

Ethiopian-Netherlands Horticulture Partnership

Report on Agenda Setting Mission

May 29 – June 2



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1. Background

Horticulture exports from Ethiopia are growing very rapidly and are considered to be an important element in the country's efforts to diversify exports, to contribute directly to poverty reduction. All parties agree that joint efforts on a wide range of issues are needed to secure a further well balanced growth of the sector and increase the societal benefits in terms of employment en foreign exchange earnings and to minimize the possible negative impact on natural resource base.

The Netherlands' Government is intending to contribute to a balanced growth of the horticulture sector in Ethiopia through a public-private partnership program in line with the WSSD partnership programs in South-east Asia and East-Africa. To kick-start the broad-based partnership program in 2006 some funds for a support project have been made available within the International Research Programme of the Netherlands Ministry of Agriculture, Nature and Food Quality (LNV).

The support project and broader contours of the partnership program have been based on and aligned to the main findings of the horticultural development strategy study conducted by Wageningen University and Research Centre (WUR) by request of the Ethiopian Horticulture Producers and Exporters Association (EHPEA).

2. Introduction

To develop a detailed plan of action for the support project to the intended Ethiopian-Netherlands Horticulture Partnership, a mission of WUR to Ethiopia has been fielded from 29 May through 2 June 2006. The program of the mission is given in Annex 2. This report is presenting the major findings and outcomes of the mission. The findings are presented in Chapter 3 below. The most important outcome of the mission is a set of proposed project activities which has been discussed with and agreed by the main stakeholders of the project. The proposed project activities for respectively the floriculture sub-sector and fruits and vegetable sub-sector are listed in Chapter 4 below. The mission report is concluded with a number of observations and recommendations.

Three elements are crucial for a balanced development of the horticulture sector: 1) market orientation and 2) human resource and healthy working conditions and 3) responsible use of the available natural resources.

Next tot the activities under the intended partnership programme, also a programme is being developed to address natural resource management issues in the Central Rift Valley. Since Wageningen UR is also involved in the latter project, linkages between activities in the two programmes will be made where opportune.

3. Mission findings

The findings of the mission have been based on cross-checking the strategic directions for the horticultural sector based on the aforementioned sector study, and the tentative ‘Agenda for the intended Ethiopian-Netherlands horticulture partnership’ through discussions with representatives of the public and private sector. The sector study differentiates between the ‘floriculture’ and ‘fruits and vegetables’ sub-sectors because of the highly different characteristics, pace of growth and potential of the respective sub-sectors.

The strategic directions identified for the floriculture sub-sectors are:

- Š geographical spreading
- Š water and soil management
- Š development of a supportive cluster
- Š cool chain management
- Š local technical capacity building

The strategic directions identified for the fruits and vegetables sub-sector are:

- Š product diversification
- Š export market diversification
- Š value addition
- Š chain management
- Š water management

The strategic directions have been based on an overview of the sector, a SWOT analysis at sector level and a stakeholder consultative meeting. It relies heavily on the views of the public and private sector. To make the sector strategy operational a number of project ideas have been identified. These ideas focus on:

- Š training and capacity building
- Š market led development
- Š development of a code of conduct
- Š chain management
- Š sector wide organization

The ‘Agenda for the intended Ethiopian-Netherlands horticulture partnership’ has been drafted by the Agricultural Counsellor, and also makes a clear distinction between the two horticultural sub-sectors. The ‘Agenda’ is given in Annex 2.

The mission took off with a field visit day to familiarize with the project setting. The field day consisted of a visit to some projects and growers of flowers and fruits and vegetables. The field visit and snapshot interviews supported the observations of the need for a two-tiered support approach towards the ‘floriculture’ and ‘fruits and vegetables’ sub-sectors, the need for capacity building in both sub-sectors, though with different accents, and the need for appropriate soil (nutrient) and water management at both cluster and farm level.

The mission statement and agenda for the intended Ethiopian-Netherlands horticulture partnership have been reviewed and validated by senior staff members of MoTI (floriculture sub-sector), MAORD (fruits and vegetable sub-sector) and the sector representative body EHPEA. During the review process, the public sector representatives also agreed to the timing per subject matter element and as indicated in the agenda, shifting between those

elements that require immediate action and those elements that can be addressed at a later stage (see Annex 2).

The Horticulture Development Department of MoARD has drafted a more or less supply driven horticulture sector development plan. It has been agreed that a deliberate effort will be made to align the support activities of the project and the intended partnership program to the main thrust of the horticulture sector plan of MoARD. As a first step in such a process a broad-based consultative stakeholder meeting has been suggested.

The need for a sector-wide Code of Conduct (CoC), an essential element of both the sector study and the 'Agenda', has been discussed with senior staff members of the Environmental protection Agency (EPA). EPA agreed to the suggestion to first of all have a fact sheet prepared mapping the current practices in the horticulture sector. Such a fact sheet could form the base for a constructive dialogue between the sector and civil society. The fact sheet could also provide the starting point to draft a comprehensive CoC for the sector. Comparative and benchmarking studies could help to decide which type of code could best be developed and/or used to guide the horticulture sector. EPA agrees to the stance of MoTI and MoARD to have the CoC be linked to international standards, e.g. EurepGAP for the sector at large and MPS for the floriculture sub-sector. However, where both MoTI and MoARD are of the opinion that such a code ought to a responsibility by the sector itself, EPA would like to study how the code of conduct could be linked to the obligatory Environmental Impact analysis and environmental plan.

It has been recognized that in some areas the current clustering of horticulture farms in Ethiopia puts severe stress on the locally available resources (especially water quantity and quality). In this regard, MoTI, MoARD and EPA welcomed the suggestion to develop a simple decision model that to assist the development of a spatial planning policy with special reference to the selection of new locations for development of the horticulture sector in the near future.

The Crop Protection Department (CPD) of MoARD has a total of five federal control stations for the monitoring, control and mitigation of pests at a national level. The regions within Ethiopia are responsible for the domestic control. The general stance is that individual farmers are themselves responsible for controlling and mitigating 'regular' pests like locusts, grain borers, etc. There is an urgent need for capacity building and upgrading of required equipment, if the capacity of the CPD is not to hamper the growth of horticultural exports in the near future. In general this entails, for instance, the training of federal and regional staff and the embedment of this knowledge within the organization, study tours to SPS services in the regions, upgrade of laboratory equipment, etc. The suggested approach which has been discussed would be an assessment of the needs in terms of human and capital resources, an exposure and comparison with similar services in other countries in the region, a set of one-off tailor made trainings for the current staff at national and regional level, and a regular training program.

Integrated pest management (IPM) is not yet a wide spread practice in Ethiopia, though some small, donor assisted and crop-based programs are being integrated in the curriculum of some farming field schools. CPD regards itself as the principal focal point to facilitate and coordinate an IPM program in Ethiopia. According to the CPD there is a need for such a coordination unit because there are many stakeholders involved.

The need for training and capacity building in the horticulture sector, especially at growers' level, is one of the strategic directions proposed in the sector study, and a prominent item of the agenda for the intended Ethiopian-Netherlands partnership. It also surfaced at various instances during the mission. With the purpose to obtain an indication of the short and long term training needs for employees of horticulture enterprises, a brainstorming session with sector representatives was organized. The brainstorming session was structured around the expected training content, form/type and organization of the training per target group. The results are given in Annex 3.

The sector study, partnership agenda and horticulture sector plan of MoARD all stress the need for product and export market diversification in the Ethiopian horticulture sector. The Ethiopian Agricultural Research Organizations (EARO) will have to play an important role in materializing this objective. At present there are 13 federal EAROs in Ethiopia. Each of these has a number of crops and/or subjects for which they are the national coordinator. The mission visited the Melkassa Agricultural Research Centre (MARC) in Nazreth in the lowlands of the rift valley, and the Holeta Agricultural Research Centre (HARC) in Holeta in the highlands around Addis Ababa. The research of both centres is highly relevant and applicable for the surrounding farming and business communities. Both centres have well established links with these communities. Hence they would be suitable entry points to support local production diversification strategies for the horticulture sector. MoTI is planning to develop a horticulture training centre at HARC. However, no training facilities have as yet been developed at HARC that could be utilized for conducting short term trainings.

4. Proposed project activities

On the basis of the discussions with key stakeholders during the mission, the horticulture sector study and the partnership agenda, the mission proposes a list of activities for the floriculture sub-sector and the fruits and vegetable sub-sector respectively. These activities have been discussed together with representatives of MoTI, MoARD and EHPEA during a planning session at MoTI and during a debriefing session at the Royal Netherlands Embassy.

The proposed project activities principally support and pave the way for the intended Ethiopian-Netherlands partnership. The activities will be implemented jointly by Ethiopian stakeholders, institutions and research centres and Dutch organisations, mainly Wageningen UR. The Dutch input in the activities focuses on expertise and capacity development as well as establishing Ethiopian-Dutch linkages and networks. Project activities are implemented by Ethiopian lead agencies and guided by a working group of stakeholders. All the proposed activities have been recognized as being generally supportive to a balanced growth of the horticulture sector of Ethiopia and, more specifically, lay the foundation of the intended partnership.

The proposed project activities for the floriculture sub-sector are:

1. Capacity building in the floriculture sector in Ethiopia
2. Code of Conduct for the floriculture sector
3. Capacity building phytosanitary unit
4. Market Information Service
5. Integrated Pest Management
6. Decision support model for location of flower production

The proposed project activities in the fruits and vegetable sub-sector are:

7. Identification of competitive product-market combinations
8. Implementation of EUREPGAP

A list of the detailed proposed project activities is given in Annex 1.

In the table below how the proposed activities are related to the earlier mentioned Horticulture Strategy of EHPEA and Ethiopian-Dutch Horticultural Partnership Agenda:

<i>EHPEA Horticultural Strategy</i>	<i>Proposed activities</i>
1. Horticulture training programme	1
2. Market led development	4
3. Code of Conduct	2,5
4. Chain management	3
5. Sector wide organisation	-
<i>Ethiopian-Dutch Partnership Agenda</i>	<i>Proposed activities</i>
<i>Floriculture</i>	
1. Improve the awareness, knowledge and competence to proactively respond to international market development and demands	1,4
2. Contribute to a responsive demand driven high care supply chain (from farm to end-costumer)	2
3. Contribute to cost-effective and sustainable and socially accepted production of high quality floriculture products	1,2,3,5
4. Contribute to the availability of high quality inputs and supportive services at reasonable prices	4
5. Contribute to embedding horticulture cluster in local social and economic structure	2,6
6. Contribute to well balanced sustainable growth	2
<i>Fruits and Vegetables</i>	
1. Contribute towards an a more professional sector (is a prerequisite for further growth)	1,2
2. Contribute to improvement of production techniques specially at small holder level	2
3. Strengthening cooperation between stakeholders from the public, private and NGO sector and improve institutional capacity if needed	-

5. Concluding remarks

In general it has been agreed that all the identified activities should be linked to and built on already existing initiatives. The consequence hereof is that, in principle, each activity is preceded by an inventory and assessment of these initiatives, and to seek collaboration with the related organizations.

The project activities have been agreed by the relevant federal department and administration. However, a number of the project activities will also have to rely on the cooperation and collaboration of the regional administration.

Annex 1 List of proposed project activities to support the intended Ethiopian-Netherlands partnership (June – December 2006)

Floriculture

1 Capacity building in the floriculture sector in Ethiopia (training and research) (Lead: EHPEA)

Objectives:

- € Strengthened capacity for training in the floriculture sector, to enhance productivity and quality of cut flowers and cuttings and hence to contribute to the development of the Ethiopian economy

Activities:

- € Prepare and submit a proposal to NUFFIC tailor-made programme for 2 short-term courses for supervisor on selected topics (June)
- € Implementation of 2 short-term courses (October – December)
- € Study tour 3 representatives with agricultural counsellor to ZEGA trust Zambia (September)
- € Preparation of a bankable long-term comprehensive capacity building plan for the floriculture sector with major partners (focus on NUFFIC NPT programme) (September – December)

Outputs:

- € Two short-term training courses for supervisors implemented
- € Long-term capacity building programme formulated and submitted

Partners:

- € Ethiopia: EHPEA, MoARD, MoTI, Min of Education, Universities, Vocational training centers, flower farms
- € Netherlands: WUR (WI/ LEI), PTC+, Wellant, CBI. MPS, Flower auctions

Assumptions:

- € NUFFIC funding for 2-short-term courses will become available
- € In 2007 NUFFIC or other donor funds will be available to implement a long-term capacity building.

Remarks:

- € Reference should be made to proposal formulated in strategy paper of EHPEA and other training proposals in Uganda (NUFFIC) and Tanzania/Kenya (WSSD partnership programme).
- € A working group consisting of the major stakeholders in a floriculture capacity building programme should be established under the leadership of EHPEA as soon as possible to implement the above mentioned activities with the Dutch partners as soon as possible.
- € WUR will establish a small project team under the leadership of WUR consisting of the major relevant partners in The Netherlands to implement the activities with the Ethiopian working group.

- € It is observed that also in the fruit and vegetable sector a need for capacity building exists in order to enable the development of a sustainable export sector. The possibilities for such an activity will be explored in 2007.
- € Further discussions are required on issues concerning the set-up of training center, practical training options on commercial farms, organizational structure, financial sustainability, link to formal education etc.
- € Before starting the activity, the plans and activities of other donors in this area (especially the French) needs to be verified.

2 Code of conduct for the floriculture sector

(Lead: EHPEA)

Objectives:

- € Implementation of a code of conduct for the floriculture sector in Ethiopia

Activities:

- € Implementation of a baseline survey to assess the current farm management practices (with focus on quantification of inputs use), environmental impact and social practices on a stratified sample of the flower farms (June – September)
- € Review existing international standards and experiences of implementation of code of conducts in other flower producing countries (September – October)
- € Development of a plan to for implementation of a code of conduct in Ethiopia (November – December)

Outputs:

- € Report on current state-of-affairs on farm management practices in the flower sector
- € Implementation plan for code of conduct

Partners:

- € Ethiopia: EHPEA, EPA
- € Netherlands: WUR, MPS

Assumptions:

- € Flower producers are willing to provide actual farm management data
- € Budget for a local enumerators / research supervisor is available

Remarks:

- € Reference should be made to the formulated project idea in the strategy paper of EHPEA.

3 Capacity building phytosanitary unit

(Lead: Phytosanitary Unit, Crop Protection Department, MoARD)

Objective:

- € Efficient flower export procedures by enhanced capacity of the Ethiopian phytosanitary services

Activities:

- € Conducting an assessment of the current phytosanitary procedures and organization of the phytosanitary unit regarding the flower export (June – September)
- € Implementation of a study trip of 3 staff of the phytosanitary unit to Netherlands and Kenya (October)
- € Formulation of a capacity building programme for phytosanitary unit based upon the results of the assessment and experiences gained during the study trip (November – December)

Outputs:

- € Assessment and study trip reports
- € Programme for capacity building phytosanitary unit

Partners:

- € Ethiopia: Phytosanitary Unit MoARD, EHPEA, MoTI
- € Netherlands: WUR (WI), PD

Assumptions:

- € Additional funds for participation of PD are available

4 Market and sector information service

(Lead: MoTI, Export Promotion Department)

Objective:

- € Increased productivity and quality of flower production in Ethiopia by providing stakeholders with relevant and timely market information

Activities:

- € Explore the needs for types and identify existing sources of market information (September)
- € Formulation of plan to make information timely available to stakeholders in Ethiopia (October)

Output:

- € Plan for simple market information system

Partners:

- € Ethiopia: EHPEA, MoTI, Export Promotion Board
- € Netherlands: WUR (LEI)

Remarks:

- € Initially this activity will focus on the floriculture sector; based upon the experience and developments in the fruits and vegetable sector in 2007 a similar activity is anticipated with a focus on the fruits and vegetable sector.

5 Integrated Pest Management

(Lead: Crop Protection Department MoARD, EARI)

Objective:

- € Contribute to an environmental friendly and economic efficient flower production in Ethiopia through development and implementation of appropriate Integrated Pest Management practices

Activities:

- € Conduct an assessment of current pesticide management practices in the floriculture sector (already implemented under project on code of conduct)
- € Conduct a review of experiences of IPM in floriculture in greenhouses in tropical areas (June – September)
- € Determine priorities of pests in flower production for targeting IPM programme (September)
- € Formulation of research and development plan of IPM implementation in floriculture (October)

Outputs:

- € Report on current pesticide management strategies and IPM experiences
- € Plan for implementation of IPM strategies in floriculture

Partners:

- € Ethiopia: Crop protection Department MoARD, EHPEA, EARI, Universities
- € Netherlands: WUR (PRI / PPO), FAO

6 Decision support location flower production

(Lead: MoTI)

Objective:

- € Informed decision making on planning new sites for floricultural sector

Activities:

- € Conducting an analysis of factors determining potential new locations of flower production in Ethiopia (October)
- € Development of simple decision support system on location of flower production (November)

Output:

- € Decision support system location flower production

Partners:

- € Ethiopia: Ethiopian Investment Commission, Oromia Investment Commission, EHPEA, MoARD, EPA
- € Netherlands: WUR (LEI)

Fruits and vegetables

7 Competitiveness of Ethiopian Fruits and Vegetables

(Lead: MoARD)

Objective:

- € Competitive product-market-combinations for exports of fruits and vegetables from Ethiopia determined

Activities:

- € Conduct an analysis of existing production and marketing systems (September)
- € Identification of competitive product market combinations (PMC's) (October)
- € Formulation of plan for pilot chain projects on potential PMC's (November)

Output:

- € Potential PMC
- € Plan for implementation pilot chain projects on potential PMC's

Partners:

- € Ethiopia: MoARD, EHPEA
- € Netherlands: WUR (Facet / LEI)

8 Implementation of EUREPGAP

(Lead: MoARD)

Objective:

- € Exports of fruits and vegetables from Ethiopia facilitated through implantation of EUREPGAP

Activities:

- € Participation of 10 stakeholders from the horticultural sector in Ethiopia in a regional workshop in Nairobi focusing on sharing experiences in the region with implementation of EUREPGAP (October?)
- € Development of a plan to implementation of EUREPGAP in the horticultural sector in Ethiopia (November)

Output:

- € Plan for EUREPGAP implementation in Ethiopia

Partners:

- € Ethiopia: MoARD, EHPEA
- € Netherlands: WUR (WI)

Assumption:

- € The workshop in Nairobi is organized in the framework of another LNV-supported project
- € Budget (10 k€) available for participation of Ethiopian stakeholders in Nairobi conference

Annex 2 Suggestions for an Agenda for the intended Ethiopian-Netherlands Horticulture Partnership

Mission

Contribute to:

1. A competitive, demand driven, self sustaining and innovative horticulture cluster well connected in international networks.
2. Environmentally and social friendly production.
3. Human resource development and enlarging the positive spin-off on local, regional and national social development
4. Enlarging the positive spin-off on the local, regional and national economic development.
5. A strong international reputation of the Ethiopian Horticulture Cluster
6. A institutional framework which enables the sector to meet (future) market demands and opportunities and to operate in a social and environmental friendly and broadly accepted manner.
7. Strengthening the cooperation between Ethiopia and the Netherlands

Agenda

Floriculture

- 1. Improve the awareness, knowledge and competence to proactively respond to international market development and demands**
 - a. Training and intercollegiate exchange of opinions and experience on marketing (start 2006)
 - b. Dissemination of available market information (start 2006)
 - c. Benchmarking Ethiopian products (start 2007)
- 2. Contribute to a responsive demand driven high care supply chain (from farm to end-costumer)**
 - a. Develop a model and scenario's for growth in demand for cargo for fresh horticulture products (finalize 2006)
 - b. Facilitate, if necessary, discussions and decision making on effective cost efficient cargo arrangements.
 - c. Capacity building on chain management and quality assurance (start 2006)
 - d. Facilitate in realizing approved PSOM-project 'Ethiopian Perishable Logistics (realize 2006)
 - e. Stimulate and facilitate further investment in supply chain (2007 onwards)
- 3. Contribute to cost-effective and sustainable and socially accepted production of high quality floriculture products**
 - a. Developing code of conduct and linking/synchronizing the code to market labels like MPS, Eurep Gap, FFP etc. (2006) and to the required of environmental impact analysis/ environmental plan.
 - b. Training and intercollegiate exchange of opinions and experience for managers and entrepreneurs on human manpower recruitment and training and on specific management and technical issues (2006 onwards).
 - c. Developing training material and methods and conduct training for different categories of staff on cultivation methods and techniques, with special emphasis on efficient and responsible use of water, fertilizer and pesticides.

- d. Promote and facilitate the introduction of Integrated Pest Management Techniques (IPM) (2006 onwards).
- e. Capacity building of plant protection and phytosanitary services and change to electronic phytosanitary certificates (2006 onwards)
- f. Support R&D activities

4. Contribute to the availability of high quality inputs and supportive services at reasonable prices

- a. Stimulate and facilitate investments in input supply and supportive services (technical advice, facilities for analysis soil and water samples etc.) (2006 onwards)
- b. When necessary facilitate in removing formal obstacles on importing and using state of the art and environmental friendly inputs (2006 onwards)
- c. Make objective information available on the performance of inputs (2007 onwards)
- d. Network development within and among science and private consultants communities (2006 onwards)

5. Contribute to embedding horticulture cluster in local social and economic structure

- a. Develop a framework and guideline for identifying, interpreting and evaluation of possible positive and negative social and economic impact at local level (2006 onwards).
- b. Stimulate, facilitate and disseminate inspiring practices on improving the social economic development and impact at local level (2006 onwards).

6. Contribute to well balanced sustainable growth

- a. Contribute to further improvement of the public-private-NGO consultation and cooperation and where needed strengthening of the institutional capacity of stakeholders
- b. Develop and regularly update of a brochure on investing in floriculture in Ethiopia with information and strategic, procedural and practical issues. Manual will be available in English and Dutch (first version available second half of 2006).
- c. Facilitate the development of new product-market combinations (2006 onwards with PESP, PSOM and PPP as core instruments).
- d. Stimulate and facilitate smallholder involvement (2007 onwards)
- e. Provide support to evidence based economic sound and ecologically friendly spatial planning of new production area's (start 2006). Hereby special emphasis will be given to water resources (2006 onward).
- f. Developing innovative cost efficient watershed management for production area's where there are (possible) problems depletion of water resources
- g. Contribute to state of the art and administrative friendly system of the required environmental impact analysis & environmental plan (connected/integrated with 3a) (start 2006)
- h. Contribute to the development of M&E system for the floriculture cluster

Fruits and Vegetables

Agenda is still general, needs further development and will be refined at a later stage. Separate agenda is required because of distinct differences between floriculture and fruits and vegetables in dynamics, development phase, market, product and actor characteristics

- 7. Contribute towards an a more professional sector (is a prerequisite for further growth)**
 - a. Analysis and benchmarking of the sector from a chain perspective (2006)
 - b. Choose core locations for the program, the proposal is to include Central Rift Valley in any case
 - c. Contribute to improvements in the existing product-market-chain combination for local and regional market
 - d. Stimulate and facilitate the development of new product-market-chain combinations for local, regional and international markets
 - e. Attract investors experienced in delivering on demand shelf-ready-products for European markets
 - f. Stimulate and facilitate small holder involvement and pro poor development
 - g. Assist , when needed, in Eurep Gap certification for small holders

- 8. Contribute to improvement of production techniques specially at small holder level**
 - a. For the existing crops contribute to the further improvement of the water efficient, environmental friendly and cost effective production techniques in use.
 - b. Facilitate the introduction, development and testing of new market oriented production techniques with special emphasis on needs smallholders.
 - c. Facilitate in the development and introduction of innovative water efficient irrigation techniques

- 9. Strengthening cooperation between stakeholders from the public, private and NGO sector and improve institutional capacity if needed**

Process for further development, finalizing and implementing agenda

1. Discussion on the suggested agenda with EHPEA, Ministry of Trade and Industry, MOA&RD, Forum for Environment and other key actors in Ethiopia and Netherlands.
2. Ad hoc commission will be installed in which key stakeholders are represented.
3. The ad hoc commission will develop a more detailed agenda and the work program for 2006. In the work program activities to be carried out by CBI, WUR (together with their local counterparts) will be included.
4. Based on experience gained and further need assessment the ad hoc commission will develop a proposal for a multi annual partnership program for 2007 onwards
5. The partnership program will be formally agreed upon and launched during the first Ethiopian-Netherlands Horticulture Conference/Seminar in nov./dec 2006.

Annex 3 Brainstorming session on floriculture training

Global Hotel, Addis Ababa, 12:30 – 14:30, Wednesday May 31, 2006,

Training and capacity building in the horticultural sector of Ethiopia has been recognized as one of the strategic elements to assist the sector in creating sufficient critical mass to consolidate and continue its growth. The horticulture sector strategy study identified that there is a need for a longer term capacity building program that tackles the overall weaknesses of the whole ‘knowledge chain’ related to the horticulture sector. However, because of the rapid expansion of the floriculture sub-sector, the need for qualified and skilled personnel in this sub-sector is immediate and needs to be tackled urgently.

To identify the specific training needs in the floriculture sector per target group, a brainstorming session was organized between a small group of public and private sector representatives and the mission members. The session was structured around content, form/type and organization/institution per target group. The identified target groups were supervisors, manual workers and owner/managers while a distinction between existing staff and newcomers was also made.

Table training needs assessment per target group

Target group	Content	Form/type	Organization
Manual workers	- Basic skills picking, handling, packing, spraying, etc. - Creating sense of ‘belonging’ to firm	Hands-on training by immediate supervisors Company arranged activities	In-company by supervisors In-company by managers / owners
Supervisors	- Production and post-harvest technologies - Knowledge on floriculture trade flows and markets - Human resource management	General basic-middle level agricultural school combining class room and practical training with on-farm practice and exposure	Embedding within existing regular educational system with final specialization in floriculture through sector wide organized training centre
Managers	- In-depth knowledge of marketing, chain management, standards, certification, etc. - Planning and management - Financial management - Computer literacy - Language proficiency	General middle-higher level agricultural college combining class room and practical training with on-farm practice and exposure	Embedding within existing regular educational system with final specialization in floriculture through sector wide organized training centre
Owners / Entrepreneurs	To be specified	To be specified	To be specified
Newcomers - Manual workers	See above	Vocational training	Integrated in curriculum of selected farming field schools (TVTCs)
- Supervisors	See above	See above	See above

Observations and suggestions that were brought forward by the attendees:

- Financial viability of a training centre: assistance would be required for land allocation, e.g. in low- and highlands, infrastructure and other hardware. For the remainder, the centre should be self-supportive through a system of fees and contributions

- EHPEA is to form working group or committee of 4-5 members, and is to become the ‘project owner’ of the tailor made trainings and capacity building program
- It has been suggested to arrange a study tour to one or two countries in the region to appraise and compare different training and capacity building programs in the horticultural sector
- Refresher training would be required for existing employees (supervisor level): suggestion was to have it follow the cycle of a specific product. For a rose flower this would mean for instance a training schedule of one day per week for some 3 months
- It has been agreed to arrange and organize 1-2 short training courses in 2006, and to have a bankable plan for capacity building to strengthen the existing horticulture ‘knowledge chain’ in Ethiopia ready by the end of 2006.

List of Attendees

	Name	Organization	Position	Contact details
1	Michael Asres	Jobera Flowers	Managing Director	0911 211 515 michael@joberaflowers.com
2	Gizackew Belay	Abyssinia Flowers/Derba		0911 206 642 gh_link@...
3	Worku Getachew	EHPEA	Executive Director	0911 254 034; ephea@ethionet.et
4	Tsegaye Abebe	Ethio Flora Farm EHPEA	Managing Director Chairman	0911 248 751 bnf2etf@ethionet.et
5	Dr Adhanom Negasi	MoTI	Ministerial advisor horticulture	0911 313 553; adhanom_negasi@yahoo.com
6	Geert Westenbrink	Min. of LNV	Agricultural Counsellor, RNE, Ethiopia	0911 305 068; geert.westenbrink@minbuza.nl
7	Huib Hengsdijk	Wageningen UR	NRM specialist	huib.hengsdijk@wur.nl
8	André de Jager	Wageningen UR	Senior agricultural economist	andre.dejager@wur.nl
9	Jan Helder	Wageningen UR	Market economist	jan.helder@wur.nl

Annex 4 Program of mission of Andre de Jager and Jan Helder of Wageningen University and Research Centre

Planning mission within the framework of the intended Ethiopia-Netherlands Horticulture Partnership

Monday May 29

Field Visit to Central Rift Valley (departure Addis 6.00 hrs)

1. Small holder projects of Rift Valley Children and Women Development Association and Selam Environmental Development Assistance; contact person for program elements 1-2: Mr Tibebu Koji, Program Manager Rift Valley Ch. And Wom. Ass. (0911670273; rivziway@ethionet.et)
2. Lake Abyatta
3. Ethio Flora Farm, contact person Mr Mulugeta (0916580032) or Mr Tsegaye Abebe (0911248751)
4. Sher project - Ziway Rose farm (contact persons Messrs Peter Holla (0916580043), Peter Heukelom (heukelom@ethionet.et) and Mr Gashu of Prins Vegetable Ethiopia (0911352380)
5. Florensis (cuttings), contact person Ronald Vijverberg (09490231 or 01333829/508909; firensis@ethionet.et or roonvij@hotmail.com)
6. Green Bean project (PSOM) of Mr Tsegaye and Mr Van Oers at Lake Koka (90 hectares drip irrigation); contact person Mr Mulugeta (0916580032) or Mr Tsegaye Abebe (0911248751)

Remark: Huib Hengsdijk of WUR (irrigation specialist), Ms Janny Poley, 1st Secretary Water and Environment and Mr Geert Westenbrink, Agricultural Counsellor also joined the field visit.

Tuesday May 30

Morning

- 08.30 – 09.30 Courtesy call Royal Netherlands Embassy, Addis Ababa, Ethiopia
- 09.30 – 10.30 Dr Adhanom Negasi, Horticulture Advisor MoTI (0911313553; adhanom_negasi@yahoo.com), Dr Ato Dejene, Special Advisor to the Minister of Trade and Industry and Mr. Worku Getachew, Executive Director of EHPEA (0911213921; ephea@ethionet.et)
- 11.00 – 12.00 Ms Haimanot Abebe, Horticultural Export Sector – Horticultural Development Department, MoARD (0115156016; haimanot_abebe@hotmail.com)

Afternoon

- 14.00 – 15.30 Mr Alemu Sirak, Horticulture Marketing Sector – Horticultural Development Department, MoARD (alemusirak@yahoo.com)
- 15.30 – 16.30 Mr Dessalegne Mesfin, Deputy Director General, Environmental Protection Agency (02511164640; epa.ddg@ethionet.et), Mr Ababu Anage Zeleke (eco.co@ethionet.et; 0911213510) and Mr Shemelis Sekadu, Planning and Program Coordinator Global Environmental Fund

Wednesday May 31

Morning

08.30 – 10.00 Mr Fikre Markos, head Plant Protection Department
(Fikrem2001@yahoo.com)

Afternoon

12.30 – 14.30 Brainstorming lunch session on training with public and private sector representatives at Global Hotel, Debrezeit Road. (See Annex 3 for list of attendees.)

14.30 – 16.00 Planning meeting with Dr Adhamon Negasi (MoTI), Mr Alemu Sirak (MoARD)

Thursday June 1

Morning

10.30 – 12.30 Dr Fasil Reda, Director of Melkassa Agricultural Research Centre in Nazreth, (022114624, 0911500255, maku1987@yahoo.com 022112186)

Afternoon

15.30 – 17.00 Mr Johannes Gojjam, Managing Director, Holeta Agricultural Research Centre, Holeta (ygojjam1@yahoo.com)

Friday June 2

Morning

09.00 – 10.00 Briefing on planning mission outcomes with the Netherlands' Ambassador to Ethiopia, RNE, Addis Ababa, Ethiopia

10.30 – 11.30 Wrap-up meeting planning mission

Afternoon

12:00 – 14.30 Mr Rem Neefjes, National Portfolio Coordinator, SNV Ethiopia (0114654386, rneefjes@snvworld.org)