

Accelerating Vegetable Productivity Improvement (AVPI)

MONTHLY REPORT | NOVEMBER 2018



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Acronyms and Abbreviations

AVPI	Accelerating Vegetable Productivity Improvement
BMO	Briquetting Machine Owner
DAE	Department of Agricultural Extension
FDP	Fertilizer Deep Placement
FTF	Feed the Future
GAP	Good Agricultural Practice
IFDC	International Fertilizer Development Center
mt	metric ton
NGO	Non-Governmental Organization
NPK	Nitrogen, Phosphorus, and Potassium
SWOT	Strengths, Weaknesses, Opportunities, and Threats
UDP	Urea Deep Placement

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Highlights

Introduction

The Accelerating Vegetable Productivity Improvement (AVPI) project is the second partnership between the Walmart Foundation and the International Fertilizer Development Center (IFDC) to improve the livelihoods of low-income female vegetable and fruit farmers in Bangladesh.

The project targets the horticulture subsector (vegetables and fruits), which is particularly relevant to women farmers. The project is expected to reach an estimated 38,000 beneficiaries.¹ This report contains a monthly update covering project activities in November 2018.

Results

- **Area Coverage under Good Agricultural Practices (GAPs), including Fertilizer Deep Placement (FDP) Technology, in Winter 2018-19:** Winter season vegetable cultivation began in August. Application of GAPs, including FDP, by women horticulture farmers in winter 2018-19 started in the middle of August at AVPI project locations. As per AVPI weekly reports, a total of 3,258 hectares (ha) of vegetables and fruit area have been brought under FDP technology during the winter season of 2018-19 until the reporting period. Transplanting of winter season vegetables will continue through the end of January 2019 and picking/harvesting will continue through April 2019.
- **FDP Briquette Production:** Information is being collected on *Guti* (briquette) fertilizer production from 233 AVPI villages. In November 2018, a total of 246.75 metric tons (mt) of *Guti* urea and 30.50 mt of NPK briquettes were produced. The overall production of *Guti* fertilizers in AVPI villages during the winter 2018-19 vegetable and fruit season was 1,050.90 mt (957.40 mt of *Guti* urea and 93.50 mt of NPK briquettes) as of the reporting month.

¹ AVPI conducted a census during winter 2016-17 to determine the current agriculture status of all 28,360 women farmers who were trained during the IFDC-Walmart activity 2013-15 period in the Feed the Future (FTF) zone. A total of 21,892 farmers were found active in winter 2016-17. AVPI will train another 16,000 women horticulture farmers in 400 batches throughout the life of the project. Therefore, the number of expected beneficiaries will be 21,892 + 16,000 = 37,892.

Technical Activities

Winter Season 2018-19: AVPI began its winter season 2018-19 activities in August as per the approved work plan. The activities include: women horticulture farmers' training on GAPs (including FDP) and polynet houses with trickle irrigation; motivational meetings with previously trained women horticulture farmers; motivational workshops and operational training of fertilizer briquetting machine owners (BMOs); farmers' orientation training for demonstration establishment; establishment of demonstration plots to show the results of improved technologies compared to farmers' practices; vegetable marketing seminars to improve the knowledge of women horticulture farmers on product quality and marketing-related issues; and agro-input retailers' training to educate them on polynet houses and trickle irrigation systems and crop cuts.

AVPI completed the following activities for the winter 2018-19 season during November 2018.

Technology Transfer

- **Urea Deep Placement (UDP) Vegetable Demonstration Field Days:** During November 2018, AVPI organized four UDP vegetable demonstration field days, which included two events each on cauliflower and cabbage. The purpose of the field day programs was to compare the results of GAPs using UDP with the results of farmers' practice using broadcast urea. A total of 200 farmers (164 female and 36 male) visited the demonstration plots to see for themselves the crops' condition during these four events. After physical observation of UDP and broadcast urea plots, 10 pieces of the best quality cauliflower/cabbage were harvested from each plot and weighed separately in front of the participants. This showed the comparatively high yield in UDP plots. The results will be summarized after all picking from the demonstration plots is complete. AVPI completed five targeted UDP vegetable demonstration field days for winter 2018-19 with a total participation of 250 farmers (206 female and 46 male).



Women farmers with harvested cauliflower from an AVPI UDP demonstration plot



Demo farmer sharing her experience on the benefits of FDP technology with the participants of a field day program

- **UDP Vegetable Demonstration Plot Crop Cuts:** In November 2018, AVPI organized 11 crop cuts, which included eight crop cuts on cauliflower and three on cabbage. AVPI field monitoring officers and sub-assistant agriculture officers (SAAOs) of the Department of Agricultural Extension (DAE) jointly conducted the vegetable crop cuts.
- **Farmers' Field Crop Cuts on Vegetables:** In November 2018, AVPI organized 16 crop cuts from AVPI farmers' fields, which included 10 crop cuts on cabbage and six on cauliflower. AVPI field monitoring officers and SAAOs of DAE jointly conducted the vegetable crop cuts.
- **Field Data Entry:** The AVPI Monitoring and Evaluation (M&E) unit is continuing data entry of various events accomplished under the project as follows:
 - ✓ Agro-Input Retailer Training Evaluation Forms
 - ✓ Farmer Training Evaluation Forms (GAPs)
 - ✓ Farmer Training Evaluation Forms (Polynet)
 - ✓ Field Days (UDP) Participant List
 - ✓ Field Days (Polynet) Participant List
 - ✓ Agro-Input Retailer Training Participant Profiles
 - ✓ Motivational Meeting with Previously Trained Farmers List
 - ✓ Farmer Training (GAPs) Participant Profiles
 - ✓ Farmer Training (Polynet) Participant Profiles
 - ✓ Vegetable Marketing Seminar Participant List
 - ✓ Motivational Workshop and Operational Training of BMOs Participant List

Table 1 provides information on the activities accomplished as of November 2018 against targets for the 2018-19 winter vegetable season.

Table 1. Activities Conducted for 2018-19 Winter Vegetable Season Through November 2018

Activities	Unit	AVPI Progress Through November 2018			Remarks
		Target	Actual	%	
Objective 1: Fertilizer Deep Placement (FDP)/Good Agricultural Practices (GAPs)					
Farmer training	Batch	130	130	100%	
Farmer orientation for demo establishment	Batch	1	1	100%	
Motivational meeting with trained farmers	Number	100	100	100%	
Motivational workshop and operational training of BMOs	Number	2	2	100%	
Field demonstration	Number	15	15	100%	
Crop cuts from:					
➤ Demo plots	Number	15	11	73%	
➤ Farmers' fields	Number	20	16	80%	
Field days	Number	5	5	100%	
Design and develop technical leaflets, flyers, posters, signboards, flags, promotional bags, and caps		*	*		Continuing activity
Objective 2: Piloting Polynet Houses with Trickle Irrigation					
Farmer orientation for demo establishment	Batch	1	1	100%	
Field demonstration (seedling raising-5 + crop production-5)	Number	10	10	100%	
Farmer training	Batch	10	10	100%	
Field days	Number	10	5	50%	
Provide direct technical assistance to farmers in introducing polynet houses with trickle irrigation and FDP technology		*	*		Continuing activity
Agro-input retailer training	Number	2	2	100%	
Objective 3: Improving Farmer Market Knowledge/Access to Market Information					
Vegetable marketing seminar	Number	2	2	100%	

Media Campaign: The media campaign for AVPI activities during November 2018 is shown in Table 2, covering daily national newspapers, local print media, electronic media, and online news. In the media campaign, Walmart Foundation, as the donor, is always emphasized in relation to AVPI activities.

Table 2. Newspaper and Television Reports, News, and Publicity, November 2018

Sl. No.	News Heading	Media	Date/Time	Remark
A. Electronic Media				
1.	Farmer training and field days program at Meherpur	DBC News	06-Nov-18	https://youtu.be/Ka_X94hJIWs
2.	Farmer training and field days program at Bagerhat	Ekushey Television	30-Nov-18	
B. Print Media				
(i) National Newspaper				
1.	Farmers training program at Bagerhat Sadar	The Daily Sangbad	30-Nov-18	Hard Copy of News Documented
(ii) Local Newspaper				
1.	Field day program at Mujibnagar with farmer	The Daily Meherpur Protidin	06-Nov-18	Hard copy of news documented.
2.	Field day program at Gangni with farmer	The Daily Meherpur Protidin	07-Nov-18	Hard copy of news documented.
3.	Field day program at Jessore with farmer	The Daily Projonmer Bhavna	08-Nov-18	Hard copy of news documented.
4.	Field day program at Jessore with farmer	The Dainik Kalyan	08-Nov-18	Hard copy of news documented.
5.	Field day program at Jessore with farmer	The Daily Spandan	08-Nov-18	Hard copy of news documented.

Reporting

The AVPI Annual Report for the period November 2017-October 2018 was submitted to the Walmart Foundation.