

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

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
A. Export promotion activities (National export performance July 2012 to June 2013)			
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 (million US\$)	47.26	41.41	Low export due to <i>Salmonella spp.</i> problem in 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 collaboration with DAE and exporters (July2012-March2013)	Demand based	132 MT export	Hortex had direct role in this export achievement
vi. Seedless lemon export from SCDC, Delduar (Tangail) project area	Demand based	34000kg	Direct export from Farm to Singapore Market by Mr. Rafiqul Islam (SCDC's CIG 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 CIG farmers of SCDC, Sreemongal (Moulvibazar) project area	Demand based	10355kg	Direct Export from Farm to UK Market by M/S. Dip International, Exporter, Dhaka 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 management			
i. Production plan of vegetables	Need based	02	The Foundation prepared two production 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 improved integrated pest management of <i>Jara</i> Lemon production system at selected gardens in collaboration with BARI/DAE	Need based	-	Demand not placed
C. Demonstration (Need based)			
i. Demonstration of Bio-pesticides and Pheromone Technology to control quarantine pests of cucurbits and brinjal	Need based	01	Demonstrated bio-pesticides and Pheromone technology at Sreepur, Gazipur on exportable bitter gourds and snake gourds in collaboration with PRANTEC

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
ii. Demonstration of improved post-harvest management of grading, sorting, packaging for exporters	Need based	-	Demand not placed
iii. Demonstration of New BARI variety of Bitter gourd and Sweet gourd	Need based	-	Demand not placed
iv. Demonstration of Bee keeping for honey extraction in association with Honey Foundation in some Orchards (5-10 Nos.)	Need based	-	Demand not placed
v. Demonstration of improved banana management practices in collaboration with SCDC of NATP	Need based	01	In collaboration with SCDC of NATP, demonstrated banana beetle insect management for banana leaf and fruit at Khirati 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 prevents 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)	-	-	Under process to implement the proposed Integrated Horticulture Development Project in Sylhet District
E. Adaptive research support (need based)			
i. Adaptive Research support to control <i>salmonella spp.</i> in Betel leaf in collaboration with ICDDR'B, Dhaka	-	01	Research is on-going. Hortex provided 01 kg Levulinic acid (imported from Germany) to ICDDR'B for testing to control <i>salmonella spp.</i> bacteria in exportable betel leaves. Meanwhile, ICDDR'B provided SDS (Sodium dodecyl sulphate)
ii. Extension of shelf life of Pineapple/Banana for export in collaboration with BARI	-	01	The cold storage test of banana was conducted by the post-harvest division of BARI for promotion of banana export in international market on request from Hortex according to the exporter requirement (IMX Trading), Dhaka
iii. Use of 1-Methylcyclopropene (1-MCP) to extend shelf life of Flowers in association with SCDC of NATP and HRC of BARI	-	-	Demand not placed
F. Marketing services			
i. Strengthening Web marketing for exportable horticultural/agricultural product through Hortex and other international business Web	Need based	BFVAPEA, BAPA and exporters	Collected market information like buyers' info, market price and name of exportable agro-commodities provided to the associations, exporters, entrepreneurs and linked with buyers and exporters for market diversification and export promotion

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
ii. New content development and uploading at Hortex website	Need based	Content uploaded as continuous process	Different new contents developed and uploaded (<i>i.e. newsletters, recent news, workshop/seminar proceedings, media news, UK market price, statistics</i>) at Hortex website for stakeholder's easy access of information
iii. Supply and Value Chain Analysis (<i>Farm to Market</i>) of Pineapple (Need based)	01	02	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>i.e. farmers, traders, exporters, associations, Govt. & Non-Govt. and Donor agencies</i>)	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 agro-products 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 (<i>Idilpur Anarosh Chashi Bahumukhi Samabaya Samity Ltd, Madhupur</i>), exporters (<i>Taiwan Food Processing Co Ltd.</i>), organizations (<i>Square Consumers Product Ltd, Toyota Tsusho Corporation, Timely Investment, Green Harvest</i>) 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

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
G. Information dissemination services			
i. Booklet on quarantine pest management of fruit & white fly, thrips, shoot & fruit borer (Need based)	01	01	Published booklet on “ <i>Improved Production Management Practices of Betel Leaf</i> ”, 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 (<i>CIG farmer of SCDC, Jhikorgachha, Jessore</i>) 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 vegetables both for local and export market.
H. Seminar, workshop, expert consultation meeting	02	06	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.

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
Consultation meeting	Need based	01	Organized consultation meeting with assessment team of trade and private sector experts of USAID including agribusiness entrepreneurs held on September 10, 2012. Thirty two (32) diversified participants attended in the meeting.
Expert consultation meeting	Need based	01	The Foundation organized an expert consultation meeting in honor of Mr. Andrew Leu, President, IFOAM, Germany on policy planning of Organic Farming in Bangladesh held on November 01, 2012. Forty Nine (49) participants attended.
View Exchange meeting	Need based	01	Organized view exchange meeting with the Four Members Delegation of Ministry of Agriculture and Fisheries, Sultanate of Oman held on March 05, 2013. Twenty participants (20) attended.
Day-long workshop	Need based	01	Organized day-long workshop on Export Promotion of Fresh and Processed Fruits from Bangladesh in collaboration with SCDC of NATP held on May 18, 2013. Seventy (70) participants attended.
<i>I. Participation in Trade, Fruit and Food Fair</i>	02	02	Participated in two national fairs and raised stall in the fairs. i. "National Food Fair-2012" held on October 16-18 at BARC and ii. National Fruit Demonstration-2013 held on June 16-18 at BARC
<i>J. Organized training, ToT</i>	04	06	<i>Need based</i>
i. Training on Betel leaf Production and Marketing System	01	01	The Foundation in association with 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 participated in the event.
ii. Improved Production Technology of Cucurbits or Brinjal or Hyacinth beans	01	01	Hortex in collaboration with SCDC of NATP jointly organized a training program held on 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 NGOs/Entrepreneurs for Export Oriented Fruits/Vegetables Production (jointly with NGOs/Entrepreneurs)	01	01	Hortex in collaboration with SCDC of NATP jointly organized trainers of training (ToT) for LGED officials of Participatory Small Scale 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.

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
iv. Training on Information and Communication Technology (ICT) for Farmers/Exporters	01	01	Hortex in collaboration with SCDC of NATP jointly organized a training program on computerized marketing management for exporters, DAE and associations (BFVAPEA, BAPA) officials held on May 20, 2013 at Hortex. Dr. Somporn Hanpongpanth, 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 based	01	Hortex in collaboration with SCDC of NATP 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 based	01	Hortex in collaboration with PRANTEC jointly 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.
<i>K. Advisory & policy support</i>			
i. Advisory/quality assurance support services to different stakeholders on production	Need based	40 nos.	The Foundation provided production oriented advisory support services to the different exporters, entrepreneurs, producers, associations, NGOs mainly on fruits, vegetables, spices production & post-harvest management, processing and packaging
ii. Policy support to Govt. agencies for BanglaGAP protocol development	Need based	Report submitted to MoA	The Ministry of Agriculture, GoB formed a four member committee to make Policy 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) development and distribution under Govt. support	Need based	-	Government support yet not provided as per proposal of Hortex Foundation
<i>L. Administration & management</i>			
i. Procurement of two computers, accessories and stationeries etc.	02	02	Procured two computers and other accessories/stationeries as per requirement
ii. Annual General Meeting (AGM) for FY2011-2012	01	-	Date to be fixed for the 9 th AGM of Hortex Foundation
iii. Preparation of New Project Proposal and Submission	Need based	01	RDPP on “Crop intensification through Fallow Land Utilization in Sylhet Region” already submitted as Hortex Component to MoA, GoB through lead agency for approval and implementation

<i>State of activities</i>	<i>Target</i>	<i>Achievements</i>	<i>Remarks</i>
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			
i. Preparation of articles, technical papers	Need based	04 nos.	<p>i. International Article on <i>Vegetables Production and Supply in Bangladesh</i> for BCAS, July 2012, written by Dr. S.M Monowar Hossain and Mitul K. Saha</p> <p>ii. Article of <i>Peri-urban Vegetables Production and Supply</i> written by Dr. S.M Monowar Hossain and Mitul K. Saha, published at Hortex Newsletter on Vol-12, No.3, July-September, 2012 issue</p> <p>iii. Article of <i>Production and Marketing of Betel Leaf</i> written by Md. Rafiqul Islam, published at Hortex Newsletter on Vol-12, No.4, October-December, 2012 issue</p> <p>iv. Power Point Presentation on <i>Concept of GlobalGAP and Status of GAP in Bangladesh</i>, presented by Md. Rafiqul Islam at BARC on 23 April 2013</p>
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 <i>“Banana Production and Supply Chain Management”</i> 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.	<p>Canned pineapple export to Taiwan from Madhupur by Taiwan Food Processing Company Ltd.</p> <p>Jute leaf export to Japan by Toyota Tsusho Corporation Ltd. (03 MT)</p>
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.