

Farmer-to-Farmer (FtF) Leader with Associates (LWA) Bulletin

The FtF LWA goal is to generate rapid, sustained and broad-based economic growth in agriculture. While implementing the leader program over the last two years ACDI/VOCA has been awarded five associate awards—one in Jamaica, Mali, and Ghana and two in Lebanon. We are currently responding to our six award request, a \$35 million program from USAID/Indonesia to strengthen horticulture, coffee, and cocoa value chains. A brief description of each associate award program and achievements to date appear below followed by leader program accomplishments.

Lebanon

ACDI/VOCA began implementation of the **five-year, \$12 million Hydroponic Sector Development Lebanon (HSDL) program** in August, 2010. The program is designed to facilitate the establishment of a high-value fruit, vegetables and flowers hydroponic sector in Lebanon with the long-term goal of improved lives and livelihoods of rural Lebanese producers through increased revenue. The HSDL program will achieve this through interventions in three main program components 1) Access to Markets and Market Intelligence; 2) Improved Protected Agriculture Production and Post-harvest Handling; 3) Organizational Strengthening of Value Chain Actors. Interventions will improve the competitiveness of the greenhouse sector through the promotion of best agricultural practices, improved decision making and risk management and increased access to markets, market information and business linkages, including access to credit for produc-

ers and agriculture enterprises. The HSDL program will build the capacity of Lebanon's Chambers of Commerce, Industry and Agriculture and local organizations to provide hydroponics production and market intelligence services in each of Lebanon's main greenhouse growing regions.

Mali

ACDI/VOCA and our partner Winrock International began implementing the **three-year \$2.1 million Mali Agricultural Value Enhancement Network (MAVEN) program** on April 2010. MAVEN is designed to improve Mali's food security and make positive impact on economic growth by providing short-and-long-term technical assistance to strengthen Mali's agriculture sector. Through its technical staff and volunteer consultants the program addresses three main objectives within the staple foods, livestock, and horticulture subsectors: 1) improved production, processing, storage and marketing of select crops; 2) improved business management skills of producers, producer groups, and agribusinesses; and 3) increased access to improved inputs and finance. The MAVEN program closely coordinates with USG funded projects to add value and impact, including the FtF Mali leader program and the Integrated Initiatives for Economic Growth in Mali (IICEM). During these initial months we have focused on start-up activities, including identifying staff and beneficiary groups.

Jamaica

Since the launch of the **four-year, \$14 million Jamaica Marketing and Agriculture for Jamaican Improved Competitiveness (MAJIC) program** in February 2010, ACIDI/VOCA quickly began to address the programs four components: 1) an effective and effi-

cient marketing information system; 2) strengthened production, processing and marketing linkages of targeted value chains; 3) improved agricultural finance options; and 4) improved production and marketing of specialty crops, principally cocoa. The project utilizes flexible grants for targeted action to improve production, processing or marketing of select horticulture and specialty crops to help achieve the projects goal of transforming Jamaica's agriculture sector into a market-driven, competitive industry, leading to improved farm income, strengthened food security and expanded small-scale rural enterprises. Several accomplishments to date include:

- » Project start-up including staffing, capacity building of local staff, local manuals, work plan, design and implementation of MAJICs M&E information system, etc
- » Technical services and training in support of the Jamaican Agriculture Market Information System (JAMIS). Establishment of JAMIS grades and standards. Assistance in the rollout of JAMIS.
- » Value chain assessment of onion and Scotch Bonnet pepper crops; design of Scotch Bonnet pepper intervention program; adaptation of cocoa FFS model to short-season horticulture crops; onion production and post-harvest handling training.
- » Cocoa Trainer of Trainers (ToT) in Farmer Field School (FFS) system; multiple cocoa post-harvest handling training activities including demonstrations and sample preparation, construction and operation of cocoa post-harvest handling facilities. Jamaica Cocoa Farmers Association (JCFA) capacity building services, training, and strategic planning.

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Ghana

ACDI/VOCA and its partners have been implementing the **\$32 million, four-year Agricultural Development and Value Chain Enhancement (ADVANCE) program since July 2009**. The ADVANCE program is national in scope with three main components: 1) value chain competitiveness; 2) market access and development; and 3) financial services. Through activities designed to transfer new and innovative technologies, ACDI/VOCA has improved farmers production techniques, organizational and management skills, and ability to effectively engage in markets as reliable suppliers. Some specific accomplishments include:

- » A total of 569 FBOs, 66 buyers, 43 processors, 79 input dealers and 12 mechanization service providers have been engaged by the program and are benefiting by either receiving or providing services or being linked to supply chains and markets, reaching approximately 18,065 farmers.
- » Value chain training workshops with all the implementing partners.
- » Mango and citrus value chain forums attended by value chain actors including farmers, FBOs, buyers, nurseries, input dealers, local banks, Opportunity International Savings and Loans, Sunripe Foods, Blue Skies, mango traders, MoFA staff and service operators.

- » Assessment of the aquaculture value chain to identify key opportunities and threats, recommend appropriate interventions and identify actors, development partners and private sector investments.
- » Market assessment of buyers, aggregators and processors, a list of 23 buyers and processors was compiled indicating their commodity areas, contacts, current production levels and installed capacities.
- » In the rice sector, five rice value chain meetings with a total of 408 participants. Signed grant agreement with FINATRADE for the provision of planting and harvesting equipment and introduction of mechanized services to increase productivity, reduce breakage and increase the quality of rice.

Lebanon

In July 2009 ACDI/VOCA received the **three-year, \$3 million associate award Agricultural Product Quality Control and Certification (QCC) program**. The program strengthens the capacity of food industry testing laboratories and product development plants. These facilities provide services essential to agro-processors and producers, largely characterized by small and medium-sized enterprises (SMEs). Some specific accomplishments include:

- » Market assessment of agro-processing industry to determine how

to assist Chambers of Commerce, Industry and Agriculture (CCIAs) in Tripoli, Saida and Zahle and the microbiology lab at LARI Fanaar.

- » Facility-specific action plans for the four labs towards achieving ISO 17025 accreditation, certification, and service expansion.
- » Memorandums of Understanding (MOUs) signed between the CCIAs and the QCC program.
- » Outreach events targeted at increasing SME exports, including a seminar on the "Conception and Optimization of Industrial Chemical Formulation," which included 85 participants, as well as "Quality Day," which raised awareness about food safety and the services of Zahle lab.
- » Local QCC staff and CCIA lab representatives attended several regional conferences for the food services industry. These include HORECA, the largest exhibition for the hospitality and food service industries in the region, and the Dubai International Food Safety Conference.
- » Marketing and business activities with CCIA laboratories, including: upgrading laboratory websites, workshop on "Vision, Mission and Values" to build the capacity of lab staff. Sessions on cost analysis, planning skills, reporting systems, objectives and activities monitoring.



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Leader Awards

ACDI/VOCA is the holder of two FtF LWA agreements, one in West Africa and one in the Middle East and North Africa. It is important to note that each LWA is global in scope and any mission in any country can request an associate award. For more information on the process, please visit our website www.acdivoca.org and follow the links under "Contracting Mechanisms."

Under the Leader program, ACDI/VOCA uses short-term volunteer technical assistance to apply our value chain methodology to reduce poverty and stimulate economic growth within selected subsectors. We have had good results with our Leader projects in Egypt, Lebanon, Ghana, Liberia, Nigeria and Mali (highlights appear below).

FtF MENA Leader

Implementers: ACDI/VOCA serves as prime and leads activities in Egypt and Lebanon. Winrock and Land O'Lakes are subs providing recruitment services.

LOP Target: 338 total technical assistance assignments over the five-year program.

Egypt: Horticulture and dairy/livestock, as well as flexible assignments. **To date:** 52 assignments completed or in-country, 14 scheduled to arrive in-country.

Lebanon: Horticulture, dairy/livestock, as well as flexible assignments. **To date:** 47 assignments completed or in-country, 23 scheduled to arrive in-country.

Non-core country flexible assignments

To date: One to Ethiopia, four to Jordan and five planned to Jordan, one planned to West Bank

FtF West Africa Leader

Implementers: ACDI/VOCA serves as prime and leads activities in Ghana and Liberia. Winrock and Land O'Lakes are subs, with Win-rock leading country implementation in Nigeria and Mali.

LOP Targets: 324 total technical assistance assignments over the five-year program.

Ghana: Horticulture and staple foods. **To date:** 35 assignments completed or in-country, 17 scheduled to arrive in-country.

Liberia: Horticulture and livestock. **To date:** Six assignments completed or in-country, 10 scheduled to arrive in-country.

Nigeria: Aquaculture, staple foods and apiculture. **To date:** 25 assignments completed or in-country, 10 scheduled to arrive in-country.

Mali: Livestock/dairy, horticulture and staple foods. **To date:** 10 assignments completed or in-country, eight scheduled to arrive in-country.

Non-core country flexible assignments

To date: One to Jamaica and one to Haiti.

