

Section I: Identification and JP Status

Pro-poor Horticulture Value Chains in Upper Egypt

Semester: 2-12

| | |
|--------------------|---|
| Country | Egypt |
| Thematic Window | Development and the Private Sector |
| MDGF Atlas Project | 00067258 |
| Program title | Pro-poor Horticulture Value Chains in Upper Egypt |

| | |
|------------------------|------------|
| Report Number | |
| Reporting Period | 2-12 |
| Programme Duration | |
| Official Starting Date | 2009-12-04 |

| | |
|--------------------------------|--|
| Participating UN Organizations | <ul style="list-style-type: none"> * ILO * UNDP * UNIDO * UN Women |
|--------------------------------|--|

| | |
|-----------------------|--|
| Implementing Partners | <ul style="list-style-type: none"> * Ministry of Investment * Ministry of Trade and Industry |
|-----------------------|--|

Budget Summary

Total Approved Budget

| | |
|-------|----------------|
| UNDP | \$3,246,561.00 |
| UNIDO | \$2,521,455.00 |
| ILO | \$1,005,800.00 |

| | |
|--------------|-----------------------|
| UN Women | \$725,888.00 |
| Total | \$7,499,704.00 |

Total Amount of Transferred To Date

| | |
|--------------|---------------|
| UNDP | |
| UNIDO | |
| ILO | |
| UN Women | |
| Total | \$0.00 |

Total Budget Committed To Date

| | |
|--------------|-----------------------|
| UNDP | \$256,024.00 |
| UNIDO | \$444,999.00 |
| ILO | \$324,512.00 |
| UN Women | \$218,169.00 |
| Total | \$1,243,704.00 |

Total Budget Disbursed To Date

| | |
|--------------|-----------------------|
| UNDP | \$2,428,252.00 |
| UNIDO | \$1,513,160.00 |
| ILO | \$681,196.00 |
| UN Women | \$422,469.00 |
| Total | \$5,045,077.00 |

Donors

As you can understand, one of the Goals of the MDG-F is to generate interest and attract funding from other donors. In order to be able to report on this goal in 2010, we would require you to advise us if there has been any complementary financing provided for each programme as per following example:

Please use the same format as in the previous section (budget summary) to report figures (example 50,000.11) for fifty thousand US dollars and eleven cents

| Type | Donor | Total | For 2010 | For 2011 | For 2012 |
|------|-------|-------|----------|----------|----------|
|------|-------|-------|----------|----------|----------|

DEFINITIONS

1) **PARALLEL FINANCING** – refers to financing activities related to or complementary to the programme but whose funds are NOT channeled through UN agencies. Example: JAICA decides to finance 10 additional seminars to disseminate the objectives of the programme in additional communities.

2) **COST SHARING** – refers to financing that is channeled through one or more of the UN agencies executing a particular programme. Example: The Government of Italy gives UNESCO the equivalent of US \$ 200,000 to be spent on activities that expand the reach of planned activities and these funds are channeled through UNESCO.

3) **COUNTERPART FUNDS** - refers to funds provided by one or several government agencies (in kind or in cash) to expand the reach of the programme. These funds may or may not be channeled through a UN agency. Example: The Ministry of Water donates land to build a pilot 'village water treatment plant' The value of the contribution in kind or the amount of local currency contributed (if in cash) must be recalculated in US \$ and the resulting amount(s) is what is reported in the table above.

Beneficiaries

| Beneficiary type | Targetted | Reached | Category of beneficiary | Type of service or goods delivered |
|----------------------------|------------------|----------------|--|--|
| Farmers | 1,000 | 1,956 | Farmers/Men | Capacity building on business planning and production |
| Farmers | 0 | 13 | Entrepreneurs/Women | Capacity building on business planning and production |
| Farmers | 0 | 1 | Cooperatives (number of coop, not persons) | Capacity building on business planning and production |
| Farmers Associations | 6 | 17 | Bussiness (numer of business units) | Capacity of marketing agents strengthened to access to new markets |
| Companies of small farmers | 1 | 2 | Bussiness (numer of business units) | Strengthening the capacity and competitiveness of the stakeholders involved in processing the different products |
| Rural Women | 80 | 80 | Entrepreneurs/Women | Entrepreneurship training and business plans for cooperative leaders |
| Food Processors | 0 | 30 | Bussiness (numer of business units) | Strengthening the capacity and competitiveness of the stakeholders involved in processing the different products |
| agricultural women workers | 450 | 350 | Farmers/Women | Capacity building on business planning and production |

Beneficiary type

agricultural Cooperatives
Central Union and farmers
Syndicates

Targetted

0

Reached **Category of beneficiary**

2 Cooperatives (number of coop, not persons)

Type of service or goods delivered

Awareness raising on cooperatives for agricultural producers

Section II: JP Progress

1 Narrative on progress, obstacles and contingency Measures

Please provide a brief overall assessment (1000 words) of the extent to which the joint programme components are progressing in relation to expected outcomes and outputs, as well as any measures taken for the sustainability of the joint programme during the reporting period. Please, provide examples if relevant. Try to describe facts avoiding interpretations or personal opinions

Plases describe three main achievements that the joint programme has had in this reporting period (max 100 words)

The programme has significantly strived towards its goals, its main achievements during this reporting period include:

Introduction on new techniques and technologies of production, which include the establishment of greenhouses promoting vertical expansion of production, new varieties, such as broccoli and establishing linkages with demanding companies, upgrading production practices, producing pesticide free pomegranates and broccoli

Establishment of the first Palm dates stakeholder association of palm dates, consisting of producers and exporters from Qena, Luxor and Asswan.

More than 80 rural women start their own businesses and operate income generating assets

Establishing 3 Business development service units in El Tod Luxor, Gaafar in beni Sweif and Awlad Yahia sohag

Progress in outcomes

Outcome 1:

The programme assisted more than 2000 beneficiaries of 17 farmers associations in 6 Governorates to produce higher quality and quantity crops, productivity increased over 25% and lab results have shown that produce is pesticide free. Produce such as pomegranates have been sold 15% above market price and around 85% of farmers have indicated reduction in production cost and improved access to markets by linking farmers to traders and processors. While the capacity of local agronomists has been built to serve as hubs for development.

Outcome 2:

Farmers have gathered to collective forms of enterprises and more than 80 started their small businesses. Two farmer owned shareholding companies are now operating, and three business development services units are now operational providing employment and service opportunities to members.

Outcome 3:

The project has been working on drafting a proposal for the adjustment of the cooperatives law, allowing for better integration and operation of small farmers on a high policy level

Progress in outputs

Outputs to Outcome 1:

Improvement of capacity of over 2000 SME, farmers, lead farmers and agricultural workers in targeted locations has been achieved exceeding planned target, productivity increase over 25% and over 40% of farmers are applying introduced techniques and technologies. Farmers satisfaction with services provided by Farmers Associations has

significantly improved reaching more than 80%, while marketing still remains a challenge on an individual level. On an organizational level, FAs and Post Harvest centers have better linkages to markets, supplying more than 14,000 tons of their members produce to the markets, and have managed to be listed as suppliers of traders and processors in addition to establishing linkages with Spanish importers, supplying a container of onions.

In addition the capacity of 17 hired agronomists have been improved to independently provide technical assistance and capacity of 120 fresh graduates of agricultural faculties of Upper Egypt, have been built to match job market requirements.

As for targeted women committees, these have worked closely with Misr el Kheir Foundation, to serve women, providing income generating assets and required technical support to more than 55 women.

farmers have joined some advocacy campaigns, especially with regards to access to electricity and water.

Outputs to Outcome 2:

Farmers are now equipped with knowledge to start and run their own businesses and more than 80 rural women, have done so. In addition 3 business development services have been established and are now running. Farmers through a capacity building programme, prepared 11 proposals and submitted them to the world bank development market place competition.

Outputs to Outcome 3:

Several workshops and meetings promoted as a result of such interventions. A new association of palm date stakeholders has been institutionalized, underlining the importance of the value chain. Currently a study on the cooperatives law is ongoing, in dialogue with the government and the private sector and will propose recommendations and amendments to the new draft.

Measures taken for the sustainability of the joint programme

A sustainability plan has been drafted and implementation steps outlined. The project is following its sustainability plan and activating its exit and closing strategy. It includes the transfer of assets and knowledge to counterparts and beneficiaries. For example, an expert tool system is being developed for sustainable linkage between farmers and experts.

SALASEL exit strategy also includes brokering linkages with civil society and a local university, to ensure the sustainability of knowledge transfer of advanced agricultural practices such as protected cultivation, beyond the project lifetime and developing local business development service units (BDS) to ensure the continuity of business development and of extension service on a local level. Further, inviting an international cooperatives expert to work closely with farmers' associations, syndicates and unions to suggest concrete amendments to the cooperatives law in order invigorate the cooperative mechanism which should give a strong boost to Egyptian economy

Are there difficulties in the implementation?

Administrative / Financial

What are the causes of these difficulties?

External to the Joint Programme

Briefly describe the current difficulties the Joint Programme is facing

The financial system occasionally hampers implementation with regards to pre-financing activities.

Briefly describe the current external difficulties that delay implementation

The political instability and changes sometimes affect implementation, especially with regards to outcome 3, envisaging policy changes.

Explain the actions that are or will be taken to eliminate or mitigate the difficulties

The incorporation of the government is focused on and continuous dialogue is essential for the success of the policy recommendations foreseen under the project.

2 Inter-Agency Coordination and Delivering as One

Is the joint programme still in line with the UNDAF?

Yes true
No false

If not, does the joint programme fit the national strategies?

Yes
No

What types of coordination mechanisms

Joint Project Management Unit Meetings incorporate all agencies. many activities are implemented in synergy and costs are shared unified reporting and monitoring and evaluation system in place

- PMC and NSC are fully functional. There is good representation from all the partners and the members have decision-making authority within their respective organizations.
- The programme manager ensures partners are working in a synergistic and synchronized manner
- RC office facilitates the coordination process and provides continues support to the programme manager, PMC and NSC.
- There is strong national ownership and interest.
- Bilateral and multilateral meetings are conducted to discuss progress, challenges and possible solutions.
- Decisions are taken jointly.
- Adjusting the Results and Resources Framework to eliminate redundancy to ensure better coordination in implementing activities.

Please provide the values for each category of the indicator table below

| Indicators | Baseline | Current Value | Means of verification | Collection methods |
|--|----------------|---------------|--------------------------|----------------------------|
| Number of managerial practices (financial, procurement, etc) implemented jointly by the UN implementing agencies for MDF-F JPs | 14 (July 2012) | 17 | project data | meetings and joint reports |
| Number of joint analytical work (studies, diagnostic) undertaken jointly by UN implementing agencies for MDG-F JPs | 8 (July 2012) | 10 | reports and project data | meetings and joint reports |

Number of joint missions undertaken jointly by UN implementing agencies for MDG-F JPs

17 (July
2012)

20

reports and project data,
photos

meetings and joint
reports

3 Development Effectiveness: Paris Declaration and Accra Agenda for Action

Are Government and other national implementation partners involved in the implementation of activities and the delivery of outputs?

Not involved false
Slightly involved false
Fairly involved false
Fully involved true

In what kind of decisions and activities is the government involved?

Policy/decision making
Management: procurement

Procurement, monitoring & evaluation and approving MOUs with different stakeholders.

Who leads and/or chair the PMC?

The Government Focal Point

Number of meetings with PMC chair

three meetings in the last 6 months

Is civil society involved in the implementation of activities and the delivery of outputs?

Not involved false
Slightly involved false
Fairly involved false
Fully involved true

In what kind of decisions and activities is the civil society involved?

Management: service provision

Are the citizens involved in the implementation of activities and the delivery of outputs?

Not involved false
Slightly involved false
Fairly involved true
Fully involved false

In what kind of decisions and activities are the citizens involved?

Where is the joint programme management unit seated?

By itself

Current situation

the PMU is seated in the Project Office and has a field offices in Beni Sueif, Assiout and Luxor respectively

4 Communication and Advocacy

Has the JP articulated an advocacy & communication strategy that helps advance its policy objectives and development outcomes?

Yes true

No false

Please provide a brief explanation of the objectives, key elements and target audience of this strategy

The overall goal is to accelerate progress on MDGs by raising awareness, strengthening broad based support and action and increasing engagement in MDG related policy and practice. The key outcomes are:

- Increase awareness and support for the Pro-Poor Horticulture Value Chains Project both at policy and general public level
- Programs are leveraged for achieving MDG results and citizen's engagement is strengthened
- Improved accountability and transparency between all partners

The target audience:

- Level one (Primary): The implementing partners, stakeholders, farmer associations, PHC, business associations and government authorities
- Level two (Secondary): The private sector, exporters, suppliers, investors, donors, consultants
- Level tree (Tertiary): The general public

What concrete gains are the advocacy and communication efforts outlined in the JP and/or national strategy contributing towards achieving?

Increased awareness on MDG related issues amongst citizens and governments

Increased dialogue among citizens, civil society, local national government in relation to development policy and practice

New/adopted policy and legislation that advance MDGs and related goals

Establishment and/or liasion with social networks to advance MDGs and related goals

Key moments/events of social mobilization that highlight issues

Media outreach and advocacy

- In cooperation with the Ministry Of Agriculture a training program was organized to help the small farmers and the community in Qena to overcome the Tuta Absoluta which is a dangerous pest that affects the production and processing of tomato in Egypt

- A road map towards reform of the cooperative law is being developed with close participation from Government , political parties , farmers organizations, and media is being

involved to promote the need for such reforms

-The Advocacy and Communication Officer Succeeded in forging 4 partnerships with renowned Egyptian media outlets Nogoum FM, Shorouk Newspaper, el Masry El Yom, Al Ahram Center for Political and Strategic Studies.

-Another fruitful partnership with January 25 tv was forged producing a half an hour programme every two weeks to cover all activities of the programme along the period of 4 months. The total episodes number reached 8, with many repetitions throughout the month of the different episodes.

-The programme communication officer was also able to foster a close relationship with Egypt's renowned morning talkshow Sabah El Kheir Ya Masr, (good morning Egypt) and programme officials were invited around four times to talk about the programme and farmers related issues

-Throughout the working period around 52 news items were published about the different activities of the programme in different print newspapers including 12 investigative reports , 20 short news, one paid article , and 20 online news items some(4 in major news websites,: Masrawy, EGYNet, Al Ahram electronic gate, El Masry El Yom Online these short items were quoted in 6 other news outlets and one feature story published on the MDG-Fund news website) The programme issued two press releases to inform about specific success stories that are considered a major breakthrough. The releases were also quoted by major newspapers.

-The program activities and mission was featured at length in 2 radio programs one hour each and one 10 minutes morning radio interview

-The programme event to promote Upper Egypt with the private sector was successfully covered by major TV and media as well as major newspapers outlets

-The programme's activities were showcased in an International conference in Kenya as an exemplary approach to extension services

-A periodical newsletter is being issued (already 5 issues were published online)

-a brochure presenting the basic info of the programme has been designed and printed (2000 copies Arabic and English)

-The programme issued 9 Newsletters with major success stories

-There is an active website and an interactive Facebook page that is being updated regularly with around 326 followers. The advocacy and communication officer is also active in online discussions and conversations using linked IN and tweeter

-Already there are around 18 documentaries and visual documentation material about the programme's activities and success stories published on the programme you tube channel.

-An advocacy strategy has been designed in collaboration with the programme's advocacy consultants to lobby for amendments in the cooperative laws, studies were carried and an international consultant with ILO is working closely with the communication officer to meet with relevant stakeholders and to form a lobby to get a consensus around the needed amendments

-The advocacy and communication officer succeeded in widening the scope of SALASEL activities to a number of civil society bodies including the Central Agricultural Cooperatives Union which represents more than 5 million farmers and hosts around 7000 Farmers ' associations

-a workshop for participatory film making has been designed 8 young beneficiaries, including 2 young women, from the UE governorates joined and produced documentaries that were aired by major TV stations to advocate for women rights and farmers ' rights in Upper Egypt, the workshop was partially financed by the award that the programme won at an international conference of the MDG-Fund partners

-a major conference to launch the first company to be owned and run by farmers has been organized

What is the number and type of partnerships that have been established amongst different sectors of society to promote the achievement of the MDGs and related goals?

| | |
|-----------------------------|----|
| Faith-based organizations | |
| Social networks/coalitions | 2 |
| Local citizen groups | 17 |
| Private sector | 4 |
| Academic institutions | 1 |
| Media groups and journalist | 7 |

Other 3

What outreach activities do the programme implement to ensure that local citizens have adequate access to information on the programme and opportunities to actively participate?

Focus groups discussions

Use of local communication mediums such radio, theatre groups, newspapers

Open forum meetings

Capacity building/trainings

Section III: Millenium Development Goals

Millenium Development Goals

Target 1.A: Halve, between 1990 and 2015, the proportion of people whose income is less than one dollar a day

| JP Outcome | Beneficiaries | JP Indicator | Value |
|--|---------------|---|--------|
| Small farmers and agricultural workers are more equitably integrated into domestic and international value/supply chains of horticultural products through enhanced efficiency, productivity and viable business partnerships with private sector investors. | 2000 | # of metric tons processed by each PHC for high value markets annually (dis-aggregated by crop) | 2562.0 |

Target 1.B: Achieve full and productive employment and decent work for all, including women and young people

| JP Outcome | Beneficiaries | JP Indicator | Value |
|--|---------------|--|-------|
| Small farmers and agricultural workers are more equitably integrated into domestic and international value/supply chains of horticultural products through enhanced efficiency, productivity and viable business partnerships with private sector investors. | 100 | # of farmers producing in accordance to Global GAP option 2 in targeted FAs # of PHC complying with national and international quality and management standards | 50.0 |

Target 3.A: Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015

| JP Outcome | Beneficiaries | JP Indicator | Value |
|--|---------------|---|-------|
| Small farmers and agricultural workers are more equitably integrated into domestic and international value/supply chains of horticultural products through enhanced efficiency, productivity and viable business partnerships with private sector investors. | 250 | # of PHC complying with national and international quality and management standards (ISO 22000) | 2.0 |

Target 8.F: In cooperation with the private sector, make available the benefits of new technologies, especially information and communications

| JP Outcome | Beneficiaries | JP Indicator | Value |
|--|---------------|---|-------|
| Entrepreneurial forms of organization established by small farmers | 152 | # of Entrepreneurial forms established by small farmers (disaggregated by type of entrepreneurial form) | 5.0 |

Additional Narrative Comments

Please provide any relevant information and contributions of the programme to de MDGs, whether at national or local level

In addition to the contribution to the MDG 1, 3 and 8 the programme has focused on raising farmers awareness on the use of fertilizers and pesticides, reducing their consumption in some cases to a one-hundredth of what used to be implemented, contributing significantly to MDG7, improving environmental sustainability, but also improving access to export markets in particular, decreasing barriers to trade and producing healthier, safer products.

Please provide other comments you would like to communicate to the MDG-F Secretariat

We would like to invite you to view the programme's website under:
www.mdg-hvc-eg.org

Salasel's Youtube Channel:
<http://www.youtube.com/user/Salaselnewsworld>

Our facebook page:
<https://www.facebook.com/pages/Salasel-Joint-Program-Pro-poor-Horticulture-Value-Chains-in-Upper-Egypt/101256853290648>

Our linkedin profile:
<http://www.linkedin.com/company/1937587?trk=tyah>

Section IV: General Thematic Indicators

1 Promote and support national and local policies and programmes in favor of enterprise development

1.1 Number of laws, policies or plans supported by the Joint Programme related to the advancement of enterprises (including agro industry)

Policies
National 1
Local

Laws
National 4
Local

Strategies
National
Local

1.2 Please briefly provide some contextual information on the law, policy or plan and the country/municipality where it is going to be implemented

Laws and policies being identified

1. Law No. 155 of 2002 on Export development, which involves a government incentives programme for exporters. The GOE is currently introducing amendments to include incentives for farmers and post-harvest processors along the value chain and not only exporters as is the case currently.
2. Cooperatives law, the programme has been in close discussion with the Ministry of Agriculture, the Central Agricultural Cooperatives Union, Farmers syndicate on the needed amendments of the cooperatives law, the programme is invited to participate in the committee reviewing the cooperatives law.
3. Land Titles law, local FA's are working on developing advocacy campaigns to raise awareness on farmers' rights and how to face the corrupt practices regarding the misinterpretations of the law
4. A number of Policies and services offered by the general authority for investment (GAFI) to attract investors to Upper Egypt have also been identified and a plan to promote these services at grass root level is being developed in cooperation with GAFI

5. a local consultancy firm is preparing a comprehensive study of the needed economic policy reforms and is addressing 7 different major issues

1.3 Number of entrepreneurs and/or entities that the law, policy or strategy directly affects

Farmers

| | |
|-------|------------|
| Total | 22,000,000 |
| Urban | |
| Rural | 22,000,000 |

Entrepreneurs

| | |
|-------|--|
| Total | |
| Urban | |
| Rural | |

Micro enterprises

| | |
|-------|--|
| Total | |
| Urban | |
| Rural | |

Small enterprises

| | |
|-------|--|
| Total | |
| Urban | |
| Rural | |

Medium enterprises

| | |
|-------|--|
| Total | |
| Urban | |
| Rural | |

Large enterprises

| | |
|-------|--|
| Total | |
| Urban | |
| Rural | |

Financial providers

| | |
|-------|--|
| Total | |
| Urban | |

Rural

Business development providers

Total

Urban

Rural

Other, Specify

Total

Urban

Rural

1.4 Please indicate the sector of focus of the law, policy or plan

Agro-industry

1.5 Government's budget allocated to support enterprise development before the implementation of the Joint Programme

National Budget

Total Local Budget(s)

1.6 Variation (%) in the government's budget allocated to programmes or policies on enterprise development from the beginning of the joint programme to present time

National Budget

% Overall

% Triggered by the Joint Programme

Local Budget

% Overall
% Triggered by the Joint Programme

2 Promote and support national and local policies and programmes in favor of enterprise development

2.1 Type and number of programmes or interventions supported by the joint programme aiming to improve enterprises' capacities, competitiveness, and / or access to market:

Technical Assistance

Total 17
Microenterprises
SME
Farms
Cooperatives 1
Other

Business Development Services

Total 3
Microenterprises
SME
Farms
Cooperatives
Other

Access to finance

Total 6
Microenterprises
SME
Farms
Cooperatives
Other

Certification

Total 82
Microenterprises

SME 2
Farms 80
Cooperatives
Other

Other, Specify

Total
Microenterprises
SME
Farms
Cooperatives
Other

2.2 Total number of individuals directly assisted through those interventions

Technical Assistance

Farmers 2000
Entrepreneurs 80
Employees 350
Other
Women 440
Men 1990

Business Development Services

Farmers 80
Entrepreneurs
Employees
Other
Women 80
Men

Access to finance

Farmers
Entrepreneurs
Employees
Other
Women

Men

Certification

Farmers
Entrepreneurs
Employees
Other
Women
Men

Other, Specify

Farmers
Entrepreneurs
Employees
Other
Women
Men

2.3 What impacts have these interventions had?

Livelihoods improvement
Increased level of production
Increased level of commercialization
Higher quality of products and services
Access to new markets: national
Access to new markets: International
Aggregation and integration of small producers
Increase profits
Adoption of new technologies

3 Creating or strengthening organizations and partnerships to contribute to enterprise development and competitiveness

3.1 Type and number of organizations created or strengthened

Clusters

Total
Participating Business
Total participating individuals
Participating men
Participating women

Cooperatives

Total 1
Participating business
Total participating individuals
participating men 30
participating women 1

Farmers Associations

Total 16
Participating business
Total participating individuals
participating men 1990
participating women 450

Business groups

Total 2
participating business
Total participating individuals
participating men 70
participating women 2

Other, Specify

Total
Participating business
Total participating individuals
participating men
participating women

3.2 Number of target enterprises who realize a financial benefit as a result of the joint programme's contribution

Clusters

Total

Participating Business

Total participating individuals

participating men

participating women

Cooperatives

Total

participating business

Total participating individuals

participating men

participating women

Farmers Associations

Total

participating business

Total participating individuals

participating men

participating women

Business groups

Total

participating business

Total participating individuals

participating men

participating women

Other, Specify

Total

participating business

Total participating individuals

participating men

participating women