Food and Agriculture Organization of the United Nations

Ministry of Agriculture

Multi-donor Agribusiness Programme (MAP)

Brief



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Under the Multi-donor Agribusiness Programme "Reform and Development of Markets, Value Chains and Producers' Organizations" (MAP), Denmark, the Netherlands, EU, Switzerland and Spain are joining forces with FAO and the Ministry of Agriculture to accelerate the market-based development of Palestinian agribusiness and boost economic growth, in alignment with the National Agriculture Sector Strategy "Resilience and Sustainable Development" and the Palestinian National Policy Agenda, 2017-2022.

Alignment and harmonization

This four year, USD 30 million programme marks a unique way of ensuring alignment and harmonization for enhanced aid effectiveness, bringing together the Palestinian Government, donors, UN agencies, private sector and civil society to boost income, employment and trade in an inclusive manner.

Addressing key challenges

Palestinian agriculture's potential to expand is constrained both *horizontally*, given access restrictions to land and water, and *vertically*, due to the impediments to access the technologies, inputs, assets and markets needed to intensify production.

Key facts

Impact: Agribusiness sustainably contributes to economic growth and welfare of the Palestinian people

Resource partners: Denmark, the Netherlands, EU, Switzerland and Spain

Funds: USD 30 million

Duration: 4 years

MAP will enable Palestinian agribusiness to sustainably generate better income by addressing persistent internal weaknesses, such as the fragmentation of production and supply, low productivity of land, inadequate development of key business services, limited collective bargaining power of farmers, and structural weaknesses of public infrastructure, services and regulatory systems.

Adopting a holistic approach

Stimulating private sector investments: MAP intervenes at all stages of the agricultural value chains to foster private sector led development, competitiveness and profitability. It will support investments defined and implemented by agribusinesses. Based on calls for proposals, at least 100 Palestinian cooperatives, companies, social enterprises, individual businesses

and farmers will receive support to invest in improved production and productivity, quality and value addition at all stages of the agricultural value chains in an environmentally sustainably manner. At least 30 percent of the beneficiaries will be women-led agribusinesses. Special attention will be given to the Gaza Strip and to investment proposals formulated by small-scale family farmers and youth. The following activites are eligible for support:

(i) Enhancing the adoption of market-oriented crop diversification, good agricultural practices and climate-smart agriculture responding to market demand.

(ii) Promoting local production of essential agricultural inputs, including commercial and on-farm seed production, local seed banks and commercial compost production.

(iii) Strengthening the capacities of cooperatives and producer organizations in the provision of on-farm services, such as collective input purchase and marketing of produce, mechanization services, knowledge and technology transfer, access to finance, contract farming.

(iv) Developing post-harvest capacities and services, including more efficient handling, packing, storage, logistics and transformation for value addition, e.g. post-harvest and food processing equipment, cold storage and transport facilities.

Innovation and market access: Moreover, MAP will pilot innovative farming technologies to sustainably increase productivity, resource use efficiency and competitiveness. Support will be provided to innovation in processing (transformation, filling, packaging, labelling etc.) and target women-led agribusinesses to pilot innovative products with potential for high value added and niche markets. MAP will enhance market access and competitiveness of Palestinian agrifood producers promoting business to business linkages in local and external markets, promoting regulatory and



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operational reform and infrastructural improvement of three wholesale markets. Supply side interventions will be complemented by actions to raise consumer awareness on quality, safety and origin of agrifood products.

Enabling environment: MAP will promote a more conducive business environment assisting relevant public sector entities to deliver more effective policies, institutions and services, while strengthening the voice of smallholder farmers in policy dialogues. It will enable the generation of market intelligence to support private sector intiatives and enhance quality marking and sanitary and phytosanitary (SPS) testing and certification in order to access foreign markets and boost the confidence of local consumers in Palestinian products.

Partnerships: To unlock the potential of agribusiness, MAP promotes strategic partnerships with the private sector as key driver of agribusiness development; government institutions as leaders in policy-making and delivery of public goods and services indispensable for agribusiness development; and civil society, including specifically NGOs and other related organizations, as technical experts with strong networks and the capacity to nurture social change.

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