



Executive Corner



Joe Morrell,
Vice President &
Head of Logistics

MAI Team is Making the Vision a Reality

It has been nearly two years since my brother Paul first approached myself and several others about the possibility of working together with him on several farming projects in Ethiopia. To give us an idea of what we would be getting into, Paul arranged a meeting in Logan, Utah where several people who were already working with him in Ethiopia described the agricultural and dairy projects. I remember being fascinated by the prospect of introducing drought resistant varieties of wheat, new breeds of cattle capable of producing high volumes of milk, and state-of-the-art farming practices into Ethiopia. By the end of that meeting you couldn't help being very passionate about the potential and vision of these endeavors.

In the two years since that meeting, MAI has come a long way towards the realization of these worthy endeavors. During that time, we have encountered every type of adversity imaginable (and that's with a very good imagination!). Great sacrifices have been made. Uncountable frustrating situations and circumstances have been encountered. Often in the face of such overwhelming adversity it can be difficult to see the accomplishments that have been achieved.

We broke ground at the Alyssa Farm, in one of the most remote and inaccessible regions of Africa, less than 20 months ago with the mandate to establish a 10,000 hectare seed farm. Since breaking ground, we have put together the personnel, housing, shop, 120,000 quintal grain storage facility, equipment, and 200,000 liter fuel station necessary to clear and farm the land. We have cleared and cultivated over 3200 hectares of ground. We have a 300+ hectare working cattle ranch on its way to becoming a state-of-the-art dairy facility. We have assembled an outstanding team, office, lodging, and storage facility in Addis and Shashamene to provide support for both farms.

MAI has made great strides towards realizing the original mandates and vision. Professional people from both sides of the globe have come together to make all of this happen. I think all would agree that these efforts by MAI will have a great impact on all who come to benefit from them in the future.

I would like to express my appreciation to everyone at MAI for all your efforts and sacrifices to bring us to where we are now!

Joe Morrell

Beltu Farm

Dennis Strong, Beltu Farm Project Director



In July, the spraying that had started in June was finished. A dedicated crew, with only one sprayer, sprayed most of the farm not once, or even twice, but three times in some areas in order to combat the army worms. After repairing the pump twice, they finally had to replace the entire pump, but the job got done.

The impact of the root rot and the army worms has brought the yield down in some areas of the farm, but there are also many hectares of good looking wheat.



The total rainfall at the farm, since this season's crop was planted, stands at just over 8 inches, or about 210 mm. Not too far from the Beltu region, parts of Somalia are experiencing their worst drought conditions in 60 years.

MAI had a team of scientists visit the farm from the Agricultural Research Center and analyze the soil and plant conditions to provide recommendations on better crop management.

Another team of scientists visited the farm and performed an Environmental Impact Assessment that surveyed the impact that the farm has had on the local area in terms of job creation, lifestyle changes, economic impacts, changes to the land, and many other items. Their report is due next month.

Green Manure and Other Experimental Crops

The green manure crops of peas and beans served their purpose and have now been tilled into the soil to benefit the next crop.

The experiment of three different varieties of barley, on 100 hectares, has shown that they did not do well under the conditions on the farm this season.

Management Changes

Payroll and HR responsibilities have been transferred from the company partner InfoMind Solutions to MAI. We thank IMS for the great job they have done, since the beginning of operations at the farm, and their expert assistance in making this transition for over 100 employees.





Ongoing Construction

Construction on the silos moved into high gear with the arrival of the crane, and all four silos are now at their full height. The north tower and unloading area are ready for motor testing. The east tower and unloading area are also nearing completion. Once completed, each silo will hold nearly 7 million pounds of wheat.

A smaller, but very important construction project, also reached a milestone this month. Several hundred meters of pipe were laid and a pump was installed that provides water from the compound well to four houses, the dormitory, and a shower house. This means there will no longer be trucks, tractors, water tanks, and noisy pumps running every day just to provide water. A big thanks to Taz, Mark, and the construction crew that worked on this installation.

Land Clearing

No additional land was cleared this month, but staff on the farm did meet with the local communities and resolved any outstanding payments for land that had been previously cleared.

Additional Projects

MAI also donated three beehives and some beekeeping equipment to five local communities and an additional hive to the Beltu Woreda. The local Farmer Training Center will hold training sessions on how to utilize these modern hives to supplement local honey production.

In an effort to reduce livestock trampling the crops, and to foster community relations, MAI staff also built three ponds for the local kebeles that surround the farm.





Abera Chala visits the USA

Abera Chala, Kokosa Project Director

Abera Chala visited the USA in June to tour and learn more about modern dairy farms and practices, beef fattening, and cheese making techniques. He took this knowledge home with him to Ethiopia so that he can improve agricultural practices in the country. He visited the following places while in the States:

- Modern dairy farms.
 1. Modern dairy farm in Genola, Utah - In this dairy farm more than 300 cows are milked each day, and they supply milk for a cheese processing factory.
 2. Modern dairy farm near Genola, Utah - In this dairy farm more than 5,000 cows are milked each day, and the cows are milked three times every day. The cows produce 45-65 liters of milk per cow.
 3. Modern dairy farm in American Falls, Idaho - In this farm more than 400 cows are milked each day.
- Cheese processing facilities - BYU Creamery and Gold Creek Farm Cheese.
- Deseret Meats Slaughterhouse in Spanish Fork, Utah - Toured meat processing facility and observed meat marketing methods.
- Snake River Animal Fattening Farm in American Falls, Idaho - In this beef farm more than 40 thousand beef are fattened, according to the farm's manager.
- Dry farm in Pocatello, Idaho - Lloyd Ward's wheat farm.
- Seed cleaning facility - Abera also took some samples home to Ethiopia for trials (more than eight wheat varieties and about three barleys).

Kokosa Dairy Farm

Abera Chala, Kokosa Project Director

When Abera returned to Ethiopia after his trip to the USA, planting for forage development on the farm began. Staff on the farm planted elephant grass and buffalo grass.



MAI Facilities & Logistics

Contribution of Mamayenesh Teshome

Market Research for Software Developers

Since late June 2011, the MAI Logistics Department has been doing market research to find a software development company that could give us insights into future needs. It has proved to be a task that could take several months to have a selected company give us a price quote with a demo of what it would look like.

The Logistics Department started by inviting some of the well known companies in the city to come and discuss the issue. In the process of doing that, we were able to identify some of the areas that needed strengthening and some of the areas that were already excelling.

From the three companies that were responsible for working on a demo, only one was able to deliver the request. MAI is currently waiting to hear from the rest of the companies in the coming few days.

Farewell to Two MAI Staff Members from the Logistics Department



Oumer Nassir

MAI's two diligent staff members Mesfin H/ Mariam, a Freight Technician, and Oumer Nassir, a Shipping Clerk, both working for the Transport Department, respectively turned in their resignations to start their own business.

MAI wishes them farewell and success in their new line of work!



Mesfin H/Mariam

Human Resources

Girma Gebriel, Human Resource Director

MAI has made a significant shift in HR strategy for the Beltu Farm project, the biggest MAI project in Ethiopia. HRM activities previously outsourced to an external company (InfoMind Solutions) have been transferred to own-force managing. This change had called for a resizing of the Beltu project staff. Thanks to teamwork and tireless brainstorming, this transition was successfully done without any serious difficulty.

The annual performance management activities are underway. This system is designed to foster result oriented leadership and management. It also facilitates identifying weak areas and ways to take corrective measures. And, it also rewards high performers. In relation to this, employees receive bonus awards and salary raises during this period.

A consultant has been hired to conduct an Environmental Assessment Study in Beltu. Dr. Mandefro has

conducted a field visit to Beltu and stayed at the farm to survey the actual socio economic and environmental situation there.

In addition, some staff members, drivers, and three administrative assistants were promoted to higher level posts. Two additional drivers were hired. The promoted drivers are now qualified to drive the newly procured high-value Dodge MAI trucks.

MAI supports any employee self development efforts. This month, three employees were supported for short term technical training. Currently, MAI Ethiopia sponsors twelve staff members who attend educational and training programs, ranging from technical short term training to Masters level educational programs.

Currently, MAI has 175 fulltime employees, 10% of which are female.





FACT SHEET
Jefferson Hard Red Spring Wheat
New Wheat Variety for Lowland Areas

Scientific Name: Triticum aestivum L



Jefferson Wheat
 Smallholder farm in Langano, Ethiopia
 (backyard farm)



Jefferson Wheat
 Smallholder farm in Langano area
 (bigger farm area)



Farmers Field Day 2010, Ethiopia



2010/09/25
 Alyssa Farm, MAI-Ethiopia
 Jefferson Seed Multiplication Center
 Beltu, Bale Zone, Oromia NRS

DESCRIPTION:

Jefferson wheat is a semi-dwarf hard red spring wheat intended for dry land production. Jefferson can also be used as an irrigated variety. Jefferson tends to produce higher levels of protein, 13% or greater, with excellent milling and baking qualities. Sample tested in a miller's laboratory in Ethiopia showed 17% protein. Adaptation trials showed Jefferson HRS wheat to yield best in the lowland areas in Ethiopia; the average time to reach maturity in the lowland areas was 75-80 days. Jefferson is white chaffed at maturity. Height: 91 cm.

Seed: Dark Red, Hard, Ovate, and Plump. Seed size average: 40 mg.

GENETICS:

Excellent milling and baking qualities; adult resistance to stripe rust (*Puccinia striiformis*); moderate resistance to Hessian Fly (*Mayetiola destructor*); moderate susceptibility to leaf rust (*P. recondite*); susceptible to Russian wheat aphid (*Diuraphis noxia*); resistance to lodging and drought. Production is possible in rainfall regimes below 600 mm.

HISTORY:

Jefferson wheat was originally released by the Idaho AES, USDA-ARS in 1998 for dry land production in the regions of southern Idaho and northern Utah, USA.

MANAGEMENT:

Seeding rates: use a 1000 kernel weight (it is the weight in grams of 1,000 seeds) to establish the desired plant population and seeding rate. Optimum plant population for dry land production in fields without weed issues is 200-250 plants per m². Adjustment to the seedling survival rate, according to the planting method, should be made. Example - a broadcast planting method, 60% survival rate, and desired plant population: 250 plant/m² x 25 g/1000 kernels / 0.60 survivals / 100 = 104 kg/ha seeding rate. In areas of low rainfall, below 500 mm, farmers should consider reducing their planting rate by 10-15% to reduce competition. Soil moisture content should be around 50% of the water holding capacity before planting to achieve optimum germination and to give the crop ample moisture to sustain the seedlings between rainstorms. Dormant seeding into dry ground with 15% of water holding capacity or lower can be done under the caution that if rainfall is insufficient or too intermediately spaced out the seeds risk dehydration and permanent wilting and crop failure. Planting the seed deeper in the soil, 30-40 mm, can offset some of the risk but requires more moisture to be received before the seedlings will be imbibed and germinate. Recommended harvest moisture content is 13% or less. In practical terms, the crop is ready to harvest when the seed has taken on red color and is extremely hard when chewed in bite test.

FERTILIZATION:

Proper fertilization to achieve desired yield goals should be encouraged.

PRODUCTION POTENTIAL:

In general, wheat requires a minimum of 127 mm of rainfall to produce a crop, and each 25 mm received beyond the 127 mm will produce 5 quintals in yield increase. Under smallholder farming conditions, the average yield in Ethiopia for the last two years has ranged from 15-35 qu/ha, depending on rain and farm practices.

- Morrell Agro Industries (MAI) provides technical support and training to farmers.
- For more information please contact us.

Visibility Corner

Quicklist

1. Create a passenger profile.
2. Always know when your Traveler's passport expires.
3. Keep your Traveler's profile updated.
4. Keep records of the names and addresses for all international offices.

Don't wait until the last minute...

Rotation Calendar

We have a working rotation calendar. Please inform Nohamit of your planned travel dates. If these dates change for any reason please keep her updated. We use this calendar for many things and it helps when it is current

Rotation Calendar - 2011/12												
Name	Jan-Feb	Feb.-Mar	Mar.-April	April - May	May - June	June - Jul	Jul - Aug	Aug - Sept	Sept - Oct.	Oct. - Nov.	Nov. - Dec.	Dec.- Jan
Paul												
Joe												
Wally												
Marty												
Kimball												
Dennis												
Anthony												
Perry												
Jason												
Nathan												
Lloyd												
Clair												
Max												
Mark												
Bracken												
Jim												
Trevor												
Alan												

	Come To ETHIOPIA
	Postponement
	Back to USA

In-and-out Processing

In an effort to smooth out the details of moving in and out of Ethiopia, Nohamit and Menen have implemented a new In & Out Processing Procedure. It allows us to better serve employee needs.

- When we receive your Itinerary you will receive, by e-mail, a Processing form.
- Please fill out the form and return it.
- This information will be used to plan for your arrival and stay in Ethiopia.
- When you arrive please meet with Nohamit and/or Menen and they will:
 - Review the dates and details of immigration documents, rotation schedules, and master calendar inputs.
 - Arrange meetings with Shimelis for communication needs, Akawak for per diem, Alebachew for transportation, and Masresha for housing needs.
 - Ensure you have an MAI badge.

Work Permits and Additional Information

In order for expats to obtain a resident and work permit, the following documents are required:

- Passport
- Valid Visa
- Passport size picture
- Educational paper (ie. a diploma or degree)

Any other family members will need:

- Passport
- Valid Visa
- Passport size picture
- Marriage certificate (authenticated)
- Birth certificate (children’s certificate need to be authenticated)

For the company rotation calendar, we need to know:

- When they will arrive in Ethiopia
- How long they plan to stay in the country
- When they will return to the USA

There is a format and procedure to follow, and when the expats come to Ethiopia they need to visit Nahomit in the main office to fill out the paperwork.

For the MAI master calendar:

- All staff need to tell their schedule to the EVP assistant (Nahomit Tekle).

August 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Mickael comes to Ethiopia / Perry returns to USA				
	1	2	3	4	5	6
		Jason's work permit and resident ID expires	USA Trip Starts			
7	8	9	10	11	12	13
						USA Trip Ends
14	15	16	17	18	19	20
Perry and Jon's work permit and resident ID expires						
21	22	23	24	25	26	27
		Eid Al Fiter Remdan		Trips	Renwals	Rotations
28	29	30	31	Event	Djibouti Holiday	Ethiopian Holiday