Press release: Ambitious Multi-donor Agribusiness Programme launched for Palestine

20 November 2017, Ramallah – Today a new direction for coordinated support to agribusiness in Palestine was unveiled at the launch of the Multi-donor Agribusiness Programme "Reform and Development of Markets, Value Chains and Producers' Organizations" (MAP) in Ramallah. Denmark, the Netherlands, EU, Switzerland and Spain are joining forces with the Ministry of Agriculture and the Food and Agriculture Organization of the United Nations (FAO) to support this four-year, USD 30 million programme to accelerate the market-based development of Palestinian agribusiness.

"There is enormous potential to develop the agriculture sector in Palestine. We hope this far-reaching programme will address some of the key challenges facing productivity and market access to build a strong, resilient agriculture sector for all. The Ministry of Agriculture is firmly committed to fostering a conducive environment to enable the agribusiness sector to flourish," emphasized the Minister of Agriculture, H.E. Dr Sofian Sultan.

The programme intervenes at all stages of the agricultural value chains to foster private sector led development, competitiveness and profitability. MAP will support investments defined and implemented by agribusinesses, with a special focus placed on women led agribusinesses, the Gaza Strip and investment proposals by small-scale family farmers and youth.

"Together, Denmark, the Netherlands, EU, Switzerland and Spain are fully embracing the principles of alignment and harmonization for enhanced aid effectiveness. It is our sincere hope that this approach will make a long-lasting, positive impact towards developing the agribusiness sector and bringing increased prosperity for the people of Palestine," stated Denmark Representative to the Palestinian Authority, Ms Nathalia Feinberg speaking on behalf of all donors.

Under this programme, innovative farming technologies will be promoted to sustainably improve productivity, resource use efficiency and competitiveness along the value chains. Key advances in production and postharvest processes will be introduced to increase the potential for high value added and niche markets.

"This is a unique programme for FAO: we are bringing together multiple partners to foster the capacity of farmers as well as micro, small and medium agribusinesses to enhance competitiveness of Palestinian food production. We will promote private sector led agribusiness development, climate smart agriculture and the adoption of new technology in full alignment to the Palestinian agricultural strategy. This will boost local economies and contribute to improving the welfare of Palestinian people" highlighted Ciro Fiorillo, Head of Office, FAO West Bank and Gaza Strip.

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