

**Organic Farming: *Realizing a market growth opportunity: Utilization and Enhancement of Organic Agriculture in the AARINENA Region in Dates, Olives, Medicinal Herbs and Cotton Sub-sectors.***

**I. Background**

1. According to many reports, organic food is a growing business with good long-term prospects. Despite the heightened attention that organic agriculture has attracted during the last decade, it still only accounts for a small proportion of overall agricultural land: an average of about 2.3% for the countries of the European Union, 2.2% for Australia, 0.23% for the United States of America and 1.30% for Canada. Notably, organic agriculture is also gaining importance in a number of developing countries including, for example Uganda (1.39%) , Sri Lanka (0.65%) , Tunisia (0.36%), Egypt (0.19%) ,China (0.06%), India (0.03%) , and Philippines (0.02 %) (SOEL-Survey, February 2004). Even though it is a small portion, its rate of growth is very fast.
2. Organic agriculture is one among the broad spectrum of production methods that are supportive of the environment. Organic production systems are based on specific and precise standards of production which aim at achieving agro-ecosystems which are socially and ecologically sustainable.
3. Organic agriculture is based on minimizing the use of external inputs, avoiding the use of synthetic fertilizers and pesticides. And it goes beyond the application of certain technologies and requires a particular mind set or attitude on behalf of the producers.
4. "Organic" is a labeling term that denotes products that have been produced in accordance with organic standards throughout production, handling, processing and marketing stages, and certified by a duly constituted certification body or authority.

**Situation now:**

The certified and policy supported organic production area in general and in particular in the AARINENA region countries vary widely in relation to growth rate and total area and there were no clear or defined figures about the size of production and total area of production. For many countries it is still difficult to find precise and up-to-date figures on the state of organic farming in individual countries, although it has become easier by the time. But still, in many cases no figures were available at all (Helga Willer and Minou, Yussefi (2004)).

As long as government interest in organic agriculture is low, statistical information on organic agriculture rarely exists. In order to get a complete picture of the government certified organic farming all over the world , a survey among all organic certifies would need to be under taken. Organic agriculture comes as one of the top priorities, specifically with relation to food safety, diversification alternatives in agriculture production, income- generation for small and medium-scale farmers and improves access to regional and international markets, mainly through exports from developing countries. Organic agriculture can also play a role in achieving AARINENA four network's (Date palm, cotton, Olives, Medicinal Herbs) broad objectives of poverty reduction, food security and sustainable development.

Organic Farming project's tasks through the four global networks are to develop and provide services that improve access to information for organic farming, and to strengthen the capacity of these networks to produce, acquire, exchange and utilize information in the AARINENA region. Organic Farming Project's programmes will be organized around five principal tasks:

- i. developing information management and partnership strategies needed for organic production policy formulation and implementation.
- ii. promoting contact and exchange of experience: organizing and co-organizing conferences, seminars, workshops and study-visits on the four commodities organic farming priority information themes for the various stakeholders involved in organic farming.
- iii. providing the networks members with information on the main issues and changes in organic farming through publications and co-publications
- iv. strengthening the networks information and communication capacities through training courses and collaborative arrangements with regional and international organizations.
- v. conducting a survey in the AARINENA countries to collect needed information about the market for organic dates, cotton, medicinal plants and olives, volumes required, quality requirements , potential farmers and partners at local and regional levels, gaps and constraints , present situation and prospects for the future . This will put the basis for developing tools for identifying those areas and farmers that have the most likelihood of success.

### **Desired situation at the end of project:**

As a result of AARINENA networks involvement in this project in selected sub-sectors (olives, dates, cotton, medicinal and herbal plants), through the supporting of certain case studies in the region and organizing the information management approaches, Organic farming project will also be a good opportunity for AARINENA countries to develop new production methods and access new markets. Networks and its partners will get the support to the dissemination of phytosanitary rules and regulations needed to access the main northern markets, setting up local or regional certification programmes, initiating new or supporting existing capacity building programmes as well as promoting the exchange of experiences and information between the participated countries.

### **II. Project description:**

**Goal:** Introduction, intensification and optimization of organic production, environmental protection and the promotion and supporting the access of AARINENA Networks country members organic products to local, regional and international markets.

### **Purpose:**

The project has the specific purpose of the increased involvement of AARINENA Countries in promoting Organic Agriculture. Agriculture in many of those countries is characterized by many resource-poor smallholders. The introduction of OA could offer diverse benefits, such as income generation, natural resource conservation, food self-sufficiency and social development.

### **Outputs and principal activities to achieve each output:**

**Output 1-**Information about the current situation in the concerned countries regarding market and organic production of olives, dates, cotton, medicinal and herbal plants is collected, and analysed.

#### **Activities:**

- 1.1 -Carrying out the information survey.
- 1.2-Data Collection and analysis.
- 1.3-Interpretation of results, conclusions and recommendations.
- 1.4-Setting –up the current situation in each country / region.

**Output 2-**Organic Agriculture in selected sub-sectors (olive, date palm, and cotton, medicinal and herbal plants) in the targeted countries is strengthened.

**Activities:**

- 2.1-Setting- up new Information Centers (IC) / Focal points Equip with required information and technical literature.
- 2.2-Collection and analysis of existing information.
- 2.3-Development of individual work plans for each IC.
- 2.4-Development of contacts with the local OA movements to promote OA in the region / country.

**Output 3-** Participation and capacity in the structures and membership of AARINENA networks is improved.

**Activities:**

- 3.1- Ensure the active and successful representation of country members in AARINENA structures.
  - 3.1.1- Provide financial support (travel, accommodation, expenses) to representatives from member countries for increased participation in decision-making bodies of AARINENA.
  - 3.1.2- Facilitate capacity building for key persons at the regional level and in AARINENA committees and internal structures.
- 3.2-Develop and implement an appropriate policy to promote gender balance and regional balance further within AARINENA internal structures and committees.
  - 3.2.1- Setting up an internet platform for training on OA.
  - 3.2.2- organize or support targeted trainings for trainers to organize and finance the translations of important OA / FAO documents into major languages.

**Output 4-** The Potential of Organic Agriculture in regard of Social, Environmental and Economic Benefits is recognized.

**Activities:**

- 4.1-Development of a strategy to promote the potential of OA in its full diversity from income generation through biodiversity, food security and rural development.
- 4.2-Development of relevant position papers for the strategy.
- 4.3-Establish a participatory review of the “Principles of Organic Agriculture” (POA).
  - 4.3.1- Capacity building to advocate for POA.
  - 4.3.2- Development and implementation of mechanisms to broaden recognition of POA.
- 4.4-Identification of and linking up with existing “organic” programs and networks.
- 4.5-Promotion of AARINENA’s mission and position at national and regional levels.
- 4.6-Collection, documentation and publication of good case studies about OA and food security.

**Output 5-** Organic marketing is improved at all levels in AARINENA countries (local, regional and export marketing).

**Activities:**

- 5.1-Facilitation of the development of local and regional markets.
  - 5.1.1- Development of PGS (Participatory Guarantee Systems).
  - 5.1.2 - Development of ICS (Internal Control Systems) for smallholders and linking up with local marketing
  - 5.1.3- Support to targeted training and set up of PGS (Participatory Guarantee Systems) and local marketing systems.
  - 5.1.4- Promotion of local organic marketing.
- 5.2- Support to the development of regional/national standards according to the standards of international markets.
  - 5.2.1-Enhancing capacity building of existing certification bodies.
  - 5.2.2- Training of operators in organic as well as EUROPGAP practices; which will be a must for penetrating international markets.

**Output 6-** Advisory strategy, including consultancies and development agencies, for AARINENA countries with an emerging sub-sector (olive, date palm, and cotton, medicinal and herbal plants) organic products is developed and implemented.

**Activities:**

6.1-Develop a strategy for advice / governments support, e.g. in regulations, capacity building, extension, etc.

6.2-Develop and produce a comprehensive information package.

6.3-Support governments on request.

6.4-Involve consultancies working with governments to implement the OA /AARINENA advisory strategy, and to actively use OA/AARINENA information package.

6.5-Lobbying of development agencies to implement OA/AARINENA information package in their project / program planning and approach.

**III.Project Justification:**

1. Although there is a general growth in organic movement, some countries in the AARINENA region are lagging behind. However there is a lack of information, knowledge and expertise in many of these countries. In order to close the gaps in the Organic Agriculture map of the region, and to provide necessary information, knowledge and expertise in the targeted sub-sectors and countries, this project plans to set up Information Points at the national or regional level in the area with an emerging organic sector.
2. Most of AARINENA network members are working on food security issues, sustainable rural development, and poverty alleviation. They are looking for equal participation in the worldwide organic movement, and markets, and their efficient participation is needed in this global movement for an acceptable, balanced and fair development. Promoting legal and institutional reviews, and subsequent reform, and mobilizing financial resources from multi and bilateral donors and cooperation agencies for integrated water management;
3. Organic Agriculture is often associated with “export agriculture”. For many, especially for policy-makers in developing countries, Organic Agriculture is associated to rigid rules and complicated practices that allow marketing certified organic food products.
4. Export markets demand huge quantities of standardized high quality products. Agro-business companies can cope with these requirements but a large number of small-scale farmers in developing countries are left behind by globalization.
5. For early development of this organic sub- sector the better strategy is to start with the foundations, thus providing the Networks with global platform for the organic agriculture movements and this certainly can encourage the governments to take an interest in this organic sector and regulating its process.

The present proposal aims to bring together all stakeholders, including small and medium-scale farmers to develop a strategy to work on advice / for government support, e.g. in regulations, capacity building, extension, promotion, and others. To develop a comprehensive information and exchange package covering all important sub-sectors organic agriculture, like the Organic Guarantee System, promotion materials, training materials on organic agriculture and marketing, etc. A special focus will be given to development agencies, as well as to the research centers working in this field in developing and disseminating the package.

#### **IV. Innovative nature of the project:**

The project will build on the following experiences:

- The IFOAM Mediterranean Regional Group – AgroBioMediterraneo: 16 Mediterranean countries are involved in AgriBioMediterraneo: Albania, Bosnia-Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Palestine, Portugal, Serbia & Montenegro, Slovenia, Spain, Tunisia and Turkey. AgriBioMediterraneo has two major aims: To promote, develop and disseminate information, knowledge and expertise related to Mediterranean organic agriculture and food production. The development of AgriBioTourism on family farms.
- Training, certification body, technology transfer, and research in the organic products in Egypt. The organic agriculture movement was born in Egypt some 20 years ago, chiefly to alleviate the increasing threat of pesticide poisoning to Egyptian farmers. In the early 1990s, SEKEM starting applying biodynamic methods (already in use for herbs, cereals, and vegetables) to cotton. The Centre for Organic Agriculture in Egypt operates an inspection and certification scheme according to the EU Regulation 2092/91.
- Integrated Pest Management (IPM) in Jordan: A series of projects were implemented to gradually eliminate the usage of chemical fertilizers and pesticides in agriculture production. With the GTZ technical and financial support this project were implemented in Jordan and Tunisia.
- The organic spirit in Saudi Arabia: It began around 1994 in Al-Jouf with Sheik Sulaiman's Al-Rahji Company for Agriculture, and his decision to stop using any chemicals on the fruit farms, what amounted to more than 50,000 apple, peach, apricot and pear trees.
- The Emergence of Organic Agriculture in Morocco: In 1992 the organic movement has spread north and south to the main agricultural areas .The overall surface allocated to organic production is currently estimated to 11,956 ha, among which 35% is still under conversion. The main products are citrus, vegetables, medicinal plants and argon oil.
- The entire development of the organic agriculture in Croatia has been NGO-driven. Its further expansion depends on the still limited interest of the farmers, and above all- a more serious commitment of the government.
- Organic Agriculture in Turkey: organic agriculture started in 1984-85 with the demand coming from European importers for organically grown dried figs and raisins.

#### **New and innovative approaches which the project will use:**

- The scaling and development of domestic organic food markets which is essential for the sustainable growth of organic agriculture and for sustainable rural development in general.
- There is a need for the development of a balance between growth in OA and the demand for organic products. This true knows that not all producers in developing countries can export their organic products to a few markets in the North. Competition is already increasing.
- There are a number of successful cases of local market developments on all continents. Experiences need to be exchanged, compiled and evaluated; effective models and tools drawn up and disseminated in order to develop organic markets in AARINENA country members, and lead to growth in organic agriculture.

## **V. Target beneficiaries:**

-Small and medium sized- scale farmers, Processors, Exporters and Consumers.

## **VI. Institutions that might participate and their roles:**

**In general** AARINENA Networks (olive, date palm, Medicinal Herb plants and cotton) member countries: Within each country the following institutions will participate:

- Government institutions (GO): Harmonized rules and food control measures.
- Non-Governmental Organizations (NGOs): Training, Information dissemination and sustainable agriculture development.
- Farmers Organizations (FOs): Training, Information dissemination and sustainable agriculture development.
- Research centers /National Agriculture Research Centers (NARs): Research and training.
- Associations and rural communities (CSOs): Sustainable agriculture development and information dissemination.
- Organic Agriculture movements and projects: Training and capacity building.
- Existing certified bodies or organizations (CB): Certification, communications and exchange of experiences.

**In particular** the following countries will participate in Phase I of the project which will be considered as a pilot project and could be replicated in the other AARINENA country members in the next phases.

Countries and Institutions:

**Jordan** : Project Coordination and acting as Focal Point and Information Center (IC) for the Medicinal Herb plants Network .

Institutions: Noor AlHussein Foundation (NHF)(NGOs) /ANSAD(Network), FAO regional office Amman(International Organisation) , NCARTT (NARs), Ministry of Agriculture(GO) , Agriculture Engineers Association (CSOs), Jordan University of Science and Technology (CSOs), General Jordanian Farmers Union (FOs) .

**United Arab Emirates:** Acting as Focal Point and Information Center (IC) for the Date Palm Network .

Institutions: UAE University (CSOs), Date Palm Friends Society(NGOs) , Emirates Dates Factory Alsaed (Private Sector) ,....

**Egypt** : Acting as Focal Point and Information Center (IC) for the olive Network .

Institutions:Egyptian Association for supporting Olive Growers (EASOG)(CSOs),AGROFOOD Co.(Private Sector),FAO Regional Office –Egypt(International Organisation),The Union of Growers and Exporters of Organic and Biodynamic Agriculture (UGEoba)(CSOs) and the Egyptian Center of Organic Agriculture (ECO)(NARs).

### **Institutions from outside the region that should participate:**

- International federation of Organic Agriculture Movements - IFOAM is the worldwide umbrella organization of the organic agriculture movement, with about 720 members from 100 countries all over the world.
- German Technical Cooperation Agency (GTZ): Division 45-Rural Development.
- World Health Organization (WHO).
- The Food and Agriculture Organization of the United Nations (FAO).

- The International Trade Center UNCTAD/WTO (ITC).
- The Technical Center for Agricultural and Rural Cooperation (CTA).
- The World Conservation Union (IUCN)-WESCANA Regional Office .

**Project duration and budget:**

**Duration: 1 year.**

- The project will be conducted on three phases (I, II, and III).
- Phase I: Data base and information collection, establishing the Information Points, Research and Training.
- Phase II: Training , capacity building and information dissemination, Establishing the Certification body and choosing the projects.
- Phase III: Projects Identification, Project Planning and implementation, communication and exchange of Experiences.

**Budget: 225,000 US \$.**

**Tentative Budget (US \$) Phase I**

| Activities  | Type                                       | Unit     | Cost / Unit | Total         |
|---|--|----------|-------------|---------------|
| 1.1 -Carrying out the information survey.   | Survey                                     | (3)      | 10, 000     | 30,000        |
| 1.2-Data Collection and analysis.   |  | Egypt    |             |               |
| 1.3-Interpretation of results, conclusions and recommendations.   |  | Jordan   |             |               |
| 1.4-Setting –up the current situation in each country / region.   |  | Emirates |             |               |
| <b>Sub Total</b>  |  |          |             | <b>30,000</b> |
| 2.1-Setting- up new Information Centers (IC) / Focal points Equip with required information and technical literature. | (IC)Office                                 | (3)      | 10,000      | 30,000        |
| 2.2-Collection and analysis of existing information.  | Questionnaire                              | (3)      | 5,000       | 15,000        |
| 2.3-Development of individual work plans for each IC.   | Consultant                                 | (3)      | 2,000       | 6,000         |
| 2.4-Development of contacts with the local OA movements to promote OA in the country.                                 | PCs and contact Equipments / Installations | (3)      | 5,000       | 15,000        |
| <b>Sub Total</b>  |  |          |             | <b>66,000</b> |
| 3.1- Ensure the active and successful representation of country members in AARINENA structures.                       | Travel and Accommodation                   | (9)      | 2,000       | 18,000        |
| 3.1.1- Provide financial support (travel, accommodation, expenses) to representatives from member countries           |  |          |             |               |

|  |                        |     |        |         |
|--|------------------------|-----|--------|---------|
| for increased participation in decision-making bodies of AARINENA.   |                        |     |        |         |
| 3.1.2- Facilitate capacity building for key persons at the regional level and in AARINENA committees and internal structures.                              | Training               | (6) | 4,000  | 24,000  |
| 3.2-Develop and implement an appropriate policy to promote gender balance and regional balance further within AARINENA internal structures and committees. | Workshops and Seminars | (6) | 4,000  | 24,000  |
| 3.2.1- Setting up an internet platform for training on OA.   | Internet installation  | (3) | 2,000  | 6,000   |
| 3.2.2- organizes or support targeted trainings for trainers to organize and finance the translations of important OA / FAO documents into major languages. | TOT                    | (6) | 5,000  | 30,000  |
|  | Translation            | (3) | 3,000  | 9,000   |
| Sub Total  |                        |     |        | 111,000 |
| Overheads and Coordination   | Coordinator            | (1) | 18,000 | 18,000  |
| Sub Total  |                        |     |        |         |
| Grand Total  |                        |     |        | 225,000 |

### **Project Team:**

- 1) Mr. Nabeel Abu-Shriha : Team Leader , Agronomist , AARINENA NGOs Focal point . [abushriha@mail.com](mailto:abushriha@mail.com) / [n\\_abushriha@hotmail.com](mailto:n_abushriha@hotmail.com). ( Head, Agricultural and Environmental Projects Unit) Amman, Jordan.
- 2) Dr. Abdelfattah Elzahwey: Medicinal & Aromatic Department Dokki, Giza-Cairo / EGYPT. [elzahwey@yahoo.com](mailto:elzahwey@yahoo.com).
- 3) Dr. Salah Hegazy Mohamed : AGROFOOD Co.Cairo /Egypt . [salah@agrofood.com.eg](mailto:salah@agrofood.com.eg)
- 4) Dr. Salam Ayoub: National Center for Agricultural Research &Technology Transfer (NCARTT) Amman /Jordan. [salamayoub@hotmail.com](mailto:salamayoub@hotmail.com) . / [sayoub@ncartt.gov.jo](mailto:sayoub@ncartt.gov.jo).
- 5 ) Mr. Tawfiq Sallam Mohamed : Y-HIGH EXPORT SUPREME COUNCIL SANA'A/YEMEN . [tsmps@yahoo.com](mailto:tsmps@yahoo.com).

### **Immediate next steps:**

- Prepare and finalize the concept note: July 8, 2005.
- Submission of the Concept Note to GFAR and AARINENA: July 16,2005.
- Exploration and presentation to selected AARINENA committee members.
- Proposal writing and document preparation.
- Identification of sources of fund and expected donors.
- Re-formulation of the draft project to selected donors.
- Following acceptance of Concept Note by donors.
- Submission of project to donors.
- Letter of Agreement (LOA) and official signing of the project with donors.
- Executing plans and project implementation.

### **Donors who might be interested in funding this project:**

**ALL International donor agencies and bodies: UNDP, World bank, USAID, GEF, GTZ, UNEP, IFAD ...e Final Draft Project Concept Note - 14 July 2005**



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- ix. strengthening the networks information and communication capacities through training courses and collaborative arrangements with regional and international organizations.
- x. conducting a survey in the AARINENA countries to collect needed information about the market for organic dates, cotton, medicinal plants and olives, volumes required, quality requirements , potential farmers and partners at local and regional levels, gaps and constraints , present situation and prospects for the future . This will put the basis for developing tools for identifying those areas and farmers that have the most likelihood of success.

### **Desired situation at the end of project:**

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The project has the specific purpose of the increased involvement of AARINENA Countries in promoting Organic Agriculture. Agriculture in many of those countries is characterized by many resource-poor smallholders. The introduction of OA could offer diverse benefits, such as income generation, natural resource conservation, food self-sufficiency and social development.

### **Outputs and principal activities to achieve each output:**

**Output 1-**Information about the current situation in the concerned countries regarding market and organic production of olives, dates, cotton, medicinal and herbal plants is collected, and analysed.

#### **Activities:**

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**Output 2-**Organic Agriculture in selected sub-sectors (olive, date palm, and cotton, medicinal and herbal plants) in the targeted countries is strengthened.

**Activities:**

- 2.1-Setting- up new Information Centers (IC) / Focal points Equip with required information and technical literature.
- 2.2-Collection and analysis of existing information.
- 2.3-Development of individual work plans for each IC.
- 2.4-Development of contacts with the local OA movements to promote OA in the region / country.

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**Activities:**

- 4.1-Development of a strategy to promote the potential of OA in its full diversity from income generation through biodiversity, food security and rural development.
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**Activities:**

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6.2-Develop and produce a comprehensive information package.

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**III.Project Justification:**

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7. Most of AARINENA network members are working on food security issues, sustainable rural development, and poverty alleviation. They are looking for equal participation in the worldwide organic movement, and markets, and their efficient participation is needed in this global movement for an acceptable, balanced and fair development. Promoting legal and institutional reviews, and subsequent reform, and mobilizing financial resources from multi and bilateral donors and cooperation agencies for integrated water management;
8. Organic Agriculture is often associated with “export agriculture”. For many, especially for policy-makers in developing countries, Organic Agriculture is associated to rigid rules and complicated practices that allow marketing certified organic food products.
9. Export markets demand huge quantities of standardized high quality products. Agro-business companies can cope with these requirements but a large number of small-scale farmers in developing countries are left behind by globalization.
10. For early development of this organic sub- sector the better strategy is to start with the foundations, thus providing the Networks with global platform for the organic agriculture movements and this certainly can encourage the governments to take an interest in this organic sector and regulating its process.

The present proposal aims to bring together all stakeholders, including small and medium-scale farmers to develop a strategy to work on advice / for government support, e.g. in regulations, capacity building, extension, promotion, and others. To develop a comprehensive information and exchange package covering all important sub-sectors organic agriculture, like the Organic Guarantee System, promotion materials, training materials on organic agriculture and marketing, etc. A special focus will be given to development agencies, as well as to the research centers working in this field in developing and disseminating the package.

#### **IV. Innovative nature of the project:**

The project will build on the following experiences:

- The IFOAM Mediterranean Regional Group – AgroBioMediterraneo: 16 Mediterranean countries are involved in AgriBioMediterraneo: Albania, Bosnia-Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Palestine, Portugal, Serbia & Montenegro, Slovenia, Spain, Tunisia and Turkey. AgriBioMediterraneo has two major aims: To promote, develop and disseminate information, knowledge and expertise related to Mediterranean organic agriculture and food production. The development of AgriBioTourism on family farms.
- Training, certification body, technology transfer, and research in the organic products in Egypt. The organic agriculture movement was born in Egypt some 20 years ago, chiefly to alleviate the increasing threat of pesticide poisoning to Egyptian farmers. In the early 1990s, SEKEM starting applying biodynamic methods (already in use for herbs, cereals, and vegetables) to cotton. The Centre for Organic Agriculture in Egypt operates an inspection and certification scheme according to the EU Regulation 2092/91.
- Integrated Pest Management (IPM) in Jordan: A series of projects were implemented to gradually eliminate the usage of chemical fertilizers and pesticides in agriculture production. With the GTZ technical and financial support this project were implemented in Jordan and Tunisia.
- The organic spirit in Saudi Arabia: It began around 1994 in Al-Jouf with Sheik Sulaiman's Al-Rahji Company for Agriculture, and his decision to stop using any chemicals on the fruit farms, what amounted to more than 50,000 apple, peach, apricot and pear trees.
- The Emergence of Organic Agriculture in Morocco: In 1992 the organic movement has spread north and south to the main agricultural areas .The overall surface allocated to organic production is currently estimated to 11,956 ha, among which 35% is still under conversion. The main products are citrus, vegetables, medicinal plants and argon oil.
- The entire development of the organic agriculture in Croatia has been NGO-driven. Its further expansion depends on the still limited interest of the farmers, and above all- a more serious commitment of the government.
- Organic Agriculture in Turkey: organic agriculture started in 1984-85 with the demand coming from European importers for organically grown dried figs and raisins.

#### **New and innovative approaches which the project will use:**

- The scaling and development of domestic organic food markets which is essential for the sustainable growth of organic agriculture and for sustainable rural development in general.
- There is a need for the development of a balance between growth in OA and the demand for organic products. This true knows that not all producers in developing countries can export their organic products to a few markets in the North. Competition is already increasing.
- There are a number of successful cases of local market developments on all continents. Experiences need to be exchanged, compiled and evaluated; effective models and tools drawn up and disseminated in order to develop organic markets in AARINENA country members, and lead to growth in organic agriculture.

## **V. Target beneficiaries:**

-Small and medium sized- scale farmers, Processors, Exporters and Consumers.

## **VI. Institutions that might participate and their roles:**

**In general** AARINENA Networks (olive, date palm, Medicinal Herb plants and cotton) member countries: Within each country the following institutions will participate:

- Government institutions (GO): Harmonized rules and food control measures.
- Non-Governmental Organizations (NGOs): Training, Information dissemination and sustainable agriculture development.
- Farmers Organizations (FOs): Training, Information dissemination and sustainable agriculture development.
- Research centers /National Agriculture Research Centers (NARs): Research and training.
- Associations and rural communities (CSOs): Sustainable agriculture development and information dissemination.
- Organic Agriculture movements and projects: Training and capacity building.
- Existing certified bodies or organizations (CB): Certification, communications and exchange of experiences.

**In particular** the following countries will participate in Phase I of the project which will be considered as a pilot project and could be replicated in the other AARINENA country members in the next phases.

Countries and Institutions:

**Jordan** : Project Coordination and acting as Focal Point and Information Center (IC) for the Medicinal Herb plants Network .

Institutions: Noor AlHussein Foundation (NHF)(NGOs) /ANSAD(Network), FAO regional office Amman(International Organisation) , NCARTT (NARs), Ministry of Agriculture(GO) , Agriculture Engineers Association (CSOs), Jordan University of Science and Technology (CSOs), General Jordanian Farmers Union (FOs) .

**United Arab Emirates:** Acting as Focal Point and Information Center (IC) for the Date Palm Network .

Institutions: UAE University (CSOs), Date Palm Friends Society(NGOs) , Emirates Dates Factory Alsaed (Private Sector) ,....

**Egypt** : Acting as Focal Point and Information Center (IC) for the olive Network .

Institutions:Egyptian Association for supporting Olive Growers (EASOG)(CSOs),AGROFOOD Co.(Private Sector),FAO Regional Office –Egypt(International Organisation),The Union of Growers and Exporters of Organic and Biodynamic Agriculture (UGEoba)(CSOs) and the Egyptian Center of Organic Agriculture (ECO)(NARs).

### **Institutions from outside the region that should participate:**

- International federation of Organic Agriculture Movements - IFOAM is the worldwide umbrella organization of the organic agriculture movement, with about 720 members from 100 countries all over the world.
- German Technical Cooperation Agency (GTZ): Division 45-Rural Development.
- World Health Organization (WHO).
- The Food and Agriculture Organization of the United Nations (FAO).

- The International Trade Center UNCTAD/WTO (ITC).
- The Technical Center for Agricultural and Rural Cooperation (CTA).
- The World Conservation Union (IUCN)-WESCANA Regional Office .

**Project duration and budget:**

**Duration: 1 year.**

- The project will be conducted on three phases (I, II, and III).
- Phase I: Data base and information collection, establishing the Information Points, Research and Training.
- Phase II: Training , capacity building and information dissemination, Establishing the Certification body and choosing the projects.
- Phase III: Projects Identification, Project Planning and implementation, communication and exchange of Experiences.

**Budget: 225,000 US \$.**

**Tentative Budget (US \$) Phase I**

| Activities  | Type                                       | Unit     | Cost / Unit | Total         |
|---|--|----------|-------------|---------------|
| 1.1 -Carrying out the information survey.   | Survey                                     | (3)      | 10, 000     | 30,000        |
| 1.2-Data Collection and analysis.   |  | Egypt    |             |               |
| 1.3-Interpretation of results, conclusions and recommendations.   |  | Jordan   |             |               |
| 1.4-Setting –up the current situation in each country / region.   |  | Emirates |             |               |
| <b>Sub Total</b>  |  |          |             | <b>30,000</b> |
| 2.1-Setting- up new Information Centers (IC) / Focal points Equip with required information and technical literature. | (IC)Office                                 | (3)      | 10,000      | 30,000        |
| 2.2-Collection and analysis of existing information.  | Questionnaire                              | (3)      | 5,000       | 15,000        |
| 2.3-Development of individual work plans for each IC.   | Consultant                                 | (3)      | 2,000       | 6,000         |
| 2.4-Development of contacts with the local OA movements to promote OA in the country.                                 | PCs and contact Equipments / Installations | (3)      | 5,000       | 15,000        |
| <b>Sub Total</b>  |  |          |             | <b>66,000</b> |
| 3.1- Ensure the active and successful representation of country members in AARINENA structures.                       | Travel and Accommodation                   | (9)      | 2,000       | 18,000        |
| 3.1.1- Provide financial support (travel, accommodation, expenses) to representatives from member countries           |  |          |             |               |

|  |                        |     |        |         |
|--|------------------------|-----|--------|---------|
| for increased participation in decision-making bodies of AARINENA.   |                        |     |        |         |
| 3.1.2- Facilitate capacity building for key persons at the regional level and in AARINENA committees and internal structures.                              | Training               | (6) | 4,000  | 24,000  |
| 3.2-Develop and implement an appropriate policy to promote gender balance and regional balance further within AARINENA internal structures and committees. | Workshops and Seminars | (6) | 4,000  | 24,000  |
| 3.2.1- Setting up an internet platform for training on OA.   | Internet installation  | (3) | 2,000  | 6,000   |
| 3.2.2- organizes or support targeted trainings for trainers to organize and finance the translations of important OA / FAO documents into major languages. | TOT                    | (6) | 5,000  | 30,000  |
|  | Translation            | (3) | 3,000  | 9,000   |
| Sub Total  |                        |     |        | 111,000 |
| Overheads and Coordination   | Coordinator            | (1) | 18,000 | 18,000  |
| Sub Total  |                        |     |        |         |
| Grand Total  |                        |     |        | 225,000 |



### **Project Team:**

- 4) Mr. Nabeel Abu-Shriha : Team Leader , Agronomist , AARINENA NGOs Focal point .  
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### **Immediate next steps:**

- Prepare and finalize the concept note: July 8, 2005.
- Submission of the Concept Note to GFAR and AARINENA: July 16,2005.
- Exploration and presentation to selected AARINENA committee members.
- Proposal writing and document preparation.
- Identification of sources of fund and expected donors.
- Re-formulation of the draft project to selected donors.
- Following acceptance of Concept Note by donors.
- Submission of project to donors.
- Letter of Agreement (LOA) and official signing of the project with donors.
- Executing plans and project implementation.

### **Donors who might be interested in funding this project:**

ALL International donor agencies and bodies: UNDP, World bank, USAID, GEF, GTZ, UNEP, IFAD ...Etc.

tc.