

Agricultural Innovation Project (AIP)



Implemented by:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Agricultural development for poverty reduction in rural Upper Egypt

- 57% of the population in Upper Egypt lives below the poverty line
- 55% of the employment is agriculture-related



Agricultural land is scarce, only 5% of the land in Egypt is cultivatable.



50% landholdings in Egypt are smaller than 1 feddan (0.4 ha).



90% of horticulture production from landholdings less than 3 feddan.



Agricultural Innovation Project Introduction

Project Objective

To increase the income of smallholder farmers in Upper Egypt, through the **adoption of agricultural innovation**

Project Summary

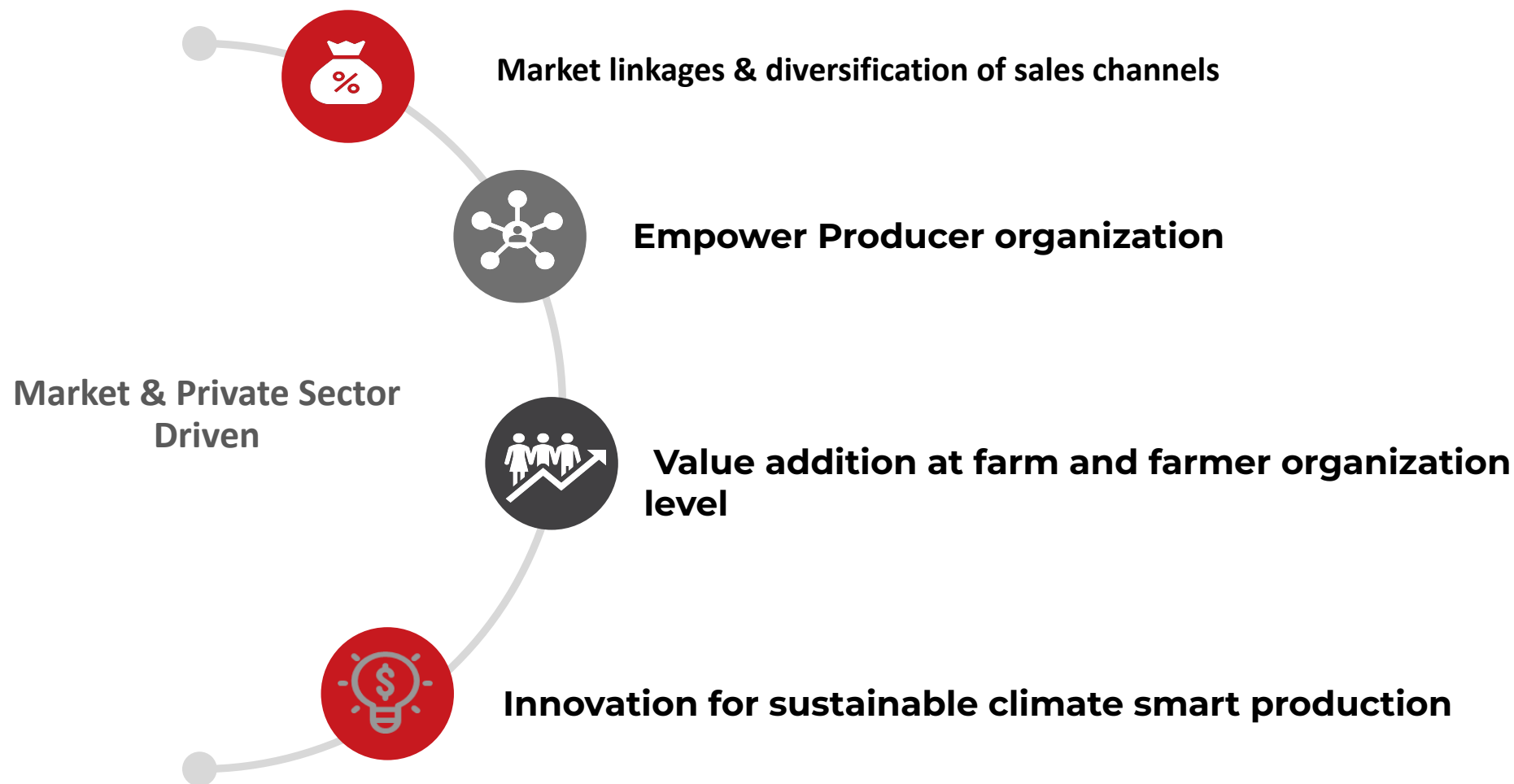
- Duration: Until December 2023
- Budget: €7 million (technical cooperation)
- Location: Upper Egypt: focus on Minya and Beni Suef

Target group

- 10,000 small holder famers (up to 20 feddan, focus on ≤ 3 feddan)
- Rural community, with a focus on women and youth
- Members of 30 producer associations (cooperatives & associations)



AIP Strategy (Approach and Indicators)



Project Selected Crops / Value Chains

Other Crops



Chilli Pepper



Onion



Garlic

Medicinal and Aromatic Plants



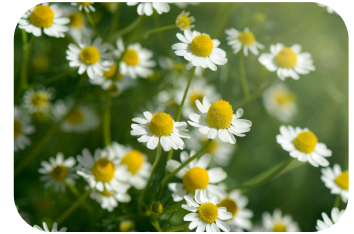
Marjoram



Basil



Fennel



Chamomile



Peppermint

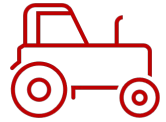


Geranium



Anise

Innovation Framework Toolbox



Technical Innovation

E.g. Participatory Guarantee Systems (PGS) for organic production, smart agricultural practices, postharvest drying, sorting and processing units



Input-based Innovation

E.g. Heat resistant varieties, bio fertilisers and bio control products, composting units, digital marketplace and regulation, pesticide training and management



Knowledge Based Innovation

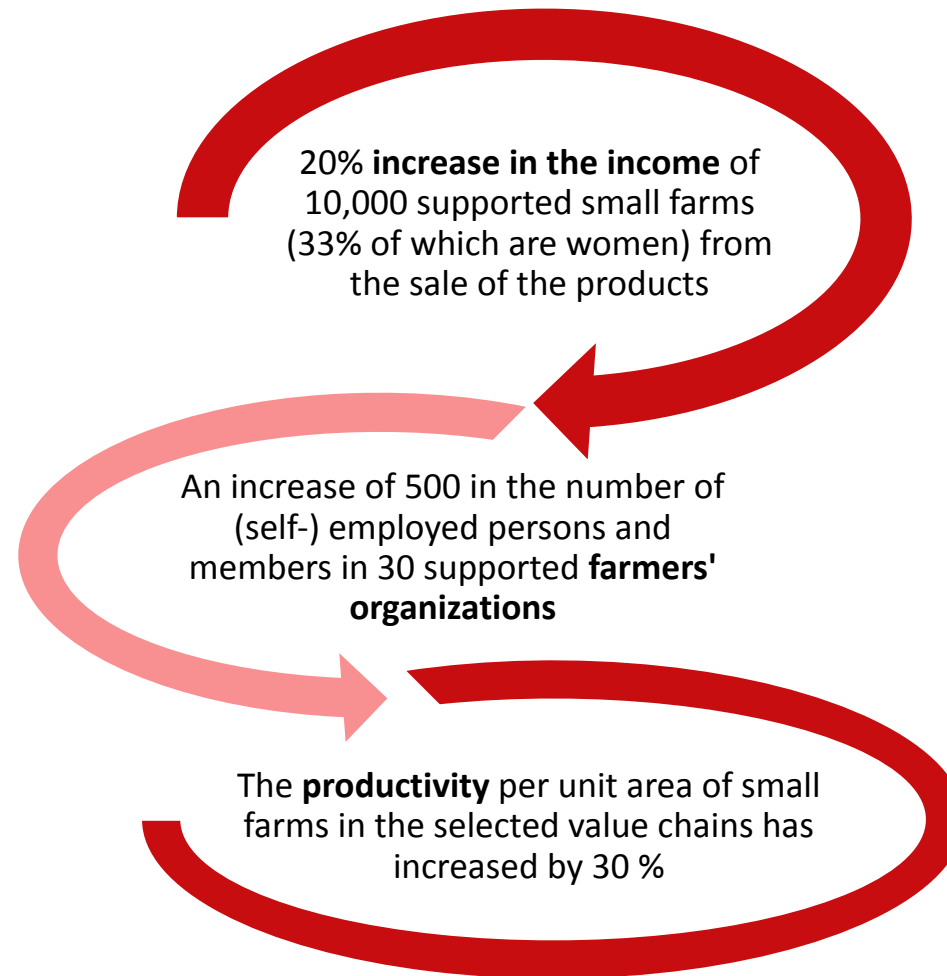
E.g. Rural Service Providers (RSPs) promoting pluralistic extension and advisory services, digital extension and advisory solutions, remote sensing, rural incubation programs



Organizational & Process Innovation

E.g. Farmer organisation processing and service business units, inclusive sourcing and procurement, farmer organisation alliance, compliance to international standards and certification

AIP Indicators



Intervention Areas



Strengthening
Institutional Support



Innovation for
Productivity and Sustainability



Market
Access Enhancement and
Diversification



Digital Solutions and
Challenge Funds

Cross Cutting: Women Economic Empowerment 30%

Public Private Partnerships

1. Strengthening Institutional Support

Objective:

Increase capacities of farmers organizations to deliver on their services, for improved productivity, value addition and market access of small holder farmers

- 1. Management & Organizational Development** Modular capacity development & business models for farmer organisations
- 2. Community Mobilization** Community theatre and home visits
- 3. Innovative Business Models** Matching grant facility to support farmers organisations in developing business units and services for its members



Strengthening Institutional Support

Project Interventions and Programs



Community Mobilisation

8,000 members of the rural community
outreached through village theatres (e.g. digital
literacy, good agricultural practices)



Farming as a Business

120 farmer organization members
representatives were trained on
marketing, financial management



Institutional Capacities

Institutional training to 30 farmer
organisations



Input Supplier Networking

The project supported 20 Fos and members
in visiting five exhibitions

Up to 20 meeting with inputs companies
conducted at the Fos locaitons



Business Models and Matching grants

Up to 15 business models/units, with a
value of EURO 400,000



Observation Study Tour

Different study tours for 12 farmer
organization were organized to visit 6 private
sector companies as well as big hyper market
chains to enhance and foster cooperation
with private sector

2. Innovation for Productivity & Sustainability

Objective:

Farmers have access to innovation and opportunities to improve productivity, value addition and income

1. Value Chain Innovation

Adoption of climate smart innovation for productivity and value addition

2. Organic & other Certification Compliance

Technical know-how, compliance, testing and certification

3. Natural Resource Management & Climate Resilience

Water-use efficiency, climate resilience, conservation agriculture



Innovation for Productivity & Sustainability

Interventions areas and Programs



Global GAP Certification



Hydroponics Cultivation



Certified Pesticides Program



Innovation & Smart Farming

Up to 12,000 farmers outreached to improve farming and post-harvest practices, through FFS, FV, observation tours & demo plots.



Rural Service Providers

400 master trainers trained as Rural Service Providers on targeted crops to promote pluralistic extension & advisory services.



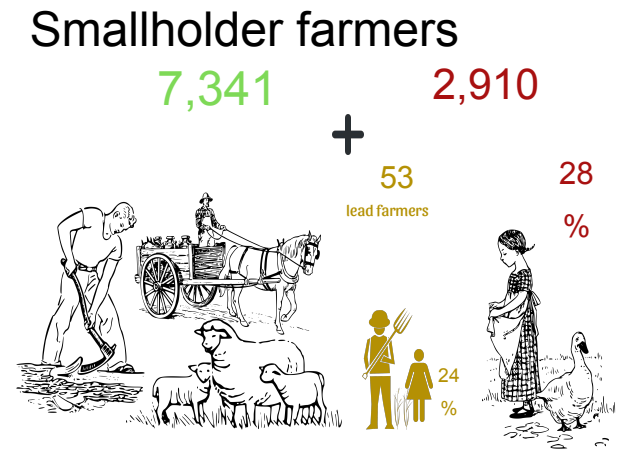
Post Harvest Best Practices

Additional 300 Rural Service Providers enhance their capacities in postharvest, quality and value addition, with post harvest units installed at farmer organisations.



New Varieties

Introducing new varieties of onion to smallholder farmers in collaboration with the agricultural export council



3. Market Access Enhancement and Diversification

Objective:

Strengthen and diversify market access & linkages for small holder farmers and promote microenterprise development

- 1. Bolster Value Chain Competitiveness**
Assessments, fact sheets, roundtables, matchmaking events
- 2. Inclusive Supply Chains & Market Linkages**
Assessments, Inclusive procurement systems, contract farming
- 3. Export Promotion Facilitation**
Compliance training, matchmaking, expo participation
- 4. Micro Enterprise Development**
Entrepreneurial training, graduation models, incubation and acceleration programs



Market Access Enhancement and Diversification

Interventions and Programs



Procurement & Inclusive Sourcing



Exhibitions & Export



Private Sector Dialogue



Acceleration & Incubation



MAPs Festival

Year 2022; 5000 visitors, 70 exhibitors along with talk to the expert, matchmaking and technical conference

Year 2023: 7000 Visitor online/offline and 85 exhibitors along with talk to the expert, matchmaking and technical conference



1st Chili Pepper Festival

Year 2022; 500 visitors, 12 exhibitors



Matchmaking Events

Product Fact Sheets

Up to 55 matchmaking events conducted throughout governorates



African Markets funded by FABI project

Market and Policy Study produced

round tables discussions on trade facilitation to Africa convened with export councils and companies.

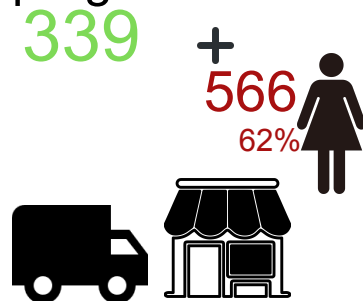
Market Access Enhancement and Diversification

The Agricultural Business Development and Acceleration Program

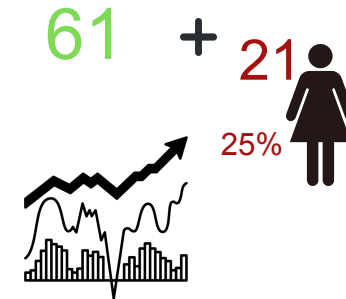
Objective:

- Improve the agribusiness and supports the growth of competitive agro-processing enterprises by advancing innovation in products, processes, and business models.
- Create competitive agribusiness and to accelerate the development of the continent's agricultural sector in Upper Egypt.

Incubation
programs



Acceleration
programs



Digital Solutions for Agricultural Value Chains

Objective:

Increase smallholder farmers access to markets and information through innovative agri-digital solutions

1. Digital Innovation Challenges

Incubation & acceleration programme supporting new solutions in agri-digital sector

2. Promotion of digital solutions

Promote the e-extension, e-climate information, market access, improved inputs, logistics solutions.

3. Digital Literacy



Digital Solutions for Agricultural Value Chains

Interventions Areas and Programs



AgTech Incubation & Acceleration

4 agtech incubation & acceleration programmes conducted, supporting up to 67 agtech startups.



Promoting AgTech Solutions

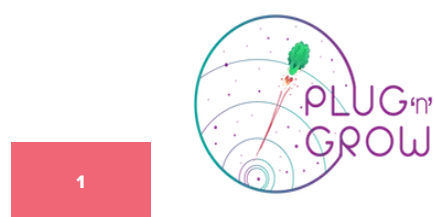
Promoting 10 agtech startups market outreach through international trade exhibitions, outreach to farmers; Digital solutions include Cropsa, ReNile, Morshed Zaki.



Digital Literacy Program

Up to 60 digital master trainer
13 Digital committees established
Up to 5000 farmers outreach

Digital Solutions for Agricultural Value Chains



1

Plug'n'Grow

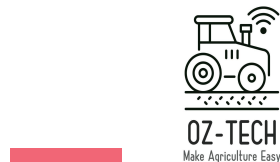
Plug'n'Grow supports growers to transition to climate resilient and sustainable agricultural practices; through providing economic hydroponic products and services.



4

Agri Cash

The first AgriFinTech app to offer 'Plant Now Pay Later' (PNPL) for agricultural inputs with a 0% interest rate over a 12-month period



2

OZ-TECH

Providing a seedling planting robot service for agricultural companies and landowners.



5

NoorNation

Egypt-based renewable energy startup developing and manufacturing tech-enabled and innovative decentralized energy and water infrastructure solutions



3

Rai-Tech

Locally manufactured Smart Irrigation System



FARAWLA TECH

6

Farawla-Tech

Design and implement a high-efficiency soilless cultivation system for strawberry producers



AgriWatch
act smart

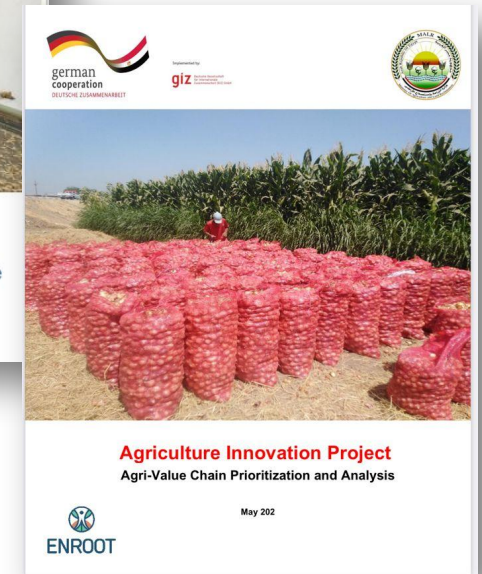


Publications & Studies

Newsletters, Baselines, Value Chain and Inclusive Sourcing Studies

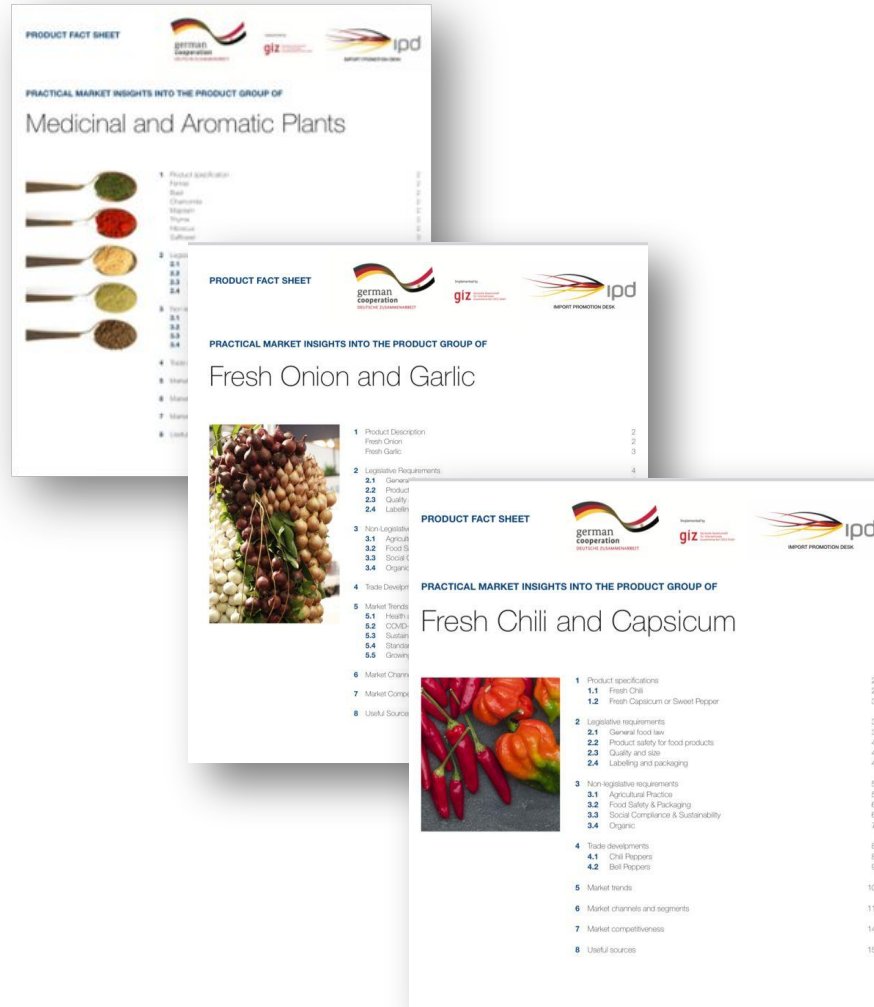


Scan the QR code for the documents



Publications & Studies

Product Fact Sheets and Technical Guidelines



Thank you



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