Agricultural Innovation Project (AIP)
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)

Market linkages & diversification of sales channels

Empower Producer organization

Value addition at farm and farmer organization level

Innovation for sustainable climate smart production

Value Chain Approach
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
20% increase in the income of 10,000 supported small farms (33% of which are women) from the sale of the products

An increase of 500 in the number of (self-) employed persons and members in 30 supported farmers' organizations

The productivity per unit area of small farms in the selected value chains has increased by 30%
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 locations

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.

Smallholder farmers

7,341 + 2,910

Global GAP Certification

New Varieties

Innovation & Smart Farming

Rural Service Providers

Post Harvest Best Practices

Certified Pesticides Program

Hydroponics Cultivation
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
- 900 entrepreneurs trained at boot camp, with around 100 startups in incubation program
- 120 MSMEs in acceleration program
- Up to 95 Master trainers
- 150 processors and exporters trained on Certified Procurement Manager (CFM) to support sourcing from smallholder farmers.
- Up to 120 B2B meetings conducted during: Food Africa for 2021 & 2022, Egypt Agri Expo, Luxor Green Expo
- Sector roundtables and matchmaking for inclusive sourcing & contract farming

Exhibitions & Export
- Private Sector Dialogue
- MAPs Festival
- African Markets funded by FABI project

Acceleration & Incubation
- Market and Policy Study produced round tables discussions on trade facilitation to Africa convened with export councils and companies.

Private Sector Dialogue

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

MAPs Festival
- 1st Chili Pepper Festival
- Matchmaking Events
- Product Fact Sheets
- Up to 55 matchmaking events conducted throughout governorates

1st Chili Pepper Festival
Year 2022; 500 visitors, 12 exhibitors
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.
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 outreached
# 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.

2. **OZ-TECH**
   - Providing a seedling planting robot service for agricultural companies and landowners.

3. **Rai-Tech**
   - Locally manufactured Smart Irrigation System

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

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

6. **Farawla-Tech**
   - Design and implement a high-efficiency soilless cultivation system for strawberry producers
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

Mohamed Nabil
Project Deputy Head
Myriam.Fernando@giz.de
+20 127 869 4795