

## Collaboration for Better Impact: Strengthening Malt Barley Producer Cooperatives



On 25 July 2018 ISSD SNNPR in collaboration with CASCAPE SNNPR organized capacity enhancement training for malt barley platform members in three SPCS in Melga Woreda. Overall, 26 executive management committee members of the three Barley SPCs (Melga, Guguma Derara & Atote Genet) took part in the training. Dr. Hussein Mohammed, Scientific Director of ISSD SNNPR, officially opened the workshop and introduced the purpose of organizing the training. He briefly addressed the objective of the platform saying that the purpose of organizing the training is to strengthen the capacity of malt barley producer cooperatives so as to increase malt barley production and productivity. He also mentioned the specific activities which were planned to be implemented through the platform. The training covered such thematic areas as: ***production & management of barley seeds; management of malt & grain barley seed producer cooperatives; marketing of malt & grain barley seeds; mainstreaming gender in malt & grain barley seed producer cooperatives; and the role of technology in malt & grain barley seed producer cooperatives.*** ISSD's role in the platform is in strengthening malt barley seed system, in terms of organizing cooperatives (SPCs) to become autonomous malt barley seed producers and suppliers, whereas CASCAPE mainly takes the leading role in introducing new technology which enhances the production and productivity of malt barley. Dr. Beyene Teklu (CASCAPE SNNPR Manager) and Asrat Tsegaye (CASCAPE Planning & Scaling Expert) also actively engaged in facilitating the training and discussions.

The training sessions were covered by ISSD Experts. Accordingly, **Pre- and post-production management of seed** was covered by Ato Multatu Gebisa (ISSD Seed Exper) ; Muhsin Yimam (ISSD Farmer Organization Expert) covered **Concept of cooperatives (values, principles and definition); objectives & activities of SPCs; importance of SPCs; SPCs management & structures of SPCs management; formation, duties & functions of general assembly (GA), management Committee (MC) of SPCs; introduction to Marketing; theories and practices of cooperative marketing**; Binyam Fikre (ISSD Seed Business & Marketing Expert) covered **benefits of seed marketing; theories of marketing modalities; practices of marketing modalities in cooperatives; ideal marketing in cooperative; marketing agreement (contract) in cooperatives**; Workalem Girma (ISSD Gender Expert) covered **Gender in SPCs; and Gender mainstreaming in SPCs**.



Evidence shows that the Ethiopian malt barley market demand is growing fast mainly driven by the increasing demand for beer. Which in turn makes it difficult for suppliers unable to offer a high-quality malt grain by meeting the market demand; this leads brewers to import huge amount of malt barley. But it can also be taken as an opportunity to create significant market potential for domestically produced high quality malt barley. From the discussions held with SPC members it is found that major constraints in the malt barley value chain related to seed supply, quality seed/grain production and poor productivity and market linkage. With lead roles of ISSD and CASCAPE, malt barley value chain development initiatives are launched to address all the constraints mentioned above. This initiative is aimed at ensuring malt barley seed supply security in supported woredas and improving productivity and market linkage between

producers and malt factories. Hence, the rationale for establishing the platform is to strengthen malt barley value chain development from field to glass. To meet the above mentioned objective, the one day training which was mainly organized to executive committee members of the SPCs covered the following thematic areas:

- Quality Seed production Technique
- Seed value addition and marketing
- Cooperative management
- Gender issues in seed system.

The ultimate goal of ISSD - CASCADE malt barley platform is towards increasing production and productivity of malt barely as well as creating sustainable marketing linkages for malt barely producer cooperatives. Even though the target woreda has high potential for malt barley production, the seed producer cooperatives are facing a serious problem from lack of basic seeds, standard storage and high post-harvest loses. Points were raised by participants on how to solve constraints relation to availability of basic seed, quality malt barley seed production and marketing. The training helped to clear out confusions among committee members in relation to roles and responsibilities of malt barley value chain actors. It is also found that there is confusion and lack of clear understanding among farmers between malt barley seed and grain barley production. In addition, farmers do not consider themselves as malt barely seed producers, as a result adulterate malt barley seed with grain which ultimately affected both the producers and the consumers.

The general objective of the workshop was to strengthen the malt barley value chain development in Melga Woreda through delivering awareness creation training and holding discussion meeting with 26 executive management committee members from three Malt Barley Seed Multiplication and Marketing Cooperatives. The specific objectives were to: strengthen malt barley platform; ensure viable and functioning seed system of malt barley; strengthen malt barley marketing; improving production and productivity of malt barley; and to mainstream cross-cutting (gender and nutrition) issues. Participants of the training were from Guguma Derara SPC, Kelanto Ediget SPC, Genet Women Malt Barely Seed Multiplication and Marketing SPC as well as experts from Woreda Agricultural & Cooperative offices.



To examine the existing status and performance of the SPCs, discussion was held with participants. The discussion was facilitated by Ato Mesfin Behailu Behailu (ISSD Project Manager) and Ato Amhayesus W/Michael (ISSD Value Chain Expert). In this session, strengths and weaknesses of the SPCs were clearly identified which include: to what extent they have met their objectives. Findings from the discussion session revealed that the SPCs are contributing significantly in the improvement of the livelihood and food security of their members and the surrounding community though it was not as expected. Factors contributed to limiting the performance of the SPCs are: Lack of good governance in the SPCs; loan access and timely return problems; inadequate basic seed supply; quality seed production and post harvest and storage management problems.

On its establishment in 2005 E.C, Guguma Derara Malt Barely Multiplication and Marketing Cooperative started its business with 56 members, now it has 67 members.



Ato Belayneh Mitiku is Manager of Guguma Derara Malt Barely Multiplication and Marketing Cooperative. He speaks about the challenges that the SPC is facing in the past few years:

*In the past, one of our serious problems is lack of basic seed and this in turn badly affected our effort of malt barley production and marketing. Another key challenge that we are facing is lack capacity strengthening trainings especially on good governance and financial management as well pre and post-harvest management. However, due to ISSD-CASCAPE collaborative intervention in 2008 E.C, we have gained capacity enhancement in terms of strengthening our organizational, financial and infrastructural system. Today's training helped me to gain*

*understanding and to play my role as a change agent in my cooperative. As a Chairperson, I am personally committed to put the training into practice.*