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Development of Value Chain

National Agricultural Technology Program
Phase II Project (NATP-2)

Hortex Foundation



**Strategic Partner of the
Department of Agricultural Extension (DAE)**

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Hortex Foundation

as Strategic Partner of DAE in the National Agricultural Technology Program Phase-II Project (NATP-2)

Agricultural production in Bangladesh has skyrocketed in the recent past as a result of wider expansion in technology use, especially in irrigation coverage, use of quality seeds, application of balanced fertilizers, and improved pest management practices. This trend in recent years has recorded greater advances for high value crops (HVCs) like vegetables, fruits & flowers, and aromatic rice. But the production gains for fresh fruits and vegetables are offset due to improper post harvest management (PHM - a handling pathway in the market after harvest to consumers) practices and causes deplorably high post-harvest losses that range between 22 and 40%. These poor and faulty PHM practices contribute to significant product quality degradation, thus denying the farmer a fair price, as well as the consumer a satisfactory product quality. Therefore, under NATP-2 Hortex Foundation is providing the DAE technical support in value chain development under a strategic partnership agreement for selected HVCs, putting emphasis on improved post harvest management practices under a better marketing system. The activities are piloted in 30 upazilas of 22 districts for vertical expansion of six selected HVCs and for horizontal expansion with some other identified vegetables and fruits.

Sponsoring Ministries: Ministry of Agriculture (Lead Ministry) and Ministry of Fisheries and Livestock (NATP mandates cover crops, fisheries and livestock sectors)

Implementing Agencies: DAE, BARC, DOF, DLS

Project Period

Starting date : 01 October 2015

Closing date : 30 September 2021

Objectives:

The objective of this strategic partnership is to provide technical support to DAE in value chain development in the selected upazilas having small farmers organized in production clusters as common interest groups (CIGs) and producer organizations (POs) through improved PHM and better market linkages with selected HVCs.

Hortex Foundation is implementing this mandate by engaging with 15,000 farmers organized in 600 CIGs, assisting them to provide/assemble at least 15,000 tons of quality HVCs into the marketing channel over the project period, carrying out the following support activities:

- ❖ Improved PHM through washing, sorting, grading and packaging
- ❖ Improved market linkage and facilitation through CCMCs (Commodity Collection and Marketing Centres) and CPs (Collection Points)

The value chain development activities will involve the following six selected HVCs

Brinjal	Tomato (both summer & winter)
Bitter gourd	Banana
Sweet gourd	Aromatic rice

Other important value chain related activities will be to

- Assist in organizing value chain clusters
- Promote contract farming
- Improved PHM practices including for packaging and transport
- Establish Collection Points
- Establish one CCMC in each upazila at a suitably located bazaar
- Public compaign on food safety

In order to carry out the activities, capacity building of the related DAE officers in the upazilas and districts with relevant ToT (Training of Trainers) and other courses have mostly been carried out. At the same time, farmers of the selected CIGs are also being trained.

Brinjal-6 clusters	Bitter Gourd 5 clusters	Tomato-6 clusters		Sweet Gourd 5 clusters	Banana - 5 clusters	Aromatic Rice-3 clusters
		Winter	Summer			
1. Raipura, Narshingdi	1. Kaliganj, Jhenaidah	1. Chandina, Comilla	5. Bagharpara, Jessore	1. Sadar, Bogra	1. Shibganj, Bogra	1. Birganj, Dinajpur
2 Shibpur, Narshingdi	2. Madhupur, Tangail	2. Dakkhin Surma, Sylhet	6. Jhikorgachha, Jessore	2. Baraigram, Natore	2. Polashbari, Gaibandha	2. Chirirbandar, Dinajpur
3. Sadar, Jessore	3. Belabo, Narshingdi	3. Mirsharai, Chittagong		3. Delduar, Tangail	3. Kapasia, Gazipur	3. Nakla, Sherpur
4. Islampur, Jamalpur	4. Sadar, Naogaon	4. Godagari, Rajshahi		4. Sadar, Kishoreganj	4. Sadar, Khagrachhari	
5. Sreemangal, Moulvibazar	5. Mithapukur, Rangpur			5. Savar, Dhaka	5. Mukttagachha, Mymensingh	
6. Parbatipur, Dinajpur						

As strategic partner Hortex is expected to assist DAE's Common Interest Groups (CIGs) and Producer Organizations (POs), and private entrepreneurs in:

- Mapping and organizing the vertical expansion of selected six crops, brinjal, bitter gourd, sweet gourd, tomato/summer tomato, banana and aromatic rice, and

- ❑ Organizing programs for horizontal expansion of best practices in selected 30 old and new generation upazilas;
- ❑ Undertaking value chain analysis, market studies and surveys;
- ❑ Undertaking marketing capacity building for CIGs, POs and DAE staff/officials on value chain management, organizing and assisting POs in establishing the Commodity Collection & Marketing Centres (CCMCs) and renovation of existing markets with good post-harvest management and short term storing facilities where producers (CIGs and non-CIG farmers), processors and traders come together and are doing business;
- ❑ Developing market linkages and contractual arrangements between CIGs/POs with traders, supermarkets, processor and exporter;
- ❑ Providing financial advisory services to CIGs/POs and entrepreneurs to apply for matching grants from Agricultural Innovation Funds (AIF-2, technology adoption and AIF-3 for market and enterprises development); and
- ❑ Organizing communication campaign on food safety, SPS (Sanitary and Phyto-sanitary Standards), etc.

Specific activities are:

- ❑ Capacity building of DAE and Hortex officers – training of 18 batches
- ❑ Capacity building (refresher & orientation) of CIG farmers (men & women) – training of 500 batches
- ❑ Capacity building of 30 Producer Organizations (POs) – training of 150 batches

- ❑ Distribution of post-harvest and marketing equipment to POs – 5000 plastic crates, 90 vans, 600 sorting mats, 60 small equipment and quality testing of 60 samples at quality control lab
- ❑ Market linkage development for POs – 50 meetings, establishing Collection Points and CCMCs
- ❑ Capacity building of entrepreneurs and establishment of a database
- ❑ Assistance to POs and CIGs on proposal preparation for obtaining matching grants for AIF-2 and AIF-3
- ❑ Value-chain study of 30 crop clusters
- ❑ Market survey of existing markets in 30 upazilas
- ❑ Renovation/repair of 10 selected market sheds (niche markets)
- ❑ Creation of 20 Collection Points
- ❑ Supplying equipment and furniture for 10 markets and 20 Collection points
- ❑ Hiring of nearly 30 CCMCs
- ❑ Publicity campaign on food safety in radio, television
- ❑ 10 Exposure visits for farmers and traders
- ❑ 10 workshops/seminars at national level
- ❑ Participation in national and international fairs