



STATE OF PALESTINE MINISTRY OF AGRICULTURE

THE 4th MEETING OF THE COMCEC AGRICULTURE WORKING GROUP

Sept. 25th, 2014.

Ankara- Turkey

Facilitating Smallholder Farmers' Market Access in the OIC Member Countries

**“Linking Small-scale Farmers to
Agricultural Markets”**

Case Study

The Project on Improved Extension for Value-added Agriculture in the Jordan River Rift Valley-EVAP. (Funded by JICA).

- **Project period:**

September 2011 – December 2014 (40 months)

- **Target group:**

770 small and medium sized farmers who are members of farmers' organization.

Project purpose:

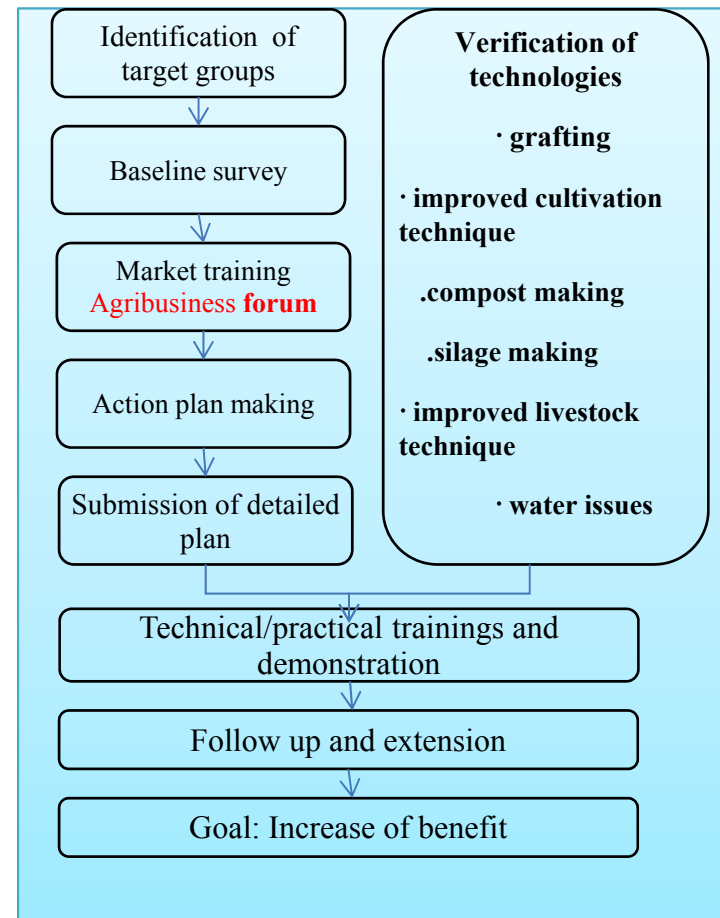
To improve the agricultural profitability of targeted small and medium sized farmers in the Jordan Valley.

Overall goals:

1. changing agricultural economy in the Jordan Valley.
2. improving Farmers' livelihoods in the Jordan t Valley.

EVAP extension package

- The Project has developed the EVAP extension package to illustrate an appropriate extension method for value-added agriculture.
- The package consists of two flows, a flow on the left and right. The left flow presents a series of activities for farmers to gain necessary skills to implement value-added agriculture. The right flow shows verification activities of technologies.



Agribusiness Partner Forum

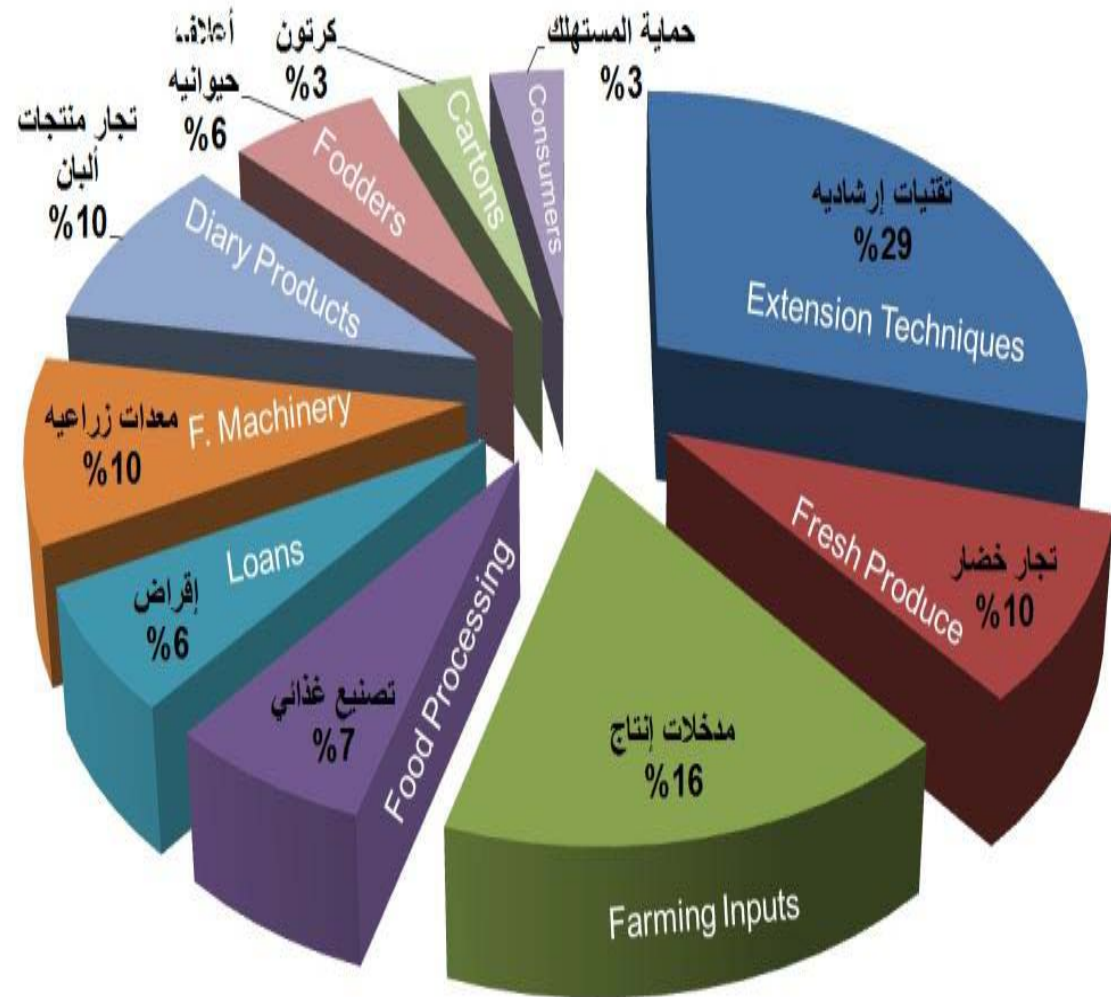
The Forum objectives:

- To provide and exchange new & updated information about local market needs & priorities.
- To exchange experiences and success stories.
- To provide information about modern agricultural techniques.

STAKEHOLDERS

The involved stakeholders are, but not limited to, the following:

Farmer groups, extensionists, SMS, traders, middlemen, farming inputs suppliers, marketing companies, food processing companies, Microfinance, farm machineries, etc.



EXPECTED RESULTS

- Exchanged market information about the local market's needs and priorities
- Disseminated updated information about modern agricultural techniques
- Introduced women workload reduction tools and techniques
- Expanded the market opportunities by introducing new business providers to FG's.



تحت رعاية معالي وزير الزراعة المهندس وليد عساف
Under the Patronage of H.E Waleed Assaf, Ministry of Agriculture

منتدى شركاء التجارة الزراعية الثالث The 3rd Agribusiness Partners Forum

ضمن مشروع تحسين ورفع كفاءة الإرشاد الزراعي في منطقة الأغوار
The Project on Improved Extension for Value-Added Agriculture in the JRRV 'EVAP'

Ramallah, June 2013

رام الله، حزيران







Applying New Technology

Compost making

Silage making



Grafting Watermelon



Watermelon Products





Success Story

First National Initiative:

- The idea of the first national initiative, came to encourage rural products produced by rural women. (Cooperatives).
- It is the first kind of initiative to support the national product.
- The main goal of this initiative is to provide the needs of hotels and restaurants with high quality homemade food supplies produced by women cooperatives.

Objectives:

1. Economic empowerment and encouragement of cooperative associations and women's groups by ensuring the continuity of marketing.
2. To open new markets for products and thus improve the livelihood level of rural women and creation of new jobs.
3. Providing services, technical support and capacity building of women institutions, women's groups by the technical staff and indicative of the partners aimed at promoting and raising the standards of quality and marketing requirements.

4. Awareness of businesswomen and women's cooperatives about the new opportunities for marketing their products through this initiative, whether in the domestic market or for export outside and so the sustainability of production depends on the quality of the product.
5. Advancement of collaborative work through the support and promotion of culture and the importance of consumption of national products produced by women cooperatives.
6. Networking between these institutions and women's projects and service providers with specialized relationship between women's unions and cooperatives and relevant non-governmental organizations interest with marketing of food products.



Thank you for your attention

