FARMER-LED IRRIGATION MULTI-STAKEHOLDER DIALOGUES:

The role of offtake markets in unlocking small scale irrigation investments

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INTRODUCTION

Increased demand for irrigated crops is driving up the importance of small scale irrigation (SSI) in Ethiopia. However, various factors are limiting smallholder farmers to access both domestic and international markets. This makes it challenging to create incentives for farmers and producers to invest in irrigation. The enabling environment across market systems[1] and value chains embeds important elements for successful SSI. Across value chains, actors playing (indirect) roles in SSI include irrigation equipment and service providers (manufacturers, suppliers, distributors and retailers), input providers (seeds, fertilizers and agro-chemicals dealers), producers (small to large scale farmers and agribusiness enterprises) and offtake market actors (irrigated produce off-takers, agribusinesses and start-ups, aggregators, cooperatives, processors, exporters and wholesaler traders).

Continuing the MSD series on value chain and market system approaches to facilitate SSI in Ethiopia, International Water Management Institute (IWMI), through The Feed the Future Innovation Laboratory for Small Scale Irrigation (ILSSI) funded by USAID, together with World Bank Water Resources Group 2030 (WRG 2030) and Agriculture Water Management – Task Force (AWM-TF), the Ministry of Agriculture (MoA) co-organized the 4th MSD meeting. Zooming into '**Role of offtake markets in unlocking small scale irrigation investments',** the event took place on October 14th in Addis Ababa in a hybrid format with options for participants to join in-person (at the Capital Hotel) or virtually. It aimed to:

- Understand opportunities and challenges in current offtake markets in Ethiopia and its relation to small scale farmer-led irrigation; and
- Identify how the enabling environment related to offtake markets can be enhanced to catalyse small scale farmer-led irrigation.

The half-day hybrid session provided an interactive learning and collaboration space for key stakeholders and actors across irrigated agricultural value chains in Ethiopia to discuss roles, challenges and opportunities in facilitating SSI investment. It also facilitated the sharing of experiences, insights and

[1] In Ethiopia, the market systems for offtake farmers can be broadly categorized into three: *Modern channels* involving cooperatives and other organized producers and supply to institutional clients; *lead firm channels involving mainly* processors and exporters supplying irrigated products; and *traditional market channel*, which forms the bulk of the sector and mainly off-takers from small scale farmers.

solutions – while providing updates and experiences on ongoing efforts both within Ethiopia as well as in the East Africa Region (see the event agenda in Annex 1).

This MSD brought together 48 individuals (of which 80% men and 20% women) from over 28 different stakeholder organizations (see the participation list in Annex 2). The participants represented a diverse group of stakeholders including government agencies, research and academia, private sector enterprises and market actors (including irrigation technology and service providers, different types of agro-industries and businesses, farmer union, and MFIs), as well as development partners, NGOs and donors. The highest proportion of the participants came from private sector (40%), followed by development partners, NGOs, and donors (33%), local and international research and academic institutions (15%) and government institutions (12%) as summarized in Figure 1.

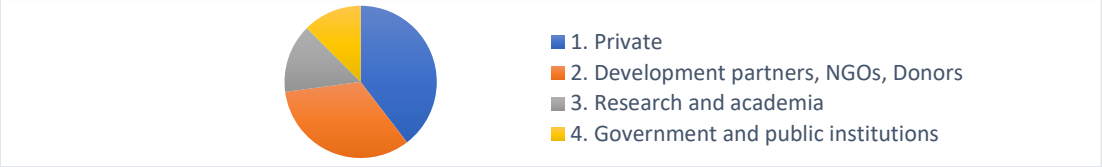

Figure 1. Attendees by stakeholder groups

The dialogue started with an opening and welcome speech by Abdulkarim Seid (IWMI Ethiopia Country and Regional Representative), who highlighted the importance of SSI investment and the interactive learning and collaboration between irrigated value chain actors and other stakeholders. Mussie Alemayehu, National Irrigation Specialist at FAO then provided an update on recent activities of the AWM-TF with focus on the development and application of Irrigation Management Information System of Ethiopia (IMISET). This was followed by Likimyelesh Nigussie, Research Officer at IWMI who set the scene on the context of irrigated fruit and vegetable markets in Ethiopia**.**

The workshop then proceeded with the presentation by Jan Durabilis, General Manager at Koga Veg Agricultural Development Plc., sharing insights into creating economic opportunities for Ethiopian smallholder farmers. It followed by the presentation by Biru Melka, Head of Marketing and Quality Control at Meki Batu Farmers' Union, who shared experiences on SSI Vegetable Marketing. The final presentation was given by Derrick Gakuu, Chief Technical Officer of iFarm360 (Kenya based), on the roles their company plays on unlocking irrigation investments as well as opportunities and challenges.

Two breakout sessions were arranged to accommodate in-person and virtual participants. The in-person participates formed four groups and virtual participants formed one group to discuss 1) roles of the actors involved in the offtake market in supporting smallholder farmers in investing in and practicing of irrigation, 2) opportunities for them when supporting small scale irrigated production and 3) drivers and incentives to support small scale farmers in investing in irrigation. The key takeaways from the breakout sessions were summarized and reported back to the plenary.

After the breakout sessions, a panel discussion followed that focused on the enabling environment i.e., policy, finance, cold chain logistics and digital services. The panel discussion was led by representatives from MoA/ATA, Ethiopian Horticulture Producers and Exporters Association, Peace MFI and MOSS ICT company and followed-up with a Question & Answer session engaging the audience. The meeting closed with a reflection by Joy Busolo, Senior Water Resources Specialist and Regional Coordinator at WRG 2030, recapping the importance of understanding the roles of market actors in unlocking SSI investment as well as the challenges and opportunities.

HIGHLIGHTS

Updates from AWM TF

AWM-TF has been involved in the development of IMISET[2] which is supported by FAO. IMISET aims to enable informed decision-making in irrigated agriculture development. The expected outputs from this development include establishment of a web-based irrigation information system, enhanced capacity in data collection, analysis and use of IMISET and data collection from sample irrigation schemes. IMISET utilizes various data and indicators on geographical scale, source of water, agro-ecology, irrigated area by large, medium, small and household scale, crop types and water use, socio-economics, environment, health and living and production cost. IMISET Database interface is completed and temporarily deployed on public and MoA servers[3]. To enhance actors' capacity and awareness to implement and apply IWISET, guideline and data collection format is prepared, also regional, zonal and woreda experts are trained in application of IMISET. Some woredas have started collecting and entering data in the public server system. The next steps are to publicize the MoA server and prepare operational guideline for. Application and sustainable use of IMISET. The platform was also discussed with MoA and MoWIE State Ministers and regional irrigation directors.

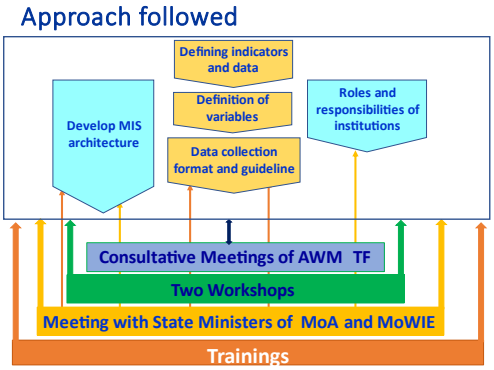

Figure 2. Approaches in developing IMISET *(Source: Presentation by Mussie Alemayehu)*

Another key update was the AW-TF's contributions to the draft Agricultural Water Management Policy/Strategy and the implementation instruments as part of Agricultural and Rural Development Policy. This includes irrigation development and management, irrigation financing and governance of water management aspects. For 2022, AWM-TF aims to provide technical support for IMISET implementation, irrigation water efficiency assessment and support to the development of private sector engagement strategy in the irrigation subsector.

Different marketing channels in irrigated fruit and vegetable market

Input market actors, producers and output/offtake market actors are key players in the irrigated fruit and vegetable (IFV) market in Ethiopia. The offtake market structure and channels for IFVs can be primarily grouped into traditional, modern and lead-firm channels with some overlapping actors, functions and interactions [4]. **Modern channel** is newly emerging where products are channelled through supermarket chains and institutional consumers and transactions between actors are formalized by business/supply contract. One example is the supply contract signed between Meki-Batu Farmer Union and Ethiopian

[2] Presentation by Mussie Alemayehu on 'Updates on Agricultural Water Management Task Force'. 4th Multi-Stakeholder Dialogue on '*Role of offtake markets in unlocking small scale irrigation investments*'. Oct 14, 2021. Addis Ababa, Ethiopia.

[3] https://imiset.netlify.app/

[4] Presentation by Likimyelesh Nigussie 'Irrigated Fruit and Vegetable Markets in Ethiopia'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

Airlines. More formal actors like cooperatives play this role in the modern channels and link producers with institutional/business clients (Figure 3). **Lead-firm channel** where products are channelled in a formal way (through agreement) to processors and exporters, mainly targeting the global and high ending markets. For example, Greenpath foods company exports fresh vegetables by collecting them from growers who have contractual agreements with the firm. In this arrangement, the company supports growers through provision of inputs, training and certification processes.

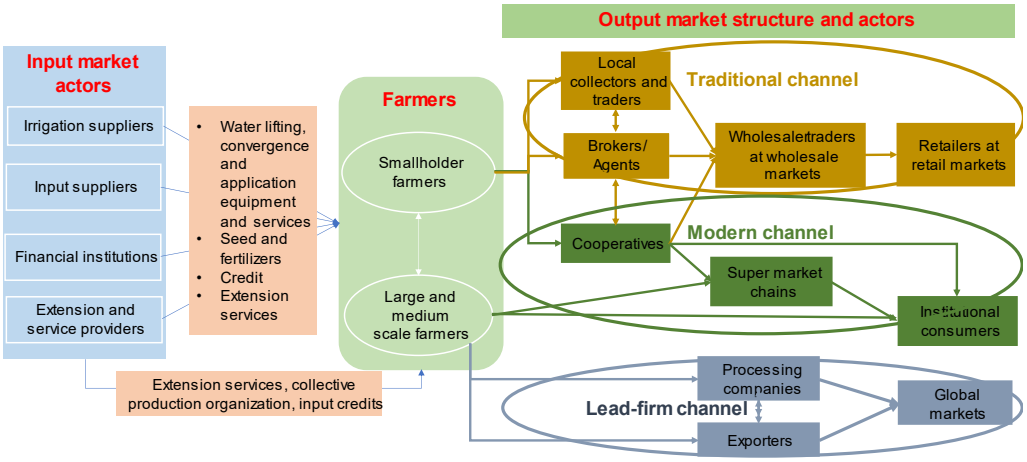

Figure 3. Irrigated vegetable and fruit market structure *(Source: presentation by Likimyelesh Nigussie)*

At least **70 percent** of fruits and vegetable production across the country is channelled through **traditional market channel** which is largely characterized by low transparency, informal processes and spot market relationships. Actors involved in these channels are guided by unwritten rules and codes of conduct. Local traders and broker/agents have central roles in the process as they are the ones who primarily connect producers and products with wholesaler traders in main markets like large wholesale markets in Addis. Wholesaler traders in main markets are key and influential actors that buy, store and distribute produces collected from broker/agents, local traders and cooperatives from various locations. They buy large volume of produces from smallholder producers, local aggregators and cooperatives across different locations either through direct contact or middlemen while selling these products to retailers, businesses and consumers in Addis markets. Although wholesalers are legal entities, the business transaction they have with the other actors is informal, based on long-term trading relation.

Roles of offtake market actors in SSI marketing and investment

Different offtake actors have different roles in unlocking investment and marketing of irrigated fruit and vegetables. Wholesaler traders, cooperatives, lead firms and digital marketing providers shared their experiences with this regard. Wholesaler traders in main markets may involve in co-investing in irrigated production based on semi-formal agreements with producers where they contribute capital to cover costs of production and farm operation such land preparation, labor, purchase of seeds and agro-chemicals, diesel for irrigation pumps and farmers contribute land. After production, the income from sales and profit are split between the off takers and producers[5].

Experiences from **Meki Batu Farmers Union (MBFU)** show that cooperatives play supporting role in investment and marketing of irrigated products including facilitating access to credit and input supply, storage facility, product aggregation, value addition and sales, market intelligence, technical and advisory

[5] Presentation by Likimyelesh Nigussie 'Irrigated Fruit and Vegetable Markets in Ethiopia'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

services, farm mechanization and maintenance services[6]. MBFU has a marketing strategy where it creates market linkages between farmers and clients both in bulk and value addition forms without broker interference, promotes products via different media, provides credit-based sale systems upon contract and establishes outlet shops for product sales.

Some of these roles are also undertaken by lead firms. With business models adopted from similar investments in Africa and Latin America, **Koga Veg** supports farmers in becoming reliable and competitive supply chain partners and creates access to fair markets by providing working capital, technical assistance, certification and technologies though transparent and formal farming contracts[7]. Koga Veg also invested in a pack house for grading, cooling and packing of high-value irrigated products that it collects from contract farmers to export to different markets. **IFarm360** also employs innovative and practical approaches to encourage investment in irrigated agriculture and enhance access to irrigation technology for small scale farmers[8]. These include digital crowdfunding platform to mobilize resources for solar pumps where crowd investors finance irrigation kits for farmers as low as 200$ and the kits will be available at hubs close to farmers where they will also sell their products (Figure 4).

Figure 4. How digital crowdfunding works (*Source: Presentation by Derrick Gakuu, iFarm360*)

The farmers acquire 1,000$ with a commitment of 200$ and portion of the revenue from product sales is retained to finance the kits. Koga Veg additionally provides technical support on agronomy, climate smart updates and weather data as well as market linkage to encourage investment on irrigation and guarantee return (Figure 5).

Another role of offtake actors is setting the price for irrigated products. Producers, local traders and aggregators, cooperatives, broker/agents, wholesaler traders and retailers all have a say in the final price determination to a different extent of influence. Local aggregators, cooperatives, brokers and wholesaler traders have high decision-making power in setting prices than other actors, especially in more traditional marketing [9]. In certain cases, broker/ agents at farm gate and at the main markets are said to have bigger role in price determination and dissemination of (unreliable) price information, but also using un-calibrated weighing and packaging, and exploiting the perishable nature of horticulture products to pressure farmers to agree on price recommended by themselves.[10]

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[6] Presentation by Biru Melka 'Experience of Marketing Irrigated Vegetables'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[7] Presentation by Jan Durabilis 'Creating economic opportunities for Ethiopian smallholder farmers'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[8] Presentation by Derrick Gakuu 'The role of offtake markets in unlocking small scale irrigation investments'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[9] Presentation by Likimyelesh Nigussie 'Irrigated Fruit and Vegetable Markets in Ethiopia'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[10] Presentation by Biru Melka 'Experience of Marketing Irrigated Vegetables'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

Figure 5. Possible solutions to unlock SSI investment (*Source: Presentation by Derrick Gakuu)*

Various issues are considered in setting price. For example, producers consider cost of production, while local aggregators and traders, cooperatives, brokers and wholesalers additionally consider the market dynamics i.e., the volume and quality of products, the price competition among producers of same crop across geographic locations and transaction cost. In addition, wholesaler traders (at main market) and retailers consider the cost of transport and labor to set their final selling price to clients. There are some cases where local trade bureau may intervene and set price caps for certain produces when there is high spike in selling prices at the main wholesale market.

In addition to off takers, key actors in the enabling environment like MFIs, ICT companies and government are critical in supporting SSI investment and marketing. **Peace MFI**, an agriculture-oriented local financial institution, facilitates investment by providing working capital and loans for irrigation pumps specially to smallholders based on social collateral. Other clients include wholesalers, retailers and rural enterprises. For solar-powered irrigation pumps, Peace MFI provides credits on digital financing Pay-go system with mobile banking and agent banking services. The MFI also finances maintenance service providers and pump rental services. **EPHEA** - a business-oriented association that works to promote the interests of its (commercial) member farms - plays a role by facilitating certifications for Global Good Agricultural Practices (Global GAP) and creating access to high-end export markets, linking organized smallholders with investors (lead firms) and provision of cold storage facilities and technical supports to operate and manage them. EPHEA also involved in the development of localized benchmark codes of good agricultural practice for flowers, vegetable and herbs. This has been instrumental in creating product standards, guaranteed market for high value crops and investment in irrigated production. **MOSS ICT** company and its mobile money platform (Mbirr) facilitate access to and transactions between MFIs, farmers and technology suppliers. Mbirr enables smallholders to invest by accessing loans and credit services to acquire inputs and irrigation technologies through pay-go system in their locality. MOSS ICT is also working to deploy digital financial solutions for smallholders like micro insurance and micro loans by using mobile phones. **Government organizations** should continue to play a supporting role in this by enhancing the policy and institutional environment, improving land and sea logistics for exporting perishable products, and by encouraging the development and use of appropriate business models, innovations and technologies to support off takers.

Opportunities and challenges

Several opportunities are observed in the operating environment for SSI investment and marketing. These include **favourable agro-ecology, climate, water and soil conditions** for growing a range of fruits and vegetables across the country, and sustained **market demand** for vegetables and fruits. Lead firms and

supermarket chains in big cities are increasingly becoming involved in the supply/value chain of irrigated products. Tangible **economic benefits** from irrigated and high-value crops (depending on specific contexts) also facilitate investment. For instance, with irrigation solutions, farmers in Kenya are able to farm up to 3 cycles of high-value short-term crops like onions, organic vegetables and horticulture. Onions can yield up to 20 tonnes a year (3 cycles) on a small farm of 0.5-acre farm with irrigation, this translates into increased earnings of up to $10,000 a year from less than $1,000 farmers currently earn[11]. Increasing project and donor interests in supporting SSI development also create opportunities for smallholders to access services and technologies and de-risks investment for the various actors involved.

The recision of Ethiopian agriculture and rural development policy gives more emphasis to agricultural commercialization with focus on market-oriented crop and livestock production and sustainable natural resource management. The policy aims at driving the market for irrigation development and gives due consideration to value addition, access to domestic and export markets, irrigation governance, inclusive financing and a strategy on ground water use. Marketing systems for cooperatives and digital marketing are also included. Futher, the policy is strengthening PPP, where there are improvements to previous regulatory issues and gaps, and ongoing efforts to develop a **specific PPP strategy to agriculture and irrigation** sector.There are also policy incentives and drivers for different actors such as tax and duty exemption for irrigation technology importers and lease financing system for investors. A new opportunity for unlocking SSI investment is the recently **drafted Agricultural Production Contract Proclamation**[12]. The proclamation is expected to help creating sustainable market linkages between producers and value added industries and larger buyers as essential part of agricultural commercialization via provision of legal framework to guide such arrangements. Also medium and large scale irrigation has managed by Ministry of Irrigation which implies greater policy emphasis on the sub sector development. MFI regulations are also favourable as they allow institutes to provide loans by mobilizing finance from saving.

ICT solutions like Mbirr's mobile payment services in Ethiopia and digital marketing systems and platforms like Crowdfunding in Kenya have enabled market actors (like iFarm360) to help facilitate smallholders' irrgation investment. Sucessful experinces of financial institutions like Peace MFI - which has come up with innovative and tailored fianncial products and services that suit Ethiopian smallholders – have demonstrated big opportunity to support investment by providing loans based on social collateral and through paygo systems.

The challenges hindering investment and marketing of irrigated agriculture in Ethiopia are primarily related with policy and institutions, nature of market systems, access to inputs technology and services, capacity, finance and other (systemic) factors. One of the **policy and institutional barriers** mentioned during the dialogue is the complex tax system for packaging materials which mandates that all imported packaging materials need to be re-exported in an usually short time given. Exporters like Koga Veg and Greenpath are facing strict trade regulation challenges while in the vegetable export business there needs to be some flexibility in terms of time. This has led to businesses preferring to add value in retail packaging outside of Ethiopia. Financial regulation by National Bank that limits the daily transaction amount via mobile money systems (8,000 birr/day) is impacting transactions between MFIs, digital platform providers and farmers. Moreover, there are challenges in accessing foreign exchange and gaps in institutional synergy between Customs Authority, Ministry of Finance and Economic Cooperation and Ministry of Agriculture in the import and tax exemption process of solar pumps. Additional institutional challenges

[11] Presentation by Derrick Gakuu 'The role of offtake markets in unlocking small scale irrigation investments'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[12] https://chilot.me/2021/02/08/agricultural-production-contract-proclamation/

include weak logistics and coordination between producers, cooperatives, wholesalers and local trade bureaus.

The nature of **market systems** refers to the domination of traditional marketing, power dynamics and relationship of actors and processes, fluctuation of production costs and selling prices and availability of guaranteed markets to ensure return on investment. The informal marketing and relationships may contribute to making the system more susceptible to risks, cheating, high unpredictability of selling prices and unbalanced power dynamics between actors where few have high influence in setting prices [13]. Such system usually leaves the farmers to face the highest risk when it comes to getting return on investment, especially when product perishability is considered along with farmers' low decision-making power on setting prices – which may not always consider their actual production cost. Lead firms also face risks when it comes to accessing high end markets, maintaining quality and volume of supplies, price fluctuation and from *side selling* of products. Some of the outgrowing schemes with smallholders were unfortunately not successful, as experience by EHPEA highlights challenges encountered in operationalizing these schemes and creating anticipated market linkages. The issues had to do with market price and contract enforcement where price at time of harvest was higher in local markets than initially agreed price (with the lead firm) and smallholders used side selling instead of supplying as per agreement. In addition, the market system is challenged by presence of multiple informal broker/agents, manipulation of price, lack of standardized and uniform packaging materials, un-calibrated weighing at farm gates, high perishability of products and lack of storage facilities and lack of guaranteed markets to incentivize farmers[14]. To address these issues, MBFU for instance works to enable farmers produce quality products and add value to get better prices, promotes formal marketing through certified contract farming and fixed pricing and using standardized packaging and post-harvest practices.

Availability and affordability of irrigation technologies, access to agronomic inputs and other supporting services are other challenges for investing into irrigated agriculture. The initial cost of acquisition of irrigation technologies is too high to smallholder farmers unless there are innovative financial solutions suited to the context of farmers such as the ones aforementioned by iFarm360 in Kenya that enable producers to invest in irrigation. It is difficult to say that there is functioning cold chain logistics in Ethiopia. Mostly big commercial farms have their own pack house; however, this is hardly available at smallholder or even at cooperatives level. Limited availability of the atmosphere controller and cold container technologies in local markets and the high cost of importing the technology are additional barriers. Absence of collection and storage facilities in targeted cluster areas and key locations close to railways has also hindered the efforts to link smallholders with exporters. Sub-optimal interest and engagement of most MFIs in the agriculture sector and suitable financial services were also mentioned. Limited access to inputs like seed, fertilizers, agro-chemicals packaging materials, irrigation technology, financial services and ICT platforms like mobile payment systems are also mentioned. Quality and technical suitability of available irrigation technologies are also questionable in some cases i.e., where discharge rate of solar-powered irrigation pumps is not suited to farmer needs.

L**ack of information and capacity** challenges the understanding of international marketing mechanisms, sustainable production, certification, operating and managing cold store and irrigation technologies, contract enforcement and addressing water and irrigation disputes[15]. The fact that smallholder farmers

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[13] Presentation by Likimyelesh Nigussie 'Irrigated Fruit and Vegetable Markets in Ethiopia'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[14] Presentation by Biru Melka 'Experience of Marketing Irrigated Vegetables'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

[15] Presentation by Jan Durabilis 'Creating economic opportunities for Ethiopian smallholder farmers'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

are already challenged by extreme poverty and climate change which has far reaching effects on investment capacity, risks and farming patterns and practices[16], in couple with transportation facilities and religious traditions that do not allow field work on certain days in some areas. Most smallholders may not have ID and documentations to meet requirements which makes it challenging to process requests for financial services. In cases where there is demand for technologies and availability of financial services, irrigation supply chain actors have very limited presence in rural areas so smallholders still face barriers to invest and acquire technologies.

Reflections and concluding remarks

Various factors are crucial for sustainable SSI development including investment and market which intern influenced by the enabling environment and multiple actors across the irrigated supply/value chain who play central roles in this. Off take market actors and other stakeholders have multiple roles in unlocking SSI investment. Facilitating access to inputs, irrigation technologies, loan and credit services, technical support, market, as well as cold chain and other facilities are among the main roles. Market, agroecology, economy, policy and ICT form the enabling environment for this. Local and export market demand, favourable conditions for irrigated production, economic return, policy support, tailored MFI services and ICT platforms all create opportunities for investment in SSI.

There are also challenges embedded in the operating environment along with the opportunities. Some aspects of irrigated fruit and vegetable market system poses challenges including dominance by informal processes, high risk and price fluctuation, low transparency and unbalanced decision-making power between actors. Limitations in accessing inputs, technology and facilities, financial services and market to ensure return on investment along with capacity gaps on contract enforcement, certification and international marketing, operation and management of cold store facilities and irrigation technologies are some of the main challenges. Policy and institutional barriers have primarily to do with tax and duty exemption process for irrigation technologies, packaging material regulations, financial regulations on mobile money transactions, and limited coordination between key institutions.

The dialogue was organized in a hybrid format (for the first time), which presented technical challenges and learning opportunities for the organizers. The format also gave options to join virtually and in-person, which allowed to address concerns of COVID19 exposure and enabled participants from abroad to join. Participants were encouraged to use chat box to raise question and exchange their ideas – this function stimulated dynamic discussion and interaction during the meeting. Like the previous MSDs, attendance was satisfactory as 73% of people who registered have attended the event. The next round of MSD will take place in 2022 in a hybrid or virtual form depending on the COVI19 situation and the respective mitigation actions in place. Annex I. Agenda

Farmer-led irrigation Multi-Stakeholder Dialogues: Ethiopia

The role of offtake markets in investing in scaling Small Scale Irrigation

Oct 14th 2021 at Capital Hotel, Addis Ababa

Time	Sessions and Speakers
8.30 – 9.00	**Registration**
9.00 – 9.15	**Opening** - Welcome remarks and introductions- Moderator and IWMI

[16] Presentation by Derrick Gakuu 'The role of offtake markets in unlocking small scale irrigation investments'. 4th Multi-Stakeholder Dialogue on *'Role of off take markets in unlocking small scale irrigation investments '*. Oct 14, 2021. Addis Ababa Ethiopia.

9.15 – 9.30	**Updates on Agriculture Water Management –Task Force's** ongoing activities- MoA
9.30– 9.35	**Setting the scene** – overall picture and context - IWMI
9.35 – 10.30	**Session 1: Current offtake market in Ethiopia** Presentations and Q&A 1. Lead firm – Koga Veg Agricultural Development Plc. 2. Farmer Union – Meki Batu Cooperative Union 3. Digital marketing system – iFarm 360
10.30 – 11.00	**Session 2a: Breakout group discussion & reporting to plenary** The roles and opportunities of offtake market actors, their drivers and incentives to support small scale farmers in investing in irrigation.
11.00 – 11.20	**Coffee Break**
11.20 – 11.50	**Session 2b: Reporting Back**
11.50 – 12.45	**Session 3: Panel Discussion** on the enabling environment related to offtake market actors that support small scale famers to invest in irrigation. 1. Policy – Ministry of Agriculture/ATA 2. Finance - Peace MFI 3. Cold Chain Logistics – Ethiopian Horticulture Producers Exports Association 4. Digital services: MOSS ICT - MBirr Interactive plenary discussion on how the enabling environment can facilitate offtake market actors and market linkages for smallholder farmers
12.45 – 12.55	**Closing remarks** – 2030 WRG
13.00 – 13.45	**Lunch** provided with take away option

Annex II. List of attendants

No	Name	Organization
1	Mussie Alemayehu	FAO
2	Biru Melka	Meki-Batu Farmers Union
3	Girum Bahri	2030 Water Resources Group, WB
4	Likimyelesh Nigussie	IWMI
5	Mekuria Tafesse	2030 Water Resources Group, WB
6	Lebeza Alemu	Solar village
7	Abdulkarim Seid	IWMI
8	Wole Gome	EHPEA
9	Simret Tesfay	Tewaru Plc
10	Dagmawi Melaku	IWMI
11	Nobel Mulugeta	MOSS ICT
12	Gerrit Holtland	SNV
13	Thomas T/selassie	EHPEA
14	Kebede Teshome	ATA
15	Hanibal G/Medihin	Rensys Engineering Plc
16	Frezer Fikru	Green Henon Agricultural technology service Plc.
17	Tezera Kebede	Peace MFI
18	Emebet Mekonin	2030 Water Resources Group, WB
19	Adugna Haile	Haile Wako Integrated Farm
20	Yohannes Geleta	Freelance consultant
21	Belete Bantero	ATA
22	Elshaday Mengistu	IWMI
23	IWMI Ghana Events	IWMI
24	Natasha Skreslet	2030 Water Resources Group, WB
25	Derrick Gakuu	IFarm360
26	Chenai Murata	WB
27	Melaku Tesema	Solar village
28	Dan Folta	Folta Engineering
29	Lidia Mordel	HereWeGrow gGmbH
30	Petra Schmitter	World Bank
31	Joy Busolo	2030 Water Resources Group, WB
32	Hayalsew Yilma	World Bank
33	Yemisirach Tadesse	EHPEA
34	Moges Worku	USAID
35	Nina Jansen	2030 Water Resources Group, WB
36	Jonathan Denison	WaterDev
37	Helen Teshome	IFAD
38	Tewodros Assefa	Bahir Dar University
39	Fitsum Hagos	IWMI
40	Mutsa Masiyandima	IFC
41	Bereket Forsido	MoA
42	Ashebir Haile Tefera	EIAR
43	Samson Eshetu	AFAAS
44	Degagsa Denboba	Meklit MFI
45	Esther Kim	Technoserve
46	Faji Gebreselassie	Mercycorps
47	Anbessie Chaka	Specialized Financial and Promotional Institution (SFPI).
48	Nabil Ishak	Ethiopian Solar Energy Development Association