

## AARINENA Success Stories: Linking Farmers to Markets in the WANA Region

Three success stories on linking farmers to market in West Asia and North Africa come from Jordan, Egypt, and Yemen. These case studies meet the purpose of characterizing factors that have successfully linked smallholder producers to dynamic domestic and international markets in order to have available models and inputs required to prepare an action plan for the “Global Partnership Programme: Linking Farmers to Markets” (GPP-LFM) for the next 5 years.

The GPP- LFM is a global initiative aimed to help small farmers successfully link to markets by fostering mutual learning and sharing knowledge, which build and adds value to successful experiences, market oriented research, innovations and investment initiatives.

Harnessing the potential of small-holder farmers and entrepreneurs will be achieved by:

- An enabling policy and institutional environment conducive to successful linkages of farmers and entrepreneurs to markets.
- Offering appropriate and targeted information tools and methods for catalyzing farmers and entrepreneurs’ linkages to markets.
- Strengthening the capacities of producers, farmer organizations, market chain actors and researchers, to respond to market opportunities.

### 1– Introducing Organic Farming System in Olive Production in Jordan and Linking Small Farmers to Markets

In Jordan, a group of small olive farmers has established a cooperative for producing high quality organic olive oil. The joint venture aim to improve their socio-economic standards, build a fair-trade system, get high price of product, introduce organic farming techniques and Japanese Agricultural Standards (JAS) organic certification, access of Jordanian organic olive oil to international markets, and establish a pilot farm for olive organic farming for future training.

A substantial progress was achieved, where 24% increase in the sale price of organic olive oil compared to the price of traditional produce in local market. Consequently, significant increase in added value, and decrease of costs reflected in the net profit and improvement of rural livelihoods. Moreover, the farmers were trained on organic farming system, which helps to reduce environmental impact of agriculture.



## AARINENA IN ACTION

### 2- The Development of poor sandy Soil in the Desert Areas in Upper Egypt

The second Success story from Egypt was on the expansion of vegetable area in the desert. In the reclaimed desert near Qina region, a small group of farmers started in producing exportable off-season vegetables in small areas. The farmers implemented the recent developments in fertigation techniques to improve the desert land.

The project has encouraged the farmers to move from the narrow Nile Valley to the desert through the packages of information and extension. Additional areas will be devoted to this business. Moreover, high quality vegetable seeds, locations, timing of production and good agricultural practices recommended by the research were the main factors of the success. Meanwhile, appropriate policies with free expansion of production in the desert area was the milestone element of success for linking farmers to markets.



### 3- Revitalization Community Based Traditional Seed in Yemen

The third Success story from Yemen dealt in combining research with traditional farming systems by using low cost production and marketing facilities that assisted small farmers in increasing their income, and become more market-oriented producers. The seed-producing program is expected to improve agricultural productivity of rainfed crops (wheat, barley, maize, sorghum and millet) by strengthening sustainable traditional seed systems. The outcomes include an expansion in both seed production and number of beneficiaries, a significant increase in purified seed prices, and farmers' income, local market seed supply system was created. Such system is in favor of the best-suited material to drier conditions. Building a group system based on socio-economic status of community members is the keystone to achieve the tended project objectives.

(For full detailed copy of these stories, please write to AARINENA Secretariat).

