

Agricultural Innovation Project

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The GIZ Egypt, on behalf of the German Government through the Agricultural Innovation Project and in cooperation with the Ministry of Agriculture and Land Reclamation organised this year various activities with an aim to increase the income of small holder farmers and develop agricultural sector. The activities included raising the capacities of smallholder farmers and agricultural associations, linking them to the private sector and organising entrepreneurship programmes to support innovation in the agriculture sector



Farmers Field School

The AIP project started this year the Farmer's Field School rounds for the Onion and Garlic, Chilli Pepper, and Medicinal & Aromatic Plants Value Chains. More than 5300 farmers were taught by the FFS the good practices of land preparation, seed selection, cultivation, fertiliser use, certifications, harvesting, and post-harvesting. These rounds were followed by a series of field visits to assist farmers. The FFS was led by 400 master trainers who were awarded the AIP Training of Trainers Program in 2021.



MAPs Festival

In October 2022, the GIZ Egypt organised the first medicinal and aromatic plants (MAPs) festival, bringing together more than 2000 visitor along with 70 exhibitor working in the MAPs industry.

The festival brought together all the strategic partners in the field of MAPs under one roof to shed the light on challenges facing the sector and to enhance the competitive advantage of the Egyptian product throughout the process of cultivation, production, manufacturing, and exporting.



Innovation for Productivity & Sustainability



Essam Fathy

Meet Essam Fathy, the rising agronomist and garlic exporter. Essam Fathy, an employee of the Qai Association in Beni Suef Governorate, is one of the 275 master trainers trained by AIP. Essam, with the help of AIP, was able to lead 175 smallholder farmers to improve their crop quality and meet international export standards. This year, he was successful in leading smallholder farmers during the FFS in Qai to export 500 feddans of garlic to China.

Global Good Agricultural Practices

Farmers were introduced to farming practises that follow the Global Good Agricultural Practices (Global GAP), including selecting the appropriate variety for cultivation, preparing the soil, irrigation, fertilisation, storage, and harvesting. The training programme, on the other hand, prepared 225 farmers from Minya and Beni Suef to grow high-quality, pesticide-free onion and garlic crops.



The Chili Pepper Festival

For the first time, AIP organised a celebration to mark the end of the chilli pepper cultivation season at Delga, Minya Governorate. The celebration included graduation for 300 farmers who participated in the field schools for good chilli practises. It included as well a theatre play, which presented the most important good practises for cultivating the chilli crop in a comic manner. In addition an exhibition was held to help farmers network with private companies.



Ali Yousef & Climate Change

"It's clear to me and all the farmers that crop productivity has increased by %15, and crop quality is improving. With the assistance of AIP, we began expanding to new markets." Ali Yousef Ali, a -27year-old farmer with fifteen years of experience growing chilli peppers.

Ali is a fourth-generation farmer who faced numerous challenges in cultivating as a result of climate change. However, during the chilli pepper farming field school, Ali, with another 300 farmers, was introduced to various techniques for adapting to climate change



Increasing Capacities of Farmers Organizations

The Matching Grants Programme



The AIP project launched a grants programme that targets farmer organizations & associations. The matching grant helps the farmer organizations and associations to improve the services they are providing small holder farmers, increase membership & ensure the sustainability of their activities. Up to 19 farmer organization have already requested grants, 12 were selected and are in the process of receiving equipment and a value adding unit.

The Village Theatre

Over the course of 2022, the AIP project reached out to 2000 small-scale farmers, including youths and women from Minya and Beni Suef through village theatre play. A total of 13 play were held delivering a package of rural development messages in a comic manner with a focus on digital solutions and best cultivation practises.



Farming as a Business Training

FOs Digital Literacy Committees

Following the success of the first round of digital literacy by the project, farmer organizations and associations were encouraged to establish their own digital literacy committees. Up to ten digital literacy committees were established in ten different farmer organizations. The project plans to start in 2023 providing capacity building support to these committee by introducing tools and methods for applying digital transformation and presenting the new innovative digital transformation start-ups in the market.

The AIP project conducted a refresher training on Farming as a Business, which focused on a number of topics that support the idea of "agriculture as a commercial and economic business". Topics included the importance of planning and conducting feasibility studies, identifying the value chains of horticultural crops, choosing the most appropriate crops according to the season and identifying the competitive advantage.



Supporting Agricultural Entrepreneurship



Asmmah Essam

«As a young girl and recent graduate, many people advised me not to take risks, to put my time, effort, and work elsewhere. I ignored them and focused on developing my idea» Asmaa Essam, a -23-year-old young entrepreneur and the founder of Assmastevia, a startup that provides farmers with natural, local stevia seeds and seedlings that meet the standards & specifications. Asmaa was introduced to the fundamentals of entrepreneurship to transform her idea from academic research to a viable revenue-generating business during the Minya incubator. Through the incubator as well she received 30,000 EGP after officially registering her start-up.

Minya & Bani Suef Incubator

During the incubation programme 31 teams were chosen to advance to the next round, where they would attend a series of workshops and individual consultations to develop and enhance their work plans. Following this phase a panel was held in which 25 teams, %80 of which were led by women, were chosen to receive grants. In addition the four companies who succeed to register officially benefited from additional awards. The next phase of the programme kicked off in Bani Suef & Minya in September 2022, with the goal of supporting 700 emerging start-ups



Home Visits

Over 1000 home visits were organized targeting women in farmer families in the governorates of Minya and Bani Suef. The visits were carried out by a team of 50 trained female volunteers/ambassadors from the rural communities and farmer organizations. During these visits, the AIP team conduct a needs assessment and explained and promoted concepts related to the project including entrepreneurship and innovation.



Ebtekar Accelerator

Through the first cycle of the Agricultural Entrepreneurship Accelerator Programme "Ebtekar", the AIP project supported up to 11 digital solutions working on developing products and services to address the challenges facing Egypt's agricultural sector. The programme concluded with the Demo Day in which three start-ups, Dajin, Mousaffa, and Innovation Factory, were named winners and received a financial award of 50,000 EGP each. On the side of the Demo Day a networking event was organised between the start-ups and various investors

