



## REFORMING AND DEVELOPING MARKETS IN PALESTINE

The Palestinian economy is hindered by restrictions that limit its growth potential. Agriculture, a key sector in Palestine, faces challenges such as suboptimal production, restricted access to land and water resources, low value addition, constrained access to markets and weak institutional capacities. The Reform and Development of Markets, Value Chains and Producers' Organizations (MAP) project was designed to address these challenges by promoting market-oriented and profitable agribusiness through integrated value chain development. The project aimed to improve production and productivity, quality and value addition, market access and competitiveness, as well as institutional capacities and service delivery. It sought to support farmers and agribusinesses to better access technology, inputs, natural resources, services, capital and markets, increase productivity and profitability and, ultimately, contribute to the economic growth and welfare of the Palestinian people.



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### WHAT DID THE PROJECT DO?

The project had four outputs. The first output aimed to improve production and productivity, the second at improved quality and value addition, and the third at improved competitiveness and market access. The final output regarded improved service delivery and institutional capacities. Under the first output, 303 farming families in the Gaza Strip were assisted to improve the productivity of 2 872 dunums of land. Under Outputs 1 and 2, 394 investment support agreements (ISAs) were successfully implemented; of these, 41 were implemented by women. Four women-led cooperatives and one company were also supported to implement pilot projects. In addition, under Output 2, a new national certification system was developed and adopted by the Palestine Standards Institution (PSI). Under Output 3, three wholesale central markets (WCMs) were supported to strengthen governance and policy, management, facilities, services and logistics. Six consortia, with a total membership of 15 920, also received support to enhance marketing capacities and service provision. Under the final output, support was provided to the Plant Protection and Inspection Services (PPIS) within the MoA to develop a web-based phytosanitary information system (PIS) and to PSI to strengthen its testing capabilities.

### IMPACT

The project brought together donors and stakeholders to ensure that the aid provided aligned with national priorities, thus promoting economic growth and generating income and employment opportunities in the agricultural sector. The story of Nabih Samara, a government employee, who lives with her husband and children in the village of Al-Qubeiba, showcases this impact. In 2019, Nabih organized a brainstorming session with her female relatives and friends to find ways to earn extra income. This session led to the establishment of the Beit Emmaus Women's Cooperative Association. At first, the cooperative aimed to produce and sell ma'amoul, a traditional Arabic cookie. Then the women discovered the processing side of the value chain by freezing foods such as pastries and vegetables, which led to a surge in demand. The cooperative was an ideal candidate for the MAP's pilot projects, which sought innovative small-scale businesses to scale up. The newly provided freezers and packaging machines enabled its members to switch their main production line to mulukhiya, a leaf commonly used in Palestinian cuisine. With project support, the women increased production by 400 percent in only two years.

### KEY FACTS

**Latest Approved Budget**

USD 30 531 529

**Duration**

September 2017-December 2022

**Resource Partners**

Denmark, European Union, the Netherlands, Spain and the Swiss Confederation

**Partners**

Ministry of Agriculture (MoA), Union of Agricultural Works Committee, Businesswomen Forum, Palestine Trade Centre and International Trade Centre

**Beneficiaries**

Input suppliers; farmers; cooperatives; micro, small and medium enterprises; social enterprises; processors; traders and service providers

# ACTIVITIES

- Support was provided to 80 farmer families through production and quality improvement inputs.
- Support was provided to 25 farmer families by establishing water ponds equipped with solar panels.
- Three groundwater wells, benefiting 153 farmer families, were equipped with solar panels and one water reservoir, benefiting 45 farmer families, was established.
- Direct beneficiary grant agreements were signed with five women-led agribusinesses to implement five pilots.
- A total of 394 ISAs was signed, with a project contribution of USD 13.3 million.
- A participatory assessment was made of potential and constraints in agricultural input production faced by Palestinian cooperatives, farmers and agribusinesses.
- A total of 121 beneficiaries (22 female) received support to enhance post-harvest capacities and services for increased value addition among agribusinesses.
- A total of 41 producers of fresh products received the Safe Product Mark issued by PSI.
- Three WCMs, in Hebron, Qabatiya and Khan Younis, were supported to improve governance and policy, management, facilities, services provided and logistics.
- Six consortia were supported to enhance marketing capacities and the services provided to their members.
- A campaign was conducted to raise awareness of quality standards, marks and labels for Palestinian agricultural produce among consumers in local markets.
- The capabilities of 25 agribusinesses, farmers and cooperatives to use digital channels and e-commerce to connect with buyers were improved.
- Two assessment studies identified priority commodities with high potential in both domestic and export markets.
- Two position papers and two issue papers were developed on opportunities and challenges for international and internal agrifood trade.
- Producers' guidelines were developed for 25 agricultural products.
- The National Phytosanitary Action Plan was technically validated.
- Pest/disease risk analysis and surveillance capacities of the MoA were enhanced.
- The project supported PPIS to develop a web-based PIS.
- The food testing laboratory capacities of the MoA were developed by establishing effective public-private partnerships and providing coaching.
- Extension services for farmers and agribusinesses were assessed, and support actions were identified.
- Successful practices and lessons learned from project implementation were used to create a collection of 12 good practice documents related to various project outputs.



SUSTAINABLE DEVELOPMENT GOALS



## Project Title

Reform and Development of Markets, Value Chains and Producers' Organizations



## Project Code

FAO: GCP/GAZ/014/MUL

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