conducting the Study.

The Team had discussion and exchanged views on the Inception Report of the Study with the members of the Steering Committee and the counterparts from BoARD and Bureau of Capacity Building. As the result, the Steering Committee and the counterparts agreed upon the contents of the Inception Report, adding the official comments/ main issues discussed, and a list of the attendants of both sides are stated on the attached sheet.

Hawassa, 27 February, 2010

<p> Mr. Sani Reji Ahmed Bureau Head, BoARD, SNNPR</p> <p> Mr. Adama Tadesse Bureau Head, Regional Road Authority, SNNPR</p>	<p> Mr. Berigude Hagshayehu Bureau Head, BoFED, SNNPR</p> <p> Mr. Tasew Gebre Bureau Head, Bureau of Capacity Development, SNNPR</p>
---	--

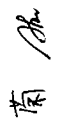
Witness:  **Mr. Tadashi Kikuchi**
Project Formulation Advisor on
Agricultural Development
Japan International Cooperation Agency, Ethiopia Office

1. **Venue:** Meeting Room at BoARD
2. **Date:** 27th February, 2010
3. **Time:** 9:00 to 12:00 AM
4. **Attendants:** Refer to the attached list
5. **Comments and Main Issues Discussed on the Inception Report**
To facilitate the discussion, the study team submitted officially 30 copies of the Inception Report in English and explained the basic concepts and schedule of the study. Based on the presentation on the Inception Report the following general comments and suggestion were forwarded.

General Comments

1. Methodology of the study and way of undertaking the pilot project shall be cleared in the course of the study;
2. To make the inception report more comprehensive budget allocated to the project shall be stated;
3. The data stated regarding the grain balance of the region shall be reconciled and the source shall be cleared;
4. There are a number of documents related to the objectives of this study. Such documents like Development Corridor Study shall be reviewed. In addition to these, experiences of other countries on Master Plan for Market Development shall be referred;
5. Duties and responsibilities of steering committee and specific job description of each member organization shall be cleared;
6. There are a number of potential marketable agricultural products such as tomato, pineapple and cotton. So as inclusion of the above mentioned commodities into the target crops shall be sought;
7. As to value addition practices for such commodities like ginger and mango establishment of small scale processing plants could have of paramount importance. Therefore, consider such activities if it is possible;
8. During improving market information services, connection between market and the producer, among market outlets and information dissemination shall be well treated. Consumer cooperatives has also given due attention in process;
9. In section 2.1.2 (Problem and Issues) rather than saying weak organizational power and weak coordination capacity, leas, consider only the case of agricultural marketing (weak agricultural marketing organizational power and weak agricultural marketing coordination capacity);
10. In the case of institutional capacity building, capacitating all relevant offices in terms of physical capacity and manpower shall be given due attention; and
11. Selection criteria for pilot project area and target crops should be set clearly



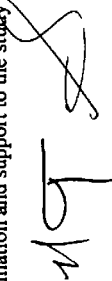
Response to Comments and Issues Raised

After having thorough discussion the participants have come to the following common understanding and conclusive remarks.

1. Most of the issues raised will be considered and addressed during the study process and pilot project planning;
2. The selection criteria of pilot project area and target crops will be set by the study team and counter part personnel, and endorsed by the steering committee;
3. Regarding to the budget that will be allocated to undertake the project and, JICA Ethiopia Office will handle the matter with Ministry of Finance and Economic Development.

Responsibilities of SNNPRS side

1. Official assignment of steering committee members and counterpart personnel; and
2. Avail the required information and support to the study team.



TH AH

II. List of Attendants

Name	Position
Bureau of Agriculture and Rural Development (SNNPR)	
Mr. Belayneh Bancha	Agricultural Marketing Process Owner
Mr. Anesa Melko	Manager of Cooperative Development Agency
Mr. Melese Argaw	Early Warning and Food Security Process Owner
Mr. Redwan Kadir	Acting Owner of Agricultural Marketing Process
Mr. Teshome Menjour	Agricultural Products / Marketing Promotion / Linkage Expert, Agricultural Marketing Process Owner

Other Agencies

Mr. Matewos Rike	Head of Rural Financial Funding Service, SNNPR
Mr. Simachew Chekol	Representative of Agricultural Growth Program (AGP)
Mr. Yohannes Desta	Program Officer of WFP, SNNPR Branch
Mr. Laike Kebede	Researcher (OYOP Technical Committee Member), Ethiopian Institute of Agriculture Research (EIAR)
Ms. Alemtsehai Sergawie	Agriculture Expert, OYOP Technical Committee Member, Ministry of Agricultural and Rural Development (MoARD)

Study Team

Mr. Takao AKUTSU	Team Leader/Agricultural Marketing Policy
Mr. Tatco AJIKA	Quality Improvement & Value-added Development
Mr. Naoki KURIMOTO	Marketing Infrastructure Development
Ms. Kumiko OGAWA	Capacity Building for Farmers Organization
Mr. Deneke Madebo	Chief Research Assistant of the Study Team
Mr. Wondimu Kidanu	Research Assistant of the Study Team

JICA Ethiopia Office


Mr. Tadashi KIKUCHI	Project Formulation Adviser on Agricultural Development
---------------------	---




TH AH

**Ethiopian Members of the Steering Committee and Counterparts
for the Development Study on the Strengthening Agricultural Marketing System in
Southern Nations Nationalities and Peoples Region**

I. Steering Committee Member			Position
Name	Organization		
Mr. Sani Redi Ahmed	Bureau of Agriculture and Rural Development (BoARD), SNNPR		Bureau Head
Mr. Belayneh Bancha	Agricultural Marketing Core Process, BoARD, SNNPR		Process Owner
Mr. Anesa Melko Hebero	Cooperative Development Agency, SNNPR		Head of the Agency
Mr. Melese Argaw	Early Warning and Food Security Core Process, BoARD, SNNPR		Process Owner
Mr. Lacha Garuma	Agricultural Extension Service Core Process, BoARD, SNNPR		Process Owner
Mr. Berigude Bancha	Bureau of Finance and Economic Development (BoFED), SNNPR		Bureau Head
Ms. Adama Tintay	Regional Road Authorities, SNNPR		Head
Mr. Mateos Rike	Rural Financial Funding Service, SNNPR		Head
Mr. Tasew Gebre	Bureau of Capacity Building, SNNPR		Bureau Head
Mr. Simachew Chekol	Agricultural Growth Program (AGP)		Representative
Mr. Fiseha Bezirich	WFP		Representative
II. Counterparts Member			Study Field
Name	Organization	Position	
Mr. Redwan Kedir	Agricultural Marketing Core Process, BoARD, SNNPR	Acting Owner / Crop Yield Quality Control Expert	Market Information, Agricultural Marketing Systems
Mr. Teshome Menjour	Agricultural Marketing Core Process, BoARD, SNNPR	Agricultural Products / Marketing Promotion / Linkage Expert	Agricultural Marketing Systems
Mr. Nadeu Feleke	Agricultural Extension Service Core Process, BoARD, SNNPR	Expert	Market Infrastructure, ECX Impact Survey
Mr. Tsgegaye Anulo	Cooperative Development Agency, SNNPR	Expert	Cooperative, Capacity Building Program, Farmers Training
Mr. Tagesse Sedore	Early Warning and Food Security Core Process, BoARD, SNNPR	Expert	Food Security Situation, Agricultural Marketing Systems
Mr. Solomon Amare	Bureau of Capacity Building	Information Technologist	Market Information, Capacity Building Program






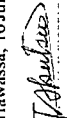


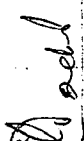
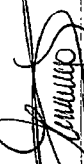
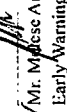
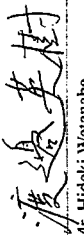
MINUTES OF MEETING
ON
ON
ON
IN

PROGRESS REPORT (1) FOR THE DEVELOPMENT STUDY
ON
ON
ON
IN

THE STRENGTHENING AGRICULTURAL MARKETING SYSTEM
IN
SOUTHERN NATIONS NATIONALITIES AND PEOPLES REGION

Based on the Scope of Work for the Study was agreed on the 10th of September 2009 with the Bureau of Agriculture and Rural Development, the Government of Southern Nations Nationalities and Peoples Regional State (hereinafter referred to as "BoARD") and Japan International Cooperation Agency (hereinafter referred to as "JICA"), the Study Team (hereinafter referred to as "the Team") has conducted the first field survey from the 24th of January to 23rd of April this year. The results and findings from the survey had been compiled to the first Progress Report (hereinafter referred to as "the Report"). Here the Team had discussion and exchanged views and results upon the Report of the Study and its pilot project long list had been discussed with the members of the Steering Committee and the counterparts from BoARD, other related agencies and donors. As the result, the Steering Committee and the counterparts agreed upon the contents of the Report, adding the official comments/ main issues discussed, and a list of the attendants of both sides are stated on the attached sheet. Regarding the pilot project plans, all agreed to have a next meeting on mid-September to finalize the actual plans.

Hawassa, 16 July, 2010

<p> Mr. Sani Redi Ahmed Bureau Head, BoARD, SNNPR</p>	<p> Mr. Takao Akutsu Team Leader of the Study Team SNNPR</p>
<p> Mr. Belayneh Banacha Agricultural Marketing Core Process Process Owner, BoARD, SNNPR</p>	<p> Mr. Makoto Rike Head of Rural Financial Funding Service, SNNPR</p>
<p> Mr. Lachia Garuma Agricultural Extension Service Core Process Process Owner BoARD, SNNPR</p>	<p> Mr. Shiro Melko Hieber Cooperative Development Agency SNNPR</p>
<p> Mr. Makese Argaw Early Warning and Food Security Core Process BoARD, SNNPR</p>	<p> Mr. Hideki Watanabe Representative Japan International Cooperation Agency Ethiopia Office</p>

THE SECOND STEERING COMMITTEE MEETING
THE DEVELOPMENT STUDY ON STRENGTHENING AGRICULTURAL
MARKETING SYSTEM IN THE SNNPRs

Date: July 16, 2010
Time: 9:00 – 12:30
Venue: Meeting Hall in BoARD
Attendants: Refer to the attached list
Agenda:

- Discussion on First Progress Report
- Possible Pilot Project Ideas

The first progress report of the Development Study on the Strengthening of Agricultural Marketing System in the SNNPR was prepared based on activities carried out by JICA Study Team from January 25 – April 22, 2010. It mainly focuses on the findings of first fieldwork to different parts of the region and mainly deals with clarification of the existing agricultural marketing situation of target crops of the region.

The report document was submitted at the end of the first fieldwork (April 22, 2010) to all steering committee members, counterpart personnel and collaborative organizations for comment and suggestion.

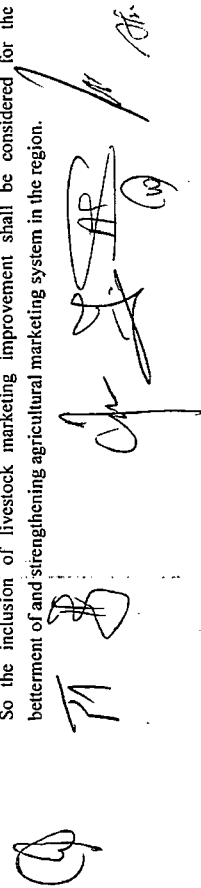
To facilitate the discussion copies of brief executive summary of the report was handed over to the participants of the meeting. Beyond this, a power point presentation and explanations on the findings, issues, and improvement direction was done.

For the smooth progress of the steering committee meeting on the above agendas, first presentation on both agendas by the three members of the Study Team was carried out and discussion was conducted thereafter. The presentation included details of study schedule for the pilot projects. Based on the presentation and explanation the following general comments, suggestions and questions were forwarded from the participants:

General Comment:

The participants agreed on the comprehensiveness of the report which is mirroring the existing agricultural marketing situation of target crops of the region. The following comments were forwarded during the discussion.

1. Livestock production is an important component of the regional agricultural system. There is a very large population of the region whose livelihood is based on livestock production. So the inclusion of livestock marketing improvement shall be considered for the betterment of and strengthening agricultural marketing system in the region.



2. In the progress report the supply side of the market is well dealt and a little has been said regarding the demand side. When considering value addition to products and upgrading quality the demand side shall be assessed and potential buyers who can pay price premiums shall be thought.
3. Regarding storage facilities, it has been suggested to construct warehouses which are long-term investments and important. There is a plan also by the Food Security and Early Warning System to construct warehouses in some areas of the region. Therefore, it is suggested to integrate with World Food Program (WFP) and share idea as to where to construct warehouses under this study avoiding overlapping of effort. In addition to this, sustainability of the warehouse operation shall be looked.
4. There are some intended benefits in AMIS development. These benefits should be identified and which market actors (producer, trader, consumer) are affected or benefited from such undertakings shall be known.
5. Introduction of harvesting tools and handling equipment should be seen from the individual farmers and cooperatives side. Pineapple is one of the commercialized product in the region and improvement of the harvesting and handling of it has to be looked into.
6. In the case of ECX system inclusion and promotion only wheat is mentioned in the report. Pulse is also important commodity of the region, which have export potential. Therefore, including pulses in the ECX system shall be considered.
7. Regarding development of roadside shops, how will it take place? Who will manage (cooperatives, individuals...)?
8. Cassava is one of the root crops, which is important in some parts of the region. In some places production of cassava is targeting market opportunities. Sugarcane has also similar roll in some areas. To support such activities post harvest handling and processing activities shall be addressed for these crops.
9. Undertaking this project needs involvement of many personnel. There are a number of pilot projects to be undertaken, so how will this project intended meet its manpower requirement?

Response to Comments and Issues Raised

The following common understandings were achieved after having through discussion:

1. The Government of Federal Democratic Republic of Ethiopia and Government of Japan have agreed to carry out and concentrate only on the strengthening of crop products marketing system in the current project. Therefore, it is difficult to consider the livestock

marketing. However, a different proposal may be submitted to JICA for the consideration of livestock marketing.

2. Regarding the improvement of quality and standards of different commodities understanding of supply and demand side is very important. Therefore, due consideration will be given for both supply and demand side while planning the pilot projects and developing the master plan.
3. The required integration will be carried out with the concerned stakeholders while locating construction of warehouses. Collaboration in developing warehouse management system could be done. Also, to ensure sustainability exit strategy shall be prepared for the phasing out of the program.
4. AMIS is supposed to provide market information for the different market actors, which mainly include the producers, traders and consumers. It is also very important for the government for policy decision making. Hopefully all market actors as well as policy makers would benefit from the system.
5. Regarding roadside shopping, different countries have their own experience. Here in Ethiopia also there are some places where fruits, soft drinks and other refreshments items are served on the roadside. To improve the existing practice in these areas and expand market opportunities of the farmers improvement of roadside shops could have positive impact. The improvement of roadside shops may include construction of shade, toilet, parking area etc. Its management could be based on group and details could be considered during further study.
6. Value addition for cassava and sugarcane would be considered further more. Perhaps making juice from sugarcane and flour cassava could be thought.
7. During the implementation period local assistants/ local consultants would be recruited to undertake certain piece of assignments. Counterpart personnel would have also great involvement. Experts from regional, zonal and woreda level Agriculture and Rural Development offices will have also participation in the implementation of the project. In such a case certain provision (travel and per diem) to cover their field operation will be considered.

Finally, brief concluding remark was given by the Agricultural Marketing Process Owner and the next steering meeting is scheduled to take place in the middle of September, 2010.

II. List of Attendants

Name	Organization	Position
Bureau of Agriculture and Rural Development (BoARD),SNNPR		
Mr. Sant Redi Ahmed	BoARD,SNNPR	Bureau Head
Mr. Belsaynel Bancha	Agricultural Marketing Core Process,BoARD,SNNPR	Process Owner
Mr. Lacha Garuma	Agricultural Extension Service Core Process BoARD,SNNPR	Process Owner
Mr. Matewos Rike	Rural Financial Funding Service,BoARD,SNNPR	Head
Mr. Wolde Giorgis Dimore	Cooperation Organization, Registration and Legal Case team,BoARD,SNNPR	Coordinator
Mr. Redwan Kedir	Agricultural Marketing Core Process,BoARD,SNNPR	Agricultural Products Quality Control Expert
Mr. Tesfionne Menjour	Agricultural Marketing Core Process,BoARD,SNNPR	Agricultural Products Marketing Promotion and Linkage Expert
Mr. Tagesse Sedore	Early Warning and Food Security Core Process,BoARD,SNNPR	Expert
Other Agencies		
Mr. Adama Tingaya	South Road Authority(SRA)	General Manager
Mr. Simachew Chekol	Agricultural Growth Program(AGP)	Representative, Focal person
Mr. Kai Roehim	UN-WFP	Head of sub-office
Mr. Tlahun Genone	UN-WFP	Program Assistant
Mr. Fiseha Gizachew	MIRET project	Coordinator
Study Team		
Mr. Takao AKUTSU	Team Leader/Agricultural Marketing Policy	Study Team
Mr. Yoshihiro BAN	Market Information System	Study Team
Ms. Kumiko OGAWA	Capacity Building for Farmers Organization	Study Team
Mr. Deneke Madebo	Chief Research Assistant of the Study Team	Study Team
Mr. Demelash Amare	Research Assistant of the Study Team	Study Team
JICA Ethiopia Office		
Mr. Hideki WATANABE	Representative,JICA	JICA Ethiopia Office
Mr. Asushi OKADA	Staff,JICA	JICA Ethiopia Office

Roadside Station Marketing Pilot Projects (PP) would also be considered and implemented along with other mine.

Comment 3. A member of the Steering Committee (SC) gave the following comments, and reminding the participants on some decisions made in the past meetings, he said, "... our primary objective on this SC meeting is to accept the Pilot Projects. After that if need may be it is possible to change even the sites of implementation for some of them.

Q1. The first question raised for the sake of clarification was: "What does enhancement of BoARD mean?"

A1. The response given was that enhancement in this case stands to mean capacity building, which has diverse implications.

Q2. Different people have raised the importance of the Roadside station for the region, and if possible the substitution of PP09, which has attachment to ECX by the Roadside Station.

A2. The response given was "...the roadside PP can not be implemented in only one year time of the implementation period. Secondly, it requires more organized management structure. The PP09 can be implemented within a short period of time by JICA and it can have considerable contribution for purchase of grains and others by country level at large.

Q3. What is the status of P4P at this time?

A3. It was responded by the representative, that the P4P is an on-going one although the majority of the purchase has already been done at this time.

Q4. How would ginger drying take place in the Ginger PPs?

A4. Although there could be other possible means, we will consider only sun and air-drying system for the PPs, which are already being implemented by AMIP. If need be we will collaborate with them.

Q5. As presented in the Regional map, all the PPs are concentrated in specific areas, will it not create problem for application of the PPs in the Master Plan?

A5. The response was that the sites are selected following the three main marketing routes connecting the region with the Central Market in Addis Ababa. Additionally, these are also Pilot Projects and if properly implemented can easily be duplicated in areas not covered by the PPs.

Q6. The follow-up question made was, "... is it not possible to consider the training needs for the areas uncovered by the PPs?"

 2

A6. It was responded, "... As long as cost coverage and other responsibilities are shouldered by the respective stakeholders as indicated in the PP documents it can be done and of course should be done."

Q7. Why it was stated that Arba Minch was tentatively selected for Mango PP?

A7. Because Africa Juice has entered into agreement to purchase a lot of Mango from Arba Minch area, so we want to avoid redundancy of activities in the same place as well. But if they do not go in to marketing, we will try to consider the pilot project implementation.

Q8. Where is the quality aspect for exporting beans?

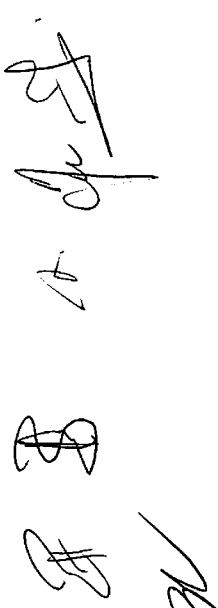
A8. The pilot project, which deals with post harvest handling and storage, takes care of it.

At last, the agricultural Marketing Process Owner made the closing remarks. He suggested for further discussion of JICA and ECX and come up with conclusive decision in the future. He said that the region has the potential to implement the PPs identified and promote to the application of the Master Plan as scheduled in the project documents. He also stated that The Pilot Projects have already started the implementation process in the selected woredas. It was also remembered that the assignment of Focal Persons for each PP should take place as implementation process of accepted PPs pretty soon in all levels.

He expressed his deep appreciation to the endeavor the Study Team made to come-up with such valuable PPs and outlining a Master Plan for Strengthening Agricultural Marketing System in SNNPR of Ethiopia.

Finally, he thanked all the participants for their unreserved contribution.


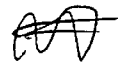

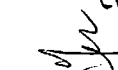






Thus, the meeting was adjourned at 12:30pm.



3

List of Third Steering Committee Meeting Attendants

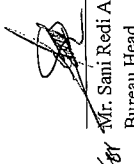
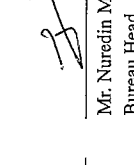
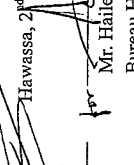
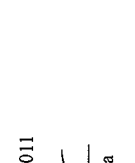
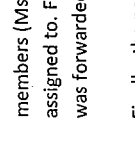
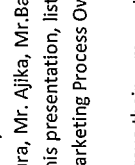
No.	Name	Organization	Position
Bureau of Agriculture and Rural Development (BoARD),SNNPR			
1.	Mr. Gezahegn Alemu	BoARD, SNNPR	Advisor
2.	Mr. Belayneh Biancha	Agricultural Marketing Core Process, BoARD, SNNPR	Process Owner
3.	Mr. Matewos Rike	Rural Financial Funding Service, BoARD, SNNPR	Head
4.	Mr. Wolde Giorgis Dimore	Cooperatives Agency, BoARD, SNNPR	Coordinator
5.	Mr. Teshome Menjour	Agricultural Marketing Core Process, BoARD, SNNPR	Agricultural Products Marketing Promotion and Linkage Expert
6.	Mr. Redwan Kedir	Agricultural Marketing Core Process, BoARD, SNNPR	Agricultural Products Quality Control Expert
7.	Mr. Simachew Chekol	Extension/AGP, BoARD, SNNPR	Coordinator
8.	Ms. Hermela Admassu	BoARD, SNNPR	Expert
9.	Mr. Mandela Girma	BoARD, SNNPR	DB Administrator
Other Agencies			
10.	Mr. Feleke Fantu	South Road Authority(SRA)	Deputy Manager
11.	Mr. Mastewal Tsegaye	South Road Authority(SRA)	Engineer I
12.	Mr. Kai Roehm	UN-WFP	Head of sub-office
13.	Mr. Fiseha Gizachew	WFP/MERET Project	Coordinator
14.	Mr. Shimekit G/Tsadik	IFAD/ AMIP	Training Officer
Study Team			
15.	Mr. Takao AKUTSU	Study Team	Team Leader/Agricultural Marketing Policy
16.	Ms. Mika MATSUMURA	Study Team	Economic & Impact Analysis
17.	Mr. Yoshihiro BAN	Study Team	Market Information System
18.	Mr. Tateo AJIKA	Study Team	Quality Improvement & Value Addition
19.	Ms. Kumiko OGA WA	Study Team	Capacity Building for Farmers Organization
20.	Mr. Deneke Madebo	Study Team	Chief Research Assistant
21.	Mr. Demelash Amare	Study Team	Research Assistant
22.	Mr. Kelsa Kena	Study Team	Research Assistant
JICA Ethiopia Office			
23.	Mr. Hideki WATANABE	Representative, JICA	JICA Ethiopia Office

MINUTES OF MEETING
ON
INTERIM REPORT (1) FOR THE DEVELOPMENT STUDY
ON
THE STRENGTHENING AGRICULTURAL MARKETING SYSTEM
IN
SOUTHERN NATIONS NATIONALITIES AND PEOPLES REGION

Based on the Scope of Work for the Study was agreed on the 10th of September 2009 with the Bureau of Agriculture and Rural Development, the Government of Southern Nations Nationalities and Peoples Regional State (hereinafter referred to as "BoARD") and Japan International Cooperation Agency (hereinafter referred to as "JICA"), the Study Team (hereinafter referred to as "the Team") has conducted the field surveys from the 24th of January 2010 for the formulation of 5 years Master Plan. Due to the result of reorganization of Bureau of Agriculture (hereinafter referred to as "BoA") and establishment of Marketing and Cooperative Bureau (hereinafter referred to as "BoMC"), the new Steering Committee was formed according to the Minutes of Meeting dated on December 2010.

The Team presented the idea of tentative Master Plan as well as 10 pilot projects which verify the planned Master Plan more in detail and discussed with the new members of the Steering Committee and the counterparts from BoA, BoMC, other related agencies and donors. As the results, the Steering Committee and the counterparts agreed upon the idea of tentative Master Plan as well as planned pilot projects with their details, schedules, working group members and project official logo, "SAMS-SNNPR" (Strengthening Agricultural Marketing System), adding the official comments /main issues to be discussed, and a list of attendants of both sides are stated on the attached sheet. At last, the Steering Committee.

<p> Mr. Sani Redi Ahmed Bureau Head, BoA, SNNPR</p>	<p> Mr. Nureidin Mohamed Bureau Head, Marketing & Cooperative Bureau, SNNPR</p>	<p> Mr. Abrahm Demise Agricultural Marketing Main Work Process Owner, BoMC, SNNPR</p>	<p> Mr. Germandu Garuma Coffee Tea & Spices Development Extension Service Core Process BoA, SNNPR</p>	<p> Mr. Anes Tsegay Cooperative Development Main Work Process, Process Owner, BoMC, SNNPR</p>	<p> Mr. Fekde-Silase Beza Crop Development Extension Service Core Process, BoA, SNNPR</p>
---	---	---	---	--	---

Hawassa, 2nd February 2011

The 4th Steering Committee Meeting
JICA Development Study on
Strengthening Agricultural Marketing System in SNNPR

Venue: Meeting Room of BOA, SNNPR, Hawassa
Date: February 2/2011
Time: 10:00-12:30

Agenda

1. Review of Interim Report (1)
2. Official Assignment of Project Team Members of the Bureau

The 4th steering committee meeting was started on the date specified above with introductory speech of Mr. Teshome Menjur appreciating the participants for honoring the call to attend the meeting and he also invited the head of the Bureau of Marketing and Cooperative to make the opening address.

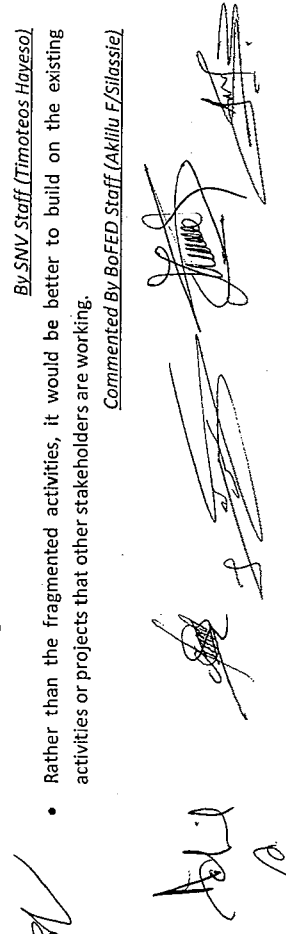
Mr. Nureidin Mohamed made an opening speech appreciating the effort made by the JICA Study Team to improve the Agricultural Marketing System in SNNPR region and he also emphasized that all the stakeholders should show a concerted endeavor to make the pilot projects successful.

After the speech of the Bureau head, the presentation of Interim Report (1) and Pilot Projects was started by Mr. Akutsu, who is the team leader of the JICA Study Team and other team members (Ms. Matsumura, Mr. Ajika, Mr. Ban, Mr. Gomyo) also presented the projects they are assigned to. Following this presentation, list of counterpart staff assigned for each pilot project was forwarded by the Marketing Process Owners.

Finally, the participants gave their comments and questions were also raised for which answers were given as below:

Comments:

- One participant said he appreciated the comprehensiveness of the presentation and the details touched thereon.
By SNV Staff (Timoteos Hayesol)
- The intervention of the Study Team in Boloso Bombe for mango would be an asset since SNV is also moving to the same Woreda.
By SNV Staff (Timoteos Hayesol)
- Rather than the fragmented activities, it would be better to build on the existing activities or projects that other stakeholders are working.
Commented By BoFED Staff (Aklilu F/Silassie)



List of the Participants attended the 4th Steering Committee Meeting

No.	Title	Name	Organization	Position	Contact No.
1	Mr.	Nuredin Mohamed	BoMC	Head	0916581729
2	Mr.	Anesa Melko	BoMC	Deputy Head	0913474185
3	Mr.	Abraham Demissie	BoMC	Vice Head	0911723808
4	Ms.	Hermela Admasu	BoMC	MIS Expert	0911392063
5	Mr.	Mandela Girma	BoMC	MIS Expert	0913206865
6	Mr.	Getachew Asmare	BoMC	Expert	0911243447
7	Mr.	Gabriel Bokansa	BoMC	Expert	0916836793
8	Mr.	Teshome Menjir	BoMC	Expert	0911993652
9	Mr.	Getachew Lemima	BoA	Coordinator	0916862813
10	Mr.	Zerihun Zena	BoA	Agronomist	0910296450
11	Mr.	Fekadesilassie Beza	BoA	Crop Process Owner	0916864593
12	Mr.	Akilu F/Silassie	BoFED	Deputy Head	0911040641
13	Mr.	Kai Roehm	WFP	Head of Sub Office	0916580301
14	Mr.	Abraham Feyisa	WFP	PA	0913851628
15	Mr.	Timoteos Hayeso	SNV	Advisor	0916823694
16	Mr.	Yasuko Ose	JICA	OVOP Promotion Project	0920813829
17	Mr.	Akutsu Takao	JICA	Team Leader	0920310106
18	Ms.	Ogawa Kumiko	JICA	Capacity Building for Farmers organization	0920310107
19	Mr.	Ajika Tateo	JICA	Quality Improvement & Value Added Development	0920109660
20	Mr.	Ban Yoshihiro	JICA	MIS	0920310105
21	Ms.	Matsumura Mika	JICA	Economist	0920109659
22	Mr.	Tonai Fumio	JICA	Facility's Supervisor	0922331655
23	Mr.	Gomyo Yochihiro	JICA	Marketing Infrastructure Development	0920317653
24	Mr.	Deneke Madebo	JICA	Chief Assistant	0916824908
24	Mr.	Talemos Data	JICA	Assistant	0916825331
25	Ms.	Eyerusalem Tesfaye	JICA	Secretary-Casher	0913069716
26	Mr.	Demelash Amare	JICA	Assistant	0911817711

(Handwritten signatures and initials)

Q1: The first question raised was "There are numbers of NGOs and other institutions working similar development activities related to some of the pilot project activities. Hence what is your plan to collaborate and involve them to avoid duplication of efforts?"

A1: The answer given was that we are trying to collaborate with projects conducted by other stakeholders such as SNV, AMIP/IFAD, WFP, ECOPIA and Africa Juice Company. Collaboration and discussion with all pertinent bodies will continue in the course of implementing the pilot projects.

By JICA Team Leader, Akutsu
Q2: Most of the activities are concentrated on improving marketing system of the region. Is there any provision to enhance agricultural production to match supply and demand?

By BoFED Staff, Akililu F/Selassie
A2: Whatever activity undertaken to improve agricultural marketing has direct or indirect effect on production side. The overall System will have positive effects on production.

By JICA Team Leader & Teshome Menjir from BOMC
Q3: Regarding the organizational structure, it seems too hierarchical and therefore, it is better to reduce hierarchy.

By BoFED Staff, Akililu F/Selassie
A3: Sometimes bottom up approach is good for the implementation of the project. However, in this project case the regional, Zone and Woreda level counter staff personnel are expected to have active role. In addition to these, counterpart staff would build their project implementation capacity and leadership though the involvement of different levels was considered.

By Matsumura Mika from JICA
Q4: Team leaders assigned from the Bureau might be busy doing other tasks. Did you calculate the volume of the tasks they are engaged and hence instead it would be better to add another staff.

By BoFED Staff, Akililu F/Selassie
A4: Activities of the pilot projects are part and parcel of our works and JICA is supporting the existing activity which usually carried out by the assigned staff without any problem and it is hoped that the Bureau will own the projects with their corresponding activities till completion.

By Abraham Demissie, Deputy Head of BoMC
Q5: To me the pilot projects are activity based and what is your basis for selecting the crops like haricot bean.

By SNV Staff, Timoteos Hayeso
A5: Haricot bean is selected because the request came from the Bureau side.

By Akutsu, JICA Team Leader
Concluding Remarks:
 At the end of the meeting concluding remarks were given by the Marketing and Cooperative Bureau head and he requested all concerned stakeholders to work hard towards bringing the desired outcome and enhance the Economic & Social Development of the Region. In addition to this, soon after nominated project leaders came back from the field, the kick off meeting of each project will be held

(Handwritten signatures and initials)

MINUTES OF MEETING

ON

THE 5th STEERING COMMITTEE MEETING

SOUTHERN NATIONS NATIONALITIES AND PEOPLES REGION

The 5th steering committee meeting was conducted on 6th April 2011 at BoA meeting hall. The attendants of the meeting were the members of the Steering Committee and the counter parts from BoA, BoMC, and JICA and other related agencies and donors. It was planned to report on the progresses made, Challenges faced, areas of improvement on the performances of individual pilot projects and other related issues changed since the last steering committee meeting.

Different team members from Bureaus like BoA, BoMC and JICA presented the accomplishments of each pilot projects. Based on the presentation the participants gave their comments, requested clarifications on the some issues like information gap. All the participants agreed that the information should be communicated continually and also should be shared among team leaders and sub leaders in the future. The main issues discussed by participants, and list of attendants are attached with this letter.

Hawassa, 7th April 2011

Mr. Anesa-Melko, Deputy Head of BoMC,

On behalf of BoMC

Mr. Zerihun Zena, Crop Extension Process, Agronomist,

On behalf of BoA

Ms. Chieko Yasuda

Project Formulation advisor, JIC Ethiopia Office

Mr. Takao Akutsu

Team Leader of the Study Team

The 5th Steering Committee Meeting
JICA Development Study on
Strengthening Agricultural Marketing System in SNNPR

Venue: Meeting Room of BOA, SNNPR, Hawassa

Date: 06 April 2011

Time: 10:00-12:30

Agenda

1. Introduction

The 5th steering committee meeting was started by Mr. Akutsu thanking the participants for appearing sacrificing their valuable time. He then followed by introducing the agenda of the meeting.

2. Opening Address

Opening address was given by Ato Anesa, the Deputy Head of BoMC. In his address, he welcomed the participants to the 5th steering committee and that he was ready to hear progress made until this day for the past three months. He also said that he assumes JICA study team is working together with the counterpart staff as a result of which Pilot Projects (PPs) are going in a better way. Ato Anesa also promised in his speech that if any problem hinders the progress of the PPs, the BoMC is ready to assist. He finally invited the active discussion by participants after the presentation.

3. Keynote Address

Ms. Chieko Yasuda from JICA Addis Ababa made her keynote speech and she said that it is a great opportunity for her to attend the 5th steering committee meeting on SAMS. She also said that she gained experience about how farmers present their products to the market from the field visit she made this time in SNNPR.

Ms. Chieko Yasuda emphasized that ownership of PPs and active participation of all concerned parties is essential for the success of ultimate goal of the projects which is strengthening the Agricultural Marketing System in the region. She requested the participants to gain practical experience by sharing the information from field visit with JICA study team members since the objective of JICA technical team is capacity development.

The BoMC should take the necessary measure to solve the problem of network since it is the vital one for the success of Agricultural Market Information Service. Finally she expressed her gratitude for the participants for coming to the meeting.

4. Report on overall progress of Pilot Projects

The overall progress report was given by Mr. Akutsu. He said that the study team carried out a study on the tentative Master Plan and explained that 4 strategies were suggested and also 10 pilot projects were selected as a means of verification of the proposed strategies. He said that we work together with the counterpart staff to see if the strategies are applicable and the pilot projects work was ongoing since January 2011.

5. Report on the progress of each Pilot Projects
Report on each pilot projects were presented by team leaders and JICA study team members as attached.
6. Questions and Answers

Q1. Teshome presented his desire to resign from team leadership

A1. We accept your resignation and try to talk with the Bureau head to assign other responsible person because the position requires higher official who has power to coordinate other PPs and deliver orders to PP team leaders.

Q2. It is interesting to make the AMIS like this in our region. You collect information on ginger from Woreda. Do you collect from terminal Markets as well?

By Akutsu, JICA Study Team Leader

A2. We do not have direct contact to terminal or international markets. However we have visited Oromia Marketing Agency and discussed to have future link to obtain timely data for Addis Ababa market.

By Ban, JICA Study Team

Q3. You are talking about internet & mobile. How are the producers/farmers going to access since the technology is too high for them?

By Abraham Fevissa

A3. Woreda experts are the users of the technology and they will post the information on the bulletin board and dissemination will also be by broadcasting through FM radio and SMS use to transmit information

By Ban, JICA Study Team

Q4. I appreciate the project idea. But my ambiguity is that who will be using the web site you are going to make? This has to be clearly stated.

By Zerihun Zena, BoA

A4. Woreda experts are the users of the technology and there will be exchange among Woreda & Regional BoMC through the web page

By Ban, JICA Study Team & Mandela Girma

Q5. I feel there is information gap. As counterparts we should be involved. I have good relationship with PP4, but I don't know about PP3?

By Zerihun Zena, BoA

A5. I agree that discussion should be made and be frequent. But somehow our schedule is very tight and counterpart staffs are also busy. We carry all activities based on the JICA procedures and everything is transparent. In the future we will arrange periodical visit & team members will accompany us.

By Akutsu, JICA Team Leader

A5. It is very difficult for us to find all team members. For instance I work with 3 projects and it is hard to find all the team leaders and sub leaders though the team leaders should share the information to sub leaders.

By Ban, JICA Study team

A5. In kick off meeting we invited team leaders and sub leaders but some of the leaders were not present & there is poor communication between leaders & sub leaders

By Gomyo, JICA Study team

Comments by Participants:

- It seems there is information gap between JICA study team and team leaders particularly construction projects in which counterpart staff should have been involved.

By Kassaye Masebo, BoMC

- The system is new for us. However, the involvement of the counterpart staff in all activities will ensure smooth operations of the PPs.

- Due to narrowness of the office there seems delay in installing the broad band internet service. However, we can discuss together & establish the system.

- Regarding the overall work, there is progress but information should be communicated.

- Regarding Teshome we will discuss when Mr. Nuredin comes next month.

By Anesa Melku, Deputy BoMC

- This is my third time to attend this meeting & I can see that you are doing a lot. The discussion shows that there is communication gap and I suggest that there should be a separate small steering committee meeting before this big meeting.

- Pineapple should have been included in PPs and the pilot project area seems too big. You should have tested in small area & expand to larger areas.

By Yohannes Desta, WFP

Explanations to Comments

- Pineapple is not selected due to low volume of production as compared to Mango & Avocado

By Teshome

- Regarding the information gap (transparency), please understand that we do not hide anything. We follow JICA guideline applicable all over other countries in Africa

By Akutsu

- JICA technical cooperation scheme is different from other donor who provides direct funds to the recipient country. The project account should follow Japanese Government's rules and regulations. We fund the projects through or fund is expended via Japanese experts. Please understand this project is not direct funding project.

Ms. Chieko Yasuda, JICA Addis Ababa

7. Closing Address

Mr Zerihun Zena gave a closing speech on behalf of the Extension Process Head mentioning the endurance the JICA has shown to make the projects a reality regardless of the earth quake & tsunami disaster and we give great credit to JICA efforts. He appreciated the energetic discussion & valuable comments from the participants and the lessons learned from pilot projects will serve as a spring board for further action and the meeting was closed.

Minutes prepared by Mr. Talemos Data

Minutes confirmed with amendment by Mr. T. Akutsu

Date: 6th April 2011




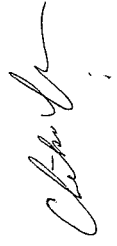
T. Akutsu

Talemos Data

Zerihun Zena

List of the Participants attended the 5th Steering Committee Meeting

No	Tgl	Name	Organization	Position	Contact No.
1	Mr.	Anesa Melko	BoMC	Deputy Head	0913474185
2	Mr.	Redwan Kediri	BoMC	Quality Control Expert	0916830408
3	Mr.	Abraham Astatke	BoMC	Crop Quality Control	0911384833
4	Ms.	Kassaye Masebo	BoMC	CPQM Coordinator	0916831792
5	Ms.	Altaye Alemayehu	BoMC	Coop. & Marketing	0911339151
6	Mr.	Degsew Mulat	BoMC	Marketing Expert	0916832916
7	Ms.	Hermela Adimasu	BoMC	MIS Expert	0911392063
8	Mr.	Mandela Girma	BoMC	MIS Expert	0913206865
9	Ms.	Mulu G/Michael	BoMC	Ethical Officer	0916824770
10	Mr.	Simachew Chekol	BoA	AGP Coordinator	0916865506
11	Mr.	Zerihun Zena	BoA	Agronomist	0910296450
12	Mr.	Yohanes Desta	WFP	Program Officer (OIC)	0916580302
13	Mr.	Wuhib Tsigu	WFP	Logistics Assistant	0912141093
14	Mr.	Abraham Feyissa	WFP	Program Assistant	0913851628
15	Mr.	Mitsue Tamada	JICA	A Expert for OVOP	0920649359
16	Mr.	Chieko Yasuda	JICA	Project Formulation Advisor	0911233887
17	Mr.	Akutsu Takao	JICA Study Team	Team Leader	0920310106
18	Mr.	Gomyo Yoichiro	JICA Study Team	Expert	0920317653
19	Mr.	Ajika Tateo	JICA Study Team	Expert	0920109660
20	Mr.	Ban Yoshihiro	JICA Study Team	MIS	0920310105
21	Ms.	Deneke Madebo	JICA Study Team	Chief Assistant	0916824908
22	Mr.	Demelash Amare	JICA Study Team	Assistant	0911817711
23	Mr.	Talemos Data	JICA Study Team	Assistant	0916825331
24	Ms.	Eyerusalem Tesfaye	JICA Study Team	Secretary-Casher	0913069716

MINUTES OF MEETING

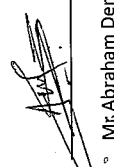
ON


THE 6th STEERING COMMITTEE MEETING

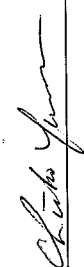
SOUTHERN NATIONS NATIONALITIES AND PEOPLES REGION

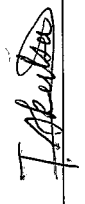
The 6th steering committee meeting was conducted on 8th August 2011 at Dagim Gymnasium meeting hall. The attendants of the meeting were the members of the Steering Committee and the counterpart staffs from BoA, BoMC, and JICA and other related agencies and donors. It was planned to report on the progresses made, Challenges faced, areas of improvement on the performances of individual pilot projects and other related issues changed since the last steering committee meeting.

Akutsu, JICA Study Team Leader presented the accomplishments of each pilot projects. Based on the presentation the participants gave their comments, requested clarifications on the some issues and they said the projects are on the right track. All the participants agreed that the information should be communicated continually and also should be shared among team leaders and sub leaders in the future. The main issues discussed by participants, and list of attendants are attached with this letter.


Mr. Abraham Demisse
Deputy Head of BoMC


Mr. Debebe Gashawbeza
Deputy Head of BoA


Mr. Chieko Yasuda
Project Formulation Advisor
JIC Ethiopia Office


Mr. Takeo Akutsu
JICA Study Team
Team Leader

The 6th Steering Committee Meeting
JICA Development Study on
Strengthening Agricultural Marketing System in SNNPR

Venue: Meeting Room of Dagim Gymnasium, SNNPR, Hawassa

Date: 09 August 2011

Time: 9:30-12:30

List of the Participants attended the 6th Steering Committee Meeting

No.	Title	Name	Organization	Position	Contact No.
1	Mr.	Abraham Demisse	BoMC	Deputy Head of BoMC, Marketing Process Owner	0911723808
2	Mr.	Redwan Kadir	BoMC	Quality Control Expert	0916830408
3	Mr.	Abraham Astatke	BoMC	Crop Quality Control	0911384833
4	Mrs.	Altaye Alemayehu	BoMC	Coop. & Marketing	0911339151
5	Mr.	Mandela Girma	BoMC	MIS Expert	0913206865
6	Mr.	Demissie Balcha	BoMC	Expert	0916234422
7	Mr.	Ayana Abeto	BoMC	Communication Sub Process Owner	0911782494
8	Mr.	Germamu Geruma	BoA	Deputy Head of BoA	0911892234
9	Mr.	Zerihun Zena	BoA	Agronomist	0910296450
10	Ms.	Simachew Chekol	BoA	AGP Coordinator	0916865506
11	Mr.	Debebe Gashawbeza	BoA	Deputy Head of BoA	0911942318
12	Mr.	Wuhib Tsigu	WFP	Logistics Assistant	0912141093
13	Mr.	Abraham Feyissa	WFP	Program Assistant	0913851628
14	Mr.	Shimekit G/Tsadiku	AMIP	AMIP Coordinator	0916828027
15	Mr.	Chieko Yasuda	JICA	Project Formulation Advisor	0911233887
16	Mr.	Akutsu Takao	JICA Study Team	Team Leader	0920310106
17	Mr.	Ajika Tateo	JICA Study Team	Team Member	0920109660
18	Mr.	Ban Yoshihiro	JICA Study Team	Team Member	0920310105
19	Mrs.	Mika Matsumura	JICA Study Team	Team Member	0922109659
20	Mrs.	Yoko Harada	JICA Study Team	Team Member	0913690332
21	Mr.	Deneke Madebo	JICA Study Team	Chief Assistant	0916824908
22	Ms.	Demelash Amare	JICA Study Team	Assistant	0911817711
23	Ms.	Talemos Data	JICA Study Team	Assistant	0916825331

Agenda

1. Introduction

The meeting was started by Mr. Deneke thanking the participants for coming and then inviting Mr. Abraham, the deputy head of BoMC and marketing main process owner to make an opening address.

2. Opening Address

Mr. Abraham thanked the participants for appearing by sacrificing their valuable time. In his address he said "the country's policy is Agriculture Development Led Industrialization (ADLI) and the objective of the ADLI policy could only be achieved by modern type of marketing. We recognize that there are many constraints like quality problem, lack of skilled manpower and also the agricultural marketing service is very poor. In this connection the support of Japanese government is highly needed particularly in improving agricultural marketing. Therefore, the committee members should actively participate by giving valuable comments.

3. Report on overall progress of Pilot Projects

The overall progress report was given by Mr. Akutsu presenting it in PowerPoint format.

4. Questions and Answers

Q1. Warehouse PP06 & PP08 are in good progress, but the presentation of PP07 is not clear. Is it possible to continue and complete the project?

By Demissie

A1. There is negotiation with the contractor. For now we terminate and enter next contract with the same contractor to finish the construction within one month time. I would like to request Mr. Abraham to arrange car for the follow up of the pilot project during the absence of JICA Study Team and Mr. Abraham agreed to the request.

Q2. Regarding the PP10 on capacity building of civil servants, the counterparts should be involved.

By Zerihun Zena, BoA

A2. Counterparts should actively be involved in the PPs. They are the leaders, they should have to plan, monitor, and follow. Initiation should start from counterparts, then JICA Study Team.

By Abraham, BoMC Deputy head

A2. There seems communication gap between counterparts and JICA study team in the past, we were expecting all of the counterparts to be involved in the overall process

Mika

A2. We are conducting the 10 pilot projects with busy schedule and we request you to join as more and more with interest.

By Akutsu

Q.3 Do you think farmers can afford the post harvest technologies for PP05 and others and how about power and how to disseminate them?

Shimekit, AMIP

A3. Individual machines are not so expensive as such and we work with farmers groups.

Mr Ban and Mr. Akutsu

A3. For a group of farmers it is affordable. Ginger producing areas are economically better off than other areas. The problem is how we can acquaint them with the technology.

By Deneke

A3. Most kebeles have power system. With credit the farmers can afford and projects like AMIP can do something in this regard.

By Abraham, deputy head of BoMC

A3. In areas where there is no power, brushing will be used and pump system will be used where there is power.

By Ban

Q4. What about the price difference between dried ginger and washed dried ginger?

By Abraham Feyissa, WFP

A4. Last year dried ginger was 45 birr/20kg and washed dried ginger is 160birr/20kg and the dried one is 90birr/20kg. The difference in price is significant and we cannot compete in the international market with poor quality.

By Deneke

Q5. Can the model farmers utilize the modern computer of the PP01 in addition to bulletin board?

By Zerihun

A5. There is limitation experience of even the Woreda experts and hence the farmers cannot utilize the technology

By Mandela

A5. We are trying to establish the system. We have not planned it for model farmers.

By Ban

A5. We may incorporate you idea in the master plan in the future.

By Mika

Q6. In the study we have to think about production and quality of produce if we want to succeed in marketing. Why did you not develop capacity of Woreda agriculture office staff since they may teach farmers to produce the good quality haricot bean? Why not focus in livestock? Who will produce and supply cassava chopping machine?

Debebe

A6. We concentrate on few areas since we are trying to set up the overall system. Technologies are open for rural technology or small and medium enterprises since we have no patent for it.

A7. How many of the PPs can be used for the master plan? For scale up the steering committee should visit the PPs site and take some lessons?
By Akutsu

A7. Field trip will be arranged in October or November 2011.
By Simachew Chekol, BoA

By Abraham, deputy head of BoMC

A7. We can arrange study tour in October 2011 and all team leaders, sub team leaders and steering committee members will visit.

By Akutsu

Comments by Participants:

- I appreciate the progress. The projects are well planned (by Wuhib, WFP)
- The Pilot Project progress is good (by Zerihun Zena, BoA)
- I appreciate the activities of the PPs (Shimekit, AMIP)
- You can utilize youth groups working in the project area (Shimekit, AMIP)
- Most PPs are in good shape (Simachew, BoA)

Comments by Abraham, Deputy head of BoMC:

- All PPs are in good track including the lagging PP07. If JICA allows us we will finish PP07 within two months. We will sort which is efficient.
- Better to scale up the experience to other Woredas and even to other regions.
- There is skill gap and it is better if we catch up experience from PPs implementation. Thank You.

5. Closing Address

Ms. Chieko Yasuda said that she is happy to be here today. This is development study to end with preparing master plan. The PPs are trial, examination, or verification for the master plan. We expect your involvement in monitoring. When you visit Zone and Woreda, explain about the PPs for the staff and that is why your involvement is essential. We, JICA request you to get involved in monitoring of the PPs. Thank You.

Minutes Prepared by: _____ Minutes Confirmed With/Without Amendment

SAK _____
Talemof Data _____
J. Akutsu
Mr. AKUTSU

Date: 9th August 2011

MINUTES OF FINAL WORKSHOP

ON


STRENGTHENING AGRICULTURAL MARKETING SYSTEM IN SNNPR

The final workshop on the Development Study on Strengthening Agricultural Marketing System (the study) in SNNPR was held on 3rd October 2012 at Lewi Resort meeting hall. The final workshop was attended by the members of the Steering Committee, the counter parts from BoMC and BoA, JICA representative, senior officials from International and local NGOs, zonal administrators, heads of ZoMC, and managers of beneficiary cooperative unions.

The workshop was envisaged to highlight the results of the Development Study, lesson learnt and issues to be considered, and brief report on the Master Plan for the next 5 years for Strengthening Agricultural Marketing System in SNNPR.

Following the opening session Mr. Abraham Demissie, Duty Head of BoMC and Mr. Takao Akutsu, Leader of the JICA Study Team have presented introductory Note, the Development Study and the Five Years Master Plan. Based on the presentation the participants gave their comments, suggestions and requested clarifications on some issues. All the participants expressed their appreciation to the Development Study and the Master Plan and agreed the regional government to take the leading role in scaling up pilot project activities and implementation of the Master Plan through coordination and facilitating the support of different donors and the pooling the required resource from the region.

The main issues discussed by participants, comments, question and answer as well as list of workshop attendants are attached herewith.



On behalf of BoMC

Mr. Abraham Demissie, Deputy Head of BoMC,

On behalf of BoA

Mr. Sani Redi Vice President SNNPRS and Head BoA

On behalf of BoA


Ms. Makoto Shinkawa

Senior Representative, JICA Ethiopia Office


Mr. Takao Akutsu

Team Leader of the Study Team

Hawassa, 4th October 2012

The Final Workshop on Strengthening Agricultural Marketing System in SNNPR

Venue: Lewi Resort, Hawassa

Date: 03 October 2012

Time: 03:00 AM--02:30 PM

1. Thematic points

The thematic points of the final workshop are:

- The Development Study: its result, lesson learnt and issue; and
- Five Years Master Plan (2013-2017)

2. Opening session

• Welcoming Address

Welcoming address was given by Mr. Abraham Demissie, Deputy Head of BoMC. In his address, he welcomed the attendants to the final workshop. Following that, he recalled the longstanding issue of the Federal Democratic Republic Government of Ethiopia to improve food security and bring about social and economic development. The Agricultural Development Led Industrialization (ADLI) and Growth and Transformation Plan (GTP) are among the federal government program which give due focus on the establishment of effective agricultural market systems to improve food security and to promote commercialization of agriculture. For that purpose, improvement of agricultural market information service, value addition, establishment of market facility and capacity development at all levels shall be addressed to bring about meaningful transformation in promoting efficient agricultural market and improve food security.

In this regard he appreciated the support provided by the Government of Japan to strengthen the agricultural marketing system in SNNPR. Finally he invited the His Excellency Mr. Sani Redi, Vice President of SNNPR and Head BoA to make opening speech.

• Opening Speech

His Excellency Mr. Sani Redi JP on making opening speech he stated the bilateral agreement made between the Government of Japan and Government of Ethiopia to conduct the Development Study on the Strengthening Agricultural Marketing in SNNPR and briefly explained the achievement of the Development Study, the holistic approach, the pilot projects and result and lesson learnt from the implementation of the pilot projects.

He also raised Five Years Master Plan for the Development and Strengthening Agricultural Marketing System in SNNPR which is believed to bring about significant development and change in the regional agricultural marketing system. He mentioned the

strong commitment and enthusiastic feeling of the regional government to implement the Master Plan.

Nevertheless, the implementation of the Master Plan requires huge financial resources and technical capabilities. Though, he hoped that different donors would have significant part in the implementation of the Master Plan. In this regards he appreciated the all rounded support and Technical Assistance from the Government of Japan as well as other bilateral, international and local donors and requested the workshop participant to play their part in the implementation of the Master Plan.

Finally he declared official opening of the workshop and concluded by thanking the Government of Japan for provision of the support to undertake the Development Study, and others for coming here to make this workshop successful.

- **Keynote Address**

Mr. Makoto Shinkawa, Senior Representative of JICA Ethiopia Office made his keynote address and he expressed condolence for death of Late Prime Minister, Melese Zenawi and wish to work together with new leader His Excellency Hailemariam Desalegn for this country in development endeavors. He said that this is the end of the Development Study supported by JICA. He expects the Regional Government to implement the Master Plan and disseminate the result to the whole region with the government's strong initiative.

He also highlighted that need for active participation of all concerned bodies for the successful implementation of the Master Plan of Strengthening the Agricultural Marketing System in the region.

3. Presentations

- **Introductory Note**

The Introductory Note was delivered by Mr. Abraham Demissie. In his Introductory Note Mr. Abraham elaborated the background of the country, development efforts being undertaken to improve food security, the importance of agricultural marketing in mitigating food insecurity, problems in agricultural marketing and the current market opportunities, policy and development strategies to increase both volume and quality of agricultural production, development of efficient and fair marketing system.

He also briefly discussed progress of the study, approaches, development strategies and scope of the Master Plan.

- **The Development Study and Master Plan**

Mr. Akutsu presented the overall Development Study and the Master Plan. In his presentation clearly discussed the work schedule of the Study, the basic development strategies, 10 pilot projects implementation process, results obtained, and lesson learnt

from each pilot project during the implementation. Important issues to be considered in implementing and scaling up pilot project activities are also stated.

Regarding the Master Plan the approach in formulating the Master Plan was discussed. Its development objectives and strategies were presented. The Master Plan encompasses 23 project plans which are expected to have significant effect in improving agricultural marketing system of the region. Brief explanation on the project plans, area coverage and target beneficiaries are also mentioned.

Finally Mr. Akutsu expressed his gratitude for patiently listening the presentation and requested the participant to forward comments, suggestion and question if they have any.

4. Questions and Answers

Q.1. It has been mentioned that Agricultural Market Information Service (AMIS) improvement was implemented during the pilot project time in 14 woredas for two commodities. However, it has been stated all the woredas stopped operation of AMIS due to budget since April 2012. How the region/bureau envisages tackling such problems and assuring implementation of bigger projects planned in the Master Plan?
Dr. Abera Debello, CEO SGT2000

A1. This period is off season where there is few supply of target commodities in the market. That is why there is no as such strong activity in undertaking collection of market price of the target commodity and exchange market information. However, there are a lot of efforts to be made to sustain AMIS activity in these words among which allocating the required operational budget is important.
Mr. Abraham Demissie, Deputy Head BoMC

Q2. Ginger price fluctuation is high. Driving force for improve quality is premium price which the farmer expects from sales of his produce. What is the root cause of such high price fluctuation and mechanism to motivate farmers to produce quality products?
Dr. Abera Debello, CEO SGT2000

A2. Usually price of ginger goes up when there is shortage of production in high ginger producing countries. We have to work on collection and analysis of ginger production and price to provide realistic information and advice to the farmers.
Mr. Abraham Demissie, Deputy Head BoMC

Q.3 In the region dominance and distortion of market by brokers is bottleneck especially in vegetable and fruit marketing. What is the lesson learnt in implementing pilot project on Improving Harvesting and Handling Mango/Avocado?
Mr. Tsegedangel Mengist, Senior Official, Techno Serve

Q7. ACDI/VOCA has some activities in the area of AMIS. What is experience, suggestion and plan to implement and scale up AMIS in the region?

Samayehu Tafesse, ACDI/VOCA South Office

A7. As discussed in the presentation, use of bulletin board and SMS is efficient method to disseminate and exchange market information under the current condition of woredas in the region. Use of internet has its own problem. Local community and FM radio stations are also planned to broadcast market information.

Deneke Madoho, Local Assistant to JICA Study Team

Q8. Private sector involvement in improving agricultural marketing is high. Is there any provision made to enhance private sector participation?

Mr. Girma Bekele, ACDI/VOCA, Senior Agricultural Advisor

A8. Private sector involvement is important to improve agricultural marketing. Currently about 10% of agricultural goods are supplied by cooperative. The private sector is responsible for the supply of the remaining balance (90%). There is some provision made. However, it needs to put boldly.

Mr. Abraham Demissie, Deputy Head BoMC

Q9. The scope of the Master plan was mention to cover the whole region and target commodities to be larger. However, as I understood it seems to cover limited areas and few crops. So is that possible to say the Master Plan cover the whole region and various crops cultivated in the region?

Alemu Belega Head, SOS Sahel South Office

A9. Actually the Master plan covers the whole region and many economically important commodities. The pilot project was implemented in few zones and woredas taking into consideration few commodities to verify development strategies and there by obtain lesson learnt to better design the Master Plan throughout the region.

Mr. Abraham Demissie, Deputy Head BoMC

Q10. Is the projects prepared in the Master Plan intended to provide fund for interested bodies such as local NGOs who wishes to take part in the implementation the program?

Alemu Belega Head, SOS Sahel South Office

A10. No, any interested donor can allocate fund to implement a project or part of Master plan. Even it is possible to take into consideration the results of SAMS and scale up in their area of intervention.

Mr. Abraham Demissie, Deputy Head BoMC

A3. Beyond improving the harvesting and handling of fruit the pilot project facilitated market linkage to better markets like Etfruit and big buyer in Addis and Nazeth. This situation shortened the marketing chain and open the opportunity for the farmer directly transact with big buyer. For that purpose farmer groups/cooperatives from Dale, Mirab Abaya and Boloso Bombe woredas benefited a lot and enjoyed premium price for their produce.

Mr. Abraham Astatikie, BoMC

Q4. The region seems lacking appropriate rules and regulation on properly transaction of agricultural goods. What is the provision envisaged to implement the strategies mentioned in the Master Plan by improving the issuing of license and certificate of competence to stop illegal trading which usually result lowering the quality of produce?

Mr. Tsegedingel Mengist, Senior Official, Techno Serne

A4. For some of economically important agricultural commodities (white haricot bean, sesame, and ginger) rules and regulation are set by regional government. We believe this situation will improve the condition.

Mr. Abraham Demissie, Deputy Head BoMC

Q5. It has been discussed a lot regarding post harvest technology improvement and benefit. It is broadly stated in the strategies. What is the actual benefit the farmer gained so far?

Mr. Musema Chali, CEO Omo Micro Finance Institution

A5. The farmers in Kindo Koysha and Dale woreda could be good example to get attractive benefit from use of appropriate post harvest technologies and added value to their produce. Entering to quality conscious market has also benefited considerably farmers/cooperatives of cassava and fruits.

Mr. Abraham Demissie, Deputy Head BoMC

Mr. Demissie Balecha, Rom

Q6. Huge finance is required to implement projects stated in the Master Plan. What the source of the fund and how it will be managed?

Mr. Musema Chali, CEO Omo Micro Finance Institution

A6. Yes it is known that huge budget is required to put in place the entire project plans. It is expected that different donors and NGOs would have significant part in financing the projects. The regional government will also allocate some amount money from its meager resource.

Mr. Abraham Demissie, Deputy Head BoMC

Q11. What has been discussed regarding improvement of agricultural marketing is good. However, we need farm products both in quality and quantity to enhance the marketing. Thus it is important to link the marketing activity to extension service. So, what is planned in this regard?

A11. It is very important to assure linkage between market promotion activity and extension service. In line with this it was attempted to involve experts from BoA in the implementation of pilot projects starting from region down to kebele level. As result we hope there is common understanding at ground to fulfill shared objectives.

Mr. Abraham Demissie, Deputy Head BoMC

Q12. Under Food Security initiative credit is extended to needy farmers to enhance agricultural production and productivity to mitigate food insecurity. Is there any possibility to consider inclusion and supporting marketing of produce of these beneficiary farmers?

Melese Argaw, Early Warning and Food Security Core Process Owner

A12. Any farmer producing target commodities in the project are could have access to such support.

Mr. Abraham Demissie, Deputy Head BoMC

Q13. It has been mentioned that local ginger traders at Hadaro town prefer to use open marketplace rather than using newly constructed market facility. What is the reason for not using the facility? Is it due to lack of proper participation of the beneficiary during planning process?

Semayehu Tafesse, ACD/FOCA South Office

A13. In the course of planning, all beneficiaries including representative of traders have actively participated in the process. While planning ginger facility in Hadaro town it was envisaged to link and create holistic approach and synergy among pilot projects like AMIS and clean dry ginger production. The volume of ginger production in Hadaro Tunto worda and number of traders involved in marketing of ginger is large. Nevertheless, due to budget limitation it was not possible to construct market facility that could accommodate all traders and volume of ginger supplied to the market.

As a result most of the traders couldn't get space in the market facility. So, they are operating outside the market facility in open place. Since ginger product inter into the market from different directions to buy larger volume of ginger the farmer prefer to operate in the open place.

Deneke Madebo, Local Assistant to JICA Study Team

Comments by Participants:

- SG2000 is working with WFP/P4P to improve post harvest handling including warehouse management. Working together to provide quality product into the market is important and should continue. The lesson gained from the project is significant. Usually project come and goes. It is the responsibility of the region to sustain and scale up the project activities.

- The implementation of the planned projects require huge financial resource. It is well known the region cannot afford the entire financial resources. Therefore, the regional government and BoMC shall play leading role and mobilize donors and NGOs to take part in the implementation of projects.

Dr. Abera Debello, CEO SG2000

- The envisaged value addition strategy is of paramount importance to increase competitiveness and have better price. Therefore, it is better to support the cooperatives particularly the unions to inter in value addition process.

- Traceability of commodity is very important to have better market. Especially, while targeting export market it is essential to clearly describe traceability of the commodity.

Mr. Tsegedinel Mengist, Senior Official, Techno Serve

- Production and productivity of target commodities shall be boldly stated in the Master Plan. What is need in the market, at what quantity and quality shall be clearly stated in the document.

- *Melese Argaw, Early Warning and Food Security Core Process Owner*

- WFP/P4P has its quality standards to be fulfilled while supplying grain to program. Most of the time rejection is significant for the cooperative unions in supplying grain to WFP/P4P due to quality problem. The grain supplied from their respective Primary Farmers Cooperative is poor. Though WFP/P4P is assisting quality improvement through providing training and required post harvest equipments to cooperatives. To properly address the issue it is vital to target Primary Farmers Cooperatives to easily reach the farmers to alleviate quality problems of their grain supply.

Mr. Yohannes Desta, National Program Officer, WFP

Participants of the Final Workshop, 03 Oct. 2012

Steering Committee for the Study

Vice President & Head of BoA	Mr. Sani Redi Ahmed
Deputy Bureau Head & Marketing Process Owner of BoMC	Mr. Abraham Demissie
Representative of Cooperative Process of BoMC	Mr. Tsegaye Anullo
Process owner of Agri. Extension Service for Crop, BoA	Mr. Fekade Selassie Beza
Process owner of Agri. Extension Service for Coffee & Spices, BoA	Mr. Garmame Ganema
Process owner of Early Warning and Food Security Process, BoA	Mr. Meles Afigawu
Bureau Head of BoFED	Mr. Haileberhan Zena

Regional & Zonal Offices

President Office	
Advisor	Mr. Muluseta Gash

BoMC

Expert	Mr. Mandella Girma
Leader for PP01 Agri. Market Information Service	
Expert	Mr. Rediwan Kedie
Leader for PP07 Local market improvement / Ginger	
Sub-Leader for PP02 Quality control / Grata & Pulse	
Expert	Mr. Abraham Astatike
Leader for PP03 Harvesting and handling improvement / Fruits	
Expert	Mr. Demissie Balicha
Leader for PP04 Quality improvement / Dried cassava	
Expert	Ms. Altaya Alemayehd
Leader for PP06 Local market improvement / Haricot Bean	
Expert	Mr. Getachew Asmare
Sub-Leader for PP08 Standard warehouse construction	
Process owner, Communication service supportive process	Mr. Melaku Endale
Communication service supportive process	Mr. Zerihun Assefa
Communication service supportive process	Ms. Kumnteger Ewnetu

BoA

Process owner, Livestock Process	Mr. Desta Gabriel
Agri. Extension Service of BoA, Focal person of AGP	Mr. Shimachu Chokole

Other Regional Offices

Omo Micro Finance, CEO	Mr. Musema Chali
Information Bureau, South FM	Meskelem Meskele
Information Bureau, Mass media	Behailu Getachew
Information Bureau, Mass media	Tesfaye Tadesse
Information Bureau, Mass media	Terefech Zeleke

5. Closing Address

Mr. Haileberhan Zena, Head BoFED gave a closing speech for Final workshop on SAMS. First and above all he thanked and appreciated the support provided by Government of Japan and JICA Study Team to undertake the Development Study and the Master Plan which have vital importance in alleviating agricultural marketing problems of the region.

Lack of quality, competitiveness, market information and infrastructure caused much problem in agricultural marketing system of the region. The regional government is working to alleviate these shortcomings. The Development Study and the Master Plan has got a lot in addressing agricultural marketing problem of the region. The regional government should own and shoulder the Master Plan and implement accordingly and come up with meaningful improvement in the agricultural marketing system. BoMC shall also play catalytic leading role as per its mandate.

The regional government is working to establish a new organization 'Value Addition Agency' which will have important part in promoting value addition throughout the region. This is also an asset to support value addition of agricultural products. On the other hand donors and other partners shall take some part based on their interest. The regional government shall also do the same. BoFED shall also take the initiatives to mobilize donors working in the region to participating in realizing the Master Plan.

Finally he passed his gratitude to active participation of the whole workshop attendants and requested JICA to continue its support and the other donors also to do the same in implementing part of this initiative.

Zone Administrator	
Kembata Tembaro Zone	Mr. Abuto Anito
Sidama Zone	Mr. Million Mathewos
Gamo Gofa Zone	Mr. Tilahun Kebede

ZoMC

Kembata Tembaro Zone	Head of ZoMC	Mr. Abera Eiles
Wolayita Zone	Head of ZoMC	Mr. Tadesse Galcha
Sidama Zone	Head of ZoMC	Mr. Burka Bulasho

Agricultural Cooperative Unions

Waïta Union	Manager	Mr. Woïde Tufere
Adamas Union	Manager	Mr. Biniam Fikre
Melik Silite Union	Manager	Mr. Kelifa Usero
Ambericho Union	Manager	Mr. Desalegn Desta
Angasha Union	Manager	Mr. Tasfaye Daniel
Dameta Wolayita Union	Manager	Mr. Bekele Yigezu
Licha Hadiya Union	Manager	Mr. Melese Jembe
Sidama Eïto Union	Manager	Mr. Sisay Yohannes
Mandhero Union	Manager	Mr. Lorisä Abdela

I/O, Donor Agency, NGO and JICA

IFAD/AMIP	Coordinator, SNNPR	Mr. Shimekit
WFP	Hawassa office, National program officer	Mr. Yohannes Desta
SG2000	Director	Dr. Aberra Debelo
SOS Sahel, Hawassa office		Mr. Alemu Belega
World Vision Ethiopia, Hawassa office		Mr. Tesfaye Yadeta
ACDI/VOCA, Addis Office	Senior Agricultural Marketing Specialist	Mr. Girma Bekele
ACDI/VOCA, SNNPR Office		Mr. Simayenü Tafesse
Techno Serve		Mr. Tsigedingi Mengist
JICA Ethiopia office	Senior Representative	Mr. Makoto Shinkawa
JICA OVOP Project	Team Leader	Mr. Tomo Ishikawa
JICA OVOP Project	Local Assistant	Mr. Talemos Data

JICA Study Team

Team Leader	Mr. Takao Akutsu
Team Members	Mr. Yoshihiro Ban
Local Assistants	Mr. Deneke Madebo