

### *Hortex, FASAL & Chinese business team at Singair upazila, Manikganj*



The team of Hortex Foundation, FASAL and Chinese business team visited Village-Binadangi, Union-Dalla, Upazila-Singair, District-Manikganj on November 07, 2015 for attending discussion with a joint initiative of the Direct Fresh and Fresh & Safe Agro Ltd. (FASAL) farmers' at Singair upazila of Manikganj district in favor of a Chinese business team JOINTT GROUP to see safe vegetables production system and marketing at Dhaka City. The team also exploring fruits & vegetables export possibility to China from Bangladesh with Hortex assistance.

### *Workshop on IT based monitoring system*



Hortex Foundation organized a workshop on **IT based monitoring system and distribution of IT material (Android Tab)** held on Aug. 19, 2015 at its conference room. Mr. Md. Mosharaf Hossain, Additional Secretary (Extension Wing), Ministry of Agriculture, Govt. of Bangladesh was present as the chief guest while Dr. Md. Abdul Jalil Bhuyan, Managing Director, Hortex Foundation presided over the workshop. Kbd. Md. Hamidur Rahman, DG, DAE, Dr. David Doolan, FAO Representative in Bangladesh a.i. and Dr. John Ryder,

CTA, FAO-FSP were present as the special guests in the workshop. Mr. M. Ahsan Ullah, Director, Governing Body, Hortex Foundation was also present as the guest of honor in the event. Keynote paper on "overview and implementation status of development of food control guidelines across the horticultural value chain" was presented by Dr. Md. Saleh Ahmed, Senior Value Chain Expert, FAO-FSP and the workshop was moderated by Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation. In the workshop, a total of 27 Android Tabs were distributed among the 25 UAOs/Master Trainers of DAE and two Master Trainers of Hortex Foundation for monitoring data collection under FAO-FSP, Horticulture sub-sector being implemented by Hortex Foundation in 25 upazilas of Bangladesh. In the technical session, practical orientation was held on IT material (Tabs) application for food safety monitoring system-1&2 and also organized practical demonstration in filling baseline questionnaire data at upazila level & farm record book. Total of 48 participants attended the event.

### *Awareness building workshop on Bt brinjal*



This is for kind information that Bangladesh Agricultural Research Institute (BARI) has released four Bt Brinjal varieties (which are resistant against brinjal shoot and fruit borer insect) in 2013 and cultivation of Bt Brinjal at farmers' field is going on. In 2014-2015 (rabi season), the crop has been grown in 108 farmers' field at 17 districts of Bangladesh and the crop has reached at fruiting stage in most of the locations and the next few months, the Bt brinjal will be ready for harvest. For successful marketing of the produce, it is important to create awareness on safety and advantages for marketing of pest free Bt brinjal among the food retail chains in Bangladesh.

In this regard, Hortex Foundation and Bangladesh Agricultural Research Institute (BARI) jointly organized **awareness building workshop on Bt brinjal for domestic market linkage development with the supermarket retailers in Dhaka, Bangladesh** held on March 04, 2015 at Hortex conference room.

Dr. Md. Abdul Jalil Bhuyan, Managing Director, Hortex Foundation was present as the chief guest while Dr. Md. Rafiqul Islam Mandal, Director General, BARI presided over the workshop. Dr. Jalal Uddin Ahmed, Director (Research), BARI given welcome address to the workshop participants. Keynote paper on R&D of Bt brinjal varieties was presented by Dr. AKM Kamruzzaman, SSO, HRC, BARI. A video clip on Bt brinjal was also presented in the workshop highlighting production success at different districts of the country. 10 participants took part in open discussions session. Positive comments on Bt brinjal production were provided by MD, Hortex and Dr. G. P. Das, Country Coordinator, Agricultural Biotechnology Support Project (ABSPII), Bangladesh. Finally, technical session was wrap-up by the DG, BARI, and session chair. Total 35 participants attended the workshop from supermarket retailers, Hortex Foundation, BARI and ABSPII.

### *Farmers training on exportable mango*

Hortex Foundation in collaboration with DAE, Chapainawabganj sadar upazila organized a lead mango farmers training under the Chairmanship of Dr. Md. Abdul Jalil Bhuyan, Managing



Director, Hortex Foundation regarding exportable safe and quality mango production and postharvest management held on Aug. 29, 2015 at Regional Horticulture Research Station (RHRS), BARI, Chapainawabganj. Four technical papers were presented and twenty (20) lead farmers attended in the training program. MD, Hortex highlighted the safe mango production technology and strategy for adoption. Dr. Md. Zamir Uddin, Master Trainer & SSO, RHRS, BARI, Chapainawabganj given introductory speech to the participants about the mango training program. Mr. Md. Rafiqul Islam, AGM (Production) and Project Coordinator, FAO-FSP, Hortex shared the experiences of Bangladeshi mango export to the Walmart, ASDA Chain Shop, UK in 2015 supported by Hortex, FAO and DAE. Bangladesh has a good potentiality to export safe and quality mangoes to the mainstream markets in EU. It was proved that Bangladesh can maintain the safety and quality of mangoes for supplying the mainstream market of Walmart, UK, he added.

MD, Hortex Foundation, thanked to the participants for attending the training program. He shared his long experiences on quality & safety of mango production and marketing. To fill up the laps and gaps, Hortex Foundation is organized such training which will help farmers to

maintain quality and safety for the upstream markets in abroad. He suggested the farmers to follow the lectures of the resource persons and adopting the technologies in their orchards. Mr. Mitul Kumar Saha, AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation was present in training



program and shared to the lead farmers for better understanding of ensuring mango supply chain and marketing. To ensure the quality and safety of mango for export to the Walmart, UK, following activities was followed by Hortex: i. selection of mango orchards, ii. organize training for the farmer, iii. regular monitoring in case of chemical application, iv. sample collection from the pre-selected orchards, v. sample send to IPH laboratory for chemical analysis, vi. mango harvest by both manually & by using mango harvester, vii. use plastic crates for carrying mangoes from orchard to pack-house by cool chain transportation, viii. invert the mangoes after stem cutting to remove latex, ix. sorting, x. grading, xi. cleaning, xii. hot water treatment, xiii. cooling, xiv. packaging and xv. cool chain transportation for air shipment.

### *Expert working group meeting on food safety*



Hortex Foundation organized 1<sup>st</sup> & 2<sup>nd</sup> meeting of Expert Working Group (EWG) held on 26 February & 21 June 2015 constituted under FAO-FSP, Horticulture sub-sector, Hortex Foundation for reviewing and finalizing the baseline survey tools and safe fruits & vegetables farm production record book respectively developed by the team members of Hortex Foundation, FAO-FSP. Expert members provided their valuable inputs and suggestions finalizing baseline survey tools and farm record book under FAO-FSP.

### Consultation with BFSA, BARC, FAO & DAE



Hortex Foundation organized an expert consultation held on 06 May 2015 at its conference room with the high officials of Bangladesh Food Safety Authority (BFSA), FAO (officials of Institutionalization of Food Safety in Bangladesh for Safer Food project), DAE and BARC highlighting to ensure safer foods during the Ramadan period in 2015. Dr. Md. Abdul Jalil Bhuyan, Managing Director, Hortex Foundation presented Hortex's key activities and its achievements. The meeting was chaired by Mr. Mustak Hassan Md. Ifekhar, Chairman, BFSA. Total 13 participants attended from Hortex, BFSA, FAO, BARC and DAE. During open discussions, following issues were discussed as intervention strategies for ensuring safe food in Bangladesh like conduct awareness campaign, promotion of scientific speech about safe food at different forum, maintain proper postharvest management, strengthen mobile court, stop to harvest immature crops, stop to use calcium carbide, protect misuse of ripening agent, permit ethylene gas use for fruits ripening (like banana), produce harvest at matured stage, conduct supply and value chain analysis of different agro-commodities to identify problems and intervention plan, implementation of separate food safety project at field level, intervention at crops pre-harvest time, implement GAP for ensuring safe and healthy horticultural crops.

### UNNEXT national workshop on agricultural trade facilitation & BPA for Bangladesh

In follow-up to the Regional 'Training of Trainers Workshop on Trade Facilitation and Paperless Trade for Agrifood Products', UNESCAP and Bangladesh Foreign Trade Institute (BFTI) in cooperation with Hortex Foundation organized a national workshop on "Agricultural Trade Facilitation and Business Process Analysis for Bangladesh" held on Oct. 27-29, 2015 at BFTI conference room, Dhaka, Bangladesh. Mr. Monoj Kumar Roy, Additional Secretary (FTA), Ministry of Commerce, GOB was present as the Chief Guest in the inaugural session of the workshop while Mr. Ali Ahmed,



CEO, BFTI presided over the session. Dr. Md. Abdul Jalil Bhuyan, Managing Director, Hortex Foundation attended as the Special Guest and Dr. John Ryder, CTA, FAO-FSP attended as the Guest of Honor in the session. Ms. Maame Agyeben, Associate Economic Affairs Officer was present as the representative of UNESCAP and she welcomed to the participants as facilitator of the workshop. Dr. Somnuk Keretho, Thailand facilitated the workshop as an international trainer. Total of 15 technical papers were presented in 3 days workshop. Mr. Mitul Kumar Saha, AGM (Marketing), Hortex Foundation presented the country paper in the workshop highlighting challenges and opportunities of agrifood products in Bangladesh. Total of 25 distinguished participants attended from diverse disciplines in the workshop.

This national workshop was organized as per initial proposal of AGM (Marketing), Hortex Foundation to the UNESCAP, Thailand in 2014 for promoting the export of fruits and vegetables sub-sector from Bangladesh.

This capacity-building workshop was provided an overview of the trade facilitation measures for the agricultural sector and considers the methods for improving the trade processes for agrifood products in Bangladesh. The workshop introduced the participants to Business Process Analysis (BPA) as a tool for easy understanding the agricultural supply chains for promoting export.

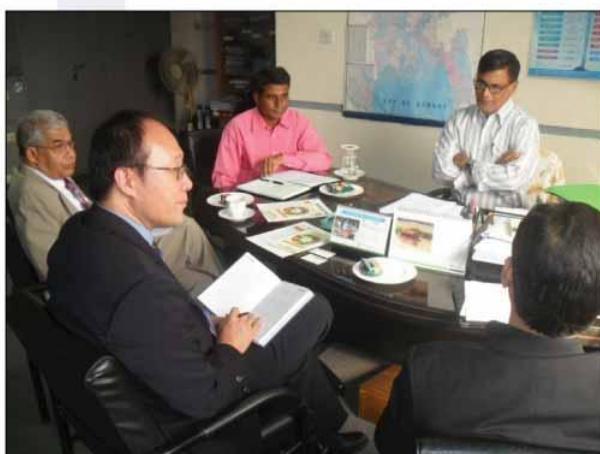


### *Consultation with officials of UNESCAP, BFTI & Tariff Commission*



Hortex Foundation organized a consultation with Ms. Maame Agyeben, Associate Economic Affairs Officer, UNESCAP, Thailand, Prof. Dr. Somnuk Keretho, International Trainer (Thailand) and officials of Bangladesh Foreign Trade Institute (BFTI) and Tariff Commission held on Oct. 29, 2015 at Hortex premises. The meeting highlighted sharing of Hortex activities for export promotion of fruits and vegetables, its achievements, agricultural trade facilitation and business process analysis for Bangladesh. Hortex Foundation is interested to work closely with UNESCAP for promoting export of different agro-commodities, Managing Director, Hortex said. AGM (Marketing), Hortex Foundation requested to Ms. Maame Agyeben, UNESCAP to support the Foundation for its strengthening both of technical and financial.

### *Dialogue with TID, UNESCAP, Thailand*



Hortex Foundation organized a meeting with Trade and Investment Division of UNESCAP, Thailand held on 24 Nov. 2015 at Hortex premises highlighting dialogue between Hortex & UNESCAP regarding initiation of joint work for promoting trade facilitation in Bangladesh.

### *Inter-Ministerial meeting on organic farming*

An Inter-Ministerial meeting held on 20 September 2015 at Ministry of Agriculture, Bangladesh Secretariat, Dhaka highlighting proposed draft National Standard & National Policy on Organic Farming in Bangladesh which was submitted to the MOA, GOB by the



National Task Force of Organic Farming in Bangladesh and supported by Hortex Foundation for developing draft Bangla & English version of crops, livestock and aquaculture organic policy and standards. The meeting was chaired by Mr. Shyamal Kanti Ghosh, Secretary, Ministry of Agriculture, GOB and Chairman, Hortex Foundation.

### *Expert consultation with CIRDAP*



Hortex Foundation organized an expert consultation held on 29 April 2015 with CIRDAP, Bangladesh Bank, IFIC Bank, AGWEB, SR Asia on MSME development regarding mainstreaming up-valuing rural women's agro-enterprise products, MSME development for productivity and income based pilot project implementation. Total of 8 participants attended from six organizations incl. Hortex. The meeting was chaired by Managing Director, Hortex Foundation and highlighted implementation process of said pilot project where Hortex might be involved as facilitator developing market linkage for agro-processed products of the women entrepreneurs.

### *MOU signing between Hortex Foundation and Taiwan Food Processing & Industries Ltd*



Hortex Foundation signed a Memorandum of Understanding (MOU) with Taiwan Food Processing & Industries Ltd. (a sister concern of Shepherd Group) on 21 Jan. 2015 for promoting export of canned pineapple, canned baby corn, canned aloe vera, canned mushroom among others processed agro-commodities by developing contract/group farming system, transferring agricultural knowledge and ensuring market intelligence support.

### *Meeting with High Commission of Malaysia*

Meeting held on April 13, 2015 with H.E. Ms. Norlin Othman, High Commissioner, High Commission of Malaysia in Bangladesh and DG, CIRDPAP regarding to organize international



conference and exhibition on rural transformation center in Bangladesh. The meeting emphasized on value added agro-commodity development like potato, banana, pineapple, jackfruits chips, green & ripe mango chips, cassava & pummelo chips, honey, pickle etc. High Commissioner suggested developing cooperative farming where production, processing, packaging and marketing can be done easily.

### *Expert meeting with Japanese delegation*

Expert meeting with Japanese delegation Ms. Fumiko Inada, Country Manager and Mr. S.Q. Mahmood Un Nabi, Senior Manager under Alliance Forum Foundation held on 10 March 2015 highlighting to develop a project proposal

regarding safe vegetables production and marketing both for domestic and export markets. MD, Hortex suggested to conduct a market research to know the actual demand of specific products for different level consumers. The meeting also discussed Hortex's activities and its achievements incl. SCDC of NATP experiences on supply & value chain analysis of agro-commodities, market linkage development and extension of technologies for promoting safe food in Bangladesh.

### *Meeting with fresh fruits importer association*

Hortex Foundation organized a meeting with Mr. Sadhan Chandra Das, President, Bangladesh Fresh Fruits Importer Association held



on 29 April 2015 on supply chain management of safe mango for domestic marketing under Hortex support.

### *Expert meeting for mango export*

Hortex Foundation organized an emergency discussion as per advice from Mr. Mike Robson, FAO Representative in Bangladesh held on 25th May 2015 at Hortex conference room on finalizing the work plan for testing of trial shipment of mango export (Cv. Langra) from Chapainawabganj to the Walmart (ASDA chain shop) in UK. Total 12 participants attended from DAE (Hort. Wing & Quarantine), BARI, FAO-FSP, Dip Int'l, Morison Enterprise and Hortex officials. The meeting was chaired by MD, HF. The meeting further decided to test mango from Satkhira (Cv. Langra).

### *Meeting with UAO, Dhunat upazila, Bogra*

Hortex officials attended meeting held on 15 Nov. 2015 with UAO, DAE, Dhunat upazila, Bogra and Square Food & Beverage Ltd highlighting direct farmer-market



linkage development regarding fresh tomato marketing to the food processing industry for tomato pulp, sauces and ketchup development.

### *Expert consultation on organic farming*

Hortex Foundation in facilitation with AGM (Marketing), Hortex organized 9<sup>th</sup> and 10<sup>th</sup> expert consultation of National Task Force (NTF) on organic farming in Bangladesh held on 23rd June 2015 and 17th August 2015 respectively at its conference room chaired by Mr. M Ahsan Ullah, Convenor, NTF on OF. Total of 7 participants attended the meetings. The meeting discussed modification of drafted crop, livestock and fisheries organic policy and standards in relation to National Agriculture Policy of Bangladesh-2013 as per MOA, GOB decision.

### *International buyer & exporter meeting for banana export to China*



Hortex Foundation organized an international buyer and exporter meeting held on 06 Oct. 2015 at its premises among Mr. Peter Chen, Leader Company, RM 1521, Kapok House, Kwong Yuen Estate, Shatin, N.T. Hong Kong, T: 0852-2647-7079, Mobile: 138-2335-2150 (China), 93647849 (Hong Kong), Fax: 0852-2686-1769, E-mail: leaderco@netvigator.com and Mr. Chen's Bangladesh Counterpart Mr. KM Mosaddek Ali (01712060631, 01873060631), Mr. Robi and Mr. Aslam highlighting to banana export to Northern China due to Southern China (Fujian, Guang Jun) producing huge bananas during Oct-Feb. From Bangladesh to Northern China, suitable time of banana export will be on Jan-Oct and sea shipment time will be needed 14 days, Mr. Chen said. He further mentioned that, local consumption of banana is increasing day by day in China. China imported about 20000 containers of banana every year only from Central & South America like Ecuador, Chile, Brazil, Venezuela and also from Philippines, Vietnam, Cambodia, Laos, Thailand. Export packaging size will be needed on 11.75 to 12.25kg/box (net weight) and 12.75 to 13.25kg/box (gross weight). But at present, banana import is restricted in China. In this regard, Govt. to Govt. negotiation is needed for exporting banana to China from Bangladesh, Mr. Chen added.

### *Flowers trial export to Saudi Arabia*

Hortex Foundation supplied flowers samples to Mr. G. Azam Khan, Manager (Product & Regulatory Affairs), Global Agrovet Limited, Shahera Tropical Centre (11th Floor), 218 Elephant Road, Dhaka-1205, C: +88 01711023599 through Mr. Chandan Debnath (local producer), Pabna for trial export to Jeddah, KSA on Nov.15, 2015 facilitated by AGM (Marketing), Hortex. Sample flowers were Gladiolus (7-8 color variations), Tuberose (local and hybrid), Gerbera (8 colors), Carnation (6-7 colors), Rose (4-5 colors), Orchid (2 colors), Gypsy 1 pc and Cut belly. Jeddah local market had accepted the flowers. In KSA, Netherlands and India will be the main competitors for Bangladeshi exporters. Exporters should offered market penetrating price for entering into the Jeddah, KSA market.

### *Major workshop/seminar/meeting participation*

During the reporting period January-December 2015, Hortex officials attended 151 seminars, workshops, trainings and discussion/policy meetings. Some of the major events are as follows:

- (i) In Jan. 11 & 20, 2015, meeting held at Hortex with Mr. Jong Ryeul (JR) Kim, Visiting Fellow, Institute of Information Technology (IIT), University of Dhaka and Mr. Russel Jashim Uddin, Eagles Corporation, Bangladesh on banana trial export to China by 20ft reefer container (10.5MT).
- (ii) Experience sharing meeting held on Jan. 14, 2015 organized by Integrated Agricultural Productivity Project (IAPP) at Project Management Unit, Sech Bhaban. Md. Nasiruzzaman, PD (Joint Secretary), IAPP, MOA presided over the meeting. MD, Hortex presented SCDC of NATP, Hortex Foundation experiences on FY2008-2014.
- (iii) Meeting held on 18 January 2015 with Ms. Saki Mochizuki, Business Development Executive, New Vision Solutions Ltd and Mr. G.F Rabbani, Program Officer (Enterprise Development), OXFAM on linking farmers to the market, exporters and traders.
- (iv) Four day long certified lead trainers training programme on food safety in horticulture value chain held on 26-29 Jan, 2015 at BIM, Sobhanbagh, Dhaka organized by Hortex Foundation in collaboration with DAE under FAO-FSP. AGM (Marketing), Hortex presented the paper on activities and achievements of Hortex for promoting export.
- (v) Visited Mohammadpur Town Hall market on 28 Jan. 2015 under lead trainers training program of Hortex Foundation, FAO-FSP (group 1 & 3) to know the food safety status of fruits and vegetables during selling to the consumers by the retailers.

- (vi) Four day long certified lead trainers training programme of SAAOs on food safety in horticulture value chain held on 01-04 Feb, 2015 at BIM, Sobhanbagh, Dhaka organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (vii) Visited Karwanbazar on 03 Feb. 2015 under lead trainers training program of Hortex Foundation, FAO-FSP to know contamination source & routes of fruits and vegetables, fish, poultry during selling to the retailers/consumers by the wholesalers/retailers.
- (viii) Meeting held on 08 Feb. 2015 with Mr. Sudhir Chandra Nath, Programme Head, Seed and Agro Enterprise among other officials of BRAC on safe vegetables marketing in Dhaka City. The meeting also discussed logistic support, warehouse management and cold storage of vegetables. The meeting identified 12 potential vegetables for producing under contract farming system.
- (ix) Meeting held on 09 Feb. 2015 with Md. Ahsanul Hoque Chowdhury, Quarantine Entomologist (Import), DAE, Dhaka highlighting quarantine rules and automation of phytosanitary certificate. He was given full set of Hortex's publication.
- (x) Meeting with officials of Solidaridad Network Asia, Dhaka held on 11 Feb. 2015 for selecting their farmers from Jessore, Satkhira, Khulna, Narail districts for attending lead trainer training under FAO-FSP to be organized by Hortex Foundation. The meeting also highlighted supply chain management of agro-commodities and strategies for direct farmer-market linkage development.
- (xi) Meeting with Md. Toufiqul Alam, Joint Secretary & Research Director, Agricultural Policy Support Unit (APSU), MOA, Sech Bhaban, Dhaka held on 11 Feb. 2015 highlighting activities in Tista Barrage area and to know about the situation of cropping patterns which are changing gradually in the area.
- (xii) 4 day long training programme on Awareness on ISO 22000:2005 Food Safety Management Systems – Requirements for any Organization in the Food Chain held on 23-26 Feb. 2015 organized by Ministry of Food, Food Planning and Monitoring Unit in association with FAO at the conference room of FPMU, Khadya Bhaban, Dhaka. In the closing session, Mr. Mike Robson, FAO Representative in Bangladesh was present as the Special Guest while Ms. Mushfeka Iqbal, Secretary, Ministry of Food, GOB was present as the Chief Guest. Md. Aatur Rahman, DG, FPMU, MOF, GOB presided over the session. Mr. Mitul Kumar Saha, AGM (Marketing), Hortex Foundation received a Certificate of Appreciation from the Chairman, Bangladesh Food Safety Authority for successfully attending the training.
- (xiii) 4 day long certified lead trainers (SAAOs, Solidaridad) training programme on Food Safety in Horticulture Value Chain held on 23-26 Feb. 2015 at BIM, Sobhanbagh, Dhaka organized by Hortex Foundation in collaboration with DAE under FAO-FSP. Total 41 participants attended in the training.
- (xiv) 4 day long certified lead trainers (SAAOs) training programme on Food Safety in Horticulture Value Chain held on 01-04 March 2015 at Chittagong organized by Hortex Foundation in collaboration with DAE under FAO-FSP. Total 24 participants attended in the lead trainers training event.
- (xv) Meeting with Mr. ABM Siddique, Managing Director, Kranti Associates Ltd., Dhaka held on 02 March 2015 highlighting safe food (fish, meat, milk, egg, fruits & vegetables) marketing in Dhaka City involving SCDC of NATP, Hortex beneficiaries and his own farm at Barisal with the support of Hortex Foundation.
- (xvi) Meeting with Plant Quarantine Wing of DAE at their conference room, Khamarbari, Dhaka on potato export to Russia Chaired by Mr. Anwar Faruque, Additional Secretary and DG, Seed Wing, Ministry of Agriculture, GOB. The meeting decided that every consignment of potato should be tested for detecting brown rot disease to the recognized lab before export. Exporter should deliver 50 tubers/lot of potatoes for testing to the lab as sample.
- (xvii) Lead farmers training at Khagrachari held on 5-6 March 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP where 20 lead mango farmers attended.
- (xviii) Lead farmers training at Rangamati held on 6-7 March 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP where 20 lead mango farmers attended.
- (xix) Seminar on constraints identification and suggestive measures for the promotion of agro-processing sector held on 07 March 2015 at Sheraton Convention Centre, Sunrise Plaza (5th Floor), Dhaka jointly organized by Bangladesh Agro-processors Association (BAPA) and Agro Products Business Promotion Council (APBPC), MOC, GOB. Prof. Md. Moslem Ali, Advisor, BAPA was present as the special guest. Mr. S M Rejoan Hossain, Joint Secretary and Coordinator, BPC, MOC, GOB was present as the Chief Guest while Mr. Mohammad Shahab Uddin, Senior Vice President, BAPA presided over the seminar.
- (xx) Meeting with Mr. Enayetullah Khan, Managing Director, Cosmos Group and Honorary Consul General of Romania in Bangladesh, Baridhara, Dhaka held on March 07, 2015 highlighting organic farming production and marketing of rice and vegetables for export to Italy.
- (xxi) Consultation on "Consumers Right to Healthy Food: Issues to be resolved in the context of Agro Food" held on 15 March 2015 at BARC conference room organized by BSAFE Foundation and BARC supported by FAO. Dr. Abul Kalam Azad, Executive

- Chairman, BARC was present as the Chief Guest in the event.
- (xxii) Sensitization workshop on “Good Agricultural Practices (GAP) for Horticulture and Poultry Sector Regulators” held on 22-25 March 2015 at Khadya Bhaban, 16 Abdul Gani Road, Dhaka-1000 jointly organized by Ministry of Food, FPMU and FAO. In the inaugural session, Mr. Mike Robson, FAO Representative in Bangladesh was present as the Special Guest. Mr. Mustak Hassan Md. Iftexhar, Chairman, Bangladesh Food Safety Authority (BFSA) was present as the Chief Guest while Md. Aatur Rahman, DG, MOF, FPMU presided over the inaugural session.
- (xxiii) Preparatory meeting held on 25 March 2015 at MOA, Bangladesh Secretariat on potato export in line with the visit of the Russian Delegation in Bangladesh during 6-11 April 2015.
- (xxiv) Lead farmers training programme on food safety in horticulture value chain held on 01-07 April, 2015 at Bholahat & Sadar upazila of Chapainawabganj, Chargat & Bagha upazila of Rajshahi and Ishurdi upazila of Pabna district organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (xxv) Seminar on National Agriculture Technology Fair 2015 held on 05 April 2015 at AKM Giasuddin Milky Auditorium, Farmgate, Dhaka organized by AIS. Matia Chowdhury MP, Hon’ble Minister, MOA was present as the Chief Guest in the seminar.
- (xxvi) Lead farmers training programme on food safety in horticulture value chain held on 19-20 April, 2015 at Jessore & Satkhira sadar upazila organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (xxvii) Special seminar on flower export from Bangladesh: Prospects and Problems held on 22 April 2015 at EPB conference room organized by EPB under NATP. Begum Mafruha Sultana, DG, EPB attended as the Chief Guest. Inaugural speech was provided by Mr. Abdul Moyeen, Director (Policy and Planning Division), EPB. Keynote paper was presented by Dr Farjana Nasrin Khan, SSO, Floriculture Division, HRC of BARI, Joydebpur. AGM (Marketing), Hortex Foundation took part in the open discussion and shared activities of Hortex for promoting flowers export from Bangladesh.
- (xxviii) Lead farmers training programme on food safety in horticulture value chain held on 27-28 April, 2015 at Shibpur and Belabo upazila of Narshingdhi district organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (xxix) Seminar on Empowering SME Women Entrepreneurs in Food Processing: Diabetic & Functional Food jointly organized by Bangladesh Bank, BIBM, Protina HM Food Products, CIRDAP, MBSTU in association with AB Bank, IDLC and Midland Bank Ltd held on 30 April 2015 at CIRDAP Int’l Conference Centre, Dhaka.
- (xxx) Meeting held on 07 May 2015 with Jeffrey K. Brecht Ph.D, Director, Center for Food Distribution and Retailing, Institute of Food and Agricultural Sciences, University of Florida, USA along with Dr. Md. Miar Uddin (BARI), Mr. Ferdous (Ph.D Fellow under Jeffrey, UF, USA) highlighting fruits and vegetables export status in Bangladesh and issues of postharvest management, supply chain. The meeting also emphasized fruits export to USA maintaining proper quality and safety.
- (xxxi) National Dialogue on “Enabling Policy Environment for Safe Mango Marketing” held on 12th May 2015 at DCCI auditorium jointly organized by DCCI in association with USAID Bangladesh AVC project. Mr. Hedayetullah Al Mamoon, ndc, Senior Secretary, MOC, GOB was present as the Chief Guest and Ms. Ramona M El. Hamzaoui, Director, Economic Growth, USAID Bangladesh as Special Guest. Keynote paper was presented by Prof. Dr. M A Rahim, BAU. In the dialogue, Mr. Mitul K. Saha, AGM (Marketing), Hortex emphasized institutional strengthening which is needed for implementing safe food related program/activities at field level to the national level.
- (xxxii) Workshop on Organic Farming Research and Development in Bangladesh held on 14th May 2015 at BARC organized by HRC of BARI under AFACI-ANSOFT-BARI project. Mr. Mohammad Nazmul Islam, Additional Secretary (PPC), MOA, GOB attended as the Chief Guest while Dr. Abul Kalam Azad, EC, BARC presided over the event.
- (xxxiii) Workshop on Biotechnology Communication held on 19-20 May 2015 at Radisson Blu, Dhaka organized by BARI in collaboration with the Agricultural Biotechnology Support Project Phase-II (ABSP/II)/Cornell University. Mr. Shyamal Kanti Ghosh, Secretary, MOA, GOB attended as the Chief Guest. Dr. Abul Kalam Azad, EC, BARC as the special guest and Mr. Ronnie Coffman, Int’l Professor of Plant Breeding, Director of Int’l Programs, College of Agriculture & Life Sciences, Cornell University Int’l Programs attended as the Guest of Honor while Mr. Anwar Faruque, Addl. Secretary, MOA, GOB presided over the inaugural session of the event. During technical session, Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation emphasized on intellectual property right of Bt brinjal, postharvest losses study, marketing of Bt brinjal and availability of its seed, safety and quality of Bt brinjal, brown rot disease protection using GMO technology, washing technology of potato and management of surplus potato.
- (xxxiv) Meeting held on 24 May 2015 with Mr. Mike Robson, FAO Representative in Bangladesh and officials of FAO-FSP, DAE and Hortex regarding



- learning of 1st trial shipment of mangoes to Walmart (ASDA super shop), UK and preparation of 2nd trial shipment of mangoes for export to Walmart, UK from Chapainawabganj (Cv. Langra).
- (xxxv) Meeting held on 08 June 2015 with Prof. AFM Ruhul Haque MP and his three officials highlighting to establish a frozen vegetables industry for export to EU. The meeting decided that Hortex will provide necessary technical support for starting contract/group farming to produce quality vegetables under strict supervision maintaining food quality and safety at field level. The meeting further suggested that a feasibility study incl. a business plan will be needed for starting export of frozen vegetables to abroad. Astra Biopharmaceuticals Ltd. will assign a group of people for this enterprise development.
- (xxxvi) National Convention 2015 of Bangladesh Society for Horticultural Science and Seminar on Role of Horticultural Crops for Food and Nutritional Security held on 11 June 2015 at BARC Auditorium. Matia Chowdhury MP, Hon'ble Minister, MOA, GOB was present as the Chief Guest.
- (xxxvii) A Video Conference held on 11 June 2015 at Cabinet Division, Bangladesh Secretariat, Dhaka on chemical free mango production and marketing organized by A2I Programme, Prime Minister's Office. In the conference, mango export to Walmart, UK by Hortex Foundation was highlighted.
- (xxxviii) Meeting held on 16 June 2015 with Dr S P Ghosh, Dr Satyabrata Maiti and Mr. Abul Ashraf, SCDP, DAE, Dhaka highlighting Alovera production and marketing and its export potential.
- (xxxix) 01 day refresher training programme of UAOs/AEOs (1st batch) on food safety in horticulture value chain held on 28 June, 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP at its conference room. Total 18 participants attended the event. AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation facilitated the event and given technical support to UAOs & AEOs for filling their workbook correctly.
- (xl) 01 day refresher training programme of SAAOs & two UAOs (2nd batch) on food safety in horticulture value chain held on 29 June, 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP at its conference room. Total 37 participants attended the event. AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation facilitated the event and given technical support to UAOs & SAAOs for filling their workbook correctly. In the session, Dr. Mike Dillon, Int'l Consultant, FAO, MD of Hortex, Mr. Sunil Chandra Dhar, Director, Horticulture Wing, DAE, Dr. Hasan Ahmmmed Chowdhury, Dr. Margarita Moreno, FAO-FSP attended and given valuable speech to the participants for ensuring food safety.
- (xli) 01 day refresher training programme of AEOs & SAAOs (3rd batch) on food safety in horticulture value chain held on 30 June, 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP at its conference room. Total 41 participants attended the event. AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation facilitated the event and given technical support to AEOs & SAAOs for filling their workbook correctly. In the closing session, Mr. AFM Fakhru Islam Munshi, Director, Governing Body, Hortex Foundation, MD & DGM of Hortex attended and given valuable speech to the participants for ensuring safe food in the upazila level. In three days refresher training programme (28-30 June, 2015), total of 15 lead trainers under FAO-FSP were not attended from the upazila.
- (xlii) 02 day brinjal lead farmers training programme on food safety in horticulture value chain held on 02-03 July 2015 organized by Hortex Foundation in collaboration with DAE under FAO-FSP at Horticulture Centre, DAE, Kewatkhali, Mymensingh. Total 20 brinjal lead farmers attended the training event. AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation attended and facilitated the event for creating awareness to the participants on benefits of safe food production and marketing.
- (xliii) Meeting held on 05 July 2015 with Prof. Dr. AFM Ruhul Haque MP, Mr. Ziaul Haque, Mr. Abu Sayed Mojumder, ASTRA Agro Industries Ltd and Engr. M Jamal Uddin, CEO, SB Freezing Cold Storage Ltd highlighting to establish vegetables and snacks frozen industries in Bangladesh for exporting to the mainstream market of EU among other countries with the support of Hortex Foundation.
- (xliv) Meeting held on 21 July 2015 with ADB officials namely Dr Arun Kumar Saha, Agriculture Specialist (Empowerment in Agriculture) and Dr. Francesco Goletti, President, Agrifood Consulting International, Cambodia highlighting to develop a new project proposal using value chain infrastructure development in Bangladesh. The meeting discussed different strategies for promoting crop diversification and value chain infrastructures for developing real changes in Bangladesh.
- (xlv) Policy seminar on Innovative Financing for Agriculture and Food Value Chains in Bangladesh jointly organized by Shabab Murshid Development Foundation (SMDF), International Food Policy Research Institute (IFPRI) and Asian Development Bank (ADB) held on 27 July 2015 at ADB-Bangladesh Resident Mission conference room-1, Dhaka. Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation attended the event.
- (xlvi) Meeting held on 03 Aug 2015 with the officials of USAID's Agricultural Value Chain (AVC) project

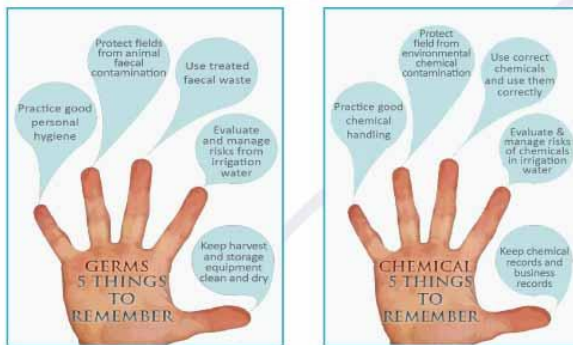
- namely Prof. Dr. Esendugue Greg Fonsah (USA) and Mohammed Serajul Islam, Team Leader, Non-Food Value Chain highlighting banana value chain development in Bangladesh under the AVC project. Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation suggested that inclusive value chain approach should be followed for addressing overall constraints and opportunity in the supply chain.
- (xlvii) Inception workshop on diversification of vegetables export and reduction of Non-compliance through contract farming model set up held on 05 Aug 2015 at Krishibid Institution Bangladesh (KIB), 3-D Hall organized by BFVAPEA and Agribusiness for Trade Competitiveness Project (ATC-P) in cooperation with Agro-products Business Promotion Council (APBPC), MOC, GOB. Mr. Hedayet Ullah Al-Mamun, Senior Secretary, MOC, GOB was present as the Chief Guest while Mr. S M Jahangir Hossain, Director, FBCCI & President, BFVAPEA presided over the event.
- (xlviii) Lead farmers' orientation training programme on food safety in horticulture value chain held on 07-09 Aug. 2015 at Sherpur sadar upazila, Jamalpur sadar upazila and Debidwar upazila of Comilla district organized by Hortex Foundation in collaboration with DAE under FAO-FSP. AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation attended and facilitated the event.
- (xlix) Meeting held on 10 Aug. 2015 with the high officials of PIU, DAE (Director, ADD) and PCU of NATP for finalizing value chain development part including agreement between Hortex Foundation and Department of Agricultural Extension (DAE) for implementing crop component under NATP-2 as Hortex will be the strategic partner of DAE.
- (l) Review meeting held on 11 Aug. 2015 at Mohakhali with FAO-FSP team about the progress, successes, challenges and problems encountered in the delivery of the LOA Chaired by Dr. John Ryder, CTO, FAO-FSP. During discussion, AGM (Marketing), Hortex emphasized on quality seed potato for the farmers of Debidwar upazila and that should be ensured from the project for safe food supply. At the end of the discussion, MD, Hortex highlighted the importance of printed materials of food safety guidelines, all the training modules incl. GAP standard and certification scheme.
- (li) Suppliers meeting held on 23 Aug. 2015 at AKM Giasuddin Milky Auditorium, DAE organized by FAO in partnership with Solidaridad Network Asia for facilitating business linkage development with potential safe food buyers promoting food safety issue. Dr John Ryder CTO, FAO-FSP and Dr. Mike Dillon, Int'l Consultant, FAO attended the meeting.
- (lii) Value Chain Actors (VCA) training programme on food safety in horticulture value chain held on 02-03 Sept. 2015 at Poultry Research and Training Centre, Chittagong Veterinary and Animal Sciences University (CVASU), Chittagong organized by Hortex Foundation in collaboration with DAE under FAO-FSP. Participants from Sitakundu, Chandanaish, Satkania, Bandarban sadar, Rangamati sadar and Khagrachari sadar upazila were attended in the VCA training event.
- (liii) Meeting held on 02 Sept. 2015 with Prof. Dr. Zulfikar Rahman, National Consultant, CDAIS Scoping Study and Dr. Nasrin, Project Coordinator, FAO-CDAIS project highlighting Hortex activities, achievements, strength and weakness. They informed that Hortex will receive any kind of support under the CDAIS project for capacity building of the Foundation for value chain development promoting export of agro-commodities.
- (liv) Lead farmers training programme on food safety in horticulture value chain held on 04-05 Sept. 2015 at Sitakundu, Chittagong organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (lv) Value Chain Actors (VCA) training programme on food safety in horticulture value chain held on 07-08 Sept. 2015 at National Agricultural Training Academy (NATA), Joydebpur, Gazipur organized by Hortex Foundation in collaboration with DAE under FAO-FSP. 36 participants from 9 upazilas (Mymensingh, Jamalpur, Sherpur sadar upazila, Shibpur & Belabo upazila, Munshiganj sadar & Tongibari upazila, Chandina and Debidwar upazila) were attended in the VCA training event.
- (lvi) Meeting at DAE held on 08 Sept 2015 organized by DD (Export), PQW of DAE on fruits, vegetables, betel leaves export to EU countries by solving present problems Chaired by Mr. Anwar Faruq, Addl. Secretary and DG (Seed Wing), MOA, GOB.
- (lvii) Workshop-1 on NATP-2 awareness workshop-2015 for public sector programs organized by NATP: Preparation Facility, Project Coordination and Management Unit (PCMU) at BARC complex held on 09 Sept. 2015. Dr Md. Abul Kalam Azad, EC, BARC attended as the chief guest while Dr. Md Abdur Razzaque, PD, NATP-2:PF presided over the event. Hortex technical paper presented by MD, HF.
- (lviii) Meeting held on 10 Sept 2015 with Mr. Bani Amin, Deputy Chief of Party, Anup Kumar Roy, Sector Team Leader, Food Value Chains, USAID's AVC project and Prof. Dr. M A Rahim, BAU highlighting new project development with Hortex Foundation on fruits and vegetables for market linkages with the small holder farmers.
- (lix) Meeting held on 10 Sept 2015 with Dr S P Ghosh, Team Leader, SCDP and Md. Golam Maruf, PD, SCDP, DAE highlighting involvement of Hortex Foundation as PIU under TCDP to be financed by ADB.

- (lx) Workshop-2 on NATP-2 awareness workshop-2015 for private sector entrepreneurs held on 13 Sept. 2015 organized by Project Coordination and Management Unit (PCMU) of National Agricultural Technology Program (NATP): Preparation Facility at the training building of BARC. Purpose of the workshop was to discuss and share the project objectives, supply & value chain and marketing related activities, expected outputs, outcomes and implementation of AIF-2 & AIF-3 with the concerned private sector entrepreneurs and project stakeholders. Mr. Md. Nazmul Islam, Addl. Secretary, MOA, GOB attended as the chief guest while Dr. Md Abdur Razzaque, PD, NATP-2:PF presided over the event. Dr. Abul Kalam Azad, EC, BARC, Mr. Md. Monjurul Anwar, Joint Chief, MOA, GOB and Mr. Emmanuel Sene, Sr. Rural Development Specialist, the World Bank were present as the special guests in the event. Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation presented the Hortex's presentation on the supply & value chain, market linkages and AIF-2 & AIF-3 in the important workshop.
- (lxv) Attended progress meeting held on 23 Sept. 2015 at IPH Building, Mohakhali, Dhaka regarding to discuss the LOA extension of FAO-FSP chaired by Dr. John Ryder, FAO-FSP. The meeting decided that Hortex will send draft proposal on LOA extension request to FAO-FSP with clear reasons.
- (lxvi) Meeting held on 27 Sept. 2015 with Kbd. Chhabi Hari Das, Director, PQW of DAE highlighting to support Hortex Foundation by delivering necessary official letters as CC for informing/updating info/news for promoting agri-commodity export.
- (lxvii) Attended meeting at PCU, NATP-2 held on 05 Oct. 2015 with Dr. Md. Abdur Razzaque, PD, PCU, NATP-2 and all Directors and Representatives of PIUs of NATP-2 and Joint Chief (Planning), MOA, GOB to discuss strategies for complying Ministry of Planning observation/queries for DPP submission as early as possible. According to meeting decision, there will be no change of Hortex's budget as per upazila due to the Foundation itself only one cost center under DAE's Strategic Partner in NATP-2.
- (lxviii) Officials of Hortex Foundation, DAE, MOA and exporter attended an overseas study visit in Thailand on GAP under FAO-FSP during 09-17 Oct. 2015.
- (lxix) Meeting at EPB held on 11 Oct. 2015 chaired by VC, EPB for exploring export markets in East European countries like Hungary, Austria, Czech Republic for promoting Bangladeshi products. The meeting discussed feasibility of sending a Trade Delegation in those countries on Feb-March 2016 for exploring markets. In the meeting, AGM (Marketing), Hortex Foundation highlighted different Hortex activities and some achievements of mango, canned pineapple, baby corn, aloe vera, flower exports and shown interest to attend Trade Delegation team. VC, EPB agreed Hortex proposal.
- (lxx) Meeting held on 12 Oct. 2015 with Ms. Mimmun Sultana, Asst. Prof., School of Business & Economics, United International University highlighting her Ph.D proposal on vegetable marketing at domestic market under supervision of Prof. Shaker Ahmed, Faculty of Management, the University of Dhaka. She was given info on vegetables supply and value chain analysis.
- (lxxi) In 13 Oct. 2015, attended evaluation of implementation status meeting at MOA on flower production, marketing and export in abroad held on 24 Mar.2015. The meeting was chaired by Md. Mosharraf Hussain, Addl. Secretary (Extension Wing), MOA, GOB. In the meeting, AGM (Marketing), Hortex suggested to incl. Hortex Foundation as marketing facilitator and export promoter of flowers under the proposed project. The Chairman of the meeting agreed Hortex proposal and directed to include with other organizations
- (lxi) Meeting held on 14 Sept. 2015 with SCDP, DAE on concept note presentation on TCDP to be funded by ADB. The concept note was presented by Dr S P Ghosh where Hortex will be worked as one of the PIU for value chain and export development of agro-commodities.
- (lxii) Regional orientation workshop on NATP-2 held on 15 Sept. 2015 at AKM Giasuddin Milky Auditorium organized by PIU, DAE, NATP-2, Project Facility on Dhaka Division. Dr. Md. Abdur Razzaque, PD, NATP-2, Project Facility attended as the special guest while Kbd. Hamidur Rahman, DG, DAE attended the workshop as the chief guest.
- (lxiii) Meeting held on 15 Sept. 2015 with Mr. Bruce Chiu, Mr. Ershad Ahmed Bhuiyan, Taiwan Food Processing and Industries Ltd. and Dr. Moshir Rahman, BARI highlighting year round pineapple production by applying hormones and quality compliance for exporting to China, Taiwan and Hong Kong, Vietnam as canned. The meeting suggested developing contract farming system, direct farmer-market linkage and organization of training for the farmers, suppliers and staff in favor of Taiwan Food. In this regard, Hortex can facilitate a pilot program for producing year round pineapple by establishing contract farming at Modhupur, Tangail.
- (lxiv) Meeting held on 16 Sept. 2015 at Hortex Foundation with Ms. Claire Coote, Agricultural Economist, NRI, University of Greenwich (UK), Ms. Myra Woperais, Coordinator, CDAIS Project (France), Dr. Nasreen Sultana, Project Manager, FAO-CDAIS, Prof. Dr. M. Zulfikar Rahman, Consultant, Agrinatura, Dr. Mohammad Shahjahan, Project Coordinator, BARC-CDAIS highlighting scoping study on CDAIS

- preparing new project proposal headed by BARC and Member Secretary, BARI. AGM (Marketing), Hortex highlighted the Foundation's achievements on different flowers interventions under SCDC of NATP, flower trial export to Japan.
- (lxxii) National seminar on celebration of the World Food Day 2015 held on 16 Oct.2015 at BARC jointly organized by MOA & FAO. Matia Chowdhury MP, Hon'ble Minister, MOA, GOB attended as the chief guest.
- (lxxiii) Meeting held on 19 Oct.2015 with Mr. Ross Penhallegon, Farms & Gardens Program, Oregon State University, USA and Dr. Md. Ashraf Islam, Associate Prof., Dept. of Horticulture, BAU highlighting organic crop production and marketing under farmers to farmers program which is being implemented by BAU with association of Karitas and World Vision. The meeting decided that Hortex and Dept. of Horticulture, BAU will work jointly for promoting organic food production and especially Hortex will develop market linkages both in domestic and export markets.
- (lxxiv) Lead farmers' training programme on food safety in horticulture value chain (potato) held on Oct.31 – Nov.01, 2015 at Debidwar upazila, Comilla district organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (lxxv) Meeting held on 01 Nov.2015 at FSW of DAE conference room for revising and updating of National Agricultural Extension Policy-2015 as per opinion of Technical Working Committee Evaluation. AGM (Marketing), Hortex Foundation attended and emphasized on institutional strengthening and market linkages development for the betterment of farmers community.
- (lxxvi) Lead farmers' training programme on food safety in horticulture value chain held on Nov.02-03, 2015 at Chandina upazila, Comilla district organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (lxxvii) BIDS organized major dissemination event entitled "Presentations from the BIDS Research ALMANAC 2014-15" held on 05 Nov. 2015 at BIDS, Dhaka. Mr. AHM Mustafa Kamal FCA, MP, Hon'ble Minister, Ministry of Planning, GOB attended as the chief guest.
- (lxxviii) Special recovery training session for master/lead trainers held on 08 Nov.2015 organized by FAO-FSP. AGM (Marketing), Hortex Foundation attended the training as trainer and also 11 master/lead trainers attended to check their workbook answers.
- (lxxix) Lead farmers' training programme on food safety in horticulture value chain held on Nov.08, 2015 at Mymensingh sadar upazila organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (lxxx) During Nov.14-16, 2015, visited CCMC at Putiajani Bazar, Fazilhati Union Parishad, Delduar upazila and Dhunat upazila, Mokumtola and Bogra sadar upazila to see lemon and tomato production and facilitate for marketing. In Nov. 16, 2015, Hortex team also visited RDA Food Processing and Marketing Project.
- (lxxxii) Meeting held on 26 Nov. 2015 with Md. Nurul Afsar Chandan, Quality Control Manager, Sar & Co Ltd, Chittagong and Muhammad Rumman, Finance Manager, Compustar (Pvt.) Ltd (individual consultant of frozen vegetables line setup) to setup a new frozen vegetable processing line by utilizing their existing facilities of two spiral freezer used as frozen shrimp for export to EU.
- (lxxxiii) Meeting held on 26 & 29 Nov. 2015 with Md. Abdul Matin, Manager, Commercial Activities in Bangladesh Pavilion on World Expo2015 Milano, Italy. He was provided flowers info and further linked with Md. Musleh Uddin, AIS for collecting video documentary on flowers promoting export.
- (lxxxiiii) Meeting held on 03 Dec. 2015 with Md. Anwar Hossain Khan, DD (Export), PQW and Ahsan Ullah, Consultant, PRA, DAE on lemon and mango export barriers to Russia and Japan respectively.
- (lxxxv) Attended inception and planning workshop of the "Capacity Development for Agricultural Innovation Systems (CDAIS) on 6-7 Dec. 2015 at BARC jointly organized by FAO and BARC.
- (lxxxvi) Pre-proposal training workshop held on 12 Dec2015 on seaweed cultivation at BARC funded by KGF and organized by BARC. Dr. M Nurul Alam, Executive Director, KGF was present as the special guest, Dr. Abul Kalam Azad, Executive Chairman, BARC attended as the Chief Guest while Dr. Poresh Chandra Golder, Member Director (P&E), BARC presided over the event.
- (lxxxvii) Lead farmers' training programme on food safety in horticulture value chain held on Dec.20-23, 2015 at Sherpur (for tomato) and Jamalpur (for brinjal) sadar upazila organized by Hortex Foundation in collaboration with DAE under FAO-FSP.
- (lxxxviii) Meeting held on 28 Dec2015 with Dr. P.G. Adsule, Consultant, SCDP, DAE on fruits and vegetables standards implementation and provided update fruits & vegetables area & production, export status and project status of FAO-FSP.
- (lxxxix) Workshop on FAO Corporate Outcome Assessment Survey Years 2014-2015 held on 30Dec2015 organized by FAO at the conference room of Khadya Bhaban, Dhaka. Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation provided technical information as per survey questionnaire under section-II on Increase and Improve Provision of Goods and Services from Agriculture, Forestry and Fisheries in a Sustainable Manner (SO2).

- (lxxxix) Meeting held on 30 Dec 2015 with Mr. Khan Salehin, Economic Cooperation and Trade Division, United Nations Economic Commission for Europe, Geneva, Switzerland regarding collaboration between UNECE and Hortex Foundation to adopt UNECE quality & marketing standards in Bangladesh for specific fruits and vegetables promoting export of high value horticultural crops to EU.
- (xc) Meeting with Mr. Abdul Hakim Sheikh, CEO & Owner, Greentex, Dhaka held on 31 Dec 2015 regarding trial shipment of lemon to Magnit, Russia with Hortex assistance.

### Highlighted activities of FAO-FSP



“Development of Food Control Guidelines and Pilot Implementation across the Horticultural Value Chain” a sub-project funded by the Food and Agriculture Organization of the United Nations (FAO-FSP) is being implemented by Hortex Foundation from October 2014 in collaboration with the Department of Agricultural Extension (DAE). The objectives of the project are to:

- develop food control guidelines on Good Agricultural Practices (GAP) for Tomato, Brinjal, Potato and Mango through science-based hazard assessment across the horticulture value chain;
- develop training materials and modules on GAP for four selected crops;
- train certified 30 Master Trainers, 100 Lead Trainers, 500 Lead Farmers and 100 Value Chain Actors;
- implement the food control guidelines in 25 Upazilas for four selected crops and
- develop a National GAP Standard and Certification Scheme in collaboration with the FAO Regional Project (TCP/RAS/3501).

During the reporting period, 04 International Certified Lead Trainer training, 22 Lead Farmers training, 02 Refresher training, 09 Orientation training and 03 Value Chain Actor (VCA) trainings were organized by Hortex Foundation in collaboration with DAE and 830 different participants were attended in the above mentioned events.

### Plastic crates distribution to potato farmers



Mr. AFM Fakhru Islam Munshi, Director, Governing Body, Hortex Foundation was present as the Chief Guest on 20 potato lead farmers' training programme regarding food safety in horticulture value chain and distributed plastic crates among the 20 potato lead farmers at Debidwar upazila, Comilla held on 31 Oct. 2015 under FAO-FSP being implemented by Hortex Foundation in collaboration with DAE.

### Brinjal farmers training at Mymensingh sadar



Prof. Dr. M. A. Rahim, Director, Governing Body, Hortex Foundation was present as the Chief Guest on 20 brinjal lead farmers refresher training at Mymensingh sadar upazila, Mymensingh held on 08 Nov. 2015 under FAO-FSP being implemented by Hortex Foundation in collaboration with DAE.

### Plastic crates & pheromone trap distribution to tomato farmers at Sherpur sadar upazila

Hortex Foundation distributed pheromone trap, lures and plastic crates among the 20 tomato lead farmers at Sherpur sadar upazila under FAO-FSP on 21 Dec. 2015.



### M&E using android tab at Bholahat upazila

Mr. Mitul K. Saha, AGM (Marketing) and Field Coordinator, FAO-FSP, Hortex Foundation interviewed mango lead farmer Md. Mozammel Haque at Bholahat upazila, Chapainawabganj on Aug. 27, 2015 using android tab as well as hard copy questionnaire. His sample final data was sent from Bholahat to Dhaka FAO server by android tab. Mr. Haque reported that he was cultivated 4 types of mango (Langra 3MT, Khirsapat 2MT, Laxmanbhogh 15MT & Aashina 3MT) in last crop season using 21 bighas of land and sale of mangoes were ranges between BDT 15 to 125/kg. Total production cost was BDT 1.5 lac and marketing cost was BDT 0.50 lac. His net profit was BDT 6 lac. This amount of profit was possible due to they received new technology and knowledge from lead farmers training organized by Hortex Foundation, he added. This type of useful training should be continued for the benefit of local farmers, he further emphasized.



### International certified lead trainers training



Hortex Foundation in collaboration with DAE organized an international certified lead trainer training program under FAO-FSP held on 26-29 Jan. 2015 at Bangladesh Institute of Management (BIM), Sobhanbag, Dhaka.

### An opening ceremony of mango export to Walmart (ASDA superstore) in UK



An Opening Ceremony of Mango Export to Walmart (ASDA superstore) in UK was held on May 17, 2015 at AKM Giasuddin Milky conference room, DAE, Khamarbari, Dhaka organized by Hortex Foundation in collaboration with DAE supported by the Food and Agriculture Organization of the United Nations (FAO)-Food Safety Programme (FSP). Dr. Md. Abdul Jalil Bhuyan, Managing Director, Hortex Foundation presided over the launching event. Mr. Shubhashish Bose, Additional Secretary & Vice Chairman, Export Promotion Bureau (EPB), Ministry of Commerce, GOB was present as the Chief Guest in the event and declared the inauguration of first mango export to UK chain shop. Krishibid Sunil Chandra Dhar, Director, Horticulture Wing, DAE was present as the Special Guest while Mr. Mike Robson, FAO Representative to Bangladesh attended the event as the Guest of Honor.

### Value chain actor training under FAO-FSP

Hortex Foundation organized a value chain actor training program on food control in horticulture value chain held on 27-28 August 2015 at Chapainawabganj under FAO-FSP in collaboration with DAE.



### Farmer's field day, Satkhira under FAO-FSP

Under FAO-FSP, Hortex Foundation in collaboration with DAE organized a farmers' field day on safe & quality mango for export held on 07 July 2015 at Satkhira sadar upazila, Satkhira.



Dr. Md. Saleh Ahmed, Senior Value Chain Expert, Hortex-FAO Project welcomed the participants and made presentation on mango export pathway to Walmart in UK from Development of Food Control Guidelines and Pilot Implementation across the Horticultural Value Chain project is being implemented by Hortex Foundation in collaboration with DAE supported by FAO-FSP since October 2014.

International trade in horticultural produce is growing rapidly and the potential of Bangladesh is depending on its ability to adopt modern production and marketing technologies. To tap the existing potentials, Hortex Foundation signed a Letter of Agreement with FAO for implementing the above mentioned sub-project in selected 25 Upazilas of Bangladesh in collaboration with DAE. The main focuses of the project are to train 30 Master Trainers (DAE, BARC, Hortex senior officials), 100 Lead Trainers (DAE field level officers), 500 lead farmers of mango, potato, brinjal and tomato, 100 value chain actors and to link the farmers with local and high value export markets.

Within the above scope, Hortex Foundation are now on the way in exporting mangoes produced by the registered farmers at Satkhira district to the Walmart in UK, which is the history of first



time export of Bangladeshi mango to mainstream international supermarket. For fulfilling the dream, Dip International, a local firm who exports fresh produce including mango to UK has been linked to International Procurement Logistic (IPL) based in UK for supplying mango to Walmart. Hortex Foundation, DAE and FAO jointly provided full technical assistance to the registered farmers, exporters and other stakeholders involved in the supply chain producing safe and quality mangoes. The local extension officials of DAE supervised and monitored the production & postharvest management practices and all the activities are timely monitored by the Hortex, FAO and DAE team members.

It is mentioned here that in the last mango season (2014), Hortex and FAO in collaboration with DAE arranged field visits of UK international experts of mango at three growing areas of Satkhira, Chapainawabganj and Rajshahi and Hortex Foundation made a sample shipment of nine mango varieties to IPL in UK, out of which Walmart showed their interest to import three mango varieties namely Himsagar, Langra and BARI Aam-3 for marketing in UK. Since that, FAO, Hortex and DAE jointly working

for producing safe and good quality mangoes by the registered farmers under the above project. And now, Hortex Foundation is preparing for making the 1<sup>st</sup> shipment of mangoes from Satkhira to Walmart (ASDA superstore) in UK. On 11<sup>th</sup> May 2015, mango samples were collected from five gardens of Satkhira and it was delivered to the Institute of Public Health (IPH) for laboratory testing. In the meantime, laboratory analysis report is found satisfactory and no contamination is in mango samples. Finally, 2.73 MT of mango was exported to the Walmart (ASDA superstore), in UK on 17 May 2015 by Emirates Airlines.

### *SCDC of NATP, Hortex success story - 8*

#### *Profit from collective dairy milk marketing*

*Md. Bazlur Rahman<sup>7</sup> and Kbd. Mitul K. Saha<sup>8</sup>*



Dairy Common Interest Group (CIG) farmers have earned money with small-scale dairy farming and marketing milk on a collective basis. Farmers need is technical knowledge, careful planning, sound farm management and an effective marketing strategy.

Before SCDC of NATP, Hortex Foundation support, dairy farmers were selling milk individually at rural market namely Latapata Bazar in Kapasia upazila of Gazipur district where sitting with milk containers at road sides under open sky. Local milk processors, tea shop, consumers were the main buyers. Milk price was varied between BDT 30 to 40 per liter based on demand and supply. They earned very nominal profit margin by which they were not able to extend their farm size. In addition, farmers were lacking training, access to innovative technical inputs and marketing services.

To assist small-scale dairy farming, SCDC of NATP, Hortex Foundation provided a package of technical services in collaboration with Upazila Livestock Office and Bangladesh Milk Producers' Cooperative Union Ltd. (briefly called Milk Vita) that included formation of

<sup>7</sup> Ex. Marketing Expert, SCDC of NATP, Hortex Foundation

<sup>8</sup> AGM (Supply and Value Chain, Marketing, R&D), Hortex Foundation

Common Interest Group (CIG) with 25 farmers owning small-scale dairy farm, training on improved milk cows rearing and milk marketing on collective basis. At the end of training, necessary instruments such as milk cane, lactometer, thermometer, mask, cap and hand gloves were distributed among the dairy CIG farmers to produce milk hygienically. All the 25 dairy farms were located at Targao village in Kapasia upazila. After training, CIG dairy farmers were sitting once in a month discussed technical aspects of cattle rearing, dairy farm management, accessing veterinary services from Department of Livestock Services (DLS) and Milk Vita, CIG savings and other common assets development, selling milk at profitable price. Initially, SCDC of NATP team members facilitated CIG monthly meetings. After 3 meetings, CIG members were able to conduct their institutional functions. After training, farmers concentrated on building up the milk quantity and quality of their cows. This has resulted in an added on an average 18% production of milk. A farmer milking two times a day, at about eight o'clock in the morning and five in the afternoon. With the assistance of SCDC of NATP, CIG farmers were set up a milk collection center at Latapata Bazar in December 2012, assembled milk at evening every day and supplied their milk to the Milk Vita chilling plant at Sreepur Upazila.



Morning milks were sold at local market and also supplied to local processors. Transportation costs (for a round trip around 80 km a day) were shared by farmers according to his/her volume of milk. Milk Vita paid price based on milk fat content. Initially Dairy CIG farmers started milk supply with 45 liters and then supply increased up to 150 liters/day. On an average, dairy farms received BDT 43 per liter of milk price which is about 20 percent higher than marketing individually at local market. Dairy CIG farmers involve in saving scheme monthly and depositing savings money in Bank account. Dairy CIG registered by the Department of Cooperatives, Government of Bangladesh.

With the increased income, 92% dairy CIG farmers increased their farm size. As for example, Hasan Bepari started dairy farm with only one cow in 1999 and then he bought 3 more cows with increased income. Hasan also built a tin-brick shaded dairy farm house at the cost of BDT 55,000 on his own 1.5 decimal lands. Hasan also

installed an electrified tube well for drinking water, washing, bathing of cows, supplying irrigation on grass cultivation etc. Hasan cultivates Napier grass in his own 5 decimal lands after receiving training and seed from Milk Vita. Now a day, Hasan collects on an average 7.5 liters of milk per cow over a period of 300 days per year and on an average receiving 30 liters of milk per day. Hasan earns around BDT 40,000/month. Under his leadership, other 24 dairy farmers of the CIG are now rearing 44 cows, which are giving 550 liters of milk every day.



Hasan Bepari and other farmers of the CIG are convinced that there are still good prospects for dairy farming in rural area of Bangladesh, and that with careful planning; sound farm management and collective marketing a farmer can still make a better living with a small scale dairy farming.

### **FIVE REEFER TRUCKS AVAILABLE ON RENT AT HORTEX FOUNDATION**



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**Published by** : Horticulture Export Development Foundation (Hortex Foundation)  
Sech Bhaban (3rd floor), 22 Manik Mia Avenue, Sher-e-Bangla Nagar,  
Dhaka-1207, Bangladesh  
Telephone: +88-02-9125181 (Direct), 9125926, 9138768, 9101065(PABX)  
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**Printed by** : National Products, 22/1 Topkhana Road, Dhaka-1000  
Telephone: +88-02-9582338, 9582342