



THE PROJECT ON IMPROVED EXTENSION FOR VALUE-ADDED AGRICULTURE IN THE JORDAN RIVER RIFT VALLEY (EVAP)

Background of the Project:

Agriculture has been playing an important role in economic and social development of Palestine. The agriculture sector contributed 8.2% of the total GDP. Agricultural export represents 25% of the total export earnings. The agricultural sector employed about 15.7% of the total working population. The main problems of the agriculture in this area are: (i) poor farming technology, (ii) poor water management, (iii) salinization of farm land, (iv) prohibition of some fertilizers and chemicals, (v) limited access to the market and (vi) limited access to extension services. However, effective measures to address aforementioned problems have not been initiated.

Major Outcomes of ASAP:

The Project for Strengthening Support System Focusing on Sustainable Agriculture (ASAP) was implemented from 2007 to 2010 and successfully established a basis for the effective extension system through the direct linkage between research and extension. Series of practices at Demonstration and Agricultural Research Farms (DARF) have resulted in some promising improvements of agricultural techniques. Relevant information supporting agricultural production including marketing and finance has also been accumulated for dissemination for farmers.



Objectives of EVAP:

Agricultural profitability of the targeted small and medium sized farmers in the Jordan River Rift Valley is improved.

Duration of the Project:

From September 2011 to December 2014

Project Areas:

Jordan River Rift Valley located in the eastern part of the West Bank which consists of Jericho, part of Tubas and part of Nablus governorates.

Expected Outputs:

- (1) The targeted small and medium sized farmers and farmers' organizations' capacity to respond to the market is improved.
- (2) The targeted small and medium sized farmers and farmers' organizations acquire the techniques and information to yield value-added agricultural produce.
- (3) The extensionists acquire necessary techniques and information for extending value-added agriculture.

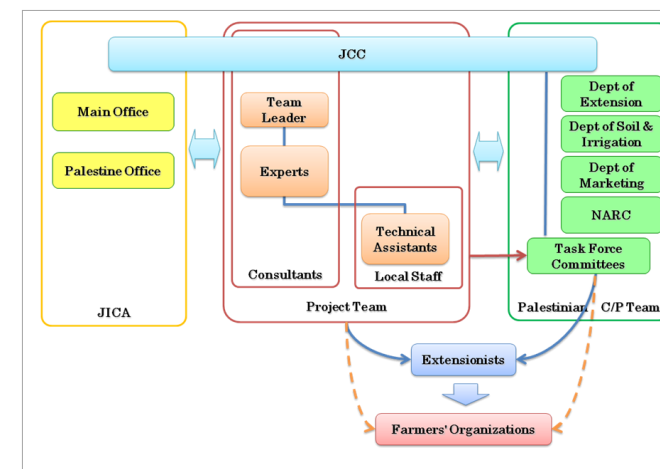
Project Activities:

- (1)-1 Formulate a marketing task force committee for project implementation.
- (1)-2 Conduct a baseline survey and market survey to understand the current marketing situation of small and medium sized farmers and farmers' organizations.
- (1)-3 Select farmers' organizations to be targeted by the project.
- (1)-4 Provide training for farm business linkage stakeholder forums by the farmers' organizations.
- (1)-5 Organize farm business linkage stakeholder forums for farmers organizations.
- (1)-6 Provide market information to the farmers.
- (1)-7 Provide training for collective selling/purchasing to the farmers' organizations.
- (2)-1 Formulate a farming task force committee for project implementation.
- (2)-2 Conduct a baseline survey and market survey to understand the current farming situation of small and medium sized farmers and farmers' organizations.
- (2)-3 Select farmers' organizations to be targeted by the project.

- (2)-4 Develop an extension plan to extend knowledge and modern techniques necessary for effective farming and farm management.
- (2)-5 Produce extension materials for the farmers.
- (2)-6 Implement the extension plan.
- (2)-7 Monitor the progress of the farm management by the farmers.
- (3)-1 Identify the modern techniques and knowledge to transfer to the farmers, conduct laboratory analysis, and give recommendations.
- (3)-2 Conduct trainings on modern techniques and knowledge as specified in 3-1 for extensionists.

Structure of the Project Implementation:

As shown in the figure below, the Project has been implementing by the Ministry of Agriculture under full assistance of JICA project team. Task Force Committees including Marketing and Farming Task Force organized by SMSs from relevant department and extensionists from local department of agriculture will act as nucleus for various field activities to assist farmers and farmers' organizations.



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