

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary Public

Date: 11/4/2014

GAIN Report Number: ET 1404

Ethiopia

Post: Addis Ababa

Ethiopian Dairy Farmers Attend 2014

Report Categories:

CSSF Activity Report

Approved By:

Michael Francom

Prepared By:

Teddy Tefera

Report Highlights:

Post accompanied several Ethiopian dairy farmers to the World Dairy Expo in Wisconsin from September 30 to October 4, 2014. The visiting farmers made meaningful business connections that are expected to result in increased sales of U.S. dairy genetics and dairy equipment to Ethiopia. In addition, they learned about new production methods and technologies that they, along with the country's commercial dairy sector, could introduce to improve milk yields.

Highlights from the Expo:

In lead up to the Expo, Post collaborated with the Ethiopian Dairy Breeders and Producers Association to recruit five local dairy owners to attend the World Dairy Expo in Madison, Wisconsin from September 30 to October 4, 2014. The underlying intent behind this recruitment was to increase exports of U.S. dairy genetics with the ancillary benefit of generating opportunities for dairy equipment exports to Ethiopia. These combined – improved genetics and improved production methods – will help contribute towards the development of the country's dairy sector.

The five original recruits were as follows: Mr. Kifle Tefera, owner and manager of A.K. Plc; Mrs. Serklaem Abebe, owner and manager of Faitu Tera Dairy Farm; Mr. Daniel Alemu, owner and manager of TEEYAD Plc; Mrs. Serkalem Samuel, owner and manager of Serkalem Dairy Farm; and Mrs. Almaz Ayele, owner and manager of Almaz Dairy Farm. However, at the last minute the latter two recruits were unable to participate due to unanticipated family emergencies. Teddy Tefera, Agricultural Assistant at Post, escorted the group to the Expo. His travel alone was covered using CSSF.

These five recruits run operations with 20-45 head of dairy cattle on farms in and around Addis Ababa. While the size of these farms is very small compared to U.S. standards, these operations are considered medium to large in size in Ethiopia. In addition, several of the prospective team members serve as leaders in the Ethiopian Dairy Breeders and Producers Association and will disseminate their findings to Association members upon their return.

This was the first time Ethiopian dairy farmers had ever attended the World Dairy Expo and a number of booth operators congratulated them for coming so far to learn about the latest trends in the global dairy industry. The team visited nearly every U.S. booth and was impressed by the state-of-the-art technology in animal genetics, such as artificial insemination, as well as the latest in animal feed processing and dairy and cheese manufacturing. They also spent time learning about milk machines, hoof trimming, and veterinary care.

Many of the U.S. companies with whom the Ethiopian dairy farmers met mentioned that they were aware of business opportunities in Ethiopia and other East African countries, but lamented that it was difficult to do business in the region because they lacked a solid business network. However, they were encouraged to learn that FAS [and FCS] has an office in Addis Ababa and is ready to help facilitate their entry into the Ethiopian market. Post will work with these business contacts to develop export opportunities for U.S. dairy products, such as livestock genetics and will work with the newly-opened FCS office on opportunities on hard infrastructure, like milk machines.

The Ethiopian delegation attended several dairy bull and cow contests while at the show. They indicated an interest in replicating these types of contests in Ethiopia as one means of improving the overall performance in the country's dairy sector. In fact, the group plans to work with the Ethiopian Dairy Breeders and Producers Association to organize regular bull contests that will be held in the near future in the capital, Addis Ababa.

On the margins of the show, post helped arrange two days site visits to nearby dairy farms. On the first day, they visited Crescent Mead Farms, which runs 100 Holstein cows. The following day they joined a number of international visitors on the World Wide Sires-arranged tour to the O'Brien Bros Farm and the Sunburst Dairy Farm. The Ethiopian dairy farmers learned about milking practices, artificial

insemination, laboratory analyses, animal feed preparation and storage systems. The tour with the WWS group also provided an opportunity for the Ethiopian visitors to interact with other international visitors and share ideas and experiences.



Picture 1: Ethiopian team on WWS-arranged farm tour



Picture 2: Attending the World Dairy Expo



Picture 3: Holstein dairy cow contest at the World Dairy Expo



Picture 4: Visit to the O'Brien Brothers Farm



Picture 5: Visit to Crescentmead Dairy Farm



Picture 6: The Ethiopian team with Philippines visitors during WWS-arranged farm tour