



ATI NEWSLETTER

**JANUARY-MARCH
2026**

A quarterly newsletter published by the
Ethiopian Agricultural Transformation Institute

**Open AgriNet
to Power Digital
Agriculture**

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Agribusiness
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HDP Nexus
Project**

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**TRANSFORMING AGRICULTURE
THROUGH MECHANIZATION**



ATI QUARTERLY NEWSLETTER January- March 2026

CEO'S NOTE



Dear Colleagues and Partners,

Welcome to the January–March 2026 edition of the ATI's Quarterly Newsletter.

This quarter marks a strong and forward-looking approach, characterized by bold innovations, deepened partnerships, and tangible progress in advancing Ethiopia's agricultural transformation agenda. Across multiple fronts, the ATI has continued to drive integrated, inclusive, and technology-enabled solutions that respond to the evolving needs of farmers and the broader food system.

A major highlight of this quarter is the launch of Ethiopia OpenAgriNet, a groundbreaking digital public infrastructure designed to serve as the backbone of the country's agricultural ecosystem. This initiative represents a transformative step in addressing long-standing fragmentation in data systems and service delivery. By enabling secure, interoperable, and farmer-centered digital services, OpenAgriNet lays the foundation for scaling innovation, improving decision-making, and expanding access to critical agricultural services for millions of farmers.

Our efforts to strengthen agricultural commercialization and productivity also continued to yield results. The handover of tractors to Agribusiness Companies under the ACCII program is enhancing mechanization and enabling farmers to transition toward more efficient and market-oriented production systems. At the same time, our ongoing work in promoting agribusiness

development is unlocking new opportunities for investment, value addition, and job creation.

The quarter also demonstrated the impact of integrated approaches in addressing complex challenges. The progress of the Humanitarian–Development–Peace Nexus Project highlights how coordinated interventions can restore livelihoods, build resilience, and promote stability in communities affected by conflict and displacement. Similarly, our continued investments in capacity building, policy development, and extension systems are strengthening the foundations for long-term, sustainable transformation.

As we move forward, our focus remains clear: to accelerate a resilient, inclusive, and market-driven agricultural transformation that delivers tangible benefits for smallholder farmers and the nation. The progress achieved this quarter reinforces what is possible through strong partnerships, innovation, and a shared commitment to impact.

I would like to extend my sincere appreciation to our partners, stakeholders, and dedicated team members for their continued collaboration and contribution.

Mandefro Nigussie
Chief Executive Officer

Innovations to help our country grow



Ethiopia OpenAgriNet to Power Digital Agriculture

A GROUND BREAKING NATIONAL DIGITAL AGRICULTURE PLATFORM LAUNCHED TO CONNECT MILLIONS OF ETHIOPIAN FARMERS WITH SMARTER, AI-POWERED AGRICULTURAL SERVICES.



In a major step toward reimagining the future of agriculture in Africa, the ATI, in partnership with the Center for Open Societal Systems (COSS) and Protean eGov Technologies Limited, officially launched Ethiopia OpenAgriNet (Ethiopia OAN) on February 3, 2026, in Addis Ababa.

Ethiopia OpenAgriNet is a population-scale, AI-powered Digital Public Infrastructure designed to serve as the national digital backbone for Ethiopian agriculture. The platform brings together farmers, extension services, markets, climate intelligence, financial services, and government programs into a single, interoperable and trusted ecosystem. By integrating these critical components, the initiative aims to address longstanding fragmentation in agricultural data systems and service delivery, which has historically limited scale, efficiency, and impact.

Built on open standards and a consent-based data governance model, the platform places farmers at the center by ensuring data sovereignty, trust, and transparency. It is designed to reach millions of Ethiopian farmers by 2032 and to directly support the country's agricultural transformation agenda and food security priorities.

What sets Ethiopia OpenAgriNet apart is its strong alignment with the realities of Ethiopian agriculture. The platform incorporates voice-first access, enabling farmers to engage with digital services without requiring smartphones or reliable internet connectivity. It also delivers advisory services in local languages and uses location-specific artificial intelligence to generate tailored recommendations based on crop type, soil conditions, and climate variability.

The ATI will serve as the lead implementing partner, ensuring integration with national systems and alignment with the Digital Agriculture Roadmap (2025–2032). Speaking at the launch, Mr. Dawit Phillipos, Senior Director at the ATI, highlighted that fragmented data systems, poor data quality, and the absence of reliable verification mechanisms are major constraints in the sector. He emphasized that OpenAgriNet represents a transformative solution that will enable secure and interoperable data sharing, unlock innovation, and drive inclusive growth across rural communities.

The initiative also reflects a broader commitment to South–South collaboration and global digital public infrastructure models. With its open architecture and scalable design, Ethiopia OpenAgriNet is positioned not only as a national platform but also as a model that can be adapted by other countries across the Global South.



- AI-POWERED DIGITAL PUBLIC INFRASTRUCTURE LAUNCHED
- NATIONAL PLATFORM INTEGRATING FARMERS, MARKETS & SERVICES
- TARGET: REACH MILLIONS OF FARMERS BY 2032
- VOICE-FIRST ACCESS FOR LOW-CONNECTIVITY AREAS
- LOCAL LANGUAGE ADVISORY SERVICES
- CLIMATE- AND LOCATION-BASED AI RECOMMENDATIONS
- BUILT ON SECURE, CONSENT-BASED DATA GOVERNANCE
- PARTNERSHIP BETWEEN ATI, COSS & PROTEAN EGOV





50 Startups, 50 Digital Solutions Driving Agricultural Innovation

ATI EMPOWERED ETHIOPIA'S NEXT GENERATION OF AGTECH INNOVATORS THROUGH A NATIONAL ENTREPRENEURSHIP BOOTCAMP SUPPORTING SCALABLE DIGITAL AGRICULTURE SOLUTIONS.



The ATI's Digital Agriculture Team has successfully completed the Innovation Sprint – Entrepreneurship Mindset Bootcamp for 50 AgTech startups selected from a highly competitive pool of more than 370 applicants. The program, implemented in collaboration with the Ministry of Agriculture and financed by the World Bank through the Food Systems Resilience Program, was held from February 27 to March 6, 2026, in Adama.

This initiative marks an important step in strengthening Ethiopia's emerging digital agriculture ecosystem by nurturing innovation and building the capacity of young entrepreneurs. The selected startups demonstrated strong potential, creativity, and commitment to

addressing critical challenges within agricultural value chains.

Over the course of the bootcamp, participants engaged in intensive training designed to equip them with the skills needed to build sustainable and scalable businesses. The sessions focused on practical areas such as business model development, prototyping, marketing strategies, digital engagement, and regulatory frameworks. Beyond technical skills, the program emphasized cultivating an entrepreneurial mindset that enables innovators to navigate uncertainty and drive impact.

Participants were also introduced to the ATI's strategic priorities, including climate-resilient crop and livestock commercialization, youth employment initiatives under the ADEY program, and the role of digital agriculture in improving access to finance and services. This alignment ensures that startup innovations are directly linked to national agricultural priorities and transformation goals.

The Innovation Challenge builds on the ATI's previous digital initiatives, including the 8028 Farmers' Hotline and the National Market Information System, which have already contributed to shaping national strategies and roadmaps. By expanding the pipeline of digital solutions, the initiative aims to improve farmers' access to timely, reliable, and actionable information.

Following the bootcamp, participants presented their solutions during pitching sessions, with 20 startups selected to advance to the incubation phase. During this stage, they will receive continued mentorship, technical guidance, and business development support to refine their products and prepare for scaling and commercialization. The initiative represents a significant investment in Ethiopia's innovation ecosystem and its potential to transform agriculture through technology.



- 370+ APPLICANTS COMPETED NATIONWIDE
- 50 STARTUPS SELECTED FOR BOOTCAMP
- 20 STARTUPS ADVANCED TO INCUBATION PHASE
- 8-DAY INTENSIVE INNOVATION SPRINT
- FOCUS ON DIGITAL AGRICULTURE & YOUTH INNOVATION
- SUPPORTED BY WORLD BANK & MINISTRY OF AGRICULTURE
- MENTORSHIP, PITCHING & BUSINESS DEVELOPMENT SUPPORT
- LINKED TO NATIONAL AGRICULTURAL PRIORITIES





ATI CEO Positions Ethiopia's Agriculture as a Top Investment Frontier

ATI SHOWCASED ETHIOPIA'S AGRICULTURE SECTOR AS A HIGH-POTENTIAL INVESTMENT DESTINATION FOR AGRO-PROCESSING, COMMERCIALIZATION, AND EXPORT GROWTH.



At the 4th Invest in Ethiopia Forum held on March 27, 2026, in Addis Ababa, Dr. Mandefro Nigussie, CEO of the ATI, positioned Ethiopia's agriculture sector as one of the most promising and underutilized investment frontiers in the country.

In his presentation titled Driving Agriculture and Agro-processing Growth, Dr. Mandefro emphasized that agriculture remains central to Ethiopia's economic transformation, particularly in driving rural development and structural change. He noted that achieving meaningful transformation requires a comprehensive approach that includes increasing productivity, expanding commercialization, diversifying livelihoods, and strengthening access to markets, infrastructure, and services.

He further highlighted Ethiopia's strong comparative advantages, including vast arable land, abundant water resources, and a large and youthful labor force.

When combined with rising domestic and international demand and a supportive policy environment, these factors position the agriculture sector as a highly attractive destination for both domestic and foreign investment.



Dr. Mandefro underscored that agriculture offers scalable opportunities across a wide range of value chains, including cereals, horticulture, livestock, coffee, honey, dairy, and meat production. He emphasized that these value chains present significant opportunities for value addition, industrialization, and export growth.

As part of its strategic focus, the ATI is actively promoting agribusiness development through the establishment of 50 Agribusiness Companies. These companies are

designed to organize production, strengthen market linkages, and stimulate agro-processing activities. By doing so, they are expected to generate employment, increase export earnings, support import substitution, and improve farmer incomes. Through these efforts, the ATI aims to unlock the full investment potential of the agriculture sector and contribute to sustainable and inclusive economic growth.



- AGRICULTURE IDENTIFIED AS MAJOR INVESTMENT FRONTIER
- 50 AGRIBUSINESS COMPANIES UNDER DEVELOPMENT
- FOCUS ON AGRO-PROCESSING & VALUE ADDITION
- KEY SECTORS: COFFEE, LIVESTOCK, DAIRY, HORTICULTURE & HONEY
- EMPHASIS ON EXPORT GROWTH & JOB CREATION
- STRONG POLICY & MARKET OPPORTUNITIES HIGHLIGHTED



HIGHLIGHT





ATI Showcases Impact of HDP Nexus Project in Somali and Oromia Regions

ATI DEMONSTRATED HOW INTEGRATED HUMANITARIAN, DEVELOPMENT, AND PEACEBUILDING INTERVENTIONS ARE REBUILDING LIVELIHOODS AND RESILIENCE IN VULNERABLE COMMUNITIES.



The ATI organized a field day on February 14, 2026, to showcase the progress of the Humanitarian–Development–Peace Nexus Project in the Somali Region, bringing together representatives from government institutions, development partners, and humanitarian organizations.

The project is an integrated initiative that combines humanitarian assistance, development interventions, and peacebuilding efforts to support communities affected by conflict and displacement. It aims to rebuild livelihoods, promote self-reliance, and strengthen resilience among internally displaced persons, refugees, and host communities.

Within just five months of implementation, the project has reached more than 33,500 households across targeted areas. Activities include crop and livestock

commercialization, agribusiness development, and natural resource management, all designed to create sustainable income opportunities and reduce dependency on aid.

Participants observed ongoing field activities, including irrigated crop production, farmer production clusters, and livestock fattening groups. These interventions are already showing promising results in improving productivity and strengthening local economies.

The field day also provided a platform for stakeholders to exchange experiences and discuss opportunities for scaling successful models to additional regions. The event underscored the importance of integrated approaches that address immediate needs while building long-term resilience and stability.



- 33,500+ HOUSEHOLDS REACHED IN 5 MONTHS
- ACTIVITIES ACROSS SOMALI REGION TARGET COMMUNITIES
- FOCUS ON CROP & LIVESTOCK COMMERCIALIZATION
- SUPPORT FOR DISPLACED PERSONS & HOST COMMUNITIES
- IRRIGATION, FARMER CLUSTERS & LIVESTOCK FATTENING SHOWCASED
- PROMOTES RESILIENCE AND SELF-RELIANCE
- MULTI-STAKEHOLDER COLLABORATION PLATFORM CREATED

HIGHLIGHT





ATI Hands Over 41 Tractors to Agribusiness Companies

ATI ACCELERATED AGRICULTURAL MECHANIZATION BY DISTRIBUTING TRACTORS TO AGRIBUSINESS COMPANIES DRIVING CLIMATE-SMART COMMERCIALIZATION.



In a significant step toward strengthening agricultural mechanization and productivity, the ATI officially handed over 41 tractors to Agribusiness Companies on March 22, 2026, in Addis Ababa. The recipient companies were established under the Agricultural Commercialization through Climate-Smart and Inclusive Innovations (ACCII) program.

The handover marks an important milestone in the ATI's efforts to modernize Ethiopia's agricultural sector by enhancing access to appropriate technologies. Mechanization plays a critical role in improving efficiency, reducing production costs, and enabling timely agricultural operations, all of which contribute to increased productivity and competitiveness.

The Agribusiness Companies, which are being established across multiple regions, are designed to serve as key drivers of transformation by organizing farmers, facilitating aggregation, and strengthening

market linkages. By equipping these companies with tractors and other machinery, the ATI is enabling them to provide essential services such as plowing, planting, and harvesting, thereby supporting smallholder farmers in transitioning toward more commercial and market-oriented production systems.

The initiative is part of a broader effort to establish 50 Agribusiness Companies that will play a catalytic role in driving value addition, improving supply chain efficiency, and creating employment opportunities. With support from development partners, these companies are expected to contribute significantly to rural economic growth, increased exports, and improved livelihoods for farmers and pastoral communities.

The handover ceremony was attended by senior government officials and stakeholders, reflecting strong institutional commitment to advancing Ethiopia's agricultural transformation agenda.



- 41 TRACTORS OFFICIALLY HANDED OVER
- SUPPORTS AGRICULTURAL COMMERCIALIZATION THROUGH ACCII PROGRAM
- PART OF ESTABLISHING 50 AGRIBUSINESS COMPANIES
- ENHANCES PLOWING, PLANTING & HARVESTING SERVICES
- PROMOTES MECHANIZATION & PRODUCTIVITY
- STRENGTHENS MARKET-ORIENTED FARMING SYSTEMS
- CONTRIBUTES TO EMPLOYMENT & RURAL ECONOMIC GROWTH





ADEY Program Expands Financial Inclusion with SAFEЕ Digital Loan Launch

ATI EXPANDED YOUTH FINANCIAL INCLUSION THROUGH THE LAUNCH OF A NON-COLLATERAL DIGITAL LOAN SERVICE FOR AGRICULTURAL ENTREPRENEURS.



The ATI's Agriculture-focused Dignified Employment for Youth (ADEY) program marked a major milestone with the launch of the Sustainable Access to Finance to Enable Entrepreneurship (SAFEЕ) non-collateral digital loan service in the Somali Region.

The launch, held in Jigjiga from February 28 to March 1, 2026, brought together regional leaders, technical experts, and key stakeholders involved in supporting youth employment and agribusiness development. The event also included a capacity-building training aimed at equipping participants with the knowledge and tools needed to effectively implement and scale the initiative.

At the center of the launch was the introduction of an innovative Murabaha-based digital lending product designed to improve access to finance for youth-owned agricultural enterprises. By eliminating the need for collateral, the SAFEЕ loan addresses one of the most

significant barriers faced by young entrepreneurs in accessing capital to start or expand their businesses.

Participants received practical training on digital financial services, the SAFEЕ lending model, and complementary tools such as digital learning platforms and agro-processing techniques. The discussions also emphasized the importance of ensuring inclusive access, particularly for women, and explored strategies to promote gender-responsive financial services.

The initiative represents a significant step forward in expanding financial inclusion and empowering youth to actively participate in agricultural value chains. By providing accessible and tailored financial solutions, the ADEY program is helping to unlock entrepreneurship, create employment opportunities, and drive economic growth in underserved regions.



- SAFEЕ DIGITAL LOAN LAUNCHED IN JIGJIGA
- NON-COLLATERAL FINANCING MODEL INTRODUCED
- MURABAHA-BASED DIGITAL LENDING SOLUTION
- SUPPORTS YOUTH-OWNED AGRIBUSINESSES
- FOCUS ON WOMEN & INCLUSIVE FINANCE
- TRAINING ON DIGITAL FINANCIAL SERVICES PROVIDED
- BOOSTING ENTREPRENEURSHIP & EMPLOYMENT OPPORTUNITIES





ATI Strengthens Livestock Extension Through Master Trainer Graduation

ATI STRENGTHENED ETHIOPIA'S LIVESTOCK EXTENSION SYSTEM BY GRADUATING A NEW COHORT OF MASTER TRAINERS TO SUPPORT FARMER LEARNING NATIONWIDE.



The ATI's Livestock Commercialization Program graduated 38 Master Trainers for Livestock and Fisheries Farmer Field Schools on March 7, 2026, in Adama, marking another important step in strengthening Ethiopia's livestock extension system.

The trainers, drawn from across the country, completed two rounds of intensive training over a four-month period. The program focused on equipping participants with both technical expertise and facilitation skills to effectively support farmers and extension workers at the community level.

The Farmer Field School approach emphasizes participatory learning, allowing farmers to engage in hands-on problem-solving and knowledge sharing. By training master trainers, the ATI is creating a multiplier

effect that extends the reach and impact of livestock extension services across the country.

To date, the program has trained more than 70 master trainers and over 800 facilitators, demonstrating significant progress in building a robust, knowledge-based extension system. The initiative also complements the expansion of digital advisory services, which are increasingly being used to reach farmers at scale.

The graduation ceremony highlighted the importance of coordinated efforts and the integration of multiple extension approaches to ensure sustainability and effectiveness. The newly graduated trainers are expected to play a key role in advancing livestock productivity, improving farmer livelihoods, and contributing to broader agricultural transformation.



- 38 MASTER TRAINERS GRADUATED
- 4 MONTHS OF INTENSIVE TRAINING COMPLETED
- 70+ MASTER TRAINERS TRAINED TO DATE
- 800+ FACILITATORS TRAINED NATIONWIDE
- FARMER FIELD SCHOOL APPROACH EXPANDED
- FOCUS ON LIVESTOCK & FISHERIES EXTENSION
- SUPPORTS NATIONWIDE KNOWLEDGE TRANSFER



HIGHLIGHT



National Food Systems M&E Framework Developed to Drive Results

ATI ADVANCED EVIDENCE-BASED FOOD SYSTEMS TRANSFORMATION THROUGH THE LAUNCH OF A NATIONAL MONITORING AND EVALUATION FRAMEWORK.



In its role as Secretariat of the Ethiopian Food Systems Transformation and Nutrition initiative, the ATI officially received the national Monitoring and Evaluation framework and its associated indicators during a ceremony held on March 3, 2026.

The framework, developed by the International Livestock Research Institute, provides a comprehensive system for tracking progress, measuring impact, and ensuring accountability in the implementation of food systems transformation initiatives.

The handover represents a critical milestone in strengthening evidence-based decision-making and coordination across institutions involved in food systems transformation. By establishing clear indicators and a structured monitoring system, the framework enables stakeholders to assess progress and identify areas for improvement.

The initiative is further supported by the development of a digital dashboard that will facilitate real-time data access and analysis. This integration of digital tools is expected to enhance the effectiveness of the monitoring system and support timely and informed policy decisions.

The ceremony brought together high-level government officials, development partners, and technical experts, underscoring the importance of collaboration in achieving national food security and nutrition goals. The ATI reaffirmed its commitment to leveraging the framework to drive results and ensure that transformation efforts deliver tangible benefits for all Ethiopians.



- NATIONAL M&E FRAMEWORK OFFICIALLY RECEIVED
- DEVELOPED WITH ILRI SUPPORT
- DIGITAL DASHBOARD UNDER DEVELOPMENT
- ENABLES REAL-TIME MONITORING & ANALYSIS
- STRENGTHENS ACCOUNTABILITY & COORDINATION
- SUPPORTS FOOD SECURITY & NUTRITION GOALS
- PROMOTES DATA-DRIVEN DECISION MAKING



HIGHLIGHT



ATI Showcases Field-Level Impact to Government Delegates

SENIOR GOVERNMENT DELEGATES WITNESSED FIRSTHAND HOW ATI INTERVENTIONS ARE IMPROVING PRODUCTIVITY AND MARKET ACCESS AT GRASSROOTS LEVEL.



The ATI organized a field visit on March 26, 2026, for senior delegates from the National Bank of Ethiopia and the Ministry of Finance, providing them with a firsthand look at its agricultural transformation initiatives.

The visit took place in Lume District, East Shewa Zone, where participants received a comprehensive briefing on the ATI's strategic interventions, achievements, and implementation approaches. This was followed by field visits to avocado and banana cluster farms managed by model farmers in the Modjo area.

The experience offered practical insights into how cluster-based production systems are being implemented to improve productivity, enhance efficiency, and strengthen market linkages. Delegates observed how farmers are benefiting from coordinated support, access to improved inputs, and better integration into value chains.

The visit also included a tour of a nursery site supported by the ATI, where efforts to improve access to high-quality seedlings and planting materials were showcased. Overall, the field visit provided a clear demonstration of how the ATI's interventions are translating into tangible results at the grassroots level, contributing to improved livelihoods and sustainable agricultural development.



- FIELD VISIT CONDUCTED IN LUME DISTRICT
- DELEGATES FROM NATIONAL BANK & MINISTRY OF FINANCE
- AVOCADO & BANANA CLUSTERS SHOWCASED
- NURSERY AND SEEDLING INTERVENTIONS HIGHLIGHTED
- CLUSTER FARMING IMPROVING EFFICIENCY & MARKET LINKAGE
- DEMONSTRATED TANGIBLE FIELD-LEVEL IMPACT





Strategic Communication Key to Effective Agricultural Extension

ATI CONVENED A NATIONAL DIALOGUE TO STRENGTHEN AGRICULTURAL COMMUNICATION AND IMPROVE THE EFFECTIVENESS OF EXTENSION MESSAGING.



Recognizing the critical role of communication in agricultural transformation, the ATI convened a high-level policy dialogue on March 24, 2026, in Addis Ababa, focusing on agricultural messaging and media effectiveness.

The dialogue built on findings from a comprehensive assessment conducted in collaboration with Stichting Wageningen Research and Farm Radio International. The study examined Ethiopia's media landscape, including governance structures, content development processes, journalist competencies, and the overall quality and relevance of agricultural information disseminated through various media channels.

The forum brought together policymakers, researchers, farmers, and media professionals to discuss key

challenges and opportunities in strengthening agricultural communication. Participants emphasized that effective messaging must be demand-driven, timely, accessible, and grounded in research to meet the needs of farmers and other stakeholders.

The dialogue also highlighted the need to strengthen institutional coordination, improve journalist capacity, and enhance the accuracy and consistency of agricultural information. By addressing these gaps, stakeholders aim to ensure that communication becomes a powerful tool for supporting agricultural extension, driving adoption of innovations, and ultimately improving productivity and livelihoods.



- HIGH-LEVEL POLICY DIALOGUE ORGANIZED
- COLLABORATION WITH WAGENINGEN RESEARCH & FARM RADIO INTERNATIONAL
- FOCUS ON MEDIA EFFECTIVENESS & AGRICULTURAL MESSAGING
- EMPHASIS ON TIMELY AND RESEARCH-BASED INFORMATION
- ADDRESSED JOURNALIST CAPACITY GAPS
- STRENGTHENED COORDINATION AMONG STAKEHOLDERS



HIGHLIGHT



ATI Hosts Media Field Visit to Showcase Transformation in Action

ATI BROUGHT JOURNALISTS TO THE FIELD TO EXPERIENCE FIRSTHAND THE IMPACT OF AGRICULTURAL TRANSFORMATION INITIATIVES ACROSS ETHIOPIA.



The ATI organized a comprehensive media field visit for journalists from mainstream, public, and independent media outlets on January 15, 2026, following a detailed media briefing held at its headquarters a day earlier. The initiative was designed to strengthen media understanding of the ATI's programs while providing firsthand exposure to the practical implementation and impact of its interventions on the ground.

During the visit, journalists toured flagship Agricultural Commercialization Clusters in the Lume area of East Shewa Zone, where they observed how farmers are collaborating to improve productivity through the adoption of modern agricultural technologies. These included pressurized irrigation systems, improved seed varieties, and mechanization services that are enabling more efficient and climate-resilient production.

The field visit also highlighted how farmers are increasingly transitioning toward market-oriented agriculture, improving both household food security and income generation. Journalists had the opportunity to interact directly with farmers and local stakeholders, gaining deeper insights into the challenges and successes of implementing large-scale agricultural transformation initiatives.

In addition to crop production clusters, the visit showcased complementary interventions such as digital agricultural kiosks, one-stop service centers, and youth-led poultry farming enterprises supported through partnerships with development organizations. These initiatives demonstrate the ATI's integrated approach to agricultural development, combining technology, capacity building, and market access.

The visit concluded with a tour of a mechanization center in Arsi, where journalists observed how access to machinery services is improving efficiency, reducing labor constraints, and minimizing post-harvest losses. Overall, the engagement strengthened collaboration with the media and reinforced the importance of evidence-based reporting in shaping public understanding of agricultural transformation.



- MEDIA FIELD VISIT HELD IN EAST SHEWA & ARSI
- JOURNALISTS FROM MAINSTREAM & INDEPENDENT MEDIA PARTICIPATED
- AGRICULTURAL COMMERCIALIZATION CLUSTERS SHOWCASED
- MODERN IRRIGATION & MECHANIZATION TECHNOLOGIES HIGHLIGHTED
- YOUTH-LED POULTRY ENTERPRISES FEATURED
- DIGITAL KIOSKS & ONE-STOP CENTERS VISITED
- PROMOTED EVIDENCE-BASED AGRICULTURAL REPORTING



HIGHLIGHT



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