

ISSD Amhara unit participated on 3rd Amhara region cooperative Exhibitions

The integrated seed sector development Amhara unit participated on the 3rd Amhara region cooperatives exhibition which was organized by the support of Amhara region cooperative promotion agency. The prime objective of the fair was to connect cooperatives and unions with customers, farmers and other developmental sectors involved in supporting cooperatives. Moreover, the cooperative aimed to encourage cooperative marketing for fair trade and linkage with buyers. The opening ceremony of the exhibition was attended by higher officials of the government, managers of cooperatives and unions, research centers, public seed enterprises, agro processors, universities, agricultural input supplier's, projects like ISSD and seed producer cooperatives.

ISSD project Amhara unit was the one honored to exhibit interventions in relation to supporting cooperatives and contributions to unlock regional seed sector challenges. Furthermore, it intended to create opportunity for seed producers in promoting products, link with technology owners, agricultural input suppliers, unions, communities, exporters, buyers and others.

Cooperative centric Seminar was organized for one day side to the exhibition where cooperative leaders have taken part from all over the region. The seminar has covered various technical aspects related to Agriculture, market linkage, relationship between cooperative and unions and government support for the farmers. This seminar has created combination of technical guidance along with practical knowledge for the cooperatives; all delegated have appreciated the newer approach (exhibition) where organizers have implemented to alleviate cooperatives challenge in relation to market linkage. ISSD Amhara unit has also shared the challenge to work with seed producer cooperatives and unions and best lessons brought with seed producer cooperatives.



Seed producer cooperatives at the exhibition

Higher officials while visiting ISSD's display

In the exhibition, the project promotes the integrated seed sector development project Amhara unit's intervention in supporting cooperatives through capacity building activities, creating linkage with seed producers, ties with financial intuitions. Furthermore, all interventions of the integrated seed sector promoted and displayed in the exhibitions. Direct and indirectly supported seed producer cooperatives profile promoted, ISSD's specific contribution to cooperatives and unions shared, linkage created to some seed producers demonstrated their products and shared experiences in the exhibition.

Avola Goshiye seed producer and multiplication cooperative was the one participated through ISSD and promoted in the 3rd regional cooperatives exhibition. The cooperative established in 2006 as

market oriented irrigation cooperative whose main objective was to produce crops of high market demand, in 2008 it was reestablished into a seed producer cooperative with expanding its members and capital with intensive support of integrated seed sector development project. The seed producer cooperative graduated since 2015. Moreover, the project still supported the seed producer in creating linkage with market.



The seed producer promoted two teff varieties (dagim & kuncho) produced by spc members. The displayed seeds were basic seed produced by the cooperative, certified by regulatory body and packed in a small size by their own. The exhibition created market linkage for SPCs to clean bread wheat which is produced by Ediget union. Further, discussion was made with private seed producers to provide basic seeds of dagim and kuncho teff varieties.



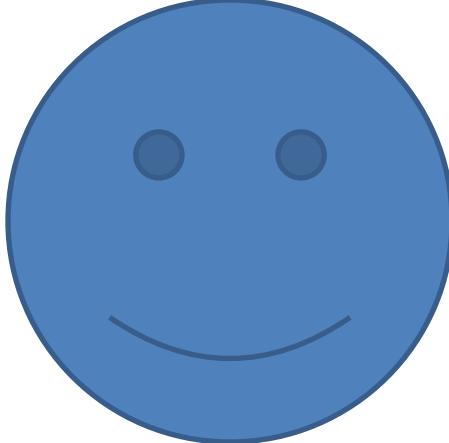
"The 3rd Amhara region cooperatives fair was a very good exhibition. I spent three days here. The trade fair shows the best agricultural products in the region and I was impressed by the diversity of cooperatives. It was an eye-opener for me. We came here through ISSD Amhara unit, we would like to thank for the untired support of making the seed producer autonomous. We meet with buyers, interested to use our teff seed and we have done agreement with one cooperative to clean bread wheat with good price. I look forward to coming back again next year."

Ato Sintayehu Admasu

Avola Goshiye seed marketing and multiplication cooperative manager

**Companies
Participated**

- 30 cooperatives
- 3 public seed enterprises
- ARARI
- Agro processors
- Seed producer companies
- Agricultural machinery suppliers



More than 25, 000 people visited the exhibition

This doesn't include guests, Organizers, Government representatives, Media Persons, Temporary staffs



Certificate provided for ISSD Amhara unit

The exhibition was effective in achieving the desired goal of promoting the overall progress of the projects, lessons brought, and issues which needs to scale up by government side. Many companies had participated from all these sectors and experienced very good scope in the sectors. Moreover, our seed producer cooperative had got a chance to promote their products and created linkage with buyers and other relevant institutions. The exhibition displayed for 7 days and a total of 35,000 people visited.