
Meeting with Mr. ■■■■ on Monday morning 8 feb 2016.

Mr ■■■■ is on his final year for his PhD thesis at the University of Addis Ababa. His research is on biological pest control in Ethiopian horticulture. The research is performed in collaboration with EPHEA and three horticulture companies in Ziway area.

The results of the Integrated Pest Management is promising and Mr ■■■■ and his colleague is looking for an opportunity to commercialize the IPM products.

The products that Mr. ■■■■ is able to produce on large scale are:

- ◆ *Trichoderma* spp.
- ◆ *Beauveria*
- ◆ *Verticillium lecanii*
- ◆ *Metharizium*
- ◆ *Steinernema feltiae*
- ◆ Neem tree oil

The first phase is to produce the products at the University. mr ■■■■ can use the facilities during his contract at the University (until his defense of his PhD thesis).

The second phase is to setup a production lab outside the University campus. The lab will produce the pest control products in large quantities according to Good Manufacturing Practices (ISO norms) and assure the quality of the products.

Challenges for Mr. ■■■■ are:

- ◆ limited time as he needs to finish his thesis
- ◆ Financial investments
- ◆ Expertise to write a business plan and manage the business

Action points Robert:

- Interview farm-managers on
 - Which product are they interested in?
 - How much of the product would they buy? (How many hectares?)
 - How much do they currently pay for their products.
- Send ■■■■ an example of a business plan
- Advice ■■■■ in writing a business plan
- Orientating on possible financial resources.

Action points ■■■■:

- Make product test samples for buyers
- Send draft of business plan
- Prepare advice on mass *Trichoderma* production (drying methods)

Mr ■■■■ is available to visit Maranque farm and provide his advice on the process of *Trichoderma* production. He has not yet decided on his daily consultation fee.