



Report on Gender and Market Oriented Agriculture Workshop (AgriGender 2011)



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Federal Democratic Republic of Ethiopia
MINISTRY OF AGRICULTURE AND
RURAL DEVELOPMENT



Canadian International
Development Agency

Agence canadienne de
développement international

Report on Gender and Market Oriented Agriculture Workshop
(AgriGender 2011)
31st January to 2nd February 2011
Addis Ababa, Ethiopia

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Introduction

The [IPMS project](#) ('Improving Productivity and Market Success of Ethiopian Farmers'), funded by the Canadian International Development Agency ([CIDA](#)), was implemented by the International Livestock research Institute ([ILRI](#)) on behalf of the Ethiopian Ministry of Agriculture and Rural Development ([MoA](#)) to assist with the transformation of smallholder farmers from undertaking a predominantly subsistence oriented agriculture to a more market (commercial) oriented agriculture.

The project, which started its activities in 2005, adopted a "participatory market oriented commodity development" approach, based on the principles of innovation systems and value chains.

Focus on the gendered-consequences of market growth has been integral to all IPMS activities throughout the project design and implementation. This is crucial as women are major contributors to the agricultural enterprises of the rural households.

A workshop entitled *Gender and market-oriented agriculture: From research to practice* (AgriGender 2011) was organized by the International Livestock Research Institute (ILRI) and the IPMS project from 31 January to 2 February 2011 in Addis Ababa to share the experiences of integrating gender in initiatives promoting market-oriented agriculture. The following link <http://blip.tv/file/4703639> will allow you to see Jemimah Njuki and Ranjitha Puskur, two of the meeting organizers, introduce the aims and anticipated outcomes of the workshop.

The workshop objectives were:

- To bring together researchers, practitioners, private sector and donors working on efforts to promote market oriented agriculture in which gender is an integral component
- To synthesize lessons on what works in integrating gender and promoting women to participate in and benefit from agricultural markets
- To collate empirical evidence of the poverty, equity, food security and nutritional impacts of market-oriented agriculture
- To begin to build a new paradigm for market-oriented research and funding that serves the interests of women

See **full programme** and **list of participants** in Annexes 1 and 2





John McDermott

The workshop was introduced by Dirk Hoekstra, IPMS Project manager, who described gender as 'an integral part of the value chain development strategy, used by the project'. Stephen Sandiford, Senior Development Officer at CIDA gave a welcome

address followed by John Mc Dermott, ILRI's Deputy Director General for research who emphasized the idea of 'multiplying the benefits and mitigating the risks faced by women accessing assets and climbing the livestock ladder' as a pathway out of poverty.

See Dirk Hoekstra full presentation, [Observations and reflections on AgriGender workshop 2011](#)



Dirk Hoekstra

Following the welcome, keynote speaker and workshop co-organizer Jemimah Njuki, sociologist and gender specialist at the International Livestock Research Institute



Jemimah Njuki

(ILRI) delivered her presentation [Working with women and men in agricultural market development: The missing link](#), in which she states that market-oriented agriculture will succeed in helping women only if it moves beyond 'doing right for women.' To get market-oriented agriculture to work for women, Njuki suggests the following ways for creating a level playing field for women in agricultural production.

Increase women's decision-making in agricultural projects to enable them play a role in identifying markets and commodities in specific value chains. '

Work with both men and women because women are a part and parcel of households and communities that include their husbands, brothers and other men.

Raise women's assertiveness and leadership skills by linking them directly with (especially urban) consumers who buy their products so that the women producers understand how markets work and what kinds of products their clients prefer.

Encourage women to organize themselves in groups, which give them better bargaining power in markets, provide access to financial and other services.

Increase women's access to technologies and inputs and services to ensure that they can continue to adopt improved production practices needed to meet new and changing market needs and demands.

In his [address](#), Ato **Wondirad Mandefro**, State Minister of Agriculture in Ethiopia, acknowledged the workshop as being the first dialogue on Gender and Market-oriented

Agriculture in Ethiopia, "aiming at paving the way to put science and research to practice".

He added that "addressing gender imbalance in market oriented activities is a priority in Ethiopia." According to him, the lessons shared, the strategies, approaches and an understanding of what makes them effective in the Ethiopian context will be immensely helpful to the Government in designing strategies to scale them out to assist the process of agricultural transformation.



During the workshop, presentations were structured around four themes selected to give a full picture of gender and agricultural marketing.

Theme 1: Gender in market oriented agriculture and value chains



Ann Waters-Bayer, agricultural sociologist and senior advisor with ETC EcoCulture, presented [Promoting gender equality and empowering women through livestock](#) in which she asserts that livestock can give women a chance to control more income and, reduce gender inequality. According to Waters-Bayer, women are presently

still overlooked in livestock interventions and she discusses supporting women's local innovations, implementing strong gender analysis and improving women's access to training and education, among others, as ways to recognize women's roles thus changing mindsets of professionals regarding women's contribution to livestock.

Look for 'Five lessons to integrate gender in market-oriented agriculture' by Ann Waters-Bayer on <http://ilrvideo.blip.tv/>



Lemlem Aregu, IPMS Gender Specialist, discussed the constraints marginalizing women farmers in Ethiopia's 10 Pilot Learning Woredas of IPMS in her presentation [The role of women in crop value chains](#). She compares gender characteristics in Ethiopia's rural populations related to labour, crop production, marketing, technology adoption, access to

information and their implications for market-led development.

Jemimah Njuki, ILRI Team Leader, Poverty, Gender and Impact, addresses key research questions on livestock and women's economic empowerment in [Gender and livestock value chains in Kenya and Tanzania](#). Women's access to

livestock production resources is inhibited by gender-based constraints and even though women are involved in and may control production, they often do not own the means of production –namely, livestock, land and water. Furthermore, gender participation in commercialised livestock markets is still inequitable.



Rekha Mehra, Director of economic development at the International Center for Research on Women (ICRW), in [Gender reviews and strategies for cotton sector development in six countries of sub-Saharan region](#) emphasizes the role of cotton as a major cash crop in Malawi, Zambia and Uganda. As

women provide much of the labour for all aspects of cotton production but do not get returns or very little, it is important to design gender integration strategies in order to fully acknowledge women’s role as farmers and give them their due share of benefits.

Questions about these presentations were then addressed in a short discussion with the four speakers. Among others, those tackled issues of *women’s roles to supply input*:



“we should also consider the role of women in other segments of the value chain” (Rekha Mehra), *what livestock enterprises for women*: “we have

to take into account what women want and not be restrictive” (Ann Waters-Bayer), *challenges regarding extension services*: “reaching men and women simultaneously is the key entry point” (Lemlem Aregu).

Peter Ballantyne, head of ILRI Knowledge Management and Information Services (KMIS), then facilitated round table discussions in groups aiming at raising ‘burning questions’ not addressed in the morning session. Those were:

1. Where and why specifically have we failed to get a gender balance in market-oriented agriculture? Is it due to our traditions and cultures? Inappropriate policies? Lack of implementation of those policies?
2. Why have we seen such little movement toward gender equality at all levels of society over the past 20 to 30 years?
3. How, and how much, does national policy affect the implementation of recommendations to better link rural women farmers to markets?
4. Are there policy and investment actions that can ensure that women benefit much more, and much faster, from programs working for agricultural transformation and growth? What are these actions?
5. What are the main challenges in the practical applications of strategies to engage more women in market-oriented agriculture?



6. Should we build on existing cultures to help bring about gender equality? If so, how could we do this?
7. Is there a role for rural women as ‘middle-women’ in agricultural business enterprises?
8. What particular services will help women most to achieve gender equity? How should these services be provided, and measured, along the whole agricultural value chain?

Theme 2: Strategies for integrating gender and women in market oriented agriculture

Lemlem Aregu, IPMS Gender Specialist, started the afternoon session with a presentation entitled [Strategies for increasing women’s participation in commodity value chain development: Experiences from IPMS](#). Aregu describes the approaches used by IPMS project in Ethiopia to increase women’s participation in value chain, women’s access to information, and highlights 10 do’s and don’ts in initiatives attempting to mainstream gender in market oriented agriculture.



Kassahun Belay, from the Ethiopia Dairy Development Project of Land O’Lakes, presented [The role of women entrepreneurs in the dairy value chain activities: Ruth and Hirut Milk production and Milk processing PLC, Ethiopia region](#). After an overview of women’s challenges in the dairy sector, he introduces the RHMPP

project, a women owned and operated dairy farm which aims at integrating female dairy farmers into the formal dairy sector.



Gerald Mutinda, from East Africa Dairy Development (EADD), discussed the integration of gender in [Stepping out in the right direction: Integrating gender in East Africa Dairy development](#). After introducing EADD and the specific gender issues presenting challenges in the project, he discussed the

strategies implemented in order to include and empower women at all operational levels.



Muhammad N.A. Siddiquee from CARE Bangladesh talked about the most socially, politically and economically marginalized women in [Strengthening the dairy value chain in Bangladesh](#). CARE strategic decisions are aiming at economically empowering women whose opportunities as dairy

producers, collectors, processors, livestock health workers and input sellers are limited by tradition and gender roles.



A **market place** followed by a cocktail where participants could exchange and share about their projects took place after the afternoon

presentations. Posters and leaflets from various organizations were displayed. There were also some videos.

Day 2

Strategies for reaching women with services (Theme 3)



Isabelle Baltenweck, ILRI Agricultural economist, discussed the advantages of the Hub approach in [Using hubs to increase access to services by smallholder farmers: Experiences from the East Africa Dairy Development Project](#). The EADD project employs a 'hub' approach, which provides a flexible way to provide input and

output services to small farmers, many of whom are women. A new strategy aiming to put more women on the front lines of the project should lead to more women joining extension work, including working as trainers and helping to make decisions in hub budgeting and operations.



Yisehak Baredo, IPMS Research development officer from Goma district, explains in [Gender focused service provision and its impact: IPMS Goma experience](#) how households in a small village in Goma have begun doubling their income from fattening sheep. The project began in March 2008, when farmers were first offered

loans to buy the sheep. The improved feed supplements they used reduced the fattening period, enabling the farmers to bring their sheep to market in three months, instead of the usual eight to ten months. In early 2008, several men resisted the inclusion of women in the project and some women dropped out. Still, women made up 38 of the 117 farmers in the program. In fact, women ranked first and second place for a 'best-practice' award organized by the district and IPMS, proving that given the chance, women can excel in innovative agricultural ventures.

Read more on [Improved fattening doubles incomes from sheep raising in western Ethiopia–Top two innovators are women](#), ILRI news blog.



Gizachew Sisay, Senior value chain advisor at Oxfam GB, followed with a presentation on gender and apiculture: [Women's economic leadership through honey value chain development in Ethiopia](#). Traditionally women have not engaged in beekeeping as hives are hung on trees and women did not climb. But

modern hives are placed on the ground and do not need much labour, land or expensive agricultural inputs. After challenging the existing attitudes and stereotypes about women and allowing more women beekeepers to access new skills/knowledge, Oxfam interventions increased women's participation in coops by 45% in some places.

Read a blog in French about Sisay's presentation on <http://tinyurl.com/46u8m6c>



Berhanu Adenew, Senior Researcher from the Ethiopian Economics Association (EEA), involved in "Researching Women's Collective Action", project implemented by Oxfam GB, elaborated on [Characteristics of women's collective action for enabling women's participation in agricultural markets: Preliminary findings from Ethiopia](#). While women are often

under represented or excluded from profitable agricultural markets; another challenge is that where collective action appears to provide women with clear economic benefits, they often become a target of male encroachment. After conducting research about gender roles and economics in the agricultural sector in Ethiopia, the project aims at characterizing the different forms of collective actions existing in sub sectors.

Theme 4: Gendered impacts of market linkages and market integration

The presentations under this theme discussed impacts of strategies/interventions for enhancing women's participation in value-chain development.



Ranjitha Puskur, ILRI Team Leader, Innovation in Livestock Systems, presented [Socio-economic outcomes of women's participation in market oriented commodity development: Evidence from IPMS](#) in which she discusses the results of a survey of 586 sample women farmers who have participated in IPMS interventions spread over 10 PLWs in Ethiopia.

Their profiles, decision-making over technologies introduced, sales, income control, workload etc. are assessed and challenges highlighted.

Read more on [What will it take for women farmers to break away from the hearth—and into the marketplace?](#), ILRI news blog.

Jemimah Njuki, ILRI Team Leader, Poverty, Gender and Impact, addresses [Impacts of commercialization of crop and livestock products on income control by women: Evidence from Malawi and Uganda](#) in her presentation. It focuses on what influences income management by women, based on a study of a sample of 457 households in Malawi and Uganda and comparing income control by men and women. Conclusions stress that, among others, programs aimed at increasing commercialization or using a value chain approach need to take into account these gender and intra-household dynamics.



Elizabeth Waithanji, ILRI Post-doctoral scientist, presents a case study from [The Meru goat breeders' association \(MGBA\): a poor farmers' empowerment initiative](#) highlighting where women benefit the most and the least in the value chain in terms of division of labour, access to markets, access to

goats and milk and their income because of differences in decision making, access to technologies and participation in different stages of the value chain.

Working groups on strategies, access to services and impacts



In a session facilitated by Peter Ballantyne, ILRI, six groups were established to brainstorm and come up with policy related questions related to

their topic. Two of these worked on access to services, two

on strategies for enhancing women's participation in value chains and two on impact of such interventions. Questions were captured both on audio and paper. This session elicited multiple ideas for moving the discussions on strategies, access and impact forward through policy issues.

Ten policy issues were later identified at the six table discussions:

1. Ensure that policymakers demand gendered evidence and base their decisions on that evidence.
2. Conduct a review of current policies and monitor their implementation.
3. Integrate gender into the educational curriculum, from first grade to last.



4. Provide women with access to low-risk credit and insurance services.
5. Thoroughly document and broadly disseminate good gender practices.
6. Review policies for their coherence: ensure that some do not undermine others.
7. Demand that a certain number of women are empowered in each local development project.
8. Target women for capacity building and give them easy access to information and finances.
9. Ensure that women have access to suitable services and technologies.
10. Obtain quantitative data on the inter-household impacts and dynamics of interventions.

Policy forum

Afterwards, a panel comprising seven professionals (representing NGO, donors, Ethiopian Government, United Nations, research) was asked to comment on the policy issues identified. This discussion was facilitated by John McDermott, ILRI Deputy Director General.

Question #1: How are we going to coordinate this gender work and who should communicate it?

1. The government should be in charge, but supported by other institutions, which should find ways to work better with government.
2. We need both top-down and bottom-up conversations and should continuously be making suggestions for revising policies.
3. Donors are trying to align themselves with government strategies but sometimes run into roadblocks regarding

some social issues.

4. The coordination of work between a country's agricultural research system and the government must be transparent.

Question #2: Do we need a policy framework to pull things together? If so, what is the one thing that must be in that policy framework?

1. Institutions that can support the policies.
2. Clear national and regional policies that we can support.
3. Mechanisms for implementing policies.
4. Participatory policymaking and people-centered policies.
5. Ways spelled out to make policies functional.
6. Effective ways to build capacity on the ground.
7. An institution responsible for linking institutions and monitoring policy implementation.



Question #3: We seem to not do things very well; how can we help ministers make better decisions?

1. Mainstream gender across programs.
2. Make women part of the teams designing programs.
3. Resource those programs appropriately.

Question #4: The panel doesn't seem to see a problem with policies per se, but rather with their implementation. What other ways do we have to ground policies in the realities of poor countries?

1. Write the rights of women into constitutions, as Rwanda has done.
2. View women's issues as a societal, not gender, issues.
3. Get local women involved higher up the value chain.
4. Build the capacity of staff to implement policies.
5. Employ strategies that help change attitudes and mindsets about women.



Question #5: So we see that there are things that work at local and regional levels, but ministers need to decide on national agricultural policies. What kind of leverage points are successful African countries such as Ghana and Rwanda using? How do we make a difference for women?

1. First, identify the potential benefits of a project and then determine how many women would benefit.
2. Demonstrate ways in which both men and women can 'win'.
3. Don't rely on policies sitting in vacuums—unattached to the budgets, participatory process, capacity building, gender-friendly attitudes needed to make them work—to work.
4. At the same time, don't attach policies too strongly to specific things—such as a cash crop, cooperative, or particular government—because these are unsustainable and can be manipulated for gain by the few.

Question #6: What pieces of friendly advice would you give to the Ethiopian State Minister?

1. Look and learn from lessons on the ground.
2. We have the policies; use them effectively.
3. Monitor projects continuously.
4. Evaluate projects regularly.
5. Give districts the support they need to translate national aims into local actions.
6. Support the education of all children.
7. Focus on what farmers are efficient at.
8. Be outward looking: take in lessons from the wider region.

At the end of the session, John McDermott focused on the **five following key points:**

1. It's really about *how* we work.
2. There are good lessons out there.
3. We need to work together.
4. Government has the lead role.
5. We need to find ways to work well with governments.

As the workshop drew to a close, Dirk Hoekstra, IPMS project manager, shared his [observations on the workshop](#) about the necessary holistic approach to gender, the need for flexibility, the gender sensitization and the scaling out, among others.

Day 3 - Field Visit



On day 3, a field visit was organized to Debre Zeit where participants visited the Ada Dairy Cooperative and were introduced to Tigist Weycha, a mother of three and dairy producer.

As Paul Karaimu, ILRI writer and editor, reports, in [Rural transformation: How a dairywoman and beekeeper in the Ethiopian highlands turned their farms into profitable businesses linked to markets](#), Weycha is a member of the local Ada'a Dairy Cooperative that processes about 5,000 litres of milk a day obtained from farmers in the area. She owns 12 cattle, including 7 improved-breed dairy cows. She has been in the milk business for six years, though her livestock husbandry experience goes back 11 years.



A goal of the IPMS project was to help improve livelihoods of the poor in Ethiopia by linking rural smallholder producers to markets. The project facilitated setting up a collection center by the Ada'a Cooperative near her village, which became a reliable buyer of her milk. The project trained her, along with other women, in managing her dairy farm business and animals. The benefits she has accrued as a result of this are clear to see six years on.

Weycha is one of the successful dairy farmers in Debre Zeit. With support from her family and her husband—who is trained in animal health management and uses this expertise on the farm—she has excelled as a model dairy farmer. Weycha feeds her cows mostly on maize and teff residues and alfalfa. She supplements this with wheat bran, oil cake and molasses that she buys every two weeks from traders in Debre Zeit town.



Participants also visited another participant in the IPMS project, Elflesh Bermeji, a beekeeper who makes 50 birr for every kilogramme of honey she sells from her 20 modern and

traditional hives. She harvests the honey twice a year and has used the income from its sale to build a home and educate her children, who are now supporting themselves after graduating from university.

Read more on IPMS approaches for [innovative apiculture development in ADA](#).

A reflective session took place after the visits where participants were asked to highlight the key message that they were going to take back from the workshop and field visit. For one participant, the message was 'all good development activity starts with research and ends with research', implying that understanding issues thoroughly at the outset to design appropriate strategies to achieve one's objectives then try to understand the impacts (what works and what does not) should help to inform future actions, activities and programs. Dirk Hoekstra also stressed that reducing the burden of women through family planning should be emphasized, since this would enable them to participate more fully in productive activities.

Workshop materials and resources

This event was reported with a range of mainstream and social media. View the meeting outputs online:

[News items and blog posts](#)

[Powerpoint presentations on Slideshare](#)

[Photos on Flickr](#)

[Short video interviews with speakers and participants](#)

[Audio interviews and podcasts](#)

The workshop wiki: <http://agrigender.wikispaces.com>

The AgriGender blog: <http://agrigender.wordpress.com>

Gender Mainstreaming Is Just Beginning

<http://ilri.blip.tv/file/4870411>

Evidence Is Needed to Improve Women's Development

<http://ilri.blip.tv/file/4870419>

Can Complex Gender Issues Be Translated Into Enabling Policies for Women?

<http://ilri.blip.tv/file/4870429>

Training Men and Women Farmers Together Could Help Both Make More Money

<http://ilri.blip.tv/file/4870441>

Getting Gender Issues into People's Heads and Hearts

<http://ilri.blip.tv/file/4870500>

Annex 1: Workshop's Programme

Monday 31st January ILRI campus - Large Auditorium	Tuesday 1st February ILRI campus - Large Auditorium	Wednesday 2nd February Field visit - Debre Zeit
<p>09.00 Opening session Moderator: Dirk Hoekstra (ILRI) Workshop introduction and objectives - Dirk Hoekstra Welcome - John McDermott (ILRI) Welcome - Stephen Sandiford (CIDA) Gender and agricultural markets: The missing link - Jemimah Njuki (ILRI) Address - Ato Wondirad Mandefro, State Minister of Agriculture, Ethiopia Group picture</p>	<p>09.00 Theme 3: Increasing access to services required for market orientation: Strategies for reaching women with services Chair: Ann Waters-Bayer Paper 1: Using hubs to increase access to services by smallholder farmers: Experiences from the East Africa Dairy Development Project - Isabelle Baltenweck Paper 2: Increasing women's access to services for market orientation: The case of sheep fattening and fruit seedling production in Goma - Yisehak Baredo Paper 3: "Women don't climb trees": Bee-keeping in Ethiopia - Gizachew Sisay Paper 4: Characteristics of women's collective action for enabling women's participation in agricultural markets: Preliminary findings from Ethiopia - Berhanu Adenew</p>	<p>Field trip 07.30 depart ILRI campus for Debre Zeit 09.15 Ada Dairy Co-operative 10:30 Group 1 will visit Elfinesh Dermeji, a beekeeper in Denkaka PA of Ada woreda. She is supported by BoARD and IPMS and has 16 beehives. 10:30 Group 2 will visit Tigest Weyecha, a dairy farmer in Genda Gorba. She owns 4 cross-bred milk cows and 2 heifers. She produces 40 litres of milk per day and sells this to the Ada Cooperative.</p>
10.30: Tea break	10.30 Tea break	
<p>11: 00 Theme 1: Gender in market oriented agriculture and value chains Chair: Shirley Tarawali (ILRI) Paper 1: WCAP-Promoting gender equality and empowering women through livestock - Ann Waters Bayer Paper 2: The role of women in crop value chains - Lemlem Aregu Paper 3: Gender and livestock value chains in Kenya, Tanzania and Mozambique - Jemimah Njuki Paper 4: DEG/GTZ COMPACI Program: Gender reviews and strategies for cotton sector development in six countries of sub-Saharan region - Rekha Mehra</p>	<p>11:00 Theme 4: Gendered impacts of market linkages and market integration Chair: Maarten de Groot, CIDA Paper 1: Socio-economic outcomes of women's participation in market oriented commodity development: Evidence from IPMS - Ranjitha Puskur Paper 2: Impacts of commercialization of crop and livestock products on income control by women: Evidence from Malawi and Uganda - Jemimah Njuki Paper 3: Dairy goat value chain in Meru: A case study - Elizabeth Waithanji</p>	<p>12.30: Lunch at Tomy International Hotel 13.30 Feedback from the field trip - learning and sharing 14.30: Wrap up 15.00: Start back for Addis</p>
12.30: Lunch	12:30 Lunch	
<p>14:00 Group discussion with panel Facilitator: Peter Ballantyne</p>	<p>14:00 Working groups on strategies, access to services and impacts Facilitator: Peter Ballantyne</p>	
	15:30 Tea break	
<p>15:00 Theme 2: Strategies for integrating gender and women in market oriented agriculture Chair: Ranjitha Puskur (ILRI) Paper 1: Strategies for increasing women's participation in commodity value chain development: Experiences from IPMS - Lemlem Aregu Paper 2: The role of women entrepreneurs in the dairy value chain activities: Ruth and Hirut Milk Production and Milk Processing PLC, Ethiopia region - Kassahun Bela Paper 3: Stepping out in the right direction: Integrating gender in East Africa Dairy Development - Gerald Mutinda Paper 4: Integration of women in dairy value chain: The strengthening the dairy value chain Bangladesh project implemented by Care Bangladesh - Mohamed Siddique</p>	<p>16:00: Policy forum Moderator: John McDermott (ILRI)</p>	
<p>16:30–18:30 Marketplace and cocktail</p>	<p>17:00 Wrap up and closing Workshop highlights -Susan MacMillan Workshop closing and way forward - Dirk Hoekstra</p>	

Annex 2: List of participants

	Name	Organization	e-mail addresses
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