

VOLUNTEER REPORT FORMAT

To be submitted to CRS at the end of volunteer assignment and shared with the Host

1.1 Assignment information

- a) Volunteer Name: Bryce A. Malsbary
- b) State of Origin: North Carolina
- c) Host Organization: Alema Farms
- d) Assignment: Strategic Planning Development
- e) Dates of Assignment: January 27 thru February 11, 2017
- f) Number of days worked 11

1.2.1 Objective 1 in your SOW: Analyze the opportunities and threats which exist in the organizations external environment

- a) Progress with the objective: Completed a SWOT analysis and objective completed
- b) Expected impacts/results: Alema Farms now has a better perspective of what their opportunities and threats are.
- c) Recommendations: See attached Strategic Plan Document which includes all the goals and recommendations.

1.2.2 Objective 2 in your SOW: Analyze the organizations strengths and weaknesses in its internal environment.

- a) Progress with the objective: Completed a SWOT analysis and objective completed
- b) Expected impacts/results: Alema Farms now has a better perspective of what its strengths and weaknesses are.
- c) Recommendations: See attached Strategic Plan Document which includes all the goals and recommendations.

1.2.3 Objective 3 in your SOW: Formulate strategies that build and sustain competitive advantages by matching the organization's strengths and weaknesses with the environments opportunities and threats.

- a) Progress with the objective: Strategic plan developed and this objective completed.
- b) Expected impacts/results: Alema Farms now has a Strategic Plan from which to advance its direction.
- c) Recommendations: See attached Strategic Plan which includes the results of the SWOT analysis, the developed Mission and Vision statement and the core values. All the goals are identified with activities, expected outcomes, responsible persons and estimated timelines for completion.

1.3 Recommended future volunteer assignment: I would recommend that Alema Farms be considered for the CRS Impact Investing Program. Additionally I would suggest CRS work with the host in establishing partnership relationships with large poultry producers in Europe or the US. There may be additional assignment opportunities in the technical aspects of poultry farming and animal slaughtering.

1.4 Action Plan

Recommendation	Specific Action	Responsible person	By when

1. Obtain more vehicles to improve transportation of supplies and delivery	Evaluate type of vehicles needed and determine cost implications and financing options	Finance, Production Manager, General Manager	3 rd quarter 2017
2. Obtain brooder heaters for baby chicks	Evaluate best heating systems, determine cost implications, develop sequence purchase strategy	Production Manager, Finance Manager, Farm Managers, General Manager	Ongoing
3. Upgrade to an automatic feeding system	Evaluate and compare different systems, determine financial implications and sequential purchasing options	Production Manager, Farm Managers, Finance Manager, General Managers	2019
4. Purchase and install Layer cages	Evaluate and select best cages, determine cost implications and determine sequential purchase options	Production Manager, Farm Managers, Finance Manager, General Manager	Ongoing/ 2019
5. Develop and implement a Marketing plan	Evaluate current procedures, define markets, develop sales presentation and provide employee training, target new markets and identify best promotional opportunities	Marketing Manager, Operational Manager, Finance Manager, General Manager	3 rd quarter 2017 /ongoing

1.5 Number of people Assisted

- a) Through formal training (Classroom setup)
- b) Through direct hands on practical assistance (Do not double count)
- c) Out of these above, number of host staffs
- d) Training/assistance by field

Category	Total	Males	Females
Members/ owners	2	2	
Employees	13	11	2
Clients/ Suppliers			
Family Members			
Total	15	13	2

1.6 Gender

- a) What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? There were fewer women in the organization management however there were a large number of women employed at Alema Farms. How might CRS or the host organization improve opportunities for the women in this host or host community?

1.6 Value of volunteer contribution in \$ 100

- a. Hours volunteer spent preparing for assignment: 12hours
- b. Estimated value of all material contributions volunteer contributed to host during assignment: \$50

1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- a) Meals \$50
- b) Transportation \$30
- c) Lodging \$300
- d) Translation N/A
- e) Other (Specify) N/A

1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it. NONE

1.9 Recommendations for CRS: CRS has done a great job in getting me here and back. No suggestions at this time.

1.10 Press Release

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FOR IMMEDIATE RELEASE



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[Hendersonville, NC Retired Business Executive Works with Poultry Organization in Ethiopia]

**Farmer-to-Farmer program promotes economic growth and
Agricultural development in East Africa**

[DATELINE: Hendersonville, NC, February 11, 2017--- Bryce Malsbary a Retired Business Executive from Hendersonville NC who is a Retired Business Executive in Human Resources and Sales Management travelled to Ethiopia for two weeks to share **his** technical skills and expertise with local farmers. Alema Farms assignment is part of Catholic Relief Services' Farmer-to-Farmer program that promotes economic growth, enhanced nutrition through access to healthy food, and agricultural development in East Africa.

"Alema Farms," said Bryce Malsbary, is a very successful poultry and livestock organization which provides customers with high quality, innovative poultry, livestock and agricultural products and services. They have been in business for over 25 years and my assignment was to help them develop a strategic plan which would not only sustain their existence but grow the business to meet the customer demands for healthy poultry and livestock products. The Alema Farm vision is to meet and exceed customer demand and service expectations in providing high quality products at an affordable price and be recognized as the brand of "choice" in Ethiopia.

Farmer-to-Farmer matches the technical expertise of U.S. farmers and professionals in agribusinesses, farming cooperatives, and universities with farmers in developing countries to assist them in improving agricultural productivity, accessing new markets, and increasing their incomes. Farmer-to-Farmer is funded by the U.S. Agency for International Development (USAID).

In a world where 80% of food is produced by farmers working on small farms or fisheries, the movement to share proven farming and business skills can improve the quality and quantity of the world's food supply. For communities in the developing world who often struggle to



produce enough food, this can improve access to a reliable source of food and better nutrition. For the farmers, it can strengthen their path to prosperity.

The goal of Bryce Malsbary's assignment was to develop a strategic plan and identify the strengths and weaknesses of the organization. He worked with 15 managers and the two owners who collectively developed the 5 year strategic plan. Most of Malsbary's time was spent in the Bishtof Province in Ethiopia working with Alema Farms. He said "The ultimate benefit of this assignment was that the organization took an objective look at where they are presently and have defined and created the direction of where they want to be in the future."

This is Malsbary's 39th volunteer assignment with Farmer-to-Farmer and is one of nearly 500 assignments that focus on improving approaches to local agriculture practices, expanding production of quality food crops and nutrition in Ethiopia, Tanzania, Kenya and Uganda. The program, funded by the U.S. government has been running for nearly 30 years.

CRS is partnering with five U.S. institutions to tap into the rich diversity of the U.S. agriculture community: the National Catholic Rural Life Conference, Foods Resource Bank, National Association of Agricultural Educators, American Agri-Women, and the University of Illinois' College of Agricultural, Consumer and Environmental Sciences.

The volunteers travel to East Africa for anywhere from one to six weeks.

"We are certain that this program will be beneficial not just to the farmers in East Africa but also to the volunteers from America," said Bruce White, CRS' director for the program. "It's going to make the world a little bit smaller and a whole lot better for everyone involved."

For more information, visit farmertofarmer.crs.org

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Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. The agency alleviates suffering and provides assistance to people in need in more than 100 countries, without regard to race, religion or nationality. CRS' relief and development work is accomplished through programs of emergency response, HIV, health, agriculture, education, microfinance and peacebuilding. For more information, visit www.crs.org or www.crsespanol.org and follow Catholic Relief Services on social media: [Facebook](#), Twitter at [@CatholicRelief](#), [@CRSnews](#) and [@CRSnoticias](#), [Instagram](#), [Pinterest](#) and [YouTube](#).