

Olive Oil Without Borders

Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

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Quarterly Report

Quarter 10: January 1, 2014-March 31, 2014

Near East Foundation

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Cover Photo: Olive Grower Hamzeh Dweikat works to remove plants crowding a young olive tree in his fields in the Jordan Valley in February 2014 (Photo by Blake Stilwell/NEF).

ABBREVIATIONS AND ACRONYMS

BGU	Ben-Gurion University of the Negev
MoA	Ministry of Agriculture (Palestinian Authority)
NARC	National Center for Agricultural Research
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
PCP	Peres Center for Peace
PTU	Palestine 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 the project's tenth quarter, from January 1, 2014-March 31, 2014.

Key accomplishments include the following:

- 23 Israeli and Palestinian participants attended the second Branding and Marketing workshop, which brought together Israeli and Palestinian participants to discuss the impact of the coalition on the olive oil trade. The workshop provided networking opportunities for traders, and participants made progress in developing joint branding and marketing strategies for the olive sector.
- Approximately 30 new olive varieties were distributed to the Palestine Technical University (PTU) in Tulkarm and the National Center for Agricultural Research (NARC) in Qabatiya. Demonstration plots will allow faculty, students, and local farmers to learn about new varieties. The project is providing technical and financial support to ensure the long-term success of the new varieties.
- Lead farmers trained an additional 66 of their peers in Peer-to-Peer training sessions.
- 7 new mill renovation proposals were received. Four site visits to proposed mills in Qalqilya, Nablus, and Jenin were conducted to assess each mill's requirements and verify the accuracy of the submitted proposals.
- Approximately 30 farmers from the village of Al-Zababada, Jenin, participated in a workshop covering a variety of topics related to the olive sector. The workshop was held at the request of local farmers and agricultural associations after hearing of the benefits of the peer-to-peer training sessions conducted recently in the cluster of Qabatiya.



The new, updated Olive Oil Without Borders label design and bottle.

The project continues to implement activities as outlined in its implementation plan, and continues to have a strong impact.

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

A. Objective I: 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 this quarter, the Olive Oil Without Borders project's field staff worked with lead farmers to coordinate peer-to-peer training sessions. Training sessions were held for participants who had not completed the required training sessions in Year 2. Lead farmers also held training sessions for new participants to further share knowledge and achieve project targets. A total of 66 farmers were trained in peer-to-peer sessions. Topics covered olive tree pest control, supplementary irrigation, olive oil tasting, and other topics related to the olive sector.

The table below demonstrates the peer-to-peer figures for this quarter:

Quarter (# involved this quarter?)	M	F	Total
New participant	15	16	31
Continuing participants	20	15	35
Total	35	31	66

Activity 1.8. Farmer Field Schools

The project field teams continue to provide support to Farmer Field Schools to ensure that participants have support in following recommendations and techniques. Activities and support will intensify during the olive season (starting in July).

Activity 1.9. Support Adoption for Improved Techniques

The project team met with farmers and millers from targeted areas to discuss techniques that the project will support during its final year. The majority of farmers cited the importance of adopting sackcloth bags to transport and store olives while they await pressing. These bags protect the olive fruit much better than plastic bags (which are traditionally used), thereby increasing quality of oil produced. The cost and quantity of bags to be purchased will be determined during the next quarter.



A new type of olive to the West Bank, provided by the Olive Oil Without Borders project from nurseries in Israel and planted in fields in the Jordan Valley.

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

NEF worked with the Palestinian Technical University (PTU) in Tulkaram and the National Center for Agricultural Research (NARC) in Qabatiya to develop the demonstration stations for new olive varieties.

The preparation of land is critical when establishing new olive plantations. Mr. Fares Al-Jabi, the project's senior agribusiness expert, met with the partners to explain the importance and benefits of proper land preparation for the growth of new olive varieties. Because the varieties are being introduced to the West Bank for the first time, the project team is taking all steps necessary to ensure their successful cultivation. Mr. Jabi supervised PTU and NARC's completion of the preparatory work prior to transplanting the olive seedlings.

Critical Planning Factors	
1	Availability and quality of irrigation water
2	Pre-planting soil improvement and preparation (plowing, fertilizers, etc.)
3	Tools and equipment needed for olive cultivation
4	Irrigation system design and installation
5	Suitable area for planting each olive variety in order to determine the precise plant spacing needed for each tree
6	Time of planting

On January 23rd and 26th, the project team visited Al-Junidi Nursery to ensure suitable conditions for the transportation of the first two rounds of the varieties to the NARC demonstration site. NARC received 300 olive varieties (30 varieties--10 seedlings of each variety).

On February 12th, the project distributed 230 olive varieties to the PTU demonstration station (23 varieties--10 seedlings of each variety).

For a summary of olive varieties distributed by location, see [Appendix 2](#).

The project team continues to provide comprehensive technical and financial support for the two demonstration stations. Particular emphasis is placed on checking irrigation, annual fertilization schedule, and weeding.

Students, faculty, and farmers are all benefiting from new varieties introduced to the demonstration sites. University faculty are using sites for scientific research, and students are learning about and observing new varieties. As the seedlings become trees, local farmers will visit the demonstration sites to learn about new agricultural practices and varieties. Farmers will be able to introduce the new varieties on their farms.

Activity 1.12. Provide support to 12 mills upgraded through the project

The Olive Oil Without Borders project has completed 7 mill renovations, and one remains in progress. Four additional mills are in the process of selection for renovations during the next two quarters.

Mills in Progress

Dair Hanna: The renovation of the Dair Hanna mill was to be completed during this quarter. The project is providing the mill with plastic containers for the safe storage of fruit. However, due to a shortage in plastic containers (usually found in the Israeli market), the renovation of this mill has been postponed until the next quarter, when the necessary plastic containers are expected to be available.

Al-Syndiaya Mill: The renovation of the Al-Syndiaya mill was canceled due to a disagreement over one of the necessary steps in the renovation process. The mill owner refused to provide the project team with a required financial document. The project team will select one additional mill for renovation in place of the Al-Syndiana mill. This will ensure that the target of 12 mill renovations will be reached by the project's end.

#	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 Ton 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	Sindiya Mill/Olive Oil Collection Center	Israel	<ul style="list-style-type: none"> • Stainless Steel Tanks 	Cancelled
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	Nazareth-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

Mill Selection

During the next quarter, the project team will select four additional mills for renovation. The project team has accepted seven proposals to date. The team visited four of the sites, and

assigned ratings based on selection criteria. The project will continue to receive renovation proposals during the first half the next quarter, in order to provide an equal opportunity for mill owners from the northern West Bank, as well as in Israel, to benefit from this grant. As proposals are received, the project team will continue to conduct site visits to the proposed mills to assess their eligibility for this grant. The selection committee will hold a meeting between mid-April and the first week of May to finalize the selection process. Selected mills will be renovated during Quarter 11 and the first month of Quarter 12—before the olive season starts.

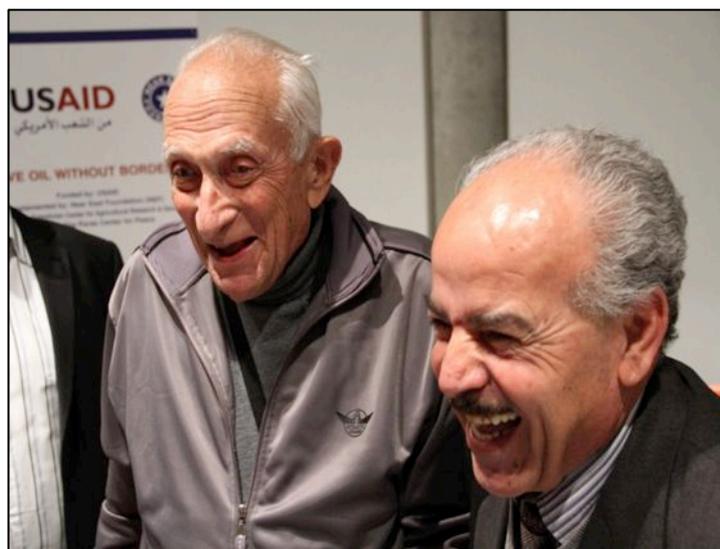
Activity 1.13. Branding and Marketing workshop

On March 11th, the project held the second Branding and Marketing workshop at the Peres Center for Peace in Jaffa, bringing together 23 traders, farmers, and experts from the olive oil sector (8 Israeli and 15 Palestinian) to discuss the impact of the coalition on the olive oil trade.

The first Branding and Marketing workshop, held in June 2012, fostered collaboration between participants to work together to promote “horizontal” cooperation among oil companies/traders to develop shared branding and joint marketing. The workshop held during this quarter focused on tangible plans for the coalition’s development of joint branding, marketing strategies, as well as methods to prevent olive oil contamination. The workshop provided networking opportunities for traders, and participants made progress in developing joint branding and marketing strategies for the olive sector.

The workshop agenda and the invitation letter are included in [Appendix 3](#).

At the end of the workshop, NEF awarded a certificate of appreciation to Professor Shimon Lavee in recognition of his extraordinary contributions to the Olive Oil Without Borders Project. Prof. Lavee participated in the Whole Systems in a Room meetings, the Value Chain Analysis, and field visits. He has worked to keep the project team updated regarding new technologies, research, and techniques.



Dr. Shimon Lavee and PCARD’s Khalid Junaidi after Dr. Lavee’s award presentation during the Olive Oil Without Borders’ Branding & Marketing Workshop at the Peres Center for Peace in Tel Aviv, Israel in March.

B. 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

During this quarter, Blake Stilwell, NEF communication officer, completed two success stories, which were submitted to USAID for approval. The success stories will be posted on NEF website, social media, GeoMIS online reporting system, and other relevant media when approved.

C. Crosscutting Areas

Olive Oil Without Borders project impacts and successes: Word of the many benefits of the peer-to-peer training sessions held at Qabatiya spread to several neighboring villages. As a result and in response to the farmers' requests, twenty-two farmers (14 men, 8 women) attended a half-day workshop held on January 8th in the village of Al-Zababda, Jenin.

Mr. Jabi, in coordination with the project field coordinator in the Qabatiya cluster, gave a presentation on topics related to the olive sector such as supplementary irrigation, olive pests control, and olive oil tasting.

Palestinian Olive Oil Council (POOC) Board Nominations: Mr. Jabi, the Olive Oil Without Borders senior agribusiness expert, has been nominated as one of eight agricultural experts who will serve on the POOC this year (January-December 2014). Through this role, Mr. Jabi is expected to promote Olive Oil Without Border project goals by helping to continue to facilitate joint IOOC and POOC meetings and activities.

POOC workshop: Mr. Jabi represented NEF and the project at a workshop organized and hosted by the POOC in Ramallah on March 20th. With approximately 50 participants in attendance from several agricultural organizations and institutions, as well as individual farmers from different cities from around the West Bank, Mr. Jabi gave a speech about the olive sector in Palestine.

Collaboration with Israeli MoA: On February 26th, NEF and PCARD organized a meeting between the USAID mission representative to the West Bank, Mr. Nidal Abd Al-Ghafer, and the agricultural affairs coordinator for the Israeli MoA, Mr. Samir Ma'di, (and his deputy Mr. Ayman Asaad). The meeting, held at Al-Junidi nursery, addressed the prospect of cooperation in order to expedite the issuing of permits for future joint activities organized by NEF. The permit issuing process creates challenges when coordinating joint activities inside Israel. The meeting also addressed the issue of collaboration on agricultural training sessions. The Israeli MoA expressed a willingness to provide free Israeli trainers to train the farmers on a variety of topics related to the project.

IV. PROGRESS AGAINST WORK PLAN

The Olive Oil Without Borders project has made progress as projected against its 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: NEF canceled plans for the renovation of the Al-Sindiyana mill. The cancellation was due to the refusal of the mill's owner to provide a necessary financial document required for the renovation. NEF will select an alternative mill in Israel in order to meet the project's target for mill renovations.

Vetting and permit requests: Waits in obtain vetting approval and permits result in challenges in arranging joint activities.

Cultural sensitivity: NEF communications officer Mr. Stilwell reported that cultural sensitivities have constrained attempts at photographic and video documentation of project events (especially joint events). Communities often do not want photos taken of their participation in joint events. Mr. Stilwell is working with the project team and communities to develop stories that can be shared.



Olive grower Hamzeh Dweikat in his olive field in the Jordan Valley in February 2014.

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.	37	500	392
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	90	1428	1427
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	4	2000	1113
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.

1. 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.	0%	79%	NA

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	392	37

This includes Peer to Peer sessions, branding and Marketing Workshop, and activities related to the distribution of new olive varieties to PTU and NARC.

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

INDICATOR	Project		Project		Current Quarter		
	TARGET	ACTUAL	MALE (Target)	FEMALE (Target)	ACTUAL	MALE	FEMALE
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	1428	1427	1084	343	90	58	32

This includes Peer-to-Peer participants and Branding and Marketing workshop participants.

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	4	1113

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

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

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

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

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	0	6

VII. UPCOMING ACTIVITIES

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

Activity 1.4 Facilitate dialogue through “Whole-System-in-a-Room” (WSR) workshops

The Olive Oil Without Borders project team began planning for a one-day Whole System in a Room (WSR) workshop to take place in Nazareth.

In the latter half of May, the WSR workshop will bring approximately 25 Palestinian and Israeli participants together to discuss the outcomes of the first WSR workshop and topics related to the Olive Sector.

The WSR aims to bring together representatives of different stakeholder groups—producers, intermediaries, mill operators, bottlers and retailers. This will facilitate dialogue on their common interests, constraints, and priorities. The representatives will also discuss the olive sector value chain, and the importance of the relationships between stakeholder groups from both sides.

The project team is planning to hire a local facilitator to moderate this workshop and to write the requisite report on its outcome.

The list of invitees is complete. The project team has sent a vetting request to USAID and is currently waiting for their approval before they can make other arrangements necessary for the workshop.

Activity 1.7. Facilitate peer-to-peer training

The project team will continue to provide support to lead farmers and those trained in peer-to-peer trainings.

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

The project team will organize one additional site visit for farmers and oil producers to attend the AgriTech exhibition in Israel. AgriTech is an event organized by the Israeli Ministry of Agriculture, in coordination with the private sector, every three years that showcases the latest in agricultural technologies. The site visit will allow Israeli and Palestinian participants to learn cutting edge agricultural techniques and technologies, while providing an opportunity for cross border collaboration.

Activity 1.12. Provide support to 12 mills upgraded through project

The project team will work on completing remaining mill renovations. Seven mill renovations have been completed, one cancelled, and one is in progress. Five mills will be completed and renovated before the next olive season. Mill owners will follow in-kind grant guidelines included in the grant manual.

B. 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 two additional meetings between the IOOC and POOC; the first will take place during this quarter. The meetings will seek to strengthen economic cooperation and working relationships between both parties.

Activity 3.3. Broaden support through strategic communications

Pending USAID approval, in Quarter 11 two success stories will be posted on NEF website and GeoMIS, as well as shared with other appropriate media.

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 1.4 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													Upcoming (Planned for next quarter)
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													Completed
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. • Cross-border relationship developed that improve olive sector production and livelihoods.	6 Clusters of villages: 4 in Palestinian Territory 2 in Israel	October 2013-September 2014													Ongoing
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. Provide guidance in building economies of scale for bulk purchase and/or service delivery.	Collect and review application; select beneficiaries; procurement following regulations; monitor implementation Decrease gap between Israeli and Palestinian production standards; promote modern techniques/ importance of quality and timing in accessing markets.	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.		34 Communities: 8 in Israel 26 in Palestinian Territory	October 2013-September 2014 Selection of final round of grantees (July –Sept. 2014)													Upcoming (Planned for quarter 12)

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													Upcoming (planned for next quarter)	
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													Ongoing	
			Share results of field trials with WSR participants, IOOC-POOC, etc.	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 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														In progress
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.														
			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													Upcoming (Planned for next quarter)
Activity 3.3: Broaden support through strategic communication	Implement communications 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

APPENDIX 2: OLIVE VARIETIES DISTRIBUTED

#	New varieties name	# of seedlings	Demonstration site proportion
1	Morisca	20	Distributed equally between NARC and PTU
2	Hojiblanca	20	Distributed equally between NARC and PTU
3	Amigdalolea	20	Distributed equally between NARC and PTU
4	Chemlali	20	Distributed equally between NARC and PTU
5	Cornusuelo	20	Distributed equally between NARC and PTU
6	Amigdalolea nana	20	Distributed equally between NARC and PTU
7	Coratina	20	Distributed equally between NARC and PTU
8	Koronaiki	20	Distributed equally between NARC and PTU
9	Sorani	20	Distributed equally between NARC and PTU
10	Nirbanim	20	Distributed equally between NARC and PTU
11	Arbequina	20	Distributed equally between NARC and PTU
12	Souri	20	Distributed equally between NARC and PTU
13	Picholine demaroco	20	Distributed equally between NARC and PTU
14	Picudo	20	Distributed equally between NARC and PTU
15	K18	20	Distributed equally between NARC and PTU
16	Hanania real	20	Distributed equally between NARC and PTU
17	Tondadi Cagliavi	20	Distributed equally between NARC and PTU
18	Manzanillo	20	Distributed equally between NARC and PTU
19	Picholine Langdoc	20	Distributed equally between NARC and PTU
20	Ascolano	20	Distributed equally between NARC and PTU
21	Pecual	20	Distributed equally between NARC and PTU
22	Amperial	20	Distributed equally between NARC and PTU
23	Lencocarpa	10	All distributed to NARC
24	Conservolia (Amphisa)	10	All distributed to NARC
25	San francisco	20	Distributed equally between NARC and PTU
26	Leccino	10	All distributed to NARC
27	Grosa di spanga	10	All distributed to NARC
28	Chakir	10	All distributed to NARC
29	Askal	10	All distributed to NARC

APPENDIX 3: BRANDING AND MARKETING WORKSHOP AGENDA & INVITATION

OLIVE OIL WITHOUT BORDERS
Branding and Marketing Workshop
Agenda

Location: The Peres Center for Peace-Jaffa
Date: March 11th, 2014
Time: 10:00- 14:30

<i>Agenda</i>	<i>Schedule</i>	<i>Presenter/Facilitator</i>
<i>Welcome and introductory remarks.</i>	<i>10:00-10:15</i>	<i>Mr. Salah Abu Eisheh. Regional Program Coordinator, Middle East and Caucasus Near East Foundation (NEF).</i>
<i>Remarks from Peres Center for Peace (Peres Center)</i>	<i>10:15-10:30</i>	<i>Mr. Ido Sharir. Director, General</i> <i>Mr. Edan Raviv Director, Business & Environment Dept. (Peres Center)</i>
<i>The Olive Oil Without Borders project: Summarizing the outcomes of the 1st Branding and Marketing Workshop.</i>	<i>10:30-11:00</i>	<i>Mr. Salah Abu Eisheh.</i>
<i>Developing Cross-Border Cooperation to Combat Olive Oil Contamination.</i>	<i>11:00-11:45</i>	<i>Round table.</i>
<i>Coffee Break</i>	<i>11:45-12:00</i>	<i>---</i>
<i>Remarks from the Israel Olive Oil Council's (IOOC)</i>	<i>12:00-12:15</i>	<i>Dr. Mazen Ali Board member IOOC</i>
<i>Local and Global Updates on the Olive Sector</i>	<i>12:15-12:30</i>	<i>Mr. Amir Gur-Lavee Zeita company.</i>
<i>Remarks from Palestinian Center for Agricultural Research and Development (PCARD).</i>	<i>12:30-12:40</i>	<i>Mr. Khalid Al-Junidi Deputy Chairman PCARD</i>
<i>Promoting future cross-border branding and marketing strategies.</i>	<i>12:40-13:15</i>	<i>Round table.</i>
<i>Closing</i>	<i>13:15-13:30</i>	<i>Mr. Salah Abu Eisheh</i>
<i>Lunch</i>	<i>13:30-14:30</i>	<i>---</i>



12th February, 2014

**Invitation to Participate in 'The Impact of Joint Olive Oil Trade' Workshop
in Jaffa at the Peres Center for Peace, on 11th March 2014.**

The Near East Foundation (NEF, US International NGO) together with *The Palestinian Center for Agriculture Research and Development* (PCARD) and *The Peres Center for Peace* (PCP) would like to invite you to participate in a follow-up workshop focusing on:

**The Impact of Joint Olive Oil Trade:
Following up on the decisions made by Olive Oil Councils in Israel &
Palestine**

This half-day event will be held in association with the "*Olive Oil without Borders*" project, funded by USAID, and will feature both traders and companies from the olive oil sector coming together to discuss the impact of the coalition on the olive oil trade.

Main objectives:

- 1. Branding & Marketing:** How to develop joint branding and marketing strategies regarding the olive sector
- 2. Olive Oil Contamination:** How to develop cross-border cooperation to combat olive oil contamination
- 3. Updates:** Local and global updates on the olive sector

The workshop will be held between **10.00 a.m. - 2.00 p.m.** on the **11th March 2014**. It will take place at **The Peres Center for Peace** in Jaffa. If you would like to attend this workshop or have any questions, please contact NEF by telephone (**09 2396961**) / PCP (**03 5680663**).

Please confirm your attendance in advance.

We look forward to welcoming you to the workshop.

