

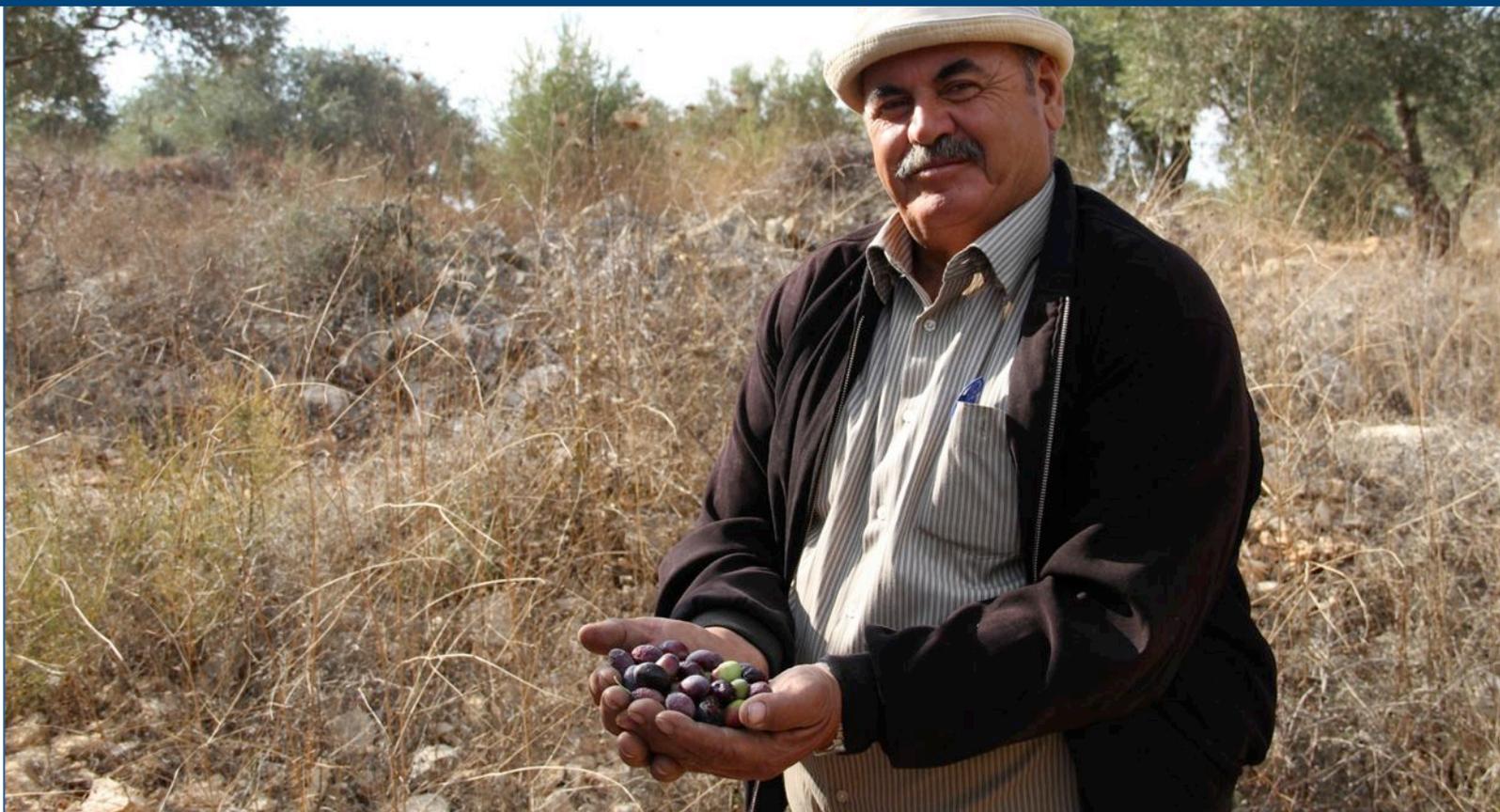


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Olive Oil Without Borders

Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

Partners for Community Development since 1915

Quarterly Report

Quarter 9: October 1, 2013-December 31, 2013

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TABLE OF CONTENTS

TABLE OF CONTENTS	2
ABBREVIATIONS AND ACRONYMS	3
I. EXECUTIVE SUMMARY	4
II. PROGRAM OVERVIEW	5
III. ACTIVITIES AND ACCOMPLISHMENTS	6
Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.....	6
Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).....	6
Activity 1.8: Support Farmer Field Schools in community clusters.....	6
Activity 1.9: Support Adoption for Improved Techniques.....	6
Activity 1.11: Conduct field trials of high-producing varieties of olive trees.....	7
Activity 1.12: Provide support to 12 mills upgraded through project.....	7
Activity 1.13: Branding and marketing workshop.....	8
C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation	9
Activity 3.3: Broaden support through strategic communications.....	9
D. Crosscutting Areas.....	9
E. Administration	10
IV. PROGRESS AGAINST WORKPLAN	10
V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED	11
VI. PROJECT INDICATORS & IMPACT	12
VII. UPCOMING ACTIVITIES	15
VIII. APPENDIX I: PROGRESS AGAINST WORKPLAN	17

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Cover Photo: A farmer from Asira shows olives from he harvested from his fields. His trees were irrigated using supplementary irrigation techniques taught by NEF. (Blake Stilwell/NEF).

ABBREVIATIONS AND ACRONYMS

MoA	Ministry of Agriculture (Palestinian Authority)
NARC	National Center for Agricultural Research (Qabatiya, West Bank)
NEF	Near East Foundation
NGO	Non-Governmental Organization
PARCC	Program for the Advancement of Research on Conflict and Collaboration
PCARD	Palestinian Center for Agriculture Researches and Development
PTU	Palestinian Technical University
ToT	Training of Trainers
USAID	United States Agency for International Development
VCAD	Value Chain Analysis and Development
WB	West Bank
WSR	Whole System in a Room

I. EXECUTIVE SUMMARY

This report summarizes the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil project during its ninth quarter (October 1st to December 31st 2013). During this quarter, activities focused on supporting participants during the 2013 olive harvest.

Key accomplishments include the following:

- 40 Palestinian community leaders, farmers, and representatives from local municipalities and NGOs attended the Second Palestinian Olive Oil Festival, organized by NEF in cooperation with Asira Municipality. The festival was also attended by USAID representatives, Palestinian business groups, and a range of lead farmers and villagers.
- Farmer field schools (4 in the West Bank and 2 in Israel) demonstrated new farming techniques and tested their impact on the quality and quantity of olive production. Tests conducted on these sites showed marked improvements in olive weight and yield using new techniques and practices.
- 465 farmers received in-kind harvesting equipment grants. Farmers reported that the quality of the olive fruit and oil had increased measurably with the use of new tools and techniques.
- Agreement reached with Palestinian Technical University (Tulkarm, West Bank) and the National Center for Agricultural Research (Qabatiya, West Bank) to dedicate land for the demonstration of 28 new olive varieties. Trees will be planted in January 2014.
- Two mill renovations were completed in Beit Furik (Fahmi Muhammad) and Yasid (Agricultural Cooperative Mill). Renovations contribute to improved oil quality.
- USAID Administrator Dr. Rajiv Shah met with local Palestinian producers to discuss the agricultural sector; information about the Olive Oil Without Borders project was shared at the event and olive oil samples were distributed to guests of honor.
- Clips from a video production highlighting olive production over the course of the season, mapping the impact of the Olive Oil Without Borders project on olive yield, and providing information on supplementary irrigation and alternative harvesting techniques were aired on Palestinian television. The full video will be made available on the project's website.



USAID West Bank/Gaza Director Dave Harden is shown the traditional method of harvesting olives by hand by NEF West Bank Director Salah Abu Eishah.

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 also 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, in areas where the NEF team, including the Peres Center for Peace and Palestinian Center for Agriculture Researches and Development, have well-established relationships. 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

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

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

Peer-to-Peer Training Planning. In December, the OOWB project team conducted several meetings to plan activities for peer-to-peer participants who did not complete training sessions in Year 2. Project staff will work with lead trainers to hold the workshops during the next quarters for continuing and new participants.

Revised Participant Numbers. In the second annual report, the Olive Oil Without Borders project team reported that 162 farmers had completed peer-to-peer trainings in Year 2. This was based on the available information provided by peer-to-peer coordinators in West Bank and Israel at the time of the report’s submission. As of November 2013, all sign-in sheets were received and the project database was updated to reflect revised information. Based on this updated information, the project team has confirmed that 219 farmers (170 Palestinians and 49 Israelis) completed the peer-to-peer training program in Year 2.

Activity 1.8: Support Farmer Field Schools in community clusters

NEF continued working with four field schools in Palestine over the course of the second olive season, introducing new farming techniques and testing their impact on the quality and quantity of olive production. New techniques included the use of organic fertilizers, plastic boxes for transferring olive fruit, and advice on plowing, pruning, and watering trees. The results (see table below) were shared with lead farmers in the area, and used as training tools in the peer-to-peer farmers’ session we organized late in the quarter. Two Israeli farmers also continued to open their fields as Farmer Field Schools, training farmers and demonstrating agricultural practices.

Impact of Farmer Field School Experimental Techniques: Comparison of Treated vs. Control Group of Olive and Olive Oil Samples from Year 2

FFS site	Treatment group: weight of individual fruit (grams)	Control group: weight of individual fruit (grams)	Treatment group: yield of fruit per tree (Kg/tree)	Control group: yield of fruit per tree (Kg/tree)	Treatment group: yield of olive oil per tree (Kg/tree)	Control group: yield of olive oil per tree (Kg/tree)
Asira	3.76	1.4	17.4	7.6	6.7	1.9
Mithalun.	3.96	1.8	13.8	7.7	4.5	1.96
Salfit	3.08	1.72	15.7	11.6	4.7	2.9
Kfr Abush	3.84	1.96	7.6	5.5	2.56	1.64

Activity 1.9: Support Adoption for Improved Techniques

In October 2013, 465 farmers received harvesting equipment grants (with a 50% cost matching requirement) before the start of the 2013 olive harvest season. The harvesting equipment packages included tree saws, scissors, plastic buckets and tarps. Each farmer who received harvesting equipment had been selected and pre-approved by USAID in Quarter 8.

Kit Materials

#	Item	Total price/unit (Nis)	USAID cont. (Nis)	Farmer cont. (Nis)
1	Tree saw	50	25	25
2	Scissor	90	45	45
3	Plastic bucket	2.5	1	1.5
4	Tarp	41.5	21.5	20

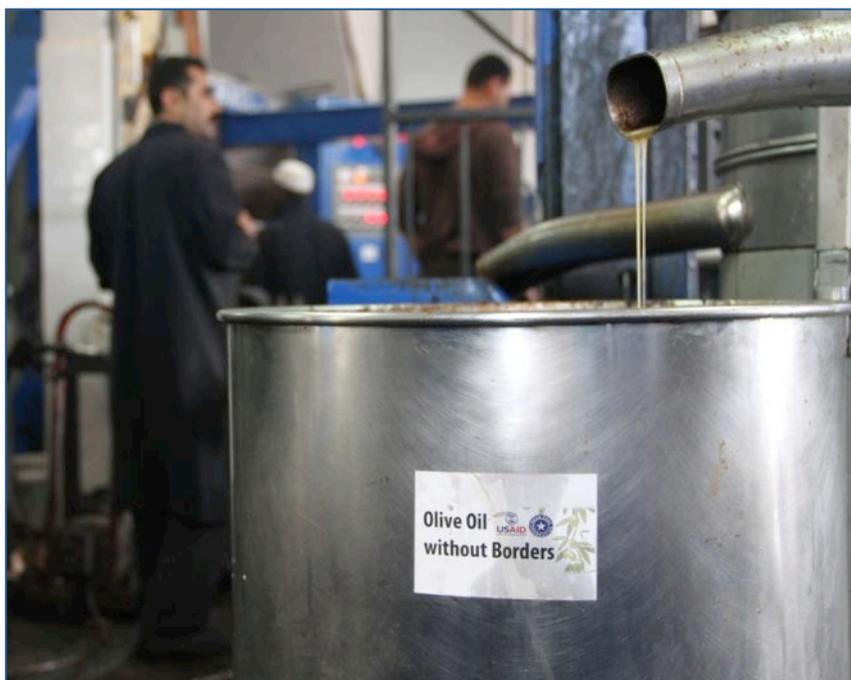
Farmers reported that the quality of the olive fruit and oil had increased measurably since they first started to utilize the techniques and harvesting equipment provided by NEF. Success stories traveled by word of mouth and, as a result, more farmers have applied to participate in the project this upcoming year than over the last two years. Since operations will conclude before the start of the next olive season, NEF decided to increase the number of recipients of the harvesting equipment for this year by approximately 130 recipients, the majority of which have completed peer-to-peer sessions.

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

Following a series of meetings in October and November, Palestinian Technical University (PTU) – located in Tulkarm, West Bank – and the National Center for Agricultural Research (NARC) – based in Qabatiya, West Bank – agreed to each dedicate 5 dunums of their land for use as demonstration stations for 28 new olive varieties imported from Israel last quarter. NEF – in consultation with Mr. Fares Al-Jabi, OOWB senior agribusiness expert – will transfer and plant 500 seedlings in January and February, when temperature and humidity are best matched to these particular varieties.

Activity 1.12: Provide support to 12 mills upgraded through project

During the last quarter, the Olive Oil Without Borders project team completed renovations on two mills (Fahmi Muhammad and Agricultural Cooperative Mill) and undertook work on two additional mills (Sindiyana Mill/Olive Oil Collection Center and Dair Hanna Mill). To date, seven mill renovations have been completed and two mill renovations are in progress.



New tanks installed in the newly-renovated mill in Asira increased the output and efficiency of olive oil products in the Olive Oil Without Borders project.

The project will continue to accept renovation proposals over the next quarter for three additional mill renovation projects. Upon receipt of a proposal, staff will conduct site visits to mills, and

assign scores based on the predefined selection criteria. The joint selection committee will select the three mills with the highest scores for renovation (two in the West Bank and one in Israel). The selection committee will have a meeting by the end of March to start the selection process; mills will be renovated in the following quarter.

Mill Renovation Overview–As of December 31, 2013

#	Mill	Location	Planned/completed renovation	Current Status
1	Fahmi Muhammad	Beit Furik	<ul style="list-style-type: none"> • Wall and floor maintenance. • Painting • Stainless Steel Tank (220 Liters/2 Tons capacity) • Shotcrete (concrete spraying) 	Completed
2	Agricultural Cooperative Mill	Yasid	<ul style="list-style-type: none"> • Painting • Steel Dividers • Window grates • Rendering walls 	Completed
3	Sindiyana Mill/Olive Oil Collection Center	Israel	<ul style="list-style-type: none"> • Stainless Steel Tanks 	In progress
4	Dair Hanna	Israel	<ul style="list-style-type: none"> • Large Plastic Containers 	Approved /In progress
5	Al-Aqsa Mill	Nablus-Asira	<ul style="list-style-type: none"> • Painting • Ceramic floor • Renovation of walls 	Completed
6	Arabah Mill (Ziad Ahmad)	Jenin-Arabah	<ul style="list-style-type: none"> • Asbestos removal in the ceiling and replacement with coated-iron ceiling • Plastering interior & exterior walls • Painting the fencing and window grates 	Completed
7	Sabastiya Mill	Nablus-Sabastiya	<ul style="list-style-type: none"> • Installation of stainless steel storage tanks • Ceramic wall • New cement painted flooring 	Completed
8	Ayala Noy Meir	Nazarith-Zippori	<ul style="list-style-type: none"> • Stainless steel tanks • Minor renovations to the structure of the mill 	Completed
9	Agricultural Cooperative for Investment and Development	Salfit- Salfit	<ul style="list-style-type: none"> • 85 450-kg capacity grated plastic boxes for olive fruit storage 	Completed

Activity 1.13: Branding and marketing workshop

In coordination with the Peres Center for Peace, the Olive Oil Without Borders project began preparations for the second Branding and Marketing workshop projected to take place in late February at the Peres Center. Around 25 Palestinian and Israeli participants will attend the workshop, which will serve as a space to discuss the implications of the Israeli Olive Oil Council-Palestinian Olive Oil Council trade agreement and brainstorm future strategies for replicating these agreements in the future. Though originally scheduled to take place in during this quarter, NEF and the Peres Center decided to delay the workshop until February so that it would not conflict with the olive harvest. The invitation list has been provided to USAID for vetting.

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

Activity 3.3: Broaden support through strategic communications

Blake Stilwell joined NEF staff in Nablus in November, and will serve as NEF's new Communications Officer. He is currently working on updating the project's website, developing the annual project newsletter, and drafting success stories that will be shared with USAID in the next quarter.

D. Crosscutting Areas

Palestinian Olive Oil Festival

On October 31, 2013, more than 40 Palestinian community leaders, farmers, and representatives from local municipalities and NGOs attended the Second Palestinian Olive Oil Festival. The festival was organized by NEF in cooperation with Asira Municipality (near Nablus). Notable attendees included the U.S. Consulate General in Jerusalem Michael A. Ratney, NEF President Charles Benjamin, Local Government Ministers Saed Al-Kuni and Nasir Jawabra, the mayor of Asira. USAID representatives, Palestinian business groups, and a range of lead farmers and villagers from Asira Al-Shamalia and other towns throughout Palestine also attended the festival.

Several guests of note gave speeches celebrating the Olive Oil Without Borders project's cross-border impact on the local community, and highlighted the importance of the agricultural sector as one of the main sources of income for Palestinian households in the West Bank.



Israeli and Palestinian guests and NEF partners are shown the modern method of harvesting olives via the use of a mechanical tree shaker and a team with long poles to assist.

Following the speeches, attendees had the option of accompanying lead farmer Muhammad Hamuda (Abu Asim) on a trip to one of the project's mills under renovation. Afterwards, attendees could choose to spend the day helping Abu Asim harvest the olive trees that he grew using project-supported techniques.

USAID event in Hebron

In November, USAID Administrator Dr. Rajiv Shah met with local Palestinian producers to discuss the agricultural sector. NEF Country Director Salah Abu Eisheh, Fares Jabi (OOWB Senior Agricultural Expert), and other representatives from NEF participated in the event, presented information on the Olive Oil Without Borders project, and shared olive oil samples with the guests of honor. Representatives from fifteen companies and organizations who work with USAID on the agricultural sector attended.

International Olive Conference

The 2nd Annual International Conference of Olive was held at Palestinian Technical University from November 15th-22nd, bringing together community leaders, representatives from companies and academic institutions, and agricultural experts in an annual international dialogue on the olive sector. Mr. Fares Al-Jabi – OOWB’s senior agribusiness expert – represented NEF at the conference, and presented a paper entitled “Olive Sector in Palestine” on behalf of NEF at the end of conference. In recognition of his work, Mr. Al-Jabi received an honorary shield and a certificate of appreciation from the PTU.

Media

On November 18th, representatives from the Media Department of the Applied Research Institute –Jerusalem (ARIJ) visited the NEF office in Nablus to resume work on a training video that they began during the last quarter with the help of Palestine TV and Maan News Agency. The video follows olive production over the course of the season, maps the impact of the Olive Oil Without Borders project on olive yield, and provides information on supplementary irrigation and alternative harvesting techniques. A segment of the video was aired on Palestine TV during daily programming on November 4, 2013. This and other videos will be made available on the project website as a training tool for farmers, traders, mill owners, and consumers during the next quarter.

E. Administration

Visits

In October 2013, Malian President Ibrahim Keita and NEF Country Director Yacouba Dème visited the NEF-Nablus office to view the success of the Olive Oil Without Borders project and other NEF projects in the West Bank. Mr. Keita and Mr. Dème conducted site visits to Al-Junidi Nursery in Dir Sharaf, Nablus, and a renovated mills project in Yasid, Nablus, in addition to several other projects managed and operated by NEF in the West Bank.

NEF Staff

Blake Stilwell joined NEF staff in November. As Communications Officer, he is currently in charge of the communications and media-related tasks for the Olive Oil Without Borders project.

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders project has achieved activities according to the third year implementation plan. A chart measuring progress against the work plan can be found in [Appendix 1](#).

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

Mill Renovations

The renovation of Sindiyana Mill was delayed slightly due to a delay in receiving price quotes for materials and the availability/transport of the specified tanks. The mill projects are still in progress, and are projected to be completed during the next two quarters.

Incomplete Peer-to-Peer Trainings

NEF staff received all supporting documents and sign-in sheets for the peer-to-peer training program in December. Upon review, staff found that one group of lead farmers did not meet the peer-to-peer cycle requirements set for counting participants. In response, the project team planned make-up sessions with lead farmers to complete the trainings for these individuals. These individuals will be counted in participant numbers upon completion of these events.

Participant Counting

The project database has been redesigned to better meet USAID reporting requirements. Final participant numbers have been reviewed and revised to include sign-in sheets from last quarter.

VI. PROJECT INDICATORS & IMPACT

Chart: Summary of Project Indicators, Targets and Impact

#	Indicator	Current Quarter	Project Target	PROJECT (ACTUAL)
1	Percentage of participants who indicate that they have an increased positive perception about “the other.”	NA	60%	79%
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	13	500	355
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	215	1428	1337
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	2000	1109
5	Increase in total production of olive oil.	NA	30%	9%
6	Improvement in quality of olive oil produced.	NA	30%	7.7%
7	Increase in total value of olive oil exported to Israel by project participants.	NA	30%	20.4%
8	Percentage of direct participants expressing support for cross-border collaboration.	NA	80%	77%
9	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	0	3	3
10	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	0	15	6

Project Goal: Support for peace and reconciliation increases between Israelis and Palestinians through economic cooperation in olive and olive oil production.

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

INDICATOR	Project Target	Project Actual	Current Quarter
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	60%	79%	N/A

Indicator is reported on an annual basis.

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

INDICATOR	Project Target	Project Actual	Current Quarter
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	500	355	13

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

INDICATOR	Project Target	Project Actual			Current Quarter		
	TARGET	TOTAL	MALE (Target)	FEMALE (Target)	TOTAL	MALE	FEMALE
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	1428	1337	1026	311	215*	166	49

* Note: this includes the addition of Training of Training participants not counted during last quarter.

IR 1: Strengthen grassroots, cross-border economic cooperation between Palestinian and Israeli olive oil producers.

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

INDICATOR	Project Target	Project Actual	Current Quarter
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	2000	1109	0

5. Increase in total production of olive oil.

INDICATOR	Project Target	Project Actual	Current Quarter
Increase in total production of olive oil.	30%	9%	NA

Indicator is reported on an annual basis.

6. Improvement in quality of olive oil produced.

INDICATOR	Project Target	Project Actual	Current Quarter
Improvement in quality of olive oil produced.	30%	7.7%	NA

Indicator is reported on an annual basis.

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

INDICATOR	Project Target	Project Actual	Current Quarter
Increase in total value of olive oil exported to Israel by project participants.	30%	20.4%	NA

Indicator is reported on an annual basis.

IR 2: Leverage cross-border economic cooperation to build relationships of trust, mutual understanding, and collaboration between Israelis and Palestinians.

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

INDICATOR	Project Target	Project Actual	Current Quarter
Percentage of direct participants expressing support for cross-border collaboration.	80%	77%	NA

Indicator is reported on an annual basis.

IR 3: 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.

INDICATOR	Project Target	Project Actual	Current Quarter
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	3	3	0

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

INDICATOR	Project Target	Project Actual	Current Quarter
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	15	6	0

VII. UPCOMING ACTIVITIES

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

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

During the next quarter, the project team will continue to work with and support the lead farmers who began their training cycle in the first two years of the project. As no new Training of Trainers workshops will take place in Year 3, NEF staff are working with lead farmers to leverage their networks and engage additional participants in peer to peer trainings. Lead farmers share program impact and lessons learned via the ToT workshop with those who are not directly affiliated with the program. Peer-to-peer trainings will focus primarily on involving women. At the end of the project, a total of 1428 farmers will have participated in ToT or peer-to-peer trainings. PCARD will be responsible for managing Palestinian trainers; the Peres Center will be responsible for tracking and managing Israeli trainers.

Activity 1.8: Support Farmer Field Schools in community clusters

NEF staff continues to support participants at the 4 farmer field schools (FFS) in the West Bank and 2 in Israel, using qualitative and quantitative results as a facilitation tool for the peer-to-peer training sessions. These sessions will be organized at the FFS, so that peer-to-peer participants can benefit from a practical approach to training. Farmers will see the results and the impact of the trials on the ground through field visits and theoretical training sessions.

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

The project team plans to import more of the most successful varieties after the first round of high-performing olive varieties have been distributed to the two demonstration stations (PTU and NARC). NEF staff estimates that it will distribute approximately 2000-3000 high productive olive varieties to farmers in Year 3.

Activity 1.12: Provide project support to 12 upgraded mills

Currently, seven mill renovations have been completed, and two are in progress. Three additional mills will be selected for basic upgrades to improve oil processing and quality.

NEF and PCARD will accept renovation proposals during the next quarter. Upon receipt of a proposal, staff will conduct site visits to each mill, and assign scores based on approved selection criteria. The joint selection committee will select the three mills with the highest scores for renovation (two in the West Bank and one in Israel). The selection committee will hold a

meeting at the end of March to select projects these three projects. Mill owners will follow in-kind grant guidelines included in the grant manual.

Activity 1.13. Branding and marketing workshop.

Due to prior commitments, several key participants could not attend the second Branding and Marketing Workshop that NEF had organized in cooperation with the Peres Center. As a result, project technical staff postponed these workshops until late-February, when participants will be available. At this workshop, participants will discuss the impact of the recent trade agreement negotiated between the IOOC and POOC.

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 organize meetings between the IOOC and POOC during the last two quarters of the project, in order to strengthen economic cooperation and working relationships between both parties. During the next quarter, the project team will begin planning for these events.

Activity 3.3. Broaden support through strategic communications.

Based on the OOWB's communication strategy developed during the first year of the project, the project team will continue to update the website and develop success stories and policy briefs as planned. Implementation of the communications strategy will be carefully coordinated with USAID.



A woman during the olive harvest.

VIII. APPENDIX I: PROGRESS AGAINST WORKPLAN

Objective I: 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 1.4 Whole System in a Room	Workshop to facilitate dialogue-project results	50 participants: 25 Israeli and 25 Palestinian	Host Workshop.	Stimulate dialogue between Israeli and Palestinian stakeholders, Discuss project results.	Meeting Report	NEF, PCARD, Peres Center	• WSR workshop held.	• Increased dialogue between Israeli and Palestinian olive sector.	• Peacebuilding between Israelis and Palestinians through discussions.		July-August 2014													
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.	1428 farmers total in ToT& Peer-to-Peer trainings (Full project): 336 Israeli and 1092 Palestinian	Farmers share knowledge with peers in respective communities via training sessions, ad-hoc advising, and agricultural extension; monitored by NEF and partners (focus on woman)	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	• At least 1428 farmers trained (full project)	• Improved olive/olive oil production • Increased collaboration between Israelis and Palestinians	• Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer	Communities and Farmer Field Schools	October 2013-September 2014													In progress
Activity. 1.8: Farmer Field Schools.	Work with lead farmers to use Farmer Field School for training sessions.	At least 68 lead farmers: 16 Israelis and 52 Palestinians; At least 1428 farmers total (full project): 336 Israeli and 1092 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.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers.	6 Clusters of villages: 4 in Palestinian Territory 2 in Israel	October 2013-September 2014													In progress
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	At least 1428 farmers total (full project): 336 Israeli and 1092 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 1428 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.	• Cross-border relationship developed that improve olive sector production and livelihoods.	34 Communities: 8 in Israel 26 in Palestinian Territory	October 2013-September 2014													
			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 final round of grantees (July –Sept. 2014)													

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 1.10: Site visits in Israel.	Organize 1 visit for at least, 20 participants	20 individual farmers: 10 Israeli, 10 Palestinian	Obtain travel permits	Obtain travel permits.	Travel permits.	NEF	• At least 20 farmers participate.			Various farms in Israel	Mar.-April 2014														
			Organize visit.	Organize field visit in Israel.	Visits/site reports	NEF, PCARD, Peres Center																			
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	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.	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.	Oct. 2013- Sept. 2014													In progress	
			Share results of field trials with WSR participants, IOOC-POOC, etc.	Dr. FathiAbd 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 12 olive oil mills to improve quality.	Upgrade remaining 5 mills	Mill upgrades serving the entire farming population of the clusters	Provide in-kind material support for mill upgrades.	In-kind grants may support: • Improved health and hygiene • Improved oil storage • Mobile labs for quality testing Environmental management	Mill upgrading reports and supporting documentation	NEF with PCARD	• 12 mills upgraded			NEF	Jan.-Aug. 2014														
Activity 1.13: Branding and marketing workshop.	Address the benefits of collaboration.	24 participants (at least 4 per cluster): 8 Israeli and 16 Palestinian	Promote cooperation among oil companies/ traders for 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	• At least 24 individuals involved in olive oil companies participate in branding and marketing workshop.	• Israeli and Palestinian olive oil companies/ experts dialogue and share.	• Peacebuilding through dialogue and sharing between olive oil companies. • Cross-border relationships developed that improve olive sector production and livelihoods.	Peres Center	1st: Jan. – Feb. 2014 2nd: Apr.- June 2014.													Planned for next quarter	
			Address 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																			

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. 	<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	Ongoing													Ongoing
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. 	<ul style="list-style-type: none"> Peace and reconciliation between Israelis and Palestinians through olive oil cross-border economic cooperation. 	-	Ongoing													Ongoing
Activity 2.3: Incorporate conflict management and mitigation into training curriculum.	Reconciliation advisory group will support incorporation of conflict management and mitigation in trainings and activities.		Reconciliation advisory group will continue to support conflict management and mitigation themes.	Weave conflict management themes into training materials.	Training Materials	NEF with PARCC	<ul style="list-style-type: none"> Ongoing support 	<ul style="list-style-type: none"> Conflict management and mitigation remains a project focus. 		Peres Center; remote communication	Ongoing													Ongoing

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 3.2: Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development.	Hold meeting of 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	Annual meeting of joint policy commission.	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	• Reports and documentation on policy issue action.	• Strengthened collaboration between IOOC-POOC through shared policy agenda.		Jerusalem (meetings of Joint IOOC-POOC Policy Commission)	Q3 – Q4													
Activity 3.3: Broaden support through strategic communication	Implement communication strategy.		Follow communication strategy to share project information with key constituencies, i.e. value chain stakeholders, policy makers, the donor community, and USAID.	Manage website.	Website	NEF, with PCARD, Peres Center, and PARCC	• Website updated. • Newsletter distributed.	• Participants engage in information sharing/cross-border communication through project communications. • Information about project shared broadly.	• Peacebuilding between Israelis and Palestinians through communication and information sharing.	NEF office (Nablus)	Ongoing													Ongoing
				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.		Monitor project progress according to PMP.	Ongoing project monitoring.	Monitoring data.	NEF, with PCARD, Peres Center, and PARCC	• Outputs, outcomes, and impact data collected.	• Project model and best practices disseminated.			Duration of project activities.														Ongoing
Environmental Compliance	Ensure project meets all environmental compliance requirements.		Ensure environmental compliance of actions	Ensure environmental compliance of actions.	EMMP	NEF					Duration of project activities.														Ongoing