



# HDI

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## Communique

THE HUMPTY DUMPTY INSTITUTE

### Monthly Communique from Sri Lanka

August 2007

Increased tensions in the Jaffna peninsula in August did not impede HDI's mine clearance and dairy revitalization project from moving forward. In fact, the HALO Trust cleared a near-record amount of landmines. In August, HDI sections cleared nearly 20,000 square meters (70,786 square meters and 381 mines since January 2007). And HDI-funded manual sections increased from 14 to 17 in August. Clearance of Manduvil has progressed very well and will be completed on schedule in September 2007. Local farmers have been preparing paddy fields for the rainy season right up to the minefield border.

Pandattarippu 4 will be returned to the community after the United Nations Mine Action Office performs the final quality assurance. Clearance is in the final stages at Pandattarippu 3, which is prime cattle-grazing area. A new task is Neervely South, prime agricultural land that is across the road from a school. Clearance of Sarasalai is in its final stages and work is now focused on clearing surface mines that have over the years been dislodged due to flooding and now rest in nearby bushes.

During August, Land O'Lakes (LOL) conducted initial assessments of their target cooperatives and consumer beneficiaries. They also began conducting farmer-level baseline assessments which will enable the program to measure its impacts over the next two years. Through its experienced staff, the program will provide technical assistance to more than 1300 dairy farmers and organizational strengthening to key processing cooperatives. LOL will also support dairy marketing efforts in Jaffna.

LOL officially launched its program by hosting a social and informational event in Jaffna with government officials, representatives from the cooperatives, field veterinarians, media and others. LOL and the Ministry of Livestock Development formally signed an MOU recognizing the program. LOL's country director in Sri Lanka, Matthew Fowler Krause, is profiled in this month's communique.

#### Meet the Land O'Lakes Country Director, Matthew Krause

Matthew Krause, LOL's country director in Sri Lanka, is 37 years old. A native of Ohio, USA, he holds a bachelor's degree in business from Miami University and an International Master's of Business Administration from the University of South Carolina. Conversant in Bahasa Indonesian, Thai, German and French, he worked in Bangkok and Beijing with Automotive Resources Asia Ltd, United Nations Industrial Development Organization and



Matthew (2nd from left) on a minefield.



At the opening ceremony of LOL-Jaffna.



Business Advisory Centre, and the Kenan Institute Asia. He worked for Bank of America, British Steel and Tin Plate Partners International, as well.



Matthew off duty.

**When did you join LOL and did you have any formal training?**

In 2002, I managed a school-feeding program in Jakarta and Manila, which provided nutritional milk and biscuits to 800,000 children with funding from USDA commodities.

**Has working in Asia helped you to settle in Sri Lanka easily?**

Certainly. Although Sri Lanka is unique in its culture and history, developing countries share many of the same challenges. My previous experience working in Indonesia and Philippines has enabled me to quickly adapt to life in Sri Lanka. Sri Lankans are very warm-hearted and enjoy helping their fellow countrymen. Another positive is that close relationships among my Asian staff and peers are mostly based on trust and respect.

**What do you hope to achieve with LOL Sri Lanka?**

Professionally, I hope to gain the trust and respect of the Sri Lankan people involved in this program thus enabling successful implementation of the Dairy Development Program in Jaffna. For the beneficiaries, I hope to increase incomes of poor Jaffna dairy farmers while at the same time increasing the Jaffna population's access to nutritious dairy products. Personally, I hope to learn about Sri Lanka's rich history and culture.

**What are your views on Jaffna and the potential for such a project?**

In my first few months in Jaffna, many people—both foreign and local—told me that working in Jaffna was impossible. However with support from HDI and LOL, I decided to "give it a try." Although the obstacles are great, the opportunity for impact is far greater. We are realistic that due to circumstances beyond our control, there may be challenges but after many discussions with stakeholders and staff in Jaffna, I am confident that we can make a positive change and impact the dairy industry.

**Is there work beyond the 2 year-program in Jaffna or elsewhere in Sri Lanka?**

LOL has already submitted a proposal in partnership with other leading international NGOs to USAID's recently released U.S.\$ 15 million Request for Proposals. It is my responsibility to continue to develop opportunities in Sri Lanka and the Asia Region.

For more information on HDI's work, please contact Jeanne Samuel, the Director of the Sri Lanka office of HDI, #05-03, East Tower, World Trade Centre, Echelon Square, Colombo 1. Tel: 2421258.

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