

Business Ideas for Small Farmers

We WISHH !

Hilton Hotel

25 October 2007



USAID
FROM THE AMERICAN PEOPLE

OPPORTUNITIES PLEASE !!

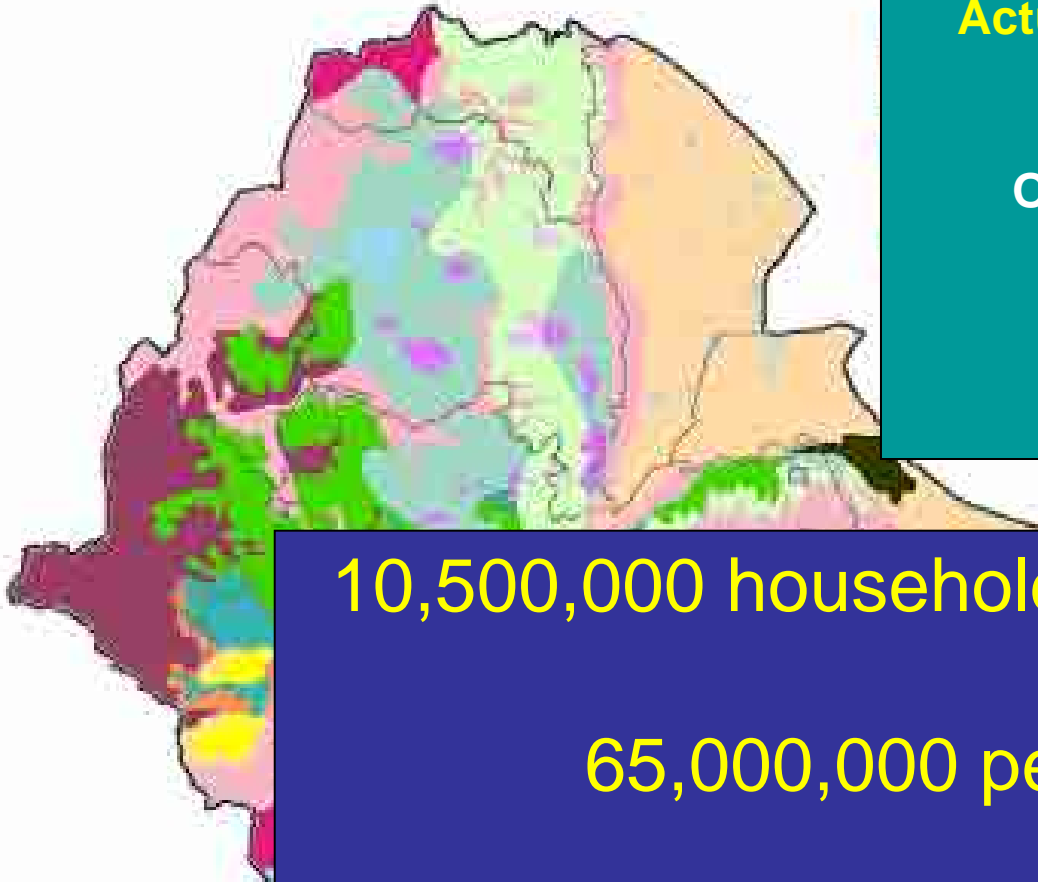
**Agribusiness and Trade
Expansion Activity**
Implemented by Fintrac, Inc



Are you
going to feed
us for the
rest of our
lives



Agroecological zones
[Agriculture]



Total Land - 113,000,000 ha
Arable Land - 11,500,000 ha
Irrigable Land - 3,500,000 ha
Actual Irrigated - 160,000 ha

18 Agroecological zones
Over 140 types of Crop grown

agriculture: 46.7%
industry: 12.9%
services: 40.4%

10,500,000 households in farming

65,000,000 people

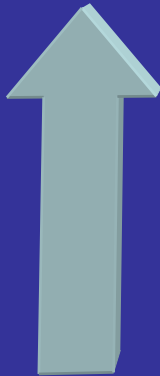
7,200,000 Food insecure

heterogeneous set of land use potentials guide actual land use. Agroecological zones have been defined in different ways for different parts of the world, but factors
 logical zones were defined in their and various regions used for the country. Each of specific crops found within the crops are found within are restricted to only one or

ATEP Project Goals

**Export, Regional and Local Sales
Up by \$ 450 Million over 3 years**

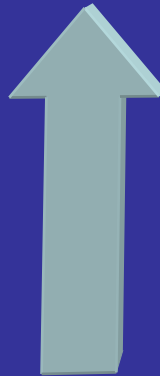
700%



**Horticulture &
Summer Flowers**



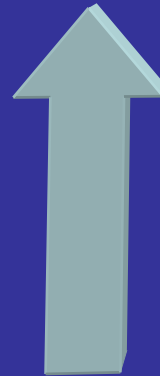
60%



Coffee



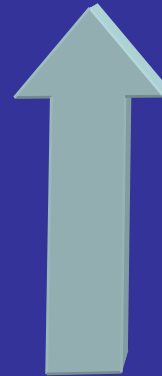
70%



Hides, Skins, Leather



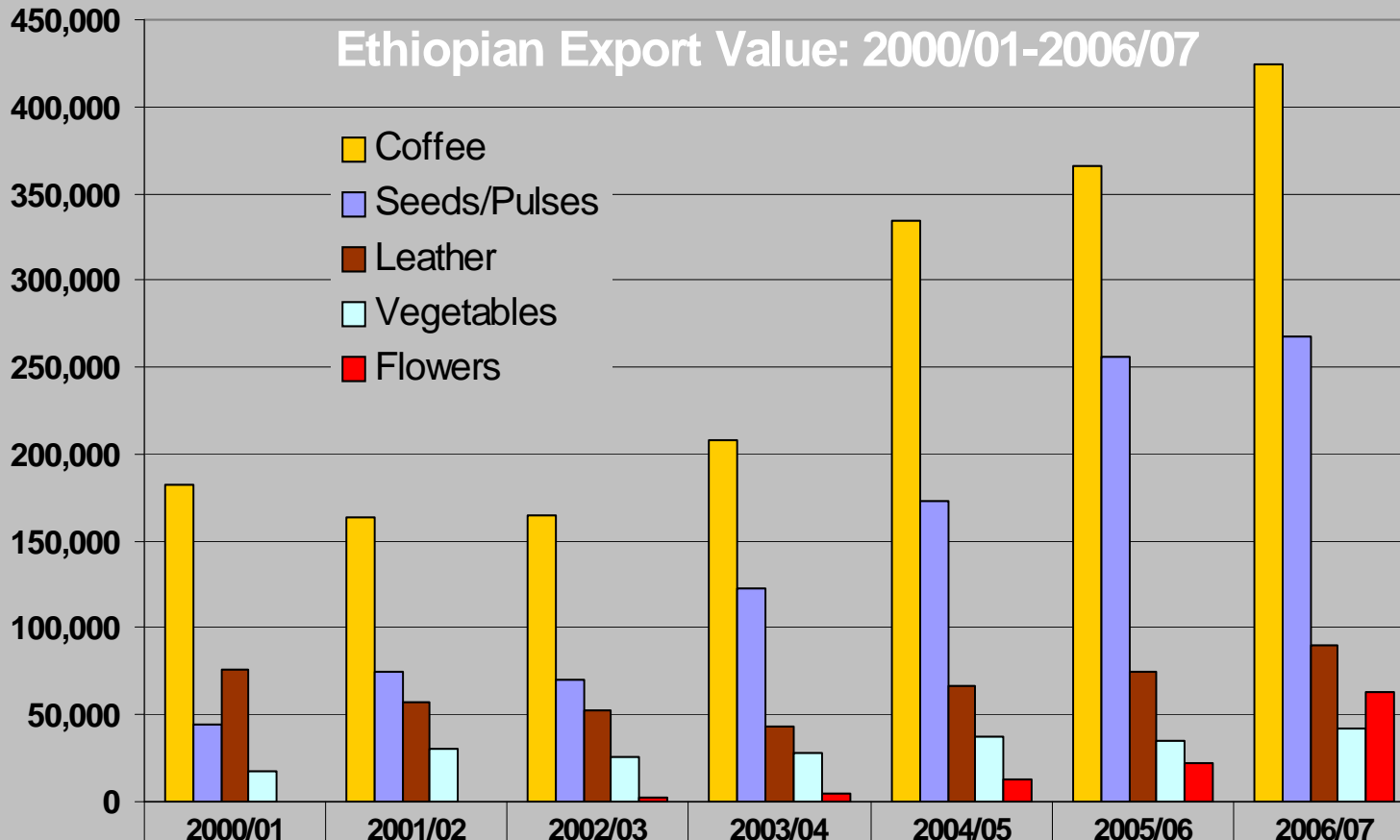
45%



**Oilseeds &
Pulses**

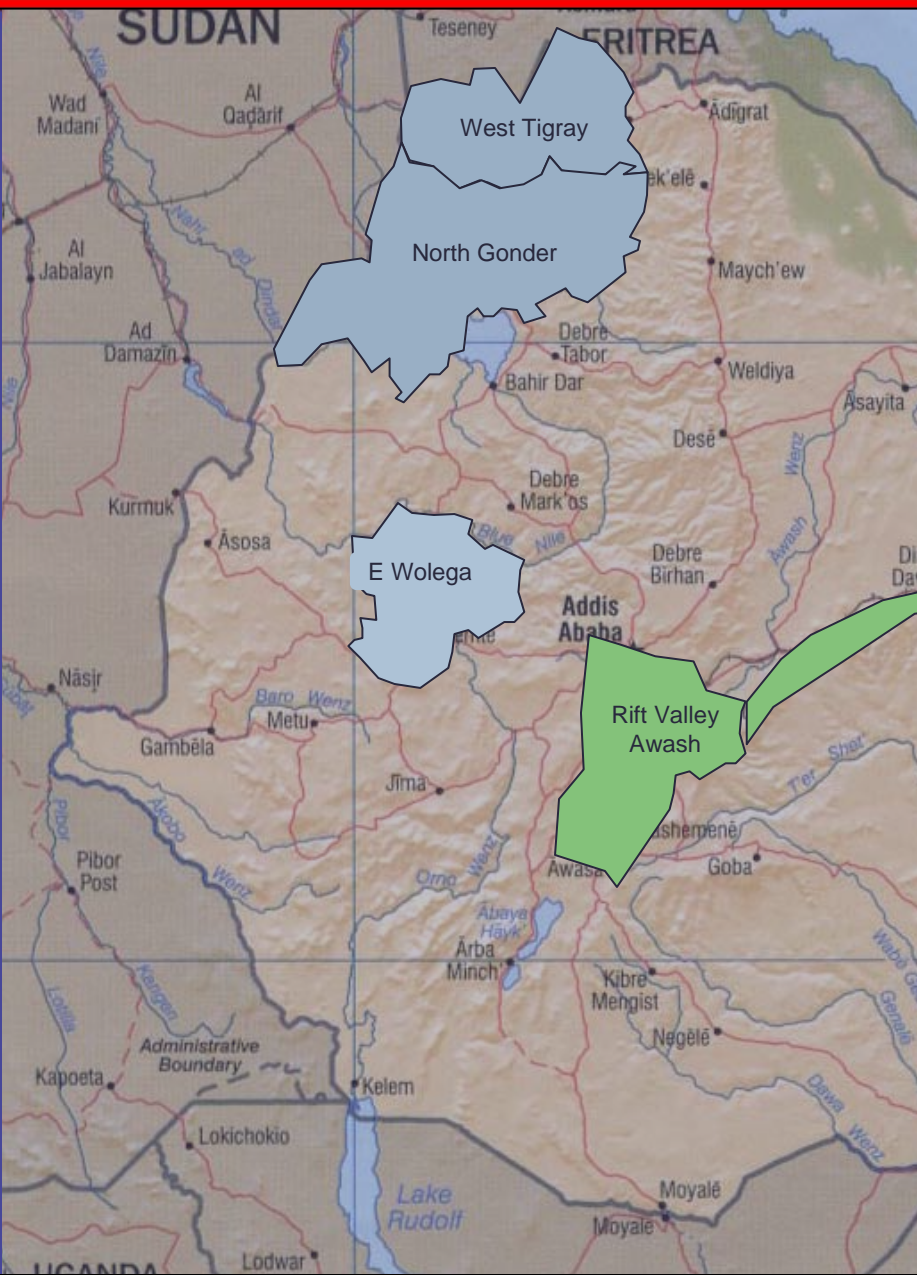


Major Agri Exports



	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07
Coffee	182,563	163,162	165,300	208,313	334,863	365,835	424,144
Seeds/Pulses	44,928	74,491	70,500	122,703	173,075	255,442	267,552
Leather	76,116	56,936	52,200	43,027	66,968	75,328	89,541
Vegetables	17,110	30,245	25,300	28,452	37,645	34,550	42,067
Flowers	305	159	2,904	5,050	12,645	21,967	63,599

Year



Oilseeds
3.0 million farmers producing
490,000 T on 800,000 ha

Exports \$ 209 M

Increased yield
thru better farming
and seed

Market linkage

Business planning

3.0 million farmers producing
580,000 T

Exports \$ 250 M



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Value Chain

**Agribusiness and Trade
Expansion Activity**
Implemented by Fintrac, Inc



**Production
Potential**

**Cleaning,
sorting**

**Pressing on
with Oil**

**Ethiopia by
Choice**



Pulses
**5.8 million farmers producing
1,200,000 T on 1,300,000 ha**

Exports \$ 37 M

**Improved market
linkage**
**Industry business
planning**

**5.8 million farmers producing
1,400,000 T**

Exports \$ 70 M

Field Size Harerge

We have less than 2 acres each and earn less than \$300 per year. Our only way out is doing business better



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Streaming ||||| 100%

Lack of
seed

Lack of
transport

Lack of
stores

Lack of
money

That's
not my
fault

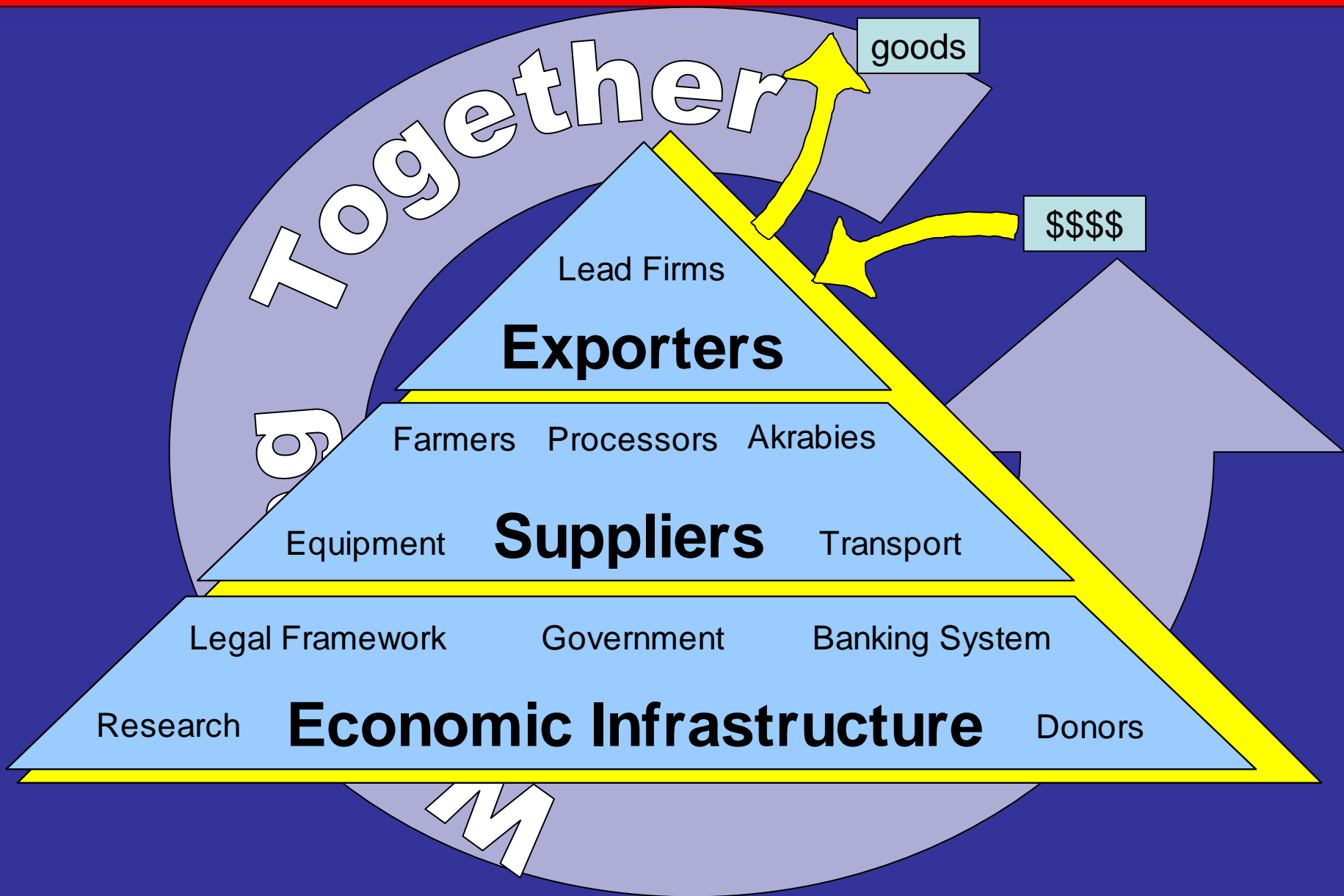
That's
not my
fault

**This system
does not
work. We need
new ideas !**

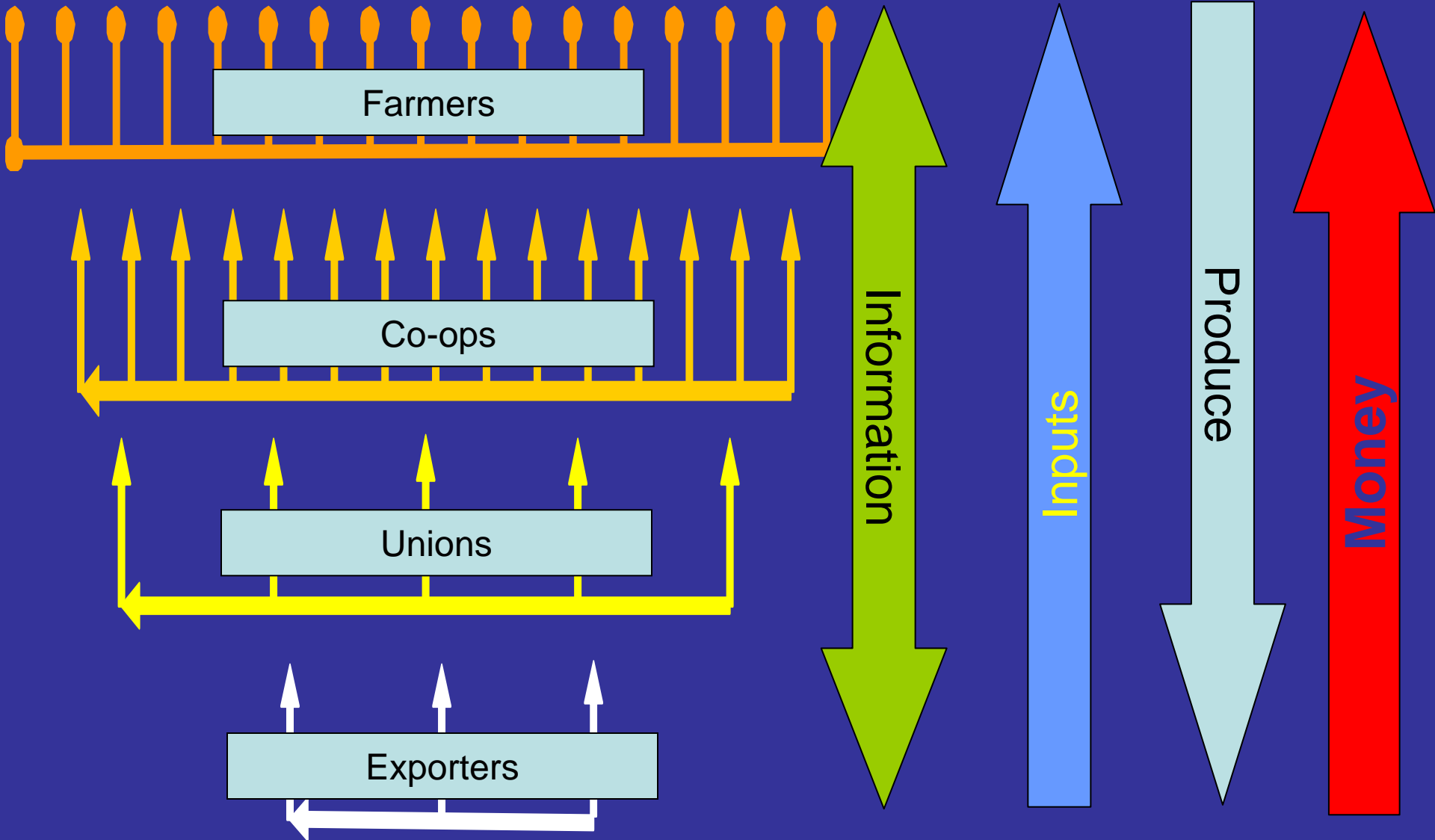


**We must learn to think
like business people and
work together**



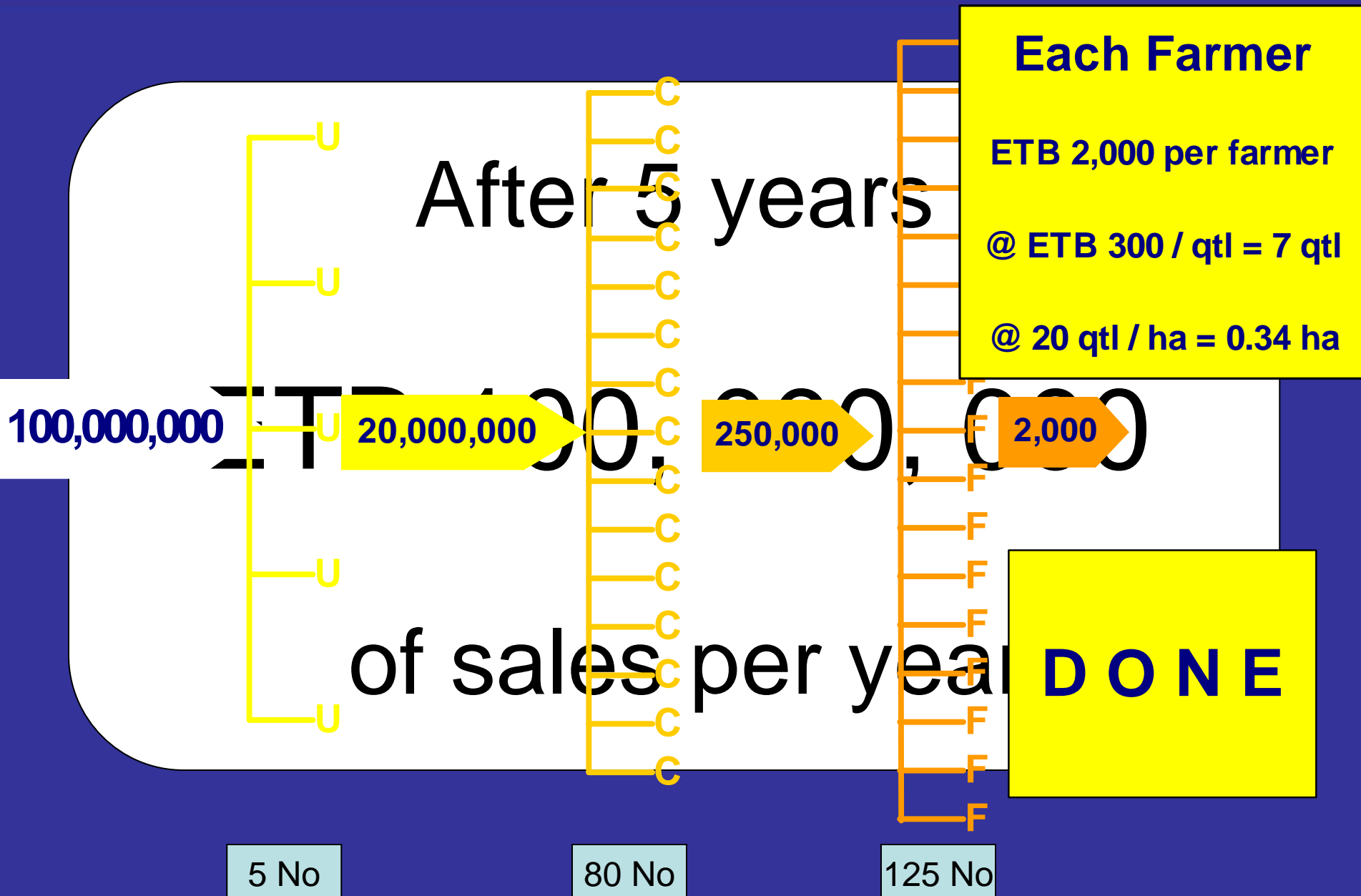


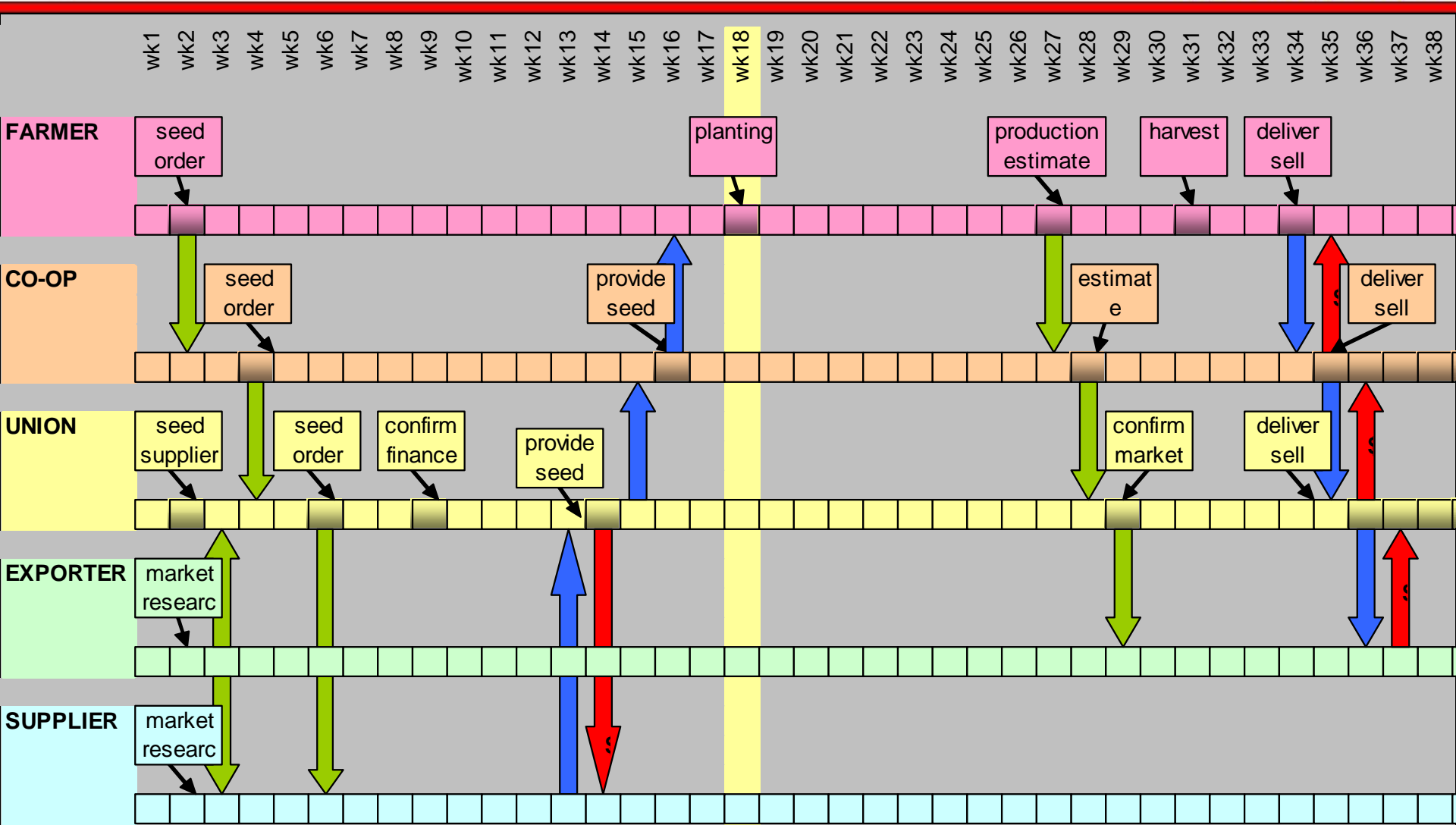
We must work like this

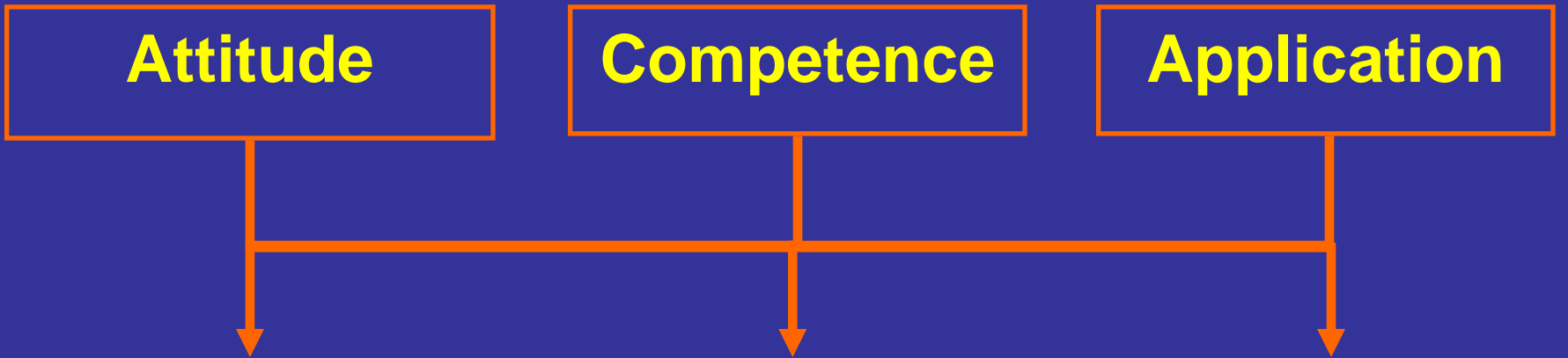


Forget all the "lack ofs"
We need a Vision and a
Plan









- **General**
 - Leadership
- **Business**
 - Finance
- **Agriculture**
 - Crop

What should we all be doing ?

- Processor and Exporter
 - Delivery
 - Liaison
- Maintaining
- Monitoring use



**Please
help me
to help
myself**

Increasing rural incomes and employment