Activities of Hortex Foundation under work plan on FY2012-2013

Highlighted activities under work plan of Hortex Foundation from July 2012 to June 2013 are shown below in **Table 1**:

Table 1: State of activities under work plan on FY2012-2013

Table 1: State of activities under v	Target	Achievements	Remarks
A. Export promotion activities (Nati			
i. Fresh fruits (million US\$)	64.48	71.89	Hortex had direct and indirect role in this
			export
ii. Fresh vegetables (million US\$)	71.20	110.33	Hortex had direct and indirect role in this
			export
iii. Cut flower and Foliage	47.26	41.41	Low export due to Salmonella spp. problem in
(million US\$)			betel leaf
iv. Spices (million US\$)	14.16	23.21	Hortex had direct and indirect role on green
			chili export
v. Canker free Citrus export in	Demand	132 MT export	Hortex had direct role in this export
collaboration with DAE and	based		achievement
exporters (July2012-March2013)	ъ .	2.40001	
vi. Seedless lemon export from	Demand	34000kg	Direct export from Farm to Singapore
SCDC, Delduar (Tangail) project	based		Market by Mr. Rafiqul Islam (SCDC's CIG
area			farmer & entrepreneur)
			CIG farmers selling price of lemon to exporter
			average of Taka 3/pc, i.e. Taka 30/kg
			(10pieces = 01kg)
vii. Seedless lemon export from	Demand	10355kg	Direct Export from Farm to UK Market by
CIG farmers of SCDC,	based		M/S. Dip International, Exporter, Dhaka
Sreemongal (Moulvibazar) project			
area			CIG farmers selling price of lemon to exporter
			average of Taka 4/pc, i.e. Taka 36/kg
			(09 pieces=01kg)
B. Production & post-harvest manage			
i. Production plan of vegetables	Need	02	The Foundation prepared two production
	based		business plans for Agriconcern Limited and Six
			Seasons Agro Ltd (proposed) on commercial
			cultivation of French bean at Chuadanga and bitter gourd at Jalchatra (Madhupur) for
			marketing of their produces at local and export
			market.
ii. Technological support to	Need	_	Demand not placed
improved integrated pest	based		
management of Jara Lemon			
production system at selected			
gardens in collaboration with			
BARI/DAE			
C. Demonstration (Need based)			
i. Demonstration of Bio-pesticides	Need	01	Demonstrated bio-pesticides and Pheromone
and Pheromone Technology to	based		technology at Sreepur, Gazipur on exportable
control quarantine pests of			bitter gourds and snake gourds in collaboration
cucurbits and brinjal			with PRANTEC

ii. Demonstration of improved passed prost-harvest management of grading, sorting, packaging for exporters iii. Demonstration of New BARI variety of Bitter goard and Sweet goard iv. Demonstration of Bee keeping for honey extraction in association with Honey Foundation in some Orchards (S-10 Nos.) Need bassed Orl In collaboration with SCDC of NATP, demonstrated banana beetle insect management for banana lear and fruit at Rhirati village under Kapasia upazila. The SCDC, Hortex and BARI team conducted practical session at CIG farmers field for quality banana management using poly cap to prevent banana beetle and increases banana size, shape and color. Distributed sample poly cap among the farmers attended in the program covering banana flowers at early stage to prevent banana beetle. D. New project implementation Implementation of Crop Intensification through Fallow Land Utilization in Sylhet Region Project (Hortex Component) E. Adaptive Research support to control salmonella spp. in Betel leaf in collaboration with RCDDR'B, Dhaka i. Adaptive Research support to control salmonella spp. in Betel leaf in collaboration with RCDDR'B, Dhaka iii. Use of 1-Methylcyclopropene (1-MCP) to extend shelf life of Flowers in association with SCDC of NATP and HRC of BARI F. Marketing services i. Strengthening Web marketing for exportable horticultural/agricultural product through Hortex and other international based of the properties of the product through Hortex and other international based of the properties of the product through Hortex and other international based of the associations, exporters for market diversification and other international based of the association of the properties and name of exportable agro- commodities provided to the associations, exporters for market diversification and exporters and name of exporters and name of exporters of market diversification and expor	State of activities	Target	Achievements	Remarks	
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international business Web and exporters for market diversification and			1		
	<u> </u>				
CAPOIL PROMOTION				export promotion	

State of activities	Target	Achievements	Remarks
ii. New content development and uploading at Hortex website	Need based	Content uploaded as continuous process	Different new contents developed and uploaded (i.e. newsletters, recent news, workshop/seminar proceedings, media news, UK market price, statistics) at Hortex website
iii. Supply and Value Chain Analysis (Farm to Market) of Pineapple (Need based)	01	02	for stakeholder's easy access of information Stolon of taro at Panchbibi (Joypurhat) and Banana at Kapasia (Gazipur)
iv. Cool chain transportation services	Need based	290 round trip	Cool chain transportation support services provided to 22 business organizations by 290 round trip to minimize all forms of deterioration to the perishable and high temperature sensitive commodities
v. Trial shipment of new fruits and vegetables/high value agro products	Need based	-	Demand not placed
vi. Database development on foreign buyers and different stakeholders involved in the supply chain (i.e. farmers, traders, exporters, associations, Govt. & Non-Govt. and Donor agencies)	Need based	Data base developed	For data/information support to the interested stakeholders, data are updated as continuous process
vii. Updating data on volume and value through collecting information of fresh/processed/frozen agroproducts export from Bangladesh	Need based	Data base developed	For data/information support to the interested stakeholders, data are updated as continuous process
viii. Business/institutional linkage development with exporters and other stakeholders	Need based	Developed linkage	Business/institutional linkage developed with Hortex and different associations (Idilpur Anarosh Chashi Bahumukhi Samabaya Samity Ltd, Madhupur), exporters (Taiwan Food Processing Co Ltd.), organizations (Square Consumers Product Ltd, Toyota Tsusho Corporation, Timely Investment, Green Harvest) and other stakeholders for new business development on local & export marketing
ix. Motivation for new exporters/entrepreneurs	Need based	22	To encourage new exporters for agro- commodity export business, the Foundation's marketing wing provided necessary guidelines and market information support services to the twenty two (22) new exporters, entrepreneurs both for local and export business
x. Marketing advisory services	Need based	Services provided to 80 nos. exporters, entrepreneurs	The Foundation provided marketing oriented advisory support services to the different exporters, entrepreneurs, producers, associations, NGOs mainly on fruits, vegetables, spices and other agro-commodities export guidelines, buyers info, market linkages, product & price information, data/info support

State of activities	Target	Achievements	Remarks
G. Information dissemination service	ces		
i. Booklet on quarantine pest management of fruit & white fly, thrips, shoot & fruit borer (Need based)	01	01	Published booklet on "Improved Production Management Practices of Betel Leaf", June 2013
ii. Publication of Hortex new brochure (Need based)	01	01	Booklet on " <i>Raptani Nirdeshika</i> " of fresh and processed horticultural crops/produces at final editing stage for print
iii. Quarterly Hortex Newsletters (4 Nos.)	04	03	2 issues on Jul-Sep12, Oct-Dec12 & Jan-Mar13 already published and distributed 1800 copies. One issue on April-June13 is in under process to print.
iv. Hortex Annual Diary for the year 2013	01	01	Published in January2013 and distributed 300 copies
v. Annual subscription on 2013 for two international publication purchase	02	02	FPJ (UK) and Fruit World (Switzerland)
v. Success story presentation of Jerbera flower intervention in association with SCDC of NATP	01	-	Success story of Mr. Kismot/Mr. Razzaque (CIG farmer of SCDC, Jhikorgachha, Jessore) will be held in Dec.13 at Hortex conference room.
vi. Development of video content on Citrus management in collaboration with SCDC of NATP	01	01	Completed video recording on post-harvest management of fruits and vegetables at Belabo, Narshingdhi project site under SCDC of NATP in association with Agriculture Information Service (AIS) for 3 minutes TV spot drama (filler) on vegetables harvesting to safe consumption and 40 minutes video documentary on vegetables harvesting, post-harvest handling, packaging, cool chain transportation, zero energy storage system and marketing. This video documentary might be created different stakeholders awareness on proper supply chain management of fruits and
H. Seminar, workshop, expert consultation meeting	02	06	vegetables both for local and export market. Need based
i. Quality Production of Betel leaf for Domestic and Export Market	01	01	BARI and Hortex in collaboration with the University of Sydney, Australia organized a daylong workshop on Post-harvest Management of Vegetables in Bangladesh: Current Status and Sustainable Interventions held on July23, 2012. Thirty (30) participants attended.
ii. Export Potentials of Bangladeshi Honey and Herbal Products	01	01	Organized an expert consultation meeting on Organic Farming in Bangladesh held on August06, 2012. Twenty six (26) participants attended.

State of activities	Target	Achievements	Remarks
Consultation meeting	Need	01	Organized consultation meeting with
	based		assessment team of trade and private sector experts of USAID including agribusiness
			entrepreneurs held on September10, 2012.
			Thirty two (32) diversified participants attended
	27 1	0.1	in the meeting.
Expert consultation meeting	Need based	01	The Foundation organized an expert consultation meeting in honor of Mr. Andrew
	baseu		Leu, President, IFOAM, Germany on policy
			planning of Organic Farming in Bangladesh
			held on November01, 2012. Forty Nine (49)
View Evaluation meeting	Mood	01	participants attended.
View Exchange meeting	Need based	01	Organized view exchange meeting with the Four Members Delegation of Ministry of
	basea		Agriculture and Fisheries, Sultanate of Oman
			held on March 05, 2013. Twenty participants
	NT 1	0.1	(20) attended.
Day-long workshop	Need based	01	Organized day-long workshop on Export Promotion of Fresh and Processed Fruits from
	Daseu		Bangladesh in collaboration with SCDC of
			NATP held on May 18, 2013. Seventy (70)
			participants attended.
I. Participation in Trade, Fruit and Food Fair	02	02	Participated in two national fairs and raised stall in the fairs.
ana Food Fair			i. "National Food Fair-2012" held on October
			16-18 at BARC and
			ii. National Fruit Demonstration-2013 held on
	0.4	0.6	June 16-18 at BARC
J. Organized training, ToT	04	06	Need based
i. Training on Betel leaf Production	01	01	The Foundation in association with
and Marketing System			Agriconcern Ltd, Dhaka organized a training of
			trainers (ToT) program on improved production technology and post-harvest management of
			French bean for export held on July 17, 2012 at
			Hortex conference room. Ten (10) participants
			from Agriconcern Ltd including farmers, field
			supervisor and management officials
ii. Improved Production	01	01	participated in the event. Hortex in collaboration with SCDC of NATP
Technology of Cucurbits or Brinjal			jointly organized a training program held on
or Hyacinth beans			October 09-10, 2012 at Shibganj, Bogra to
			sensitized banana CIG farmers of SCDC on
			quality banana production and supply chain management. Fifty eight (58) CIG farmers
			attended.
iii. Capacity Building of	01	01	Hortex in collaboration with SCDC of NATP
NGOs/Entrepreneurs for Export			jointly organized trainers of training (ToT) for
Oriented Fruits/Vegetables Production (jointly with			LGED officials of Participatory Small Scale
Production (jointly with NGOs/Entrepreneurs)			Water Resource Sector Project (PSSWRSP) on supply and value chain management for high
			value crops held on November 08, 2012 at
			Hortex. Fifteen (15) participants attended.

State of activities	Target	Achievements	Remarks
iv. Training on Information and	01	01	Hortex in collaboration with SCDC of NATP
Communication Technology (ICT)			jointly organized a training program on
for Farmers/Exporters			computerized marketing management for
1			exporters, DAE and associations (BFVAPEA,
			BAPA) officials held on May 20, 2013 at
			Hortex. Dr. Somporn Hanpongpandh,
			International Marketing Specialist, SCDC of
			NATP presented technical paper and provided
			hands-on training on farm data keeping/record
			system and financial analysis of farm. Twelve
			(12) participants attended.
v. Farmers training	Need	01	Hortex in collaboration with SCDC of NATP
_	based		jointly organized a training program held on
			January 23, 2013 at Khirati, Kapasia on banana
			supply chain and insect management for CIG
			farmers, local traders and field officers (SCDO,
			SAAO). Sixty (60) participants attended.
vi. Farmers training	Need	01	Hortex in collaboration with PRANTEC jointly
	based		organized a farmers training program at
			Chakpara, Sreepur, Gazipur on production and
			post-harvest management practices of quality
			and safe cucurbit crops. Forty (40) participants
			attended.
K. Advisory & policy support			
i. Advisory/quality assurance	Need	40 nos.	The Foundation provided production oriented
support services to different	based		advisory support services to the different
stakeholders on production			exporters, entrepreneurs, producers,
			associations, NGOs mainly on fruits,
			vegetables, spices production & post-harvest
" D 1	N7 1	D (management, processing and packaging
ii. Policy support to Govt. agencies	Need	Report	The Ministry of Agriculture, GoB formed a
for BanglaGAP protocol	based	submitted to	four member committee to make Policy
development		MoA	Directives of BanglaGAP and its Protocol with harmonization of GlobalGAP. The committee
			already prepared a draft BanglaGAP Protocol through opinion from relevant experts
			arranging various meetings, discussions and submitted to the Ministry of Agriculture for
			necessary action to implement.
iii. Packaging (Carton)	Need	_	Government support yet not provided as per
development and distribution	based		proposal of Hortex Foundation
under Govt. support	ouseu		proposul of Hottox I dulidation
L. Administration & management			
i. Procurement of two computers,	02	02	Procured two computers and other
accessories and stationeries etc.		·-	accessories/stationeries as per requirement
ii. Annual General Meeting	01	-	Date to be fixed for the 9 th AGM of Hortex
(AGM) for FY2011-2012	-		Foundation
iii. Preparation of New Project	Need	01	RDPP on "Crop intensification through Fallow
Proposal and Submission	based		Land Utilization in Sylhet Region" already
_			submitted as Hortex Component to MoA, GoB
			through lead agency for approval and
			implementation

State of activities	Target	Achievements	Remarks
iv. Submission of New Concept Note	Need based	01	To ensure bacterial contamination, pests and disease free betel leaves for export, the Foundation prepared and submitted a Concept Note to the Secretary, MoA, GoB on Integrated Management of Betel Leaf Production and Marketing for necessary action.
M. Other activities	NY 1	0.4	
i. Preparation of articles, technical papers	Need based	04 nos.	i. International Article on Vegetables Production and Supply in Bangladesh for BCAS, July 2012, written by Dr. S.M Monowar Hossain and Mitul K. Saha ii. Article of Peri-urban Vegetables Production and Supply written by Dr. S.M Monowar Hossain and Mitul K. Saha, published at Hortex Newsletter on Vol-12, No.3, July-September, 2012 issue iii. Article of Production and Marketing of Betel Leaf written by Md. Rafiqul Islam, published at Hortex Newsletter on Vol-12, No.4, October-December, 2012 issue iv. Power Point Presentation on Concept of GlobalGAP and Status of GAP in Bangladesh, presented by Md. Rafiqul Islam at BARC on 23 April 2013
ii. MoU Signing	Need based	01	MoU signing ceremony was held on April 11, 2013 at Hortex between Hortex Foundation and Square Consumer Products Ltd (SCPL) for developing and transferring agricultural knowledge and updated technologies.
iii. Participation in major seminar, workshop, symposium, training, discussion & policy meetings organized by different Govt., Non-Govt. and Donor agencies	Need based	63 nos.	Hortex official participated
iv. International training-cum study visit	Need based	01	Hortex officials participated Hands-on Training cum Study Visit in Philippines on "Banana Production and Supply Chain Management" during March 30 to April 07, 2013 financed by SCDC of NATP, Hortex Foundation
iv. Hortex organized meeting on National Working Group (NWG) on Organic Farming in Bangladesh	Need based	05 nos.	For developing National Organic Policy and Standards on Crops including Fisheries and Livestock
v. Jointly worked with two foreign companies for export promotion of processed agro-commodities	Need based	02 nos.	Canned pineapple export to Taiwan from Madhupur by Taiwan Food Processing Company Ltd. Jute leaf export to Japan by Toyota Tsusho Corporation Ltd. (03 MT)
vi. Routine works	Need based		Official letters, Local tours and report, preparation of annual report on FY2011-12, Governing Body meeting and AGM with working papers and minutes, workshop/seminar invitation and organize, preparation of 15 proceedings on workshops/seminars/expert consultation meetings, e-mail correspondence.