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Olive Oil Without Borders

Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

Partners for Community Development since 1915

Annual Report

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Near East Foundation

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Cover Photo: Olive trees.

ABBREVIATIONS AND ACRONYMS

FFS	Farmers Field Schools
NEF	Near East Foundation
NGO	Non-Governmental Organization
PARCC	Program for the Advancement of Research on Conflict and Collaboration at Syracuse University, Syracuse NY
PCARD	Palestinian Center for Agriculture Researches and Development
PCP	Peres Center for Peace
ToT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
VCA	Value Chain Analysis
VCAD	Value Chain Analysis and Development
WB	West Bank
WSR	Whole System in a Room
IOOC	Israel Olive Oil Council
POOC	Palestinian Olive Oil Council

I. EXECUTIVE SUMMARY

This report presents the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil (OOWB) project during its first year, from October 1, 2011 – September 30, 2012. The report places particular emphasis on achievements during the project's fourth quarter, from July – September 2012.

The key project achievements for the quarter from July 1, 2012 – September 30, 2012 (Q4) include:

- **41 participants** (30 Palestinian and 11 Israeli) attended the Training of Trainers (ToT) workshop to prepare Israeli and Palestinian Lead farmers for peer-to-peer training.
- **15 individuals** attended the Mills Management Training to assist Israeli and Palestinian mill owners improve the performance and safety of their olive milling operations. The renovation of three Palestinian mills is underway.
- Six Farmer Field Schools (FFS) locations in Israel and the West Bank were approved. FFS are used for peer-to-peer training.
- Palestinian lead farmers trained **177** of their peers in 21 villages during **86 training sessions**.
- Planning is underway for a female Training of Trainers workshop to take place in November 2012.
- Preparations for the creation of an olive tree station in the West Bank began; NEF is in contact with local agriculture schools.
- Lectures and publications were uploaded to the project's website, oowithoutborders.org, for consumers, growers, millers and traders.

The OOWB project officially began implementation in December 2011, following approval of the first year implementation plan. The key project achievements for the first year of implementation include:

- **196 individuals** participated in project launch workshops (175 Palestinian, 21 Israeli).
- **43 Israeli and Palestinian participants** attended the first Whole Systems in a Room workshop, which brought together Israeli and Palestinian participants to discuss challenges in the olive sector. **46 participants** attended the second Whole Systems in a Room workshop, which brought together Israeli and Palestinian participants to discuss possible solutions to challenges in the olive oil sector.
- **16 experts** in the Palestinian and Israeli olive sectors met to develop the value chain framework analysis and to define the strengths and weaknesses of each step in the olive oil production line. A value chain study was developed based on this meeting and interviews to guide project participants.

- **41 lead farmers trained** (30 Palestinian and 11 Israeli), in turn training **177** of their peers through field level trainings. Through these trainings, the project witnessed important examples of cross-border collaboration between participants – including an invitation by and Israeli female farmer of Palestinian participants to her farm.
- **Six Farmer Field Schools** established to support the training of project participants.
- **366 farmers** received in-kind support to improve olive production.
- **5 mills selected and approved** for support in upgrades and renovations.
- **24 Israelis and Palestinians** participated in a branding and marketing workshop, where it was agreed to cooperate in promoting “horizontal” cooperation among oil companies/traders through shared branding and joint marketing.
- **38 Palestinian farmers**, olive millers and traders attended a field visit to Agritech, an agricultural exposition held every three years in Tel Aviv.
- Project has fostered increased collaboration and sharing between Israeli and Palestinian olive growers and olive oil producers. Examples of this collaboration include discussions during project cross-border workshops and an invitation by an Israeli olive oil producer for Palestinian producers to visit her home and mill.
- An agreement facilitated between the Israeli firm Zeita Co. and Palestinian olive producers (following the Marketing and Branding workshop) has already resulted in the sale of 120 tons of olives. Through the workshop, Palestinian oil traders with surplus oil were connected to the Zeita company who was looking to purchase oil. This relationship is expected to grow and have a significant impact.
- Syracuse University’s Program for the Advancement on Research and Collaboration guided the project’s cross-border and peacebuilding work, providing advice in training development, value chain development, and monitoring and evaluation of the project’s objectives.



II. PROGRAM OVERVIEW

The Olive Oil Without Borders: Palestinian-Israeli Olive Oil Project builds relationships of trust, mutual understanding, and collaboration through economic cooperation. It targets the olive oil sector because olive farming is a cornerstone of local rural economies. Critically important to many people in both the Palestinian Territories and in Israel, it is woven into many aspects of rural society and rural social relations and therefore has meaning beyond economic value; and it has become a flashpoint for conflict in the Palestinian Territories.

The Olive Oil Without Borders project focus on six clusters of villages in Israel and the West Bank. The NEF team and the Peres Center for Peace have well-established relationships in these villages. Over the course of the project, we will work directly with at least 1428 olive producers, 12 mill operators, and 12 olive oil distributors in these areas. The project will produce both economic impacts (increased income, profitability and cross-border trade) and social impacts (higher levels of trust, increased collaboration).

Our person-to-person approach, based on Value Chain Analysis and Development (VCAD), is organized as a series of activities to help groups of olive farmers, producers, and distributors identify shared interests, common constraints, and joint opportunities and to facilitate win-win solutions through horizontal (within groups) and vertical (between groups) collaboration. VCAD provides a structured, depoliticized framework for creating dialogue within and among seemingly disparate social and economic groups. We will: (1) build support for cross-border collaboration through a participatory Value Chain Assessment; (2) facilitate dialogue through —Whole-System-in-a-Room (WSR) workshops; (3) build a shared vision of economic development through stakeholder-led action planning; (4) facilitate collaboration through training, technical assistance, and material support for implementation of this action plan; (5) support joint advocacy for policy reform and institutional development; and (6) broaden support for collaboration through strategic communications.

The objectives of the project are as follow:

Intermediate Objective 1: Strengthen grassroots, cross-border economic cooperation between Israelis and Palestinians.

Intermediate Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Intermediate Objective 3: Build capacity of local institutions to scale up opportunities and conditions for cross-border cooperation.

III. ACTIVITIES AND ACCOMPLISHMENTS : QUARTER 4 (JULY – SEPTEMBER 2012)

A. Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Activity 1.6. Conduct Training of Trainers for at least 45 Lead Farmers from 34 communities (8 Israeli and 26 Palestinian).

From July 9-11, 2012, a group of Palestinian and Israeli olive farmers gathered in Nazareth for the first training session for lead farmers. The 30 Palestinians and 11 Israelis—selected as lead farmers in their communities by a board of their peers, PCARD, and other community leaders—came together to learn about new trends in olive farming, best practices in farming, and the effects of farming practices on olive oil quality. In addition to learning new techniques to improve olive harvests and increase oil yield, farmers discussed ways in which to effectively train their peers upon completing the workshop.

During the workshop, Palestinian participants accepted an invitation by Ayala Noi Mer to visit her farm and nearby mill. Ms. Mer, a female Israeli OOWB participant, showed her Palestinian colleagues her olive fields and mill after inviting them for coffee at her family house. The eagerness of OOWB participants to share knowledge between Israeli and Palestinian farmers marks a great step forward in the project's goal

of encouraging the exchange of technology and information across borders. The success story written about the visit to Ms. Mer's house can be found in [Appendix 3](#).

According to the evaluation forms completed by all participants, the information provided at the workshop was not only extremely relevant to their needs, but also provided the participants with new information in their field.



Participants at Training of Trainers.

Due to local cultural values, Palestinian female participants were not able to attend the three-day ToT workshop in Nazareth. In order to ensure the benefit of Palestinian women with OOWB, NEF will host a second ToT session for women in November 2012. NEF will add the four lead farmers not trained during this year to the second year lead farmer trainings to achieve the project goal of 68 lead farmers trained.

The agenda for the Training of Trainers (ToT) can be found in [Appendix 4](#).

Activity 1.7. Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).

Peer-to-peer training began immediately after the ToT workshop in the targeted communities in the West Bank and Israel. After attending the ToT, lead farmers began training between 8 to 10 peers from surrounding communities in 3 to 4 bi-weekly sessions. Most sessions consisted of practical and applied in-field training at the 4 farmer field schools. All the lectures presented at the ToT were integrated into peer-to-peer sessions, including topics such as pre-harvesting, parasite control, and supplementary irrigation.

NEF's sub-partner, PCARD, hired two agronomists to follow up and provide technical assistance during all peer-to-peer training sessions in the West Bank. The agronomists joined lead farmers in the field to ensure the transfer of accurate information and assist in the logistics of gathering and organizing farmers for training.

By the end of September 2012, Palestinian lead farmers successfully trained 177 of their peers during peer-to-peer sessions (farmers in peer-to-peer trainings are considered trained when they have attended at least 3 training sessions). Israeli lead farmers that attended the ToT will finish training an initial cohort of their peers by the end of October 2012. The OOWB project expects to complete training of the targeted 340 farmers during the next quarter. The completion of the initial peer-to-peer trainings was delayed slightly due to the harvest season; many of the participants have already participated in 1 or 2 trainings – and will complete the full set of trainings early in the next quarter.

During the next quarter, the project will also place an important focus on the training of female lead farmers and peer-to-peer trainings for female project participants. A separate Training of Trainers has already been planned, and a group of 45 women have been vetted and are ready for training.

Activity 1.8. Establish Farmer Field Schools in community clusters.

During the fourth quarter, NEF and PCARD finalized the locations and all technical preparations for the establishment of four Farmer Field Schools in the West Bank and agreements were signed with 2 farmers in Israel to use their farms as field schools to train farmers and demonstrate certain agricultural practices. Lead farmers and their peers performed supplementary irrigation and provided fertilizer for olive trees on the 5 dunum plots of land. Supplementary irrigation (3 cubic meters per tree) was performed at each FFS in the presence of trainees and will teach farmers about the positive effects of irrigation on olive oil yield.

PCARD hired a field supervisor to manage all technical aspects of the FFS.

Activity 1.9. Provide support for adoption of improved techniques.

Throughout the fourth quarter, NEF and PCARD received and approved applications for the distribution of harvesting equipment within the West Bank and Israel. After a call for applications in 26 villages in the West Bank, NEF and PCARD selected 366 individuals with farms of at least 5 dunums to receive a package of harvest equipment, following guidelines established in the program's grants manual. The harvesting equipment package will include a ladder, a plastic tarp to prevent olives from landing among rocks and dirt, clippers, saws and plastic boxes for fruit collection. By providing plastic boxes, farmers will no longer use plastic sacs to collect olive fruit, a commonly used harvesting technique that significantly reduces the quality of the oil.



Participants receive supplies.

In Israel, farmers requested large plastic boxes with a capacity of 450 kg for the storage of olives waiting for pressing.

All equipment will be distributed early in the next quarter, prior to the start of the 2012 olive season. NEF and PCARD specialists will join farmers in the fields to ensure the proper use of the package.

During the 2012 olive harvest NEF and PCARD specialists will follow up to ensure the proper use of equipment during the harvesting season.

Activity 1.10. Organize site visits to Israel olive and olive oil production facilities for lead farmers.

NEF, PCARD, PCP, and OOWB participants received an invitation from the Israeli Olive Oil Council to participate in the annual Olive Festival. Through OOWB, NEF will organize a visit with Israeli and Palestinian lead farmers and millers to the festival at the end of October. This second site visit for the 2011-2012 project year is slightly delayed in order to take advantage of this unique activity; it will be conducted in November 2012.

Activity 1.11. Conduct field trials of high producing varieties of olive trees.

In the next year, NEF will develop and execute a plan with local agricultural schools at universities to establish the first olive tree station in the West Bank. Through a collaborative agreement based on matching contributions of money and assistance, NEF and

a local university will establish a station that will provide demonstrations of many varieties of olive tree. The preliminary location, in Qalqilya, will provide nurseries and farmers with support with grafting, rooting and budding olive trees that are suited to the West Bank environment and immune to local olive disease.

The creation of such a station will allow Palestinians to access new agro-technology previously unavailable in the West Bank. Trees will be imported from Israel and abroad. This activity will begin in November 2012.

Activity 1.12. Facilitate upgrading of at least 6 olive mills to improve quality.

During the fourth quarter, the OOWB project evaluated and selected applications for the upgrading of olive mills. Out of a total of seven applications from the West Bank, three mills were selected to receive renovations. NEF received three Israeli applications and selected two mills for renovation. One additional mill in the West Bank has yet to be selected; as the proposal did not meet requirements the project team will announce a second call for proposals or consider a shift in these funds

The upgrades started in early September, and will be completed before the end of this year's harvest—in time for olive pressing.

1. The al-Naqura Mill, in the village of al-Naqura, will receive support for improvements to its sanitary and safety conditions. Through OOWB, the mill will get a new small testing lab and toilets, along with a complete renovation of paint and flooring. In order to maintain the safety of farmers and millers during pressing, a safety fence will be installed around the mill machinery.
2. The Agricultural Cooperative for Investment and Development's mill in the village of Salfit will receive eighty-five (85) 450-kilogram-capacity grated plastic boxes for olive fruit storage. The grated plastic boxes create a suitable environment for olive fruit while waiting for pressing. Grated boxes for olive fruit storage will help to preserve the quality of the oil before pressing. It is common practice in the Palestinian olive sector to store fruit in stacked plastic sacs; this damages the quality of the oil as a result of high temperatures and spoiling.
3. The Aseerah Modern Mill in the town of Aseerah Shamaliya will receive a total renovation of its walls and floors. In order to maintain the proper flavor of newly pressed olive oil, OOWB will also install a ventilation system to rid the mill of the strong smell of machinery and olive residue. Additionally, all windows will be fitted with screens to prevent pests from entering the pressing facilities and possibly coming into contact with the oil before bottling.
4. A fourth mill in the West Bank is yet to be selected for the renovation of stainless steel tanks.
5. The Israeli mill, Rishlakish, near Nazareth will be fitted with new stainless steel tanks for oil storage along with minor renovations to the structure of the mill.
6. The Khader Darawshe Mill in Iksal will receive new a waiting area for olive fruit that usually sits in the sun before pressing. A 200 m² concrete surfaced and covered area will protect olives from damaging weather conditions before pressing.

Activity 1.13. Branding and Marketing workshop.

Based on the outcomes of the Branding and Marketing workshop held during the third quarter, an important understanding was reached. Participants, including representatives from the Dahashan and Zeita olive oil companies, agreed that local trade between Israelis and Palestinians should be favored over international imports.

In the coming year, NEF and PCARD will organize a meeting with Palestinian farmers, millers and traders to visit the Israeli olive oil companies, Dahashan and Zeita. This meeting will be planned based on the invitation extended by representatives of the two companies during the Branding and Marketing workshop. During the meeting, Palestinian participants will learn about Israeli olive oil standards in order to adjust common practices. After meeting Israeli olive oil standards, farmers will be able to competitively trade oil across the border.

B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

The OOWB project was successful in connecting the Israeli olive oil firm Zeita Co. with 10 Palestinian oil traders (through the Marketing and Branding Workshop). As a result of this connection, 120 tons of oil have been sold informally to Zeita Co. according to traders and the Israeli OIC. This connection is expected to have a significant impact for Palestinian producers moving forward.

C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.

Activity 3.1: Identify and prioritize potential policy issues

A meeting between Israeli and Palestinian olive traders was planned for August 2012. The OOWB project was successful in connecting the Israeli olive oil firm Zeita Co. with 10 Palestinian oil traders.

Activity 3.2: Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development.

The Near East Foundation will facilitate the creation of a joint policy commission of the Israeli Olive Oil Council and the Palestinian Olive Oil Council. During this quarter PCARD's Dr. Faris Jabi spoke with the Palestinian Minister of Agriculture to schedule a meeting for next quarter.

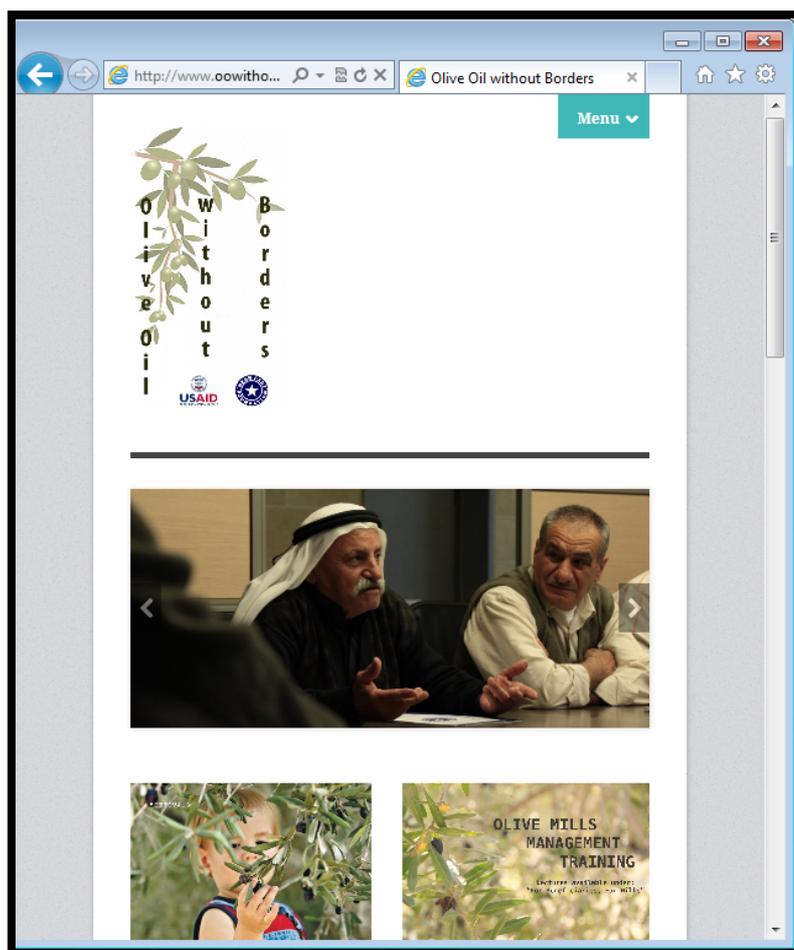
NEF and PCARD are currently waiting for the Ministry of Agriculture's response to set a date for the meeting between the IOOC and the POOC.

Activity 3.3: Broaden support through strategic communications

The project's website, oowithoutborders.org, now provides consumers, growers, millers and traders of olives and olive oil with multi-lingual information. During this quarter, lectures from project activities were loaded to the website, ranging on topics from the use of recycled water used for irrigation to the effects of olive oil on cholesterol.

The website continues to provide updated photos and videos of OOWB events.

Three draft success stories are in the process of completion to be submitted to USAID. The stories cover a field visit by Palestinian farmers to an Israeli olive farm and mill, the progress of the ToT and the cross-border exchange of technology as a result of the WSR 1 and 2.



OOWB Project Website (www.oowithoutborders.org)

D. Crosscutting Areas

The OOWB Project Director and the senior agribusiness specialist met with the Minister of Agriculture, HE Walid Assaf, to discuss collaboration in mill upgrading and joint training. The Minister said that he would visit the field to view project activities.

The project team met with the Dean of the Agricultural School at An-Najah University (the largest university in Palestine), and agreed to organize field training in the field schools created by the project and in mills upgraded.

E. Administration

1. Visit by USAID Staff

In September, Nidal Abel El Gafer (OOWB's Agreement Officer's Technical Representative from USAID) participated in a team field visit to a waste water treatment center near Nablus. The waste water system is a possible source of irrigation for the station to be established next quarter.

2. NEF Staff

After the resignation of Majd Anabtawi in June, NEF West Bank/Gaza hired a new Operations Manager with USAID approval. Shaden Ismael joined NEF staff in July 2012 and will take over all operations related tasks for OOWB.

3. Continued Geo-MIS Reporting

All USG funded activities in the past four quarters have been uploaded to the system on an interactive map available to the public. Reports can be found at: www.usaidwbg.com.

4. Trainet

The first TRAINET submissions were completed after the successful completion of the ToT and Mills Management Training workshop. TRAINET is an online reporting system that records the demographics of USG funded training activities.

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders project has made progress as projected against its first year implementation plan. A chart describing progress against the workplan is included in Appendix I.

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

Transportation. Due the recent nation-wide transportation and general strikes, NEF encountered movement challenges during the Mills Management Training in Nazareth. On September 10, 2012, a general transportation strike took place in the West Bank, making it difficult for mill owners from small villages to gather at the meeting point in the central city of Nablus. In order to ensure the attendance of all mill owners signed up to attend the workshop, NEF staff quickly organized a carpool to pick up and transport farmers to Al-Jalama—the nearest entry point to Nazareth.

Women. As reported in the Quarter 3 report, NEF has not yet been able to involve a considerable number of Palestinian women in events - as most have taken place outside of the West Bank. According to Palestinian cultural norms, it is uncommon for women to travel without a male relative, proving a challenge to the attendance of Palestinian women at OOWB events. However, with the completion of the ToT and the progress of peer-to-peer training at least 45 women will become beneficiaries of OOWB.

NEF and PCARD will also host women-to-women peer-to-peer training session in November 2012 after receiving vetting approval from USAID. NEF submitted the vetting list for approval this quarter.

VI. PROJECT INDICATORS & IMPACT

Chart: Summary of Project Indicators, Targets and Impact

#	Indicator	Current Quarter (July 1 – September 30, 2012)	Year 1 Target (Oct. 1, 2011- Sept. 30, 2012)	Year 1 Actual (Oct. 1, 2011- Sept. 30, 2012)	Project Target (Oct. 1, 2011-Sept. 30, 2014)	PROJECT (ACTUAL) (Oct. 1, 2011- September 30, 2012)
1	Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	NA	0%	NA	60%	NA
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	6	150	16	500	TBD
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	190	374	300	1428	300
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	0	100	17	2000	TBD
5	Increase in total production of olive oil.	NA	0%	NA	60%	NA
6	Increase in total value of olive oil exported to Israel by project participants.	NA	0%	NA	50%	NA
7	Percentage of direct participants expressing support for cross-border collaboration.	NA	0%	NA	80%	NA
8	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	0	0	0	3	0
9	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	0	1	1	20	1

1. Percentage of participants who indicate that they have an increased positive perception about “the other.”

	Year I	Year I	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011- Sept. 30, 2012)	ACTUAL (Oct. 1, 2011- Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	0%	NA	NA

2. Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011- Sept. 30, 2012)	ACTUAL (Oct. 1, 2011- Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	150	16*	6

*The project team is tracking the number of peer-to-peer trainings, which is expected to increase this number significantly. This number will be updated as these trainings are calculated.

3. Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.

INDICATOR	Year	Year		Current Quarter			
	TARGET (Oct. 1, 2011- Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	MALE (Actual) (Oct. 1, 2011- Sept. 30, 2012)	FEMALE (Actual) (Oct. 1, 2011- Sept. 30, 2012)	ACTU AL (July 1- Sept. 30, 2012)	MALE (July 1- Sept. 30, 2012)	FEMALE (July 1- Sept. 30, 2012)
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for	374	300	291	9	190	183	7

peace and reconciliation.*							
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*Field trainings of initial beneficiaries are nearly complete, and the target for the first year should be met within the first weeks of the next quarter. Additionally, participation in Israeli field trainings has to be included as numbers are compiled.

IR 1: Relations of trust, mutual understanding and collaboration between Israeli and Palestinian olive oil producers increased.

4. Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	100	17*	0

* This number is expected to increase significantly as olive harvesters and mill producers begin to trade their product. A new agreement between Zeita Co. and Palestinian growers is one such example of cross-border cooperation that will contribute to this indicator.

5. Increase in total production of olive oil.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Increase in total production of olive oil.	0%	NA	NA

6. Improvement in quality of olive oil produced.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL
Improvement in quality of olive oil produced.	0%	NA	NA

7. Increase in total value of olive oil exported to Israel by project participants.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Increase in total value of olive oil exported to Israel by project participants.	0%	NA	NA

8. Percentage of direct participants expressing support for cross-border collaboration.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Percentage of direct participants expressing support for cross-border collaboration.	0%	NA	NA

The project's baseline analysis found that 34.6% of participants expressed support for cross-border collaboration.

IR 2: Develop the capacity of local institutions to scale opportunities for cross-border collaboration.

9. Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	0	0	0

10. Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.

	Year	Year	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (Oct. 1, 2011-Sept. 30, 2012)	ACTUAL (July 1-Sept. 30, 2012)
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	1	1	0

VII. UPCOMING ACTIVITIES

The schedule for upcoming activities is pending upon the approval the year two: annual implementation plan.

Activity 1.7. Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).

After completing the initial ToT, lead farmers share their knowledge with peers in their respective communities through regular training sessions as well as ad hoc advising and agricultural extension. The OOWB project will continue initial peer trainings with farmers selected in Year I of the project in October and November 2012.

Activity 1.10. Organize site visits to Israel olive and olive oil production facilities for lead farmers.

NEF, PCARD, PCP, and OOWB participants received an invitation from the Israeli Olive Oil Council to participate in the annual Olive Festival. Through OOWB, NEF will organize a visit with Israeli and Palestinian lead farmers and millers to the festival at the end of October.

During the visit to the festival, lead farmers and millers will visit a station where more than 25 olive tree varieties are bred. The mid-harvest visit will allow farmers and millers to examine different kinds of olive fruit with varying fruit sizes and environmental requirements. After the visit to the station NEF and PCARD will work to provide farmers with opportunities to purchase the breeds of olive trees at the Israeli station.

In the coming year OOWB will work to establish a station in the West Bank, providing Palestinians involved in the olive sector with the opportunity to learn about olive tree varieties more suited to the local environment and farming capabilities.

The visit to the Olive Festival will also include a trip to a two-phase olive oil mill. Two-phase mills, which are more cost effective and environmentally friendly, are a required standard in Israel. After olive pressing, two-phase mills produce oil and a paste consisting of the water used during the cleaning process and olive residue such as seeds and skin. The combined water and residue paste is easily treated and disposed of in a safe and timely fashion.

Introducing the benefits of the two-phase milling system to participants will encourage Palestinian farmers and millers to abandon the costly and environmentally damaging three-phase system used in the West Bank. The three-phase system, utilized by Palestinian millers produces oil, olive residue and water after pressing. When not released in combination with olive residue, the water left over from pressing is difficult to treat and challenging to properly dispose of.

Learning about a system that utilizes less water and produces a by-product that requires less treatment is a step in the direction of lowering operating costs of producing olive oil. The high production costs of olive oil are one of the main problems identified during the WSR I in May 2012.

Activity 1.11. Conduct field trials of high-producing varieties of olive trees.

Under the guidance of project specialists, Dr. Abd El-Hadi and Mr. Fares Jabi, we will organize participatory field trials to experiment with new olive varieties with high productivity and resistance to diseases and other pests. This activity was delayed in the first year of the project, and a first round of trials will be conducted in November 2012.

Activity 1.12. Facilitate upgrading of at least 6 olive oil mills to improve oil quality; provide support to 6 mills from project's first year.

The project team will continue to support the 6 mills supported during the project's first year.

APPENDIX 1: PROGRESS AGAINST WORKPLAN

Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement				
Activity 1.1: Organize and host launch workshops.	Introduce project and objectives to interested parties and launch workshops in each of the 6 targeted clusters (2 in Israel and 4 in the West Bank).	240-300 participants (40-50 per workshop): 80-100 Israeli and 160-200 Palestinian	Introduce project and objectives to interested parties.	Publicize project launch.	Launch Workshop and Media	NEF, Peres Center (2 clusters), PCARD (4 clusters)	• At least 240 participate in launch workshops. • Media outlets carry news about project.	• Participants /communities aware of OOWB project and its objectives	• Participants /communities mobilized to participate in project.	1 per cluster	Dec. 2011 - March 2012													Completed				
				Select value chain actors in each targeted site.	List of value chain actors	NEF, Peres Center, PCARD																						Completed
			Hold launch workshops in each of the 6 targeted clusters.	Ensure attendance of experts, community leaders, and practitioners from each targeted site.	Launch workshops and media	NEF, PARCC, Peres Center (2 clusters), PCARD (4 clusters)																						
Activity 1.2: Adapt Value Chain Framework	Develop VCA framework in consultation with selected experts/reconciliation advisory group.		Develop VCA framework in consultation with selected experts/reconciliation advisory group.	Obtain travel permits for VCA actors.	Travel permits	NEF	• VCA Framework developed	• VCA process brings together Israeli/Palestinian experts	• Increased collaboration between Israeli and Palestinian olive industries promotes peace-building.	Peres Center	Dec. 2011 – Mar. 2012													Completed				
				Organize one day workshop to establish overall approach.	Value Chain Framework	NEF with support from PCARD, Peres Center, expert consultants																						Completed
Activity 1.3: Conduct cross-border value chain analysis.	Consult with individuals, firms and stakeholders in each of the six clusters to gather the information and then draft a Value Chain Analysis.		Consult with individuals, firms, and stakeholders in each of the six clusters (see activity 2.2)	Explore gender dynamics, identify cross-border relationships, opportunities for cooperation	Value Chain Analysis Report	NEF with support from Peres Center and PCARD	• VCA Report Finalized	• VCA provides concrete recommendations for methods of improving olive oil industry and cross-border relationships.	• Increased collaboration between Israeli and Palestinian olive industries promotes industry growth/Improved livelihoods.	Peres Center and the 34 targeted communities	Jan. 2012-Apr. 2012													Completed				
			Draft Value Chain Analysis Report.	Draft report and share for comments.																								
Activity 1.4: Facilitate dialogue through “Whole-System-in-a-Room” (WSR)	Select stakeholders and hold a workshop to facilitate dialogue on market constraints, opportunities	50 participants: 20 Israeli and 30 Palestinian	Selection of stakeholders.	Stimulate dialogue between Israeli and Palestinian olive sector stakeholders, Discuss market constraints and opportunities,	One workshop held in first year.	NEF, PCARD, Peres Center	• WSR workshop held.	• Increased dialogue between Israeli and Palestinian olive sector.	• Peacebuilding between Israelis and Palestinians through discussions of common economic/personal	Peres Center	Jan. 2012-Apr. 2012													Completed				
			Obtain travel permits.																									

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement					
workshop.	and aspirations.		Facilitate dialogue between VCA recruits from all market levels.	personal aspirations.					aspirations.															Completed					
Activity 1.5: Build shared vision through stakeholder-led action planning. (Connected to 1.4).	Discuss critical constraints and opportunities for economic collaboration and cooperation to create an approved shared vision for the olive oil sector by the stakeholders.	50 participants: 20 Israeli and 30 Palestinian	Identify critical constraints; lay out measures to address key challenges.	Outline path to joint upgrade of olive oil sector.	Stakeholder led Action Plan Declaration of agreement between project participants and project	WSR workshop participants at Peres Center. Guidance provided by NEF, PCARD, Peres Center	<ul style="list-style-type: none"> Stakeholder led Action Plan developed. Agreement between project participants and project. 	<ul style="list-style-type: none"> Israeli and Palestinian participants develop shared vision for olive oil sector improvements. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through shared visioning. 	Peres Center	Apr. 2012													Completed					
			Discuss opportunities for expertise and technology transfer, cooperation in marketing, quality management, and trade policy.	Assign responsibilities to participants, introduce declaration of shared vision, and secure approval of participants.																									
Activity 1.6: Training of Trainers (ToT).	Decide on training modules; select peer to peer trainers. Organize three day workshop to train the trainers. Launch four monthly session follow-up workshops held in the field.	At least 45 lead farmers: 12 Israelis and 33 Palestinians	Decide on the training modules.	Organize meeting for experts to decide on the training modules during WSR.	Training modules outline	NEF, and PCARD and Peres Center and PARCC	<ul style="list-style-type: none"> At least 45 lead farmer trainers trained. 	<ul style="list-style-type: none"> A group of lead farmers trained and qualified to train other farmers. Israeli and Palestinian farmers have opportunity for dialogue and sharing. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer. 	Peres Center (three day workshop and follow-up)	Dec. 2011 - Sep. 2012													Completed					
			Interview candidates to serve as peer-to-peer trainers and community extension agents.	Form a project committee to guide selection of lead farmers and direct project beneficiaries and guide implementation at local level.	List of trainers	NEF, and PCARD and Peres Center																							Completed
			Select 68 farmers from 34 communities (8 Israeli, 26 Palestinian). Nearly all farmers will be new to working with NEF.	Sort candidates by age, experience, gender. Select candidates with strong commitment to community development and cross-border dialogue/collaboration.																									

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
			Obtain travel permits for training participants.	Obtain travel permits.	Travel permits	NEF																		Completed
			Initial ToT session for at least 45 participants.	Organize one three-day workshop for trainers.	Report on TOT	NEF, and PCARD and Peres Center																		91% Complete; 4 remaining lead farmers will be added to Second Year lead farmer training
			Follow-up ToT sessions.	Four monthly session follow-up workshops held in the field.	Report on TOT follow-up workshops	NEF, and PCARD and Peres Center																		In Progress
Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian)	Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising and agricultural extension.	340 farmers: 80 Israeli and 210 Palestinian	Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising, and agricultural extension; monitored by NEF and partners.	Emphasize topics related to marketing, policy, and quality. Cover basic principles of conflict management. Relate to economic context of olive oil, and the importance of cross-border relationships in the success of the operation.	Monthly training reports on peer trainings prepared by NEF.	VCA actors, peer trainers; NEF (with PCARD and Peres Center) monitor peer trainings PARCC assists in design of materials related to conflict management (Act. 2.1 & 2.3)	• At least 340 olive producers trained	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. • Cross-border relationship developed that improve olive sector production and livelihoods.	Communities and Farmer Field Schools	Apr.- Sep. 2012													In Progress (52% complete)
			Lead farmers train at least 340 additional olive producers (5-8 trainees per trainer) via hands-on sessions in farmer field schools.	Draw participants from previous training activities. Include reasonable proportion of men and women.																				Completed in West Bank/ In Progress in Israel

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.8: Establish Farmer Field Schools.	Work with lead farmers to establish one Farmer Field School in each of the six clusters to hold bi-weekly training sessions.	At least 45 lead farmers: 12 Israelis and 33 Palestinians; 340 farmers: 80 Israeli and 210 Palestinian	Work with lead farmers to establish at least one Farmer Field School in each of the six clusters.	Identify private orchards; establish agreements with landowners surrounding conditions of investment, access, and maintenance.	Report on Farmer Field Schools established and training sessions/hours logged.	NEF with PCARD and Peres Center	• At least 6 Farmer Field Schools Established	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.		6 Clusters of villages: 4 in Palestinian Territory 2 in Israel	Apr.- Aug. 2012													In Progress
			Hold bi-weekly training sessions at field schools. (Link to 1.7)	Foster an environment suitable for laboratory trials (at Peres Center and PCARD) and the comparison of different techniques for educational purposes (see activity 1.11),	Training reports.	NEF, and PCARD and Peres Center	• At least 385 farmers trained at field schools.																	
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	340 farmers (80 Israeli and 210 Palestinian) and at least 45 trainers (12 Israeli and 33 Palestinian) have opportunity to participate	Identify technical upgrading opportunities during the VCA and WSR workshop.	Encourage Israeli-Palestinian collaboration; work with farmers to bridge technological gaps.	Grant management guide.	NEF, with support from PCARD and Peres Center	• At least 385 farmers have opportunity to seek support for adoption of improved techniques.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production/ improved quality of	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. • Cross-border relationship developed that improve olive sector production and	34 Communities: 8 in Israel 26 in Palestinian Territory	Jan. 2012 - Aug. 2012													Completed
			Develop selection criteria, in-kind grant management guide, and conduct bidding process.	Prepare management manual.	Report on in-kind grants.																			

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
			Support the adoption of improved techniques via in-kind grants, subsidies.	Strive to collect 50% match from project participants. Farmers eligible for in-kind transfer should possess no less than five dunums or 100 olive trees. Subsidize farmers who are unable to provide half on a case-by-case basis.				olive oil.	livelihoods.															In Progress (supplies to be delivered Oct. 10)
			Provide guidance in building economies of scale for bulk purchase and/or service delivery.	Decrease gap between Israeli and Palestinian production standards; promote modern techniques/ stress importance of quality and timing in accessing markets.																				In Progress
Activity 1.10: Site visits in Israel.	Organize 2 visits per year, 20 participants per visit in Israel (closely guided by Peres Center experts).	40 individual farmers (20 per visit):20 Israeli, 20 Palestinian	Obtain travel permits	Obtain travel permits.	Travel permits.	NEF	• At least 40 farmers participate in site visits in Israel.	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.		Various farms in Israel	May - Sept. 2012													In progress, one visit completed-
			Organize 2 visits per year, at least 20 participants per visit.	Organize field visits in Israel (closely guided by Peres Center, experts).	Visits/site reports	NEF, PCARD, Peres Center																		In progress, one visit completed and second planned for October 2012
Activity 1.11: Conduct field trials of high-producing varieties of olive trees.	Organize participatory field trials for farmers and producers to experiment with new olive varieties with high productivity and resistance to diseases and pests.	45 oil producers and 15 agronomists 23 Israelis 37 Palestinians	Accompany selected oil producers and farmers to Israeli olive farms that have profited from technical upgrades (connected to Activity 1.10).	Promote discussion between groups in the interest of mutual understanding and cultural exchange.	Visit Report Testing Reports/ Experiment Outcomes	NEF with PCARD and Peres Center	• At least 60 participate in field trials of high-producing varieties of olive trees.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers/mill owners. • Cross-	Farmer field schools; also private orchards, based on interest.	June - Sept. 2012													In Progress

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement							
			Participatory field trials to experiment with new olive varieties with high productivity and resistance to diseases & pests.	Maximize farmer & producer participation in field trials; Arrange trials at program field schools, and/or on land of participants.				dialogue and sharing. • Increased production/ improved quality of olive oil.	border relationships developed that improve olive sector production and livelihoods.															In Progress							
			Share results of field trials with WSR participants/ annual WSRs, IOOC-POOC, other venues.	Dr. Fathi Abd El-Hadi and Mr. Fares Jabi to present.		NEF, PCARD, Peres Center based on VCA and project participants																			In Progress						
Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.	One olive oil mill in each cluster to receive training and technical assistance (total 6 olive mills in first year). Providing in-kind support to improve mills through mill upgrades.	Training: approx. 20 people: 8 Israeli and 12 Palestinian Mill upgrades: 6 mills (serving the entire farming population of the clusters: estimated 3,400 households)	Identify at least one olive oil mill in each cluster to receive training and technical assistance. Total 6 olive mills in first year.	Utilize VCA to determine how best to allocate program resources. Upgrades to begin 3 months prior to start of harvest.	Mill upgrading reports and supporting documentation	NEF with PCARD	• At least 15 mill operators participate in trainings. • At least 6 mills upgraded.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production/ improved quality of olive oil.		Peres Center and field sites in Israel	June - Sept. 2012														In progress						
			Conduct two day workshop for mill producers.	Training on mill upgrading and improved management practices.																											Completed
			Provide in-kind material support for mill upgrades.	In-kind grants may support: <ul style="list-style-type: none"> • Improving health and hygiene • Improving oil storage • Providing mills with mobile labs for oil quality testing • Improving environmental management 																											

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.13: Branding and marketing workshop.	Develop a shared branding and marketing strategy to address the benefits of collaboration.	24 participants (at least 4 per cluster): 8 Israeli and 16 Palestinian	Promote cooperation among oil companies/traders to develop shared branding and joint marketing campaigns.	<ul style="list-style-type: none"> Identify 34 olive oil traders/distributors. Organize one branding and marketing workshops to facilitate collaboration between Israeli and Palestinian firms. 	Branding and Marketing Workshops Reports (1)	NEF with PCARD and Peres Center	<ul style="list-style-type: none"> At least 24 individuals involved in olive oil companies participate in branding and marketing workshop. 	<ul style="list-style-type: none"> Israeli and Palestinian olive oil companies/experts dialogue and share. 	<ul style="list-style-type: none"> Peacebuilding through dialogue and sharing between olive oil companies. Cross-border relationships developed that improve olive sector production and livelihoods. 	Peres Center	May - Sept. 2012													Completed
			Develop a shared branding and marketing strategy to address the benefits of collaboration (i.e. economies of scale, regional brand recognition, niche marketing).	Conceptualize and organize media awareness of the health impact of oil to increase sales.	Shared Branding and Marketing Strategy	NEF, PCARD, Peres Center, Syracuse University Whitman School of Management Student Partners.																		

Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement		
Activity 2.1: Documentation and guidance of reconciliation process by Reconciliation Advisory Group and incorporate conflict management and mitigation into curriculum. (See activities 1.2 and 1.4)	Integrate reconciliation themes and activities. Members of PARCC and the Reconciliation Advisory Group make field visits will be selected for direct field research.		Integrate reconciliation themes and activities into the technical training and organizational development.	Guide local team on best practices for the development of reconciliation and business-oriented trust.	Meetings and Reports	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"> Reconciliation themes and activities woven into training modules. Members of PARCC Reconciliation Advisory Group make field visit. 	<ul style="list-style-type: none"> Local team uses best practices to integrate reconciliation into project activities. 		NEF Headquarters (Nablus), Peres Center and various sites	Dec. 2011 - April 2012													In progress		
			Members of PARCC and the Reconciliation Advisory Group make field visit.	Field visit arrangements																						
Activity 2.2: Adapt Value Chain Framework to a cross-border conflict and reconciliation context.	Weave conflict management and reconciliation goals into the VCAD development approach.		Weave conflict management and reconciliation goals into the VCAD development approach, creating a hybrid system.	Prepare a monitoring tool to assess the results of the hybrid framework; train field staff and key partners in basic principles, practical techniques, and best practices in conflict mitigation and reconciliation.	Value Chain Framework adapted to include topics that promote peace and reconciliation.	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"> Value Chain Framework incorporates peace and reconciliation topics. 	<ul style="list-style-type: none"> Value Chain Framework promotes peace and reconciliation. 	<ul style="list-style-type: none"> Peace and reconciliation on between Israelis and Palestinians through olive oil cross-border economic cooperation. 	Peres Center	Dec. 2011 – Apr. 2012														In progress	
Activity 2.3: Incorporate conflict management and mitigation into training curriculum.	Reconciliation advisory group will help identify conflict management themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.	At least 45 lead farmers (11 Israelis and 34 Palestinians); 340 farmers (80 Israeli and 210 Palestinian)	Reconciliation advisory group will help identify themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.	Weave conflict management themes into training materials.	Training Materials	NEF with PARCC	<ul style="list-style-type: none"> Training materials finalized. 	<ul style="list-style-type: none"> Professional training material guide with integrated conflict management themes used in trainings. 		Peres Center; remote communication	Dec. 2011 – Apr. 2012															In progress

Objective 3: Build Capacity of Local Institutions to Scale Up Opportunities and Conditions for Cross-Border Cooperation.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement								
Activity 3.1: Identify and prioritize potential policy issues (beginning at the WSR meeting).	Support collaborative action by stakeholders to address key barriers. Develop certification capacity. Strengthen collaboration between Israeli and Palestinian Olive Oil Councils and engaging them in VCAD action plan implementation.	Policy actions will have potentially broad impact; in the project area, beneficiaries are estimated at 3400 household (100 households per community)	Support collaborative action by stakeholders to address key barriers in the enabling environment through targeting policy workshops and jointly issues policy briefs.	Define factors impacting cross-border olive trade.	Policy strategy memo	NEF(At the WSR (activity 1.4)	<ul style="list-style-type: none"> Joint stakeholder meetings held. Policy strategy memo developed by stakeholders 	<ul style="list-style-type: none"> Strengthened collaboration between Israeli and Palestinian Olive Oil Councils. 	<ul style="list-style-type: none"> Peace and reconciliation strengthened between Israelis and Palestinians through collaboration. 	Peres Center (WSR workshop)	Apr.- Sept. 2012													Completed								
				Develop certification capacity based on international norms and standards, including organic, through joint meetings.																												On-Going
				Strengthen collaboration between Israeli and Palestinian Olive Oil Councils and engaging them in VCAD action plan implementation.																												
Activity 3.2: Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development.	Create and facilitate the joint policy commission of the Israeli Olive Oil Council and the Palestinian Olive Oil Council meetings.	20 participants (10 Israeli, 10 Palestinian), including representatives from NEF, PCARD and Peres Center	Create the joint policy commission of the Israeli Olive Oil Council, and the Palestinian Olive Oil Council, with meetings to be held at least annually.	Facilitate meetings of commission to share progress and lessons from the project, to refine a manageable policy agenda, and to take action.	IOOC-POOC cross-border economic commission formed. Reports and documentation on policy issue action.	NEF, Policy workshop participants	<ul style="list-style-type: none"> IOOC-POOC cross-border economic commission formed. Policy agenda developed. Reports and documentation on policy issue action. 	<ul style="list-style-type: none"> Strengthened collaboration between IOOC-POOC through shared policy agenda. 		Jerusalem (meetings of Joint IOOC-POOC Policy Commission)	July – Sept. 2012														In Progress							
Activity 3.3: Broaden support through strategic communication	Develop a communications strategy incorporating a website and newsletter that targets key constituencies, i.e. value chain stakeholders, policy makers, the donor community and USAID.		Develop a communication strategy that targets key constituencies, i.e. value chain stakeholders, policy makers, the donor community, and USAID.	Develop communication strategy plan.	Communication strategy document	NEF, with PCARD, Peres Center, and PARCC	<ul style="list-style-type: none"> Communication strategy developed. Website developed. Newsletter distributed. 	<ul style="list-style-type: none"> Participants engage in information sharing/cross-border communication through project communications. Information about project shared broadly. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through communication and information sharing. 	NEF office (Nablus)	Dec. 2011 – Sept. 2012														Completed							
				Develop and manage website.	Website																									Completed		
				Prepare and distribute newsletter.	Newsletter																											

Cross-Cutting Areas

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement			
Monitoring and Evaluation	Track and document project outputs, indicators, and impact.		Finalize Performance Monitoring Plan	Finalize and submit plan for approval	Performance Monitoring Plan	NEF, with PCARD, Peres Center, and PARCC	• Outputs, outcomes, and impact data collected.	• Project model and best practices disseminated.			Duration of project activities.													Completed			
			Collect baseline information as defined in the performance monitoring plan		Baseline information documented																						
			Progress Assessment	Assessment of project progress.	Assessment report	PARCC																					
Environmental Compliance	Ensure project meets all environmental compliance requirements		Prepare Environmental Mitigation and Monitoring Plan	Ensure environmental compliance of actions.	EMMP	NEF					Duration of project activities.													Completed			

APPENDIX 2: ACTIVITY PARTICIPATION

Activity	Date	Location	Number of Participants							
			Total	Men	Women	Youth*	Israeli	Palestinian	Project Team	Other
Launching Israel	4-April-12	Ein Herod	2 6	2 1	5	2	2 1	-	5	-
WSR1	7-May-12	Ein Herod	4 6	4 4	2	1	1 8	2 8	1 0	1
WSR2	29-May-12	Iksal	4 3	4 1	2	1 1	1 7	2 3	1 5	1
AGRITECH	16-May-12	Tel Aviv	3 8	3 8	-	-	0	3 8	4	-
Branding and Marketing Workshop	27-June-12	Yaffa	2 4	2 3	1	-	6	1 8	5	3
Training of Trainers	9-10-July-12	Nazareth	4 1	3 9	2	-	1 1	3 0	6	3
Mills Management Training	10-11-Sept-12	Nazareth	1 6	1 5	1	-	5	1 1	5	2
Peer-to-Peer Training	July-Sept-Aug	West Bank	1 7 7	1 7 3	4	-	0	1 7 7	-	-

No.	Cluster	Location	Period	No. of Sessions	No. of Participants	Male	Female
1	Asira Al Shamaliya	Asira Al Shamaliya	Sep 1- Sep 29/2012	12	32	32	
		Taluza	Sep 2- Sep 28/2012	3	4	4	
		Al Badan	Sep 2- Sep 28/2012	3	7	6	1
		Yaseed	Sep 9- Sep 30/2012	3	5	5	
		Burqa	Sep 3- Sep 28/2012	3	0		
		Al Naqura	Sep 3- Sep 26/2012	3	5	5	
		Sabastya	Sep 3- Sep 27/2012	3	6	6	
		Ijnisinya	Sep 1- Sep 29/2012	3	8	8	
2	Salfit	Marda	Sep 5- Sep 30/2012	3	7	7	
		Salfeet	Sep 4- Sep 26/2012	5	11	11	
		Farkha	Sep 6- Sep 27/2012	3	3	3	
		Iskaka	Sep 6- Sep 30/2012	3	3	3	
		Kufr Al Dik	Sep 4- Sep 27/2012	6	14	14	
		Yasuf	Sep 6- Sep 26/2012	3	6	6	
3	Kufr Ziebad	Kufr Sur	Aug 29-Sep 25/2012	4	9	9	
		Kufr Abush	Aug 30-Sep 26/2012	6	9	6	3
		Kufr Jammal	Aug 29-Sep 25/2012	4	10	10	
		Kufr Qaddum	Aug 30-Sep 26/2012	4	4	4	
		Kufr Ziebad	Aug 29-Sep 25/2012	4	10	10	
4	Qabatya	Qabatya	Aug 26-Sep24/2012	4	10	10	
		Aljdaydeh	Aug 25- Sep 24/2012	4	14	14	
TOTAL:				86	177	173	4

APPENDIX 3: SUCCESS STORIES



Palestinians Travel to Israel for Historic Industry Exchange

Cross-border sharing of olive oil mill technologies addresses gaps, builds relationships and economic cooperation

When Israeli olive oil producer Ayala Noy Mer upgraded her mill to improve the quality of her oil, she never dreamed that one day it would serve as a model for Palestinian producers. However that is exactly what happened when she joined a USAID and Near East Foundation project to promote cross-border cooperation in the olive sector.

Ayala – an entrepreneur and woman business owner – recently invited seven Palestinians to her home in Nazareth. There she led fellow producers on a tour of her mill so they could see first-hand how she implemented simple, low-cost techniques that could also help dramatically improve their olive oil production.

These technologies include cold pressing techniques, hygiene standards, quality testing, storage in nitrogen-sealed stainless steel containers, and organic certification.

When the tour concluded, the Palestinians extended an invitation to Ayala and other Israeli producers to visit their mills in the West Bank.

As project participants, 12 Palestinian and Israeli mill operators will receive support from USAID and the Near East Foundation to make similar upgrades that will increase the quality and quantity of their oil production.

In the short term, these improvements will result in an increase in income for olive oil producers, greater market access for olive farmers, and increased opportunity for cross-border business initiatives.

“While olive oil production is a critical economic industry for both Israelis and Palestinians, Palestinian producers have lagged behind because of barriers to the transfer of supplies and technical expertise,” said Salah Abu-Eisheh, Near East Foundation Director for the Palestinian Territories.

The mill exchange is just one example of many similar project activities that are successfully helping to close this technology gap. By providing opportunities where people from both sides can gather to share their knowledge, the project offers industry leaders a way to build mutually beneficial relationships grounded in economic cooperation.

NEF and USAID aim to work directly with more than 1,400 people over the course of the three-year project. This work will stimulate the economy in dozens of villages throughout the West Bank and Israel, as well as strengthen the regional olive oil industry.



Ayala Noy, pictured here at her olive mill in Nazareth, is a partner in the Olive Oil without Borders project along with 70 other community and industry leaders from the West Bank and Israel.



OLIVE OIL WITHOUT BORDERS SUCCESS STORY

Dozens of Palestinians and Israelis Receive Training in Improved Technologies, Agree to Share New Knowledge with Peers

Participation of Olive Oil Industry Leaders Increases Project Reach

Over 40 Palestinians and Israelis recently gathered in Nazareth for a cross-border workshop to advance collaboration at all stages of olive oil production, from growing olives to marketing olive oil.

At the “Training of Trainers” workshop, participants heard from technical experts – and shared best practices – through sessions that included emerging technologies, ideal chemical composition of high quality olive oil, and sustainable irrigation strategies.

After receiving training, attendees returned home to serve among the growing number of project leaders in Israel and the West Bank. Each person has agreed to share what they learned with at least 20 of their peers in bi-weekly training sessions and to help advance cross-border activities in the industry overall. By the end of October 2012, Israeli and Palestinian farmers will have successfully trained more than 320 of their peers.



Farmers receive training from olive experts in important topics related to the Palestinian-Israeli olive sector.

Like the 110 people who have already worked with the project in its first year, the 30 Palestinians and 11 Israelis at the training meeting represented a cross-section of 26 communities in the West Bank and eight communities in Israel.

As news of the project spreads, so too does the number of participants. The potential for broad impact in the industry has grown with the recent additional involvement of Zeita Company, the largest distributor of olive oil serving Jewish communities in Israel, and Jahshan Company, the largest oil company serving primarily Arab communities inside Israel.

In an upcoming joint meeting, the Zeita and Jahshan companies will give Palestinian olive oil millers and traders a clear understanding of Israeli market standards and an opportunity to produce oil capable of being sold across the border.

“This amount of cooperation has never existed before,” said Khaled Juneidi, Vice President at the Palestinian Center for Agriculture Research and Development – a partner in the initiative. “We believed there was great potential for both sides to benefit but until this project no one had found a way to bring them together.”

The Nazareth meeting was the fifth in a series supported by USAID and the Near East Foundation that will continue for two more years, alternating in location to highlight opportunities on each side of the border.

APPENDIX 4: TRAINING OF TRAINERS AGENDA

OLIVE OIL WITHOUT BORDERS Training of Trainers initial session Schedule

Location: Nazareth

July 9-11, 2012

	SUBJECT	TRAINER	DURATION	
DAY ONE	Registration		9:00 – 9:30	
	Opening – welcoming and introducing the program		9:30 – 10:00	
	Olive sector globally	Fathi Abdul Hadi	10:00 – 11:00	
	new trends in olive farming	Reouvin Berger	11:00- 13:00	
	Lunch			13:00 – 14:30
	Alter bearing in olives	Fares Jabi	14:30-16:00	
	Olive pests, its control and its influence on the quality of the oil .	Fathi Abdul Hadi	16:00 – 18:00	
DAY TWO	The response of olive trees to advanced farming circumstances	Shemon Levi	8:00-11:00	
	The specifications of Olive trees cultivars and its suitability to different farming methods	Shemon Levi	11:00-13:00	
	Lunch			13:00 – 14:30
	Correct farming methods and its effect on oil	Reouvin Berger	14:30-16:00	
	How to be a trainer	Salah Abu Eishah	20:00-21:00	
DAY THREE	Chemical and physical oil specifications	Fathi Abdul Hadi	8:00-10:00	
	Olive oil and health	Kerem Zoher	10:00-13:00	
	Lunch			13:00 – 14:30
	Supplementary irrigation	Faris Jabi	14:30-16:00	