

Pro-Poor Horticulture Value Chains In Upper Egypt



Progress Report

(Q1, Q2) 2012

Egypt

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SALASEL

The Future Starts from Upper Egypt



الهيئة العامة للاستثمار
والمناطق الحرة

وزارة التجارة الخارجية والصناعة



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Notice:**Activity Status**

Done	Ongoing	Not Started
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Executive Summary:

“Pro-poor Horticulture Value Chains in Upper Egypt project” SALASEL is a joint programme between specialized agencies and entities of the United Nations working in collaboration with national counterparts, namely the Ministry of Trade and Industry, General Authority for investment (GAFI). The overall objective of the project is to enhance the efficiency and productivity of Upper Egypt’s small farmers and agricultural workers along the value chain. Special attention is given to the capacity building of small Farmers’ Associations (FAs) and to gender equality and women participation.

For these objectives, during the reporting period from January to June 2012, SALASEL team continued implementing several key activities, successfully completing the project work plan objectives. The Main activities include technical assistances, trainings, marketing assistance, access to finance for the target groups, and also selecting new target groups in new target areas. The following is a summary of the main achievements at the level of outcomes and outputs achieved within the last six months in accordance with Pro-poor Horticulture Value Chains in Upper Egypt programme objectives.

Main Achievements:

- The programme managed significantly to raise the productivity level of targeted beneficiaries, reaching 30% more than targeted, increasing productivity for the 5 main horticultural crops more than the targeted 25%.
- 68 small farmers together established their own shareholding company the second to be established with the programme legal and technical support
- The programme supported the set up and the operation of 3 drying facilities for sun-dried tomatoes in Upper Egypt.
- The programme assisted 381 farmers in marketing their produce to exporters, food processors and whole sale traders with total revenue of LE 22,981,900.00
- Entrepreneurship training has fruitfully aided 40 women to start their micro-businesses
- Establishment of 6 women’s committees in each of the farmers association through first of its kind elections in Upper Egypt

At Outcome # 1 Level:

- The programme has successfully directly reached more than 1500 beneficiaries in 17 farmers’ associations in 6 governorates. Farmers’ capacity to produce higher quantity and quality produce has been improved, and farmers are reporting increased productivity.
- Economies of scale have been improved by promoting group farming, 70 farmers in Sohag governorate are growing and marketing their okra together. Groups of 3 to 4 farmers have formed to cultivate grapes collectively.
- The programme is active in promoting protected cultivation, establishing pilot facilities in Upper Egypt. The project has also contributed to increasing value of horticultural produce by promoting value adding activities such as sun-drying tomatoes and pomegranate aril production.
- The programme has been active in upgrading farmer’s association owned PHC to comply with international quality and food safety requirements, and the first PHC is planned to be ISO certified in September, as well as built capacities of management and mostly women workers aspiring for meeting the requirements of the gender equity seal, by April 2013
- The programme successfully helped in improving access to markets, this has been complemented with market linkages activities, linking associations with exporters and super markets as well as the food processing sector.

At Outcome # 2 Level:

- The project has successfully assisted more than 40 rural women in starting their own small businesses, contributing to their entrepreneurial attitude, and assisting in access to finance.
- Two farmer-owned shareholding companies have been established. The operational plans for three model Business Development Service Units in Luxor, Sohag and Beni Sweif have been developed.

- The programme is currently working on a funding scheme to facilitate service operations of post-harvest centers as well as revolving funds to small holder farmers and rural women after receiving technical training such as in apiculture.

At Outcome # 3 Level:

- The project used a participatory approach working closely with farmers to identify several scopes of work regarding policy and regulatory measures, finalized a policy framework for the inclusion of women in value chains and conducted several meetings with the governmental counterparts and is currently hiring specialized policy consultants to prepare policy briefs and recommendations to be shared with the government, and to develop a training program for farmers to develop their own cooperatives.

At Outputs Level:

- At farmer level, evaluations indicate increased productivity as a result of increased capacity especially with regards to production practices. Notably the programme developed an integrated pest management programme against Tuta absoluta decreasing 90% of infection. Raised awareness on the use of farmers on pesticides, results in the production of safer and healthier produce, improving access to export markets and reducing barriers to trade. Farmers are using improved fertilization methodologies decreasing 75% in fertilization and irrigation costs.
- On the farmers association level improvements have been indicated on the organizational level, activating committees, especially women's committees, which have been chosen through a first of its kind community election.
- Some linkages have been established with traders and exporters the programme has been able to provide the farmers' associations with technical and marketing assistance to establish linkages with different market players, food processors and exporters. While a considerable volume of the activities have been within local whole sale and retail markets, the farmers associations played an important role in grouping the farmers to market together and they were able to get good prices as a result, in addition to the high quality of their produce thanks to the programme technical support. Some, such as Okra farmers in Sohag started to introduce grading processes in the field to add value to their crop and it is setting a trend.
- Farmers are already grouping together to finance and establish their own green houses with technical support from the programme after several visits to exemplary facilities in different parts in Egypt.
- The programme supported the set up and the operation of 3 drying facilities for sun-dried tomatoes in Upper Egypt establishing linkages between them and tomato farmers
- Qualification for certification against international quality and food safety requirements is progressing, as well as compliance with the gender equity seal, aiming for a safer healthier work environment for women.
- The qualification programme of agronomists has proven successful and is being replicated on a larger scale in all Upper Egyptian Governorates building seeds for sustainable development.
- Several trainings and workshops have assisted rural men and women in starting their own micro businesses, from planning stage to implementation.
- A second share holding company has been established, the company is an exemplary model of the cooperation between all UN agencies, and farmers are using a value chain approach addressing two major gaps in the VC: the company intends to work on providing farmers with quality inputs as well as marketing their produce by farmers.
- On the policy level several meetings have been held with the government and the private sector, advocating for the promotion of investment in Upper Egypt. An initial link with a government affiliate center to support SMEs has been established and joint workshops to help farmers upgrade their skills as investors are underway. A framework for the inclusion of women in horticultural value chains has been developed and info-graphics communicating and

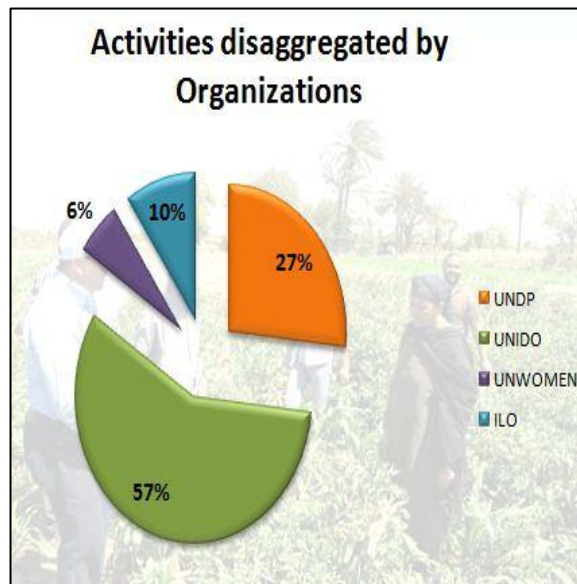
advocating for women's roles in the society are currently being tested. Preliminary results are revealing them as a successful advocating tool

- 7 youth from the farmers community received training in participatory video production to produce 7 short docs to advocate for land protection against dredging and water challenges among other issue.

The progress report also submitted to show in details the interventions and services provided to the small farmers and farmer associations by SALASEL from Jan to June 2012. The report indicates in details the outputs of implemented activities.

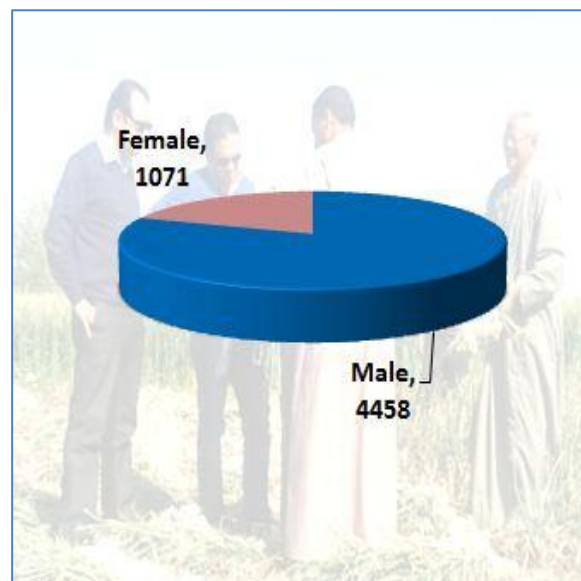
I. Implemented Activities by UN Organizations:

The below pie chart show the implemented activities by each UN organization from Jan to June 2012.



II. No. of served beneficiaries by the project:

The below pie chart show the numbers of small farmers served and supported by the project.

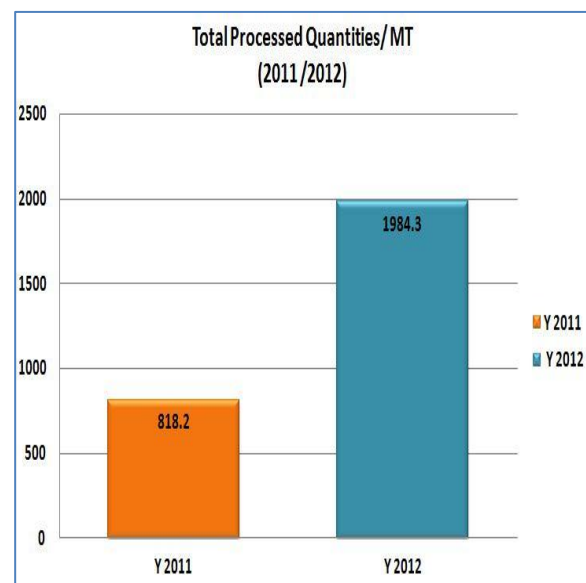
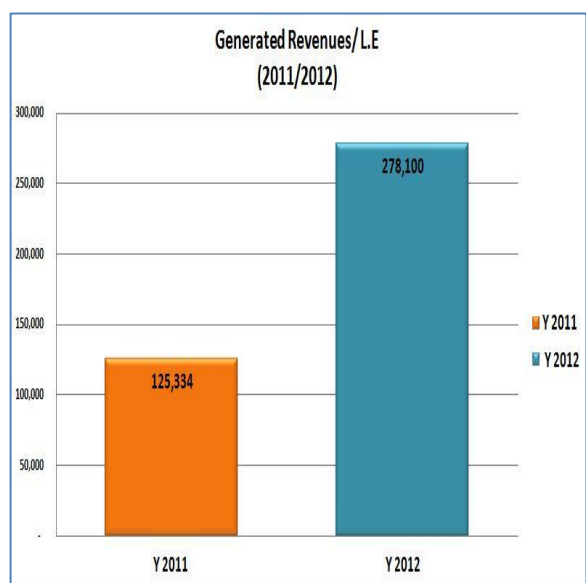
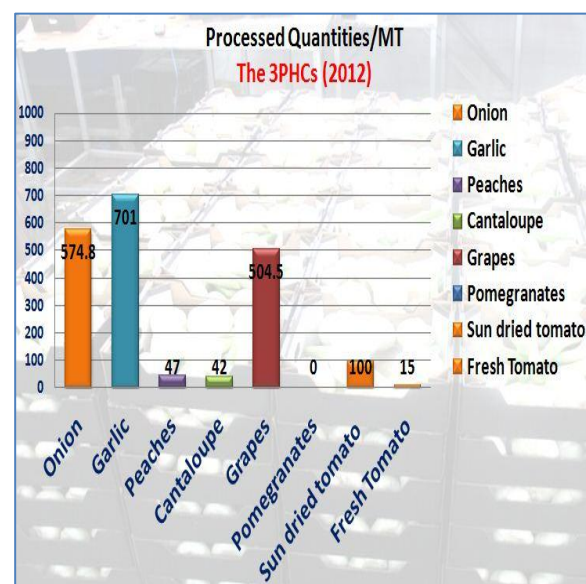
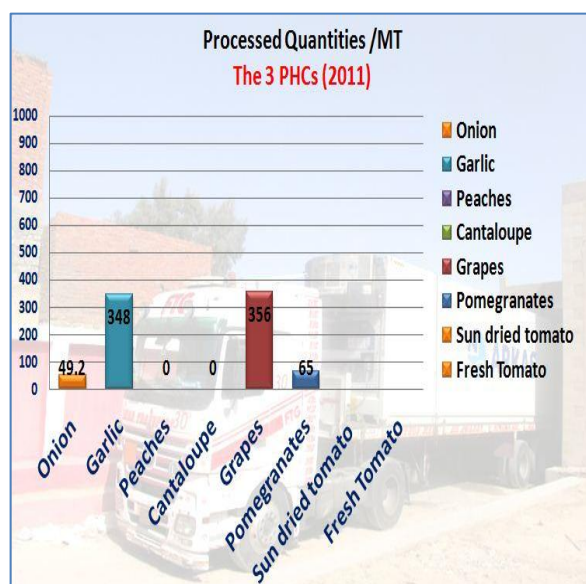


Post Harvest Centers “PHCs”:

In 2009 Beni-Soliman, Bayhoo and Dandra farmer associations were granted post harvest centers from USAID - El Shams Project. The PHCs are designed to provide a wide range of post harvest services to both small farmers and export firms working in the field of horticultural crops.

For a long time the PHCs faced a lot of constraints and obstacles preventing them from working efficiently and effectively. The lack of technical, administrative and marketing knowledge were the root causes of all these problems. In 2010 SALASEL project signed a Memorandum of Understanding with the three PHCs in order to provide market-driven services to their members of small farmers, as well as addressing the main constraints facing these FAs and setting adequate methodologies to overcome them.

The below charts show snapshots for the PHCs activities and achievements in both 2011 and 2012



Progress Report

Due date: 15 July 2012

OUTCOME # 1:

Small farmers and agricultural workers are more equitable integrated into domestic and international value/supply chains of horticultural products through enhanced efficiency, productivity and viable business partnerships with private sector investors.

OUTPUT # 1.1

Capacity and efficiency of production, harvesting, post harvest operations and value addition of 1000 SME/ farmers and lead farmers and agricultural workers in targeted locations build.

Description of Implemented Activities

1.1.1 Assess needs of famers/ workers to identify needed services (conduct baseline investigation)

Activities:

Baseline investigation was conducted in 2010.

UNDP – UNIDO –
UNWOMEN



Comments:

1.1.2 Provide training on production, efficient use of inputs, harvest, quality and food safety and post harvest practices to farmers and agricultural workers

Activities:

During the mentioned period SALASEL delivered a package of training topics as follow:

Topic	# of Activities	# of Beneficiaries
Efficient use of inputs	40	579
Production	46	364
Harvest and post harvest	15	25
Total	101	968

UNIDO



Comments: Some beneficiaries attend more than one event.

1.1.3 Promote group farming and value adding technologies of horticultural produce

Activities:

At Luxor governorate and as a result of the project technical support through workshops and seminars a group of 4 small farmers were convinced to cultivate the table grapes in one farm **"8.5 feddans"** as partners; due to high cost of acquisition such grapes farm individually.

At Sohag governorate a group of 100 small farmers have cultivated **"70 feddans"** of Okra as a one farm.

UNDP - UNIDO



Comments: ongoing activities

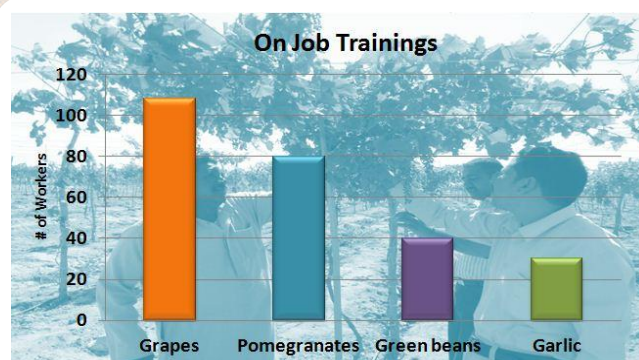
1.1.4 Conduct on job trainings for agricultural workers on post harvest treatments and quality and food safety

Activities:

During the mentioned period SALASEL project has delivered a package of training topics as follow:

Topic	Crops	# of Workers
Post Harvest	Grapes	108
	Pomegranates	80
	Green beans	40
	Garlic	30
Total		258

UNIDO



Comments:

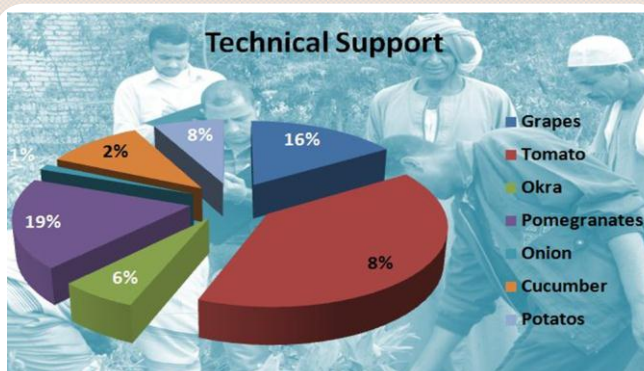
1.1.5 Provide follow up, advisory services and technical assistance during implementation

Activities:

During the mentioned period SALASEL project has delivered No. of follow up & advisory services as follow:

Crops	# of Visits	# of Beneficiaries
Grapes	46	169
Tomato	504	417
Okra	12	65
Pomegranates	66	194
Onion	2	13
Cucumber	12	110
Potatos	18	80
Total	660	1048

UNIDO



Comments: ongoing activities

1.1.6 Establish pilot/ experimental model facilities to improve efficiency of integration along the value chain

Activities:

SALASEL Project is going to establish 6 greenhouses in 6 FA each greenhouse is 1 feddan; the first greenhouse was already established in Awlad Yahya FA in Sohag. Cultivation will start by the new season; the project's technical team will follow up the cultivation process.

UNDP - UNIDO



Comments:

1.1.7 Organize and conduct OST on production and post harvest for knowledge and technology transfer

Activities:

SALASEL organized an observational study tour to Turkey in June 2012 to help the project staff to get the knowledge about the cultivation under green houses, post-harvest treatments, packing houses and cooperatives.



UNDP - UNIDO



Comments: ongoing activities

Output # 1.2

Enhanced targeted FAs capacity to provide sustainable demand driven services to their members (provision of inputs, marketing, technical assistance in operations)

Description of Implemented Activities

1.2.1 Assessment of FA s capacities and recruitment needs

Activities:

Salasel is taking the initiative to scale up its services & offer support to new FAs. For this purpose and during the mentioned period the project staff has already conducted 3 assessment visits to 3 new FAs in Beni Sweif.

The project will assess another 7 FAs in Minya, Assuit, Sohag, Luxor and Qena.

UNDP - UNIDO



Comments: The new FAs have a wide segment of small farmers but seeking to support and guidance. This initiative was welcomed in the last NSC meeting. ILO team joined the assessment.

1.2.2 Assist in developing and implementing strategic and operational plans and internal bylaws for FA s and PHCs

Activities:

Four workshops were conducted to guide targeted FAs to develop their bylaws and services manual. The workshops attended by 24 representatives of the FAs.

Through the three field offices 54 direct follow up visits had been conducted to provide the technical support needed during the implementation process. 108 of FAs BOD members and executive team participated in these activities.

The new FAs are being assisted by the project in developing their strategic and operational plans.

UNDP



*Comments: 1- Strategic and operational plans had been developed by the targeted FAs 3 quarters ago.
2- Most of the participants are repeated in these activities, the most of them were BOD and executive team.*

1.2.3 Build capacities and management systems of FA s to provide services through agronomists

Activities:

SALASEL agronomists in the three field offices are making regular visits to farms providing technical assistance and support to the farms management; farm & labor management.

UNDP - UNIDO



Comments: ongoing activities

1.2.4 Provide capital for service provision (program generating income)

Activities:

Needs assessment for six targeted FAs have been conducted through the field offices. The three field offices in cooperation with the targeted FAs identified the financial gaps for each FA in order to allocate the needed working capital. This working capital will support the FAs to manage their daily operational cost to be involved in equitable business relationships with high value markets.

UNDP



Comments: Several meetings were held between the project and the SFD to discuss the mechanism of transferring this working capital to the FAs through the SFD. Within the coming weeks, it is expected to sign the MOU with SFD for this activity.

1.2.5 Assist FAs in service provision

Activities:

A number of demand- driven services have been designed by the project consultants according to small farmers needs. The services will be provided through specialized BDS units in each farmer association. These services include providing input supplies, on-farm agriculture services, packaging and marketing services for vegetables and fruits and extension services to the small farmers.

UNDP - UNIDO



Comments: the output of these activities will serve the mission of ILO to establish BDS units.

1.2.6 Assist FAs in upgrading their accounting system, providing them with adequate software and training

Activities:

No. of diagnostic visits had been conducted by the financial consultant to the targeted FAs in order to assess the financial and accounting to recommend the most suitable software to cover it.

Now the software installation process had been done and 6 FAs have their own accounting software named “ **El-Motamem**”. On the other hand a financial and accounting manual is currently being developed by the consultant to meet the FAs requirements.

UNDP



Comments: on-job training on how to use this software will be conducted by mid July.

1.2.7 Provide legal assistance to FAs

Activities:

A workshop has been organized in the presence of representatives of farmer associations to explain **law No. 84 for the year 2002** and its main policy and procedures. The legal consultant focuses on the common problems which face the small farmers associations with the law and how they could avoid them. All procurement contracts are being reviewed by the project's legal advisor.

UNDP



Comments: ongoing activities

1.2.8 Gender Sensitization of FAs

Activities:

This activity has been accomplished

UNWOMEN



Comments:

Output # 1.3

Linkages of FA with different high value markets developed

Description of Implemented Activities

1.3.1 Conduct studies to identify markets and products

Activities:

Comprehensive Marketing plan has been developed for El Bayhoo post harvest center by the project marketing consultants. This study will help the PHC to identify the new markets and provide new services/products upon market driven.

PWC had developed 5 pre-feasibility studies to identify the business and investment opportunities in Upper Egypt. The proposed projects are:

Dried onion, sun dried tomato, pomegranate processing, frozen vegetables and fruits, dried dates.

UNDP



Comments:

1.3.2 Provide marketing and legal contract negotiation advice to FAs.

Activities:

A workshop has been organized to legally support the targeted FAs around the best practices of contracting procedures and negotiation.

Moreover; the project field offices support the farmer associations in such topic through business meetings which held on a weekly basis at FAs premises.

UNDP



Comments: ongoing activities

1.3.3 Provide technical assistance in marketing

Activities:

SALASEL project provided No. of marketing services as follow:

Type of Activities	# of Activities	# of Beneficiaries
Business Meeting	8	9
Market Research	7	7
Marketing Trainings	3	121
# Of Contracts	8	64
Total	26	201

UNDP



Comment: Gaafar FA managed to sign two of the eight contracts to supply 2 food processing firms with 654 tons of potato and 30 tons of cucumber. SALASEL supported Gaafar and all other FA's in technical, contracting and marketing aspects for the different opportunities. The total amount of revenues to farmers as result of these contracts amounted to LE 1199500

1.3.4 Develop marketing plans for FAs and assist in implementation, assisting in promoting FA services to traders and exporters

Activities:

According to the market-driven, the project marketing officers had developed a number of marketing plans for the targeted FAs which include identification of the potential markets and the volume of demand. Moreover; help them to promote their services and products in the market area. Intensive marketing plan for El Tod FA in Luxor is under development (data collection, situation analysis, operational plan are already done, while data analysis and executive plan are in process)

UNDP



Comments: ongoing activities

1.3.5 Organize OST to national and international trade and marketing Fairs

Activities:

*A detailed itinerary, a solidly structured program and a clear objective equipped the members of the five thematic groups, formed of project staff, consultants and agronomists as well as lead farmers of beneficiary farmers associations of Upper Egypt. A group of 21 participants set out for Berlin, Germany in February 2012, for a three-day visit of the Fruit-Logistica Fair. Also a group of 10 participants set out for Turkey in June 2012 for a ten days technical visit.

The project supported 3 FAs to show case their activities and services in *El wadi trade Show in Luxor with the aim of getting them exposure to the private sector and widen their outreach to small farmers. The project also developed brochures for each association to promote the association and its services.

UNDP - UNIDO



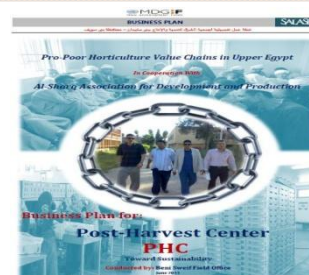
Comments: ongoing activities

1.3.6 Conduct feasibility study for PHCs to provide working capital

Activities:

Marketing and operational plans are completed for Al Bayhoo PHC as a model to be replicated in other facilities. The financial analysis is ongoing.

UNDP



Comments:

1.3.7 Hold promotional workshop showcasing the work and the potential of the small farmers in the FAs

Activities:

SALASEL organized two workshops during El Wadi Exhibition in Luxor. The project also participated in four seminars and workshops with IFAD, World Bank, MALR and MTI to promote the work done with the FAs and the potential of these FAs.

UNDP



Comments: ongoing activities

1.3.8 Broker partnerships and B2B meetings between private investors and FA s`

Activities:

of B to B linkage with new and existent investors as follow:

Private Sector Firms/ Traders	Crops needed	# of Meetings
Egypt sun food company	Dried tomato	2
Intrust for supplying	Potato	1
Dehydrofoods for dried vegetables	Onion	4
Shahrazad for food industries	Cauliflower	3
Lazah for frozen vegetables	Green beans	1
Zadmir for supplying	vegetables	3
El Shenawy for dried vegetables	Onion	3
El Saied for food processing	Onion	1
Green October	Onion, Peach	3
Green Gold	Cantaloupe	2
El Arad El Tayba for export	Onion, Citrus	4
Total		27

UNDP



Comments: total Number of supplying orders including contracts and direct sales to whole sale traders and food processors (Tomato drying facilities) without contracts, according to FA records is 381 small farmers, with total revenue of 1199500

1.3.9 Conduct Gap Analysis of PHCs and FAs in regards to ISO22000/BRC, GES or Global GAP respectively

Activities:

This activity has been accomplished

UNDP – UNIDO –
UNWOMEN



Comments:

1.3.10 Provide grants to FA and PHC for infrastructural adjustments according to GAP analysis

Activities:

The programme provided the 3 PHCs with Air-condition equipment, dock levelers and air curtains. The accomplished percentage is 90%. The programme announced for a tender for Truck scale and signed the contract with the supplier for El Bayhoo PHC. SALASEL provided two PHCs (Dandara and El Bayhoo) with some tools such as plastic boxes, digital balances...etc.

UNDP



Comments:

1.3.11 Provide Training and workshops to PHCs on quality and food safety management, OHS and GES, and FAs on the requirement of Global GAP

Activities:

*Agronomist and small farmers in (Beni Sueif, Luxor, and Assuit) trained on GLOBALGAP requirements, implementation process, establishing the documentation and establishes the system/implemented with the FAs management.

* The OSH consultant provided training/on job training to the PHC's management and workers on quality and food safety management for the managers and on safe operations and treatments for the workers. The project design and prepare a manual on OSH based on the assessment results. This manual will be ready by middle of August 2012 for disbursement

* GES Training for 6 FAs in Luxor, Qena, Sohag, Menia and Beni Sueif (a total of 6 modules delivered. On the other hand two day workshop about Women Empowerment Principles was provided for participants representing each women community, each FA and the Salasel office managers.

Type of Activities	# of Activities	# of Beneficiaries
Quality & food safety	1	35
GES Training	36	323
OSH Training	4	67
Total	41	425

UNIDO –
UNWOMEN – ILO



Comments: ongoing activities

1.3.12 Develop internal administrative, financial and documentation Systems of PHCs

Activities:

- The internal administrative manuals for 5 FAs were developed.
- The accounting manual is under development.
- Documentation system of ISO and Global GAP is completed

UNDP – UNIDO –
UNWOMEN


Comments: ongoing activities

1.3.13 Provide Consultation and technical assistance during implementation

Activities:

Monthly technical assistance visits by UNWOMEN, UNIDO, and ILO consultants had been conducted to the PHCs to provide quality and food safety management advisory, OHS and GES, and requirement of Global GAP.

UNIDO –
UNWOMEN


Comments: ongoing activities

1.3.14 Conduct internal/ pre-audit

Activities:

Pre-audit for the GES has been completed for the 3 PHCs. Technical assistance still needed for the passing of the final audit

UNIDO –
UNWOMEN


Comments:

1.3.15 Facilitate final audit and certification

Activities:

These activities will be executed by the end of year 2012.

UNIDO –
UNWOMEN

Comments:

Output # 1.4

Capacity of 20 Agronomists and 6 Agricultural Committees of Farmers Associations built to sustainably deliver technical assistance to their communities

Description of Implemented Activities

1.4.1 Select and hire Agronomists in field offices

Activities:

This activity has been accomplished

UNIDO



Comments:

1.4.2 Conduct Gap/needs analysis of agricultural committees of FA s

Activities:

This activity has been accomplished

UNDP



Comments:

1.4.3 Provide technical training to agronomists and agricultural committees of FAs

Activities:

In order to build the agronomists and agricultural committees capacities, the project provided the following trainings:

Type of Activities	# of Activities	# of Beneficiaries
Post Harvest	7	37
ISO 22000	2	2
Production	19	117
Global Gap	10	63
QMS	5	21
Irri & Ferti	4	45
Total	47	285

UNIDO



Comments: ongoing activities

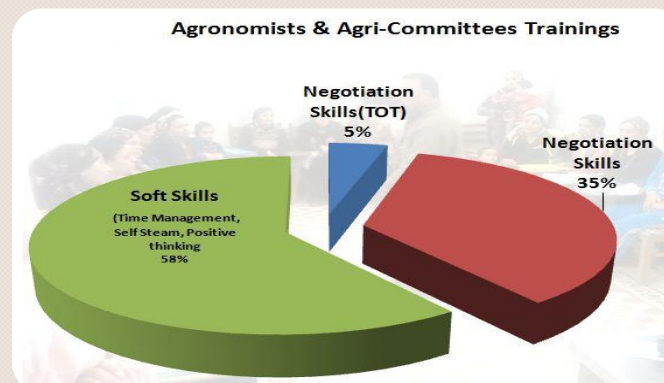
1.4.4 Provide soft skills training and gender sensitization to agronomists and agricultural committees of FA s

Activities:

In order to build the agronomists and agricultural committees capacities, the project provided the following trainings:

Type of Activities	# of Activities	# of Beneficiaries
Negotiation Skills(TOT)	3	30
Negotiation Skills	4	240
Soft Skills (Time Management, Self Steam, Positive thinking)	24	408
Total	31	678

UNDP - UNWOMEN



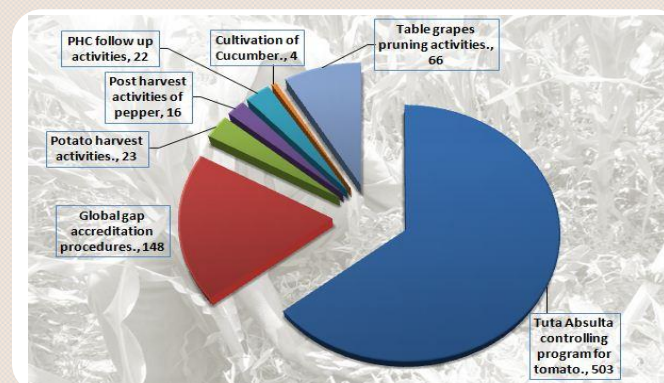
Comments: As a methodology to increase the effect of the provided services, the project organized two days TOT training for the FAs in order to build their capacities to be able to implement such training activities in their communities.

1.4.5 Organize workshops and field days, coaching and mentoring to support agronomists and agricultural committees to deliver technical assistance to their communities

Activities:

Field of intervention	# of Beneficiaries (*)	# of Days
Tuta Absoluta controlling program for tomato.	503	61
Global gap accreditation procedures.	148	16
Potato harvest activities.	23	5
Post harvest activities of pepper	16	2
PHC follow up activities	22	6
Cultivation of Cucumber.	4	1
Table grapes pruning activities.	66	8
Total	782	99

UNDP - UNIDO



Comments: ongoing activities

1.4.6 Organize observational study tours to transfer knowledge and technologies nationally and internationally

Activities:

One day internal OST has been conducted to one of the greenhouses sites at Beni Sweif Gov., the objective of this OST is to help the targeted small farmers to transfer new knowledge and technologies. The number of small farmers was 23 from three farmer associations. Also two OSTs have been conducted to Maghrabi Farms and Rykzwaan.

UNDP - UNIDO



Comments: 3 out of 23 small farmers seriously intend to adopt the cultivation under greenhouses technology by establishing one new green house after this internal OST. Rapidly the project' technical team conduct a field visit to the 3 small farmers to identify the suitable site to establish this new green house.

Output # 1.5

Improved Human and Financial capital of women in the targeted FAs to be able to run new/existing businesses

Description of Implemented Activities

1.5.1 Activate/establish women committees in each of the 5 targeted farmer associations

Activities:

Regarding the role of the rural women in the targeted FAs, UNWOMEN worked to activate or establish women committees in the targeted FAs.

Elections have been conducted to elect the women committee and 7 members of Women Committee for 5 FA had been elected.

UNWOMEN

**Comments:**

1.5.2 Conduct elections to choose candidates for the women committees

Activities:

UN Women supported the electoral process within the farmer's association to guarantee a participatory approach to community development.

These elections created a healthy democratic and responsive climate among the members of the FA. By electing the committee's members, women became sure that this committee would represent and meet their real demands and needs, thus ensuring better solutions for their problems and more empowerment among the community.

UNWOMEN

**Comments:**

1.5.3 Assist Women Committees in conducting a community needs assessment

Activities:

UNWOMEN assisted Women Committees to conduct a community needs assessment:

The GES consultant assisted the members of the women committees in the 6 FAs to distribute in their communities needs assessment form to identify the different needs which will be tackled through the committees' work. 2 committees have already gathered around 100 surveys and statistically analyzed by the GES consultant.

UNWOMEN



Comments:

1.5.4 Provide capacity development and business development services for women committees and women workers

Activities:

This activity is in planning phase.

UNWOMEN

Comments:

1.5.5 Develop Gender Mainstreaming Tools

Activities:

UN Women already produced four 5 minutes mini documentaries about women with unusual jobs (car parking, butcher, taxi driver, etc) as well as developing the GES modules into 3 info graphics.

3 visits to Beni Sueif, Luxor and Qena have been made to conduct focus groups to test the effectiveness of the info graphics. The consultant is in the process of finalizing the case study about the info graphics as a promising practice for gender mainstreaming

UNWOMEN



Comments:

1.5.6 Develop an asset transfer model for targeted women in partnership with Misr El Kheir Foundation and other NGOs

Activities:

With the common goal of human improvement and income maximization, Misr El Kheir and UN Women organized a workshop to present the field visits findings and the agreed social enterprises to be implemented in each community. Moreover; number of coordination meetings between the two parties had been conducted in order to develop an asset transfer model for the FAs.

UNWOMEN



Comments: ongoing activities

1.5.7 Transfer assets to selected women members of the FA in partnership with Misr El Kheir Foundation and other NGOs

Activities:

This activity is in planning phase.

UNWOMEN

Comments:

Output # 1.6

Capacity of Farmers and Framers Associations improved to raise awareness and advocate for relevant policy, regulatory measures and financing options

Description of Implemented Activities

1.6.1 Assist FA s in improving their governance

Activities:

SALASEL supported the 6 FAs to prepare the internal bylaws and they received the required trainings to apply the necessary actions.

UNDP



Comments:

1.6.2 Encourage and assist FAs in collective bargaining, build capacities of farmers to advocate and discuss their causes with the GOE, through various advocacy tools

Activities:

- 1) The second TOT workshop on negotiation skills have been held in Menia - 2 trainers in each governorate trained around 30 farmers with a total of 240 small farmers.
- 2) El Masry El Youm held 2 workshops on digital video training to create advocacy and participatory films in Luxor. Participants produced 7 videos advocating women rights , land protection against land dredging , documentation of project's success on fighting back Tuta Absulta , rights of small farmers , value of composting , 2 videos addressing water problems

UNDP



Comments:

1.6.3 Promote networking with other FA s to create synergies

Activities:

The joint programme is actively planning joint workshops, trainings and study tours among farmers to meet closely and network. The programme has also been active in expanding its reach to other farmer associations in the region involving them in many activities and integrating them in trainings.

Notably farmer associations are now well acquainted with each other they have been discussing coordination together to market their produce to food processors and whole sale markets. Two FA's helped each other's El Bayhoo FA from Minya assisted El Dweer FA in Assuit to fix its cooling vehicles and subsequently rented them throughout the grapes season.

UNDP



Comments:

1.6.4 Promote and raise awareness of Farmers on current laws and existing incentives enabling them to deal with and benefit from them

Activities:

Advocacy committee is formed from different FAs members, nominated by the FA to work jointly on two issues; crop rotation and cooperative law.

Government entities have been approached including GAFI and MFTI to promote incentives.

UNDP



Comments: Support of government to organize number of joint workshops in Upper Egypt to promote GOE incentives and raise awareness about laws is highly needed and appreciated

OUTCOME # 2:

Entrepreneurial forms of organization established by small farmers

OUTPUT # 2.1

FAs capacity to support small famers to access extension services, BDS and run agribusinesses is strengthened

Description of Implemented Activities

2.1.1 Conduct Focus Group meetings to plan for extension services with FAs for BDS needed

Activities:

Focus group meetings for the horticulture and agribusiness sector at the six project's governorate and to provide technical support to integrate 3 BDS units at 3 farmers associations to plan for extension services with FAs for BDS needed. The farmer associations are (Gaafar FA – Awlad Yahiya FA – El Tod FA).

ILO



Comments:

2.1.2 Support setting up specialized BDS units through (Training, Technical Assistance...).

Activities:

ILO delivered an accounting training for one woman from El Tod FA to work as an accountant in the BDS unit. A number of trainings will be delivered soon in order to build the cadre of the new BDS units to be able to provide demand-driven services to the target groups. A workshop was delivered to the 3 FAs in order to facilitate the Operation Manuals.

ILO



Comments: continuous activities till end of project

2.1.3 Provide technical assistance and coaching to the FAs to successfully deliver extension services and BDS to small farmers to start and run agribusiness micro enterprise/cooperatives

Activities:

ILO delivered a technical training for 5 participants from Awlad Yahya FA in Assuit on Apiculture to start an Apiary project (Beekeeping).

ILO also translated the study of financial and non-financial services which conducted by the consultant into Arabic. The study also identifies a lack of financial products targeting the horticulture production sector and it recommends supporting the Farmer Associations to manage micro finance schemes that are tailored to the farmers production needs.

ILO



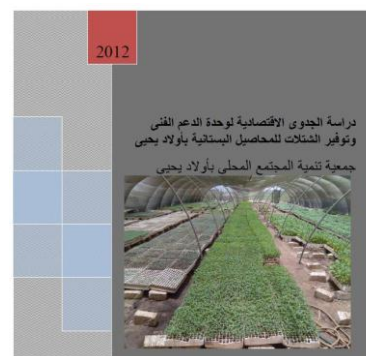
Comments: ongoing activities

2.1.4 Facilitate and finance totally or partially the acquisition of the common facilities to be operated by FAs for the benefit of small farmers

Activities:

The BDS consultant delivered 3 feasibility studies on 3 BDS services. The 1st is for packaging and marketing horticulture products and extension services in Luxor, the 2nd for providing agriculture extension services and inputs supplies in Sohag. The 3rd for integrated BDS services in horticulture sector in Gaafar in Beni Suef.

ILO



Comments: ongoing activities (See attached report concerning the implementation process, now we are in the procurement process.

Output # 2.2

Small farmers are equipped with entrepreneurial knowledge/skills and provided with access to services necessary to start up and manage entrepreneurial activities.

Description of Implemented Activities

2.2.1 Assess Entrepreneurship training needs

Activities:

This activity has been implemented previously

ILO



Comments:

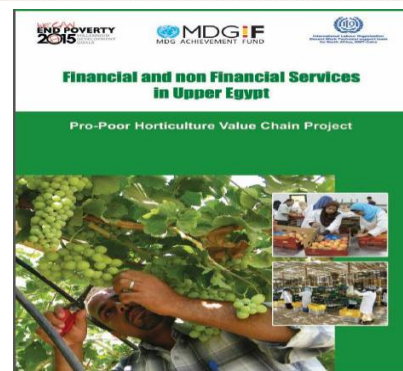
2.2.2 Customize, develop, and validate Entrepreneurial skills for Agribusiness training tool for small farmers

Activities:

The Entrepreneurial skill for agribusiness manual is completed and adapted, now the manual is in the final printing process. Also the moderation bags were completed.

The Financial and non financial services Arabic guide is in the printing process

ILO



Comments: ongoing activities

2.2.3 Conduct TOTs on Entrepreneurial Skills for Agribusinesses

Activities:

ILO organized two days refreshment session for the trainers to start the second round of ESAB.

ILO



Comments: Comments: ongoing activities

2.2.4 Provide training & coaching to small farmers in Entrepreneurial skills for Agribusinesses

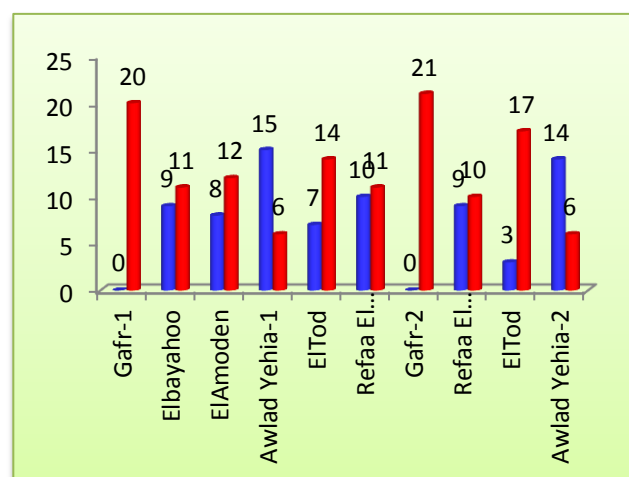
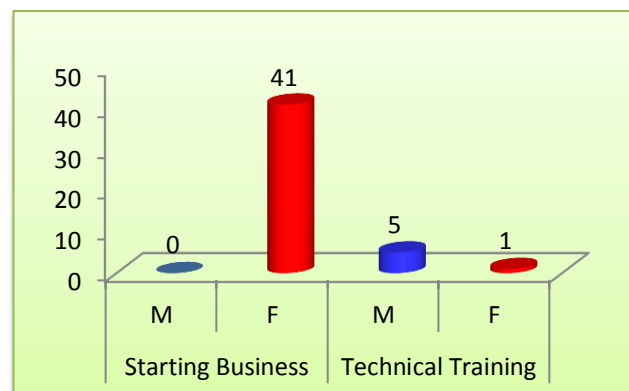
Activities:

*The TOT Get Ahead training for women from 17 to 21 June 2012 in Luxor. (16) Participants from FAs and field office staff participate in the training. The package addresses the practical and strategic needs of low-income women in enterprise by strengthening their basic business and people management skills. It shows women how to develop their personal entrepreneurial traits and obtain support through groups, networks and institutions dealing with enterprise development.

*Second round of Entrepreneurial skills for Agribusiness in FA's as follow: Delivery of the training in Gaafar FA in Beni Suef for 21 participants, in Refaa El Tahtawy in Sohag for 19 participants, for El Tod in Luxor to 20 participants and for Awlad Yahia in Sohag to (20) participants.

* The VCD training which took place in Luxor from 11 to 15 March 2012. Participants are from PMU, field offices, Farmers Associations, Social Fund, CIDA, the Ministry of Industry and the ILO staff. The training focus on understanding the principles of Value Chain Development for Decent work reaching scale, sharing knowledge with partners and stakeholders about value chain development principles and applications, exchanging experiences with value chain practitioners and contributing to the design and implementation of market driven value chain projects using a participatory approach. The course covers the definition and principles of value chain and the market assessment used to apply on their activities. The training was facilitated with trainers from Turin and the HQ in Geneva.

ILO



Comments: ongoing activities

2.2.5 Comprehensive study on the transformation of farmers association into entrepreneurial forms of organization conducted

Activities:

This activity has been accomplished

UNDP - UNIDO



Comments:

Output # 2.3

Small farmers are collaborating and organized in new Businesses.

Description of Implemented Activities

2.3.1 Support small farmers to access finance through linking with existing MFIs or revolving funds to be set with other UN organizations.

Activities:

The project support the FAs through linking them to the SFD for potential funding to manage micro finance schemes and to promote the concept of seed capital for a revolving fund to start income generation activities through BDS units.

ILO



Comments: ongoing activities

2.3.2 Pilot demonstration of a private sector enterprise linking FA to the end markets

Activities:

One new company named “**SALASEL for Agricultural Investment**” has been registered by Awlad Yahya FA with 68 shareholders. It will be specialized in marketing the input supplies to the small farmers in the governorate. The company scope of work includes marketing services. The programme legally supports the association through the legal consultant in order to match with the investment laws # 8. The investment size of the new enterprise is 1 million Egyptian pounds. The business plan for the company has been developed by BDS consultant.

UNDP



Comments: ongoing activities

2.3.3 Provide legal and technical assistance for establishing new businesses

Activities:

Through the legal consultant of the project a series of legal and administrative services had been provided to Awlad Yahya FA in order to finalize the registration processes of their new business. The legal consultant also assisted El Tod FA and Gaafar FA to develop their BDS legal agreements.

UNDP



Comments: ongoing activities

OUTCOME # 3:

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

OUTPUT # 3.1

Policy and regulatory bottlenecks identified in cooperation with Farmers and Farmers Associations and policy briefs prepared and shared with the GOE.

Description of Implemented Activities

3.1.1 Conduct 2 policy studies assessing the cooperatives law as well as challenges faced by FAs.

Activities:

- * Prepared a TOR for the research firm that will handle the second study to assess economic policies impact on horticulture and suggest amendments.
- * Compiled list of international studies addressing cooperatives laws in different countries and aligning best practices.
- * Survey of demands has been prepared by advocacy consultant and field offices collected responses from the different governorates and a session on cooperative law scheduled on 19, 20, and 21 of April.

UNDP - UNIDO - ILO



Comments: ongoing activities

3.1.2 Develop Policy Briefs on identified of pertinent issues to support Policy Dialogues and share with the GOE

Activities:

- 1) One policy brief has been developed by UNDP regarding the recommendations for cooperatives law suggested amendments.
- 2) One policy brief has been developed by UNWOMEN on measures needed to integrate women in the horticulture value chain in Upper Egypt.

UNDP – UNIDO –
UNWOMEN – ILO



Comments: ongoing activities

3.1.3 Develop Gender Mainstreaming Tools for the value chain related policies and legislation

Activities:

- 1) Gender and Trade Action Guide has been developed.

UNWOMEN



Comments:

3.1.4 Develop a framework for the inclusion of women in the horticultural value chain

Activities:

- 1) A framework for the inclusion of women in the horticultural value chain has been developed.

UNWOMEN



Comments:

Output # 3.2

Policy forum formed involving relevant stakeholders.

Description of Implemented Activities

3.2.1 Set up a platform (forum, committee, consultation group or other) to facilitate dialogue between Farmers Associations, private sector and GOE on policy issues during and after the project

Activities:

*A meeting facilitated by SALASEL gathered Ms. Reem el Saady the head of Bedaya center- SMEs, an affiliate of the General Authority for Investment (GAFI) and the heads of farmer associations in Upper Egypt as well as staff and field office representatives. The discussions were fruitful thanks to the sincerity and seriousness of intention of all parties.

* A meeting with Social Contract Center (March 21) also conducted regarding to mentioned purpose.

* A policy forum involving members representing 7 FAs from different governorates from Upper Egypt has been formed.

UNDP



Comments: ongoing activities

3.2.2 Foster linkages between FAs, other private sector actors and government institutions in order to improve the utilization of support services, information services, and fine tune conditions for the available incentives or support schemes

Activities:

Two workshops with Bedaya center (GAFI) addressing cash flow management and taxation laws are planned to take place during the coming month

UNDP – UNIDO - ILO



Comments: ongoing activities

Output # 3.3

Upper Egypt promoted to attract investments that benefit the local communities and foster partnerships between small farmers and the private sector.

Description of Implemented Activities

3.3.1 Organize workshops to promote business opportunities, incentives and promote investments in Upper Egypt held (local/national level)

Activities:

Two workshops on sun-dried tomato production and processing have been held in cooperation with the agricultural export council and the chamber of food industries.

* UNIDO & UNDP launched recently a series of workshops and seminars to introduce advanced Agri-industrial processes in Upper Egypt. The series is designed as part of SALASEL wide-ranging strategy to upgrade the sector, to promote the region and to attract investments. Two workshops have been planned so far to address tomato sun-drying and pomegranate production. In each workshop a top international expert, one from Italy for the tomato sun-drying and the second from Spain for pomegranate spoke to an audience of interested parties to explain the different aspects of the production processes and to shed light on the technical specifications and requirements of the international markets.

UNDP – UNIDO



Comments: ongoing activities

3.3.2 Create partnerships with available funding institutions and jointly promote investment in Upper Egypt, based on identified investment opportunities.

Activities:

- 1) An initial meeting was held with SFD.
- 2) Getting an offer from Best.

UNDP



Comments: ongoing activities

3.3.3 Documentation of the experiences, showcasing lessons learnt and success stories highlighting investments and partnership opportunities with small farmers and agricultural workers

Activities:

- 1) Documentation consultant travelled for 3 days on 14-15-16 to Luxor and on March 29 till 30 to Assuit to document the project activities.
- 2) UN Women has documented 5 success stories and experiences till date.
- 3) Number of success stories had been captured from the work sites. 25TV team visited Assuit & Sohag and documented the work of SALASEL there, the channel will air one & half hour on 3 consecutive days starting from July 14th.

UNDP – UNIDO –
UNWOMEN



Comments: ongoing activities

3.3.4 Conduct End line Evaluation of the Programme

Activities:

January, the end line evaluation starts 6 months before project completion, according to the MDG implementation guidelines.

UNDP – UNIDO –
UNWOMEN – ILO

Comments: