

Part II. Ideas for Developing A New Food Security Policy (FSP) Website

A Feasible and Quick Strategy for Building a Responsive Food Security Group “Feed The Future Food Security Policy ” Website.

October 2015 By MT Weber

Overview of a possible FSP Home Page Format and Follow –On Pages



This project is part of the U.S. Government's global hunger and food security initiative

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[The Feed the Future Innovation Lab For Food Security Policy](#)

This project is funded by USAID and implemented by the [Food Security Group](#) at Michigan State University, along with other partners, to promote inclusive agricultural productivity growth, improved nutritional outcomes, and enhanced livelihood resilience through improved policy environments.



Host Country Collaborators

Ahlan'wa sahla, Kyo-so-ba-thi, Bienvenue, Bemvindos, Bienvenida, Karibu, Selam, Akwaaba, Mwapoleni, Mingalaba, Bonvenon, Barka dá zuwá, Salam alaikum, Isibingelelo, Murakaza neza, Mwabonwa, Sannu e warugo, Welcome

News Items (*below here*)

Events (*below here*)

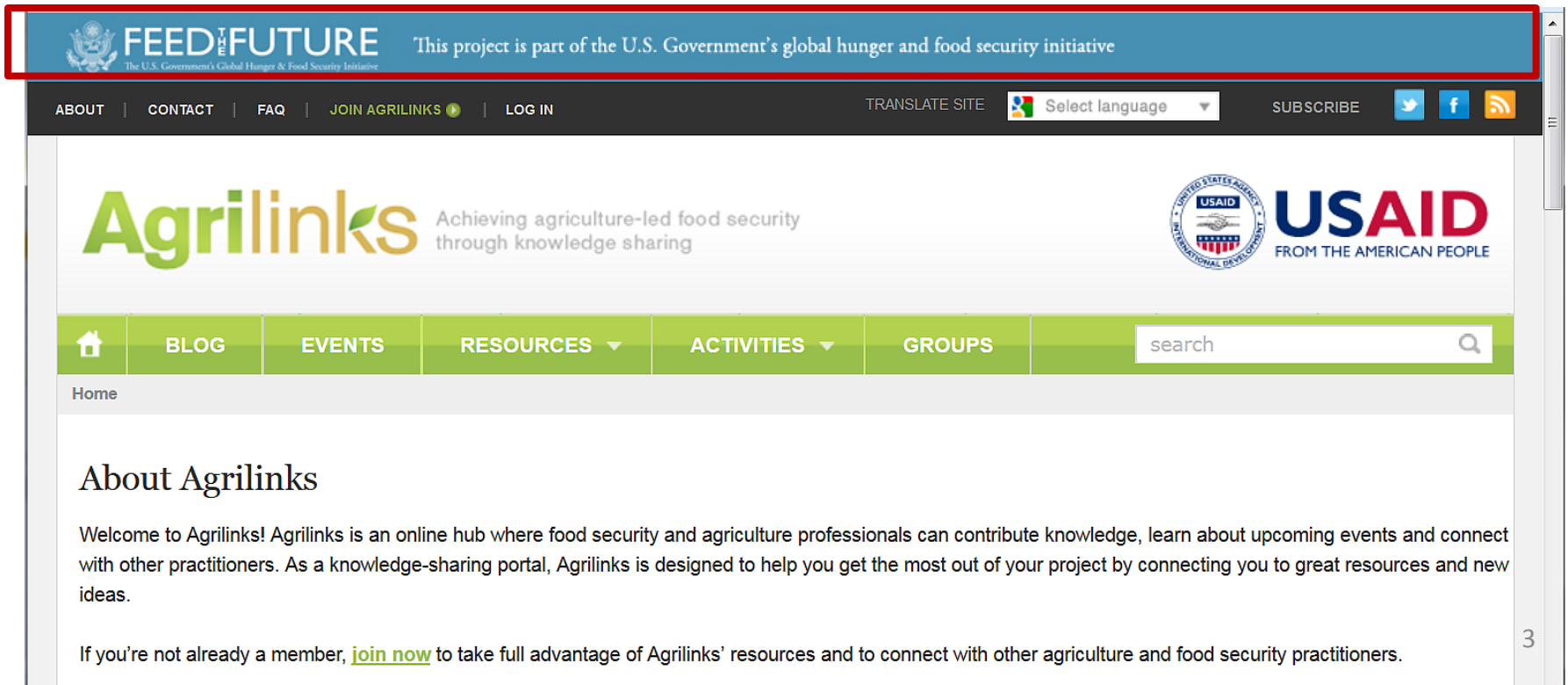


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What is the Basic Format Proposed:

Use components/ideas from three existing web sites. Why?

1. Use the Feed the Future header from [the Agrilinks-USAID Website](#).
 - It meets the FTF Branding requirements. (Need to confirm this)
 - It is a version of the FTF brand that fits well –gives context for “ Project Websites”
 - It does not take up too much vertical space, but perhaps could be a bit taller?



- This option works because it is feasible to have a MSU hosted site with a FTF header, given that MSU CABS has approved **not using the MSU masthead/search box** in this situation, given Feed The Future/USAID branding demands, and the current/future importance of these grants at MSU.

See: Message to MTW.

This message is a follow-up to your request for an exemption for the <http://fsg.afre.msu.edu/> and <http://fsg.afre.msu.edu/zambia/> websites regarding the MSU Web Standards requirement that the standard MSU masthead and search box be included on every MSU website.

Based on the information you provided, we understand that the grants that funded these projects require that Michigan State University's name not appear on these websites. **Todd Carter, our AVP for Marketing Communications, has approved your request for exemption of the MSU masthead and search box on <http://fsg.afre.msu.edu/> and <http://fsg.afre.msu.edu/zambia/>.**

Please let us know if we may be of further assistance.

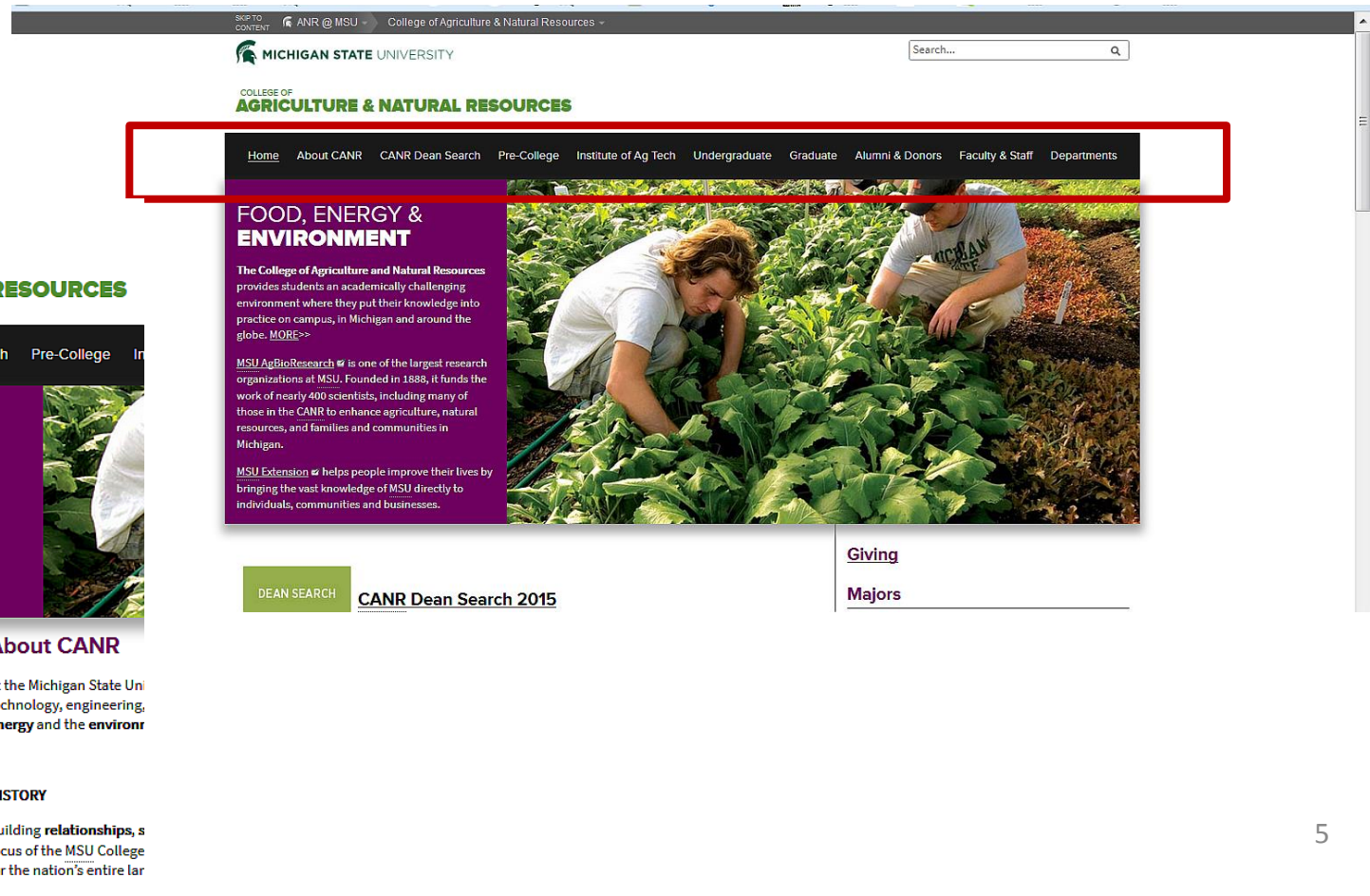
Respectfully,

Michael VanPutten
Senior Marketing Communications Manager for Web and New Media
Communications and Brand Strategy
Michigan State University

2. Use the Basic Content Navigation Approach of the Current CANR Website: Horizontal then Vertical By Top-Level Tabs – Why?

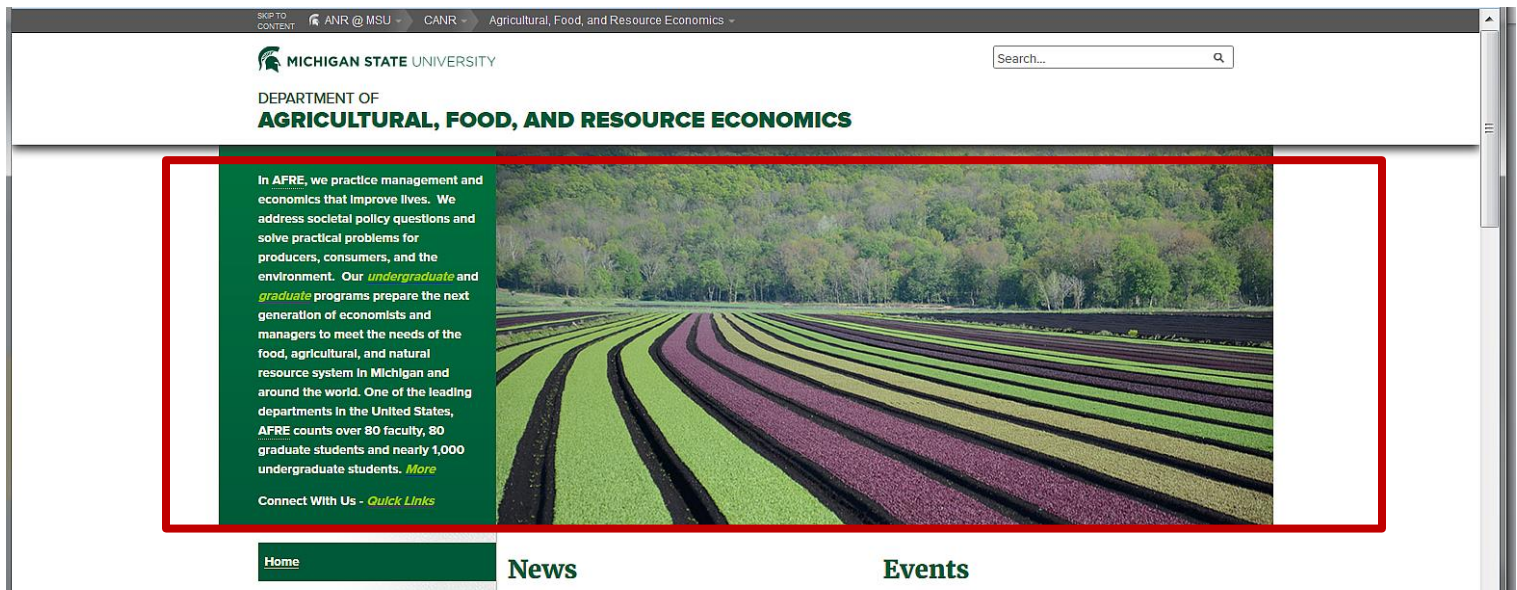
- This fits very well the heavy content and navigation needs of the FSP & Other Feed The Future sites at MSU.
- This approach in the “responsive template” for Mobil devices use, also works well and should not take a lot of development time on the part of ANR/Tec.

Example: Click here to open vertical sub tabs for just content on this topic



3. Use the Basic Front Page Green Box and Image Approach of the CANR/Departmental Responsive Website Template. Why?

- This works very well to provide information about the project in the left “green box and it is an easy way to have an image on the home page in the desk top view which lists logos of partners.
- The image also disappears completely in the cell phone view which has major advantages for efficiently presenting information in the overall FSP project context.
- One of the most important challenges in using the great “responsive template” that ANR/Tec has developed is to learn and experiment with information content to see how a given page and its presentation of this information will look on the desk top and then on the cell phone view. This is an empirical process of experimentation.
- Using the same “Green Box” and front page image model used for CANR Depts should be very easy for ANR/Tec staff to adapt the work to FSP needs.
- Once the basic navigation structure/front page image, and main higher level tabs are set up by ANR/Tec, FSG staff can basically do the rest of the subpage development and posting of materials/images. This makes things go much faster.



Assumptions –Notes on Content in the Following Pages

- To develop the following rough draft proposed FSP website, it is assumed that FSG wants the following higher level information tabs – this is very tentative.

About_ News Events Policy Briefs Publications Presentations Associate Awards Partner Links

- Each of the above top-level content tabs, and proposed lower level tabs and subtabs proposed below, which are needed to adequately present all the FSP content. (These will be illustrated and discussed below.) Clearly if a similar approach to this is used for other Feed The Future sites at MSU (Legume Innovation Lab or the new Feed The Future potato production work) the top level content tabs would need to change to accommodate their unique content needs.
- The standard footer on all ANR/Tec websites would apply to all pages on the proposed site. (Note, I don't put this footer on all the pages illustrated below because there is not always room. But it is proposed to one each page on the actual site

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Last Updated 11/06/2015

- On many, but not all, of the pages illustrated below there will also be an image inserted at the bottom of the page of text which identifies the main collaborating partners. This and other images illustrated are only rough drafts. Where there is room, on slide 7, I illustrate the footer but no collaborator image because it is not needed. On slide 8 you see an illustration of both the footer and the collaborator image.



- For the top level tab “Associate Awards” I have used a careful approach to using signature images and such so as to give maximum visibility to host country identification. Compare the difference between slides 23, 24 and 25.
- For Policy Briefs and Publications content posted. The Food Security Group will stop using the FSP - and eventually the FSG websites - as the archive for these materials. Instead document titles will be linked posted and linked via urls to postings at AgEconSearch. Discuss/illustrate how to do this for current and historical publications lists.
- For Presentations, the Food Security Group tradition will be continued of posting and archiving on the FSG – and eventually the new FSG websites. This is not the ideal practice, but it is the only realistic place to do this. These are very important policy outreach material. Also suggest FSP and FSG investigate the idea of setting up twitter accounts for Core and Associate Awards, and creating subgroups in the Quarterly Update data base, so timely twitter announcements could be sent to relevant users.
- Later for FSG what to do about [Cross-Country Research and Outreach Topic Directories](#). If these are valuable policy outreach tools, can some of this be automated? Maybe, but needs some work, but probably not now. Too much?

Proposed Food Security Policy Innovation Lab Website - Home Page and Follow –On Pages

**FEED THE FUTURE**
The U.S. Government's Global Hunger & Food Security Initiative

This project is part of the U.S. Government's global hunger and food security initiative

AboutNewsEventsPolicy BriefsPublicationsPresentationsAssociate AwardsPartner Links

The Feed the Future Innovation Lab For Food Security Policy

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RESEARCH
INSTITUTE**
IFPRI

**UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA**

**USAID**
FROM THE AMERICAN PEOPLE

Host Country Collaborators

Ahlan'wa sahla, Kyo-so-ba-thi, Bienvenue, Bemvindos, Bienvenida, Karibu, Selam, Akwaaba, Mwapoleni, Mingalaba, Bonvenon, Barka dá zuwá, Salam alaikum, Isibingelelo, Murakaza neza, Mwabonwa, Sannu e warugo, Welcome

News Items *(below here)*

Events *(below here)*



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About

- Overview
- Objectives/Areas
- Work Plan
- Annual Reports
- Innovation Labs
- Contact Info

About *(Introduction to the subtab)*

The mission of the Feed the Future Innovation Lab for Food Security Policy (FSP) is to help USAID-supported countries in Africa, Asia, and Latin America to fight hunger, reduce poverty and improve nutritional outcomes through better food policy. The Feed the Future Innovation Lab for Food Security Policy is funded by an award from the U.S. Agency for International Development as part of the U.S. Government's Feed the Future initiative. MSU's Food Security Group will lead implementation, partnering with the International Food Policy Research Institute in Washington, D.C., and the University of Pretoria in South Africa. Additional Innovation Lab funding could also be made available for more intensive country-level programs throughout the next five years.

Together, the consortium will work with governments, researchers and private sector stakeholders in as many as 19 Feed the Future focus countries in Africa, Asia and Latin America to increase agricultural productivity, improve dietary diversity and build greater resilience to challenges, like climate change, that affect livelihoods. The final result sought is higher incomes for farmers, higher quality diets at lower cost for consumers, and greater stability in food markets. View additional information at links below/left.

- [Overview](#)
- [Objectives/Areas](#)
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[About](#)

- [Overview](#)
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Overview



- **The Challenge:** With rapid growth in global food demand, and new challenges arising from climate change, effective policies are essential to ensure food security for all without degrading scarce natural resources.
- **Goal.** The goal of the Feed the Future Food Security Policy Innovation Lab (FSP) is to promote inclusive agricultural productivity growth, improved nutritional outcomes, and enhanced livelihood resilience through improved policy environments.
- **FSP Approach.** FSP seeks to build capacity for policy formulation and implementation that is transparent, inclusive and evidence-based. Collaboration with host country researcher organizations, advocacy networks, private sector, farmers' groups, media and policymakers is therefore crucial. Awareness of how policies improve or hinder opportunities for women, and the interaction between climate change and resilience, are key cross-cutting concerns.
- **Actions.** The Food Security Policy program generates, synthesizes and disseminates new knowledge on targeted policy issues to inform policy planning and implementation at country, regional and global levels.
- **Results.** The Food Security Policy program strengthens national policy systems in their regional contexts, promotes dialogue among all stakeholders around critical policy issues and disseminates globally stories of successful innovation and best practice in policy capacity building

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Objectives/Areas

- Address critical evidence gaps for informed policy debate and formulation at country, regional and global levels. The existing evidence on food security policy is insufficient or inadequately understood.
- Foster credible, inclusive, transparent and sustainable policy processes at country level.
- Policy Priority Areas
 - Institutional Architecture for Improved
 - Policy Formulation
 - Enabling Environment for Private
 - Sector Investment
 - Agricultural Trade Policy
 - Agricultural Inputs Policy
 - Land and Natural Resources Tenure,
 - Rights, and Policy
 - Resilience and Agricultural Risk
 - Management Policy
 - Nutrition Policy
- [View a Presentation](#) Powerpoint – Project Overview



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Work Plan(s)

- [Work Plan](#) (March 11, 2015)
-



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Annual Reports

- [Semi Annual Report](#): July 15, 2013 – March 30, 2014
- .



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Innovation Labs

- [Resource Guide](#). Feed The Future Innovation Labs.
- [Snapshot: Feed The Future Innovation Labs](#). September 2014.
- [Feed The Future Innovation Labs Map](#), September 2014.

About

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- Work Plan(s)
- Annual Reports
- Innovation Labs
- [Contact Info](#)

Contact Info**Personnel**

- MSU Based Faculty :
 - [Duncan Boughton](#) - Professor, International Development
 - [Steve Haggblade](#) - Professor, International Development
 - [Eric Crawford](#) - Professor, International Development
 - [Thomas S. Jayne](#) - Professor, International Development
 - [Mywish Maredia](#) - Professor, International Development
 - [Thomas Reardon](#) - Professor
 - [Véronique Thériault](#) - Assistant Professor, International Development
 - [Steve Longabaugh](#) - Specialist

Collaborative Institutions:

- US Agency for International Development, [David Atwood](#)
- International Food Policy Research Institute, [Xinshen Diao](#)
- University of Pretoria, [Sheryl Hendricks](#)

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This project is part of the U.S. Government's global hunger and food security initiative

About News Events Policy Briefs Publications Presentations Associate Awards Partner Links

News

News *(No introduction needed- content starts)*

- [MSU lands \\$1.8M USAID award to boost African Great Lakes' coffee industry](#). Published: Sept. 30, 2015.
- [Announcing New USAID Initiative to Support Agricultural Policy](#). Malawi Strategy Support Program Newsletter. January 2015.
- [WATCH: Future Investments to Address Food Security at Scale](#). USAID's Jeanne Downing interview with Thom Jayne. Agrilinks. Dec. 18, 2014.
- [African governments should fund agricultural research](#). Moses Hategeka. Africa Review. 10 December 2014.
- [Africa's development](#). Moses Hategeka. New Vision. 04 December 2014.
- [Boosting Agriculture Through Collaboration](#). Moses Hategeka. The African Executive. 03 December 2014
- MITV - Myanmar International Television. "[Food Security: NGO Roles In Policy Making](#)." 11 December 2014
- Mizzima Burmese. "[News in Burmese on seminar on "Role of Food security Networks in the Policy Process: Lessons from Developing Countries](#)." 10 December 2014.



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Events

Events *(No introduction needed – content starts.)*



Policy Briefs

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Policy Briefs *(Introduction to this tab)*

- Need to compose for here an introductory explanation of the strategy of writing and distributing policy briefs as part of the FSP project
- Then various policy briefs produced from various FSP partners/collaborators would be listed under the respective source – on separate website subpages.
View policy briefs at links below/left.

- - Via MSU
- - Via IFPRI
- - Via Pretoria
- - Malawi Award
- - Burma Award
- Ect

Policy Briefs

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Need Policy Briefs Subpages



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Publications

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Publications *(Introduction for this tab)*

- Need to compose for here an introductory explanation of the strategy of writing and distributing different reports/papers as part of the FSP project
- Then various publications produced from various FSP partners/collaborators would be listed under the respective source – on separate website subpages.
View publications at links below/left.

- - Via MSU
- - Via IFPRI
- - Via Pretoria
- - Malawi Award
- - Burma Award
- - Ect



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Publications

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Need Publication Subpages





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Presentations

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Presentations (*Introduction to this tab*)

- Need to compose for here an introductory explanation of the strategy of writing and distributing policy presentations as part of the FSP project
- Then various policy presentations produced from various FSP partners/collaborators would be listed under the respective source – on separate website subpages. View presentations at links below/left.

- - [Via MSU](#)
- - [Via IFPRI](#)
- - [Via Pretoria](#)
- - [Malawi Award](#)
- - [Burma Award](#)
- - [Etc](#)

Presentations

- Via MSU
- Via IFPRI
- Via Pretoria
- Malawi Award
- Burma Award

Need Presentations Subpages



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Malawi Award
Burma Award
Tanzania Award
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GL Coffee Award

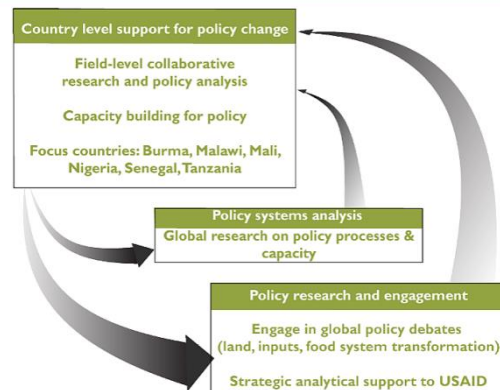
Associate Awards (*Introduction for this tab*)

Feed the Future FSP Associate Awards –Need to write a brief introduction statement about associate awards for this introduction section, and maybe use an image like below to help explain the basic approach.



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View associate award content at links below/left

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- [Mali Award](#)
- [GL Coffee Award](#)

Malawi Award

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Senegal Award
Mali Award
GL Coffee Award

Malawi Award (*Introduction for this tab*)

The Feed the Future Innovation Lab for Food Security Policy: Malawi, is a project funded by USAID Malawi. Within Malawi this activity is known as NAPAS: Malawi (The New Alliance Policy Acceleration Support: Malawi).

The New Alliance Policy Acceleration Support: Malawi (NAPAS: Malawi) activity has the goal of effectively supporting the Ministry of Agriculture, Irrigation, and Water Development (MoAIWD) of the government of Malawi so that it sustainably achieves the high-level commitments to policy reform in the agriculture sector made in the G8 New Alliance Country Cooperation Framework for Malawi in late-2013 . These reforms aim to improve the agriculture investment climate in Malawi and enable increased commercialization of Malawi's agricultural sector. View content at links below/left.

- [Project Overview](#)
- [Policy Syntheses](#)
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- [Training Materials](#)





Malawi Award

Project Overview

- [Work Plan](#) (Annual-28 November 2014 to 30 September 2015)
- [Life-of-Project Illustrative Work Plan](#) (28 November 2014 to 30 September 2017)
- Quarterly Report: [24 November 2014 - 31 March 2015](#)
- [Contact Information](#)

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Malawi Award



Malawi Award

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Policy Presentations

- [Enduring Effects of Fertilizer Subsidies on Commercial Fertilizer Demand and Maize Production?](#) Panel Data Evidence from Malawi. J. Ricker-Gilbert and T.S. Jayne. Organized Symposium Presentation for the International Conference of Agricultural Economists. Milan, Italy. August 8-14, 2015.
- [Sustainable Improvements in Food Security Policy and Policy Systems for Feed The Future focus countries.](#) Duncan Boughton, Xinshen Diao and Mywish Maredia. May 6, 2015.
- [Designing a responsive agricultural policy: The consultative process for the National Agriculture Policy for Malawi.](#) Flora Janet Nankhuni. Brown Bag Presentation Department of Agricultural, Food, and Resource Economics, Michigan State University June 17, 2015.
- Inaugural Conference on Land Policy in Africa. Addis Ababa, Ethiopia. November 11-14, 2014.
 - [Rural Land Rental Markets in Southern Africa: trends, participation and impacts on household welfare in Malawi & Zambia.](#) Jordan Chamberlin and Jacob Ricker-Gilbert.
 - [How Does Rising Rural Population Density Affect Smallholder Agriculture? Evidence from Ethiopia, Kenya & Malawi.](#) Milu Muyanga, J. Ricker-Gilbert, D. Headey, A. L.,

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Burma Award *(Introduction for this tab)*



- **Feed the Future Innovation Lab for Food Security Policy:**
Burma is a five-year project funded by USAID Burma. The project is an associate award to the USAID Feed the Future Innovation Lab for Food Security Policy. The work is in collaboration with local partners, the Myanmar Development Resource Institute, Centre for Economic and Social Development (MDRI-CESD).
- The overall goal of FTF/FSP-Burma is to promote inclusive agricultural productivity growth, improved nutritional outcomes, and enhanced livelihood resilience for men and women through an improved policy enabling environment. Taking a broad view of agriculture, including the farm and off-farm parts of the food system, this goal will be achieved through increased capacity to generate policy-relevant evidence and gender-sensitive analysis that is used by stakeholders throughout the food system to improve policy formulation and implementation. View Burma activities a links below/left.
 - [Project Overview](#)
 - [Policy Syntheses](#)
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Project Overview

- [Work Plan](#) (January 1, 2015 to September 30, 2016) Semi Annual
- Report: [July 15, 2013 – March 30, 2014](#)
- [Researcher Contact Information](#)
- yy



Burma Award



Partner Links

MSU/AFRE/FSP

- FSP Activities
- FSG Activities
- AFRE Activities

IFPRI

- A
- B
- C

Pretoria

- A
- B
- C

USAID

- A
- B
- C

Malawi

Burma

Partner Links *(Introduction for this tab)*

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View information about each collaborating partner at links below/left.

- [MSU/AFRE/MSU](#)
- [IFPRI](#)
- [Pretoria](#)
- [USAID](#)
- [Malawi](#)
- [Burma](#)
- [Etc](#)



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The end – halleluiah !

Bonus pages with additional ideas and mock-up of how things might look

FSP Discussion Paper Discussion Papers

- [Conceptualizing Drivers of Policy Change in Agriculture, Nutrition, and Food Security: The Kaleidoscope Model](#). Danielle Resnick, Suresh Babu, Steven Haggblade, Sheryl Hendriks, David Mather. FSP Discussion Paper. January 2015. (Just make this FSP Paper No 1. / IDWP No. 139. Use the same FSP cover, just add the IDWP number which Cathy would control . This gets FSG core publications into the IDWP series, and would also allow them to be posted to AgEconSearch
 - http://fsg.afre.msu.edu/fsp/Resnick_DP.pdf
 - Not posted to AgEcon Search but should be so it is not archived on the FSP website
 - FPRI Working paper # IFPRI Discussion Paper 01414 January 2015
 - Posted at: <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/128953>

FSP Reports

- [Towards A Sustainable Soil Fertility Strategy in Ghana. Report submitted to the Ministry of Food and Agriculture Government of Ghana](#). September 2015.
 - http://fsg.afre.msu.edu/fsp/Q4_FY2_Towards%20a%20Sustainable%20Soil%20Fertility%20Strategy%20in%20Ghana_September%202015.pdf
- [Agricultural Produce Cess In Tanzania: Policy Options For Fiscal Reforms](#). David Nyange, David Tschirley, Hussein Nassoro and Abeid Gaspar. December 2014.
 - http://fsg.afre.msu.edu/gisaia/ProduceCessStudy_FINAL_Dec2014.pdf

MSU International Development Policy Synthesis

- **Number 91.** [Africa's Changing Farm Structure and Employment Challenge](#). T.S. Jayne, A. Chapoto, N. Sitko, M. Muyanga, C. Nkonde and J. Chamberlin. Number 91. April 2014.
 - http://fsg.afre.msu.edu/number_91.pdf
 - http://ageconsearch.umn.edu/bitstream/171878/2/number_91.pdf
 - Suggestion – give this PS a number in the FSG Policy Brief series. Maybe FSP No.1/MSUIDPS No. 91

Some alternative footer options follow



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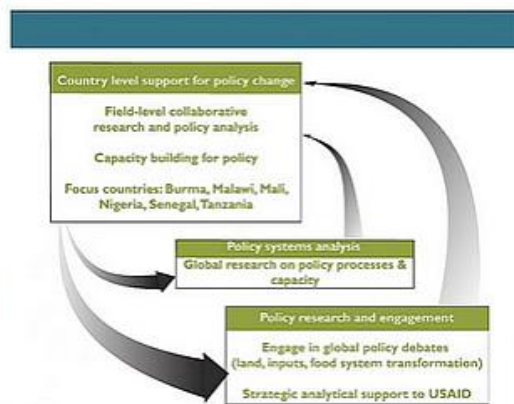
[Mali Award](#)

[GL Coffee Award](#)

[GIVING](#)

Associate Awards

Feed the Future FSP Associate Awards –Need to write a brief introduction statement about associate awards for this introduction section, and maybe us an image like below to help explain the basic approach



View Associate Award project contents at links below/left.

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- Senegal Award
- Mali Award
- GL Coffee Award

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FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

This project is part of the U.S. Government's global hunger and food security initiative

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Associate Awards

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Associate Awards

Malawi Award

Burma Award

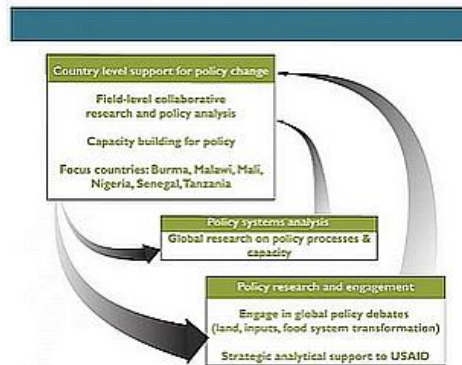
Tanzania Award

Nigeria Award

Senegal Award

Mali Award

GL Coffee Award



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- [Burma Award](#)
- [Tanzania Award](#)
- [Nigeria Award](#)
- Senegal Award
- Mali Award
- GL Coffee Award

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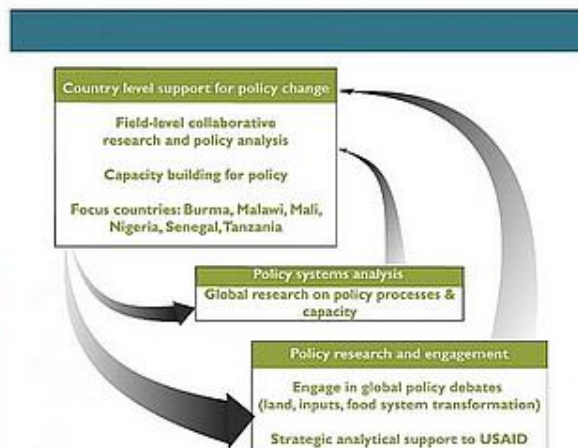
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