



NEWSLETTER

Association for International Agriculture and Rural Development

A Tribute to Jan Noel *"A Life of Dedication and Accomplishment"*



Jan Noel

Sadly, this spring, Dr. Jan Noel, Associate Director of International Programs at Washington State University (WSU), died in an untimely farm accident. In our association and in her work, Jan was known and appreciated as a bright, innovative, hard working, articulate colleague and friend in international

development. The case studies her program contributed to AIARD's a publication, " Food: The Whole World's Business" compilation, reflected that innovation.

Jan constantly sought ways to collaborate across international borders. As one of AIARD's most vibrant members, she recruited and encouraged young people to join our association. In the words of her colleagues at Washington State:

"Jan was an imaginative leader, a tireless worker and a loyal colleague not only to those of us in the International Programs office but also to many people in numerous countries whose lives she touched through her work. As a consequence of her dedication to fostering partnerships with universities and other institutions overseas, there are professionals with graduate degrees, educators and researchers around the world with well-appreciated links to WSU."

David O. Hansen
AIARD Past President (2002-2003)

2003 Annual AIARD Meeting *A Great Success!*

The 39th Annual Meeting of the Association for International Agriculture and Rural Development (AIARD) was a tremendous success in every way this year, including the level of participation, as well as the quality and depth of the program. This year's theme, *"Enhancing the Impact of International Agriculture and Rural Development: Resources, Strategies, and Coordination"* was particularly relevant and timely, given the Associations' commitment to support the 1996 World Food Summit pledge to reduce by 50% the world's hungry and undernourished by the Year 2015. Distinguished presenters from the donor, university, private sector and non-governmental organization (NGO) communities shared with conferees the latest information over three sub-themes: (1) New Resources and Paradigms; (2) Linking Strategies in Agriculture and Rural Development; and (3) Future Priorities. The presentations engendered lively interactive discussions with the conference participants. The conclusions that were drawn suggest that a broader emphasis be placed on market development, improving transportation systems, expanding access to credit, enhancing opportunities for off-farm employment and property rights issues.

Kudos to the 2003 conference planners, with a special appreciation to Past President, David Hansen for his hard work and leadership. We would also like to give a whole-hearted welcome and best wishes for a successful year to our 2004 President, John Yohe.

Harriett A. Paul
Chair, AIARD Information Committee (2002-2004)

Updates on International Education & Training Programs

The University of Illinois together with Southern Illinois University implemented the TIPAN project, which was a \$60 million USAID investment in the Northwest Frontier Province Agricultural University (NWFP-AU) in Peshawar, Pakistan, during the ten-year period from 1984-1994. The acronym TIPAN stands for "Transformation and Integration of the Provincial Agricultural Network". As the project title implies, the NWFP-AU was transformed into a land-grant-type institution with responsibility for the teaching - research - outreach missions in all sectors of agriculture in the entire Northwest Frontier Province. Today, the NWFP-AU has taken its place as one of the best agricultural institutions in southwest Asia. When USAID became engaged in the reconstruction of Afghanistan, it was logical for Illinois to explore the possibility of using the NWFP-AU institution as a location where training can be provided - until the higher education infrastructure in Afghanistan is re-established. The NWFP-AU response to this request has been 100% positive. An Illinois field office has been established in Peshawar and agricultural leaders from Afghanistan are expected to soon begin to arrive for specialized short-term training courses. Some long-term degree study may occur in the future. Funds for these initial activities will flow from AID/Washington to the International Arid Lands Consortium (IALC), which is headquartered at the University of Arizona in Tucson. Illinois is one of six universities that make up the IALC, along with three research agencies in Egypt, Israel and Jordan.

USDA-CSREES Recruits Experts for Overseas Programs

The International Programs office in USDA's Cooperative State Research, Education, and Extension Service continues to recruit a variety of experts from the Land-Grant system to work on projects overseas. For example, in recent months, the office has accessed expertise from Langston University, Texas A&M University, Pennsylvania State University, Washington State University, Ohio State University, Idaho State University, Iowa State University, Mississippi State University, Montana State University, and the University of California at Davis to work on CSREES' Marketing Assistance Project in Armenia. Technical areas being covered were goat and dairy production, IPM, viticulture, food safety and science, poultry production, cheese quality enhancement, credit systems, farm association building, higher education programming, irrigation technology, youth development, extension reform, direct marketing, organic production, beet production, new meat products, and post harvest storage.

CSREES also coordinates projects in West Africa and frequently works with USDA's Foreign Agricultural Service to identify university faculty for short-term overseas assignments. In addition, the International Programs office has launched a "National Initiative to Internationalize Extension" that is working with the U.S. Cooperative Extension System to help local communities better understand the local implications of global issues.

For more info about these kinds of opportunities, please contact the International Programs office at 202-720-3801.

Dr. William Rivera Spends Sabbatical with FAO

Dr. William McLeod Rivera, Associate Professor at the University of Maryland, College Park, has recently returned from a sabbatical leave with the Food and Agriculture Organization of the United Nations (FAO/UN) in Rome, Italy. His assignment was to develop a white paper on “The Food Security Challenge: Extension Policy, Strategy and Guidelines to Promote Food Security”.

Related to his assignment, Dr. Rivera attended the Latin American regional seminar on “The Reform of Rural Institutions having to do with Extension/Technical Assistance” (La Reconstrucción de las Instituciones Rurales en el Ambito de los Servicios de Asistencia Técnica) that was held May 26-28, 2003. At the seminar he also made two presentations, one on “Global Developments Shaping Extension” and the second on “Extension’s Role in Promoting Food Security”. Following this seminar, he carried out an FAO/UN mission to Bolivia, and also attended and presented papers at the Extension Forum held in La Paz on 10-12 June.

With Gary Alex, consultant to the World Bank, Dr. Rivera has compiled over 40 case studies on “Extension and Rural Development”, following the World Bank International Workshop on that subject, held in Washington, DC in November 2002. Many of the case studies, in unedited form, are already on the World Bank website: www.worldbank.org/AKIS. The plan is for the hardcopy to be published by the end of the year, 2003.

Talking Global Interdependence

Abraham Lincoln wrote, “Public sentiment is everything. With public sentiment nothing can fail; without it, nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes or decisions possible or impossible to be executed.” AIARD’s efforts to shape public policy in Washington — like offering Congressional testimony — are appropriate and valuable. But the President who brought land grant universities and agricultural extension into being would surely agree that molding public sentiment in support of international rural development requires something more than Congressional testimony. A new guide to talking to the public about global agricultural issues makes that job a little easier. *Global Interdependence in Agriculture: A User’s Guide for Effective Communication* is a product of a collaboration between the US Department of Agriculture’s Cooperative State Research Education and Extension Service and the Aspen Institute’s Global Interdependence Initiative, directed by David Devlin-Foltz. Carol Radomski, a consultant to CSREES, adapted the guide from research that the Initiative commissioned from the FrameWorks Institute. Several AIARD members served on the nationwide project advisory committee. The handbook is available online at the project website, www.aspeninstitute.org/gii and soon will be available on the USDA/CSREES/IP website.

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A USAID-Funded Project on Striga Control in Ethiopia Produces Dramatic Results

The collaborative project between the Ethiopian Agricultural Research Organization (EARO) and the International Sorghum and Millet Collaborative Research Support Program (INTSORMIL) focused on developing effective control for the parasitic weed, striga, in Ethiopia. Striga has become endemic in many of the sorghum and millet producing regions of Ethiopia, as well as in many other African countries. Available control measures are often found to be either too expensive or impractical for subsistence farmers in Africa. A pilot project in Ethiopia, funded by the U.S. Agency for International Development (USAID) Office of Foreign Disaster Assistance (OFDA) took an Integrated Striga Management (ISM) approach by combining striga-resistant sorghum cultivars with the use of inorganic fertilizers and a water conservation measure using plowing to create tied ridges. The project started in 2001 with large-scale production by EARO of five tons of two striga-resistant sorghum cultivars. During the 2002 crop season, the pilot project was implemented as an emergency-seed, relief-and-demonstration effort in four regions (Amhara, Tigray, Oromia, and Southern) of Ethiopia with outstanding results. A total of 880 one-half hectare demonstration plots were grown in the four regions. Plots planted to the ISM package (striga resistant sorghum cultivars, P9401 and P9403, with application of 80kg/ha of urea and tied-ridges to avoid water runoff) yielded as much as four tons/ha while susceptible local cultivars yielded less than one ton. In severe cases, where striga infestation was high, local cultivars failed to produce any grain. The striga-resistant sorghum cultivars from Purdue University supported few emerged striga plants, and when complimented with water conservation and nitrogen fertilization, were nearly free of striga. OFDA provided resources for seed production and distribution as a relief effort to distribute striga-resistant sorghum cultivars to farmers threatened by drought and striga. INTSORMIL research

funds were used to support the research and development components of the pilot project. Past research on development of the striga-resistant sorghum cultivars used in the pilot project was supported by USAID through INTSORMIL and by the Rockefeller Foundation via grants to Purdue University.

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Case Study

Building Senegal's Trade in Horticultural Commodities with the US.

Program Area: Expanding trade and developing business.

Partners: University of Minnesota and SYSPRO (Dakar, Senegal). **Funded** by USAID under the African Trade and Investment Policy Program (ATRIP).

Principal Mutual Benefits: The following describes the project activities. This project is intended to offer the opportunities and benefits envisioned in the Africa Growth and Opportunity Act to horticulture producers in Senegal. The focus of the project is direct support to trade and investments with Senegal in vegetable and fruit products and the equipment associated with these enterprises. The goal is to create new business partnerships between Senegal and American food businesses.

Issue and activity: Lack of Commodities from Senegal on APHIS Admissible List

With the exception of green beans, Senegal does not have a single high-value, fresh vegetable or fruit product approved for importation into the USA by USDA/APHIS. Pest Risk Assessments (PRAs) need to be completed for each commodity. The choice of PRAs must coincide with the market opportunities for select horticulture crops. To date, two PRAs specific to Senegal are under development: asparagus and melons. These will be submitted for review to APHIS expanding the potential crops for the American market. In addition, okra has been selected as the next potential commodity. Working with scientists at the Department of Plant Protection, staff will be trained in the process of preparation and peer review of the PRAs.

Issue and Activity: Trade Development With the USA

Senegalese commodities are unknown in the US market. Food businesses in general are not high-risk takers especially with perishable products shipped half way around the world. The produce must be test-marketed with American consumers. The logistical details required to land high quality produce meeting consumer expectations must also be established. Within the first year, five shipments of green beans arrived in the Upper Midwest for test marketing in restaurants and wholesale distributors. The initial response for "fillet" green beans has been very positive from the quality perspective as well as the cost to the American businesses compared with their current sources of green beans.

Issue and Activity: Market Information System

Senegal will be entering the highly competitive American Market. The producers and exporters will need to identify quickly and accurately the market windows

for their produce. Key to this will be the market windows providing the producers and trade associations the highest economic returns. The success to this aspect of the project will be instilling in Senegalese producers the understanding of the production and marketing system as a whole chain. Using modern information systems to determine client markets with the highest potential is the final aspect of this project. The project is developing a planning tool for growers and trade associations, effectively creating the production-market system chain for Senegal to become competitive.

Shared Mutual Benefits

Through the above mentioned activities, Senegalese producers and government officials are learning what is required to be successful in a consumer-driven market environment. In addition, outreach efforts to trade associations and producers in Senegal educate them on producing a quality product. American consumers benefit from an additional source of fresh fruits and vegetables consistent with their expectations. Through this collaboration, the respective government departments continue to serve the role enforcing the regulations, ensuring a safe and healthy food supply.

Project Costs: USAID allocated \$700,000 for the two-year contract.

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AIARD Membership Drive

AIARD is stepping up efforts to double its membership over the next two years. There are so many great people in our field who are not presently AIARD members and we will be asking for your recruitment assistance to bring them into our network.

We will be adding additional members to the AIARD Membership Committee from the various types of organizations represented in AIARD and they will help organize the campaign at their universities, companies, NGOs, government agencies, etc.

We are particularly interested in increasing our private sector membership and will need the help of those in the states who have good private industry contracts. Of course, the campaign will continue to emphasize inviting prospective members to the two AIARD main events of the year: the Capitol Hill Forum and the Annual Meeting.

Recall that our membership fees are a true bargain: \$15 for students professionals and \$35 for professionals. Stay tuned, you will be hearing more via the AIARD email network and from committee members!

Sue Schram, Membership Committee Chair

Individual Accomplishments

In March, 2003, **Dr. Bobby R. Phills**, former Dean and Director, Land-Grant Programs, Florida A&M University College of Engineering Sciences, Technology and Agriculture (CESTA), was appointed to serve as a member of the Board on Agriculture and Natural Resources by the National Research Council (NRC) of the National Academies through December 31, 2005.

The Board on Agriculture and Natural Resources is the major program unit of the National Academies responsible for addressing issues of agricultural production and related matters of natural resource development including forestry, fisheries, wildlife, and land/water use. The Board maintains a critical overview of the several fields under its purview so that it is aware of relevant work relating to policy formulation, technological assessment, research and development, manpower, funds, emerging issues and problems. Also, the Board is responsible for planning new studies, conducting oversight on projects carried out by its subsidiary committees and making an annual appraisal of accomplishment and potential new initiatives.

Special Recognitions

Deanna M. Behring, Director of International Programs in the College of Agricultural Sciences, at Penn State University, is the recipient of the **W. LaMarr Kopp Staff International Achievement Award**. This award honors staff members who have made vital contributions to the University's international mission. Behring came to Penn State in September 2000, equipped with substantial international experience, including service with the International Affairs in the White House Office of Science and Technology Policy and the Central Intelligence Agency. Among her academic accomplishments had been to acquire a certificate in Chinese from Feng China University in Taichung, Taiwan, and a certificate in French from the Alliance Française in Paris. In less than three years, she has reorganized and revitalized the international presence of the college. Among her significant achievements has been the designation of two Centers of Excellence to focus the college's attention on international activities. The Center of Excellence in Central and Eastern Europe builds on longstanding Cooperative Extension programs and a successful study abroad program with Moscow State Agricultural University. Recent additions to college programming under her leadership include another student exchange program with L'viv State Agricultural University in Ukraine, funded by the State Department and from the National Security Education Program. Similar emphasis now is being placed on a Center of Excellence in Latin America. Behring established the Global Fund Awards to underwrite travel of faculty, staff and students to help develop promising international projects. Thanks to a donation from former Pennsylvania Secretary of Agriculture Boyd Wolff, she also created GOTCHA, a "pass-it-on" fund to provide partial funding for students to travel abroad. She also instituted a program of Study Tour Grants to entice more faculty members to incorporate international activities into their coursework. Her office has produced an in-depth video presentation by students who have had international experiences. Behring donated her cash award to GOTCHA.