

Section I: Identification and JP Status

Pro-poor Horticulture Value Chains in Upper Egypt

Semester: 1-11

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	1-11
Programme Duration	
Official Starting Date	2009-12-04

Participating UN Organizations	* ILO * UNDP * UNIDO * UN Women
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Implementing Partners	* Ministry of Investment * Ministry of Trade and Industry
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Budget Summary

Total Approved Budget

UNDP
UNIDO
ILO

UN Women	
Total	\$0.00

Total Amount of Transferred To Date

UNDP	\$2,660,417.00
UNIDO	\$1,697,555.00
ILO	\$690,150.00
UN Women	\$460,742.00
Total	\$5,508,864.00

Total Budget Committed To Date

UNDP	\$401,364.62
UNIDO	\$228,050.01
ILO	\$72,800.00
UN Women	\$52,500.00
Total	\$754,714.63

Total Budget Disbursed To Date

UNDP	\$684,757.35
UNIDO	\$445,034.80
ILO	\$28,300.00
UN Women	\$44,227.00
Total	\$1,202,319.15

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 in 2010 for each programme as per following example:

Amount in thousands of U\$

Type	Donor	Total	For 2010	For 2011	For 2012
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Parallel

Cost Share

Counterpart

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.

Direct Beneficiaries

	Men	Men from Ethnic Groups	Women	Women from Ethnic Groups	Boys	Girls	National Institutions	Local Institutions
Targeted Number	450	0	450	0	0	0	0	6
Reached Number	216		45					6
Targeted - Reached	234	0	405	0	0	0	0	0
% difference	48.0	0	10.0	0	0	0	0	100.0

Indirect Beneficiaries

	Men	Men from Ethnic Groups	Women	Women from Ethnic Groups	Boys	Girls	National Institutions	Local Institutions
Targeted Number	600	0	200	0	0	0	0	2
Reached Number								2
Targeted - Reached	600	0	200	0	0	0	0	0
% difference	0.0	0	0.0	0	0	0	0	100.0

Section II: JP Progress

1 Narrative on progress, obstacles and contingency Measures

Please provide a brief overall assessment (250 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

Progress in outcomes

The JP is undertaking necessary preparations in order to achieve expected results.

Outcome 1:
Beneficiaries have received several training and technical assistance programs covering issues of production, post harvest and compliance with international standards, preparing them for the supply to high value markets, such as Makro Cash & Carry. Moreover Pre-feasibility studies for potential agro-industries are being conducted, assessing new marketing channels. In addition business linkages with the private sector are being established, allowing for equitable integration of beneficiaries in the local supply chains, such as the potato supply chain with PepsiCo.

Outcome 2:
A business plan is being finalized assessing the viability of a company established by small farmers in Upper Egypt. Furthermore, communication and advocacy activities covering several forms of media, discussing challenges and promoting incorporation of small farmers in entrepreneurial forms, are undertaken.

Outcome 3:
The current cooperatives law has been identified as a major challenge hindering pro-poor private sector growth in Upper Egypt. The JP has conducted several high level meetings with government officials as well as the local media, addressing this issue and highlighting its importance. On another account, capacity building activities on advocacy for beneficiaries have been taking place, in order to strengthen their capabilities to discuss policy and regulatory changes with the Government of Egypt.

Progress in outputs

Outputs are progressing almost as planned, taking external factors into account that caused some delays in implementation.

The programme has conducted more than 35 training and technical assistance as well as capacity building programmes, covering production techniques, post harvest practices, basics of traceability, documentation, quality and food safety and hygiene in preparation for certification of farmers and postharvest centers, as well as gender sensitization and preparatory courses for the certification with the gender equity seal, in addition to workshops on strategic planning, empowering farmers association general assembly, directly reaching more than 300 beneficiaries.

One of the planned activities, (1.1.2. Link the FAS to the GSB project the CSR centre and Growth of Inclusive Markets Program) the GSB is revisiting its structure and strategy and the national executing partner is reviewing its mandate so partnership will be postponed to next year .

Measures taken for the sustainability of the joint programme

1. Capacity Building of Farmers Associations

A capacity building program for members of farmers association has been prepared and is being implemented, to ensure the empowerment of the organization and improving its capacities in order to enable it to actively and sustainably deliver services to its members.

2. Agribusiness Center

The program has foreseen its sustainability in the establishment of up to 3 Agribusiness Centers in Upper Egypt, acting as an information and service hub for horticulture. The business plan for these centers is currently being drafted

3. Attracting Investors to Upper Egypt

In search of markets for horticultural crops, the program has contracted consultants to prepare pre-feasibility studies for up to 5 different agricultural industries applicable in Upper Egypt. Creating new markets and job opportunities.

4. Program Field Offices

The program has identified the importance of local presence at beneficiary proximity and has established 3 field offices serving 6 governorates in Upper Egypt, through qualified young agronomists.

Are there difficulties in the implementation?

UN agency Coordination

What are the causes of these difficulties?

External to the Joint Programme

Differences and disparities in internal financial, managerial and procurement procedures of UN agencies cause some difficulties in implementation.

Briefly describe the current difficulties the Joint Programme is facing

Briefly describe the current external difficulties that delay implementation

Political turmoil in Egypt and related lack of safety and security as well as lack of clear government attitude towards the private sector role in development has not just affected advocacy but also all activities of the project.

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

Some activities will be postponed until political stability is established. Other activities will be pursued as planned or will be brought forward

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

- PMC and NSC are fully functional. All partners are represented with decision making authority within their organization.
- Programme Manager ensures joint implementation and delivery
- RC office facilitates coordination process and provides continuous support
- Strong national ownership and interest
- Bilateral and Multilateral meetings are conducted to discuss progress, challenges and solutions
- A monthly meeting among JP Managers and RC Office has been set in order to coordinate and harmonize the interventions whenever possible and share experiences and lessons learned.
- Adjustment of Result and Resource Framework to eliminate redundancy and ensure better coordination in implementation of 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	8	11	Procurement manual, project document, PMC and NSC minutes of meeting	Meetings and joint reports
Number of joint analytical work (studies, diagnostic) undertaken jointly by UN implementing agencies for MDG-F JPs	3	5	TORs, Reports	Reports
Number of joint missions undertaken jointly by UN implementing agencies for MDG-F JPs	9	12	Mission Reports	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 true
Fairly involved false
Fully involved false

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

Policy/decision making
Recruitment

Management: budget

Recruitment

Management: other, specify

Recruitment

Who leads and/or chair the PMC?

Co-chaired by UNDP Representative (starting from the 5th meeting) and Ministry of Trade and Industry Director of Human Resources and Projects

Number of meetings with PMC chair

7

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?

Policy/decision making

The civil society is involved in several activities, especially in service provision, such as preparation of the programme website, recommendation of beneficiaries, planning and cost sharing needed equipment and tools for upgrading Post harvest centers and farmers associations. In addition to advocacy, policy change and regulations.

Management: service provision

The civil society is involved in several activities, especially in service provision, such as preparation of the programme website, recommendation of beneficiaries, planning and cost sharing needed equipment and tools for upgrading Post harvest centers and farmers associations. In addition to advocacy, policy change and regulations.

Are the citizens 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 are the citizens involved?

Management: service provision

Where is the joint programme management unit seated?

By itself

Current situation

The PMU is seated in a rented flat at Giza (Giza is part from Great Cairo). The 3 field offices are fully mobilized in 3 Governorates in Upper Egypt, Beni Sweif, Assiut and Luxor.

Each FO is managed by Field Office Manager, Marketing Officer, Admin Assistant, 6-7 Agronomist, driver and messenger. We are supporting 6 Farmers Associations in 6 Governorates in addition to some beneficiaries who are in relation to our activities such as Pomegranate and potatoes growers.

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 main objective of the SALASEL communication and advocacy plan is to raise awareness and strengthen broad bases support and actions for the goals of the project through devising activities that aim at keeping the MDGs high on the political agenda. The plan works on educating a multiplier effect of the MDG-F investment in the country by highlighting the SALASEL joint program as a model and a best practices suitable to replicate and learn from. The plan will also address citizen participation and empowerment and work on policy.

The target audience:

-Group 1: The population of farmers in Upper Egypt

* Promotion of entrepreneurial values

* Promotion of gender equity values

* Targeting some social inherent negative values such as strong tribal values, delimiting farmers from forming cooperations.

* Addressing the declining standing of agriculture and agribusiness in the eyes of youth in the region, promoting a view of land cultivation and agribusiness as a lucrative opportunity holding the promise of a rewarding career.

- Group 2: Policy makers and private sector

* Highlight the importance of Upper Egypt as the land of opportunities (or missed opportunities)

* Emphasize the importance of the agricultural sector as potentially the engine for poverty reduction in rural Egypt.

* Underscore the gain and value of the establishment of equitable and viable partnerships between private investors and small farmers.

* Advocating any needed changes in government policies towards the establishment of an equitable business.

-Group 3: Civil society and the media

* Increase awareness of media professionals and civil society, advocate and mobilize support for the MDGs.

* Alert the different civil society institutes and the media to challenges that face

a) the rural population in Upper Egypt and the need to mobilize the efforts to combat extreme poverty in this region.

b) women specifically in Upper Egypt, train and educate them in handling gender issues.

c) the horticultural sector in Upper Egypt and the mobilize efforts to restructure this important economic sector.

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

Outreach to international community to present the JP efforts as a model and lessons learned for potential replication. We made MOU with the Ministry of Agriculture to face some national problems such as the pest Tuta Absoluta which affects the production, processing of tomato in Egypt. The Ministry will organize a training program to help the small farmers and the community in Qena to overcome this dangerous pest. We will also participate in the committee of reviewing the cooperatives law.

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

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

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

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Key moments/events of social mobilization that highlight issues

Outreach to international community to present the JP efforts as a model and lessons learned for potential replication. We made MOU with the Ministry of Agriculture to face some national problems such as the pest Tuta Absoluta which affects the production, processing of tomato in Egypt. The Ministry will organize a training program to help the small farmers and the community in Qena to overcome this dangerous pest. We will also participate in the committee of reviewing the cooperatives law.

Media outreach and advocacy

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Others

Outreach to international community to present the JP efforts as a model and lessons learned for potential replication. We made MOU with the Ministry of Agriculture to face some national problems such as the pest Tuta Absoluta which affects the production, processing of tomato in Egypt. The Ministry will organize a training program to help the small farmers and the community in Qena to overcome this dangerous pest. We will also participate in the committee of reviewing the cooperatives law.

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

Local citizen groups

Private sector

Academic institutions

Media groups and journalist

3 MOUs and Contracts

Other MOU with MALR

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?

Household surveys

The programme has participated in several fairs and exhibitions such as food gate fresh gate and the Luxor modern agriculture exhibition to ensure that citizens have adequate access to information on the programme. In addition, further outreach activities include radio and TV interviews, articles in national newspapers and technical magazines. Moreover a website is being designed and a brochure and periodical newsletters are disseminated. Furthermore the programme is preparing 6 video documentation addressing different advocacy issues, such as group farming and marketing and gender and agriculture.

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

The programme has participated in several fairs and exhibitions such as food gate fresh gate and the Luxor modern agriculture exhibition to ensure that citizens have adequate access to information on the programme. In addition, further outreach activities include radio and TV interviews, articles in national newspapers and technical magazines. Moreover a website is being designed and a brochure and periodical newsletters are disseminated. Furthermore the programme is preparing 6 video documentation addressing different advocacy issues, such as group farming and marketing and gender and agriculture.

Capacity building/trainings

The programme has participated in several fairs and exhibitions such as food gate fresh gate and the Luxor modern agriculture exhibition to ensure that citizens have adequate access to information on the programme. In addition, further outreach activities include radio and TV interviews, articles in national newspapers and technical magazines. Moreover a website is being designed and a brochure and periodical newsletters are disseminated. Furthermore the programme is preparing 6 video documentation addressing different advocacy issues, such as group farming and marketing and gender and agriculture.

Section III: Millenium Development Goals

Millenium Development Goals

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.	450	<ul style="list-style-type: none"> - #of farmers reporting increased income - % increase in average wages of trained agricultural workers - % increase in average wages of trained agricultural women workers - % increase in income of small farmers -# existing and renewed contracts between farmers and private investors -reduces loss in horticultural crops by 50% 	

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.	150	150 agricultural workers, (75% women) gainfully employed in PHCs	0.0

Target 8.A: Develop further an open, rule-based, predictable, non-discriminatory trading and financial system.

JP Outcome	Beneficiaries	JP Indicator	Value
Entrepreneurial forms of organization established by small farmers.	0	Number of entrepreneurial organizations established by small farmers with assistance from the project.	0.0

Target 8.A: Develop further an open, rule-based, predictable, non-discriminatory trading and financial system.

JP Outcome	Beneficiaries	JP Indicator	Value

Policy and regulatory changes to promote pro-poor private sector-based growth in Upper Egypt's horticultural sector identified and discussed with the GOE.

Number and importance of identified policy and regulatory measures that are tackled by the GOE with assistance from the programme.

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 3 MDGs mentioned above the project will contribute to ensuring environmental sustainability MDG-7 as tracing agriculture products has a positive impact on the environment and the quality of the produce. Furthermore , shifting the farmers attention to serve higher quality markets and export markets will lead them to cleaner production (organic or just with monitored level of pesticides)

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

- This project is inline with the current governmental orientation towards giving a priority to Upper Egypt in the investment and development programs. The 3 years project are not enough to achieve real development. Therefore, we suggest a coordination between the MDG-F and other donors to extend the activities of the project for another 3 years.
- The programme is facilitating a partnership with the private sector, PepsiCo., and the farmers association, allowing for equitable partnerships and development of the programme beneficiaries, through a CSR programm of the company.
- One of the planned activities, (1.1.2. Link the FAS to the GSB project the CSR centre and Growth of Inclusive Markets Program), the GSB is revisiting its structure and strategy and the national executing partner is reviewing its mandate so partnership will be postponed to next year .

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
Local

Laws

National 1
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

The current cooperatives law institutionalizes the organization as a governmental organization, allowing for governmental intervention in internal procedures and economic activities, hindering viable economic growth of the organizations. The program aims to advocate for the adjustment of these laws to be more pro-poor development.

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

Farmers

Total

Urban
Rural

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

We can not estimate the number of beneficiaries because the impact of changing this law will be reflected on the community as a whole.

Urban

We can not estimate the number of beneficiaries because the impact of changing this law will be reflected on the community as a whole.

Rural

We can not estimate the number of beneficiaries because the impact of changing this law will be reflected on the community as a whole.

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	15
Microenterprises	
SME	
Farms	
Cooperatives	
Other	15

Business Development Services

Total	7
Microenterprises	
SME	1
Farms	
Cooperatives	
Other	6

Access to finance

Total	0
Microenterprises	
SME	
Farms	
Cooperatives	
Other	

Certification

Total	0
Microenterprises	
SME	
Farms	
Cooperatives	
Other	0

Other, Specify

Total
Microenterprises
SME
Farms
Cooperatives
Other

2.2 Total number of individuals directly assisted through those interventions

Technical Assistance

Farmers 311
Entrepreneurs
Employees
Other
Women 45
Men 264

Business Development Services

Farmers 300
Entrepreneurs 6
Employees
Other
Women 270
Men 30

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?

Increased level of commercialization
Higher quality of products and services
Access to new markets: national
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 0
Participating Business
Total participating individuals
Participating men

Participating women

Cooperatives

Total 0
 # Participating business
 Total participating individuals
 # participating men
 # participating women

Farmers Associations

Total 6
 # Participating business
 Total participating individuals 300
 # participating men 270
 # participating women 30

Business groups

Total 1
 # participating business
 Total participating individuals
 # participating men 6
 # participating women

Other, Specify

Total
The programme has facilitated a partnership between Farmers Association in Minya and PepsiCo for the supply of Potatoes for the current season.
 # Participating business
The programme has facilitated a partnership between Farmers Association in Minya and PepsiCo for the supply of Potatoes for the current season.
 Total participating individuals
The programme has facilitated a partnership between Farmers Association in Minya and PepsiCo for the supply of Potatoes for the current season.
 # participating men
The programme has facilitated a partnership between Farmers Association in Minya and PepsiCo for the supply of Potatoes for the current season.
 # participating women
The programme has facilitated a partnership between Farmers Association in Minya and PepsiCo for the supply of Potatoes for the current season.

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

Clusters

Total 0
Participating Business
Total participating individuals
participating men
participating women

Cooperatives

Total 0
participating business
Total participating individuals
participating men
participating women

Farmers Associations

Total 6
participating business
Total participating individuals 300
participating men 270
participating women 30

Business groups

Total 1
participating business
Total participating individuals
participating men 6
participating women

Other, Specify

Total
participating business
Total participating individuals
participating men
participating women

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Expected Results (Outcomes & outputs)	Indicators	Baseline	Overall JP Expected target	Achievement of Target to date	Means of verification	Collection methods (with indicative time frame & frequency)	Responsibilities	Risks & assumptions
More than 75% of crops purchased by high quality markets (export markets, major retailers, touristic establishments)	Percentage of crops purchased by high quality markets	7% of farmers supply to exporters Beni Soliman PHC 2400t (August 2010) Bayhoo PHC 1000t (August 2010) Dandara PHC 0 t (August 2010)	75% of production	N/A 819t (September 2010-June 2011) 520 t (September 2010-June 2011)	Evaluation, PHC and FA records	Seasonal (pending crop cycle), Project reports.	UNDP	Difficulty in ensuring 75% sales to high quality markets due to economic-financial crisis Private sector limited capacity and experience in managing PHCs
300 agribusiness workers (including 75% women) trained in harvesting and post harvesting operations	Number of workers and working women acquiring new skills. % of increase in productivity.	0	300	63 Males 45 Females	Project records evaluation, training evaluation, PHC records, and project reports.	Project reports	UNIDO	Agricultural Workers reluctance to participate in training
150 trained agribusiness workers (including 75% women) gainfully employed in PHCs	Number of men and women workers graduates of the training courses employed by PHC	0	150		Project records, Evaluation, PHC records, project report	Quarterly and annual project reports	UNIDO	MOSS is not supportive of project and FAs are restrained from working with private sector.

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<p>PHCs equipped and the sustainability plans being implemented</p>	<p>Equipment obtained for PHCs</p> <p>Cost recovery ratio for PHCs</p>	<p>PHCs hardly operate, due to the inadequacy of some equipment, the difficulty to reach exporters and other clients, and the lack of technical assistance in quality and food safety to reach compliance with quality and food safety international standards (BRC, ISO 22000, HACCP, etc.).</p>	<p>Fence around Facility Air Conditioning System & Potable water well for one PHC</p>	<p>Fences have been built around all PHCs, A water well has been dug in one PHC. Tender for air conditioning system has been published</p>	<p>PHC records, Project Reports</p>	<p>Quarterly and Annual Project Reports</p>	<p>UNDP</p>	<p>Private sector limited capacity and experience in managing PHCs,</p> <p>MOSS is not supportive and FAs are restrained from working with private sector.</p>
<p>PHC systems and capacity upgraded to meet international standards</p>	<p>Number of PHCs complying with international quality standards and management systems</p>	<p>PHCS are not certified nor are management systems available. No qualified staff is hired</p>	<p>Implementation of integrated quality and food safety management systems</p> <p>Certification against international quality standards and management systems, according to market demand</p>	<p>Preliminary gap assessment against ISO2200 of PHC</p> <p>Determination of infrastructural and managerial needs</p> <p>Infrastructural adjustments planned</p> <p>Training of beneficiaries on implementation management systems</p> <p>Training and technical support on post harvest handling of pomegranate, onions and table grapes</p> <p>Traceability Awareness Training and follow up of implementation</p> <p>Training and implementation of Food Safety</p>	<p>Evaluation, PHC records, Project reports</p>	<p>Quarterly and annual project reports</p>	<p>UNIDO</p>	<p>MOSS is not supportive and FAs are restrained from working with private sector</p> <p>This component of the programme envisages the significant expansion of testing, technology and information services and capabilities. The impact would depend on the availability of qualified staff and the willingness to utilize the assistance rendered to enhance the development of agribusiness.</p> <p>Negative reactions to the implementation and adoption of GES</p>

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				Documentation System				
				Awareness training on Good Hygiene Practices				
FA capacity enhanced to sustainably deliver services to their members	Number of services provided to members	3	Strategic plan for FAs drafted, targets will be decided according to the final plan	Currently the project is providing training services to FA members on production, post harvest, marketing, farm economics and global gap, reaching more than 130 member	FA records, project reports, client satisfaction survey, evaluations	Quarterly and annual project reports	UNIDO	MOSS is not supportive of project and FAs are restrained from working with private sector.
	Number of recipients of each service	Marketing Services: 145 farmer Technical Support: 177 farmer Information on the Horticulture sector: 131 farmer						The capacity development of the FAs can be achieved only if the selected counterparts show ownership of the development work and cooperate closely with the project management unit and the field project coordinators to achieve the project target and reach independency and sustainability by the end of the programme.
	Degree of client satisfaction	50%.						
	At least 1000 farmers and agribusiness operators improve their agribusiness practices	0	1000 farmers	80 farmers				
	Progression of cost recovery of services	0	100%					
Partnerships between private investors , small farmers and FAs established	Number of existing and renewed contracts between farmers and private investors	0	At least 6	2	Evaluation PHC records project reports	Quarterly and annual project reports	UNDP	MOSS is not supportive of project and FAs are restrained from working with private sector. Private sector companies reluctance to work with small farmers.

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Feasibility and potential of incorporating farmers in collective entrepreneurial forms assessed	Feasibility study	0	1	Drafted	Feasibility Study	Quarterly and annual project reports	UNDP	
500 Farmers receive entrepreneurship training to enhance their entrepreneurial skills and awareness	Number of farmers receiving training	0	500	0	Project records	Quarterly and annual project reports	ILO	Farmers reluctance to attend training
Willingness of farmers to incorporate into entrepreneurial forms increased	Percentage of farmers willing to establish a collective enterprise	60%	75%	60% (baseline)	Post training evaluation Post awareness campaign opinion survey	Post training evaluation Evaluations	UNDP	
At least one company established by small farmers	Number of enterprises established by small farmers with assistance from the project	0	1	0	Evaluation, project report	Quarterly and annual project reports	UNDP	FA not willing to explore and change into different organizational forms
Policy and regulatory constrains to incorporate small farmers and workers especially women in value chains on equitable basis identified	Number and importance of identified policy and regulatory measures	0	1	The project is advocating for the adjustment of the cooperatives law	Policy study, project reports, GOE officials correspondences with the programme evaluation	Quarterly and annual project reports	UNDP	MOSS is not supportive of the project and FA are restrained from working with private sector
FAs advocacy capacity and involvement in policy dialogue with the GOE	Frequency and effectiveness of the participation of FAs in the identification	0		Beneficiaries have received training on advocacy	Policy study, project reports, GOE officials correspondences with the	Quarterly and annual project reports	ILO	MOSS is not supportive of the project and FA are restrained from working with private sector

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strengthened	and discussion of policy and regulatory issues wit the GOE				programme evaluation			
Success stories and lessons learned promoted	Number and significance of lessons learned complied and promoted Number of publications	0 0	3 24	1 12 in national newspapers	Project reports	Quarterly and annual project reports	UNDP	MOSS is not supportive of the project and FA are restrained from working with private sector
Policy issues disseminated and discussed with the GOE	Number and importance of policy issues that are tackled by the GOE	0	1	0	Policy study, project reports, GOE officials correspondences with the programme evaluation	Quarterly and annual project reports	UNDP	GOE reluctant to engage in policy dialogue

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Programme Outputs	Activity	YEAR			UN AGENCY	RESPONSIBLE PARTY	Estimated Implementation Progress in USD			
		Y1	Y2	Y3			NATIONAL/ LOCAL	Total amount Planned for the JP	Estimated Total amount comitted	Estimated Total Amount Disbursed
Small Farmers and operators and FAs are introduced to higher value markets	1.1.1 Conduct baseline investigation on current and potential crop composition, productivity, markets, marketing channels, etc. in the locations of selected FAS	x			UNDP	FAs, Private investors	30,000	15,051.69	58,674.31	245.75
					Participation of UNWOMEN in baseline survey		20,000		14,227.00	71.14
	1.1.2. Link the FAS to the GSB project the CSR centre and Growth of Inclusive Markets Programme	x			UNDP	FAs, Private investors				
	1.1.3. Provide Marketing services and legal/contract negotiation advice	x	x	x	UNDP	FAs, Private investors	370,000	62,079.46	39,861.17	27.55
	Technical support	x	x	x	UNIDO		110,000	20,328.79	39,671.21	54.55
300 Agribusiness workers including 75% women trained in harvesting	1.2. 1 Train Agricultural Workers on harvesting and post harvesting operations and food agribusiness practices with special emphasis on value addition		x	x	UNIDO	FAs, Private investors	246,000	23,000.00	100,000.00	50.00
	Gender sensitization				UNWOMEN		60,000			0.00
150 trained agribusiness Workers (including 755 women gainfully employed by PHCs)	1.3.1 Identify recruitment needs of PHCs		x	x	UNIDO	FAs, Private investors	140,000	30,000.00		21.43
	1.3.2 Identity and select outstanding graduates of training for recruitment by PHCs		x	x	UNIDO	FAs, Private investors				
	Gender sensitization				UNWOMEN		30,000			0.00
d sustainability plans implemented	1.4.1 Assess existing capacities of selected PHCs	x	x	x	UNDP	FAs, Private investors	564,000	15,051.69	76,133.60	16.17
	1.4.2 Identify needed equipment	x	x	x	UNDP	FAs, Private investors		30,382.70	30,187.24	10.74
	1.4.3 Provide grants to PHCs	x	x	x	UNDP	FAs, Private investors		36,890.20	190,692.84	40.35

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PHCs equipped an	1.4.4 Develop internal administrative and financial systems of PHCs	X	X	X	UNDP	FAs, Private investors		13,215.49	1,103.00	2.54
	1.4.5 Develop operational plans for services to be provided by PHCs	X	X	X	UNDP	FAs, Private investors		15,051.69	28,793.51	7.77
	1.4.6 Develop financial sustainability plans for PHC	x	x	X	UNDP	FAs, Private investors		13,215.49	1,103.00	2.54
					Technical Support by UNIDO		200,000			0.00
PHCs system and capacity upgraded to meet international standards	1.5.1 Assist PHC to obtain the required certifications and systems (ISO 2200 certification for food safety management systems, Global Gap Certification, Traceability, Leaf, etc..) and to upgrade their management systems	x	x	x	UNIDO	FAs, Private investors, MOI				
	In depth analysis and preparation of individual implementation workplans for grower groups and PHCs	X			UNIDO	FAs, Private investors, MOI	100,000	15,000.00	85,000.00	100.00
	Awareness training on Quality and food safety management systems for farmers and PHCs	X			UNIDO	FAs, Private investors, MOI	100,000	15,000.00	85,000.00	100.00
	Advanced Workshops o the implementation of quality and food safety management systems for growers and PHCs			X	UNIDO	FAs, Private investors, MOI	300,000			0.00
	Upgrade management systems of PHCs and Grower Associations			X	UNIDO	FAs, Private investors, MOI	100,000	15,000.00	25,000.00	40.00
	Technical consultation during the implementation			X	UNIDO	FAs, Private investors, MOI	200,000	45,000.00	55,000.00	50.00
	Establishment of documentation systems			X	UNIDO	FAs, Private investors, MOI	100,000	5,000.00	25,000.00	30.00
	Pre and final audits and certification			X	UNIDO	FAs, Private investors, MOI	100,000			0.00
	1.5.2 Develop gender mainstreaming tools and provide gender sensitization for FA, PHCs and project staff	x	X		UNWOMEN	FAs, Private investors, MOI	160,000	30,500.00	30,000.00	37.81

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	Implement the gender equality model to support the PHC to be granted the Gender Equity Seal from the Ministry of Investment	x	x	x	UNWOMEN	FAs, Private investors, MOI	120,000	22,000.00		18.33
FA capacity enhanced to sustainably deliver services to their members.	1.6.1 Conduct institutional baseline investigation to select 3 partner FA	X			UNDP	FAs	20,000	15,051.69	48,598.21	318.25
	1.6.2 Assess needs of farmers and agribusiness operators to identify needed services.	x			UNIDO	FAs	210,000	35,000.00	5,000.00	19.05
	1.6.3 Identify technical and organizational capacity requirements for the delivery of these services	x			UNIDO	FAs				
	1.6.4 Provide technical assistance and trainings needed to build the technical capacity of FAs	x	x	x	UNIDO	FAs				
	1.6.5 Provide BDS and extension services to farmers through FAs		x	X	UNDP	FAs				
	1.6.6 Provide TA to build internal management and financial systems	x	x		UNDP	FAs	80,000	21,616.72	40,692.50	77.89
Partnerships between private investors, small firms and FAs established	1.7.1 Conduct baseline investigation to identify potential private sector partners	x			UNDP	FAs, Private Investors	20,000	15,051.69	48,598.21	318.25
	1.7.2 Broker partnerships between private investors, FAs and small farmers	X	X	X	UNDP	FAs, Private investors				
	Governorate-level promotional events among small farmers						60,000	15,051.69	36,475.94	85.88
	Annual National Conference						180,000			0.00
Business to Business meetings between private sector and small farmers.	x	x	x			50,000			0.00	
1.7.3 Hold promotional workshops showcasing the work and the potential of the small farmers and FAs	x	x		UNDP	FAs, Private investors	110,000			0.00	
Feasibility and potential of incorporation of farmers in collective entrepreneurial	2.1.1 Comprehensive study on the transformation of farmers association into entrepreneurial forms of organisation conducted		x		UNDP	FAs, MOI, MTI	150,000	78,920.00		52.61
	Technical Support				UNIDO		20,000	5,000.00	2,000.00	35.00
training skills and awareness	2.2.1 Assess farmers and operators entrepreneurship training needs	x	x	x	ILO	FAs	40,000	11,300.00	1,300.00	31.50

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500 Farmers receive entrepreneurship training to enhance their entrepreneurial skills	2.2.2 Customize and deliver entrepreneurship skills courses to farmers (know about business KAB, start and improve your business SIYB, Expand your business EYB and start your waste recycling business SYWRB,	x	x	x	ILO	FA				
	- Adaption and translation of training material.	x	x	x	ILO	FA	150,000	6,500.00	2,000.00	5.67
	- Training of Trainers and Master Trainer	x	x	x	ILO	FA	150,000	55,000.00	25,000.00	53.33
	- Production of Training Material and Business Games	x	x	x	ILO	FA	170,000	0.00	0.00	0.00
	Deliver of Training (2X500 trainees)	x	x	x	ILO	FA	400,000	0.00	0.00	0.00
Willingness of farmers to incorporate into entrepreneurial forms increased	2.3.1 Assess farmers' awareness levels of the merits incorporating in entrepreneurial forms		x		UNDP	FAs, MOI, MTI				
	2.3.1 Deliver awareness campaigns to convince small farmers in the targeted location of the merits of incorporating in entrepreneurial forms.		x	x	UNDP UNIDO	FAs, MOI, MTI	350,000 60,000	11,899.78	8,100.22	33.33
At least one company	2.4.1 Provide legal assistance to small farmers establishing their collective entrepreneurial organization			x	UNDP	FAs, MOI, MTI	110,000	25,807.63	18,182.12	39.99
Policy constraints to incorporating small farmers in value chains on equitable basis identified	3.1.1 Policy study to identify policy constraints to incorporating small farmers in value chains on equitable basis		x		UNDP	FAs, MOI, MTI	250,000			0.00
	3.1.2 Develop Gender mainstreaming tools for the value chain related policies and legislation.			x	UNWOMEN	FAs, MOI, MTI	160,000			0.00
	3.1.3 Study on gender concerns		x		UNWOMEN	FAs, MOI, MTI				
	3.1.4 Study on labour concerns			x	ILO UNIDO	FAs, MOI, MTI	50,000 150,000			0.00 0.00
FA's advocacy capacity and involvement	3.2.1 Capacity building for advocacy			x	UNDP	FAs	210,000	13,875.10	14,908.57	13.71
	3.2.2 Training on Gender Issues			x	UNWOMEN	FAs	50,000			0.00
Success stories and lessons learned promoted	3.3.1 Documentation of the experiences in every governorate and making the case for investing with small farmers and linking them to marketing and brokerage services	x	x	x	UNDP	MTI, MOI	300,000	15,051.69	50,753.13	21.93
					UNIDO		50,000	5,327.52	10,396.53	31.45
					UNWOMEN		40,000			0.00

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Success Policy issues identified, disseminated and discussed with GOE	3.4.1 Develop Policy Briefs on a variety of pertinent issues (eg. Women Farmer Rights, labour issues, etc.) to support Policy Dialogues	x	x	Bi-Annual Report 2011-1 ILO UNDP UNIDO ILO UNWOMEN	MTI, MOI, FAs	40,000 120,000 40,000 40,000 48,000	2,493.92	4,866.84	0.00 0.00 18.40 0.00 0.00
	3.4.2 Facilitating policy dialogue with farmers, private investors an the government using business associations, creating a policy forum and platform to put small farmers; issues on the policy agenda	x	x	UNDP	MTI, MOI, FAs	160,422			0.00
	Total					7,009,069	754,714.63	1,202,319.15	27.92