

## Integrated Seed Sector Development Project in Ethiopia ISSD Oromia South and West Program Unit

Rosemary Hotel, Bishoftu, Oromia; August, 28-29/2019 (ISSD OSW September 17, 2019 Addis Ababa, Ethiopia):- Oromia South West ISSD Program Unit conducted two days training workshop with Unions, SPC and other key stakeholders from 28-29 August 2019. In the event, representatives from farmers unions, SPCs including graduated LSBs, ATA,GIZ, ESA, Regional Bureau of Agriculture, Regional cooperative promotion Agency, OSE, woreda agriculture office and woreda cooperative promotion office were participated. A total of 26 participants were involved in the training workshop. Obbo Abdo Woyema program unit manager welcomed the participants and explained the objectives of the meeting. The purpose of the workshop was to understand the working relationship between SPCs and Farmers cooperative unions so as to identify the gaps that hinder their complementarity role in the seed business and also foster B2B relationship between them.

On the event two PPT presentations were delivered by two experts from ISSD-OSW namely Obbo Tadesse Teshome farmer organization expert and Obbo Zerihun Abebe Seed expert. Obbo Tadesse Teshome enlightens the topic entitled understanding business relationship between SPCs and Seed Producer Unions and MPFC Unions. He asserted that some of the benefits of business partnerships and also indicated factors that hinder good B2B relationship between SPCs and Unions. Finally, he emphasized on the purpose of establishing strong B2B relationship between SPC and Union that permits operation of seed business at a scale on sustainable basis.

Obbo Zerihun Abebe offered the training entitled Key performance indicators for the successful small and medium seed business. Zerihun has highlighted the Key performance indicators (KPI) that help to periodically assess the performance of a given seed business entity.



In the second day of the workshop different groups of SPCs, Unions, Woreda experts and partners formed. Face to face discussions, homogenous group and heterogeneous group discussion and panel discussions were part and parcel of the workshop. During the group works the challenges of SPCs, unions and their business relationship were identified, prioritized and action plan were formulated by participants to address the prioritized challenges. At the end, all participants agreed up on the five top strategic actions and took assignment to address in the coming crop season. The closing event was jointly chaired by the representatives of OBANR and OCPA. Finally they extended their sincere gratitude to the project team and all the participants and wished safe journey home.

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The vision of the ISSD programme in Ethiopia is to strengthen the development of a vibrant, market-oriented and pluralistic seed sector in the country, where quality seed of superior varieties is available and affordable for a larger number of farmers, thereby contributing to food security and economic development in Ethiopia.

For more information [www.issdethiopia.org](http://www.issdethiopia.org)