



# HORTEX NEWSLETTER

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### *Editor's Note*

Effective supply chain plays an important role in insuring overall benefits to the market actors - producer, trader, processor and consumers in the value chain of agricultural produces, especially fresh fruits and vegetables. Small and marginal farmers of Bangladesh faces numerous problem in getting fair price of their produces due to several factors like small volume, non adherence to the post harvest processes, several marketing agents and barrier to market linkage and entry.

Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP) implemented by Hortex Foundation undertook an innovative step in piloting Commodity Collection & Marketing Centre (CCMC) approach as a platform for adopting state-of-the-art in linking farmers with markets. Initial results of the CCMC showing prospects of infusing the technologies of good agricultural practices, adoption of recommended postharvest practices, development of value chain and prospect of establishment of market linkages.

Setting up of CCMC as sustainable and thriving enterprise for serving the rural economy needs to have sound business model. Thus, for finding out an operationally and financially viable farmers-market linkage model that project is contemplating to put in place a robust farm enterprise model with broad base towards rural business development. There is a felt need to figure out mechanism for market penetration into the higher level domestic and export market for reaping higher price of the produces. There is also potentiality of seizing the opportunity of invigorating various time befitting technologies and rural business windows. These two activities, will contribute to the sustainability of the Rural Business Centre (RBC) and rejuvenation of the rural economy.

To my view, in order to transform the nascent marketing innovative centre-CCMC into a pervasive and sustainable one for the benefit of rural economy it needs to be turned into a thriving Rural Business Centre integrating other feasible activities like savings and credit, input marketing, ICT, business show case, capacity building and logistic support. The RBC model seems to rightly fit in the journey of bringing cornucopia to farming community.

### *Rural Business Centre for Invigorating Farming Enterprise*

*Md. Abdul Momen<sup>1</sup>*

#### *Introduction*

Commodity Collection and Marketing Centre (CCMC) has been piloted by Hortex Foundation under Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP) to mobilize Common Interest Group (CIG) farmers into the rural and urban/city market for selling their high value agricultural produces at comparatively high profitable price. At present, 25 CCMCs are in operations, of which two are constructed buildings on government *khas* lands at rural markets and the rest 23 are in rental physical facilities. Each of the CCMCs is operating by a nine (9) member's market management committee. The market management committee formed in participatory mode of the beneficiary CIGs. Market access is one of the basic tenets of the project and collective marketing through the collection centers is one of the strategies to enhance it.

SCDC of NATP monitoring data indicate that on an average income increased per CIG farmer to Tk. 20425, post harvest loss reduced 5 to 21%, production area increased 6 to 31%, agriculture produces yield increased 3 to 24%, and farmers' income increased 10 to 15% due to the facilitative services of CCMC.

It is observed that CCMC faces basic weakness in structure and processes which encompasses: relatively small in handling the production and need of the market, lack of clarity of function and responsibility of the CCMC in relation to farmers and buyers, ineffective leadership and managerial capability of the market management committee members, transactions in the CCMCs are based on open market system and are subject to volatility of demand and prices, absence of target marketing segments and therefore, negates the creation of specialization both internally and externally.

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### Emergence of the concept of Rural Business Centre (RBC)

In the context of experiences gained from the CCMC and the vision of NATP-2, to promote marketing of quality high value agro-commodities both in local and export markets through public-private partnership in strengthening linkages between producers and the market for high value agriculture, idea of Rural Business Centre (RBC) emerges to undertake the functions of linking farmers with the end markets, extend services of business development and attain self sufficiency of the RBC. It is visualized that RBC will be established together with CCMC and will be furnished with necessary equipment and facilities e.g. high weighing machine, washing facility, packing facility, training facility, ICT and database management and a grant for matching/revolving fund for lending to farmers, traders and entrepreneurs.

### Objectives of RBC

The objectives of the RBC is to provide extened services to the farmers in accessing higher level of postharvest services like cool chain management, testing and cerification, small scale food processing, building market linkages through the value chain for produces and inputs, credit management, entrepreneurship development, and capacity building for undrertaking potential business opportunities.

### Strategy for development of RBC

The strategy for the development of Rural Business Centre would be to establish RBC at the upazila level as business hub with adequate facilities for extending required services for business development at the rural areas and attaining self-sustainability at the end of the project. This includes:

1. Establishment and/or conversion of existing CCMC into Rural Business Centre at the upazila with the required facilities
2. Linking the farmers with the domestic market (e.g. shopping malls) and export markets
3. Explore the business development opportunities of the rural areas
4. Acquire sustainability within the project life.

### Organizational structures of RBC

There may be three types of RBC at the upazila level:

**Category 1:** Rental RBC-for handling the produces for domestic markets; upazila RBC will be established on rental basis.

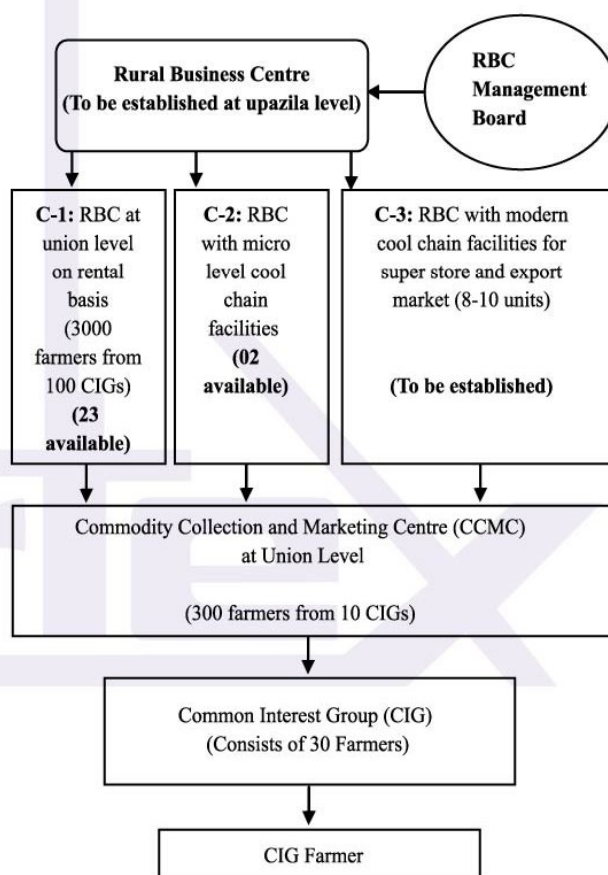
**Category 2:** RBC with Micro Level Cool Chain Facilities-existing two CCMC at **Parbotipur** and **Kapasias** will be converted into the RBC.

**Category 3:** RBC with Modern Cool Chain Facilities for Super Store and Export-this type of RBC will be established where there are potentiality of handling produces for export and shopping malls.

The governance structure of the RBC will consist of Board of Management and General Body. The Board of Management consists of Chairman, Member Secretary and 5 Executive Members who will be elected from the General Body. The General Body will be comprised of minimum 20 CIG members with the office bearers of President, 2 Vice President, Secretary, Cashier and 15 Members.

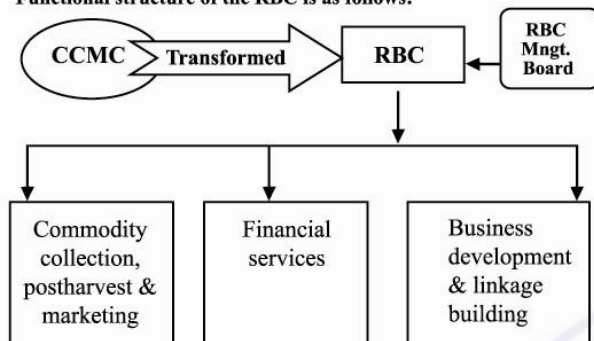
The Rural Business Centre is curved as cooperative business hub and is planned to be registered under the purview of the Cooperative Societies Act, 2001. The RBC will be owned by the society members as subscribed shared as per the Cooperative Societies Act. The management of the RBC will be carried out as per the Cooperative Societies Act.

### Organizational Structure of Rural Business Centre:



## Functions of the Rural Business Centre

Functional structure of the RBC is as follows:



The Rural Business Centre is envisioned as expanding its horizon of services from the commodity collection and marketing related services to the whole range of business development of the small and marginal farmers in the rural areas. Services contemplated to be offered by the RBC are:

**1. Commodity collection and marketing to domestic market:** RBC will provide working space for postharvest management of sorting, grading, washing, packaging, sanitary and phytosanitary operations, cool chain management, storage and transportation.

**2. Quality control:** RBC will build awareness on quality assurance of the agricultural produces, impart training on quality factors, make available facilities for testing the quality and oversee the quality of the product for farmers. It will also build the capacity of the value chain actors in environment management activities.

**3. Capacity building:** Business and technical capacity building training and capacity building of farmers, market actors in entrepreneurship and undertaking innovation activities in supply chain management.

**4. Promotion of agribusiness entrepreneurship:** Entrepreneurship is the best option for creating jobs and solving problems related to extreme poverty and it will be considered as one of the vital activity.

**5. Export development of high value commodities:** Diversified overseas markets will provide bright opportunities for increasing farmers' income. Thus, support for export of quality produces from CCMC to global niche markets will be explored by providing information through market research, demonstration on the best packaging materials, quality washing, grading, packaging and cool chain management from CCMC to airport/seaport/land ports, application of SPS & TBT requirements and for establishment of brand "Bangladesh Produce".

**6. Establishment of ICT:** The RBC will have all Information and Communication Technology (ICT) facilities like computer, network connection to collect and maintain vital business related database for exploring the potentiality of initiating profitable business enterprise and development of entrepreneurship. It will foster the business communication system for the value chain actors.

**7. Savings and credit management:** Different activities will be involved like investment facilitation, savings and credit management, linking to innovative fund and managing supply chain innovation fund.

**8. Input market linkage:** RBC will develop network with the agricultural input suppliers and promote timely procurement of quality inputs at the bargaining price.

**9. Market development:** Market research and intelligence, networking events, brokerage for growth funding, collaboration platforms and product showcasing (display).

**10. Promotion of agro processing:** RBC will focus agro processing, food quality & safety, platform for developing linkage with traders and other value chain actors in agro processing and value addition activities.

## Business model

Rural Business Centre business model includes savings of 5% of sales proceed from the CIG members in the CCMC of which 3% will remain as member's savings and 2% or any amount as decided by the RBC Management Board for RBC management purposes. In addition to the CCMC operation, it will have income the other business development services, innovation fund/matching grants, financial and capacity building services etc. Local Business Facilitator (LBF) shall be acting as the facilitator of the CCMC based market-linkage activities. LBF will work directly with the CIG farmers.

## Sustainability

Rural Business Centre is the nascent concept in the situation of the overall socio-economic development of the small and marginal farmers. Thus, it needs technical and financial support for gaining its capacity to flourish and contribute to assist farmers' in harnessing the opportunities for entering into areas of potential business with the view of acquiring prosperity. It is a pertinent aspect of the CCMC initiative is that small and marginal farmers are able to receive higher prices for their produces to the tune of Tk. 1-2 per kilogram.



### Technical analysis

The experience of CCMC implementation under SCDC of NATP, Hortex Foundation with the state-of-the-art in the value chain management have shown promising results in upgrading the quality of postharvest handling, reduced the steps in the supply chain, reduced the price gap between farmers and consumers and farmers received higher prices for their product. The proposed model of the RBC is developed on the basis of the need of the farmers, market demand and available technological options.

### Financial and social benefit

The summarized financial information of the below table reveals that there are encouraging rate of returns from the investment in the Rural Business Centre. The financial analyses of the proposed RBC shows that with the technical and financial support of the NATP-2, the RBCs will be capable to be a self sustainable centre within the project period and to provide continue services for farmers' access to the gainful value chain for expanding the sphere of rural business activities.

#### Summary of financial analysis on various types of RBC (single unit)

Type of RBC	Decision Criteria		
	NPV at 10%	BCR at 10%	IRR (%)
Category-1: RBC at Union Level in Rented Premise	780349	1.73	15.59
Category-2: RBC at Union in NATP-I Constructed CCMC	7880206	1.22	12.28
Category-3: RBC with modern facilities for processing for export and higher end markets	10727 (Annuity)	1.73	15.92

NPV= Net Present Value, BCR= Benefit Cost Ratio, IRR= Internal Rate of Return

In addition to the financial benefits of the RBC, following tangible and intangible benefits will also be generated in the rural economy:

- ☐ Farmer will derive about 10-15% increased price for their produces
- ☐ Spoilage of produces will be reduced about 15%
- ☐ Awareness for the production of high value crop will be increased
- ☐ Inputs and other agricultural support services will be available with farmers' organization
- ☐ Good trading practice will be developed

- ☐ Farmers access to information will be available from the RBC
- ☐ Savings and credit facilities will be available at the disposal of the farmer
- ☐ Horizon of linkage for socioeconomic activities will be expanded
- ☐ Capacity of the farmers for entrepreneurship and business development will be enhanced.

### Social & environmental management of RBC

The RBC and CCMC will be constructed at the Government Khas land and if private land is required, it will be procured through voluntary donation or purchased at market price, so no displacement of settlement will be applicable here. Inclusion of stakeholders will be totally ensured as it will be registered under the Cooperative Society Act of the GOB. Social management framework will be prepared to take care of the social issues including the indigenous people and mitigation measures of social issues.

In order to maintain the environmental soundness, postharvest and sanitary & phytosanitary standard will be followed for handling the produce at CCMC and onwards. Garbage management technologies will be installed at the CCMC to convert the fruits and vegetables garbage into manure. Construction code and environmental friendly and/or green technologies would be used for the operation of the CCMC and processing unit. Environmental management framework will be prepared for ensuring environmental aspect of the program.

### Conclusion

Rural Business Centre (RBC) appears to be a promising institution for sustainability of the farmer venture in agribusiness value chain management by broadening the horizon of development activities and acting as platform for spinner of income and socio-economic interactions.

### Hortex news in brief



Governing Body Meeting of Hortex Foundation



The 94th, 95th and 96th meeting of the Governing Body of Horticulture Export Development Foundation (Hortex Foundation) were held on Thursday 06 February 2014, Tuesday 06 May 2014 and Monday 30 June 2014 respectively at its conference room under the Chairmanship of Dr. S M Nazmul Islam, Secretary, Ministry of Agriculture, Government of the People's Republic of Bangladesh and Chairman, Hortex Foundation. The meeting discussed on various administrative issues and policy directives were given.

### Marketing intelligence support services

In the reporting period January-June 2014, the Foundation provided marketing (63 nos.) intelligence support services to the different new entrepreneurs, producers, exporters and cool-chain transportation (178 round trips) support for 12 business organizations. The notable among the recipients marketing services are:

Service recipients	Specific service provided by Hortex
Md. Mainul Islam, DMD, Avalon Associates Ltd. (Dhaka) & Md. Tofazzal Hossain, MD, Eagle Eye Int'l LLC (Oman) (01 January 2014)	For broccoli, lemon, pineapple, banana and potato export to Sultanate of Oman, they were linked with Savar, Srimongal, Delduar upazila CCMC. Provided banana, pineapple and potato export specifications and cost analysis including full set of Hortex publications.
Kawsar Ahmed Kamal, CEO, Nafiza Enterprise, Uttara, Dhaka (03 January 2014)	He was delivered 200gm Sodium Orthophenyl Phenate treating Zara lemon for export to UK. He was also linked with five SAAOs of Shibpur upazila collecting quality Zara lemon directly from the farmers field.
Dr. Ferdousi Begum, MD, Ferdous Biotech (22 January 2014)	She (exporter) was linked with Eagle Eye Int'l LLC (buyer), Oman for exporting fruits & vegetables directly from Bangladesh.
Md. Mynul Islam, Director, K&K Agro Ltd, Mirpur-10, Dhaka (23 January 2014)	As a new exporter, he was linked with Mr. Abdul Hakim Sheikh, Proprietor, Greentex to see their processing, handling, packaging and transporting system of potato and vegetables for export to Canada.
Engr. Abdul Matin Miazi, Director & CEO, ADN Telecom Limited (02 February 2014)	As a new exporter of fruits & vegetables to UK, Malaysia and Singapore and also potato export to Malaysia, he was given list of exportable fresh & frozen items, potato and chilli export cost analysis. He was linked with Shepherd Group for supplying baby corn from Daudkandi.
Mr. Abu Darda, GMark, Niketon, Gulshan, Dhaka (02 February 2014)	For entering new export market, he was given wholesale price of fruits and vegetables in Sultanate of Oman on quantity in different packets like teasel gourd 10kg packet @ 17\$, YLB 10kg @ 16\$, Guava 1.5kg @ 3.5\$, Jackfruit (size 5-8kg/pc) 01kg @ 1.25\$ and Carrot 10kg @ 3.5\$.

Service recipients	Specific service provided by Hortex
Md. Ruhul Amin Talukder, Research Director (Deputy Secretary), Food Planning & Monitoring Unit, MOF, Dhaka (05 February 2014)	He was given reports and information on potato production, export marketing data, potato article published by Hortex Foundation and its Newsletter for sensitizing Government policies in Bangladesh. Further provided production cost, margin and international price of potato.
Abdul Alim Khan, Advisor, Nobo Jagoron Sangstha (NJS), Bogra (05 February 2014)	As a new entrepreneur, he was linked with Avalon Associates and Greentex, Dhaka supplying potato and vegetables for export. He was also given full set of Hortex and SCDC publications for technological information.
Mr. Abu Darda, GMark, Niketon, Gulshan, Dhaka (05 February 2014)	He was given recommended settings (temperature, ventilation and dehumidification) and shelf life information for tomato in standard reefer containers for export i.e. temp. +7 to +15°C, ventilation (air exchange) 15 to 30 cbm/h, RH 65 to 90%, dehumidification (max. RH settings) ON, approximates shelf life (in ambient air) 1 to 4 weeks.
Md. Alamgir Shaheed, Kahalu, Bogra (06 February 2014)	As a new entrepreneur, provided business guidelines exporting potato, fruits & vegetables. He was linked with Mr. Abdul Hakim Sheikh for business inquiry on Malaysia market. He was given list of exportable fresh produces, frozen and processed products exploring market opportunity at Pinang, Jogor Boru and Kadhah in Malaysia.
Md. Zahangir Hossain, MSc student and Asst. Prof., Khulna University (06 February 2014)	He was given status of organic farming in Bangladesh and IFOAM standard requirements for his MSc. program on organic agriculture in Germany.
Md. Mukammel Haque, Deputy Manager, Customer Support, Sobji Bazaar.com (10 February 2014)	As a new entrepreneur, provided business guidelines exporting vegetables to Singapore, export cost analysis of vegetables and potato, list of exportable horticultural crops promoting export.
Mr. Madhab Debnath and Nadim Mia, Greenleaf, Narshing-dhi (10 February 2014)	For entrepreneur development as supplier, they were linked with SCDO, Belabo for collecting quality vegetables from CIG farmers of SCDC of NATP. For market linkage development, they also linked with Agora, Shwapno, Fasal and Nafiza Enterprise for supplying vegetables. Under Hortex supervision, they successfully supplied 6MT vegetables to Shwapno on March 02, 2014.
Md. Mahfujul Islam, DGM, Effort Properties Dev. Ltd. (13 February 2014)	As a new potato exporter to UAE and Singapore, he was given export cost analysis, Hortex article on potato export, buyers list and booklet on EU market export directory. Mr. Islam successfully exported 14 MT diamant var. potato to UAE as per Hortex supervision.



<i>Service recipients</i>	<i>Specific service provided by Hortex</i>
Kbd. Mahbubul Alam, BanglaDutch Developments Ltd (16 February 2014)	Arranged meeting with the officials of BanglaDutch and provided info on chemical test of pineapple producing juice for marketing and also linked with FAO Food Safety Lab at Mohakhali, Dhaka.
Mr. Md. Nurul Hoque, Chairman & CEO, Agro Asia Impex Ltd, Dhaka (16 February 2014)	As required, he was linked with Dongguang Ruifeng Wax Ind. Co. Ltd., China ( <a href="mailto:hellobeeswax@gmail.com">hellobeeswax@gmail.com</a> ) for importing beeswax (like crude beeswax, refined yellow & white beeswax, yellow & white beeswax pellets) for pineapple waxing for export to Dubai from Madhupur, Tangail.
BFVAPEA, BAPA and Potato exporters (16 & 17 February 2014)	Provided Fresh Produce Journal market price of fruits & vegetables in UK and international buyer's info on Mannai Corporation Ltd., Qatar ( <a href="mailto:abdul.mannaicorps@outlook.com">abdul.mannaicorps@outlook.com</a> ) for further communication and sharing their product quotation for export of fruits & vegetables from Bangladesh.
Mrs. Rebeka Sultana, Executive Director, GKSS, Naruli, Bogra (16 February 2014)	She was linked with Sabazpur Tea Estate (Square Group), Kazi & Kazi Tea Estate, UAO (Srimongal for tea garden) and Second Crop Diversification Project (SCDP) for product demonstration and marketing of their Vermin compost, Tricho Compost, Tricho power (Tricho leachate) as organic fertilizers.
Mr. Avik Das, A&A Enterprise, Dhaka (17 February 2014)	As per importer and exporter linkage development, he was linked with Mr. Lieve Michielsen, Purchase Manager, The Special Fruit, Fresh Produce Importer of Belgium ( <a href="mailto:Lieve.Michielsen@specialfruit.be">Lieve.Michielsen@specialfruit.be</a> ) for exporting litchi and lemon from Bangladesh with GlobalGAP certification.
Mr. Abdul Kadir, ASK Agro, Nalitabari, Sherpur (17 February 2014)	As a new entrepreneur, provided guidelines to start agro-farm using 18 acres of land producing quality vegetables for export. Further, he was linked with Avalon Associates, Dhaka for exporting vegetables to Eagle Eye Int'l LLC, Oman.
P. Mossarrat Ahmed Sohail, CEO, Ahmed Agro Fisheries, Noakhali (17 February 2014)	As a new entrepreneur, provided guidelines and booklet to start fish and duck farming using 2 acres of water body. He was linked with FRI, Mymensingh for necessary technical assistance and also linked with Swissmart, Dhaka for fish marketing.
Dr Shamim & Md. Rashed, Shamim & Rashed Trading, Dhaka (18 February 2014)	As a new exporter, provided guidelines for cut-flowers export to Germany. Technical info like packaging size, shape, weight, length of stem, wrapping paper, pulsing treatment and export cost analysis was also given.
Dr Liton, Hokkaido Food, Japan (19 February 2014)	Provided reports on present situation of food processing industry for agribusiness investment in Bangladesh.

<i>Service recipients</i>	<i>Specific service provided by Hortex</i>
Matthew Cawvey, University of Illinois, USA (19 February 2014)	As researcher, provided info about total no. of agricultural blocks in Bangladesh which are 12500 nos.
Biswajit Roy, Biswa Impex, Dhaka (23 February 2014)	As a new potato exporter, provided export cost analysis offering FOB & C&F price to Russian buyer, contact address of Bangladesh Embassy in Russia and potato pictures & packaging info. He was linked with potato leno mesh bag (20kg) supplier.
Rashed Sadat, Payel Enterprise, Sherpur, Bogra (24 February 2014)	As a new entrepreneur, he was given info for fish and vegetables marketing in Dhaka at superstores and exporters.
Aktaruzzaman, Radical Agro Ind., Sherpur (27 February 2014)	He was linked with Taiwan Food & Processing Industries Ltd demonstrating export quality baby corn production at Nalitabari upazila of Sherpur district.
Shafique Islam, Bagerhat (02 March 2014)	He was linked with Mr. Anamul (CRD, Bogra) and Kamruzaaman Babu (Dinajpur) collecting potato Asterix /Lora/Caurage/Lady Rosseta varieties for French fries production supplying Dhaka City at BRAC, BFC and KFC.
Ibrahim Lodi, MD, Pacific Export Ltd., Dhaka (03 March 2014)	As a new exporter, he was given potato export guidelines including buyers list for Malaysian market.
Greenleaf, Narshingdhi (04 March 2014)	Supplied 5.3MT fresh vegetables to Shwapno Superstore by the new supplier Green Leaf, Narshingdhi supported by AGM, Marketing, Hortex Foundation.
Md. Arif Hossain, Mohsin and Sons Trade Center, Dhaka (04 March 2014)	As a new entrepreneur, given business guidelines and linked with suppliers of Savar, Manikganj, Magura, Naogaon & Sherpur collecting white colored sesame for export to France.
Dr. S A Quader, Agriconcern Ltd and Ferdous Biotech Dhaka (06 March 2014)	Provided international supplier address of root vegetables polisher with direct roller drive (HAITH, UK) and potato washing machine (Tong Engineering Ltd, UK).
Md. Hemayet Uddin, Deputy Secretary, DPD, IAPP, MOA, GOB (06 March 2014)	He was linked with sesame exporter Mr. Arif and Square Group (SCPL) Mr. Farhad for marketing of their farmers' sesame and mustard respectively.
Mr. Dilip Everest Rozario, CEO and Chairman, Food Basic Ltd, Dhaka (18 March 2014)	He was linked with Taiwan Food & Processing Industries Ltd. for production of baby corn at Savar under contract farming system for export as canned.
Mr. Mahabub, Agriconcern Ltd., Dhaka (19 March 2014)	For GlobalGAP certification process, he was given info on MRL level in EU countries, and also EU pesticide residues & maximum residues levels (mg/kg) on potatoes ( <a href="http://ec.europa.eu/sanco_pesticides">http://ec.europa.eu/sanco_pesticides</a> ).



<i>Service recipients</i>	<i>Specific service provided by Hortex</i>
Zahid Hossain, MD & CEO, ZAP Natural Product Ltd, Pirojpur (25 March 2014)	He was linked with Square Herbal & Neotriceuticals Ltd. for world class Spirulina & 30 types of medicinal herbs supply as local marketing. For EU market access, he was linked with Bangladesh Embassy in Germany.
Greenleaf, Narshingdhi (27 March 2014)	Supplied 1.75MT fresh vegetables to Agora Superstore as 1 <sup>st</sup> shipment by the new supplier Greenleaf, Narshingdhi supported by AGM, Marketing, Hortex.
Kamruzzaman Mridha, MD, Mridha Agri Care Ltd, Dhaka (2 April 2014)	As a new entrepreneur, he was given fruits & vegetables export guidelines and supply chain development starting agribusiness.
Md. Shahidul Islam Shamim, Mirpur, Dhaka (6 April 2014)	As a new entrepreneur to develop local distribution chain supplying vegetables to super stores in Dhaka City, he was linked with Food Basics Ltd, Savar collecting cucumber.
Suman Kr. Dutta, Dutta & Farms, Baneshwar, Puthia, Rajshahi (6 April 2014)	As a new entrepreneur, he was given GAP guidelines producing quality mango, guava as safe by using 07 acres of land & 143 farmers under contract farming system.
M. Jalalul Hai, Adviser, Embassy of Japan, Dhaka (7 April 2014)	He was given different reports on supply and value chain management of horticultural crops incl. flowers in Bangladesh promoting export to Japan.
SM Khorshed Alam, MD, Enterprise Humanity, Mirpur (10 April 2014)	As a new entrepreneur producing food (cereals, pulses, oil seeds, horticultural crops), he was provided business guidelines on safe & nutrition based food production and marketing at urban & export market.
Tanvir Md. Khan, MD, TK Enterprise, Dhaka (16 April 2014)	As a new exporter of fruits & vegetables export to Malaysia, Singapore and UK, provided export guidelines of fresh produce. He was given group farming production system of sesame for export to China.
M. Nurul Haque, Chairman & CEO, Agro Asia Impex Ltd, Dhaka (28 April 2014)	He was given pineapple technological support on processing and postharvest management system for test effectiveness during export from Madhupur to Dubai market.
Prof. Dr. Md. Mizanul Haque Kazal, SAU, Dhaka (11 May 2014)	As requested, he was given SCDC of NATP, Hortex reports related to supply and value chain of agro-commodities for conducting a commission research project sponsored by KGF on Harnessing the Potential of Hill Agriculture.
M. Ahsan Ullah, President, BFGEA and Director, GB, Hortex Foundation (12 May 2014)	He was supported by sending export cost analysis of gerbera flowers on Dubai market including 10 colored gerbera pictures available in Bangladesh promoting flowers export from Jessore.
Md. Jamal Uddin, AGM Pandhughar Agro (Associate of Interstoff) (14 May 2014)	As a new entrepreneur, he was provided idea on protective horticulture for export to mainstream market maintaining GAP where fruits & vegetables will be produced under control environment.

<i>Service recipients</i>	<i>Specific service provided by Hortex</i>
Md. Mokhesur Rahman, Consultant, Direct Fresh, Dhaka (14 May 2014)	He was linked with Swissmart for marketing of their safe vegetables at Foreign Embassies in Bangladesh and suggested to develop their own sales outlet supplying quality produce at home and corporate houses in Dhaka City.
Tapash Nag, M. Pur, Dhaka (15 May 2014)	As a new supplier, he was suggested to intervene at local market, exporters, superstores for supplying quality fruits & vegetables from Jessore and Faridpur.
Mahboob Hossain, CEO, Zahan Corp., Lalbagh, Dhaka (22 May 2014)	As a new exporter, he was linked with CIG farmers of SCDC, Authentic Freight (C&F agent) and provided packaging, exportable products list & export cost analysis for exporting vegetables to Jeddah, Saudi Arabia.
Mahmood Hasan, Proprietor, Tycoon Entertainment (22 May 2014)	As a new entrepreneur, he was provided technical specification of white sesame for local supply and export to Japan and France.
Zulfiqur Hossain Bakul, Chairman, Fruits Club Bangladesh Ltd. (22 May 2014)	As joint initiative for safe food, he was linked with FAO Food Safety Lab detecting calcium carbide on mango to ensure toxic free fruits for local people. They are in the process of supplying mangoes without any chemical intoxication which would hazardous for human consumption. Their mangoes are free from hormone during cultivation.
AFM Fakhruul Islam Munshi, Chairman, ADOB and Director, GB, HF, (3 June 2014)	He was linked with Md. Arif Hossain, Director, Euro-Bangla Properties Ltd for exporting white sesame to France from Bangladesh.
Dr. S P Ghosh, Team Leader, SCDP, DAE, GOB (5 June 2014)	As required, he was given update export status of horticultural crops incl. Hortex interventions promoting export of fruits and vegetables in Bangladesh.
Mr. Shah Alam, CEO & Director, GTS Logistics Int'l Ltd., Dhaka (11 June 2014)	For trial export to Turkey & Malaysia, he was linked with Mr. Sanowar & Idilpur Association (Madhupur), CCMC (Srimongal), CCDB (Bandarban) collecting pineapple (Giant Kew 800-1000gm weight). He was also given technical specifications of pineapple.
Kbd. Shahidul Alam Swapan, Rangpur Agro Processing Ltd (12 June 2014)	He was given business plan on fruits and vegetables processed products developments both for domestic and export markets by conducting market research for consumers demand.
Tanvir Anwar, Proprietor, COMPASS Bangla Ltd, Dhaka (19 June 2014)	As a new entrepreneur, he was given business guidelines and export specifications exporting vegetables to Malaysia, USA, Japan from Bangladesh.
Junaid Sharif, Asst. Manager (Business Dev.), Cocoro Ltd (Japan) (23 June 2014)	As required, he was given data/info on food processing industry for attracting Japanese investor to invest in Bangladesh developing value added products using mango, jackfruits, pineapple, banana, guava, tomato, potato, sweet potato, spices and herbs.



<i>Service recipients</i>	<i>Specific service provided by Hortex</i>
Rezaul Karim, Research Associate, GMark Consulting Ltd (24 June 2014)	For their sub-sector study, he was provided information about production, export and market destinations regarding chilli (green and dry).
Rashed Shamim, Prop., Polygon Resource, Dhaka (02 February & 25 June 2014)	He was given info for potato fumigation before export to Russia (Actellic 250EC @ 20ml/liter of water). For banana (Sagar) export to Pakistan, he was provided packaging specification and linked with Mr. Suman, SCDC's CIG farmer, Shibganj, Bogra collecting banana.
Zahidul Hasan, Director, Access Corp. Chittagong (26 June 2014)	As a new entrepreneur, he was provided technical specifications and packaging info exporting potato. Thus, he successfully exported 01 container (26 MT) fresh potato to Brunei using paper cartons @ 5kg bag as per Hortex guidelines.
Anik Shovan Bala, Arif Ahmed, Audit Rahman, Student of Jahangirnagar University (26 June 2014)	For their study paper, provided fresh, frozen, processed vegetables and potato country-wise export status, export problems and EU market requirements promoting research.
Maheen Sultan, Lead Researcher, BRAC Institute of Governance & Dev. (29 June 2014)	Provided horticultural crops production, export & supply chain info studying Gender, Trade and Green Growth in Bangladesh, Bhutan, India and Nepal conducted by UN Women assisted by Asian Development Bank (ADB).

### **Hortex stall at 3rd Int'l Agro Tech Fair, Bogra**



Hortex Foundation in collaboration with SCDC of NATP participated in a three days long 3rd International Agro-Tech Fair Bangladesh 2014 jointly organized by Rural Development Academy (RDA), Bogra and Limra Trade Fairs and Exhibitions Pvt Ltd during 05-07 April, 2014 at RDA, Bogra where modern agricultural technologies like agro machinery, seed grain, bio-tech, dairy & poultry, beverage & food tech, renewable energy, light engineering, post-harvest PVC packaging, agricultural marketing, automobiles and

truck etc were demonstrated. Mr. Moshir Rahman Ranga, Hon'ble State Minister for the Ministry of Local Government, Rural Development & Cooperatives, GOB inaugurated the Fair as the Chief Guest. After the inaugural speech, the Minister paid a visit to Hortex stall. Hortex Foundation displayed exportable fruits and vegetables incl. technologies demonstrated at farmers' field and traders/exporters. Managing Director and Mr. AFM Fakhru Islam Munshi, Director, Governing Body, Hortex Foundation attended the Fair. The SCDC, Hortex stall was unique in displaying important post-harvest technologies combining crops and flowers of various colors creating interest of the visitors. At the end of the fair, different technical bulletins, booklets and display materials also distributed to the visitors. A reefer truck of SCDC of NATP was also displayed in the fair, popularizing Hortex as a unique cool chain management service provider in Bangladesh. It is believed that participation in the fair created an immense impact on the image of SCDC, Hortex Foundation in development and promotion of post-harvest technologies and agribusiness through enhancing quality produce in the supply chain of local and international markets.

### **Stall at National Fruit Exhibition 2014**



Hortex Foundation participated in the National Fruit Exhibition held on 16-18 June 2014 at AKM Giasuddin Milky Auditorium premises, Farmgate, Dhaka and raised a stall in the event. Sayed Ashraf Islam MP, Hon'ble Minister for LGRD & Cooperatives as the Chief Guest, Matia Chowdhury MP, Hon'ble Minister, Ministry of Agriculture, Government of Bangladesh as the Special Guest, different Govt., private agencies and foreign officials were present at inaugural session of the event. In the Hortex stall, a good number of exportable fresh fruits, vegetables, processed agro-commodities (canned pineapple, baby corn, dried jute leaves) and different Hortex-SCDC publications were displayed and distributed to the visitors with free of cost.



### **Sesame trial shipment to Japan & Taiwan**

AGM (Marketing), Hortex Foundation facilitated to Taiwan Food & Processing Industries Ltd and Mr. ANM Hasan Zahir, Managing Director, N-Wave Foods, Dhaka by providing 2kg & 0.5kg respectively white, black and brown colored quality sesame seeds collected from Radical Agro Industries, Sherpur district for trial shipment to Taiwan and Japan on 27 Feb. 2014 and 05 June 2014 respectively. Specification of sesame for export market as under:

- Purity: 99.99%
- Process: Clean with sorted and graded
- Color: Natural white/black/brown sesame
- Free Fatty Acid (FFA): Below 3%
- Oil content: 48%
- Moisture level: Below 7%
- Other color mixture: 3% maximum

N-Wave Foods are also planning to export natural honey and tea to Japan with the technical support of Hortex Foundation.

### **Jute leaves trial shipment to Japan**



AGM (Marketing), Hortex Foundation facilitated to Jute Leaves Project, Toyota Tsusho Corporation, Dhaka by providing 5.20kg dried jute leaves (deshi & tosha) collected from Radical Agro Industries, Sherpur Sadar Upazila for trial shipment @ 50gm/packet to Japan on 18 May 2014 for their lab test.

### **Hortex supported vegetables export to Oman**

Ferdous Biotech (Pvt.) Ltd., Dhaka exported 1.5MT of fresh vegetables like cucumber, palwal, teasel gourd, green jackfruit, yard long bean, stolon of taro and wax gourd to the Eagle Eye Int'l LLC, Oman on 14 May 2014 with direct support of Hortex Foundation facilitated by AGM (Marketing), Hortex Foundation.

### **Baby corn demonstration at Savar & Sherpur**



Hortex Foundation organized export quality baby corn production demonstrations at Sherpur Sadar Upazila (6 decimal land using 0.5kg seed), Nalitabari upazila of Sherpur district (9.8 decimal land using 1kg seed) and Savar (78 decimal land using 5kg seed) by Mrs. Ismat Ara Ripon (women entrepreneur) & Md. Fazlul Haque (Fotu Mia), Mr. Aktaruzzaman, MD, Radical Agro Industry and Food Basic Ltd respectively in favor of Taiwan Food & Processing Industries Ltd, Dhaka for trial export to China and Taiwan as canned (5-6cm long baby corn). In this regard, Taiwan Food provided 2kg seed (B468, Thailand) to Radical Agro and 5kg seed (B468, Thailand) to Food Basic where Hortex Foundation provided technical support for successful production and supply. AGM, Marketing, Hortex Foundation facilitated the demonstration program.

### **Expert consultation meeting on GAP with FAO**



An expert consultation meeting entitled “Development of Good Agricultural Practices (GAP) across the Horticultural Value Chain to Enhance Food Safety Compliance and Market Access” organized by Hortex Foundation held on 22 January 2014 at its conference room under the support of FAO-Food Safety Programme (FSP) in Bangladesh to identify suitable location and crops for implementing GAP



pilot project enhancing food safety and market access. The meeting also identified some product-wise test parameters as per requirements of the stakeholders for analyzing pesticides residues, heavy metals and microbial contaminations at well equipped laboratory under Institute of Public Health (IPH) supported by FAO-FSP.

The expert consultation meeting disseminated update status of FAO-FSP on horticulture sub-sector in Bangladesh among the 22 high officials of FAO, BARC, DAE, BARI, SAC, representatives of superstores, corporate business houses like Square, PRAN, ACI, fresh produce exporters, BAPA, experts of Hortex and SCDC of NATP attended the meeting. The meeting was chaired by Mr. M. Ahsan Ullah, President, BFGEA & Director, Governing Body, Hortex Foundation. Mr. John Ryder PhD MBA, CTA, FAO-FSP was present as the Guest of Honour in the event.

### **Consultation meeting with Hokkaido, Japan**



Hortex Foundation organized a consultation meeting held on 27 January 2014 at its conference room in favor of Hokkaido Food Industry Promotion Organization (HFIPO), Japan on need assessment survey regarding to processing technology of food distributable at normal temperature for reduction of postharvest losses. Technical paper was presented by Mr. Toshikatsu Sato, HFIPO, Japan. 15 participants from HF, SCDC, DU and HFIPO attended the meeting.

### **Certificate awarding ceremony by NPO & BAB**

Two officials of Hortex Foundation attended certificate awarding ceremony jointly organized by NPO, GOB and Bangladesh Accreditation Board (BAB) under APO-NPO e-learning program for accreditation and training certificate awarding held on 28 Jan. 2014 at BIAM Foundation Auditorium, Dhaka. Mr. Mohammad Moinuddin Abdullah, Secretary, MOI was present as Special Guest while Mr. Amir Hossain Amu MP, Hon'ble Minister, MOI, GOB was present as the Chief Guest in the event. Mr. Mitul K. Saha and Mr. Rafiqul Islam, HF received certificates from Hon'ble Minister, MOI, GOB.



### **Published Hortex international article from FiBL- IFOAM (Switzerland-Germany)**

Demand for organic products is increasing rapidly in Bangladesh due to consumers' consciousness of food safety and environmental concerns. This paper contains information related to organic farming in Bangladesh written by Mitul Kumar Saha and S. M. Monowar Hossain, 2014. The whole report cited as Willer, Helga and Julia Lernoud (Eds.) (2014), *The World of Organic Agriculture. Statistics and Emerging Trends 2014*. FiBL-IFOAM Report. Research Institute of Organic Agriculture (FiBL), Frick, Switzerland and International Federation of Organic Agriculture Movements (IFOAM), Bonn, Germany. Revised version of February 20, 2014. Printed copies of the full volume of the report may be ordered directly from IFOAM (Germany) and FiBL (Switzerland) office or via the IFOAM website at [www.ifoam.org](http://www.ifoam.org) or the FiBL shop at [shop.fibl.org](http://shop.fibl.org) (@ Price 25 Euros for non-members of IFOAM). For Organic Farming in Bangladesh Article, please e-mail to [hortex@hortex.org](mailto:hortex@hortex.org), [mitulecon@gmail.com](mailto:mitulecon@gmail.com) or [mitulsaha@hortex.org](mailto:mitulsaha@hortex.org).

### **Published proceedings on fish for the future**

Hortex Foundation published proceedings of the 'National Workshop on Fish for the Future' held on 23 May 2013 organized by SCDC of NATP. This proceeding written by Nowsad, AKM, A. and Mitul, K. Saha (Eds.) (2014) as *Post harvest Fisheries Management - Aimed at Reducing Post harvest Loss and Maximizing Profit. Proc. National Symp. Fish for the Future of the Supply Chain Development Component of National Agricultural Technology Project (NATP)*. Horticulture Export Development Foundation (Hortex Foundation), Dhaka. 138 pp., ISBN: 978-984-33-6886-7. For collection, please e-mail to [hortex@hortex.org](mailto:hortex@hortex.org), [mitulecon@gmail.com](mailto:mitulecon@gmail.com) or [mitulsaha@hortex.org](mailto:mitulsaha@hortex.org).

### **Expert meeting on NTF for organic farming**

Hortex Foundation organized the first meeting of the National Task Force (NTF) for Organic Farming in Bangladesh held on Thursday 27 Feb. 2014 at its conference room to confirm the



proposed National Policy and National Standard on Organic Farming in Bangladesh for Fresh Produce, Aquaculture and Livestock Products where 13 participants attended. The meeting chaired by Mr. M. Ahsan Ullah, Director, Governing Body, Hortex Foundation and Convener, NTF, Organic Farming in Bangladesh. In the meeting, two new members were co-opted at NTF of Organic Farming namely Dr. Latiful Bari (DU) and Prof. Dr. Mohammad Mujaffor Hossain (BAU).

### ***World Bank Mission visited Hortex***

Hortex Foundation organized a discussion meeting held on 10 March 2014 at its conference room with the World Bank Project Identification Mission headed by Mr. Patrick Verissimo, Lead Rural Development Specialist, Agriculture, Irrigation and Natural Resources, SASDA-South Asia Region and 23 participants attended the meeting. Dr. S M Monowar Hossain, MD, HF presented the keynote paper highlighting capacity development of Hortex for adopting more activities from the NATP-II/new project. Discussion was also held on arrangement of an endowment fund in favor of Hortex Foundation for strengthening the Foundation as a Center of Excellence for value chain development in Bangladesh.

### ***Consultation with USAID AVC Project***

Hortex Foundation organized a consultation meeting with the officials of USAID's Agricultural Value Chains (AVC) project held on 15 May 2014 at its conference room to identify areas for joint work in Southern Region of Bangladesh on Non-Food Value Chain i.e flowers. Mr. M. Ahsan Ullah, President, BFGA and Director, Governing Body, Hortex Foundation presided over the meeting. A total of 09 participants attended the meeting.

### ***Expert meeting with Dr. Mike Dillon, FAO***



A discussion meeting with the team members of the FAO Food Safety Programme and relevant stakeholders of public and private sector organizations of Bangladesh involved in agribusiness was organized by Hortex Foundation on 25th of May, 2014 at its conference room to discuss on the organizational activities for facilitating

current horticultural value chain management, recent features of food safety and quality issues including domestic and export marketing potentials of high value agro-commodities both on fresh and processed form developing Good Agricultural Practices (GAP) guidelines and pilot project implementation of GAP on selected four crops (potato, tomato, eggplant and mango) across the horticultural value chain to enhance food safety compliance and improve market access. This meeting was organized in honor of Dr. Mike Dillon, Senior International Consultant, Value Chains and Food Safety, Food Safety Programme of Food and Agriculture Organization of the United Nations (FAO), mission visit in Bangladesh. The meeting was chaired by Mr. Mesbahuddin Mahmood, DGM, HF. There were 19 participants from the BARC, FAO-FSP, Hortex, SCDC, KKTE, PRAN-RFL, Fruits Club Bangladesh, Square Consumer Products Ltd. Govt. and private sectors participants shared their experiences relating agribusiness problems and potentials in the meeting.

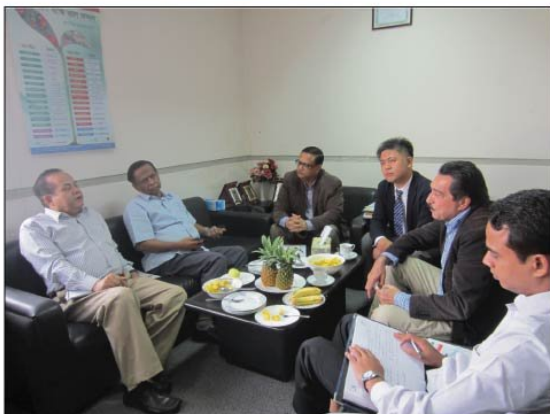
### ***Seminar on export opportunity of potato***



Hortex Foundation in association with Export Promotion Bureau (EPB) organized a special seminar on "Production, Diversified Uses and Export Potential of Potato in Bangladesh" held on 17 June 2014 at EPB conference room, Karwanbazar, Dhaka. Mr. ASM Habibul Hasan Chowdhury, Director (Policy & Planning), EPB delivered welcome address. Dr. S M Monowar Hossain, MD, HF was present as Special Guest while Mr. S M Mahbubor Rahman, VC (In-Charge), EPB as the Chief Guest. Dr. Md. Rezaul Karim, Joint Director (QC), BADC presented the keynote paper. 62 distinguished participants attended the seminar from MOC, Tariff Commission, DCCI, potato & cold storage association, potato exporters, bankers, EPB and Hortex Foundation and received update technological information on production practices and market requirements of potato export in the international market. The seminar suggested that Bangladesh Potato Exporters Association should work closely with Hortex Foundation and EPB promoting export of potato in international market.



### DOLE & ITOCHU visited Hortex Foundation



Hortex Foundation organized a meeting held on 24 June 2014 with the high officials of DOLE Asia Holdings Pte Ltd and ITOCHU Corporation (Japan) on banana, pineapple, mango, guava, papaya and sweet corn production under supervised farming and strategies of export to Japan, Korea, China, Middle East, New Zealand and Australia following Good Agricultural Practices in a intensive manner. Mr. AFM Fakhru Islam Munshi, Director, Governing Body, Hortex Foundation, Mr. Carlos H. Mandujano, Senior Vice President, Worldwide Agriculture and Research, DOLE (Singapore); and Mr. Takeshi Okamoto, Representative/General Manager, ITOCHU, Dhaka, Dr. S M Monowar Hossain, MD, Hortex, among others attended the meeting. The meeting also discussed the activities of Hortex that the Foundation is not confined only export rather working on rural areas and domestic market for empowering the farmer and supply chain development, of high value agro commodities.

### Major workshop/seminar/meeting participation

During the period January-June 2014, Hortex officials attended a number of seminars, workshops, trainings and discussion/policy meetings on various issues related to production, marketing and export of agro-commodities. Some of them are as follows:

- (i) In 07 January 2014, meeting held with Mr. Anamul Huq, CEO, CRD highlighting collaborative work on social research.
- (ii) Meeting held on 08 January 2014 with an international buyer Mr. Tofazzal Hossain, Eagle Eye LLC and local supplier Mr. Mainul Islam, Avalon Associates highlighting lemon, pineapple and vegetables export to Oman. They linked with BRAC for French bean and baby corn production under supervised farming for export.
- (iii) Meeting with Dr. John Ryder, CTA, Dr. Margarita Corrales Moreno, Dr. Ashis Ratan Sen, Food Safety Programme, FAO highlighting joint programme for conducting value chain analysis of selective vegetables & fruits following GAP.

- (iv) Meeting held on 20 January 2014 with Danco Trade Limited, Mirpur highlighting to export fresh, frozen and processed agro-commodities in USA, France & Hong Kong for their leather articles (finished) buyer.
- (v) Mitul K. Saha, AGM (Marketing), Hortex attended an int'l conference on logistics and supply chain management in food industry held on 25 Jan. 2014 at Dept. of Civil Engineering, BUET organized by UGC-HEQEP, BUET. Prof. Dr. A K Azad Chowdhury, Chairman, UGC was present as the Chief Guest.
- (vi) Attended view exchange meeting on trends of agricultural changes and land uses of small and marginal farmers in Bangladesh held on 27 Jan. 2014 organized by RIB at their conference room, Banani supported by Rosa Luxemburg Stiftung South Asia. Dr. Shamsul Bari, Chairman, RIB presided over the meeting.
- (vii) Meeting held on 10 Feb. 2014 with Secretary and Additional Secretary & DG, Seed Wing, MOA, GOB highlighting evaluation of potato export progress, brown rot problems and its solutions.
- (viii) National level workshop on BRAC's intervention in increasing resilience of agriculture and aquaculture systems in the south held on 18 Feb. 2014 organized by AFSP-BRAC at its auditorium. Mr. Anwar Faruque, DG (Seed) & Addl. Secretary, MOA was present as the Chief Guest while Dr. Babar Kabir, Senior Director, BRAC chaired the workshop.
- (ix) International workshop organized by CPD in association with DFID-ESRC Growth Research Programme (DEGRP) regarding policy dialogue on Bangladesh's agriculture and structural transformation held on 20 Feb. 2014 at Ruposhi Bangla Hotel, Dhaka where Mr. AHM Mustafa Kamal MP, Hon'ble Minister, MOP, GOB attended as the Chief Guest.
- (x) Meeting held on 05 March 2014 at Hortex with Dr. David Neven, Marketing Economist, Market Linkages & Value Chain Group, Rural Infrastructure & Agro-Industries Division, FAO, Rome, Italy (David.Neven@fao.org) highlighting assistance of Hortex for developing market linkages for the beneficiaries of FAO funded Sherpur-Mymensingh Project. The meeting also discussed strategies of Agri-Mall establishment where traders group will be managed the centre. He was provided address of cold storage and potato exporters association regarding financial mechanism and value chain developing multipurpose cold storage in Bangladesh.
- (xi) National workshop on promotion of medicinal plants in Bangladesh arranged by TA Team, SCDP, DAE, Khamarbari held on 11 March 2014 at BARC conference room. Md. Mosharaf Hossain, Joint Secretary (Admn.), MOA, GOB was present as the Chief Guest. Md. Abdul Mannan, Director, Field Service Wing, DAE presided over the event.



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- (xii) Consultation workshop on innovative financing for agriculture and food value chains organized by ADB TA-7996REG held on 12 March 2014 at Hortex conference room where MD, Hortex Foundation presided over the event. In this workshop, TA outline was given by Mr. David Lucock, Finance Sector Specialist, ADB on value chain financing and M. Hassan Ullah, AFVC Finance Specialist, ADB on outline of proposed study.
- (xiii) Meeting held on 12 March 2014 with Dr. ir. Eddy J. Moors, Head Climate Change & Adaptive Land and Water Management, Wageningen UR, ALTERRA, The Netherlands, Dr. A. Atiq Rahman, ED, BCAS, Md. Abu Sayed, Fellow, BCAS highlighting to identify crop interest developing project plan-short proposal on Geodata for Agriculture and Water Facility (G4AW) for Netherlands Space Office.
- (xiv) Meeting held on 16 March 2014 with Kbd. Md. Abdul Hamid, UAO, DAE at Sherpur Sadar Upazila, Sherpur highlighting baby corn production demonstration for export.
- (xv) Attended SCDC of NATP organized workshop held on 20 March 2014 at Hortex conference room regarding draft final synthesis report presentation on 10 international consultants of SCDC presented by Dr. M. Gul Hossain. Welcome address was given by Dr. M A Nasir, Chairman, Uniconsult Int'l Ltd and remarks speech delivered Managing Director, Hortex Foundation. Mr. Ousmane Seck, Task Team Leader, NATP, World Bank Office, Dhaka was present as the special guest while Dr. Md. Abdur Razzaque, PD, PCU, NATP presided over the event.
- (xvi) Attended two day-long training on phytosanitary measures and food safety issues in Bangladesh organized by Crops Division, BARC held on 02-03 April 2014 at BARC training building highlighting to increase knowledge and efficiency of different stakeholders participated in the event. In the inaugural session, welcome address was given by Dr. Abul Kalam Azad, CSO (Crops), BARC & Director, SAC while Dr. Md. Khalequzzaman A. Chowdhury, Member Director (Crops), BARC presided over the session. In the closing session, Dr. Kamal Uddin, Executive Chairman, BARC attended as the Chief Guest.
- (xvii) AGM (Marketing), Hortex attended three days long (07-09 April 2014) training on electronic traceability for agricultural trade facilitation and small holder integration at Zizzi Hall, Platinum Suites, Banani 11, Dhaka jointly organized by UNESCAP, BFTI and UNIDO. Ms. Shelina Afroza, Secretary in Charge, Ministry of Fisheries and Livestock, GOB was present as the Chief Guest while Dr. Md. Mozibur Rahman, CEO, BFTI presided over the inaugural session. Dr. Heiner Lehr facilitated the training as an international trainer from Germany.
- (xviii) Meeting held on 27 April 2014 with Md. Shafiqur Rahman and Md. Millat Hossain Patwary, ITOCHU Corporation, Japan highlighting fresh pineapple export and provided production, postharvest and varietal information.
- (xix) Attended workshop "Impact Evaluation Evidence to Policy: Opportunities and Challenges in Bangladesh" held on 30 April 2014 at Pan Pacific Hotel-Dhaka organized by Economic Relations Division (ERD) of MOF, WB, BRAC, IPA, JPAL and CEGA. Welcome address and opening remarks given by Dr. Mushtaque Chowdhury, BRAC and Johannes Zutt, Country Director, WB Office, Dhaka respectively.
- (xx) Meeting held on 04 May 2014 with Md. Zakir Hossain, Md. Asad, Proofs Project (profitable opportunities for food security) being implemented by ICCO, iDE and BoP Innovation Center funded by the Embassy of the Kingdom of the Netherlands and Dr. Hasan Ahmmed Chowdhury, FAO-FSP highlighting joint work with Proof's market based food security project.
- (xxi) In May 07, 2014, Managing Director, Hortex Foundation attended 1st meeting of Parliamentary Standing Committee on Ministry of Agriculture under 10th National Parliament at Cabinet Room of National Parliament.
- (xxii) Discussion meeting with 12th ISM of the World Bank and IFAD held on 08 May 2014 at Hortex conference room. Managing Director, Hortex Foundation presented the keynote paper highlighting activities, outcomes, impacts of SCDC's different interventions since 2008.
- (xxiii) Attended seminar on control of Salmonella (bacteria) on exportable high value betel leaf (piper betel) in Bangladesh jointly organized by BFVAPEA and APBPC, MOC held on 12 May 2014 at Hotel 71, Bijoynagar, Dhaka. Mr. Shubhashish Bose, VC, EPB was present as the Chief Guest while SM Jahangir Hossain, President, BFVAPEA presided over the seminar. Prof. Dr. Bahanur Rahman, BAU presented the keynote paper on control of Salmonella (treated by 0.3% Sol. A for 8 minutes).
- (xxiv) Attended round table seminar on "Rethinking Agriculture and Agribusiness: How May BoP Inclusive Growth Agenda be Advanced, Ensuring Consumer Safety" held on 19 May 2014 at National Press Club VIP Lounge organized by Center for Development & Competitive Strategies (CDCS).
- (xxv) Meeting held on 22 May 2014 with Abu Zulfikur Hossain Bakul, Chairman, Fruits Club Bangladesh Ltd. incl. Dr. Hasan Ahmmed Chowdhury, FAO highlighting mango value chain development, documentation, certification and branding for quality mango production and marketing both for local and export market.
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- (xxvi) Workshop on compliance of SPS standards to supply quality agro-products for domestic and export markets held on 27 May 2014 organized by SCDC of NATP, Hortex Foundation at its conference room Chaired by MD, Hortex Foundation where Mr. Shubhashish Bose, VC, EPB was present as the Chief Guest. The workshop had two sessions and 48 participants attended.
- (xxvii) Meeting held on 09 June 2014 with CDCS, Dhaka highlighting institutional linkage development and technology/knowledge sharing.
- (xxviii) Attended workshop on production of high value flower as produced in China, Nepal and Thailand held on 10 June 2014 at Hortex conference room jointly organized by BFGEA and APBPC, MOC, GOB. Mr. Shubhashish Bose, VC, EPB was present as the Chief Guest while Mr. M. Ahsan Ullah, President, BFGEA presided over the event. 51 participants attended and received production and export status of flowers in Bangladesh.
- (xxix) Meeting with Mr. Taku Furukawa, Chairman, Cocoro Ltd (Japanese consulting firm), Gulshan, Dhaka held on 15 June 2014 highlighting to explore dry fruits business opportunity in Bangladesh. They want to promote Bangladesh in Japanese entrepreneur for investing agri-sector producing value added fruits. MD, HF stated that there are scope for improvement of fruits quality and productivity of mango, jackfruits, pineapple, banana.
- (xxx) Meeting with Mr. Arun Kumar Ganguly, Coordinator-Advocacy, SDC-Samridhi Project, HELVETAS Bangladesh held on 19 June 2014 at Hortex on capacity building of their beneficiary farmers by using Hortex support and further developing market linkage with the potential vegetable exporters through Hortex facilitation.
- (xxxi) Training program on quality control of ayurvedic medicine held on 24-25 June 2014 at Hortex conference room jointly organized by Bangladesh Ayurvedic Medicine Manufacturers Association (BAMMA) and Medicinal Plants & Herbal Products Business Promotion Council (MPHP-BPC), Ministry of Commerce, GOB. Prof. Dr. Sitesh Chandra Basar, Chairman, Department of Pharmacy, University of Dhaka was present as the Chief Guest while AFM Fakhrul Islam Munshi, President, BAMMA presided over the event.
- (xxxii) Meeting held on 25 June 2014 with Md. Nasiruzzaman, Joint Secretary, Project Director, IAPP, MOA highlighting to share activities of SCDC of NATP and also to know IAPP activities under 54 upazilas in 8 districts on process of productivity increment of paddy, mustard, wheat, vegetables, pulse (sunflower), milk, meat, egg, fish and maize.

### Highlighted activities under SCDC of NATP

Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP) implemented by Hortex Foundation has carried out 24 training programs (January – March 14 nos. and April – June 10 nos.) in different aspects on selected commodities and management practices for developing effective supply chain in the project sites during the period January – June 2014. A total of 960 (January – March 637 nos. and April – June 323 nos.) different stakeholders were participated in the training programs including 888 CIG farmers, 09 LBFs, 15 traders, 03 SCDOs, 03 LEAFs and 42 MMC members of CCMCs in 24 different courses including 01 two-day long training program on MS Office Application, Internet Browsing and Computer Operation & Maintenance, Hands-on Training on Book Keeping, Opening of Bank Accounts and Registration of CCMCs. Out of 960 participants trained, 771 were male and 189 female. Resource persons were invited from the scientists of Horticulture Research Center (HRC), Specialists from DAE (UAO, AEO), SCDC Experts Mr. Mahub Alam, BD Expert, Dr. Md. Saleh Ahmed, PHH & QA Expert, Dr. Sreekanta Sheel, Logistics Expert, Mr. Bazlur Rahman, Marketing Expert, Dr. Md. Abdur Rashid, T & C Expert and Mr. Musfiul Alam Siddiki, Assistant Manager (Accounts), scientists of Spices Research Center (Shibganj, Bogra) and Faculties of RDA (Bogra).

During the reporting period, SCDC conducted 11 (eleven) workshops highlighting CCMC-based market linkage development and concepts, supply chain management of high value agro-commodities and compliance of sanitary & phytosanitary standards to supply quality agro-products for domestic and export markets among others for sharing knowledge among the participants.



*A view of workshop on compliance of SPS standards*

A total of 608 different stakeholders were participated in the workshop including PD of PCU, SCDC Experts (national & international), Hortex personnel, Directors of



PIUs (DAE, DLS, DOF, BARC & KGF), National Consultants of PCU, University Teacher, Officials of FAO-FSP & DAE, representatives of business association, CIG members, local traders, UPOs, UzPOs, MMC of CCMC, SAAO of DAE, SCDOs among others. Out of 608 participants attended in the workshops, 549 were male and 59 female. Resource persons were Dr. M. Gul Hossain, Freelance consultant of UCIL at Hortex; Director, Joint Director, DD & AD of TMSS; Fisheries Specialists of RDA (Bogra); Scientists of SRC; Extension officials of DAE (DD, PPS, UAO, AEO, SAPPO, SAAO); Hortex personnel; Experts of SCDC; Business Association among others. Dr. Md. Abdur Rashid, T&C Expert, SCDC acted as facilitator in the workshop.

The other activities performed during the period are construction of two permanent CCMC (Parbotipur and Kapasia) for facilitating group marketing at CIG level, constructed a flower processing shed for developing an alternative marketing channel in collaboration with the Flower Grower and Trader Association of Godkhali, Jhikorgacha upazila, Jessore, enterprise development on pheromone trap and bio-agent based technology for safe vegetables production.

In the reporting period, established 04 improved meat sales center (Butchers shop) at Pirganj, Rangpur; established 02 banana washing houses & 01 ripening chamber at the CCMC of Mokumtala, Shibganj, Bogra for expanding SCDC activities in selected upazila and marketing of CIG produces considering food safety and improvement of sanitation and hygiene practices for supplying safe food to the consumers.



*SCDC, Hortex supported improved meat sales center at Pirganj, Rangpur*

### **SCDC, Hortex Foundation success story - 6**

#### **Technology makes big difference for Nurul Huda**

Mr. Nurul Huda, the CIG (Common Interest Group) team leader of Amantola, Mirsharai upazila of Chittagong district has found that technology (technical know-how) made a big difference in his production of vegetable, which he is doing for a long time but could not get any good results. Now, after returned from the Study Visit in



*Mr. Nurul Huda, CIG leader of Amantola, Mirsharai*

China arranged by the Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP), Hortex Foundation, where he has completed a technology learning course, he has set an example for managing successful vegetables farming. He is promoting some selected varieties of high value vegetables (bitter gourd) by using improved seeds, better know-how and training for managing pest and disease infestation through applying environment friendly technologies and developing appropriate marketing system to get better price for their produces in collaboration with SCDC of NATP, Hortex Foundation.

Mr. Huda lives in Amantola village of Mirsharai upazila and he was doing vegetables farming since many years. But his achievement was not so well, because of his failure for controlling the pest and low price of produces. After introduced with the SCDC in Mirsharai, he started again vegetables production with new hope. He has introduced sex pheromone technology by SCDC. Sex pheromone technology is very useful for safe vegetables production. The products required for adoption of pheromone technologies which are not readily available at the door steps of farmers.



*Mr. Huda managing quality bitter gourd by using sex pheromone trap*



Recently, some private companies have already started marketing of pheromone traps in different parts of the country. The demand for pheromone trap has increased day by day. To make the availability of pheromone traps easy, different entrepreneurs were identified from the CIG farmers in Mirsharai upazila by SCDC to become an agent or suppliers in the area. Each entrepreneur collects pheromone trap at a discount rate from the company (pheromone producers) and selling among the farmers. Thus, farmers like Mr. Huda has got the chance to get access to sex pheromone technology for controlling pest infestation instead of using chemical pesticide in his field. He has achieved success in production of bitter gourd using pheromone trap. He motivated other CIG and non-CIG farmers of Amantola to take part in practicing the same technology.

As part of this activity, SCDC arranged different training programs on safe vegetables production, postharvest management (sorting, grading, washing, packaging, transportation) and market linkage development in the area. Moreover, some postharvest equipments like plastic mat, plastic crates, plastic buckets have been distributed among the CIG farmers by SCDC. Mr. Huda attended the entire training program and received those important accessories for improving his farm management.

With the support of SCDC, all CIG farmers including Mr. Huda have established a Commodity Collection and Marketing Center (CCMC) at the nearest market and selling their harvested vegetables together to the wholesalers/traders/customers as a group marketing approach. Now, Mr. Huda produced more than 3MT of different vegetables from his 1 Bigha farm land. By selling those produces, he earned around Taka 36,500. By utilizing this money, he has taken lease of 20 decimals of land for further production of vegetables as commercial farming.

This success of producing and marketing of vegetables has motivated other CIG members as spillover effect in the area including Mr. Huda to move further with more encouragements and motivation.

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*Cool chain transport (4MT capacity) support provided by  
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