

## The EPOPA Experience

*EPOPA is phasing out in 2008. We have written the EPOPA story in a book...*

The EPOPA experience book is a full description and evaluation of the methods used while implementing the EPOPA program in East Africa. We have chosen the title “Organic Exports – A Way to a Better Life?” Download it from the web and find out why.

### Executive Summary

The Export Promotion of Organic Products from Africa (EPOPA) programme was initiated in the mid-1990s by Sida. In the period 2002 to 2007 it was considerably scaled up and subsequently phased out in 2008. It operated in Tanzania and Uganda and briefly in Zambia. EPOPA was a “development through trade” programme with the objective of improving the livelihoods of rural communities through exports of organic products. Exporters were the main partners and the programme worked directly with them to develop exports of organic products. In addition, the programme worked to support emerging institutions in the organic sectors.



The front cover of the book

A summary of key data for the export projects in Tanzania and Uganda shows that farmers have sold organic products for approximately US\$15 million per year and the total export value is more than double that amount. A total of 110,000 farms have participated, but only 80,000 have actively delivered products to the exporters. Considering the size of households, it means that some 600,000 people have been beneficiaries of the programme. The cost of the programme for the Swedish taxpayers is one cup of coffee per taxpayer.

Some projects are yet to reap the benefits from EPOPA support, as they are not yet certified and therefore can't access the organic market.

EPOPA leaves behind a very vibrant organic sector in Uganda and an established sector in Tanzania; 30 export projects in operation; consolidated organic movements; internationally accredited certification bodies in Uganda and Tanzania; and finally a large number of people with increased understanding of organic agriculture and capacity to develop the sector. In Zambia EPOPA worked too short a time to make any strong impact.

Country	No. projects	No. farmers	Farmer income from organic crops (US\$)	Farmer premium (US\$)	Total export value (US\$) (last completed season)
Tanzania	15	24,000	2,300,000	390,000	6,100,000
Uganda	19	87,000	12,600,000	2,600,000	25,000,000

Extract from the Executive Summary

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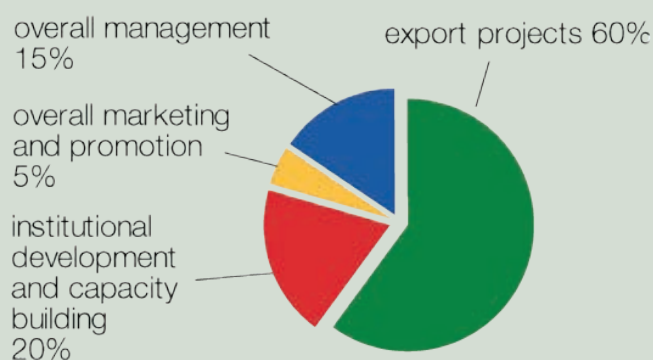
In order to set up a successful export project, there was a need to find the right mix of the following:

- a willing and capable exporter
- a production base, i.e., willing farmers in an area with suitable conditions and basic knowledge of production
- market demand
- products that could be competitive in quality and price

Hardly any funds were made available for investments or other incentives for the participating exporters. The focus of the programme was to create viable business, and EPOPA assisted the actors through a wide range of services, from farmer and field officer training to marketing and certification.

The participating farmers were smallholders. Most of them were "organic by default"; i.e., they used almost no agrochemical inputs before participating in the programme. Organic farming itself posed few problems for the participating farmers. Despite the great variety of crops and the large number of farmers, there were no insurmountable problems in the production or with pests. There were expectations from the project implementers, Agro Eco and Grolink, that the farmers would respond to the project by the implementation of all the positive features of organic farming (improved crop

## Distribution of EPOPA Funds



Extract from page 31, "Expenditure in export projects"

rotations; better nutrient recycling; cover crops and green manures and soil conservation) but that didn't happen to a very significant extent.

Farmers experienced improved food security, largely as a result of increased income, as well generally improved livelihoods, as demonstrated by improvement in housing, children attending school, and investments in farming.

## Download

Go to the [www.epopa.info](http://www.epopa.info) web page to download the EPOPA experience.

## They have shown us a way – it is us to sustain it!

*The EPOPA closing seminar was held in Dar es Salaam in Tanzania on September 23 . . .*

Those were the closing remarks from Hawa Kimilo at the EPOPA closing event in Dar es Salaam 23 September. Sixty representatives from private sector, government and NGOs celebrated the achievements of EPOPA and looked into the future for the organic sector in Tanzania. The event also marked the official launch of the book "Organic Exports - a way to a better life" which was handed over.

The Ambassador of Sweden, Staffan Herrström, opened the event. He summarized some of the accomplishments of EPOPA and commended the sector and the implementers of the achievement. He stated that "Organic farmers are not only producing organic food, they are also producing public goods in the form of bio-diversity, soil conservation and climate regulation". Towards the end he also emphasised the

need for Tanzania to continue to promote transparency and a favourable business climate.

Bo v Elzakker, Gunnar Rundgren, Kari Örvjavik and Marg Leijdens summarized the achievements with facts and pictures.

Riyaz Haider from Biosustain, one of the companies related his accomplishments from the start 2005 when the company had 400 contract farmers, 5 extension workers. The production of sesame was 40 MT. In 2008 the extent of the operation had increased to 3200 contact farmers; 30 extension workers and a production of 400 MT Sesame and 1300 MT cotton.

Meck Mariki, Field Officer from the KNCU, a coffee cooperative, told that EPOPA had delivered good training to them and supported their exchange of experiences with other field officers, through study visits. He said that certification costs still posed a major challenge for KNCU.

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...Continued From Page 2: 'They have shown us a way – it is us to sustain it'

## From chemical warfare to working with nature

Geoffrey Kirenga from the Ministry of Agriculture and Food Security, gave a perspective on how he got engaged in organic farming, starting as a soldier in the chemical warfare against insects in agriculture, getting engaged in IPM projects and finally some five years ago seeing that organic agriculture has a good potential to suit African small-holders. While organic may not be the solution for all farmers it is a good way to increase productivity. He stated that the marketing systems in Tanzania are "merciless" and don't work in favour of the farmers, and that also in the organic sector there are questions to ask in particular if certification and standards are delivering on their promises. .

The second part of the event was organized by the Tanzania Organic Agriculture Movement and was looking into the future. The opening speech by the Permanent Secretary of the Ministry of Industry, Trade and Marketing, Dr S.L. Tax was delivered by Dr Temu from Sokoine University. It commended the sector for its achievements: "I appreciate for the enormous time and input you have put in developing the Tanzanian and East African Organic Agriculture Sector. These days we can see both production and export of organic products from Tanzania and a vibrant Organic Movement in our country." It further stated that organic agriculture can contribute to poverty reduction and food security.

## Handing over the certificate

Bo van Elzakker is one of the EPOPA Programme Director, but he is also the President of the International Organic Accreditation Services. As such he gave the Guest of honour the certificate of accreditation for TanCert. The Guest of Honour handed over the certificate to the Executive Director of TanCert, Leonard



Leonard Mtama, TanCert Manager, receiving the certificate of accreditation

Mtama. Through this IFOAM and ISO 65 accreditation TanCert will be able to get the international recognition that will allow it to compete with the foreign-based certification bodies.

Ms Adah Mwasha made a presentation of the draft National Organic Agriculture Development Plan



Adah Mwasha from the Ministry of Agriculture

(NOADP) for Tanzania. It sets a number of ambitious targets for the sector:

- Ten percent of the arable area of Tanzania is organically managed by 2015.
- 50% of the actors in the farm sectors have a basic understanding of what organic agriculture means and how it is practiced.
- Productivity in organic farming has increased by thirty percent by 2015.
- The value of the organic market has reached Tsh. 25 billion by 2015.

The development of the NOADP has been spearheaded by the National Organic Agriculture Forum, a private-public forum and supported by EPOPA.

The participants was challenged by that this ambitious plan is launched at the same time as EPOPA is phased out considering that EPOPA has been the most important donor engagement in the sector. The representative of Sida, explained that the Swedish government has supported the sector into this stage of development and that it should be able to continue its development from now on. Gunnar Rundgren, Programme Director of EPOPA concluded that the companies supported by EPOPA continued and expanded their businesses also after EPOPA support

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...Continued From Page 3: 'They have shown us a way – it is us to sustain it'

is phased out, and that this shows that this commercially driven development can continue. He also said that by getting the NOADP adopted by the government, government funds and donor money can be directed to the sector. Finally he urged the participants to explore how to get organic projects into the District Agriculture Development Programmes as they have funds available.

Hawa Kimolo from TOAM and Leonard Mtama from Tancert both expressed that the challenge for the sector is now to stand on its own feet and do more and talk less.

At the event, local producers displayed a nice variety of organic products.

Gunnar Rundgren – Programme Director – EPOPA



From the left: Ray Mjunguli (EPOPA staff), Staffan Herrström (Embassador) and Jan Grafström (Sida)

Photo by: Kari Orjavik

## Uganda Closing Seminar

*ingress*

Brödtext

*Continues on page 5*

*...Continued From Page 4: 'Uganda Closing Seminar'*

## AFROEX Expands

*AFROEX will provide a one-stop-shop for buyers so that they can deal with one reliable contact instead of many suppliers.*

At the BioFach 2008 the association AFROEX launched the Jambo brand. The purpose is to gather organic exporters under one common trade brand for consumer ready products. The association started with three members in Uganda and has now expanded its membership to Tanzania with a total of eight members. AFROEX held an EPOPA-sponsored meeting in Nairobi 19 September to further expand its membership and discuss the future development of the association. 20 persons from Kenya, Tanzania and Uganda participated, mainly exporters but also representatives of the organic movements.

The chairperson of AFROEX Mansoor Nadir gave a background to the development of the organisation. Focus is the work under the Jambo Africa brand. Bulk products is outside the scope of AFROEX currently. Some accomplishment to date is

- Registration in Uganda
- Establishment of a web site, [www.organicjambo.com](http://www.organicjambo.com)
- Design of the Jambo logo.
- Logo registered in Uganda and in process of international recognition.

The organic standard provides the baseline for all products but AFROEX might define additional product quality standard. In any case it will insist on high-quality standards.

Currently the focus is East Africa, but in the future it may be open for all African countries. AFROEX will



provide a one-stop-shop for buyers so that they can deal with one reliable contact instead of many suppliers. The Jambo mark will support the image of high quality African products. Through AFROEX exporters can also consolidate shipments; offer a wider range of products; get access to packing materials and know-how.

Kari Örvjavik gave an overview of organic markets and the implications for AFROEX.

Alastair Taylor facilitated a discussion on the needs of the members of AFROEX. Of the many issues raised those raised by many were:

- Be able to offer a wider range (Help small producers)
- Develop the regional marketing
- Increase the proportion of consumer packed products premium market.
- A branding that strengthens the image and identity of organic products.

A few orders have already arrived to AFROEX. Gunnar Rundgren took a concrete example as the basis for discussion of how the business would work in reality. This triggered a lot of discussions – and some agreement - about costs and how orders should be distributed. It became clear that AFROEX needs a rather strong central secretariat with marketing skills.

In the discussions it was clarified that AFROEX is a pure business association for exporting companies. Other general trade interest is dealt with by the National Organic Movements.

Contact information for AFROEX:  
P. O. Box 7666, Kampala Uganda  
Phone: +256414268461  
Mobile: +256772733364  
[afroexjambo@yahoo.com](mailto:afroexjambo@yahoo.com)  
[www.organicjambo.com](http://www.organicjambo.com)

Photo by: Gunnar Rundgren



Participants at the AFROEX meeting in Nairobi

## EPOPA Staff – Now and Then

### *What happens with the EPOPA people when EPOPA is over?*

When EPOPA ends in December, a lot of people will already have left their positions as Project Leaders, Country Managers etc. During the years when EPOPA was active, a large number of people have been engaged in various projects, we will try to list them all with their present and previous position.

### Uganda

#### **Alastair Taylor**

EPOPA role: Country Manager and Project Leader

Present engagements: Country Manager of EPOPA Uganda and Manager of Agro Eco East Africa.

Contact: taylor@agroeco.ug

#### **Alan Tulip**

EPOPA role: Early Country Manager and the initiator of EPOPA.

Present engagements: Farmer in Fort Portal, West Uganda.

Contact: aptulip@imul.com

#### **Florence Nagawa**

EPOPA role: Project Leader

Present engagements:

Contact: fnagawa@agroeco.ug

#### **Hilde de Beule**

EPOPA role: Project Leader

Present engagements:

Contact: hdebeule@agroeco.ug

#### **Victoria Burke**

EPOPA role: Project Leader

Present engagements:

Contact: victoria@agroeco.ug

#### **Edith Kunihiro**

EPOPA role: Assistant Project Leader

Present engagements:

Contact: edith@agroeco.ug

#### **Johnbosco Mugisha**

EPOPA role: Assistant Project Leader

Present engagements:

Contact: jb@agroeco.ug

#### **Stellah**

EPOPA role: Administrative secretary

Present engagements:

Contact: stellah@agroeco.ug

Photo by: Peter Lustig



The EPOPA Uganda staff with family at the 2007 Christmas party

### Tanzania

#### **Marg Leijdens**

EPOPA role: Country Manager and Project Leader

Present engagements: Project Consultant in Tanzania

Contact: marg.leijdens@agroeco.net

#### **Bernie Hewett**

EPOPA role: Project Leader

Present engagements: Project Consultant in Tanzania

Contact: bernie.hewett@gmail.com

#### **Rainard (Ray) Emmanuel Mjunguli**

EPOPA role: Project Leader

Present engagements: Project Consultant in Tanzania

Contact: ray.mjunguli@agroeco.net

#### **Samwel Zongolo**

EPOPA role: Local Consultant

Present engagements:

Contact: zongolotz@yahoo.com

#### **Stella Byabato**

EPOPA role: Administrative secretary

Present engagements:

Contact:

#### **Grace Murungi**

EPOPA role: Administrative secretary

Present engagements:

Contact:

#### **Alida Laurence**

EPOPA role: Country Manager

Present engagements: Project Consultant in Tanzania

Contact: ray.mjunguli@agroeco.net

#### **Ade Towrycoker**

EPOPA role: Project Consultant

Present engagements:

Contact: ade.towrycoker@agroeco.net

### Zambia

#### **Carianne de Boer**

EPOPA role: Country Manager and Project Leader in Zambia

Present engagements: Project Consultant in Zambia.

Contact: carianne@agriorbis.com.zm

#### **Edwin N. Abwino**

EPOPA role: Local Consultant

Present engagements: Project Leader at Wildlife Conservation Society.

Contact: eabwino@yahoo.com

**Can we get a group pic from Tanzania here???**

# EPOPA Staff – Now and Then

## Programme Directors and Management

### Bo van Elzaker

EPOPA role: Programme Director  
Present engagements: Programme Director of EPOPA and CEO of Agro Eco.  
Contact: B.vanelzakker@agroeco.nl

### Deepa van Staalduinen

EPOPA role: Programme Officer of EPOPA  
Present engagements:  
Contact: d.vanstaalduinen@agroeco.nl

### Gunnar Rundgren

EPOPA role: Programme Director  
Present engagements: Programme Director of EPOPA and CEO of Grolink.  
Contact: gunnar@grolink.se

### Kari Örjavik

EPOPA role: Market Coordinator  
Present engagements:  
Contact: kari@grolink.se

### Kolbjörn Örjavik

EPOPA role: Promotion Coordinator  
Present engagements: Promotion Coordinator, Layout/design consultant  
Contact: kolbjorn@grolink.se



Gunnar Rundgren, Deepa van Staalduinen and Bo van Elzaker

## Project Consultants

### Eva Mattsson

EPOPA role: Project Consultant  
Present engagements: Certification specialist  
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### Freek Jan Koekoek

EPOPA role: Project Consultant  
Present engagements: Manager of Mercadero consulting company  
Contact: f.j.koekoek@mercadero.nl

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Present engagements:  
Contact: epopa@agroeco.nl

### Lisa Larsson

EPOPA role: Project Consultant  
Present engagements:  
Contact: lisa@grolink.se

### Magnus van der Meer

EPOPA role: Project Consultant  
Present engagements:  
Contact: m.vandermeer@agroeco.nl

### Pelle Fredriksson

EPOPA role: Promotion Coordinator  
Present engagements: Communication Officer at Centre for Sustainable Agriculture (CUL).  
Contact: Pelle.Fredriksson@cul.slu.se

### Peter Lustig

EPOPA role: Project Consultant  
Present engagements:  
Contact: peter@grolink.se

### Peter Ton

EPOPA role: Project Consultant  
Present engagements:  
Contact: peterton@xs4all.nl

## Final Activities

### EPOPA card game

The EPOPA card game gives knowledge about good farming practices while having fun.

### Biodiversity

The biodiversity posters??

### Daldo trainings

What is this?

## Closing Projects

Tamteco

Shea

KNCU and ginger

Mara

Tazop



# EPOPA Exporters

Many exporters have been supported by EPOPA. We list them here.

## Uganda

### Amfri Farms Ltd

E-mail: amfri@utlonline.co.ug Ph.: +256-41-286 691  
Product/s: Fresh and dried fruit, vanilla

### Bark Cloth (U) Ltd

E-mail: barkcloth@barkcloth.de Ph.: +49-700-227 52568  
Product/s: Bark cloth products

### Bee Natural Products

E-mail: maria@beenaturalproducts.com Ph.: +256-41-258 344  
Product/s: Honey

### Biofresh Limited

E-mail: biofresh@utlonline.co.ug Ph.: +256-414-531 082  
Product/s: Fresh and dried fruit

### BioUganda Ltd.

E-mail: biouganda@yahoo.co.uk Ph.: +256-772-407 218  
Product/s: Fresh and dried fruit

### Coetzee Natural Products (U) Ltd

E-mail: cnp@africacentral.net Ph.: +256-772-232 825  
Product/s: Vanilla

### Esco Uganda Ltd

E-mail: philip@esco.co.ug Ph.: +256-41-254 604  
Product/s: Vanilla, Cocoa

### Greenfields Uganda Limited

E-mail: sales@greenfields.co.ug Ph.: +256-41-321 141  
Product/s: Nile perch

### Gumutindo

E-mail: Ph.:  
Product/s:

### IBERO (Uganda) Ltd.

E-mail: management@coffeealliance.org Ph.: +256-41-342 619  
Product/s: Coffee

### Kawacom (U) Ltd

E-mail: sales@kawacom.com Ph.: +256-41-222 611/9  
Product/s: Coffee

### KFP Ltd

E-mail: klausfehlingkfp@yahoo.com Ph.: +256-414-268 069  
Product/s: Shea butter

### Lango Organic Farming Promotion

E-mail: lofp@africaonline.co.ug Ph.: +256-473-201 79  
Product/s: Cotton, Sesame

### Outspan Enterprises Ltd

E-mail: kayondo@infocom.co.ug Ph.: +256-414-344 959  
Product/s: Sesame, Bird eye chili

### Reco Industries Ltd.

E-mail: reco@africaonline.co.ug Ph.: +256-41-232 183  
Product/s: Dried pineapple and papaya

### Simply Hibi (Ibis Organics/Nile Teas)

E-mail: william@ibisorganics.com Ph.: +44-1697-351 575  
Product/s: Hibiscus drink

### Tamteco

E-mail: prinsloo@tamteco.com Ph.: +256-41-259 885  
Product/s: Lemongrass, Rosemary oil

### Uganda Crop Industries Ltd (UCIL)

E-mail: m.nadir@tenegra.net Ph.: +256-414-233 362  
Product/s: Vanilla, Cardamom, Pepper

### UMS Uganda Marketing Services

E-mail: ums-impex@utlonline.co.ug Ph.: +256-41-340 133  
Product/s: Fresh and dried fruit

Many of the companies listed here also produce other products, the EPOPA support was normally focusing on specific products selected from the beginning of each project as listed here.

## Tanzania

### Biolands

E-mail: Ph.:  
Product/s: Cocoa

### Biosustain Tanzania Limited

E-mail: info@biosustain.de Ph.: +255-22-276 0968  
Product/s: Sesame, Cotton

### Dabaga Vegetables & Fruit Canning Co Ltd

E-mail: vikramdesai@dabaga.co.tz Ph.: +255-22-213 0651  
Product/s: Canned pineapple

### Fairshare Ltd

E-mail: georgemcalder@yahoo.co.uk Ph.: +255-754-325 475  
Product/s: Peanuts

### Fida Hussein

E-mail: mjhrsh@raha.com Ph.: +255-22-284 4510-14  
Product/s: Honey

### Golden African Ginger / GFP Ltd.

E-mail: info@gfp.co.tz Ph.: +255-27-254 8322  
Product/s: Pepper, ginger, spices

### Hope

E-mail: Ph.:  
Product/s: Cotton

### Kagera Co-Operative Union (1990) Ltd. (KCU)

E-mail: kcu@habari.co.tz Ph.: +255-27-275 0728  
Product/s: Coffee

### KNCU (1984) LTD

E-mail: kncu@kilinet.co.tz Ph.: +255-272-752 785  
Product/s: Coffee

### Mara Coffee Ltd

E-mail: kunal@lintexmara.com Ph.: +255-28-250 0382  
Product/s: Coffee

### Matunda Mema Karagwe

E-mail: ankazimoto@hotmail.com Ph.: +255-784-856301  
Product/s:

### Premier Cashew industries Ltd

E-mail: premiercashew@raha.com Ph.: +255-744-782 872  
Product/s: Cashew nuts

### Tanica Tanganyika Instant Coffee

E-mail: tanicadar@intafrika.com Ph.: +255-22-246 0951  
Product/s: Instant coffee

### TAZOP

E-mail: khim64@hotmail.com Ph.: +255-741-232 602  
Product/s: Spices

**LISTING OF projects that never happened or failed, like Tuna fish proj??**

## Resources and Contacts

*This is a listing of other resourceful contacts in East Africa, especially Uganda and Tanzania*



The East African Organic Mark is a registered mark for all certified organic produce in East Africa. To use the mark on a product, you will have to register with one of the national organic movements in Kenya, Tanzania, or Uganda. The product must comply with the East African Organic Product Standard or equivalent rules, such as the EU regulation for organic and the Indian regulation.

### Uganda

**Nogamu National Organic Agricultural Movement of Uganda**

E-mail: [cnamuwoza@nogamu.org.ug](mailto:cnamuwoza@nogamu.org.ug) Ph.: +256-41-269 415

**UgoCert Uganda Organic Certification Ltd**

E-mail: [info@ugocert.org](mailto:info@ugocert.org) Ph.: +256-41-269 416

**Uganda Martyrs University (UMU)**

E-mail: [umu@umu.ac.ug](mailto:umu@umu.ac.ug) Ph.: +256-382-410 611

### Tanzania

**Tanzania Organic Agriculture Movement (TOAM)**

E-mail: [toam@kilimohai.org](mailto:toam@kilimohai.org) Ph.: +255-22-277 1374

**TanCert**

E-mail: [info@TanCert.org](mailto:info@TanCert.org) Ph.: +255-22-212 4441

### Kenya

KOAN

**Thank you for making  
EPOPA a great success!**

### BioFach and the Organic Africa Pavilion

A rough number of 300 square meters have been reserved by exporters and organizations in the soon to be Organic Africa Pavilion at BioFach 2009. We have reached our goal of getting exhibitors to the pavilion, but we are still missing funding for a lot of our work says Kari Örjavik, Project Leader of the Organic Africa Pavilion.



#### Visiting The Pavilion

The pavilion will host a large number of producers and organizations from Africa who are eager to do business in Europe. There will be daily events and food tastings – You are most welcome to visit!

#### Funding

There are still organizations and exporters from Africa looking for funding of their participation in the BioFach exhibition.

The organization of the pavilion is still looking for funding for a number of events in the pavilion.

#### Sponsors

If you're a company, exporting or importing organic products from/to Africa you are most welcome to offer your products and or services to the Africa pavilion. By doing so you will be listed as a sponsor in the pavilion and on the homepage.

The Organic Africa Pavilion is a joint cooperation between IFOAM, Agro Eco and Grolink with support from different funding organizations.



Exhibitors, funding organizations and sponsors are welcome to contact the Organic Africa Pavilion Secretariat:

[africa2009@grolink.se](mailto:africa2009@grolink.se)

Phone: +46-563-723 45

Fax: +46-54-777 5903

Web: [www.organicafrica2009.com](http://www.organicafrica2009.com)

### EPOPA calendar

Date	Place	Topic
November 12-14	Ethiopia	Ethiopian national organic conference
November 17-21	Nigeria	West African Summit on Organic Agriculture
December 31	International	The EPOPA program has officially closed
February 19-22	Germany	Organic Africa Pavilion at BioFach Germany

If you want to know more about a certain product or project please contact the local office; see contact info in box below.

The EPOPA Newsletter is published by the Sida programme Export Promotion of Organic Products in Africa (EPOPA). The programme is managed by Agro Eco and Grolink.

The newsletter is published four times a year and is distributed to project staff, partners, and other persons interested in EPOPA.

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