



Annual Report 2009

Highlights



A year of change and knowledge sharing

25 Years of Improving Rural Livelihoods

In 2009, we celebrated 25 years of dedication to improving agricultural productivity and rural livelihoods in ACP countries.

For the past quarter century agriculture has suffered from underfunding from international organisations – a situation which persists today. This is partly because governments often only look at official agricultural production statistics: according to these, agriculture contributes a mere 4–6% of GDP. However, when the whole value chain is taken into account, agriculture's share rises significantly to 25% or more.

Creating awareness and sensitising governments and the wider public to the value of agriculture are vital tasks, and the media have a crucial role to play in this. It was for this reason that we devoted our 2009 Annual Seminar to *The Role of the Media in Agricultural and Rural Development in ACP Countries*.

This year we also finalised our internal restructuring process, reducing the number of operational departments from four to three and recruiting new expertise in Marketing, Information and Communication Technologies, Publishing and Media.

To date, we have examined the impact of our products and services in 13 ACP countries, to understand how users perceive them. This has enabled us to improve the quality of our products and services and to reset budget priorities according to demand. Through these missions on the ground in ACP countries, we have identified the most strategic partners for CTA, allowing us to better target our information and knowledge products and services.

Introducing a more market-oriented approach has enabled us to widen our outreach. This has been achieved through an increase in the print run for publications such as *Spore*, and a major book donation programme to equip libraries, information centres and extension services with up-to-date, must-read publications on agriculture.

I am very happy that CTA's Internship and Young Professional Officers programmes have refreshed CTA and are bearing fruit.

I remain optimistic that all our achievements and improved efficiency will convince our Supervisory Authorities to boost their support and enable CTA to respond to the steadily increasing demand for information and communication products.

Let me thank you for your continued interest in CTA's work and wish you all the best for 2010.



Dr Hansjörg Neun
Director, CTA



Dr H. Neun

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Raising awareness of the role of agriculture among decision makers and opinion leaders is vital.



Frequently Asked Questions

Who is CTA?

The *ACP-EU Technical Centre for Agricultural and Rural Cooperation* (CTA) is an international organisation established in 1983 under the Lomé Convention between the African, Caribbean and Pacific (ACP) Group of States and the European Union (EU) Member States. Since 2000, it has operated within the framework of the ACP–EU Cotonou Agreement. Its headquarters are in Wageningen, The Netherlands. It is funded by the European Union through the European Development Fund (EDF).

What does CTA do?

CTA's mandate is to improve access to information, facilitate knowledge sharing and strengthen the information and communication management (ICM) capacity of ACP organisations. CTA works in the field of agricultural and rural development and related areas, such as commodity trade and science and technology.

Who does CTA work for?

CTA works for the ACP agricultural and rural development community, which includes: farmers, fisherfolk, food processors, fieldworkers, students, teachers, librarians, journalists, researchers, policy-makers, community-based and non-governmental organisations (NGOs).

How does CTA improve access to information?

CTA publishes and co-publishes books and practical guides in English, French and Portuguese, in addition to multimedia products, and the bi-monthly magazines *Spore/Esporo* and *ICT Update*. Websites such as *Agritrade*, *Knowledge for Development*, and *Brussels Development Briefings* provide readers with



CTA Headquarters, Wageningen, The Netherlands

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thematic information. Publications, bibliographies and databases are distributed free of charge to ACP organisations by CTA's distribution services and through special book donation programmes.

How does CTA facilitate knowledge sharing?

CTA organises and co-organises seminars, face-to-face meetings and study visits on priority themes, and supports the attendance of ACP experts at international conferences.

How does CTA strengthen capacity?

CTA provides training in information management, communication practices and information and communication technologies (ICTs). It supports the formulation of information and communication management (ICM) strategies and the development of agricultural information products and services in ACP countries.

How many countries does CTA work in?

CTA works in 78 African, Caribbean and Pacific countries.

Who does CTA work with?

CTA works with ACP and EU public, private and not-for-profit organisations, at national, regional and international levels. These include governmental and inter-governmental bodies, development agencies, professional organisations, research institutions, universities, information networks, the media and publishing houses.

How many staff work at CTA?

In 2009, 59 EU and ACP staff as well as young professional officers (YPOs) and interns were employed at CTA.

A word from the departments

CTA's three operational department heads reflect on the achievements and challenges in 2009.



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Oumy Ndiaye, Head of the Communication Services Department (CSD)

"CSD's principal contribution to CTA's work is to ensure that once relevant communication strategies are identified, the most appropriate tools are made available to, and used by, our beneficiaries. We need to listen to them and understand their information needs first, before supplying information and communication tools. Then we focus on building capacity so the people can use these tools to improve their livelihoods."

"In 2009 CTA recognised the need for media exposure to help push agriculture up the policymaking agenda. Indeed, the CTA Annual Seminar focused on *The Role of the Media in Agricultural and Rural Development in ACP Countries*. This was a major achievement for our department."

CTA's restructuring was a challenge for us this year. It takes time and commitment to build and develop new teams but the end result makes it all worthwhile, as we are now better equipped to fulfil our mission."

Ibrahim Khadar, Head of the Planning and Strategic Services Department (PSSD)

"In PSSD our role is to bring good management principles to bear on the work of CTA and its partners. We provide planning support to, and evaluation of, CTA's services. At CTA our activities are based on needs assessments that we conducted in more than 60 countries. Since 2008 we have carried out Information and Outreach Impact Reviews (InfoIR) in 13 ACP countries. This was a major focus in 2009. These reviews have provided us with significant direction when resetting our priorities, increasing outreach and expanding CTA's visibility."

"We assist our partners in ACP countries to develop their own strategies for managing information and communications in agricultural trade, science, technology and innovation."

"In 2009 knowledge management became a substantial challenge which we addressed in the hugely successful workshop week in Namibia in November. This brought together several CTA information and communication/knowledge sharing activities simultaneously. It allowed us to have more linkages, coherence and greater media coverage."

"In terms of challenges, increased outreach and greater feedback also imply more follow-up, which has implications for staff time and funding."

Thierry Doudet, Head of the Information Products and Dissemination Department (IPDD)

"A major priority for CTA is to respond better and more broadly to the agricultural information needs of ACP countries. In IPDD we support this by publishing well-targeted, timely and high quality information products and widely distributing them by print and electronic means. Our publications distribution service allows users to order free publications from the CTA catalogue, while the recently launched donation programme is helping to equip libraries in universities and information centres with large supplies of books, as well as scientific databases. To further improve information delivery at community level, we also support a range of activities on the ground, including small-scale publishing in local languages, the establishment of rural libraries and the development of new models for Question & Answer services."

"We have had many achievements in 2009. Perhaps the most important has been in changing the way we work, to become more efficient. In addition we have considerably increased the print run of key publications and thus expanded our outreach. Each change, of course, comes with its own challenges, but the aim is always to meet our beneficiaries' demands."

Creating a dynamic agricultural sector

Activities around agricultural production and processing are a cornerstone of CTA's work. In 2009 we strove, with our partners, to increase knowledge of a range of key agricultural development issues. Topics included agriculture's contribution to economic growth, food safety, animal health, rural migration and corporate social responsibility.

Policy dialogue

The hidden GDP

Agriculture's share of GDP can be deceptive. Investigations reveal the sector's significant, and often underestimated, economic contribution.

Agriculture's contribution to the economy goes far beyond simply the primary production of crops and livestock. According to a study commissioned by CTA's partner, the Inter-American Institute for Cooperation on Agriculture (IICA), in 2005, when the multiplier effects of agriculture on the rest of the economy are taken into account, agriculture's share of GDP ranges from 3 to 11 times that shown by agricultural statistics for primary production alone. According to a senior officer of the Caribbean Agricultural Research and Development Institute (CARDI): "as an economy develops and diversifies, the primary agricultural sector loses weight in terms of GDP but develops strong linkages with the rest of the economy."

Despite this, agricultural statistics collected in Southern African Development Community (SADC) countries focus on the primary production of crops and livestock and therefore



The smallest contributions need to be taken into account

do not capture the backward and forward linkages between agriculture and other sectors. If those linkages were accounted for, it would become apparent that a strong agricultural sector provides powerful leverage for economic and social development.

At its annual regional policy dialogue held in Maputo, Mozambique from 31 August to 4 September, CTA's partner, the Food, Agricultural and Natural Resources Policy

Analysis Network (FANRPAN), launched a process, inspired by the IICA study, aimed at developing empirical evidence of the actual economic and social roles of agriculture. This will support its advocacy for a radical improvement of public support for agriculture in the region. The next steps in the assessment include training on the social accounting matrices methodology. Other policy dialogues will be organised in the near future.

Biofuels in the Pacific

Adding value through the small-scale production of biofuels and other processed products is often more profitable for communities than simply exporting raw agricultural materials. However, the production of biofuels should not threaten food security in the region. CTA has partnered with the South Pacific Islands Applied Geoscience Commission (SOPAC) to support action-research on community-based transformation of coconut oil into biofuels and other products. This involved community consultations, pilot activities and training in Nacamaki, Fiji.

55

participants in two study visits on agricultural production in East and West Africa

7

Brussels Development Briefings in 2009

2009 Key Events

This year was one of our most productive years to date. Here are a few highlights.

January

Supporting libraries

CTA launches a new initiative to support the libraries of universities, colleges, research and training centres, and agricultural extension agencies. The venture, which now operates in 32 countries, allows each institution to receive a collection of CTA publications, worth approximately €5,000.



February

Milk: a sector worth exploring

In Kenya, the dairy industry supports 1.8 million small-scale farmers and a network of 40,000 collectors. It employs 350,000 people full time and exports its products to North Africa and the Middle East. CTA invites industry professionals from seven ACP countries to participate in a study visit providing participants with a unique opportunity to learn best practices.



March

Dryland developments

CTA hosts the second meeting of the Agricultural Innovations in Dryland Africa (AIDA) steering committee in Wageningen, The Netherlands, to evaluate the status of deliverables and prepare the closure of the project in December 2009. The EU-funded partnership project was first established in 2006 to highlight the potential of the African drylands for development and to provide multiple goods and services for the 268 million inhabitants.



April

Celebrating women, youth and science

The finals of the *Women in Science* and *Young Professionals in Science, 2008–2009* competitions, organised by CTA in collaboration with the African Technology Policy Studies Network, the Regional Universities Forum for Capacity Building in Agriculture and other partners, are held in Addis Ababa, Ethiopia. These two competitions reward the efforts of 14 scientists with exceptional talent, whose research directly benefits small farmers and agricultural entrepreneurs in sub-Saharan Africa.



May

Exploring agriculture and extension



Developing a broad regional network, engaging young people in agriculture, understanding the changing role of ICTs and the media in extension: these challenges are the theme of the Second Pacific Extension Summit, jointly organised by CTA and the Secretariat of the Pacific Community in Nadi, Fiji.

June

Listening to the 'client'

CTA continues to evaluate the demand for its products and services, this time travelling to Ethiopia, Kenya and Nigeria. The evaluation process, which was carried out in ten ACP countries in 2008, aims to better understand the needs for CTA's agricultural information products and services, and guide the adjustment of strategy and priorities.



July

New design, new services

The new CTA corporate website (www.cta.int) is launched. More interactive and dynamic, the website now offers a wider range of services, such as CTA News, an interactive map of CTA's partners, online reports and videos, as well as a search engine enabling visitors to find projects by region.



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August

Building expertise



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CTA's commitment to its Strategic Plan is demonstrated as it welcomes 3 new officers in charge of publications, Stéphane Gambier (France), media activities, Samuel Mikenga (Uganda), and marketing,

Thérèse Burke (Ireland). In November they are joined by Ken Lohento (Benin, 2nd from left), officer in charge of Information and Communication Technology for development.

September

Science, innovation and agri-entrepreneurship

CTA and its Caribbean partners host a regional science and technology policy dialogue in Kingston, Jamaica, entitled *Building a Critical Mass for Science and Innovation: Identifying the Value Proposition for Caribbean Young Professionals and Entrepreneurs*. The forum provides a platform for learning lessons from demonstrated success stories, sharing best practices and addressing the knowledge gap. This builds the foundation for encouraging research, entrepreneurship and innovation in the agricultural sector.



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October

One week, two events...

CTA's annual seminar convenes in Brussels. Over 200 agricultural and rural development practitioners and journalists from ACP countries gather for a rich discussion around the theme *The Role of the Media in Agricultural and Rural Development*. The seminar aims to encourage the media to give greater prominence to agriculture in ACP countries. In the same week, CTA also celebrates its 25th anniversary at the Palais des Colonies in Tervuren, near Brussels.



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November

Africa visits India

CTA organises a study visit to India, in partnership with the InfoBridge Foundation and Infrastructure Leasing and Financial Services Limited. Over a period of ten days, 24 African ICT for development experts and policy advisers discover Indian telecentres, evaluate this community service model, share their experiences and reflect on its application in Africa.



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December

Beyond the crisis

CTA organises its bi-monthly briefing in Brussels in partnership with the Directorate General for Development of the European Commission, EuropeAid, the Presidency of the EU, the ACP Secretariat, Euforic, IPS Europe and Concord. Entitled *From Global Food Crisis to Local Food Insecurity*, the meeting discusses the effects of speculation in food markets on the production and distribution of food within ACP regions.



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Managing natural resources

Natural resource management (NRM) was a focus in 2009. Notable activities included the closing of the *Agricultural Innovation in Dryland Africa (AIDA)* project, having strengthened capacity for agricultural innovation in the target area. CTA continued to promote participatory approaches through training in the use of participatory geographical information systems (PGIS) and Web 2.0 tools. CTA also supported agroforestry, as well as greater recognition of the needs of smallholder farmers.

Land acquisition

Smallholder farmers face new challenges

Land acquisition was a hot topic in 2009. The need to protect the livelihoods of smallholder farmers is slowly being recognised in the light of the rapid expansion of large-scale mechanised farms.

The availability of land for agricultural production is under increasing pressure due to rapid demographic growth and urbanisation, as well as the recent food and economic crises. Over the last few years, private investors and governments have shown growing interest in the acquisition or long-term lease of large areas of arable land, mainly in the developing world. Land is in highest demand close to water resources, allowing relatively low-cost irrigation, and close to markets from which produce can be easily exported. While investment in agriculture may be welcome, land acquisition poses serious challenges for developing countries. The move towards large-scale mechanised farms and monocultures may threaten the existence of smallholder farmers who rely on more diversified agriculture.



Large-scale biofuel production also poses a threat to smallholder farmers

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This was the subject of a recent Brussels Development Briefing. Recommendations from the Briefing highlighted the need for agreements to be negotiated between foreign investors and host countries, which ensure that promises of technology transfers are fulfilled, and that local farmers also benefit. CTA and its partners also organised a parallel session on this topic during the European Development Days in Stockholm, Sweden in October.

The adoption of an international code of conduct for land acquisition, featuring transparency and participatory negotiation processes as well as independent monitoring of future implementation, is currently under discussion by both multilateral and bilateral organisations. Such a code would help to ensure that investments work for the benefit of the host country population, including the most vulnerable groups.

Agroforestry in the spotlight

CTA organised a topical side-event on Information and Communication Management Issues in Agroforestry during the *Second World Congress of Agroforestry* held in Nairobi, Kenya in August. The Congress attracted many high-level speakers and almost 1,200 participants. Although agroforestry was widely agreed to have 'come of age', one key message highlighted was the need for better communication between agroforesters, politicians, decision-makers and the public.

8

institutions from ACP and EU collaborated in the *Agricultural Innovation in Dryland Africa Project*

1,200

participants at the CTA-supported *2nd World Congress of Agroforestry*

Promoting trade

Agricultural trade and market access are critically important for economic development strategies of most ACP countries. Trade therefore continues to be at the top of the development agenda. The CTA Trade Programme and its *Agritrade* portal, as well as the new trade information service offered through the CTA *Brussels weblog*, play an essential role in keeping ACP countries up to date with the latest developments.

Geographical indications When reputations count

French Champagne, Madagascan vanilla and Colombian coffee, all share one thing in common: they have created unique market positions by promoting their place of origin. It is a strategy that ACP countries are increasingly adopting.

International markets are becoming more competitive and segmented. If ACP countries want to maintain or increase their market share, they need to rethink their agricultural trade strategies, differentiate their products and make the shift from trading to marketing. One way of addressing this is through 'geographical indications', which are used in a number of developed countries (mainly those within the European Union) and some developing countries (such as Colombia). A geographical indication provides consumers with information about the region of origin of a product, where quality or reputation are essentially linked to the product's geographical source.

The challenges related to the use of geographical indications by ACP countries



Jamaican Blue Mountain coffee is well known internationally

were the subject of an international seminar organised by CTA, the French Development Agency (AFD) and the French Agricultural Research Centre for International Development (CIRAD) in Montpellier, France in March. The seminar, which was attended by more than 60 participants from ACP and EU organisations, involved a combination of presentations and working groups. Participants

made field visits to sites near Montpellier to see the production of bull meat from the Camargue, sweet onions from Cévennes and olive oil from Nyons. This workshop, and the discussions with French farmers' groups, enabled participants to better understand the concept and the conditions necessary for the successful establishment and implementation of this strategy.

The future of Aid for Trade

The changing landscape of ACP–EU agricultural trade relations constantly presents new market challenges, policy issues and the need for trade adjustments. In November, CTA and the European Centre for Development Policy Management (ECDPM), together with Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), the Namibia Trade Forum and the Southern African Confederation of Agricultural Unions, organised a regional workshop on *Aid for Trade Strategies and Agriculture: Towards a SADC Agenda*. Over 40 professionals gathered in Namibia to discuss public policies and Aid for Trade programmes that have enabled the agricultural sector to successfully adjust to these changes.

800

copies of the *Agritrade Compendium* were distributed in 2009

28

countries were represented at the *International Seminar on Geographical Indications*

Sharing information and knowledge

The digital divide remains a major constraint for many farmers in ACP countries. In recognition of this chronic challenge, CTA strengthened its capacities in Information and Communication Technology (ICT) and this year increased its activities related to training and promotion.

New technologies Information for all

The advent of mobile phones and the internet have radically transformed the ways in which we communicate and work. However, many rural communities in ACP countries are unable to benefit from these changes. The fight to overcome the digital divide in ACP remains a major concern for CTA.

Despite the rapid growth of the internet and mobile technologies at the start of this century, few ACP farmers, especially women and young people, currently benefit directly from these technologies, resulting in their digital exclusion. There is an urgent need to develop integrated approaches, and to combine complementary technologies and tools in order to close the 'last mile' of the connectivity gap. This integration of ICT approaches ('ICT for development' or ICT4D) can be a powerful driving force for rural development. As a result of its reorganisation, CTA has instituted an ICT4D/ICM service, which addresses three main themes: (i) awareness raising on innovative ICTs and networking; (ii) capacity building; (iii) improved access to relevant and updated information.

The programme involves a range of activities: in 2009 these included the provision of support to the global telecentre initiative



ICTs help to link communities

through strategic networking, workshops and a study visit to India. ICT Observatory activities include monitoring ICT trends, selection, testing, adoption and dissemination of innovative applications (with special emphasis on Web 2.0 tools). CTA also organised dedicated meetings (such as the 2009 ICT Observatory meeting, which focused on mobile technologies), launched new information channels (for example, *Web2forDev Gateway* and *NewsforDev*) and created CTA spaces on existing facilities like Twitter, Facebook, YouTube and Vimeo.

Other activities aimed to rationalise CTA's online presence and improve its

visibility via search engine optimisation, and online publishing, through weekly articles published on the *Web2forDev Gateway*, and facilitated discussions on electronic lists in DGroups. Traditional methods have not been forgotten, as demonstrated by the continued popularity of periodicals such as *ICT Update*.

It has become routine to publish short videos documenting feedback from beneficiaries of CTA's ICT initiatives. Likewise, CTA regularly produces short documentaries on lessons learned in building ICT/Web 2.0 capacity among clients with diverse levels of computer literacy.

The future is mobile

The tenth meeting of CTA's Observatory on Information and Communication Technologies took place in Wageningen, The Netherlands in November, with the theme 'mobile services'. Approximately 30 international experts explored the potential of mobile technologies, in particular mobile phones, to provide e-services in wireless environments. During the 3-day meeting participants examined appropriate technologies and applications, sustainable service models and issues for future capacity building and resource planning.

2,000
participants in the
e-discussion leading up to
CTA Media Seminar

198,000
CTA publications distributed

Investing in our future

In October, CTA celebrated its 25th anniversary during the Annual Seminar in Brussels, Belgium, in the company of representatives of its Supervisory Authorities, EU and ACP Member States, its partners and staff. During 2009 the six members of the new CTA Executive Board met three times, and for the first time, were responsible for approving the programme

of activities and operational budget for the year. A proposal to extend the duration of the 2007–2010 Strategic Plan beyond 2010 was approved. It was also agreed that the President of the Executive Board should write to the Supervisory Authorities to request a budget increase for CTA activities until the end of the 10th European Development Fund.

CTA's Director, Dr Neun, will complete his term of appointment in February 2010. An external recruitment agency has been contracted to identify a short-list of five candidates, which will be presented to the ACP–EU Committee of Ambassadors. The Committee will make the final selection of the new Director, who will take up the post by 1 March, 2010.

Programme budget

Operational expenditure

For the 2009 financial year, CTA's Supervisory Authorities allocated a budget of 16 million Euros, 60 percent of which was spent on operational programmes.

Department	Amount (€ 000)	Percentage
Information Products and Dissemination	4,146	42.6
Publishing in print format	1,310	31.6
Publishing in electronic format and ICT-based information services	302	7.3
Distribution of publications in print and electronic format	892	21.5
Reinforcement of ACP information services	531	12.8
Strengthening capacity of local and national ACP organisations in ICM	1,085	26.2
Translations and ad hoc meetings	9	0.2
Miscellaneous	17	0.4
Communication Services	3,886	40.0
Strengthening regional organizations and networks	1,215	31.3
ICT-based dialogue and exchange	756	19.4
Location-based seminars and other communication services	1,001	25.8
Training in ICM	910	23.4
Miscellaneous	4	0.1
Planning and Strategic Services	1,688	17.4
Studies, technical consultations and evaluations	690	40.9
Internal Information Technology systems	100	5.9
Science & technology strategies	880	52.2
Translations and ad hoc meetings	9	0.5
Miscellaneous	9	0.5
Total for all programmes	9,720	100.0

Institutional and staff development

CTA completed its internal restructuring this year. This involved reducing the number of operational departments from four to three, transferring accountancy and IT services to the Administration & Human Resources Department, and creating a separate unit for financial control under the Executive Board. In 2009, CTA adopted a new staff appraisal system for evaluation of activities carried out in 2008. The CTA Brussels Office was reinforced by the transfer of activities linked to agricultural trade and the Economic Partnership Agreements. CTA demonstrated its continued commitment to young talent and expertise by introducing new distance internship opportunities.

Read the full 2009 Annual Report at <http://annualreport.cta.int>

CTA web sites

Agritrade: <http://agritrade.cta.int>

Agricultural trade issues in ACP–EU relations

Anancy: <http://anancy.cta.int>

Virtual resource centre of CTA publications

Brussels Development Briefings: <http://brusselsbriefings.net>

Documentation for the Brussels Development Briefings

Brussels web log: <http://brussels.cta.int>

On-line daily news bulletin

E-catalogue: <http://cta.esmarthosting.net>

On-line publications database

ICT Update: <http://ictupdate.cta.int>

A current awareness bulletin for ACP agriculture

Knowledge for Development: <http://knowledge.cta.int>

ACP/EU science and technology policy dialogue

NewsforDev: <http://www.newsfordev.org>

The latest news for development professionals

CTA photo library: <http://photo.cta.int>

CTA photo gallery

PGIS Initiatives: <http://pgis.cta.int>

An updated account of completed and ongoing initiatives

Rural Radio: <http://ruralradio.cta.int>

Rural radio information packs

Spore: <http://spore.cta.int>

Information for ACP agricultural development

TelecentresAfrica: <http://www.share4dev.info/telecentres>

Highlights of telecentre activities in Africa

CTA video: <http://video.cta.int>

Video for development

About CTA

The Technical Centre for Agricultural and Rural Cooperation (CTA) was established in 1983 under the Lomé Convention between the ACP (African, Caribbean and Pacific) Group of States and the European Union Member States. Since 2000, it has operated within the framework of the ACP–EU Cotonou Agreement. CTA's tasks are to develop and provide products and services that improve access to information for agricultural and rural development, and to strengthen the capacity of ACP countries to acquire, process, produce and disseminate information in this area.

CTA is financed by the European Union.

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partageons les connaissances au profit des communautés rurales
sharing knowledge, improving rural livelihoods



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