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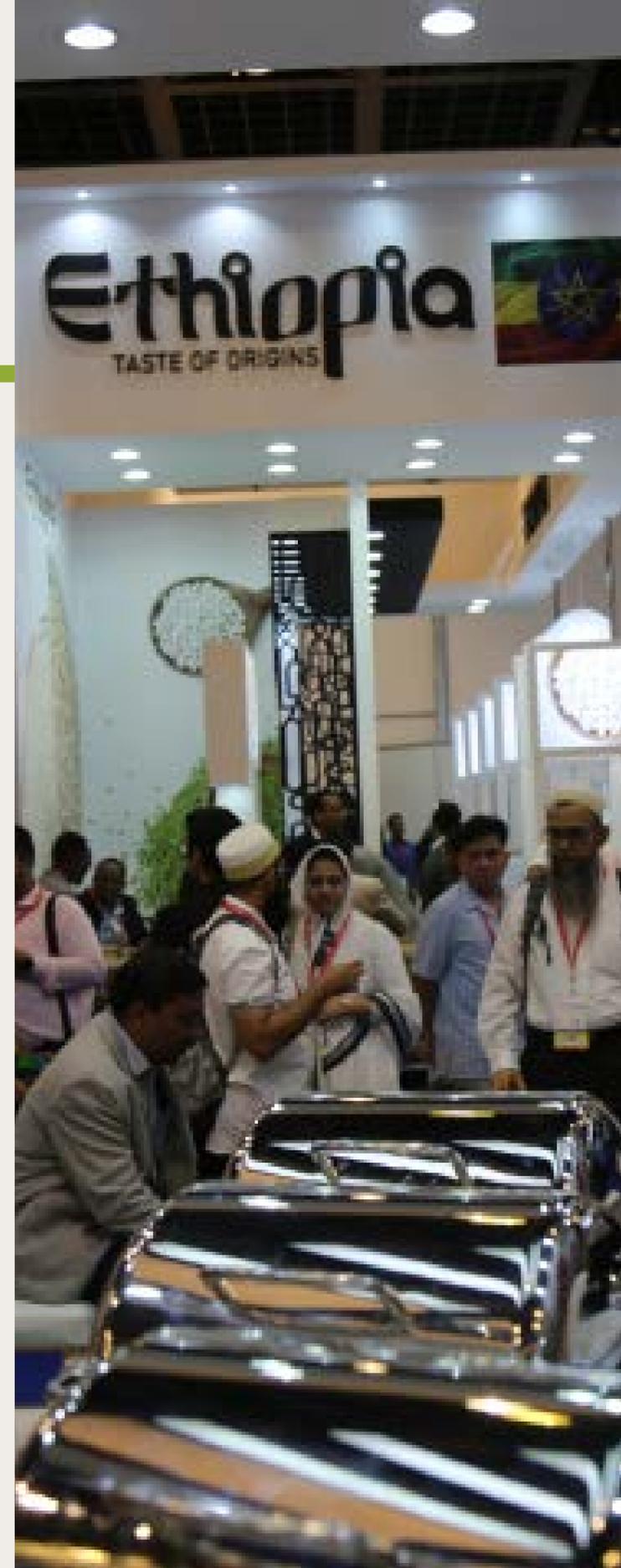
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Ethiopian Agribusiness Acceleration Platform conducts panel discussion, launches

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ATA at Gulfood 2020

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Ethiopian Agribusiness Acceleration Platform conducts panel discussion, launches AgriHub

The Ethiopian Agribusiness Acceleration Platform (EAAP) conducted an event on 23 January 2020 to assess the impact the project has on Micro, Small and Medium Enterprises (MSME) and smallholder farmers. The event brought together donors, strategic partners, MSMEs and government counterparts.

Commenting on Ethiopia's untapped honey-production potential, ATA CEO Khalid Bomba noted, "One of the factors behind Ethiopia not tapping its honey production potential is low production and productivity of processors in the sector, and this is the issue that the EAAP is striving to address and has already achieved remarkable results."

The Ethiopian Agribusiness Acceleration Platform (EAAP) is ATA's first incubation and acceleration platform established to support early stage and mature MSMEs in agriculture. Officially launched in 2017, the EAAP was first piloted as an agribusiness accelerator with an end-to-end value chain approach focusing on the honey and wax value chain. The initial

focus for testing the incubator and accelerator model on the honey and wax value chain was based on the sector's agro-ecological strengths, strong existing demand sinks, high degree of investment attractiveness, and strong government support along with other parallel investments that create opportunities for significant leverage.

Speaking at the event, Country Director for the French Development Agency (AFD) Valérie Tehio emphasized the importance of market linkage when supporting SMES to help increase their revenues and maintain sustainability. "The contribution of agriculture to economy, growth and social cohesion is stronger if SME networks can emerge and be strengthened. This is what ATA is doing via ACC and Agrihub programs, it is a fantastic endeavor and AFD is proud and honored to be part of it," she added.

The event also saw panel discussions by a panel of experts to discuss the entrepreneurial ecosystem and the challenges

faced by entrepreneurs, specifically on skills building, mentorship and access to finance. During the discussion the Panelists also shared their experience on important traits entrepreneurs must poses to be successful as well as similarities and differences within different business sectors.

Since its inception, the EAAP has incubated and accelerated a total of 21 honey and wax processing enterprises across four regions (Amhara, Oromia, SNNP, Tigray). The EAAP supports the enterprises to identify and address company-specific and systemic challenges, and aims to build a high-quality, sustainable supply chain for partners across the value chain and create a market-driven, business-building model for entrepreneurs. The platform has provided regular business and technical workshops, launched contract farming initiatives for more than 6,500 farmers with an annual harvest of 242.4 MT of honey. EAAP has also helped leverage ETB 63 million through direct and indirect financial support, such as facilitating loan

and lease financing applications, to help the enterprises increase their supply and production for each harvesting season. In addition, EAAP successfully initiated the support of two quality testing labs in Ethiopia to receive international honey quality testing accreditation.

The EAAP is a demand-driven, value-chain-focused business incubator and accelerator that helps high-potential agribusinesses to professionalize and scale. The project works with both early stage and mature enterprises to engage players across the value chain. The initial focus for testing the incubator and accelerator models is the honey and wax value chain given agro-ecological strengths, strong existing demand sinks, high degree of investment attractiveness, strong government support, and other parallel investments that create opportunities for significant leverage. Once the model is tested and proven on the honey and wax value chain, the EAAP will consider leveraging it in other priority value chains through the ATA AgriHub project.



ATA at Gulfood 2020

The 25th anniversary of Gulfood 2020 took place from Feb 16-20, 2020 with the theme "Rethinking Food" and as in the nine preceding editions, Ethiopia brought together more than 130 exporters showcasing their products, such as oilseeds, pulses, spices, coffee and livestock. Moreover, value added products such as tahini, meat and honey were also showcased.

The Ethiopian participation was officially opened by Ambassador Misganu Arega, Ethiopian State Minister of Trade and Industry. Za'abeel Hall 1 hosted the two Ethiopian pavilions, 'Ethiopia: Land of Origins', which was adorned with Ethiopian Geez alphabets known as 'fidels' decorating the top and pillars. Images depicting the rich and diverse nature of the country were also present,

attracting the various visitors who attended the expo. As a result, Ethiopia's two pavilions were swarming with buyers and visitors. Various foreigners and locals were enjoying the traditional Ethiopian coffee ceremony and the traditional food testing counter to enjoy the best the country has to offer. The Ethiopian stand also introduced the option of tef crackers and a fef cake to promote the fine grain native to Ethiopia.

According to Mahlet Mekuria, Senior Project Officer of Private Sector in Agriculture Development in the AgriBusiness and Markets Vertical at the Ethiopian Agricultural Transformation Agency (ATA) "The trade fair has been identified as one of the trade fairs with a high trade opportunity for Ethiopian exporters, and a platform for promoting

Ethiopian agricultural products," "Last year's participation at Gulfood attained a much needed 70 Million USD sales of Ethiopian products. This year, the trade fair is expected to result in new export sales of close to 85 Million USD." She added

The exact amount of sales attained will be officially announced after an assessment of the contracts that went through. Apart from exhibiting the products of Ethiopia, various meetings and discussions were held with potential and existing buyers of agricultural products from Ethiopia. Furthermore, the trip also incorporated experience sharing with other countries and a visit to Dubai's Coffee Processing facility that was organized by the Dubai Chamber of Commerce and was attended by

representatives of Coffee exporters. The successful representation of Ethiopia was possible with the collaborative work of the Ministry of Trade and Industry (MoTI) and the Agricultural Transformation Agency (ATA) through the Agricultural Trade and Investment Promotion (ATIP) Project, and a multi-sectoral Technical Committee. ATA has played a key role in the last four Gulfood events by supporting the MoTI in designing and setting up of the booth, arranging the food tasting bar and coordinating marketing and communication efforts. ATA's involvement is aimed at creating an enabling environment wherein smallholder farmers can have diversified opportunities to market their outputs and be effectively linked to local and global supply chains.





ATA Signs agreements to oversee the construction and equipment of MSCs across Ethiopia

Tripartite agreement between the ATA, MoA and Ethio Lease to facilitate lease financing of agricultural machines

On 28 February 2020, the Ethiopian Agricultural Transformation Agency (ATA), Ethio Lease and the Ministry of Agriculture (MoA) signed a collaborative memorandum of understanding (MoU) that will oversee the lease financing of agricultural machines to 10 Mechanization Service Centers (MSCs) that will provide services to smallholder farmers along the value chain.

The MOU was officially signed by the State Minister of Agriculture, Sani Redi, ATA Senior Director of Production and Productivity Dr.

Chimdo Anchala, and Ethio Lease Board Chairman, Girma Wake at the Ministry of Agriculture HQ.

Speaking at the ceremony H.E Ato Sani commented, "A smallholder farmer cannot afford to buy agro-mechanization equipment by himself. Lease financing brings solutions through agro-mechanized service providers. According to the agreement, ATA will provide standard designs of the centers, capacity building, and coordination in operationalization of the centers while MoA will oversee and create an enabling environment for the private sector. Ethio Lease will provide various high brand materials that will enable mechanization service delivery.

ATA signs subgrant agreements for Birr 91 million to finance the construction of 10 agricultural mechanization service centers across four regions in Ethiopia

On 6 March 2020, the ATA signed subgrant agreements worth Birr 91 Million with eight cooperative unions and two private companies for the construction of 10 standardized MSCs across Ethiopia.

Accordingly, each of the MSC owners will receive Birr 9.1 million as a subgrant to cover 70% of the construction cost. The subgrantees will cover the remaining 30% with their own matching contribution. The design of the service centers has also been completed by the ATA and will be handed over to the center owners during the signing ceremony.

During the signing ceremony, ATA CEO Khalid Bomba underscored the importance of mechanization in enhancing productivity and harvest quality, and thereby improving the livelihoods of smallholder farmers. "Mechanization has the potential to improve yields, and reduce post-harvest losses, catalyzing exponential growth in productivity and income," he said.

The mechanization service centers will be built in the four current implementation regions of the ATA: Amhara, Oromia, SNNP and Tigray, and will provide farmers paid access to agricultural mechanization services across the whole value chain—land preparation, crop protection, harvesting, threshing and transportation. Moreover, the



centers will also be used to train machinery operators, for maintenance of agricultural machineries, and sale of spare parts.

The Mechanization Service Center (MSC) project is a three-year pilot project implemented in collaboration with the Ministry of Agriculture (MoA) with the financial support of the governments of Denmark and the Netherlands through DANIDA and the Royal Netherlands Embassy (RNE), respectively.

Based on the outcomes of the current pilot phase, the MSC project will be scaled to other areas of the country by the MoA and regional bureaus of agriculture and rural development.