

PROJECT INTERVENTIONS & RESULTS

“Promotion of an Enabling Environment for Sustainable Enterprises and Decent Jobs for Women and Youth in the Agricultural Sector” project in Jericho and the Jordan Valley

Funded by the Government of Japan

ILO Occupied Palestinian Territory (OPT)
27 June 2024

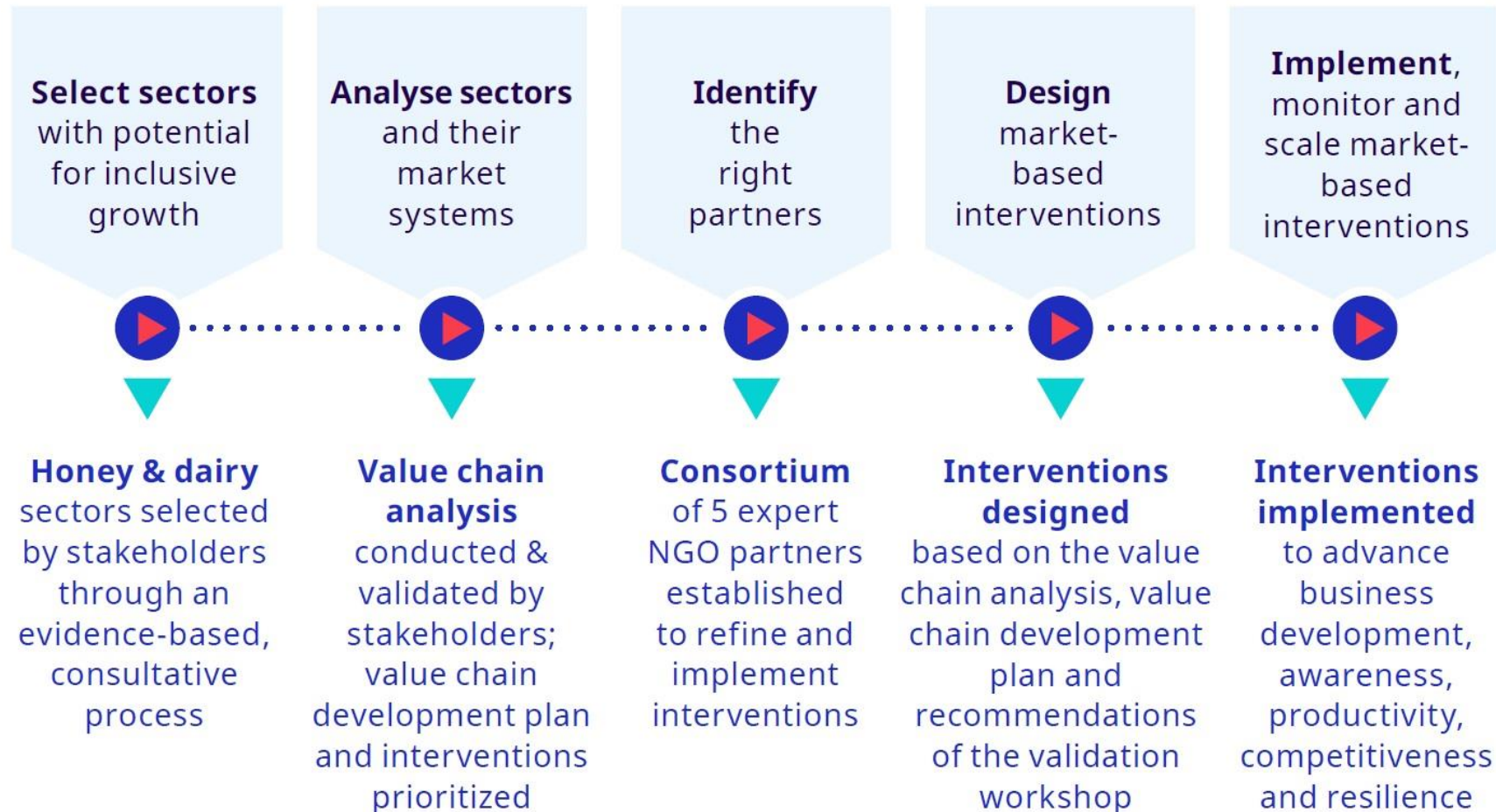


اتحاد جمعيات المزارعين الفلسطينيين
The Palestinian Farmers Union (PFU)



اتحاد لجان العمل الزراعي
UAWC

ILO APPROACH TO INCLUSIVE MARKET SYSTEMS (AIMS)



WHY SELECT THE **HONEY** SUBSECTOR?



High local demand

Local demand

Local demand far exceeds production, indicated by high import volumes and smuggling

Market expansion

Diversifying export markets beyond Israel presents additional opportunities



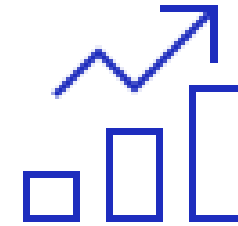
Promising prospects for women and youth

Low start-up costs

Beekeeping requires minimal initial investment and can be scaled with resources

Flexible time requirements

Manageable time commitments allow women to balance family responsibilities with beekeeping



Low entry barriers

Growth potential

Low entry and upgrade costs make it feasible to expand production and involve new participants

Reduced risk

Beekeeping involves lower risk of displacement or benefits dilution compared to other subsectors

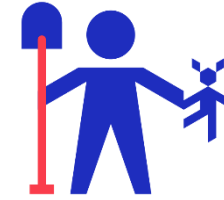
WHY SELECT THE **DAIRY** SUBSECTOR?



Target concentration

Women and youth

Many women and youths targeted by the project are involved in dairy farming and processing, making it a priority sector to support



Marginalization and
vulnerability

Vulnerability

Small dairy farmers and processors, especially women and youth, face marginalization, low incomes, and limited access to resources and markets

▶ VALUE CHAIN ANALYSIS & DEVELOPMENT

OPPORTUNITIES

- ▶ There is high local demand for honey, and beekeeping – requiring minimal initial investment and offering flexible time commitments – holds promise for resource-limited women and youth
- ▶ Many Palestinian women and youth are involved in dairy farming and processing

CHALLENGES

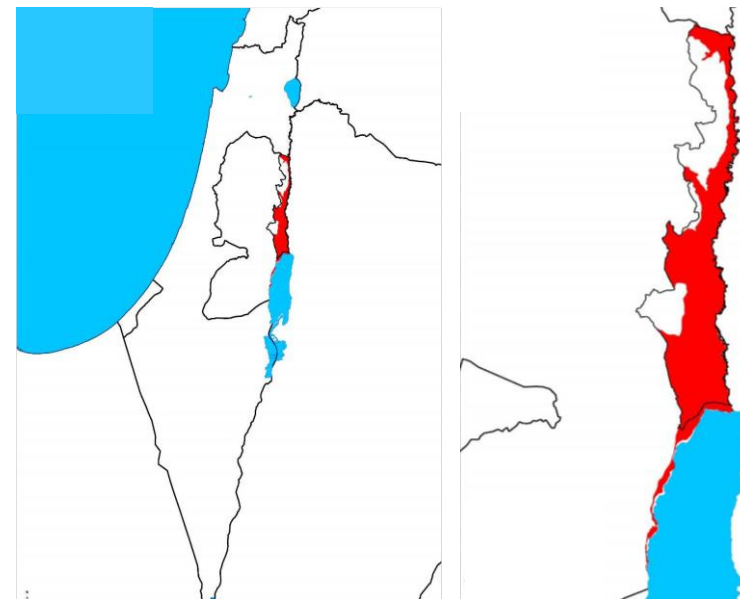
- ▶ Women & youth face marginalization, low incomes, and low access to resources & markets
- ▶ Low cooperative participation and weak commercial strategies (due to a lack of awareness, incentives, and business management, financial & marketing skills)
- ▶ Limited product diversification and market exposure (due to limited awareness/technical skills, low access to markets/finance/technology)
- ▶ Inadequate packaging, branding and investment capacity (due to high unit costs, financial constraints and limited awareness)
- ▶ Low consumer awareness of the benefits of honey and dairy products
- ▶ High cost of animal feed (due to limited domestic production, restricted grazing land/resources, weak natural resource management, and insufficient knowledge)
- ▶ Disease outbreaks among livestock and bees, insufficient veterinary services, and a lack of information and training among farmers
- ▶ Deteriorating queen bee quality (linked to a lack of knowledge and skills, inconsistent supply/imports, and the absence of artificial insemination services)

PARTNERSHIPS

Consortium of **NGO implementing partners**



Target areas: **Jericho** and the
Jordan Valley



TARGETED COOPERATIVES: **HONEY**

1

Bardala Beekeepers Cooperative, Tubas

2

Al-Nuaimah Young Women's Cooperative

3

Al-Duyuk Agricultural Cooperative

4

Rural Development Cooperative, Al-Auja

5

Cooperative Beekeepers Association, Aqabat Jabr

5
beekeeping
cooperatives

129
farmers/members
(**37%** women)



TARGETED COOPERATIVES: DAIRY

3

livestock
cooperatives

140

farmers/members
(50% women)

1

Development of Animal Wealth Cooperative, Tubas

2

Cooperative Animal Wealth for Bedouin Clusters,
Jericho

3

Bardala Cooperative for Animal Wealth
Development, Tubas





► IMPLEMENTATION IN THE HONEY SECTOR

INTERVENTIONS: AWARENESS & ADVOCACY

CHALLENGES IDENTIFIED: Low cooperative participation, lack of awareness among public/communities, lack of cooperatives in areas where demand for cooperative models exists

INTERVENTIONS:

- **Strengthened awareness** of **cooperative values and benefits** among **444 participants (223 women)** through **17 workshops** organized by the ILO with PARC and the Cooperative Work Agency (CWA)



INTERVENTIONS: AWARENESS & ADVOCACY

CHALLENGES IDENTIFIED: Low cooperative participation, lack of awareness among public/communities, lack of cooperatives in areas where demand for cooperative models exists

INTERVENTIONS:

- ▶ **Media campaign** to raise awareness of the benefits of cooperatives among the general public and target communities (via social media, broadcast roundtable discussions, and radio advertisements)



Implementing partner



INTERVENTIONS: BUSINESS DEVELOPMENT

CHALLENGES IDENTIFIED: Poor business management and commercial strategies within cooperatives, a lack of business expertise in communities

INTERVENTIONS:

- ▶ **Field visits** by PARC to assess the project's **8** target cooperatives
- ▶ **Trained 21 honey producers (10 women)** from the **5** beekeeping cooperatives, to **improve their business operations** by honing their knowledge and skills on:
 - i. the principles of cooperatives & democratic management;
 - ii. financial and bookkeeping practices; and
 - iii. market readiness/access (hygiene, safety, quality, marketing)

Implementing partner



INTERVENTIONS: BUSINESS DEVELOPMENT

CHALLENGES IDENTIFIED: Poor business management and commercial strategies within cooperatives, lack of business expertise in communities

INTERVENTIONS:

- ▶ Localized the ILO Start and Improve Your Business (SIYB) toolkit to the OPT context and **certified 12 local SIYB trainers**
- ▶ **109** entrepreneurs in the honey and dairy sector (**94** women) **completed SIYB trainings**



Implementing partner



INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Limited productivity due to poor honeybee quality

INTERVENTIONS:

- ▶ **Strengthened skills** to apply high-quality honey production practices through **2 training workshops** for **20** participants (including **13** women) from four beekeeping cooperatives, delivered by PFU
- ▶ Formulated a **strategic plan** to introduce honey products to the service industry with the Palestinian Honey Agricultural Council



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INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Limited productivity due to poor honeybee quality and a lack of product diversification required to access market opportunities

INTERVENTIONS:

- ▶ **Trained 60 beekeeping cooperative members** (18 women), to overcome queen bee quality challenges by introducing new technologies (for artificial insemination, hive protection, harvesting, wintering strategies) and alternatives to sugar syrup for feeding
- ▶ **Trained participants on bee pests and diseases**, equipping them with skills and knowledge to manage issues affecting bee colonies

Implementing partner



INTERVENTIONS: COMPETITIVENESS

CHALLENGES IDENTIFIED: Lack of technology, equipment and product diversification to access market opportunities, poor marketing/packaging

INTERVENTIONS:

- ▶ **Improved competitiveness and market access** by **providing equipment** via PFU (3 honey-filling machines, 3 air compression systems, **5,000** 10ml packages), empowering **129** farmers to produce smaller containers to target hotels/service industry
- ▶ **Provided 20 innovative beekeeping tools** (insulated foam beehives, pollen traps) to enhance cooperatives' production



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Insulated foam beehives and pollen traps delivered to the beekeeping cooperative in Bardala, Tubas.

© ASH Productions/ILO

INTERVENTIONS: COMPETITIVENESS



Honey-filling and air compression machines delivered to the Cooperative Beekeepers Association, Aqbat Jabr, Jericho. © ASH Productions/ILO



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INTERVENTIONS: PRODUCTIVITY & COMPETITIVENESS

CHALLENGES IDENTIFIED: Limited productivity due to poor honeybee quality and a lack of technology and equipment

INTERVENTIONS:

- ▶ Boosted the honey sector's productivity and bees' genetic quality by **establishing the first Honeybee Queens Production Centre (HBQPC)**, equipped with modern bee breeding technology
- ▶ The HBQPC is expected to **double honey yields** per hive (**4-5 kg** to **9-12 kg**)
- ▶ So far beekeepers in Bardala have produced at least **100 pure high-quality queen bees**



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INTERVENTIONS: PRODUCTIVITY & COMPETITIVENESS



Establishing the first Honeybee Queens Production Centre in the Jordan Valley is a vital part of the long-term strategy to attract new cooperative members, and inspire more women and youth to develop new cooperatives. © ASH Productions/ILO

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INTERVENTIONS: PRODUCTIVITY & COMPETITIVENESS



6 beekeepers from Bardala completed practical training on the production of high-quality queen bees using the artificial insemination equipment provided, giving them the knowledge and skills needed to produce and sell queen bees at discounted prices to cooperative members, and at affordable prices for other local beekeepers. © ASH Productions/ILO

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▶ IMPLEMENTATION IN THE DAIRY SECTOR

INTERVENTIONS: AWARENESS & ADVOCACY

CHALLENGES IDENTIFIED: Low cooperative participation, lack of awareness among public/communities, lack of cooperatives in areas where demand for cooperative models exists

INTERVENTIONS:

- ▶ **Strengthened awareness of cooperative values and benefits** among **444 participants (223 women)** through **17 workshops** organized by the ILO with PARC and the Cooperative Work Agency



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INTERVENTIONS: AWARENESS & ADVOCACY

CHALLENGES IDENTIFIED: Low cooperative participation, lack of awareness among public/communities, lack of cooperatives in areas where demand for cooperative models exists

INTERVENTIONS:

- ▶ **Media campaign** to raise awareness of the benefits of cooperatives among the general public and target communities (via social media, broadcast roundtable discussions, and radio advertisements)



Implementing partner



INTERVENTIONS: BUSINESS DEVELOPMENT

CHALLENGES IDENTIFIED: Poor business management and commercial strategies within cooperatives, lack of business expertise in communities

INTERVENTIONS:

- ▶ **Trained 21 dairy producers (10 women)** from the 3 target livestock cooperatives to **improve their business operations** by honing their knowledge/skills on:
 - i. the principles of cooperatives and democratic management;
 - ii. financial and bookkeeping practices; and
 - iii. market readiness/access (hygiene, safety, quality, marketing)
- ▶ **Certified 12 local SIYB trainers**, and **109** entrepreneurs in the honey and dairy sector (**94** women) **completed SIYB trainings**

Implementing partner



INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Poor quality production, absence of technology, equipment and product diversification to access market opportunities

INTERVENTIONS:

- ▶ Enhanced dairy production & sustainability by **providing equipment** via PFU to 3 livestock cooperatives to **streamline sustainable operations and boost product diversification:**

- ❖ 5 battery-operated milking machines
- ❖ 5 complete solar energy systems
- ❖ 20 stainless steel milk containers
- ❖ 50 cheese-making stencils/containers



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Cheese-making stencils delivered to Bardala Cooperative for Animal Wealth Development, Tubas.
© ASH Productions/ILO

INTERVENTIONS: PRODUCTIVITY



Complete solar energy systems and battery-operated milking machines delivered to Bardala Cooperative for Animal Wealth Development, Tubas. © ASH Productions/ILO



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INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Poor quality production

INTERVENTIONS:

- ▶ **Trained 16** women from the Bardala Livestock Cooperative on the **production of boiled white cheese**
- ▶ The training, delivered by PFU addressed challenges that livestock producers face, particularly limited product diversity and quality, by **strengthening their skills on high-quality cheese production, and enhancing their market competitiveness and income**



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INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Lack of technology, equipment and product diversification to access market opportunities, and limited grazing resources for livestock

INTERVENTIONS:

- ▶ Set up a pilot **community-based maize/corn silage production unit** in Bardala, led by UAWC. This addresses high feed costs & limited grazing resources by **using yellow corn waste as cattle feed (not used until now)** – and is projected to reduce feed costs by up to **30%**
- ▶ Engaged and **trained 50** community members, with a focus on youth and women, equipping them with **sustainable technologies, skills and tools** to manage production

Implementing partner  **UAWC**
اتحاد لجان العمل الزراعي



Distribution of 2 units of pellet production machines, 8 chopper machines, 4 scales and 4 fodder mixers to Bardala Livestock Cooperative. © ASH Productions/ILO

INTERVENTIONS: PRODUCTIVITY

- ▶ The project selected Bardala as the site of the **first community-based maize/corn silage production unit** because local farmers cultivate a huge amount of yellow corn but did not leverage corn waste as fodder – **until now**
- ▶ The production unit is a **compelling change** achieved by the project, as it provides a **long-term sustainable solution** to high feed costs and limited grazing resources.

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INTERVENTIONS: PRODUCTIVITY



Distribution of 2 units of pellet production machines, 8 chopper machines, 4 scales and 4 fodder mixers to Bardala Livestock Cooperative. © ASH Productions/ILO

Implementing partner  **UAWC**
إتحاد لجان القطاع الزراعي

INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Limited productivity due to livestock diseases, and a lack of access to veterinary services

INTERVENTIONS:

- ▶ Prevented disease and **\$360,000** in **production losses** by conducting a **vaccination campaign for 14,500** sheep and goats from **3** livestock cooperatives, through collaboration between the ILO, UAWC and the Ministry of Agriculture



INTERVENTIONS: PRODUCTIVITY

CHALLENGES IDENTIFIED: Limited productivity due to livestock diseases, and a lack of access to veterinary services

INTERVENTIONS:

- ▶ Implemented a **para-vet model** to contain disease outbreaks by **improving communities' disease prevention and management capabilities**
- ▶ **Trained 55** farmers and organized them into a network of **community para-veterinarians**, expanding local access to veterinary services



CASE STUDY: PARA-VET MODEL

ROOT CONSTRAINTS

- Prevalence of disease outbreaks
- Lack of adequate veterinary services
- High costs of veterinary services
- Restricted access and movement

ACTORS

- UAWC (project partner/consortium member)
- Ministry of Agriculture
- Bardala Pharmacy
- 3 target livestock cooperatives

BOTTOM LINE

The para-vet model provides an effective, sustainable solution by bringing veterinary expertise into communities, and creating a network of para-vets able to connect and support one another

INTERVENTIONS

- **Creation of community-based para-vet model** tailored to the Palestinian context
- **Identified and up-skilled local farmers** with veterinary expertise within targeted cooperatives to deliver better quality veterinary services
- **Trained 55 farmers**/cooperative members as para-vets and conducted **21 practical field sessions**
- **Vaccination campaign** of 11,000 sheep and goats (which para-vets joined as part of training), **saving cooperatives' US\$360,000 in production losses**
- **Collaboration with Bardala Veterinarian Pharmacy** in Tubas, whose veterinarian conducted the training of community para-vets and delivered vaccines to farmers

INTERVENTIONS: MARKETING

CHALLENGES IDENTIFIED: Lack of quality production, lack of technology, equipment and product diversification to access market opportunities, poor marketing/packaging

INTERVENTIONS:

- ▶ Promoted buying boiled white cheese from small farmers and cooperatives through a media **marketing campaign** by PFU
- ▶ The campaign facilitated **market access and competitiveness** by connecting target cooperatives with suppliers and consumers in the dairy market system
- ▶ It **resulted in the sale** of over **140 kilograms** of boiled white cheese in **2 days** alone



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The Palestinian Farmers Union (PFU)



► SUSTAINABILITY

► Institutional sustainability

- ❖ New networks created, e.g. consortium of expert NGOs, artificial insemination trainees, cohort of local SIYB (business development) trainers

► Enhanced institutional capacity

- ❖ NGOs in consortium collaborating with one another, now able to deliver more and better services
- ❖ Strengthened institutional (management, business operations) capacity within targeted cooperatives

► Recurrence of benefits

- ❖ Introduction of new technologies and training enabling cooperatives to enhance quality, productivity and competitiveness, and link up with new market opportunities in the long-term (hotels, supermarkets, etc.)
- ❖ Capacities strengthened within communities to improve resilience, food security, business management, veterinary care/livestock and honeybee productivity



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