Canaan Model for a Sustainable Crop Value Chain Approach in Palestine

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Presentation outline:

- Agriculture Context in oPt
- Canaan model
- Canaan Center for Organic Research & Extension (CORE)
- Success story: Defeating Almond seed wasp
- Learned lessons.
Main Features and potentials: High diversity of agriculture systems and bio diversity

Palestine: A Biodiversity Hotspot

5 distinct climatic zones: unique Jordan Valley

Number of plant species in Palestine is much greater than many major countries in the world.

<table>
<thead>
<tr>
<th>Country</th>
<th>Size</th>
<th>Number of plant species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palestine</td>
<td>27,000</td>
<td>2785</td>
</tr>
<tr>
<td>UK</td>
<td>9 Times&lt;</td>
<td>1750</td>
</tr>
<tr>
<td>Egypt</td>
<td>37 Times&lt;</td>
<td>160</td>
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</table>
Main Features and potentials: High diversity of agriculture systems and bio diversity
Main Features and potentials: Rich heritage of indigenous knowhow and sustainable practices. The oldest city in the world: first forms of urban life of the human kind.

Battir: UNISCO Eco-cultural heritage, 4000

Origins of Agriculture 10,000 years ago
Agriculture in oPt

Main Features and potentials: High value local products with added values
Agriculture in oPt: Major challenges

1. Scarcity and restrictions of natural resources (land, water, biodiversity)

   - Israeli settlements in WB
   - Check points in WB
   - Separation wall in WB
1. Scarcity and restrictions of natural resources (land, water, biodiversity)

Israel controls the entire water resources in oPt.
80%/settlers
20%/Palestinians

Centuries-old olive trees uprooted by Israeli soldiers in Bethlehem area 2015
Agriculture in oPt.: Major challenges

2. Land fragmentation and Small scale land properties

3. Lack of knowledge and no reliable research and extension

4. Expensive agricultural inputs
Canaan model
The beauty of the land of Palestine stems from its rich, fertile, and diverse agriculture, and this has been for thousands of years, a social culture of farming that creatively lived with the land producing the best treasures out of the soil. Palestinian farmers lived in harmony with this ecosystem for thousands of years and continue to honor these traditions to this day.
The successful model utilized by the Palestine Fair Trade Association and Canaan Fair Trade has been named 'a world model for rural transformation' by the International Labor Organization (ILO).

CORE was the missing ring in this model, CORE will bridge the gape in terms of knowledge and technical support for a sustainable chain value. Also CORE will expand the benefits of this proven model throughout Palestine.

Utilizing both local and international market opportunities that were already created by CFT, will create a space for the small traditional farming family in the modern world.
CANAAN model: consolidated reality for sustainable development based on value chain approach

- Farmers 1700
- Co-ops 52
- Women co-ops 8
- Wild plants collectors
- 7 provinces
- 82,000 donums
- Organic certified 85%
- Social prim

- National Center
- Based in Jenin
- Promoting Agro-ecological farming
- Research
- Extension
- Training
- Products development
- Market development
- Partners & networks

- Social Based business
- niche markets: North America, Europe, Far East, Arab Gulf
- Strategic buyers
- Products preparation, packaging, branding
- Certification
- Promotion

From Crop chain value To
Lack of applied agricultural research in ecological and organic farming can address the real needs and problems of the farmers.

Lack of reliable and efficient agriculture extension & training programs, specially for organic farming.

Increasing numbers of farmers and artisans who convert to organic farming.

Increase interests and demands for organic products from international business and consumers.
Not-for-profit Company
Located among farmers (Jenin is the richest agri. area)
Not-for-profit Company
Value chain approach
Market oriented
Results driven
Improving the livelihood of Palestinian small scale artisan farmers and their communities by promoting ecological and organic farming in Palestine through research & innovation - training and extension - sharing knowledge & cooperation.
Main Goals and Activities

- Protect, preserve and support the sustainable agro-ecology of Palestine
- Raise public awareness for sustainable agro-ecology products, their value to human health and the environment
- Support organic farming production, processing, and marketing
- Provide opportunities for global exchange of knowledge
- Provide farmers with guidance and training on organic farming practices
- Preserve and enhance indigenous plant varieties and animal races
- Enhance food security and building resilience of local food resources
- Minimize environmental pollution and promote public health
Success story: Defeating Almond seed wasp

- In 2014 more than 60% of almond yield has been damaged by the almond seed wasp.
- Farmers start to uproot their almond orchards (1000 acres have been uprooted).
- Farmers had almost nothing knowledge about the problem.
Problem assessment

Visited farmers to collect information and assessment

Questioner about almond cultivation and almond seed wasp
Research and Study (in farm by participatory approach)

Map showing the distribution of demo fields in Jenin province in West Bank.

Wasp larva feeding on almond fruits.

Traps in the demo fields.
Almond seed wasp training in different villages
Identification of time and control method

Traps to monitoring the almond wasp

The wasp out in end of February and beginning of march
In 2015 infection less than 8% while in past seasons more than 60%
Learned lessons:

- Farmers eager for reliable knowledge
- Participatory approach makes farmers more active and welling to learn
- Approach and results enabled CORE to Build a trust relation with farmers in a record time
Thank you for listening