

## SIGNING OF THE MOU WITH USAID/ATP

### STRENGTHENING COOPERATION TO IMPROVE THE VALUE OF AGRICULTURAL PRODUCES IN WEST AFRICA

CropLife Africa Middle East and the USAID funded Agribusiness and Trade Promotion (USAID/ATP) Project signed a Memorandum of Understanding (MoU) to strengthen their cooperation and improve the volume and value of agricultural produces in West Africa.

The signing ceremony took place at the headquarters of USAID/ATP in Accra, Ghana, on 22 July 2009. Dr Rudolf Guyer, Executive President, led the CropLife Africa Middle East delegation at the ceremony. He was accompanied by Eric Bureau, WCA Hub Chairman and Bama Yao, WCA Hub Coordinator. USAID/ATP was represented by Dr Ismaël Ouedraogo - Chief of Party, Raphael Vogelsperger - Deputy Chief of Party and Coordinator of Value Chains as well as the entire staff of the project. Many other delegates representing organisations and institutions involved in the policies and management of pesticides and other agricultural inputs also attended the event. Media such as TV and radio stations and newspapers were present to cover and report on the ceremony.

The MoU provides a framework for the two organizations to design and implement work programmes aimed at providing farmers with innovative agricultural technologies and know how to improve their productivity, secure their harvests, and establish and strengthen their access to input and output markets. The partnership will support interventions in a number of thematic areas and sectors including:-

- technical capacity building in order to share available knowledge on sustainable practices such as IPM/RU
- business linkages to improve farmers' access to quality agricultural inputs and the needed services
- awareness creation and advocacy promotion to avoid and combat the illegal trade of crop protection products and other agricultural inputs in the sub-region.



Dr Guyer (centre) and Dr Ouedraogo (right) signing documents related to the MoU



Drs Guyer & Ouedraogo exchanging documents

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## SIGNING OF THE MOU WITH USAID/ATP cont..

Dr I. Ouedraogo indicated how pleased he and the entire team of USAID/ATP were to host CropLife AME as the first guest and for such an important event in the new premises. He then gave an overview of the USAID/ATP project which aims at improving the intra-regional trade in W. Africa targeting 7 major countries and important value chains such as livestock, maize and onions/shallots. He indicated that he was pleased to sign the MoU with CropLife AME as this will allow farmers and end users to have access to innovative technologies and to the needed expertise to improve agricultural productivity. "We are particularly pleased to establish this partnership with CropLife Africa Middle East, a successful international organization, which shares our vision. This is a win-win proposition for both of us and our projects' beneficiaries", he said.

President Dr Guyer explained the "Core Messages" of the Plant Science Industry and then elaborated on the recently launched "Farming First" initiative. This multi stakeholder initiative aims at the transformation of subsistence agriculture into a market-oriented and important economic activity of developing countries. Farmers should be at the centre of national and regional policy decisions with a view to improve their agricultural productivity so as to ensure food security by supplying the food chain with healthy, affordable, and varied diets for their communities. Dr Guyer then confirmed the commitment of CropLife AME to engage through this cooperation with USAID/ATP in the necessary multi stakeholder effort for the establishment of sustainable agricultural production systems in West and Central Africa. Agricultural systems should be capable to reduce poverty and thus improve the livelihoods of the rural communities through entrepreneurial farming as the engine for rural and economic development.

CropLife AME and USAID/APT will hold annual consultative meetings to elaborate and approve joint annual work plans and promote regular information exchange.

E. Bureau, the WCA Hub Chairman, took the opportunity of the ceremony to present to R. Vogelsperger with the CropLife International IPM Course Manual and a copy of the E-Learning CD on the international CoC on the distribution and use of pesticides. Copies of the E-Learning CD were also distributed to other participants.



Dr Guyer (L) and Dr Ouedraogo (R) giving more information to a TV3 journalist on their respective organizations and on the MoU between CropLife AME and USAID/ATP

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## SIGNATURE DU PROTOCOLE DE PARTENARIAT AVEC USAID/ATP

CropLife Africa Middle East et le projet Agribusiness and Trade Promotion de l'USAID (USAID/ATP) ont signé un protocole de partenariat pour renforcer leur coopération en vue d'améliorer le volume et les valeurs des productions agricoles en Afrique de l'Ouest. La cérémonie de signature a eu lieu le 22 Juillet dans les locaux de USAID/ATP à Accra, Ghana. La délégation de CropLife AME conduite par Dr Rudolf Guyer, Président Exécutif, comprenait également Eric Bureau, Président de la Division Afrique de l'Ouest et Centrale, et Bama Yao, Coordinateur de ladite Division. USAID/ATP était représenté par Dr Ismaël Ouedraogo, Chef de Projet, Raphaël Vogelsperger, Chef de Projet Adjoint et Coordinateur des Filières ainsi que les responsables des différents programmes. Plusieurs organisations/institutions impliquées dans les politiques et gestion des pesticides et autres intrants agricoles étaient représentées à la cérémonie. Des journalistes de chaînes TV, radios et de la presse écrite ont couvert l'événement.

Le protocole décrit un cadre pour les deux organisations pour préparer et mettre en œuvre des programmes visant à fournir aux agriculteurs des technologies innovatrices et le savoir-faire pour améliorer la productivité, sécuriser leurs récoltes, faciliter l'accès au marchés. Le partenariat va soutenir des actions dans des domaines thématiques et secteurs parmi lesquels:

- Renforcement des capacités techniques pour partager les connaissances disponibles sur les pratiques durables telles que IPM et l'Utilisation Responsable (IPM/UR).
- Etablissement des relations d'affaires pour améliorer l'accès des agriculteurs aux intrants de qualité ainsi que les services nécessaires.
- Sensibilisation et Plaidoyer pour éviter et combattre le commerce illicite sur les produits de la protection des plantes et autres intrants agricoles.

Dr I. Ouedraogo a exprimé sa joie et celle de ses collaborateurs d'accueillir CropLife AME pour cette importante cérémonie, puis a donné un aperçu du projet qui couvre 7 pays importants et les trois filières que sont le bétail, le maïs et les oignons/échalotes. Il a indiqué que ce partenariat va favoriser l'accès des agriculteurs et autres utilisateurs finaux aux technologies innovatrices et à l'expertise nécessaire pour améliorer la productivité agricole.

« Nous sommes particulièrement satisfaits de conclure ce partenariat avec CropLife AME, une organisation internationale efficace qui partage notre vision. Ceci est une proposition gagnant-gagnant pour nous deux ainsi que les bénéficiaires de nos projets », a-t-il dit.

Président Dr Guyer a pour sa part expliqué les « Messages Clés » de l'industrie de la science des végétaux et s'est ensuite étendu sur l'initiative « l'Agriculture d'Abord » récemment lancée qui vise à la transformation de l'agriculture de subsistance en une activité de marché importante pour les pays en développement. Les agriculteurs devraient être au centre des décisions politiques en vue d'améliorer leur productivité agricole pour assurer la sécurité alimentaire en fournissant à la chaîne d'approvisionnement alimentaire avec des aliments sains, bon marché, et variés. Il a ensuite confirmé l'engagement de CropLife dans cette coopération avec USAID/ATP pour l'établissement de systèmes de production durable en Afrique de l'Ouest et Centrale. Des systèmes agricoles capables de réduire la pauvreté et d'améliorer les conditions de vie des communautés rurales par une agriculture entrepreneuriale comme moteur pour le développement rural et économique.

# KENYA

## CROPLIFE KENYA ESTABLISHES A NATIONAL POISON INFORMATION AND MANAGEMENT CENTRE

In 2007 CropLife Kenya started a process to develop tools that would lead to the establishment of a National Poison Information and Management Centre for pesticides.

In the process of organizing these tools, the National Association identified government and other departments that would help make this development successful. These partners included the Pest Control Products Board, Pharmacy and Poisons Board, Ministry of Agriculture, Ministry of Health and the Kenyatta National Hospital.



Consultations and meetings with the above institutions led to the following achievements:

- In September 2007, CropLife Kenya in collaboration with the Pharmacy and Poisons Board and the Pest Control Products Board developed a chart for the Diagnosis and Management of pesticide poisoning in Kenya. The chart was then printed in October 2007 and widely circulated both nationally and regionally focusing on public and private hospitals. The chart provides useful information on managing poisoning by pesticides available in Kenya.
- In November 2007, CropLife Kenya organized training for 35 doctors and pharmacists drawn from hospitals throughout Kenya especially from areas prone to poisoning from pesticides.
- The training led to further consultations with the Pharmacy and Poisons Board, Ministry of Health, Pest Control Products Board and the Kenyatta National Hospital. This culminated in the establishment of "A National Poison Information and Management Centre" at the Kenyatta National Hospital. A Memorandum of Understanding was developed and signed in April 2008. This is to run for 3 years and sets out the objectives and management of the centre between CropLife Kenya and the Kenyatta National Hospital. It is envisaged that at the end of the term of the MOU, a system will have been established capable of including this into the government management systems.



A Technician operating at The Poison Information Centre

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## Kenya Poison Information Centre cont..

- \* The Centre was renovated, furnished and equipped and became operational in July 2008.
- \* A toll free line was then negotiated through the Communications Commission of Kenya, Safaricom and Telkom Kenya and secured in January 2009. The centre has also been provided with Internet services and operates on 24/7 basis with 3 toxicologists attached from the Kenyatta National Hospital.
- \* The Toll Free number has been circulated to members of CropLife Kenya and the public in general. CropLife Kenya is in the process of discussing with the Pest Control Products Board the need for the Toll Free number to be placed on all pesticide labels.
- \* The Toll Free line is printed on the "Diagnosis and Management of Pesticide Poisoning in Kenya" chart and is also posted on the CropLife Kenya website.
- \* Additional Poison Information and Management Centres will be established in other parts of the country depending on the needs and requirements of such a centre.
- \* Standard Operating Procedures (SOP) for the reporting and management of poisoning is being developed by the centre in collaboration with CropLife Kenya.



The "Diagnosis and Management of Pesticide Poisoning Chart" developed by CropLife Kenya

## CROPLIFE KENYA CREE UN CENTRE ANTI-POISON

En 2007 CropLife Kenya commence le développement d'outils en vue de la création d'un centre Anti-Poison pour l'information et la gestion des pesticides. Dans ce processus CropLife Kenya avait identifié et associé des partenaires parmi lesquels le Bureau de Contrôle des Produits, le Bureau de la Pharmacie et des Poisons, le Ministère de l'Agriculture, le ministère de la Santé, l'Hôpital National Kenyatta. Les consultations et rencontres ont abouti aux résultats suivants:

- \* Développement en 2007 d'un tableau pour le diagnostic et la gestion des cas d'intoxication par les pesticides
- \* Formation de 35 médecins et pharmaciens en 2007 dans les zones à risque élevé d'intoxication
- \* Signature du protocole d'Accord entre CropLife Kenya et l'Hôpital National Kenyatta, siège du centre Anti-Poison définissant la gestion du centre.
- \* Mise en service d'un Numéro Vert.
- \* Développement en cours de centres à l'intérieur du pays, et de Procédures Opérationnelles Standards.

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## NORTH AFRICA MIDDLE EAST

### ToT for National Pest Sector-Sudan

CropLife Africa Middle East organized a ToT course on Safe Use of the National Pest Sector in Sudan. The training was held on 12-16 July 2009 at the Plant Protection Directorate (PPD) in Khartoum North.

The course was held under the auspices of the Federal State Minister of Agriculture while local organisation was co-driven by the PPD and the Sudan Agrochemicals Association (SAGA).

27 master trainers attended the course representing PPD staff from various regional states together with private sector personnel from SAGA member companies



Federal State Minister presenting Certificates

The course was facilitated in Arabic by Dr. Said Abdella and included presentation workshops, work exercises, lesson plans and participative exercises in addition to written tests and lesson assignments.

Secretary General of SAGA, Mr. Faisal Mohamed Ali, said SAGA will continue to cascade training on Safe Use in Sudan and will prioritize the rollout of IPM training in the course of 2009 and 2010.

All participating 27 master trainers completed the prescribed course and were awarded certificates of competence as Safe Use trainers.

The Federal State Minister attended both the opening and closing sessions and paid tribute to CropLife AME for supporting stewardship training programmes in Sudan. He also commended the close co-operation rendered by SAGA to the MOA and its different directorates in sustaining training activities in the country.



Group photo-Sudan ToT -16 July 2009.

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## Regional Coordinator meets with Director General of AOAD

The Regional Coordinator held a meeting on 22 July 2009 with the Director General of the Arab Organisation For Agricultural Development (AOAD), Dr. Tariq Ben Moosa Alzadjali.

The meeting was held at the headquarters of the AOAD in Khartoum where congratulations were conveyed from CropLife AME to Dr. Alzadjali on his recent election as the new Director General of the AOAD.

Discussions focused on the ongoing cooperation between the two organizations with emphasis on the regional regulatory initiative on pesticide regulations in countries of North Africa and the Middle East.

Dr. Alzadjali commended CropLife for its efforts and gave assurance of stronger support and cooperation with CropLife AME regional initiatives within the frame of the cooperation agreement between CropLife AME and the AOAD.



Regional Coordinator, Ali Moh'd Ali with Dr. Alzadjali at AOAD HQ

## LE COORDINATEUR REGIONAL RENCONTRE LE DIRECTEUR GENERAL DE L'AOAD

Ali M. Ali, le Coordinateur Régional, CropLife Africa AME a eu une séance de travail avec Dr Tariq Ben Moosa Alzadjali, récemment élu directeur général de l'organisation arabe pour le développement agricole (Arab Organisation for Agricultural Development, AOAD). La séance de travail a eu lieu au siège de l'organisation à Khartoum, Soudan, le 22 Juillet, 2009.

Ali M. Ali a félicité, au nom de CropLife AME, le Directeur Général, et présenté les activités de coopération en cours, notamment l'harmonisation régionale des réglementations dans les pays d'Afrique du Nord et du Moyen Orient.

Dr Alzadjali a loué CropLife AME pour ses efforts et donné l'assurance pour un plus grand appui aux initiatives régionales de CropLife MAE dans le cadre des accords de coopération entre les 2 organisations.

## WEST & CENTRAL AFRICA

### STEWARDSHIP & SUSTAINABLE AGRICULTURE

Two IPM / Responsible Use – Safe Use training initiatives took place in Cameroon, 17– 8 July in Bamenda and 23- 25 July in Kumba. The objective of the training was to build capacity through subject matter training for responsible uses and handling of CPP's. 94 participants attended the two sessions made up of 8 regular trainers, 49 farmers, 4 applicators, 7 agronomists, 21 stockists/retailers/dealers and 5 others.

The following topics were covered:

- Basics of pesticides: families, formulations, labels labelling and packaging, directions for use
- Toxicity of pesticides: dangers and safety instructions, PPE
- Pesticides Legislations and Regulations
- Transport and storage of CPP's
- IPM and Responsible Use of CPP's
- Container and Waste Management
- Identification, packaging and management of obsolete stocks
- Illegal and counterfeit pesticides

The courses were facilitated by 5 master trainers from CropLife Cameroon member companies and 2 trainers from the Ministry of Agriculture and Rural Development under the supervision of Mrs Etoundi, Tot's facilitator.

### RESPONSIBLE USE—SAFE USE OF COTTON INSECTICIDES

A Responsible Use/Safe Use training took place in the cotton growing areas (SOFITEX farms) in Burkina Faso over a 9 day period. The objective was to ensure responsible and safe handling and uses of cotton insecticides to protect human health and the environment, and optimise cotton insecticide treatment.

Approximately 250 extension agents were trained to handle pesticides and able to support/assist farmers with insecticide application.

Further training will be conducted for farmers and behaviour changes monitored so that gaps can be identified for future programs.



**TRAINING OF APPLICATORS AND RU/SU**

Reading the label of a quality authorized product for proper handling (L) and correct calibration of the sprayer (R) to achieve efficient protection of the crop (Photo: courtesy of CropLife Nigeria).

Training of Applicators was conducted on 17-18 July in Abakalki, Ebony State, Nigeria. The objective was to promote / support rice production and productivity through the correct and responsible use of approved pesticides in key rice-growing regions of the state and to contribute to rural employment through establishment and training or re-training of key contract applicators.

The session was attended by 30 participants, made up of 12 contract applicators, 8 dealers and 10 farmers. Four female farmers attended the training. A range of topics were covered including:

- \* Legislations/Regulations
- \* Responsible Use / Safe Use
- \* Spray ers Calibration/Maintenance
- \* Quality / Anti-Counterfeiting

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## EAST & SOUTHERN AFRICA

### CROPLIFE UGANDA—ANTI COUNTERFEITING RADIO CAMPAIGN

CropLife Uganda undertook a survey to get maximum mileage out of their Anti-Counterfeiting campaign. Following this they elected to use “radio” as the communications channel to get their message across.

The campaign is mainly through broadcasting of radio programs targeting the CropLife and UNADA (distribution organisation) members and the farming community in identified regions. The programmes are run on existing business programmes on a number of FM Radio Stations that focus on business and farming issues. These are programmes that are run on a daily or weekly basis depending on the audience and the geographic region in which they are broadcast.

#### Relevance of Radio in Reaching Large Audiences in Uganda

FM Radio stations in Uganda are the principal channels of communication in terms of reach to the adult population, particularly the rural population.

According to a Uganda Bureau of Statistics report (2006), 63% of households in Uganda own a radio. Recent independent surveys by the International Labour Organisation and the Steadman Research Services in Uganda indicate household ownership of radios to be between 80% and 90%. Even at lower figures, radio reaches more than 10 times the number of people reached by other media channels such as TV and Newspapers.

A survey carried out by the Steadman Research Services, commissioned by the ILO and funded by SIDA in 2005, estimated listenership to the business programmes alone, was upwards of 7 million people in Uganda. Men and women were equally listening to these programs. At that time, the total number of FM stations was about 84; currently that number has grown to more than 140 FM stations. The large majority of these radio stations are privately owned serving the general public in specific regions (radio footprint) or serving specific communities (Community FM Radio Stations).

While there are some clear leading stations in the industry, to effectively reach a large majority of Ugandans in languages they understand and on stations they would most likely listen to, an organisation would have to broadcast on multiple radio stations.

Most radio programmes, and in particular the business programmes, have been established in consultation with the target audience in terms of the language in which they should be broadcast, and the timing of the programmes.

#### Radio Campaign Sponsorship

CropLife Uganda will be sponsoring the first month of the campaign. In the first month, the main issue of focus will be Counterfeit agrochemical products in the country, and the effects they are having on the smallholder farming community. Other issues in the Agro-inputs sector that will be identified by UNADA will follow over a period of six months.

Although CropLife and UNADA will initially sponsor these programs, it is envisaged that other stakeholders will join to make the broadcasting more sustainable.

**CROPLIFE UGANDA—ANTI COUNTERFEITING RADIO CAMPAIGN cont..**

This radio campaign will be complemented by training sessions of agro-input dealers and publications in the major daily Newspapers in the country.

**Theme of the Radio Campaign**

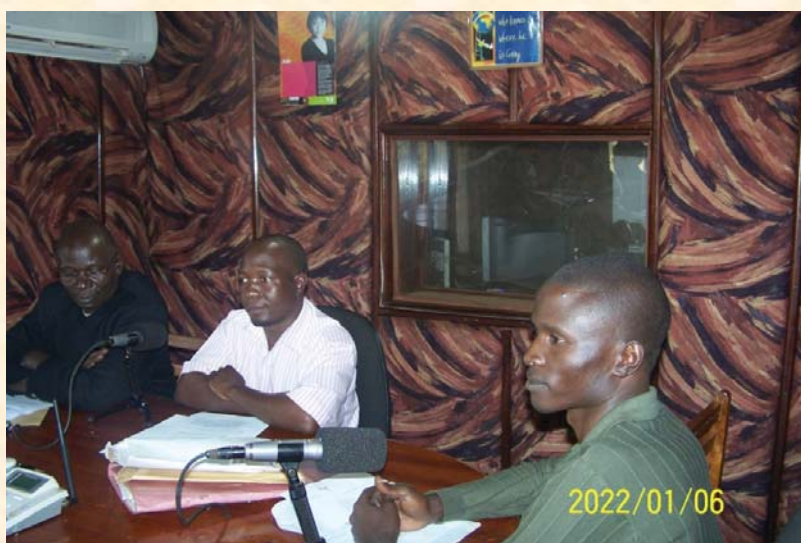
The theme of these radio programs is: Farmer Get Enlightened (Omulimi Labuka). This theme is aimed at raising awareness about the impact of counterfeit agrochemical products to the end user, the farmers, as well as those who deal in such products along the supply chain to the farmer.

The campaign will aim at producing and broadcasting programmes targeted at smallholder farmers and CropLife and UNADA members and stakeholders. On these programs a sequenced range of issues will be broadcast, allowing the different stakeholders to dialogue and partly drive the agenda on issues being covered.

Each region of the country will be targeted with programs that address region-specific issues. These programmes will be broadcast in local languages or the language most preferred by the target audience.

These programs will also be timed to follow the different economic activity cycles for the different agricultural activities across the country.

The overall CropLife/UNADA campaign will run for a period of seven months to ensure that the issues are covered adequately, and that there is enough time built into the program to enable participation and working relationships between the radio stations and the respective sponsors.



At the Jingo Rado Talk Show: L – R Bagala Sulaiman, District Agricultural Officer, Mafabi Muwani, MAAIF, Kabogoza Badru, CropLife Uganda

**CROPLIFE OUGANDA: CAMPAGNE RADIO ANTI-CONTREFAÇONS**

CropLife Ouganda a décidé d'utiliser la « radio » comme moyen de communication atteindre une plus grande audience dans sa campagne Anti-Contrefaçons. La campagne est une série de programmes ciblant les membres de CropLife, UNADA (organisation de distribution) et la communauté agricole dans des régions bien identifiées, sur des stations FM émettant sur des activités commerciales et agricoles.

La couverture et l'audience, le sponsoring et les thèmes de campagne ont été déterminants dans le choix des émissions « radio » comme outil pour la campagne.

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## BIOTECHNOLOGY

### Drought Tolerant Maize Promising

Drought tolerant (DT) maize trials conducted under the “Water Efficient Maize for Africa” (WEMA) project are showing promising results in two water controlled sites planted in the dry Northern Cape, South Africa. The project aims at developing white maize hybrids efficient in water usage.

The trials, now in their second year, showed a net difference between the hybrids harbouring the drought trait as compared to the conventional hybrid, namely less leaf firing under drought stress in the transgenic drought tolerant hybrids. Research in its early phase, is focused on the evaluation and deployment of the DT technology and seed is expected to be commercially available in South Africa by 2015.

To simulate drought stress – as experienced in sub-Saharan Africa – drought stress is imposed during the two critical phases for maize growth, flowering and grain-filling. These are both critical stages when water stress could cause substantial yield loss. Moreover, resource-poor farmers in Africa historically experience drought at these stages. Farmers who are hit the hardest are smallholder farmers in Africa who can't afford irrigation and rely entirely on rain.

Drought during the flowering stage of maize can cause yield losses of between 50% and 100%. Drought stress at the “grainfill stage” can cause a yield reduction of around 25%.

### Ethiopian Parliament Approves Biosafety Bill

According to reports, the Ethiopian Parliament has approved a new Biosafety bill, which clears the way to establish a National Biosafety Clearing House.

The new legislation, which is based on the international Biosafety law, states that any transit, import, and production of biotech crops must be done under consent of the Federal Environmental Protection Authority (FEPA).



### GLOBALGAP

The meeting of the National Technical Working Group took place in Pretoria on 31 July.

Areas covered included feedback and progress on the National Interpretation Guideline as well as the proposed release date of Version 1.0.

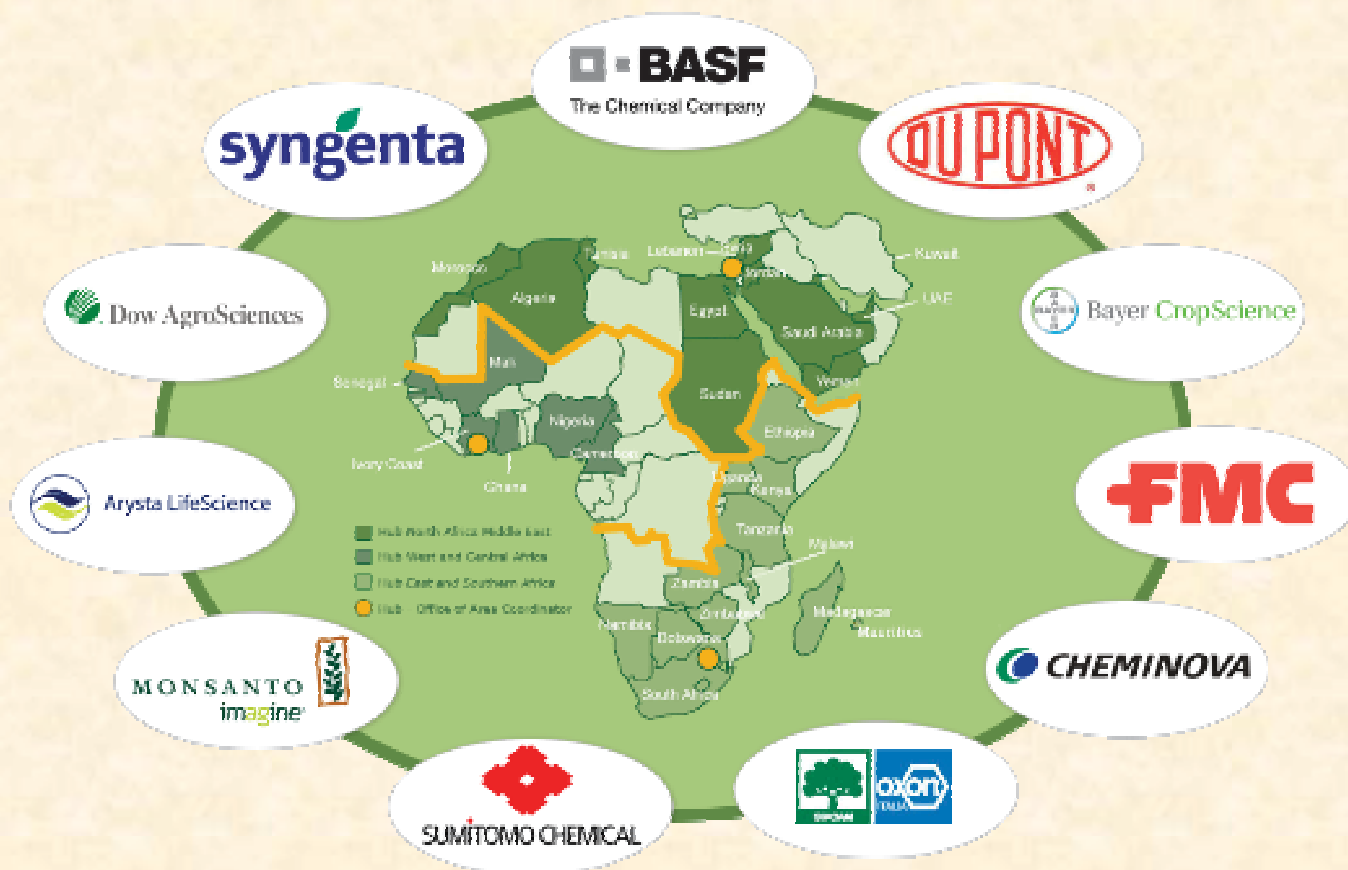
The meeting was informed that social responsibility, although not obligatory is being requested by one of the supermarket chains and as a result a “GRASP” programme has been developed with specific training to be built around this.

No progress has been made in developing the interpretation guideline for the small-scale farmer. This will be brought to the attention of GlobalGAP.

**INTERNATIONAL PUBLIC HEALTH PESTICIDES WORKSHOP  
BRINGING NEW PESTICIDES PRODUCTS TO MARKET**

The International Public Health Pesticides Workshop—Bringing new Pesticides Products to Market will be held from 29 September—1 October 2009 in Geneva, Switzerland.

The International Public Health Pesticides Workshop—“An Examination of the Barriers and Possible Solutions for Bringing New Public Health Pesticides Products to Market in Developing Countries” is organised by the Secretariat of the Stockholm Convention, in collaboration with the Chartered Institute of Environmental Health, CropLife International, the United States Environmental Protection Agency and the World Health Organisation.



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**GROWING FOOD - CREATING RENEWABLES - SUPPLYING SUSTAINABLY**

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