



World Vegetable Center



IKEA Foundation



# **VEGGIES 4 PLANET & PEOPLE**

## **INCEPTION WORKSHOP REPORT**

Addis Ababa, Ethiopia

23 – 24 February 2021

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# INTRODUCTION

## PROJECT SUMMARY

Veggies for planet and people (V4P&P) is funded by the IKEA foundation that aims to improve vegetable production and consumption through youth and women job creation and safeguarding the environment by employing regenerative agricultural practices. The project is implemented in partnership of the World Vegetable Center and SNV (Netherlands development program). It takes advantage of the “vegetable gap” in Kenya and Ethiopia to create jobs, increase income and at the same time improve nutrition. It also aims to improve environmental and human health through the safe production of vegetables. Using an action-oriented approach to pilot and scale new tools and technologies, the project will leverage public and private sector partners and Vegetable Business Networks (VBNs) as platforms for networking and boosting the functioning of food systems. Value chain development will emphasize traditional African vegetables, that create excellent business opportunities, and are easier to grow in regenerative ways.

The project aims to establish 200 vegetable business networks (120 in Kenya, 80 in Ethiopia) to involve an estimated 4000 women and youth in market activities designed to improve their livelihoods and diets.

## INCEPTION MEETING OBJECTIVES

WorldVeg and SNV organized an inception meetings in Ethiopia from 23 – 24 February 2021) to explain the goal and targets of the project, gather valuable insights from stakeholders regarding the project outcome areas, create synergy with stakeholders, involve policymakers from the beginning, and engage the vegetable seed sector. , A total of 51 participants attended the two-day meeting in-person and virtually (via video conferencing). See Annex 2 for the details of the participants.

## METHODOLOGY AND STRUCTURE

The workshop program had a hybrid nature of both in-person and virtual participants. There were plenary presentations, Q&A rounds after each presentation, group brainstorming activities, and a panel discussion. See Annex 1 for the full agenda of the meeting.

The **first day** started with introductory remarks and welcome addresses by representatives of WorldVeg, SNV, IKEA foundation, and stakeholders. Following the formal introduction of the project, presentations on different outcomes of the project were made. After the presentations and Q&A sessions, the participants who were physically present engaged in a leveling-off exercise to discuss and explore what technologies are currently practiced within the four programmatic outcomes in each of the three woredas that the project will work in.

The **second day** started with each group sharing their findings and interpretations in a brief flip-chart presentation, followed by a Q&A session. Thereafter, participants broke into groups to explore and prioritize interventions and synergies with on-going initiatives. After that, the groups made brief presentations sharing the prioritized interventions, followed by a Q&A session. The next session focused on the monitoring, evaluation, and learning (MEL) with virtual presentations. Part of the MEL planning

exercise was a panel discussion with stakeholders from the Oromia Region Bureau of Agriculture and a representative from the Ministry of Agriculture, providing their views on the project outcomes and priorities. Before the closing of the workshop, participants were given a task to prioritize research questions.

All remote virtual and in-house presentations were displayed on three big screens while the audio and video technicalities were monitored and adjusted by an IT person. All the findings and interpretations from group discussions were jotted down on flip charts and presented in plenary. All sessions of the meeting except the breakout group discussions were broadcasted in real-time for the virtual participants and recorded for future reference. Presentations and flip chart notes from, and video recordings of the meeting can be found in Annex 3.

## **INCEPTION MEETING REPORT**

The format of this report follows the chronological order of activities and sessions during the two-day workshop. The contracted facilitator who was contracted to write the workshop report failed to write the report and therefore WorldVeg project team member Mr. Amha Besufkad with the assistance of other colleagues of the WorldVeg Ethiopia team wrote this report.

## **WORKSHOP PROCEEDINGS – DAY 1**

### **1. SESSION 1: *INTRODUCTORY REMARKS and WELCOME ADDRESS***

Introduction by Dr. Ralph Roothaert, Principal Investigator V4P&P, and Country Director, WorldVeg Kenya

Dr. Roothaert started the workshop by introducing the project by explaining the challenges humankind is facing because of climate change using the planetary boundaries and doughnut economics concept of Kate Raworth. He underlined the need for adopting regenerative agricultural practices to keep our planet inhabitable. He pointed out the role of safe and sustainable vegetable production and marketing in poverty alleviation, employment for the youth, and improving the health and nutrition of the urban and peri-urban communities.

Introductory remark by Dr. Fekadu Dinssa, representing the Regional Director of WorldVeg in Eastern and Southern Africa

Dr. Dinssa began his remark by describing the World Vegetable Center and its contribution to vegetable research, capacity development, seed system, and genetic resource conservation. He listed some of the key partners WorldVeg is actively engaging with and then spoke about the WorldVeg program in African traditional vegetables (TAVs). He commended the devotion of the Ethiopian government to vegetable production and consumption and emphasized the strong intention of the WorldVeg to support the government's efforts through the V4P&P project.

Introductory remark by Mr. Worku Bihonegn, Country Director, Netherlands Development Program (SNV), Ethiopia

Mr. Worku gave a brief history of SNV in Ethiopia and described the core thematic areas of his organization: Agriculture, Energy, and Water Sanitation and Hygiene (WASH). He acknowledged the well-timed onset of the V4P&P project concerning the renewed development agenda of SNV and the Ethiopian government in food security, nutrition, and sustainable livelihoods. The role of the project in terms of serving as a convenient learning ground on the implementation of research for development works was subtly signified by his remark. Mr. Worku underscored the potential impact of the project on implementing partners, policymakers, and funding organizations.

Introductory remark by Mr. Getu Gemechu, Oromia Bureau of Agriculture and Natural Resources Deputy Head

Mr. Getu opened his remark by thanking WorldVeg and SNV for organizing the inception workshop and explained the effect of rainfall-dependent farming on the production and productivity of crops in Ethiopia. He then spoke about the identified thematic areas in the Oromia region, emphasizing irrigated vegetable production. He stressed the importance of a project like V4P&P to support the region to achieve the planned horticultural development goals.

Introductory remark by Mr. Dereje, representative of the State Minister of Agricultural Inputs and Outputs Marketing Sector, Ministry of Agriculture

After justifying the absence of the state minister, her excellency Mrs. Aynalem Nigusie, Mr. Dereje described the long history of vegetable crop production in the country and the bottlenecks that have been delaying the improvement of the sector. According to him, among other things, the production of vegetables is critically constrained by the lack of access to irrigation, absence of improved varieties, and disease and insect pests. Mr. Dereje stated that in order to improve production, the government structured the horticulture sector at a state minister level and drafted a ten-year roadmap. Lastly, he expressed his appreciation of the V4P&P project to assist the horticulture sector in achieving the ministry's planned goals.

Introductory remark by MR. Nico Jansen, IKEA FOUNDATION

Mr. Jansen said that he was happy to see that the project can do its work despite the COVID-19 pandemic. He briefly portrayed the philanthropic work of the IKEA foundation focusing on agricultural livelihoods in Eastern Africa and India. Jansen underlined the need to develop agriculture in a both people and planet positive way and then explained how the IKEA Foundation and WorldVeg developed the project.

## **2. SESSION 2: MEETING EXPECTATIONS**

Following the introductory remarks and welcome addresses, participants introduced themselves to each other in their respective tables of four and someone from few selected tables stood up and shared the common professional interest they might have with a fellow participant.

To find out the participants meeting expectations, a Q&A polling app [Slido.com](https://www.slido.com) was used. Participants were asked to select which meeting objective they would like to achieve after the two days' sessions. The expectations of the participants were as follows:

- 45 % – understand the V4P&P program’s overall goals, targets, and activities.
- 25 % – network and meet with others working in this space.
- 10 % – identify the stakeholders within the program and see who we can and should work with.
- 10 % – explore possible research priorities within the program.
- 10% – engage with policymakers.

Slido was also used to agree on the house rules and to announce COVID-19 precautions.

### **3. SESSION 3: PROJECT OVERVIEW: GOALS, OBJECTIVES, and OUTCOMES**

The following are the summaries of the five in-person and virtual presentations made. PowerPoint slides of each presentation can be found in Annex 3.

#### **3.1 Project Overview, by Dr. Ralph Roothaert, WorldVeg**

Dr. Roothaert’s presentation highlighted the following:

- The project-specific objectives: transition to regenerative agriculture by applying at least five regenerative agricultural practices, establish 400 vegetable business networks (VBN), engage 4,000 women and youth in market activities, develop a value chain mainly for TAVs, VBN members to sell 9,240,000 USD/year worth of produce, strengthen the private seed sector, promote the consumption of vegetables, make policy and regulatory recommendations, and create 4,000 jobs.
- The challenges people face in the two countries: poverty, malnutrition, and unemployment.
- Planetary boundaries and doughnut economics.
- Regenerative agricultural technologies overview.
- Regenerative technologies in the context of circular agriculture.
- Vegetable business networks.
- Business coaches.
- Commercial seed sectors for TAVs.
- M&E and policy influencing.
- Theory of change.
- Project time frames, recurring events, and elevator pitch.

#### **3.2 Regenerative Agriculture in Vegetable Production, by Dr. Paola Sotelo Cardona, Entomologist, WorldVeg**

The virtual presentation of Dr. Cardona and her co-authors comprised of:

- General overview on vegetable production.
- Transition to regenerative agriculture: protecting the soil and cooperating with natural processes.
- Key performance indicators for regenerative soil management: 750 ha of land for vegetable production whereby at least five regenerative practices will be applied (Ethiopia 250 ha; Kenya 500 ha).
- Selected crops for V4P&P project: TAVs and some global vegetables

- Program activities: engaging vegetable seed companies, training, introducing postharvest technologies, etc.
- Regenerative technologies: healthy seedling management, soil and water management, IPM, and post-harvest management.

Following Dr. Cardona’s presentation, the floor was opened for questions and comments.

- Mrs. Sara Assefa from YALTA asked about the meaning of living roots in regenerative agriculture and Dr. Cardona answered that living roots of some planted grasses and other cover crops are used for the preservation of soils and to reduce erosion. Simply put, it is avoiding the soil being naked. Dr. Legesse added they also maintain the activity of microbes and other soil processes.

### **3.3 Vegetable Business Networks, by Mrs. Leah Mwaura, Project Manager of V4P&P, SNV**

The presentation of Mrs. Mwaura and her co-authors covered:

- The definition of business network: groups of people that are formed around an existing vegetable business champion/ producer organization who engage in collective action to access information, training, financial or other services, input- or output markets, or engage in vegetable business together.
- Targets: 120 VBNs in Kenya and 80 VBNs in Ethiopia.
- Food system approach.
- Project activities: participatory appraisal, strengthen VBNs, promote vegetable consumption and foster an enabling environment for the VBNs and increase the efficiency of vegetable supply chains.
- Employment opportunities: seed producers, vegetable producers, aggregators, transporters, distributors, and value addition.

### **3.4 Demand creation, by Dan da Silva, agribusiness specialist, WorldVeg**

Mr. da Silva made a virtual presentation that contained:

- Outcomes and impact targets: creating awareness and demand for sustainable technologies, business services, seeds, other inputs and safe vegetables and vegetable products.
- Levels of demand creation: media, government efforts, and local efforts by VBN.
- Activities addressing the demand creation outcome: evaluation of popular local radio stations, training of radio stations, and content development, interactive radio programming, social media to influence consumers, provide crucial input and output market information to VBNs, and production and publication of research briefs to influence policy on vegetable consumption.
- Ongoing activities and synergies: linkages and partnerships with policymakers, Ministry of Education, Ministry of Health, Ministry of Agriculture, and influence woreda-level development plans to prioritize TAVs.

Following his presentation, Mr. Kassahun Lemi from Green Flower Foundation commented by saying that their organization is also working in organic vegetable production and there is a demand for healthy products, but willingness to pay a higher price for organic vegetables is hindering the business. Therefore, besides creating demand for regeneratively produced TAVs and global vegetables, the V4P&P facilitate producers fetching higher prices by engaging policymakers and other stakeholders.

Dr. Bedru Beshir, Director of Melkassa Agricultural Research Center asked whether there is any research conducted on the profitability and demand on TAVs as they will be competing with the known global vegetables such as onion and tomato. He also raised a question on the meaning of circular agriculture. Mr. da Silva replied that there are few studies but needs more work and from what he knew, there is a demand for TAVs in urban Kenya, and in Ethiopia, the project shall be working on creating demand. Mrs. Mwaura added that there will be a value chain study that will tell us the value of these vegetables in the community, and the project shall be investigating the profitability of producing TAVs regeneratively during project implementation; the project will not push anything that is not profitable to farmers. She also responded to the second question by saying that circular agriculture is something that reduces waste in the farming system. Dr. Legesse added that tons of agricultural products come to cities from the farm which does not return to the farm, therefore, circular agriculture is returning the food wastes to the farm as compost. Dr. Roothaert mentioned that circular agriculture is returning nutrients and energy to the farm.

Mrs. Sara Assefa from YALTA stressed the need for quality control and finding a good market for sustainably produced vegetables. The food safety of vegetables should also be considered as there are concerns by consumers.

Dr. Hailu Araya from PELUM Ethiopia highlighted the consumption of TAVs in rural communities but not in urban areas. Therefore, there is a need to create awareness about the safety of these vegetables as they are coming from homestead production which is safer than vegetables produced in highly inorganic and polluted production systems in the outskirts of Addis Ababa and in the Rift Valley.

### **3.5 Seed systems, by Dr. Fekadu Dinssa, vegetable breeder, WorldVeg**

The aspects that were covered by the presentation of Dr. Dinssa and his co-authors were as follows:

- The list of African traditional vegetables consumed by many African countries.
- Seed system in the two countries: informal, formal, semi-formal, and the vegetable variety release regulation.
- The formal seed production and distribution system in Ethiopia.
- Major activities under seed system objective of the project: identify stakeholders, identify crop and varieties, ensure availability of quality seed for project activities, carry out participatory variety trials, conduct DUS test and submit for release and capacity building in seed production.
- Expected crop selection within seed systems activities in the two countries: Ethiopian mustard, Amaranth, African nightshade, Ethiopian mustard, and spider plant among others.
- List of varieties released thus far in Ethiopia, Kenya, and Tanzania.
- List of actors responsible for the different generations of seed production.
- List of indicators for the seed system outcome of the project.

Dr. Shimelis Akililu, a vegetable breeder from Melkassa Agricultural Research Center revealed that the Ministry of Agriculture is working on nutritious crops and Addis Ababa University is working on amaranthus, hence it is wise to create synergy with them. He then added the need to work on Ethiopian mustard variety registration as there is no registered variety in Ethiopia.

Dr. Fasil Assefa, a researcher, and lecturer from Addis Ababa University asked whether the project works only on TAVs or also global vegetables such as tomato and pepper arguing that generating income

exclusively on TAVs could be difficult for the VBNs in the short run. Dr. Roothaert responded that based on the outcomes of the baseline study, the project will include other vegetables that are produced by farmers. Dr. Dinssa added that we shall be focusing on any vegetable that has a nutritional significance.

Mr. Sisay, a representative for the State Minister of Horticulture asked if the project would work on urban agriculture and if linking the production with the market is a priority in the project. Dr. Roothaert answered that the project will work on peri-urban areas that are within 120 kilometers from the capital city and linking production with the urban market is a priority of the project.

#### 4. SESSION 4: LEVELING OFF

This session was a group exercise on the four outcome areas of the project: regenerative agriculture, vegetable business network, demand creation, and seed systems. Each group appointed a facilitator who later shared the discussion outputs to the rest of the participants using flip charts. Participants were told to join a group of their interest. In the group, participants were asked to identify what technologies and practices are already existing and what is lacking in terms of the four outcome areas of the project. Using an appreciative inquiry approach, they then rotated to other groups and added on what has been listed by the previous members of the group.

### ELEVATOR PITCH

Veggies 4 Planet and People (V4P&P) strengthens the vegetable sector to improve people's health, increase employment and safeguard the environment.

We work with diverse partners to advance vegetable quality, environmentally friendly production, and value chains, while boosting demand for local veggies.

## 4.1 REGENERATIVE AGRICULTURE

**Facilitator:** Mr. Amha Besufkad, Agronomist, World Vegetable Center

DISCUSSION QUESTIONS	CURRENT PRACTICES	EXISTING GAPS
<ul style="list-style-type: none"> <li>▪ Out of all the regenerative agricultural technologies presented, which ones are already well adopted by farmers in each district?</li> <li>▪ To what extent have these technologies contributed to improved production and soil health (score 1 to 5)?</li> <li>▪ Which technologies are needed but haven't been mainstreamed yet for different Districts? (and why are they needed there?)</li> </ul>	<p><b>HEALTHY SEEDLING MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ None</li> </ul> <p><b>SOIL FERTILITY MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ Conventional compost</li> <li>▪ Vermicompost</li> <li>▪ Farmyard manure</li> <li>▪ Bio slurry</li> <li>▪ Crop rotation</li> <li>▪ Mulching by using crop residue</li> <li>▪ Minimum tillage – in one district (Wolliso)</li> <li>▪ Boundary planting of grasses for soil erosion</li> </ul> <p><b>WATER MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ Rainwater harvesting</li> <li>▪ Digging shallow wells</li> <li>▪ Building moisture retention structures (terrace, soil bund &amp; trench)</li> <li>▪ Mulching</li> <li>▪ Flood/gravity irrigation</li> <li>▪ Using the generator-powered water pump</li> <li>▪ Small scale irrigation (hand pump &amp; treadle pump)</li> </ul> <p><b>INTEGRATED PEST MANAGEMENT</b></p>	<p><b>HEALTHY SEEDLING MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ Lack of knowledge &amp; access to suitable growing media</li> <li>▪ Pre-sowing pest management on the seedbed (no practice on soil solarization through plastic sheets or fire)</li> <li>▪ Poor seedling density/population management too dense (weak seedlings, favors disease development &amp; transmission)</li> <li>▪ No practice on seed treatment</li> <li>▪ No practice on raising seedlings in seed trays</li> </ul> <p><b>SOIL FERTILITY MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ Intensive production and monocropping in the Rift Valley</li> <li>▪ No soil testing at farmers' level</li> <li>▪ Not enough research on organic fertilizers rate/ combination with inorganic; entering the organic system without high yields; financial implications</li> <li>▪ Lack of knowledge; access to saline soil management practices</li> </ul> <p><b>WATER MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ No practice on small-scale irrigation</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Burning crop residue</li> <li>▪ Intercropping</li> <li>▪ Crop rotation</li> <li>▪ Weeding/ volunteer/host crop/plant removal</li> <li>▪ Applying cattle urine</li> <li>▪ Using neem extract (<i>Azadirachta indica</i>)</li> <li>▪ Applying food spray to attract natural enemies –practice limited to few farmers (an NGO initiative)</li> </ul> <p><b>POST-HARVEST HANDLING</b></p> <ul style="list-style-type: none"> <li>▪ Precooling using temporary shades</li> <li>▪ Precooling using charcoal- at some vegetable producer cooperative level in the Rift Valley</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poor knowledge of regenerative water management practices</li> <li>▪ Lack of knowledge about saline water management practices</li> </ul> <p><b>INTEGRATED PEST MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>▪ High &amp; unsafe use of pesticides in the Rift Valley</li> <li>▪ No appropriate knowledge on IPM</li> <li>▪ No known source of most natural pesticides</li> <li>▪ Poor access to resistant varieties</li> <li>▪ No known producer/supplier of biopesticides in the country</li> <li>▪ Poor quality control on pesticides</li> <li>▪ Unclear regulation on biopesticides</li> </ul> <p><b>POST-HARVEST HANDLING</b></p> <ul style="list-style-type: none"> <li>▪ Poor knowledge of post-harvest practices</li> <li>▪ Absence of aggregation centers and shade</li> <li>▪ Poor access to vegetable packing and transportation materials</li> </ul>
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## 4.2 VEGETABLE BUSINESS NETWORK

**Facilitator:** Mr. Gemechis Jaleta, Project Coordinator, SNV

*Based on agroecology and familiarity with market-oriented production system the participants categorized the woredas into two main intervention groups: Welmera, Ejere, and Wolliso in one group and Rift Valley areas the other group*

DISCUSSION QUESTIONS	CURRENT PRACTICES	EXISTING GAPS/ WAY FORWARDS
<ul style="list-style-type: none"> <li>▪ What kind of agricultural market access approaches and business development skills are already available in each County?</li> <li>▪ How successful are they?</li> <li>▪ What constraints are still there and what needs to be done to improve them?</li> </ul>	<p><b>WELMERA, EJERE &amp; WOLLISO</b></p> <ul style="list-style-type: none"> <li>▪ Vegetable production is mainly dominated by smallholder farmers with limited use of external inputs.</li> <li>▪ Farmers produce vegetables including Ethiopian mustard, tomato, lettuce, cowpea, garlic, leek, potato, etc.</li> </ul> <p><b>RIFT VALLEY AREAS</b></p> <ul style="list-style-type: none"> <li>▪ The production system is highly market oriented.</li> <li>▪ Farmers extensively use different types of chemical pesticides and fertilizers.</li> <li>▪ They have better access to seed and other inputs due to their proximity to largescale input suppliers and being a member of Meki-Batu farmers union.</li> <li>▪ Most producers are specialized in vegetable production, which results in improved productivity and efficiency.</li> </ul>	<p><b>WELMERA, EJERE &amp; WOLLISO</b></p> <ul style="list-style-type: none"> <li>▪ There has been excessive and extravagant use of water. This has led to water shortage and requires system change towards efficient water use.</li> <li>▪ The excessive use of chemicals and pesticides reduced the trust of urban consumers for the products coming from such areas.</li> </ul> <p><b>RIFT VALLEY AREAS</b></p> <ul style="list-style-type: none"> <li>▪ Farmers often produce at the same season and face market problems for their perishable vegetable crops.</li> <li>▪ Lack of access to finance during the production season</li> <li>▪ Consumption at the household level is low. Awareness creation is required to influence the consumption habit.</li> <li>▪ There are knowledge and skill gaps related to production: e.g., use of seed, fertilizer, and</li> </ul>

	<ul style="list-style-type: none"> <li>▪ There is huge competition for resources (land and water).</li> <li>▪ There is immense experience in the production and marketing of vegetables. Besides, producers benefit from the agglomeration effect.</li> <li>▪ Farmers produce tomato, onion, cabbage, mustard, hot pepper and other leafy vegetables for consumption in Addis Ababa, regional/zonal cities and export to Somalia and Djibouti.</li> <li>▪ There is the practice of marketing through cooperatives /unions. For instance, Meki-Batu union supplies safely produced vegetables to different companies such as Ethiopian airlines.</li> </ul>	<p>agro-chemical. This requires training, technical support, coaching, and mentoring.</p> <ul style="list-style-type: none"> <li>▪ Lack of access to inputs and rising input prices are discouraging farmers</li> <li>▪ Lack of agro-logistics (such as storage, cooling, transport facilities)</li> <li>▪ Lack of familiarity for some TAVs. For instance, amaranth is not consumed in most areas and is often considered a weed.</li> <li>▪ Mustard is produced during a limited season and there is a supply shortage throughout the year.</li> <li>▪ Low farmgate price and high middlemen involvement during marketing.</li> <li>▪ Irrigation water shortage</li> </ul>
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### 4.3 DEMAND CREATION

**Facilitator:** Mr. Yidnekachew Wendimu, Socio-Economist, World Vegetable Center

*Based on agroecology and familiarity with market-oriented production system the participants categorized the woredas into two main intervention groups: Welmera, Ejere, and Wolliso in one group and Rift Valley areas the other group*

DISCUSSION QUESTIONS	ACTORS WORKING ON DEMAND CREATION	EXISTING GAPS
<ul style="list-style-type: none"> <li>▪ <i>Who is currently creating demand for TAVs, and what activities, policies, or campaigns are in place in each County?</i></li> <li>▪ <i>Who is pushing or advocating approaches on regenerative agriculture and VBNs?</i></li> <li>▪ <i>What are the gaps in each County?</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Media:</b> there are different radio and TV programs to increase vegetable consumption at the household level</li> <li>▪ <b>Research centers</b> promote demand during variety releases, registration, and demonstration of technologies to key actors. In this regard, Holeta and Melkassa Research Center are very active.</li> <li>▪ <b>Brokers/middlemen:</b> they are often incentivized by profit and try their best to link vegetable producers with traders and consumers.</li> <li>▪ <b>Ministry of Agriculture</b> through its health extension system is advocating for wider consumption of vegetables.</li> <li>▪ Collaboration of <b>government ministries</b> (health and agriculture) promotes demand using nutrition-sensitive agricultural practices.</li> <li>▪ <b>Farmers' organizations</b> and cooperatives/unions (e.g., Meki-Batu) are linking producers with large-scale buyers.</li> <li>▪ <b>NGOs</b> such as SNV with vegetable projects such as the HortiLife project.</li> <li>▪ Vegetable related projects such as Support, Hort-life, and VINESSA</li> <li>▪ Job creation commission favors horticulture sector for job creation</li> <li>▪ Urban agriculture office is organizing women &amp; youth for production</li> <li>▪ Private sector (hotels, restaurants, and food sector businesses)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consumer- and market information providers are missing.</li> <li>▪ Limited access to infrastructure (cooling, storage, transport, aggregation centers)</li> <li>▪ Information gap: actors mainly rely on brokers/middlemen.</li> <li>▪ ATVs are often labeled as inferior food items.</li> <li>▪ Recipes made from TAVs are quite limited.</li> <li>▪ There is a mismatch between demand and supply</li> </ul>

#### 4.4 SEED SYSTEMS

**Facilitator:** Dr. Shimelis Aklilu, Vegetable breeder from Melkassa Agricultural Research Center

*Based on the similarities of the intervention areas, participants grouped the districts into two: Welmera and Ejere Districts in the first group, Wolliso in second group, and the Rift Valley areas in the third group.*

DISCUSSION QUESTIONS	DISTRICT	CROP	VARIETY	SUPPLIER
Which improved lines of TAVs are available in each district? Who supplies them?	Welmera and Ejere	Ethiopian Mustard	Local varieties	Farmers and Agrodealers in Addis Ababa
		Tomato	Improved-Cochoro	Agrodealers in Addis Ababa and Melkassa ARC
		Lettuce	Improved	Agro dealers in Addis Ababa and Holetta ARC
	Wolliso	Ethiopian Mustard	Local	Farmers and Agrodealers in Addis Ababa
		Onion	Improved-Bombay	Agrodealers in Addis Ababa and Melkassa ARC
		Tomato	Improved-Cochoro	Agrodealers in Addis Ababa and Melkassa ARC
		Head cabbage	Improved	Agro dealers in Addis Ababa
		Hot pepper	Improved	Melkassa ARC and Axum Green line
	Rift Valley areas	Ethiopian mustard	Local	Farmers and Agrodealers in Addis Ababa
		Onion	Bombay & Red Coach	Melkassa ARC and Axum Green line
		Tomato	Improved -Gelele & Kayalla (F1) and TRP-D2 (OPV)	
		Hot pepper	Improved- Sernade & Melka shote	Melkassa ARC and Axum Green line

<p>What local seed systems are there in the districts, and how well do they function?</p>	<ul style="list-style-type: none"> <li>▪ For all local varieties, informal seed system by recycling and exchanging seeds farmer to farmer.</li> <li>▪ For all improved varieties, formal seed system by research centers and private seed companies.</li> </ul>	
<p>What shortage of seeds in quantity and quality are there by districts? What needs to be done?</p>	<p><b>PROBLEMS</b></p> <ul style="list-style-type: none"> <li>• Shortage and access to improved varieties</li> <li>• High mixture and poor germination of local varieties</li> </ul>	<p><b>SUGGESTED SOLUTIONS</b></p> <ul style="list-style-type: none"> <li>• Quality control</li> <li>• Seeds produced locally should be available for Ethiopian market</li> <li>• Support local seed companies</li> <li>• Include the production of vegetable seeds by government seed enterprises</li> </ul>

## WORKSHOP PROCEEDINGS - DAY 2

### 5. SESSION 5: EXPLORING INTERVENTIONS AND SYNERGIES

This session aimed to recap the existing building blocks for the project outcomes, recap the gaps in each outcome area, and prioritize interventions for the project for each outcome. Participants broke into four groups with a facilitator assigned to each group moderating the discussion, taking notes, and presenting back in plenary.



Figure 1: Pictures from the Workshop

## 5.1 REGENERATIVE AGRICULTURE

**Facilitator:** Mr. Amha Besufkad, Agronomist, WorldVeg

<p><b>Discussion prompt:</b> Out of the list of regenerative agricultural technologies, which technologies should the project focus on?</p> <p><b>SOIL MANAGEMENT</b></p>	<p><b>LIST OF POTENTIAL TECHNOLOGIES</b></p>	<p><b>PRIORITIZED TECHNOLOGIES</b></p>
<p><b>WATER MANAGEMENT</b></p>	<ul style="list-style-type: none"> <li>▪ Beneficial microbes</li> <li>▪ Biochar</li> <li>▪ Contour grass or shrub strips</li> <li>▪ Erosion control barriers (<i>fanya juu or fanya chini</i>)</li> <li>▪ Compost production and application</li> <li>▪ Cover or fodder crops</li> <li>▪ Integration of crops &amp; animals</li> <li>▪ Mulching</li> <li>▪ Recycling of on-farm biomass</li> <li>▪ Tree / shrub establishment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identification, introduction, and participatory testing on beneficial microbes for soil health</li> <li>▪ Develop a supply chain for biochar via the private sector and participatory testing of its efficacy</li> <li>▪ Participatory testing on biodegradable mulch</li> <li>▪ Train farmers on compost production and application and promotion</li> <li>▪ Train farmers on vermicomposting and promotion</li> <li>▪ Identify potential green manuring crops, train farmers, and promotion</li> <li>▪ Train farmers on bio-slurry and promotion</li> <li>▪ Train farmers on mixed/intercropping</li> </ul>
<p><b>WATER MANAGEMENT</b></p>	<ul style="list-style-type: none"> <li>▪ Contour grass or shrub strips</li> <li>▪ Erosion control barriers (<i>fanya juu or fanya chini</i>)</li> <li>▪ Integration of crops &amp; animals</li> <li>▪ Disease resistant or tolerant varieties</li> <li>▪ Drip irrigation</li> <li>▪ Water harvesting</li> <li>▪ Pollinator habitats, beehives, or wildlife habitat</li> </ul>	<ul style="list-style-type: none"> <li>▪ Train farmers on drip irrigation and participatory testing</li> <li>▪ Participatory testing on improved furrow irrigation for the Rift Valley areas</li> <li>▪ Participatory testing on shallow well with roofing using a solar pump for the Rift Valley areas.</li> <li>▪ Promotion of erosion control barriers for the Rift Valley areas.</li> <li>▪ Promotion of closed roof water harvesting structure.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Riparian restoration</li> </ul>	
<b>IPM</b>	<ul style="list-style-type: none"> <li>▪ Biopesticides, natural pesticides</li> <li>▪ Beneficial microbes</li> <li>▪ Crop rotations</li> <li>▪ Disease resistant or tolerant varieties</li> <li>▪ Pollinator habitats, beehives, or wildlife habitat</li> </ul>	<ul style="list-style-type: none"> <li>▪ Participatory testing on biopesticides</li> <li>▪ Participatory testing on Pheromone &amp; sticky traps</li> <li>▪ Participatory testing on Beneficial microbes/natural enemies</li> <li>▪ Training and promotion of disease-resistant/ tolerant varieties</li> <li>▪ Training and promotion of crop rotation for disease and insect pest control</li> <li>▪ Training and promotion of inter/mixed cropping for disease and insect control</li> </ul>
<b>OTHERS</b>	<ul style="list-style-type: none"> <li>▪ Pollinator habitats, beehives, or wildlife habitat</li> <li>▪ Riparian restoration</li> <li>▪ Solar or wind energy production and use</li> <li>▪ Tree / shrub establishment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Participatory testing on ZEC (zero-energy cooling)</li> </ul>

## 5.2 VEGETABLE BUSINESS NETWORK

Facilitator: Mr. Gemechis Jaleta, Project Coordinator, SNV

### Discussion prompts:

#### A. Committed VBN interventions

- Training and other forms of capacity development.
- Supporting existing groups or establishing new ones where they do not exist.
- Mentoring and coaching and support in marketing.
- Improve vegetable production by introducing new technologies.
- Promote the consumption of vegetables among consumers.

#### B. Committed Interventions regarding coaching & mentoring

- Hire/select business coaches
- Selection of business champions
- Training of coaches
- Coaches are starting to mentor selected VBNs
- Intense supervision & mentoring of business coaches
- Coaches become independent business service providers

### QUESTIONS:

### VEGETABLE BUSINESS NETWORKS

- VBN is a new concept in most of the intervention areas. Vegetable producing farmers often operate unilaterally and joint marketing decisions are rare practices. In such a context, VBN establishment requires continuous training and capacity development programs.
- During the discussion, participants noted that the interventions were logical and necessary, but their feasibility depends on factors related to enabling environment, technical support, coaching, and mentoring.
- The VBNs require technical support and backstopping in the areas of post-harvest handling, price negotiation, and joint marketing skills.
- There should be a mechanism in place to reduce duplication of effort and enhance cooperation and synergy.
- Farmers lack access to post-harvest technologies (e.g., transport and storage), and they do not have access to aggregation centers.
- The participants strongly suggested that temporary storage facilities are necessary to avoid or reduce post-harvest loss.
- During implementation, capacity development related to VBN establishment, group dynamics, and experience sharing are critical.
- There should be clear criteria to include or exclude someone from the VBN (e.g., access to irrigation, commitment, compliance to rules, willingness to adopt regenerative technologies, etc.).
- During selection and VBN establishment, local kebele administration should be involved and play a prominent role.
- It is crucial to learn and take practical lessons from areas that have a better experience (e.g., VINESSA in Wolliso and SUPPORT in Ejere).

- Do the committed interventions for VBNs and Business Coaches make sense?
- With the existing farmer groups/ VBNs in your district what are the priority areas for training, beyond production?
- Which vegetable post-harvest business opportunities are there?
- What are the areas that need to be developed regarding input supplies in the district?
- What are specific youth and women's needs?
- Who else needs to play a major role apart from SNV?

- In the targeted districts, the vegetable seed system is mainly informal, and the seed sources are often not traceable. Seed demand assessment and quality regulation mechanisms are also missing.
- The project in collaboration with local actors needs to improve access to quality vegetable seed.
- It is also vital to incentivize farmers to produce and sell quality products using contract farming schemes (a proclamation to this effect is expected in the near future).
- It is very important to sensitize and work on the mindset of the farmers to become more market oriented.
- To make the VBNs more effective, there should be a mechanism to improve the engagement and commitment of kebele administrators and development agents.

#### **BUSINESS COACHES**

- To coach and mentor farmers, it is necessary to select active and vibrant VBN coaches and train them on regenerative agricultural technologies, improved agronomy, marketing, and negotiations.
- The coaches will then cascade the acquired knowledge and skill down to VBN members with support from field staff and other members of the project.
- It is important to select coaches with experience in vegetable production and marketing, such as model farmers, development agents, district experts, and opinion leaders.
- The coaches mentor farmers and initiate exchange visits and experience sharing using the learning and demonstration sites.
- Coaches should know the sector very well and he/she should be familiar with the basics of cost-benefit analysis for undertaking vegetable production.
- The coach should liaise the members with field staff, and he/she should provide a regular update about how and to what extent the technologies are taken-up.
- The coach should be aware of the barriers and enablers of the vegetable business in the context of VBN.

#### **CHALLENGES FACED BY YOUTH AND WOMEN FARMERS**

- 
- Limited access to resources such as land and irrigation water
  - Shortage of inputs, e.g. quality seed and biofertilizers
  - Limited access to training related to vegetable production, processing, marketing, and consumption.

These challenges are cross-cutting and require holistic & collaborative responses. Therefore, the VBN model could be an important mechanism to bring vegetable farmers on board to make a joint decision that benefits all. The main target groups-youth and women-need to capitalize on the network/group to improve access to essential inputs for production, processing, marketing, transporting, and storing.

#### **COLLABORATION**

During the two days' workshop, the participants suggested that for a successful implementation of the VBN, SNV needs to partner with the following groups/organizations:

- District Horticultural Office
  - Holeta research center and TVET
  - Cooperatives/union
  - Women and youth affairs
  - Extension workers and irrigation experts,
  - Input suppliers and agro-dealers
  - Local traders of vegetables
  - Microfinance institutions
  - Other NGOs and related projects
-

### 5.3 DEMAND CREATION

**Facilitator:** Mr. Yidnekachew Wendimu, Socio-Economist, WorldVeg

#### DISCUSSION QUESTIONS

- *Which links with existing consumer awareness campaigns need to be further exploited or strengthened?*
- *How can we shorten the value chains, i.e., bring producers closer to consumers?*
- *What type of media is most suitable for aspects of TAVs, aspects of food safety, aspects of nutrition, aspects of climate change, and a healthy planet?*
- *Who are the players in the government who can be leveraged to promote TAVs?*
- *Should we target a specific group of urban consumers*

#### WHICH LINKS ON CONSUMER AWARENESS NEED TO BE FURTHER EXPLOITED OR STRENGTHENED?

- Ministry of Agriculture: engage and capacitate the extension system pertinent to nutrition-sensitive agricultural practices/technologies.
- Media Campaign: using conventional media (TVs stations and FM radios) and social media for campaign, awareness creation, and demonstration.
- Liaison and work very closely with NGOs and other development partners (e.g., agroecology network) who have practical experience and expertise in product marketing and awareness creation.
- Strengthen the network between research and extension systems to reach and disseminate nutrition information to end-users or consumers.
- Establish and operationalize school nutrition clubs to reach many students and other actors in academia.
- Target and use the opportunity to reach people using informal social networks and connections (such as Iddir, Equb, village meetings, and other informal gatherings)
- Engaging political stakeholders and use their figurehead role to widely promote the consumption of TAVs and break associated stereotypes.
- Leverage on international and national events such as the World Food Day and International Year of Vegetables.

#### TYPES OF MEDIA TO TARGET

- Broadcast media: Radio and TV
- SMS-based information sharing
- Agri-focused radios: Farm Radio & Digital Green
- Advertisement screens in towns and cities
- Print media (articles, policy briefs, and newspaper column)
- Farmers' field school and demonstration events

#### WHICH INSTITUTIONS ARE GROWING MARKETS FOR VEGETABLES?

- 
- Hospitals, churches, schools, universities,
  - Bureau of Agriculture through its extension agents,
  - Informal institutions based on farmer-to-farmer interaction, and farmer organizations,
  - Research institutions such as Melkassa, CGIAR centers, largescale project initiatives (e.g. Gain)
  - Market actors (wholesalers, retailers, aggregators, supermarkets), and service providers (hotels).

#### **WHO IN THE GOVERNMENT CAN BE LEVERAGED?**

- Ministry of Agriculture to encourage and support healthy vegetable production through the extension system.
- Ministry of Health to promote the consumption of vegetables using health extension workers and community level platforms.
- Ministry of Education to enhance the awareness, attitude, and practices of actors and include veggies in the school feeding programs.
- The city administration and job creation commission to effectively engage women and youth in the production, marketing, and consumption of vegetables.
- Seed enterprises to improve access to improved vegetable varieties.
- Extension system to ensure fast-track dissemination and wider adoption of vegetable innovations.

#### **SHOULD WE TARGET URBAN CONSUMERS? YES - WHY?**

- School feeding programs - they often feed tens of thousands of students.
- Vegetarians and fasting segment of the population - products with adequate nutrients for non-consumers of meat
- The middle-income class population is health conscious. They are growing markets for vegetables.
- Expatriates and diplomats who are often health conscious and have experience of consuming vegetables.
- Hospitals, hotels, aviation industry, embassies etc.

#### **MARKET CHARACTERISTICS AND STRUCTURE**

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- 
- The market is highly fragmented and characterized by smallholder vegetable producers with very limited bargaining and price setting power.
  - The production is not that market oriented; farmers often sell the surplus and they do not produce for market.
  - The production system appears to be seasonal and there is no consistent supply of vegetables.
  - There is often a discrepancy between demand and supply, i.e. there should be planned production to match up to demand.

**HOW CAN WE SHORTEN THE VALUE-CHAIN OR BRING PRODUCERS CLOSER TO CONSUMERS?**

- Link farmers directly to largescale buyers
  - Establish and operationalize cooperatives/unions using organized women and youth groups.
  - Legalize and formalize middlemen to shorten the supply chain.
  - Promote contract farming scheme on vegetable production using VBNs with supermarkets and other potential buyers.
  - Use of VBN on aggregating vegetables so that buyers can have one buying point.
  - Policy guidelines to foster an enabling environment on contracts (legally binding contracts)
  - Training of VBNs on contract negotiations
  - Improve access to key inputs such as seed and biofertilizer to resolve the problems that emanate from the shortage of inputs
-

## 5.4 SEED SYSTEMS

**Facilitator:** Dr. Getachew Tabor, vegetable breeder, Debre Zeit Agricultural Research Center

DISCUSSION QUESTION	SUGGESTED INTERVENTION
In what way can the project help the private sector?	<ul style="list-style-type: none"> <li>▪ Training and advisory service</li> <li>▪ Provision of basic seeds of TAVs and global vegetables</li> <li>▪ Link seed producers with vegetable producers</li> </ul>
In what way can the private sector help the project?	<ul style="list-style-type: none"> <li>▪ Provide quality seeds to farmers</li> <li>▪ Provide technical backup to vegetable producers</li> <li>▪ Demonstrate traditional vegetable together with global vegetables</li> </ul>
What synergies can be exploited with AFSTA, AVBC, Ethiopia-Netherlands Seed Partnership, Seed Directorate of Ministry of Agriculture?	<ul style="list-style-type: none"> <li>▪ Encourage seed companies to be AVBC members</li> <li>▪ Seed companies to integrate traditional vegetables in their business model</li> <li>▪ Establish a partnership between the V4P&amp;P and Ethiopia-Netherlands Seed Partnership (ISSD)</li> <li>▪ Seed directorate of the Ministry of Agriculture to enable variety registration, seed quality control, and regulation, and germplasm import</li> </ul>
How can District Administrations provide a better enabling environment?	<ul style="list-style-type: none"> <li>▪ Link V4P&amp;P with target farmers</li> <li>▪ Provide support to farmers by development agents</li> <li>▪ Mobilize farmers for technology adoption/ demonstration</li> <li>▪ Link the local media with the project</li> <li>▪ Give priority for irrigation of seasonal vegetable production</li> </ul>
What interventions or research do you propose for agro-input dealers?	<ul style="list-style-type: none"> <li>▪ Training on traditional vegetables and quality seed</li> </ul>

## 6. SESSION 6: MONITORING, EVALUATION AND LEARNING

### 6.1 Monitoring and evaluation

Dr. Rosina Wanyama highlighted the MEL aspect of the project. Her presentation conveyed the following points:

- Introduction, description, application, planning, and the cycle of MEL, and description of some of the components of MEL such as baseline and end-line surveys.
- The V4P&P monitoring system: Akvo Flow using phones and tablets.
- The goals, outcomes, and performance indicators per the four outcome areas of the project: regenerative agriculture, VBN, demand creation, and seed system.
- The workshop and learning events: the congregation of VBN representatives, project facilitators, and stakeholders.
- The independent project evaluation by the IKEA foundation
- Impact evaluation, data management, and the timeline of the project.

Dr. Roothaert added on Dr. Rosina's presentation saying that the project has been planned as an 8 million euros project, however, the 2 million is yet to be secured. As a result, key performance indicators were revised in tandem with the budget.

### 6.2 Policy panel discussion

The panel discussion aimed at exploring what is needed from practitioners and researchers to improve, modify, or formulate policies at local and national levels. The panel discussants were District Agriculture Office Heads of the three Districts, a representative of the horticulture department of the Ministry of Agriculture, and a researcher from Melkassa Agricultural Research Center. The comprehensions and expressions of the panelists are described as follows.

Mr. Sisay Hailu, a representative of the State Minister of Horticulture Corresponding to the newly developed roadmap of the horticulture sector in the country, the intervention that will have an impact on the policy direction of the sector are project outcomes in the following areas:

- Business model development
- Youth job creation
- Availability of quality vegetable seed.
- Gender mainstreaming
- Development and promotion of post-harvest technologies for vegetable production
- Creating a reliable market linkage

Dr. Bedru Beshir, a researcher from Melkassa Agricultural Research Center

- The research system works exclusively on global vegetables. To revise the present circumstances, we need certain evidence on the financial feasibility of producing TAV's, their health and environmental benefits.
- Global vegetables are often produced in rural areas but TAVs may have significance in urban agriculture, hence the project must focus on researching agronomic practices for urban and peri-urban areas.

Gurmessa Bitama, Ejere District, Head of Agriculture Office

- The project may help us achieve what we have planned by training farmers on vegetable production, post-harvest handling and marketing, and provision of starter quality seeds.
- As we go along with the project implementation, we shall sit together and evaluate the progress we will be making.

Deneke Megerssa, Wolliso District, Head of Agriculture Office

The project must provide training to farmers, development agents, and experts.

- There is a dire financial strain in our office, thus we expect logistic support from the project.
- The government should work with the project on market linkage.

Mr. Gedefa Dibaba, Welmera District, Head of Agriculture Office

The objectives of the program should be shared with the staff of the district agricultural office experts and extension agents.

- The project must work on access to quality vegetable seeds.
- Disease and insect pests of vegetable crops are the major hurdles in the district; hence the project should work on integrated pest management.
- If the district is to work with the project, we need logistic support and incentives.
- The market linkage should also be a priority as the middleman are the ones who took the bulk of the profit.
- Small-scale irrigation structures and agro-processing facilities are also essential at some stage of the project implementation.

There was a Q&A session right after the panelists finished making their points.

Mrs. Leah asked how can the districts help the project realizing its goals and objectives? The districts responded by saying that they have an extensive human resource structure that can be exploited by the project with appropriate technical and logistical support. In Wolliso district, they have already established youth and women groups that can easily be linked with the project outcome areas.

Dr. Legesse from WorldVeg clarified few things saying the world vegetable center is a research center that only works in testing and demonstrating improved technologies, therefore the districts better not expect extensive logistic support and special incentives given to government officials and experts. Mr. Gemechis from SNV expanded Dr. Legesse's points remarking that the project will not be working on irrigation structures and agro-processing facilities. It will only be working on the four outcome areas that have been described in the workshop. And the project will not buy cars and motorbikes for the districts.

### **6.3 Prioritizing research questions**

This was an exercise given to all participants to suggest a research question they expect the project should investigate in its upcoming research endeavors. Dr. Roothaert introduced the use of post-it notes to indicate a research question, the district the experiment should be carried out, and the name of the local organization whom the project should work with to carry out the research. The following research questions were suggested:

#### **SOIL MANAGEMENT**

- Rate of compost application for tomato in the Rift Valley areas.
- Rate of vermicompost application for tomato and Kale.
- Effect of animal manure on yield of Ethiopian mustard in Welmera district.
- Effect of zero tillage on the yield of Ethiopian mustard in Welmera district.

#### **WATER USE**

- Water use efficiency on Tomato in the Rift Valley areas.
- Assessment on farmers' water use efficiency.

#### **IPM**

- Biological control on aphids, fusarium wilt & cutworms.
- Effectiveness of biological extracts on insect pest control.
- Identification of effective biological control agents against fungal pathogens.

#### **POST-HARVEST HANDLING**

- Research on least-cost vegetable storage facilities.

#### **OTHERS**

- Cost-benefit analysis on regenerative vegetable production versus conventional.
- Profitability and environmental impact of TAV's versus global vegetable production.
- Production & productivity analysis of different vegetables using regenerative agriculture.

### **7. SESSION 7: CLOSING REMARK**

The closing remark was made by Mr. **Sisay Hailu**, representative for the State Minister of Horticulture. He expressed his highest appreciation to the V4P&P team for organizing a productive inception workshop. He then acknowledged the contribution of the participants. The significance of the project enhancing the production and productivity of vegetable crops, creating jobs, improving nutrition, and gender mainstreaming were recognized by the speaker. By saying this, Mr. Sisay officially closed the workshop.

## MEETING SURVEY

Before the closing of the workshop, the participants have been asked few meeting survey questions using [Slido](#). The response of participants to the survey questions are as follows:

1. WHAT DO YOU THINK WAS MISSED OUT IN THIS DISCUSSION?

- Clear criteria to select vegetables for the intervention.
- Specific activities within the project timeframe.
- Financial/material support to VBN members.
- Agro-processing and gender mainstreaming.
- Everyone may have ideas that they may not have had time to share.

2. WHAT RECOMMENDATIONS WOULD YOU HAVE FOR THE ORGANIZERS OF THIS INCEPTION WORKSHOP?

- Provide the workshop materials to participants.
- Repeat this type of workshop at the district level.
- The activity planning should be aligned with the projected timespan.
- Keep on creating awareness about the project.

3. WHAT WAS YOUR FAVORITE SESSION DURING THE TWO-DAY WORKSHOP?

- Regenerative agriculture and VBN.
- Break out session for group discussion.
- Monitoring, evaluation, and learning.

## MEDIA COVERAGE

The inception workshop has received media coverage from different stations, including: Reporter, Capital, Ethiopian News Agency (ENA), and Fana Broadcasting Corporate (FBC). The Principal Investigator of V4P&P project, WorldVeg scientists, SNV Country Director and representative of the State Ministry, Horticulture took part in the media briefing. Journalists from different media organizations raised questions concerning the modality and partnership of implementation, criteria for selecting the intervention districts, number and diversity of beneficiaries, implications of the project on the growth of the horticulture sub-sector, and mechanism of sustaining and institutionalizing the project interventions. Discussions around these topics were covered during the various media sessions which have been published online and can be accessed through the following links:

- <https://www.press.et/english/?p=30595#>
- <https://www.fanabc.com/በ6-ሚሊዮን-ዩሲ-ድጋፍ-የሚተገበር-በሆርቲካ/>
- <https://pixykorner.co.za/afribusiness/ethiopia-center-launches-new-inception-project-on-vegetables/>
- <https://www.ena.et/en/?p=21886>
- <https://avrdc.org/ethiopia-to-regenerate-agriculture-with-vegetables/>

## ANNEXES

### ANNEX 1: WORKSHOP MEETING AGENDA

DAY 1: Tuesday, 23 February 2021				
SESSION #	SESSION TITLE	TIME	ACTIVITY	RESPONSIBLE
1	Introductions	8:30-9:00	Breakfast tea + Participant registration	
		9:00-9:05	Workshop kick-off and introduction to speakers	Dr. Roothaert
		9:05-9:10	Introductory Remarks, WorldVeg Intro	Dr. Dinssa
		9:10-9:20	Introductory Remarks, SNV's intro	SNV ET CD Worku Behonegne
		9:20-9:25	Welcome address by Oromia Bureau of Agri & Natural Resource deputy head	Getu Gemechu
		9:25-9:30	Welcome Address and Official Opening by the State Minister, Ministry of Agriculture	Representative for Minister of Agriculture
		9:30 - 9:45	Participant Introductions	Facilitator
2	Meeting Expectations	9:45 - 9:55	Setting the Scene	Dr.Roothaert
		9:55 - 10:00	Listing main expectations and desired outcomes of the meeting, considerations & Workshop rules	Facilitator
<b>COFFEE BREAK</b>		10:00 - 10:30	Group photo & Media briefing	
		10:30-10:35	Introductory Remarks, IKEA	Niko
3	Program Overview, Goals, Objectives, and Outcomes	10:35 - 11:05	Overall Program Introduction/ Summary / V4P&P Elevator Pitch	Dr. Roothaert
		11:05 - 11:35	Regenerative agriculture	Dr.Cordona
		11:35 - 12:05	VBNs	Leah
		12:05 - 12:35	Seed systems	Dr. Dinssa
		12:35 - 1:05	Demand creation	Dan
<b>LUNCH</b>		1:05 - 2:00		
		2:00 - 2:10	Program recap	Facilitator
4	Levelling off: Identifying 'What's working? What's missing?' within the program objectives for each county.	2:10 - 2:15	Introduction; appreciative inquiry approach	Facilitator
		2:15 - 5:00	Regenerative agriculture	Amha
			VBNs	Gemechis
			Seed systems	Dr. Shimels Aklilu
			Demand creation	Yidnekachew

<b>DAY 2: Wednesday, 24 February 2021</b>				
<b>Session #</b>	<b>Session Title</b>	<b>Time</b>	<b>Activity</b>	<b>Responsible</b>
	Introductions	8:30 - 8:45	Welcome tea	
		8:45 - 9:00	Name game	Facilitator
		9:00 - 9:05	Recap of Day 1	Facilitator
		9:05 - 9:50		4 facilitators
		9:50 - 10:00	Overview of Day 2	Dr.Roothaert
<b>COFFEE BREAK</b>		<b>10:00 - 10:30</b>		
5	Exploring Interventions: Prioritizing, synergies, etc.	10:30 - 1:00	Introduction of the session	Dr.Roothaert
			Regenerative agriculture	Amha
			Vegetable Business Networks	Gemechis
			Seed systems	Dinssa
			Demand creation	Yidnekachew
<b>LUNCH BREAK</b>		<b>1:00 - 2:00</b>		
6	MEL	2:00 - 2:30	Baseline, mid-term evaluation, end-line, etc. timeline for this	Dr.Rosina
		2:30 - 3.30	M&E and policy: What do you need from practitioners to improve your policies?	Facilitator
<b>COFFEE BREAK</b>		<b>3.30- 4:00</b>		
	Prioritizing research questions and experiments	4:00 - 4:45	Post-it notes exercise	Dr.Roothaert
7	Closing	4:45 - 5:00	Wrap up	Facilitator
			Closing out and thanks	Representative for State Minister

## ANNEX 2: PARTICIPANTS LIST

#	ORGANIZATION	NAME		ORGANIZATION	NAME
1	WorldVeg ESA	Ralph Roothaert	28	Dudutech	Ismael Yassin
2	WorldVeg ESA	Fekadu Dinssa	29	BoANR - Oromia Region	Getu Gemechu
3	WorldVeg ESA	Wubetu Legesse	30	Meki-Batu farmers union	Kumessa Gudina
4	WorldVeg ESA	Amha Besufekad	31	Welmera Woreda representative	Gedefa Dibaba
5	WorldVeg ESA	Serkalem Abuhay	31	MOA	Sisay Hailu
6	WorldVeg ESA	Yidnekachew Wondimu	32	Farm Radio International	Zelalem Nega
7	SNV	Gemechis Jaleta	33	Real IPM	Kirubel Tefera
8	SNV	Yetinayet Girmaw	34	Green Flower Foundation	Kassahun Lemi
9	SNV	Leah Mwaura	<b>VIRTUAL PARTICIPANTS</b>		
10	SNV	Fitsum Biruk	35	WorldVeg ESA	Dan da Silva
11	SNV	Worku Bihonegn	36	WorldVeg Asia	Paola Sotelo
12	SNV	Alemayehu Asrat	37	WorldVeg Asia	Srini Ramasamy
13	SNV	Gemechis Jaleta	38	WorldVeg ESA	Rosina Wanyama
14	SNV	Adamu Kitaba	39	SNV	Jeremiah Rogito
15	SNV	Melaku Tadele	40	IKEA Foundation	Steven Chapman
16	ESA	Melaku Admassu	41	IKEA Foundation	Nico Janssen
17	EIAR- Melkasa	Dr.Bediru Beshir	42	COLE ACP	Mikiyas Bekele
18	PELUM Association	Dr.Hailu Araya	43	Farm Radio International	Karen Hampson
19	EIAR- DebreZeit	Dr.Getachew Tabor			
20	EIAR- Melkasa	Dr.Shimelis Aklilu	<b>MEDIA</b>		
21	Holeta TVET	Amenu Olani	44	Ethiopian Herald	Hizekiel Hailu
22	Ejere Woreda representative	Gurmesa Bitima	45	ENA	Berhanu Alemayehu
23	AA University	Dr.Fasil Assefa	46	ENA	Desta Kassay
24	Joy Tech	Yitagesu Shege	47	Fortune	Sawerawork Teferi
25	Joy Tech	Kibrom G/Egziabher	48	The Reporter	Tamene Getachew
26	YALTA	Sarah Assefa	49	The Reporter	Sisay Sahilu
27	Event Facilitator	Amleset Haile	50	Addis Maleda	Dawit Astatike
			51	Capital	Anteneh Aklilu

### ***ANNEX 3: PRESENTATIONS FROM THE INCEPTION MEETING***

All presentations, flipcharts, photos and video recordings of the report can be found following the below link:

**[V4P&P inception workshop video recordings, photos and PowerPoint presentations - ETHIOPIA](#)**