



**Report on Market-Oriented Smallholder Development
IPMS Experience-Sharing Workshop
2 – 3 June 2011
Addis Ababa, Ethiopia**



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MINISTRY OF AGRICULTURE AND
RURAL DEVELOPMENT

ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



Canadian International
Development Agency

Agence canadienne de
développement international

ILRI works with partners worldwide to help poor people keep their farm animals alive and productive, increase and sustain their livestock and farm productivity, and find profitable markets for their animal products. ILRI's headquarters are in Nairobi, Kenya; we have a second principal campus in Addis Ababa, Ethiopia, and 14 offices in other regions of Africa and Asia. ILRI is part of the Consultative Group on International Agricultural Research (www.cgiar.org), which works to reduce hunger, poverty and environmental degradation in developing countries by generating and sharing relevant agricultural knowledge, technologies and policies

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Introduction

Since 2005, the [IPMS project](#) ('Improving Productivity and Market Success of Ethiopian Farmers'), funded by the Canadian International Development Agency ([CIDA](#)), has been implemented by the International Livestock Research Institute ([ILRI](#)) on behalf of the Ethiopian Ministry of Agriculture ([MoA](#)) to assist with the transformation of smallholder farmers from undertaking a predominantly subsistence oriented agriculture to a more market (commercially) oriented agriculture.

The project adopted a “participatory market oriented commodity development” approach, based on the principles of innovation systems and value chains, in support of the Ethiopian Ministry of Agriculture’s strategic goals through learning by doing and documenting the lessons learned. The project results are envisaged to make a contribution to the scaling out and up of good practices throughout Ethiopia.

A workshop titled *Market-Oriented Smallholder Development: IPMS Experience-Sharing* was organized by the MoA and the IPMS project on June 2 and 3, 2011 at the ILRI campus in Addis Ababa. The workshop was designed to facilitate experience-sharing. Over 130 participants drawn from national, regional and district level representatives of the MoA, farmers, the private sector, civil society, research institutions, universities, and development agencies attended. It focused on specific commodity value chain interventions on livestock and crops – as well as essential enabling methods, approaches, and processes the project has applied. Exhibition-type displays showcased interventions on specific commodity value chains. Cross-cutting issues such as knowledge management, capacity development and gender were also presented and explored.

After five years of intense applied work of the IPMS project, the workshop provided an opportunity for project lessons and outputs to be shared among Ethiopian agriculture stakeholders. These lessons could contribute to the Government’s new Growth and Transformation Plan (GTP) that re-emphasizes the role of smallholders in the commercialization of Ethiopian agriculture.

See full programme and list of participants in Annexes 1 and 2



John McDermott

The workshop was introduced by **John McDermott**, ILRI's Deputy Director General, who reminded the audience that 'IPMS built and created awareness in several new ways of doing extension. He stressed that the project, took a different research approach in which research is connected to development and has been more grounded'.

In his welcome address, Edmond Wega, CIDA Director for Ethiopia, emphasized that a sustainable future for Ethiopia lies in innovative practices in improving agriculture.



Finally, Edmaelem Shetaye, Deputy Director, Extension Directorate, from the Ministry of Agriculture officially opened the workshop, declaring that IPMS experiences would contribute to the Government's Growth and Transformation Plan (GTP) which emphasizes the vital role of smallholders.



Edmond Wega

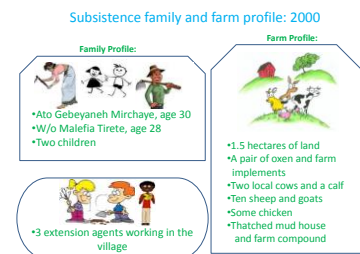
See Edmond Wega welcome address, [Future of Ethiopia's smallholders lies in their capacity to adopt market-oriented, innovative practices](#)

See Edmaelem Shetaye welcome address on behalf of the Ministry of Agriculture, [Market-oriented agricultural development central to Ethiopia's Growth and Transformation Plan](#)

Setting the scene

Following the welcome, members of the project introduced IPMS background and approaches before commodity specific presentations took place.

IPMS agricultural economist Berhanu Gebremedhin delivered his presentation [Commercialization of smallholders: The tale of a transforming family](#), in which he presented an Ethiopian rural family transforming from subsistence to semi-commercial to commercial agriculture, with the role of extension agents changing as well along the market-oriented agriculture approach and value-chain aspects.



Dirk Hoekstra, IPMS project manager, presented [Background and approach: IPMS project](#). He reminded the audience how IPMS contributed to the Government's 'plan for

Dirk Hoekstra sustained development to end poverty' (PASDEP) in 2005 and the new participatory market-oriented commodity value chain approach that followed, viewing 'value chain actors as engines of development'.

Next, there was commodities taste test where welcome address presenters tasted and ranked several varieties of honey, coffee and mangos.



During the workshop, presentations were structured around four themes selected to give a full picture of the project's activities and interventions.

Day 1 focused on knowledge management, gender and capacity building and crop commodity development. In the morning, there were two presentations which were then followed by a tour on cross-cutting methods, approaches and processes. In the afternoon, a guided tour of crop commodities was followed by group discussions. On day 2, experiences about livestock commodity value chain development were shared on another guided tour which featured posters, physical displays, pictures and audio/video materials. This was followed by group discussions

Theme 1: IPMS methods, approaches and processes



Kahsay Berhe, IPMS Research Officer, presented a case study on [Banana value chain development: IPMS experience in Metema](#). Why banana was introduced in the area, actions taken, follow up and challenges were discussed.

Yishak Baredo, IPMS Research and Development Officer in Goma, followed with a presentation on sheep fattening, [Small ruminant value chain development - case of Goma PLW](#), in which he discussed interventions and the lessons learned.



A tour was organized by **Ermias Sehai**, IPMS Knowledge Management advisor, in the ILRI infocenter to better understand the project's cross-cutting methods, approaches and methods.

Participants were invited to gather around posters, physical displays, pictures, and audio/video presentations to share information on woreda knowledge centers, [the Ethiopian Agriculture Portal](#) (EAP), training for BSc and MSc students, livestock fairs, and [gender mainstreaming](#).

Theme 2: Crop commodity value chain development

After a crop commodities tour kick-off, participants were taken on a guided tour of selected commodities development efforts organized by IPMS Research and Development Officers around cereals, pulses, coffee, fruits and vegetables.



The posters displayed during the tour can be found online at <http://mahider.ilri.org/handle/10568/177>



Later, in breakout sessions, participants jointly reflected on a commodity of their choice and prepared [a summary for plenary report](#) consisting of answers to the following 5 questions. What were the:

- targeting, production intervention?
- input/service supply interventions?
- processing/market interventions?
- and lessons learned/challenges?

Following reflections on the summary reports where participants shared and exchanged about their various projects, informal sharing continued through the evening during a cocktail reception hosted by the project.

DAY 2

Theme 3: Livestock commodity value chain development

A guided tour was organized around livestock commodities. IPMS research and development officers introduced participants to selected commodities such as dairy, meat (cattle, sheep and goat), apiculture, poultry and fodder.



See more [pictures](#) on ILRI website.

Participants then reflected on the commodity of their choice in breakout sessions and reported a [summary to plenary](#) consisting answers to the following 5 questions.

What were the:

- targeting, production intervention?
- input/service supply interventions?
- processing/market interventions?
- and lessons learned/challenges?



In a special session about the delivery of AI services, **Azage Tegegne**, IPMS animal scientist, followed with some thoughts on [technologies and approaches to improve supply of desirable animal genetic material](#). He explained how the project in partnership with the Regional BoA and Research Institutions mobilized and assembled farmers in Tigray and in the SNNPR states. He also demonstrated how they synchronized their cows using hormones and inseminated the cows in one collection site over a period of two weeks. Four AI technicians were involved in the field operation in the two regions. A total of 375 cows were treated and estrus response to hormone treatment was 90%. Cows were checked for pregnancy two months later and resulted in 62% of the

responding cows. He made the case that improving the efficiency of AI delivery can enhance the production of desirable types of dairy and beef animals for improved milk and meat production

Follow Dirk Hoekstra introducing some promising approaches to the delivery of AI services in rural Ethiopia on http://blip.tv/ilrvideo/dirk_program-5230039

Theme 4: Scaling-up of value chain based commodity development



A 'hard talk' session on IPMS interventions led by John McDermott took place in the afternoon. Dirk Hoekstra, Ermias Sehai, Berhanu Gebremedhin, Tesfaye Lemma and **Lemlem Aregu** were interviewed on participatory value chain

commodity development approaches, knowledge management, capacity building and gender mainstreaming.

Participants finally formed small 'buzz' groups to reflect on the lessons of the workshop and to discuss the relevance of IPMS experiences to the Ethiopian government's 'Growth and transformation Plan (GTP)', which emphasizes the role of smallholders in the commercialization of Ethiopian agriculture. Participants were asked to discuss two questions:

A. What lessons have you taken away from these two days that can be useful for the GTP?

- The new approach on improving the efficiency of artificial insemination is generally appreciated
- Creating linkages with value chain actors and service providers

- Gender is clearly very important in such projects and IPMS,
- The value chain concept is very promising for Ethiopia
- The focus on farmer participation and engagement is positive
- The commitment to knowledge management and capacity building is key

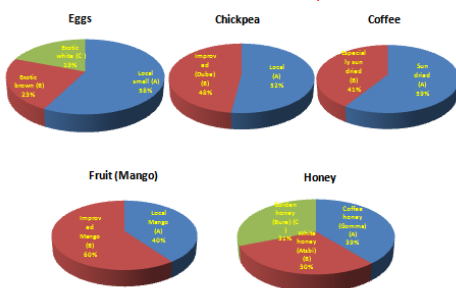
[Read more](#)

B. What unanswered questions do you have about IPMS?

- To what extent were the lessons taken up by partners?
- Who is going to disseminate and scale out the rich information generated during the project?
- How about a cost benefit analysis, was the project really effective?
- Low spatial coverage of the project – how relevant is such a small project for all of Ethiopia?
- Can IPMS answer the challenges of input supply that will face the GTP?
- What is the sustainability of the project?

During the workshop, selected IPMS-supported commodities were tasted by participants: coffee, mango, honey, chickpea and eggs. See the taste test [results](#).

Over all preference of different commodities.
Total number of tasters, 202



During closing remarks, John McDermott handed out awards to farmers



and small agri business operators in recognition of their valuable contribution to the IPMS project.

As the workshop drew to a close, Dirk Hoekstra, IPMS project manager, addressed some of the issues raised in the buzz session. He stressed that scaling out of interventions and lessons learned were the responsibility of development partners, however support will be provided by IPMS and other projects. He also emphasized that the relatively limited coverage of the IPMS project had been intentional since IPMS was not a pure development project but a research for development project. He also gave a vote of thanks to all those who participated and especially ‘to the small scale entrepreneurial farmers who so convincingly explained their work and make us all realize the development potential we have in Ethiopia.’

He also thanked the Districts, Regional and Federal level research and development staff, ‘which have shown commitment to the change process which we are trying to support and facilitate’.

Workshop materials and resources

This event was reported with a range of mainstream and social media. View the meeting outputs online:

Workshop wiki: <http://ipms.wikispaces.com/>

Project website: <http://www.ipms-ethiopia.org/>

Audio in Amharic: [Edmaelem Shetaye welcome address on behalf of the Ministry of Agriculture](#)

Information on Ethiopian agriculture: www.eap.gov.et

Outputs:

<http://www.delicious.com/ILRI/ipms4gtp>

<http://mahider.ilri.org/handle/10568/177>

<http://www.slideshare.net/event/201106-marketoriented-smallholder-development>

Check for article in Ethiopian Herald on ‘[Ministry highlights market-oriented agricultural development role in GTP realization](#)’, Saturday June 4

IPMS EXPERIENCE-SHARING WORKSHOP DAY 1 – June 2, 2011

Introductory session			
(09:00 – 9:20 – Facilitator: Azage Tegegne)			
Activity	Time	Presenter	Format
Registration	8:30 – 9:00		
Welcome addresses			
ILRI	9:00 – 9:05	John McDermott – ILRI Deputy Director General	
CIDA	9:05 – 9:10	Edmond Wega – CIDA Director for Ethiopia	
Opening address by MoA	9:10 – 9:20	H.E. Wondirad Mandefro - State Minister – Ministry of Agriculture	
Setting the scene for the event			
Smallholder commercialization	9:20 – 9:40	Berhanu Gebremedhin	
IPMS Project: Background and approach	9:40 – 10:00	Dirk Hoekstra	
Selected commodities taste test	10:00 – 10:10	Lemlem Aregu	

Health break, group pictures, and taste testing 10:00 – 10:30

IPMS Methods, Approaches & Processes (MAP)			
(10:30 – 12:10 – Facilitator: Berhanu Gebremedhin)			
Activity	Time	Presenter	Format
MAP in support of commodity development			
Example 1 - Banana	10:30 – 10:45	Kahsay Berhe	Plenary presentation
Example 2 - Sheep fattening	10:45 – 11:00	Yishak Baredo	Plenary presentation
Introduction to tour	11:00 – 11:10	Peter Ballantyne	
Cross-cutting methods, approaches, & processes <ul style="list-style-type: none"> • KM –woreda knowledge center • KM – Ethiopian Agriculture Portal • CB – MSc/BSc training • CB – FTC, seminars and livestock fair • Gender mainstreaming 	11:10 – 12:10	Ermias Sehai <ul style="list-style-type: none"> • Teshome Derso/Abebe Shiferaw • Fanos Mekonnen • Azage Tegegne • Tesfaye Lemma/Zewdu Ayele • Lemlem Aregu 	<u>Displays in InfoCenter</u> Posters, physical displays, pictures, audio/video, etc.

Lunch break

12:10 – 13:30

Crop Commodity Value Chain Development

(13:30 – 17:30 – Facilitator: Peter Ballantyne)

Activity	Time	Presenter	Format
Crop commodities tour kick-off	13:30 – 13:40	Peter Ballantyne	
Tour of selected commodities development efforts <ul style="list-style-type: none">• Cereals• Pulses• Coffee• Fruits• Vegetables	13:40 – 15:00	IPMS Research & Development Officers (RDO's)	<u>Displays in Tent 1</u> Posters, physical displays, pictures, audio/video, etc.

Health break and taste testing

15:00 – 15:30

Breakout sessions	15:30 – 16:15		
<ul style="list-style-type: none">• Participants jointly reflect on a commodity of their choice regarding interventions shown in the tour• Groups record a summary for plenary report		The session will be led by selected experts and IPMS staff will participate as resource persons	
Summary report to plenary	16:15 – 17:00	Peter Ballantyne	
<ul style="list-style-type: none">• Groups report summary to plenary• Experts reflect on the summary reports			

Reception

17:30 – 19:30

IPMS EXPERIENCE-SHARING WORKSHOP DAY 2 – June 3, 2011

Livestock Commodity Value Chain Development

(8:30 – 12:30 – Facilitator: Peter Ballantyne)

Activity	Time	Presenter	Format
Livestock commodities tour kick-off	8:45 – 9:00	Peter Ballantyne	
Tour of selected commodities development efforts <ul style="list-style-type: none"> • Dairy • Meat (cattle, sheep & goat) • Apiculture • Poultry • Fodder 	9:00 – 10:00	IPMS Research & Development Officers (RDO's)	<u>Displays in Tent 2</u> Posters, physical displays, pictures, audio/video, etc.
Health break and taste testing	10:00 – 10:30		
Breakout sessions	10:30 – 11:15		
<ul style="list-style-type: none"> • Participants jointly reflect on a commodity of their choice regarding interventions shown in the tour • Groups record a summary for plenary report 		The session will be led by selected experts and IPMS staff will participate as resource persons	
Summary report to plenary	11:15 – 12:00	Peter Ballantyne	
<ul style="list-style-type: none"> • Groups report summary to plenary • Experts reflect on the summary reports 	11:15 – 12:00		
<ul style="list-style-type: none"> • Some thoughts on technologies & approaches to improve supply of desirable animal genetic material 	12:00 – 12:30	Azage Tegegne	
<ul style="list-style-type: none"> • Panel discussion on genetic material improvement 	12:30 – 12:45		
Lunch break	12:45 – 2:00		

Scaling-Up of Value Chain Based Commodity Development

(2:00 – 5:30 – Facilitator: John McDermott)

Activity	Time	Presenter	Format
Hard talk	2:00 – 2:30		
Q&A session on IPMS interventions, including: <ul style="list-style-type: none"> • Participatory value chain commodity development approaches • Knowledge management • Capacity building • Gender mainstreaming 		Interviewer: John McDermott Interviewees: <ul style="list-style-type: none"> - Dirk Hoekstra - Ermias Sehai - Berhanu Gebremedhin - Tesfaye Lemma - Lemlem Aregu 	
'Buzz groups'	2:30 – 3:00	Peter Ballantyne	
<ul style="list-style-type: none"> • Group sessions to discuss the potential relevance of IPMS experiences to GTP 			
Health Break	3:00 – 3:30		
Your turn		Peter Ballantyne	
<ul style="list-style-type: none"> • 'Buzz back': feedback and reflections from the audience 	3:30 – 4:00	IPMS, MoA, ATA, AGP, EIAR, CIDA, Universities	
<ul style="list-style-type: none"> • Reflections from guests on IPMS approaches to commodity development 	4:00 – 4:30		
Taste test results announcement and awards	4:30 – 4:45		
Vote of thanks and closing remarks	4:45 – 5:00	ILRI / IPMS	

Annex 2: List of participants

	Name	Organization	E-mail Addresses
1	Abdu Mohammed	Beza Mar apiculture industry	-
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92	Misku Abafaris	Goma farmer-Sheep Fattening	-
93	Mohammed Abdulle	Meisso - pastoralist/paravet	-
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95	Muhe Ibrahim	Alaba Farmer Crop Protection	-
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