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Olive Oil Without Borders Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

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Quarterly Report

April 1, 2013 – June 30, 2013

Near East Foundation

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Cover Photo: Training of Trainers participants.

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
VIC	Volcani Institute Center
WB	West Bank
WSR	Whole System in a Room
IOOC	Israel Olive Oil Council
POOC	Palestinian Olive Oil Council

I. EXECUTIVE SUMMARY

The Olive Oil Without Borders (OOWB) project continues to make significant progress towards its objectives—and its impact on cross-border collaboration around olive and olive oil production is becoming evident—as we maintain momentum following the landmark cross-border trade agreement negotiated in early 2013.

During the last quarter, OOWB advanced cross-border economic cooperation by facilitating a range of relationship-building activities including joint technical collaborations and field visits, Training of Trainers workshops, and meetings of industry and government leaders. These cross-border activities between Palestinian and Israeli farmers, olive mill operators, and distributors have fostered new forms of collaboration and are paving the way for continued cooperation into the future.

As a result of participation in OOWB, Palestinian project partners have exported (informally) at least 500 tons of olive oil to Israel, with an approximate value of \$2.5 million in new income (oil that would not have made it market otherwise) to partner farmers and \$200,000 of value added income to Palestinian intermediaries.

This report presents the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil (OOWB) project during Quarter 7, from April 1, 2013 – June 30, 2013. The key project achievements for this quarter include:

- **23 Palestinian and Israeli** farmers participated in the second round of joint Palestinian-Israeli Training of Trainers workshops; **28 Palestinian and Israeli women** participated in the second joint female Training of Trainers workshop in the village of Sabastya. A total of **92 lead farmers** (63 men and 28 women) have now been trained through these workshops, and will share information with their peers in 34 communities over the next quarter.
- **35 farmers** visited Yezrael Kibutz/Afula and an agricultural station in Navy Ya'ar to learn about new olive varieties, farming techniques, and the outcomes of new agricultural research.
- PCARD and the Volcani Institute Center in Israel began a **cross-border technical collaboration** to share knowledge and best practices for the benefit of olive producers.
- A group of **25 farmers, mill operators, traders, and community members** attended a 4-day International Course for the Formation of Virgin Olive Oil Tasters organized through the project. This **first-ever certification course** developed a cadre of professionals capable of selecting quality oil in future harvests.
- A fourth meeting was facilitated between the Israeli Olive Oil Council (IOOC), Israeli Minister of Agriculture, the Palestinian Minister of Agriculture, NEF, and PCARD to discuss cross-border olive oil trade and adulteration. Meeting participants agreed to: the continuation of Palestinian oil cross-border trade; a joint agreement to combat adulteration; and an agreement to continue meeting regularly to maintain forward momentum and progress.

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. Moreover, it has become a flashpoint for conflict in the Palestinian Territories.

The Olive Oil Without Borders project (OOWB) focuses 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 1,428 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, as well as 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 follows:

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 7

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

Activity 1.6. Training of Trainers (ToT).

Conducted Second Male ToT: From June 10, 2013 to June 12, 2013, a group of 23 Palestinian and Israeli lead farmers attended the 3-day training of trainers session held in Haifa. The lead farmers are critical to building and maintaining relationships of trust that bridge borders and generate support for reconciliation.

The 10 Palestinians and 13 Israelis were selected as lead farmers in their communities by a panel of their peers, PCARD, and other community leaders. These 23 additional trained lead farmers will support the original 40 trained lead farmers from the project's first year and 28 female lead farmers in disseminating



Olive Oil testing during Training of Trainers.

information from the project to broader communities (total of 92 trained lead farmers).

Areas of training/dialogue. During the workshop, lead farmers learned about new techniques and optimal practices in olive farming, olive pest control, the chemical composition of oil, supplementary irrigation, and the effects of farming practices on olive oil quality. In addition to learning new techniques to improve the olive harvest and increase oil yield, farmers discussed ways in which to effectively train their peers upon completing the workshop.

The second male Training of Trainers workshop utilized the same training modules used during the first year workshops. The new lead farmers will join in the second round of peer-to-peer sessions for this year.



A group of Training of Trainers participants.

Relationship building. During the workshop sessions, fruitful discussions occurred between Palestinian and Israeli participants. The participants exchanged and shared their knowledge and experiences in the olive sector, and even began to discuss other topics related to daily life during coffee and lunch breaks. These discussions demonstrated the impact that cross-border economic cooperation can have on improving trust and relationships between Israelis and Palestinians.

Positive evaluation. According to the evaluation form distributed on the last day of training, the NEF team found that the training sessions met the expectations and needs of participants (99% stated that the training was suitable or highly suitable to their interests).

Conducted First Women ToT (second session): Following on the first session of the female ToT workshop in Ein Harod-Israel in March, a second one-day, joint workshop for 28 Israeli and Palestinian women was conducted in the village of Sabastya.

Areas of training. The group of 15 Palestinian and 13 Israeli women participated in sessions on olive oil tasting and the health benefits of olive products. In consultation with communities, and due to the different roles men and women have in the olive sector, women's training sessions focus on topics designed for women working in the farming sector, including oil quality testing. Due to the cultural constraints of Palestinian women traveling without a male relative, the women's ToT was divided into two separate sessions (rather than being held over three consecutive days) so that participants would not have to spend a night away from home.

Activity 1.7. Facilitate peer-to-peer training in 34 communities.

The second year peer-to-peer sessions began this quarter and will be completed during the next quarter. The new lead farmers started the second round of peer-to-peer sessions, training a minimum of 60 of their peers.

Increased gender diversity. The number of women participating in ToT trainings in year 2 is already significantly greater than in the project's first year. As a result, the number of peer-to-peer female participants will also be much higher. Different needs and levels of knowledge and awareness regarding olive oil have been observed among Palestinian and Israeli women during the ToT workshop. As a result, the recommendation has been for the Israeli women to train their peers on health awareness, and for Palestinian women to focus trainings on oil quality and oil tasting.

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

Facilitated Cross-border Visit to Israeli Research Centers. On June 26, 2013, a group of 35 Palestinian farmers visited two sites in Israel: the Nevi Yaar Research Station/Volcani Institute for Agricultural Research and the Israeli Ministry of Agriculture/Haifa and Yezrael Kibutz/Afula area.

The purpose of the visits to these sites was for farmers to learn about new olive varieties, improved farming techniques, and the outcomes of the agricultural research achieved at the stations.

Technology sharing.

Participants were allowed the opportunity to learn from advanced Israeli research in olive trees and other fruit trees. The farmers will bring their new knowledge about improved harvesting techniques back to their



Participants at visit to Nevi Yaar Research Station.

villages. Upon seeing the success of irrigation with treated wastewater, farmers will be more likely to adopt the process that has been considered taboo in the West Bank. Due to the Palestinian tradition of considering the olive tree to be a holy tree, most farmers are averse to irrigating with treated wastewater. As farmers have witnessed, through site visits, the improved health of the olive tree as a result of treated wastewater irrigation in Israel, it is hoped that they will begin to do so at home in the West Bank.

Other improved techniques introduced to Palestinian farmers during the field visit included mechanical harvesting and improved olive varieties resistant to disease. *Peacock Eye*, a common disease in the West Bank, causes leaves to fall and prevents the olive tree flowers from budding. Over the past three years a destructive infection in Palestinian olive farms caused huge loss of fruit and dramatically decreased oil quality and quantity in the West Bank. The Israelis have succeeded in developing olive varieties that naturally resist the *Peacock Eye* disease, such as Askal and Maalot

Technical cooperation. During the visits, the project team initiated a technical collaboration with the Volcani Institute Center (VIC) in Israel. The Volcani Institute is considered to be one of the best agricultural research centers in the world. Areas of cooperation with VIC will focus on the exchange of knowledge regarding a variety of improvements for olives, water and irrigation, plants and soil analysis, in addition to organizing training courses, seminars and visits to discuss the reuse of treated water.

Conducted Olive Oil Tasting Workshop. During the month of April 2013, the project team started planning for a 4-day international course on the Formation of Virgin Olive Oil tasters, held at at Al-Qasr Hotel in Nablus. This first-ever certification course developed a cadre of professionals capable of selecting quality oil in future harvests.

Workshop part one. On April 17 and 18, 25 Palestinian farmers, mills operators, traders, and community members (16 men and 9 women) attended the first part of this course, a 2-day session. The training agenda included the following topics: sensory analysis and tasting, taste and smell psychophysiology, and sensory analysis techniques. All theoretical information provided during lectures was supported by multiple tasting tests, sampling virgin olive oil in order to understand rancidity, fusty, muddy, and other oil attributes. During the lunch break, participants sat with trainers to discuss and clarify specific cases relevant to their family, company, or region.

Workshop part two. On May 8 and May 16, 2013, the same group of farmers, mill operators, traders, and community members participated in the second 2-day session of the training. The second part of the training provided more detailed and complex lectures on the same topics covered in the first session. Lectures covered: the chemical composition of virgin olive oil and its analysis, basic selective trials, intensity rating tests, olive cultivation and cultivars and their influence on the oil characteristics, as well as the practical tasting of samples of virgin olive oil.

Significance. The training session was the first olive oil tasting certification in the West Bank and provided the country with a group of professionals capable of selecting quality oil in future harvests. The olive oil tasting certification affects all members of the value chain. As a result of participation in the course, producers of olive oil now know how to test the quality of their product and are therefore more informed on the appropriate market price. Consumers and producers are now able to select quality products to provide consumers with healthy olive oil. Community members are able to differentiate between spoiled and quality oil for their families and restaurants. Now that an agenda and format has been established for this certification course, it may be replicated in additional locations to increase the scope of impact.

Positive evaluation. After the completion of the certification, participants informed the NEF team that the information and exercises shared during the training were practical and useful for selecting high quality oil and differentiating between the different kinds of olive oil. According to the evaluation form completed by the participants at the end of the 4-day workshop, the participants found the workshop extremely useful in their respective professions.

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

Development of Palestinian ‘Demonstration Stations.’ NEF, in conjunction with the Palestinian Technical University (PTU) and the Palestinian Ministry of Agriculture (MoA), will establish two stations that will provide demonstrations of many varieties of olive trees. The stations will serve as a learning field for students of agriculture at PTU and for farmers from all areas of the West Bank.

During Quarter 6, the NEF team discussed the idea of establishing a station with PTU to demonstrate olive tree varieties with the University’s contribution of water, land, and professional supervision. PTU was interested by this idea; NEF, PTU, and the Palestinian Ministry of Agriculture are currently negotiating a Memorandum of Understanding. Once finalized, PTU and the Palestinian MoA will assign 10 donums of land, each to hold 25 to 50 olive varieties. The stations will provide at least 300 saplings (10 sapling varieties) for grafting

and rooting. Saplings were purchased in the last quarter and are waiting to be planted in early August.

In addition to the planting of more than 300 olive saplings, NEF will provide each station with a drip irrigation system and other farming materials to provide visiting farmers with an example of the ideal olive orchard.

Conducted Advisory Visits to Individual Farm Stations.

Following the approval and provision of new olive tree varieties to seven independent farmers in the West Bank villages of Nablus and Jenin, the OOWB project organized a group of follow-up visits to the farmers. Their lands are considered as individual farm stations where the project team may provide assistance in planting and farming improved olive varieties to other farmers. Each farmer is responsible for contributing land, a drip irrigation system, and other farming materials, and is provided with the two improved olive varieties (Picual and Coratina).



Visit to individual farm station.

During visits on April 10, 2013, Mr. Fares Al-Jabi, the OOWB senior agribusiness expert, advised the farmers on planting, irrigation, and other farming practices for the improved olive varieties.

On June 5, 2013, a second follow-up session took place in Al-nassariyeh, providing farmers with professional advice on the best farming techniques in planting and improving the new olive varieties. During the visit, the farmers learned about irrigation, fertilizing techniques, thinning, and grafting.

Activity 1.12. Facilitate upgrade of 6 olive oil mills to improve quality.

Progress in selection process. Four mills have been selected for renovations during the project's second year (see table). The project team continues to review applications from mill owners, and will select two more mills for renovations (one in West Bank and in Israel). The renovations will focus on improving the sanitary conditions inside the mills, in order to enhance the quality of oil produced.

Mill	Location	Planned Renovations
Agricultural Cooperative Mill	Yaseed	<ul style="list-style-type: none"> • Bleacher and paint. • Steel dividers. • Windows Sieve.
Bassam Hattab Mill	Kofour Sour	<ul style="list-style-type: none"> • Bleach and paint. • Windows Sieve. • 500 grated plastic boxes.
Fahmy Mohammed	Nablus Bait Fureek	<ul style="list-style-type: none"> • Wall and floor maintenance. • Painting walls. • Stainless steel tank.
Sindyana of Galilee	Israel	<ul style="list-style-type: none"> • Stainless steel tanks.

Activity 1.13. Branding and marketing workshop.

The OOWB team began planning for a one-day workshop to be held at Peres Center for Peace in September, with the planned participation of approximately 25 Israeli and Palestinian oil distributors. The project team is making arrangements for a Spanish expert in oil marketing to present the latest oil-marketing approaches being employed in the world. The workshop will focus on the marketing of olive oil and how to create a competitive advantage for olive oil globally.

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

As reflected in this report, during Quarter 7 the NEF project team continued to advance cross-border economic cooperation by facilitating a range of relationship-building activities including: cross-border technical collaborations and field visits, joint Training of Trainers workshops, and cross-border meetings of industry and government leaders.

Activity 2.1. Documentation and guidance of reconciliation process by Reconciliation Committee. & Activity 2.3. Incorporate conflict management and mitigation into training curriculum.

In the initial phase of the project, tremendous groundwork was required to reach a point where each side was open to direct exchange and to participate in joint activities. At this stage, we are beginning to see an impact on reconciliation that may be quantified.

Accordingly, the Reconciliation Committee prepared a Syracuse University graduate student, Wendy Wicker, for work with the project in tracking impact on reconciliation indicators. Her work will begin in July 2013.

Wendy Wicker is a doctoral student at Syracuse University, with research focused on conflict, transitional justice, and reconciliation mechanisms. She is working under the auspices of faculty in PARCC who have been involved in the project from the outset. Wendy will focus her time on assisting with the evaluation and analysis of data associated with conflict

management/reconciliation in order to evaluate changes in attitude as a result of the Olive Oil Without Borders project. She will observe cross-border events, provide ideas based on her expertise in conflict management, and contribute to the monitoring and evaluation of indicators associated with the reconciliation component.

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.

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

In Quarter 7, the project continued to build momentum in policy collaboration following on the success of the landmark cross-border trade agreement reached in early 2013.

On June 30, 2013, NEF and PCARD, with support from the Palestinian Minister of Agriculture (Khaled Junaidi – Minister Advisor, Hani Bizzreh – Marketing General Director), participated in a second meeting with the Israeli Olive Oil Council (IOOC). The first meeting, held in February at the Israeli MoA (Roei Cliger – the controller on agriculture products) in Tel Aviv, covered the marketing of olive oil and possible cross-border common markets. Furthermore, participants discussed how to exchange information on any adulterated oil entering the Israeli and Palestinian market.

The June meeting enhanced collaboration and also helped to create a common economic initiative to prevent oil adulteration, which may open the door for future common market relations in other sectors.

The meeting outcomes were as follows:

- The continuation of Palestinian oil cross-border trade
- A joint agreement to fight against olive oil adulteration
- An agreement to continue regular meetings

Also on June 30th, PCARD's Fares Jabi and Khaled Junaid met with Professor Tsfi Mendel from Volcani Institute for Agricultural research in Israel. During the meeting, the group discussed common problems in the Israeli and Palestinian olive sectors. Both Palestinians and Israelis agreed to develop joint proposals for donors to conduct applied agriculture research relevant across the border. The olive moth was selected as the first topic of research, due to its extremely negative impact on olive trees.

Activity 3.3. Broaden support through strategic communication

Throughout the last quarter, the OOWB team continued to work on a **training video** focused on grafting and improved farming techniques. Final touches, including voiceovers in Arabic and Hebrew, will be finished by the next quarter.

All **online media content** for the project website and USAID reporting is up to date.

D. Administration

Visits

In May 2013, the USAID Regional Inspector General visited participants' farms and mills to witness the fieldwork taking place as part of the OOWB project. After the field visit, the team of USAID auditors requested that supporting documents and any additional information be reported to the regional office in Cairo. NEF awaits the response from the RIG audit.

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders project has made progress as projected against its second year implementation plan. A chart describing progress against the workplan is included in Appendix 1.

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

Male TOT: The delay in the vetting approval for the male and female ToT caused the peer-to-peer workshops that follow the ToT to be delayed. As a result of this slight schedule change, the peer-to-peer workshops will now be completed at the beginning of Quarter 8, rather than the end of Quarter 7.

Female TOT: According to Palestinian cultural norms, it is uncommon for women to travel without a male relative. The project team has found it challenging to involve a substantial number of Palestinian women in activities and events, as most have taken place outside of the West Bank. This has proven to be a challenge to the attendance of Palestinian women at OOWB events.

The project team has used approaches to maximize the participation of women, including organizing separate female ToT events. These special events have increased the number of female participants; the mobilized women have been excited to engage with the project. With the completion of the ToT and the progress of peer-to-peer training, at least 25% of beneficiaries will be female.

VI. PROJECT INDICATORS & IMPACT

#	Indicator	CURRENT QUARTER (April – June 30, 2013)	Year 2 Target (Oct. 1, 2012-Sept. 30, 2013)	Year 2 Actual (Oct. 1, 2012-june 30, 2013)	Year 1 Actual (Oct. 1, 2011-Sept. 30, 2012)	PROJECT (ACTUAL) (Oct. 1, 2011-June 30, 2013)	Project Target (Oct. 1, 2011-Sept. 30, 2014)
1	Percentage of participants who indicate that they have an increased positive perception about “the other.”	NA	20%	TBD	NA	TBD	60%
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	4	200	116	16	132	500
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	86	714	840	282	724	1122
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	TBD	800	TBD	17	TBD (see notes below)	2000
5	Increase in total production of olive oil.	NA	20%	NA	0%	TBD	60%
6	Increase in total value of olive oil exported to Israel by project participants.	NA	20%	NA	0%	TBD	50%
7	Percentage of direct participants expressing support for cross-border collaboration.	NA	70%	NA	0%	TBD	80%
8	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	1	1	3	0	3	3
9	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	1	4	4	1	5	20

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	0%	TBD	NA

This indicator will be reported in the annual report.

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	500	132	4

During the quarter, 4 events were held: 2 Training of Trainers; Olive Oil Certification Training; and a field visit. The number of USG-funded events, trainings, or activities will increase significantly during the next quarter when Peer-to-Peer trainings occur.

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

	Project	Project			Current Quarter		
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	MALE (Oct. 1, 2011-June 30, 2013)	FEMALE (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)	MALE (April 1 – June 30, 2013)	FEMALE (April 1 – June 30, 2013)
Number of people participating in USG-supported events, trainings, or activities	1428	1122	1016	106	86	44	42

designed to build mass support for peace and reconciliation.							
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The number of female participants is expected to increase dramatically during the next quarter as female lead farmers lead Peer-to-Peer trainings.

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.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	100	TBD	TBD

Initial calculations show that over 500 individuals have benefited from cross-border trade facilitated through IOOC-POOC agreements. The project team is in the process of capturing and documenting this information, and will update these numbers in the annual report.

5. Increase in total production of olive oil.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Increase in total production of olive oil.	0%	TBD	TBD

This indicator will be reported in the annual report.

6. Improvement in quality of olive oil produced.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Improvement in quality of olive oil produced.	0%	TBD	TBD

This indicator will be reported in the annual report.

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Increase in total value of olive oil exported to Israel by project participants.	0%	TBD	TBD

This indicator will be reported in the annual report. As a result of IOOC-POOC agreements, Palestinian partners exported (informally) at least 400 tons of olive oil to Israel in the project's first year, with an approximate value of \$2 million in new income (oil that would not have made it market otherwise) to our partner farmers and \$200,000 of value added income to Palestinian intermediaries.

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Percentage of direct participants expressing support for cross-border collaboration.	0%	TBD	TBD

This indicator will be reported in the annual report.

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.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	3	3	1

PCARD and Volcani Institute Center instituted a technical collaboration to share information and best practices across the border.

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	15	5	1

*1 Joint IOCC-POOC meeting held this quarter.

VII. UPCOMING ACTIVITIES

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

Activity 1.6. Training of Trainers.

During Quarter 8, NEF will organize two follow up visits to the ToT workshop sessions for both male and female participants. The two sessions are expected to focus on the topics of the olive fly, the olive moth, olive oil tasting and quality assurance, olive oil storage management--all topics related to participants' needs.

Activity 1.7. Facilitate peer-to-peer training in 34 communities.

At the beginning of Quarter 8, the peer-to-peer sessions will be completed.

Activity 1.9. Support adoption for improved techniques.

With the start of the olive season in October, NEF will distribute harvesting equipment packages to farmers for use during the olive harvest.

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

Field stations will be completed and used to conduct trainings for beneficiaries.

Activity 1.12. Facilitate upgrade of 6 olive oil mills to improve quality.

The project has released a call for mill renovation proposals; 7 proposals have been received to date. During the next quarter, an evaluation will be conducted to select 4 mills in the West Bank and 2 in Israel for renovation.

Activity 1.13. Branding and marketing workshop.

The workshop will be conducted in September 2013 in PCP for 25 Palestinian and Israeli distributors, with the expected participation of a Spanish expert in oil marketing to present the latest oil marketing approaches currently being used in the world.

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

Activity 2.1. Documentation and guidance of reconciliation process by Reconciliation Advisory group and incorporate conflict management and mitigation into curriculum. & Activity 2.3. Incorporate conflict management and mitigation into training curriculum.

Syracuse University graduate student Wendy Wicker will work with the project team to evaluate changes in attitude as a result of the Olive Oil Without Borders project, analyzing data associated with conflict management and reconciliation. Wendy will observe cross-border events, provide

ideas based on her expertise in conflict management, and contribute to the monitoring and evaluation of indicators associated with the reconciliation component.

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

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

The project team will continue to strengthen relations and build on agreements between IOOC-POOC.

Activity 3.3. Broaden support through strategic communication

The team will finalize short training videos to upload in the project's website as a training tool, benefiting farmers, millers and consumers from with this new training and awareness approach. The video topics will address all the oil value chain components including production, pressing, storage and consumption.

The project's annual newsletter will be printed and distributed at the end of September.

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 1.6: Training of Trainers (ToT).	Follow-up workshops held in the field.	At least 68 lead farmers total: 16 Israelis and 52 Palestinians (40 trained Year 1; 30 trained Year 2)	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	• At least 68 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. 	Field sites	October 2012-September 2013														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 training sessions, ad-hoc advising and agricultural extension.	1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Farmers share knowledge with peers in respective communities via 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 1020 farmers trained (YR1 + YR2)	<ul style="list-style-type: none"> • Improved olive/olive production 	<ul style="list-style-type: none"> • Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer 	Communities and Farmer Field Schools	October 2012-September 2013													In progress; will be completed in Quarter 8	
			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.																					

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: 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 68 lead farmers: 16 Israelis and 52 Palestinians; At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Hold 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 1088 farmers trained at field schools.	• 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	July 2013-September 2013													In Progress
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Support the adoption of improved techniques via in-kind grants, subsidies.	Collect and review application; select beneficiaries; procurement following regulations; monitor implementation	Report on in-kind grants.	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 olive oil.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. • Cross-border relationship developed that improve olive sector production and livelihoods.	34 Communities: 8 in Israel 26 in Palestinian Territory	October 2012 – September 2013													In progress
			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/ importance of quality and timing in accessing markets.							Selection of new grantees: September 2013													
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	Oct. 2012; April 2013; June 2013													Completed
			Organize 2 visits, at least 20 participants per visit.	Organize field visits in Israel (closely guided by Peres Center, experts).	Visits/site reports	NEF, PCARD, Peres Center																		

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 1.11: 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/farmers to Israeli olive farms that 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 dialogue and sharing. • Increased production /improved quality of olive oil.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers/mill owners. • Cross-border relationships developed that improve olive sector production and livelihoods.	Farmer field schools; also private orchards, based on interest.	Nov. 2012; Sept. 2013													In progress; 7 independent farmers supported in planting improved varieties; agreement with PTU delayed pending vetting approval							
			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.																											In progress
			Share results of field trials with WSR participants, 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																			
Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.	One olive oil mill in each cluster receives training and technical assistance (total 6 olive mills in second year). Provide in-kind support to improve mills through upgrades.	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 second 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 6 mills upgraded (12 total YR1 and YR2)	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and		Peres Center and field sites in Israel	June – Sept. 2013														In progress, started receiving applications						

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
			Provide in-kind material support for mill upgrades.	In-kind grants may support: <ul style="list-style-type: none"> Improved health and hygiene Improved oil storage Mobile labs for quality testing Environmental management 				<ul style="list-style-type: none"> Increased production /improved quality of olive oil. 																In progress, to be achieved in Quarter 8 before the season
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.	Organize one branding and marketing workshop 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. 	Peres Center	Oct. 2012-Sep. 2013 Workshop: Feb. 2013												In progress, workshop to be held in the beginning of Quarter 8	
			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.	<ul style="list-style-type: none"> Cross-border relationships developed that improve olive sector production and livelihoods. 	<ul style="list-style-type: none"> Cross-border relationships developed that improve olive sector production and livelihoods. 	In progress															

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. 	<ul style="list-style-type: none"> Peace and reconciliation between Israelis and Palestinians through olive oil cross-border economic cooperation. 	NEF Headquarters (Nablus), Peres Center and various sites	Oct. 2012-Sep. 2013													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 management and reconciliation context.	Value Chain Framework – adapted for cross-border conflict management and reconciliation context -- continues to influence project implementation.		-	-	-	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"> VCAD influences project development and implementation 	<ul style="list-style-type: none"> Local team uses best practices to integrate reconciliation into project activities. 		-	Oct. 2012-Sep. 2013														In progress

APPENDIX 2: ACTIVITY PARTICIPATION

Activity	Date	Location	Number of Participants							
			Total	Men	Women	Youth*	Israeli	Palestinian	Project Team	Other
Field visit to Yezrael Kibutz/ Afula area and an agricultural station in Navy Ya'ar	June 26, 2013	Ras Alnaqura-Haifa	35	27	8	0	0	35	4	1
Male ToT	June 10-12, 2013	Haifa	23	22	1	0	13	10	4	3
Female ToT	May 29, 2013	Sabastya-Nablus	27	0	27	3	12	15	4	0
International course for the formation of Virgin Olive Oil Tasters	April-May 2013	Nablus	25	16	9	5	0	25	5	1