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USAID/LEBANON LEBANON INDUSTRY VALUE CHAIN DEVELOPMENT (LIVCD) PROJECT

LIVCD QUARTERLY PROGRESS REPORT - YEAR 3, QUARTER 1
OCTOBER 1 – DECEMBER 31, 2014

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I. INTRODUCTION

PROGRAM OVERVIEW AND OBJECTIVES

LIVCD is a five-year activity implemented through a contract (No. AID-268-C-12-00001) signed with DAI in September 2012. The LIVCD activity contributes to USAID/Lebanon Development Objective 2: “Enhance economic Opportunity for the poorest segments of Lebanese society, particularly in areas outside metro Beirut.”¹

The LIVCD Project aims to increase the competitiveness of eight selected value chains: Grapes, Olive Oil, Pome Fruits (Apple and Pear), Processed Foods, Rural Basket including Honey, Rural Tourism, and Stone Fruits (Avocado and Cherry), as well as the cross-cutting value chain elements of Access to Finance, and Marketing (Marketing Intelligence & Promotional Support), and Water & Environment. LIVCD activities expand the number of Micro, Small, and Medium Enterprises (MSMEs) that can compete in selected markets; improve linkages between those firms and other actors throughout the value chain; increase the gross value of products and services in local and export markets, and expand exports. The net effect of these activities will contribute to improved economic stability and food security for Lebanon, especially in rural areas, and decrease migration from rural to urban areas. Building on recent support to the rural sector through agricultural and other related economic development projects, LIVCD partners with local private sector companies to work in eight selected value chains that have the potential to compete in regional and international markets. It is expected that by the end of the project in September 2017, as a result of project interventions, the following results will be achieved:

- A minimum of seven functional², competitive value chains.
- An increase of at least 700 businesses or micro-enterprises benefiting from horizontal and vertical linkages.
- At least 12,000 small and medium commercial growers benefiting from the dissemination of improved production and post-harvest technologies.
- At least 30 new export markets, niche markets, or distribution channels for selected value chain products.
- An annual increase of at least 10 percent in the volume and value of exported agricultural products of selected value chains for each value chain. If, for some value chains actual and potential export is limited, displacing imports with domestic production may be considered.

OVERVIEW & STRUCTURE OF QUARTERLY REPORT

This report provides a progress update for major LIVCD program activities for the quarter beginning October 1 and ending December 31, 2014.

Section Two provides a summary of LIVCD results at the project level, articulating progress towards achieving the LIVCD project Objective and Intermediate Results per the approved Results Framework; results are presented to date (through end of Year 3 Quarter 1 - December 31, 2014). This section provides a summary of results by Objective & Intermediate Results, and the following themes:

¹ Per the USAID/Lebanon draft Country Development Cooperation Strategy, provided to LIVCD by Performance Management Plan for Lebanon

² In response to a recent RIG performance audit, LIVCD and USAID have recently defined a functional value chain as the following: It is a competitive and inclusive value chain. Competitiveness can be measured by increase in sales, improvement in quality and productivity. Inclusiveness can be measured by the number of value chain participants including micro, small and medium enterprises, Participant and other organizations, receiving assistance. The assistance can include business development services, application of improved technologies or management practices and facilitation of business linkages.

- Assistance to Micro-enterprises
- Gender Considerations
- Geographic Focus (including Host Communities)
- Water & Environment
- Access to Finance

Section Three provides a narrative summary of progress of the LIVCD Work Plan, highlighting progress against the work plan, achievements as well as any problems encountered and appropriate remedial actions.

Annex I presents the Indicator Performance Tracking Table (IPTT) providing LIVCD project results for the Performance Indicators reported quarterly, per the approved LIVCD M&E Plan.

2. LIVCD RESULTS FRAMEWORK & PROGRESS TOWARDS

ACHIEVING PERFORMANCE RESULTS – YEAR 3

QUARTER I

The objective of the LIVCD activity is to develop functional, competitive value chains to increase incomes of the rural population including MSMEs³. In the initial phase of the activity in Year 1, LIVCD conducted in-depth assessments of 10 value chains (and shorter assessments for four additional value chains), to select target value chains for upgrading according to the following selection criteria:

- 1) Competitiveness**, i.e., which of the value chains have the potential during the period of the project to be fully upgraded and compete successfully in domestic and international markets;
- 2) Development impact**, i.e., which of the value chains offer broad based positive impacts in the rural sector in Lebanon and have the potential to integrate small and medium farmers and businesses into larger more competitive value chains; this set of criteria also includes gender and youth; and
- 3) Feasibility**, i.e., which value chains offer the opportunity for LIVCD to facilitate positive and real change within the life of the project and within the contract budget.

These assessments identified for each of the value chains the constraints and opportunities to increasing competitiveness, and an upgrading strategy with a range of activities to address these constraints.⁴ The following value chains were selected following approval by USAID in May 2013⁵.

- Pome Fruit (Apples and Pears)
- Stone Fruit – Avocado
- Stone Fruit – Cherry
- Grapes

³ According to revised LIVCD SOW, A functional value chain is a competitive and inclusive value chain. Competitiveness can be measured by increase in sales, improvement in quality and productivity. Inclusiveness can be measured by the number of value chain participants including micro, small and medium enterprises, farmers and other organizations, receiving assistance. The assistance can include business development services, application of improved technologies or management practices and facilitation of business linkages.

⁴ A concise review of the main findings from the detailed value chain assessments is provided in the Value Chain Synthesis, dated April 2013.

⁵ COR concurrence on recommendations to select value chains received May 22, 2013.

- Olive Oil
- Processed Foods,
- Honey
- Rural Basket including free-range eggs, pine nuts, and herbs
- Rural Tourism, including handicrafts
- Floriculture (removed from the LIVCD portfolio of value chains in Year 2)

LIVCD implements an upgrading strategy for each target value chain, comprised of interventions (assistance) to address the specific constraints to competitiveness faced by value chain actors. While each strategy is specific to the value chain constraints and opportunities, they all contribute to the LIVCD Results framework Objective and four underlying Intermediate Results:

LIVCD Objective: Develop functional, competitive value chains to increase incomes of the rural population including MSMEs

- **LIVCD Intermediate Result 1: Increased Access to Market**
- **LIVCD Intermediate Result 2: Increased Business Linkages**
- **LIVCD Intermediate Result 3: Increased Productivity**
- **LIVCD Intermediate Result 4: Constraints to Lending reduced (Access to Finance)**

LIVCD assists MSMEs to access business development services including access to new technologies, training and equipment and other assets to improve productivity, and assistance to reach export markets, including improving products to meet requirements. These gains are enhanced by linkage facilitation, bringing together value chain actors with high quality products with those who have access to markets. Finally, LIVCD supports access to finance, through co-investments and grants, as well as by introducing financial services from banks and MFIs and assisting farmers and MSMEs in preparing loan applications.

LIVCD tracks results on the project-level according to the Results Framework and the associated set of Performance Indicators, which measure progress towards achieving the Intermediate Results and Objective; these are also noted in Figure 1 under the associated result.

LIVCD RESULTS FRAMEWORK & PERFORMANCE INDICATORS

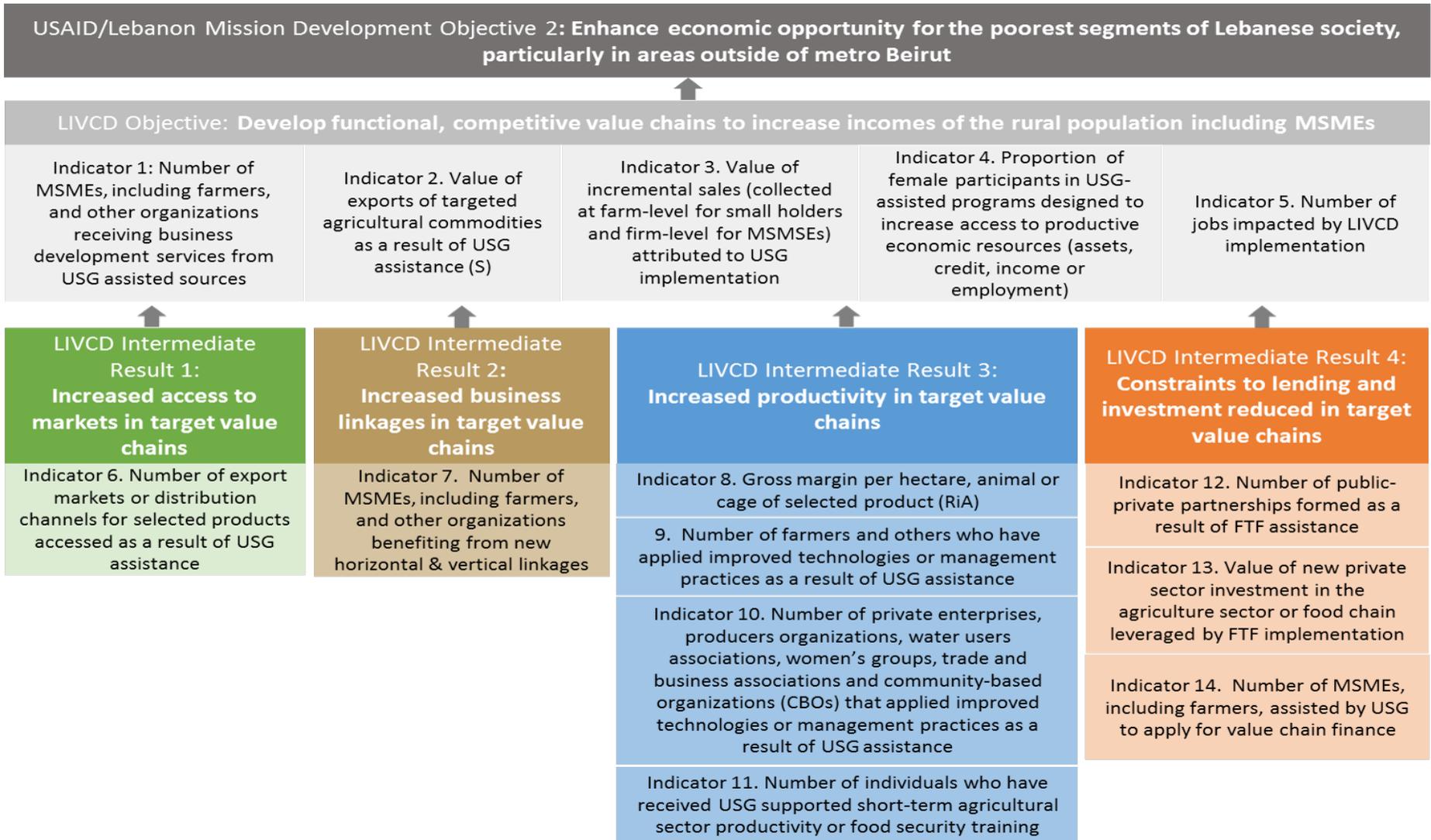


Figure I.

LIVCD Objective - Develop functional, competitive value chains to increase incomes of the rural population including MSMEs

The overall objective of the LIVCD project is to develop functional, competitive value chains to increase incomes of the rural population including MSMEs. A functional value chain is a competitive and inclusive value chain. Competitiveness can be measured by increase in sales, improvement in quality and productivity. Inclusiveness can be measured by the number of value chain participants including micro, small and medium enterprises, farmers and other organizations, receiving assistance. The assistance can include business development services, application of improved technologies or management practices and facilitation of business linkages (see Box I Types of Business Development Services (Assistance) Provided to MSMEs).

LIVCD tracks progress towards achieving this objective using several indicators, including:

Number of Micro-, Small- and Medium-sized enterprises (including farmers) in the target value chains assisted (receiving business development services) by LIVCD: This indicates the extent to which LIVCD-supported interventions are reaching the target beneficiary population in the target value chains, and provides a count of MSMEs, particularly farmers and other small producers or service providers in rural areas, that are being assisted and integrated into upgraded value chains.

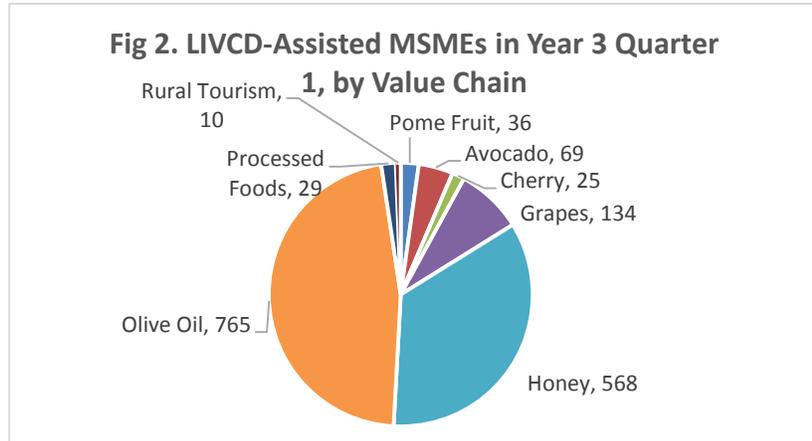
- **Micro-enterprises assisted** (Farmers and enterprises with 1-10 employees). This indicates the extent to which LIVCD assistance reaches the smallest – and often poorest- rural entrepreneurs.
- **Gender considerations (Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment))** LIVCD places emphasis on integrating women into project activities. The indicator measures the proportion of women participating in LIVCD-supported activities, and provides an indication of the extent to which LIVCD-supported activities are reaching women in the targeted value chains.
- **Geographic Focus** LIVCD assistance is focused in rural areas, with an emphasis on Host Communities affected by the Syrian crisis and influx of refugees.
- **Jobs, Sales and Exports Impacted:** LIVCD tracks jobs impacted (created or supported as a result of LIVCD assisted, including farmers and informal enterprises) as a measure of the extent to which LIVCD assistance is supporting income generating opportunities in the rural sector. LIVCD tracks sales and exports as a measure of competitiveness of directly assisted actors in the target value chain.

The project-wide results achieved during Year 3 Quarter 1 (October 1 – December 31, 2014) are discussed below, along with the total results achieved through the Life of Project (LOP) – through December 31, 2014. For those indicators reported annually, results through year 2 are discussed.

LIVCD ASSISTANCE TO MICRO-, SMALL-, AND MEDIUM SIZED ENTERPRISES

Over the Life of Project, LIVCD has assisted 5,063 MSMEs with business development services to improve competitiveness leading to increased incomes. In year 3 Quarter 1, LIVCD assisted a total of 1,636 Micro-, Small-, and Medium-Sized Enterprises, including

- 1,601 Agricultural Producers
- 21 Input Suppliers
- 1 Trader
- 2 Output Processors (honey processor)
- 10 Rural Tourism actors



MSMEs are defined by size, using the Bureau of Food Security definition: of Micro (1-10) Small (11-50) and Medium (51-100) Enterprises (parenthesis = number of employees). LIVCD also counts entrepreneurial organizations including NGOs and associations in this figure. This number includes only direct beneficiaries – those that are formally enrolled in LIVCD activities.

The distribution of direct beneficiary MSMEs assisted by LIVCD, by value chain, is presented in Figure 1.

LIVCD RESULT: PROJECT OBJECTIVE	
Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources (LIVCD Performance Indicator 1)	
Result Year 3 Quarter 1 (October 1 – December 31, 2014)	1,636 MSMEs
Life of Project Results (through December 31, 2014)	5,063 MSMEs
Life of Project Target	12,750 MSMEs

LIVCD provided assistance to the largest number of MSMEs in the Olive Oil value chain (765 MSMEs assisted) this quarter, due to the launch of the scaled up Mechanical Harvesting program, under which 765 olive farmers received training on use of the mechanical harvesting technique to reduce cost of olive production, leading to higher income. Also, in the Honey value chain (568 MSMEs assisted), LIVCD supported training to beekeepers to improve honey production for greater volumes of production and sales, leading to higher incomes.

LIVCD is on target to reach the Life of Project target of 12,750 MSMEs assisted.

Box 1. Types of Business Development Services (Assistance) Provided to MSMEs

LIVCD assists MSMEs with a range of business development services aimed at integrating MSMEs (particularly micro-enterprises in rural areas) into the value chain, and upgrading competitiveness leading to increased incomes for MSMEs:

- **Market Access:** These services include marketing strategies and marketing intelligence services to identify/establish new markets for MSME products; facilitate the creation of links between all the actors in a given market and enable buyers to expand their outreach to, and purchases from, MSMEs; enable MSMEs to develop new products and produce them to buyer specifications; promotional services including trade shows, promotional/awareness campaigns for target products, and joint product promotions.
- **Input supply:** These services help MSMEs improve their access to raw materials and production inputs; facilitate the creation of links between MSMEs and suppliers and enable the suppliers to both expand their outreach to MSMEs and develop their capacity to offer better, less expensive inputs.
- **Technology and Product Development:** These services research and identify new technologies for MSMEs and look at the capacity of local resource people to produce, market, and service those technologies on a sustainable basis; develop new and improved MSME products that respond to market demand;
- **Training and Technical Assistance:** These services develop the capacity of enterprises to better plan and manage their operations and improve their technical expertise; develop sustainable training and technical assistance products that MSMEs are willing to pay for and they foster links between service providers and enterprises; extension services to introduce new technologies and management practices to MSMEs.
- **Finance:** These services help MSMEs identify and access funds through formal and alternative channels that include supplier or buyer credits, factoring companies, equity financing, venture capital, credit unions, banks, and the like; assist buyers in establishing links with commercial banks (letters of credit, etc.) to help them finance MSME production directly.
- **Infrastructure & Assets:** These services establish sustainable infrastructure (refrigeration, storage, processing facilities, transport systems, loading equipment, communication centers) and access to assets (including beekeeping equipment and colonies, and coops and layering hens) that enables MSMEs to increase sales and income.
- **Policy/Advocacy:** These services carry out subsector analyses and research to identify policy constraints and opportunities for SEs; facilitate the organization of coalitions, trade organizations, or associations of business people, donors, government officials, academics, etc. to effect policies that promote the interests of MSMEs.

ASSISTANCE TO MICRO-ENTERPRISES

LIVCD places particular emphasis on supporting and integrating **micro-enterprises (formal or informal enterprises with five or fewer employees, including farmers and sole proprietors)** into the target value chains, as part of the LIVCD upgrading strategies to reach the project objective of developing functional, competitive value chains. MSMEs include farmers and other informal businesses such as input suppliers and extension service providers, aggregators/traders, rural tourism service providers (lodging, restaurants, guides for hiking, sports or cultural tours, etc). See Box 1 for more about micro-enterprises.

Over the life of project (through December 31, 2104, LIVCD has assisted 4,875 micro-enterprises.

In Year 3 Quarter 1, 99% of all enterprises assisted by LIVCD were micro-enterprises (total of 1,630 micro-enterprises):

- Most of these micro-enterprises are in areas of outside Beirut, many in areas that are host to large numbers of Syrian refugees.
- Most (98%) of the micro-enterprises assisted are agricultural producers (farmers, beekeepers, etc)
- 12% of all micro-enterprises assisted (197) were women or jointly owned.
- 10% of all micro-enterprises assisted (167) were youth-owned.
- In all value chains, at least 97% of all MSMEs assisted were micro-enterprises.

Box 2. Why Focus on Micro-enterprises?

By focusing on micro-enterprises, LIVCD directly contributes to USAID's Development Objective, "Reaching Enhance economic opportunity for the poorest segments of Lebanese society, particularly in areas outside metro Beirut.

- LIVCD assistance aims to integrate micro-enterprises into competitive value chains for long-term gains from accessing new markets, investment into assets and technology, and increased productivity, leading to **increased incomes and more secure livelihoods in rural areas.**
- LIVCD assistance also often results in **immediate income generating opportunities for micro-enterprises,** which provides some immediate security to the beneficiaries. This is particularly emphasized in areas that are host communities and have been affected by the influx of Syrian refugees.

Fig 3. MSMEs Assisted by LIVCD in Year 3 Quarter 1, by size

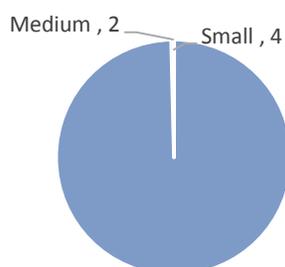
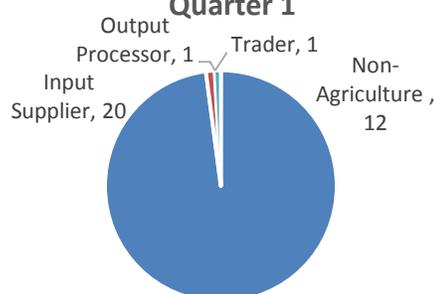


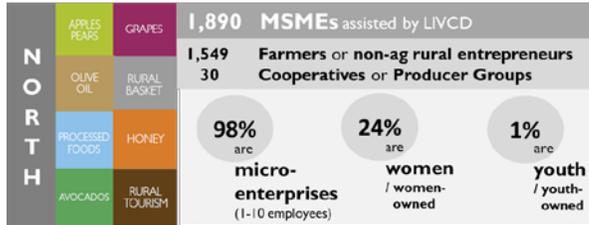
Fig 4. Micro-Enterprises Assisted by LIVCD by Enterprise Type, in Year 3 Quarter 1



GEOGRAPHIC FOCUS

LIVCD implements activities across Lebanon, as shown in Figure 5.

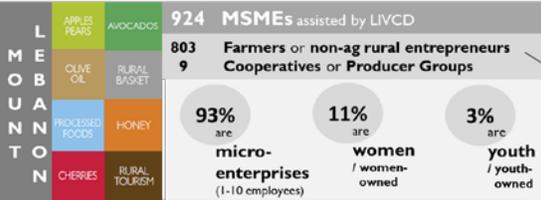
Fig 5 LIVCD Beneficiaries and Results by Governorate



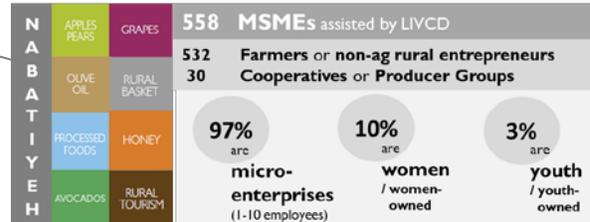
1025 individuals trained, 1046 applying new technologies
140 MSMEs benefiting from linkages
\$597,590 Investment leveraged*



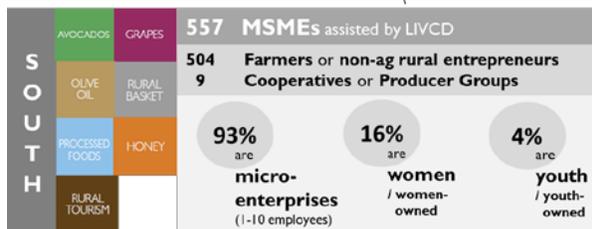
948 individuals trained, 411 applying new technologies
128 MSMEs benefiting from linkages
\$557,989 Investment leveraged*
243 jobs impacted



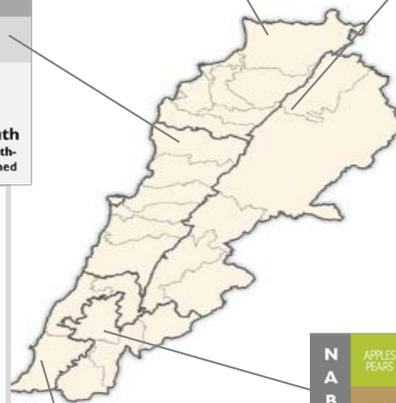
1001 individuals trained, 307 applying new technologies
60 MSMEs benefiting from linkages
\$27,827 Investment leveraged*
498 jobs impacted



351 individuals trained, 404 applying new technologies
118 MSMEs benefiting from linkages
246 jobs impacted



400 individuals trained, 334 applying new technologies
198 MSMEs benefiting from linkages
\$566,085 Investment leveraged*
331 jobs impacted



ASSISTANCE TO WOMEN (GENDER FOCUS)

Participation of Women in LIVCD Value Chain Upgrading Strategy Activities:

LIVCD encourages the participation of women in project activities. An initial gender assessment conducted by LIVCD identified key constraints and opportunities for women's participation in the rural economy (see Box 3). LIVCD takes these into consideration in designing all new assistance, including training, ways to

Box 3 Key Constraints and Opportunities for Women in the Rural Sector

An initial gender assessment conducted by LIVCD identified the following constraints and opportunities for women in Lebanon's rural sectors:

- Women's work in the rural sector is usually confined to certain tasks. For example, they are more likely to work in post-harvest activities than in agricultural production directly. LIVCD is mindful of the positions women occupy in the value chain and will include them in activities accordingly.
- Men are the public face in the value chain whereas women are the real participants. In the case of free range egg production, for example, it was observed that men showed up to the training sessions; however women in fact did the work. It is important for the Project to reach the real participants or beneficiaries who are actively engaged in the work.
- It is more difficult for women to obtain financing for potential investments, large or small. LIVCD will work with financial services providers and partners to address this constraint.
- As LIVCD collaborates with NGOs, cooperatives, and other groups, for example, to conduct an extension program, The Project may need to insist on a portion of the program dedicated to women's extension needs.

encourage and facilitate the participation of woman in order to positively impact women in terms of helping them access assets and taking more active roles in decision-making and leadership in cooperatives in the rural sector.

As a result, over the life of project to date, 1,228 women (and women-owned or managed enterprises and cooperatives) participated in LIVCD programs designed to increase access to productive economic resources (assets, credit, income, employment); this represents 19% of all participants in LIVCD interventions. In Year 3 Quarter 1, 230 women participated (13% of all participants in LIVCD interventions). This exceeds the LIVCD life of project target of 10%. This indicates that LIVCD-supported activities are reaching women in the targeted value chains, as expected, on the project-level.

The majority of women assisted by LIVCD are agricultural producers (687 since start of project), followed by employees of food processors and other firms (136 women) and handicraft producers (128). The target value chains with largest number of women participating in LIVCD assistance since the start of the project are Rural Tourism (358), Olive Oil (237), Processed Foods (115) and Honey (113).

LIVCD RESULT: PROJECT OBJECTIVE	
Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment) (LIVCD Performance Indicator 4)	
Result Year 3 Quarter I (October 1 – December 31, 2014)	13%
Life of Project Results (through December 31, 2014)	19%
Life of Project Target	10%

LIVCD has received a number of Expressions of Interest this quarter from women cooperatives interested in leveraging investments to upgrade production and marketing, enabling the women to improve sales leading to increased incomes.

Fig 6. Women Participating in LIVCD Assistance, by Value Chain

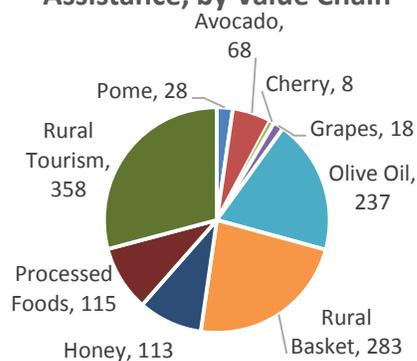
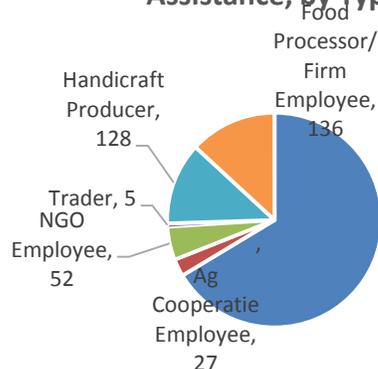


Fig 7. Women Participating in LIVCD Assistance, by Type



Other gender-related work plan activities this quarter included:

Orientation & Engagement Workshop on Gender Mainstreaming for LIVCD selected partners: LIVCD is working with partners (NGOs, associations, etc) who work in the rural sectors to train them on gender mainstreaming.

Gender Integration Framework: During this quarter, LIVCD gender focal point and the DCOP started developing LIVCD Gender Integration Framework based on the gender assessment results.

RESULTS: VALUE OF SALES AND EXPORTS FROM ASSISTED VALUE CHAIN ACTORS

Value of Sales

An increase in sales from individual firms, farmers and other rural entrepreneurs can indicate that the enterprise has become more competitive, delivering a product that has the right quality to meet a buyer's demand, at the right price and timing. Increase in sales of MSMEs including farmers assisted by LIVCD is an important indicator of expanded income generating opportunities for farmers and other rural entrepreneurs. This indicator also helps to track access to markets.

This indicator is reported annually. Through Year 2 (September 30, 2104), LIVCD has directly assisted beneficiaries to achieve incremental sales of \$325,155. LIVCD assistance to increase sales in Year 3 is described in Section 3. LIVCD is collecting data to track exports resulting from this assistance.

LIVCD RESULT: PROJECT OBJECTIVE	
Incremental Sales (LIVCD Performance Indicator 3)	
Result through Year 2* (September 30, 2014)	\$ 325,155 34 tons
Life of Project Target	\$1,170,993 119 tons

* Indicator reported annually

Year 2 results:

- Lebanese Olive Oil: Willani SAL export sales: Incremental sales achieved by Willani SAL, an olive oil exporter seeking to expand sales of his 100% Lebanese olive oil in the U.S. market. LIVCD assisted with a

joint production promotion to reach retail stores with samples of the branded olive oil product. LIVCD also provided technical assistance to review and revise the label to improve the branding for the U.S. market and meet labeling requirements. Willani SAL exported \$45,746 worth of olive oil (11.57 tons) as a direct result of this assistance.

- **Processed Foods (Fruit Molasses):** LIVCD assisted the Cooperative of Barouk and Freidis to successfully export apple and quince molasses to the U.K., by facilitating a linkage with Equitable Gourmet, a distributor in the U.K. market. LIVCD assisted in standardizing the recipe and reviewing the labels including nutrition facts to meet export requirements, and in identifying suitable jars and capping services. The initial order of \$212 for 360, 250 mL jars is expected to result in additional future orders.
- **Honey:** LIVCD assisted Jibal Loubnan for Baladi Production, a honey processor with a branded 100% Lebanese honey product sold in the domestic and export markets seeking to expand sales of its 100% Lebanese honey product in the U.S., Jordan and UAE markets. LIVCD assisted with a joint production promotion to reach retail stores with samples of the branded honey product, to facilitate sales and stimulate future orders. LIVCD also provide technical assistance to review and revise the label to improve the branding for the target market and meet labeling requirements. This lead to increases in incremental sales (exports) to Jordan (150% increase in value) and UAE (20% increase in value). In the U.S. market, Jibal Loubnan saw a decrease in exports of 13%, although overall sales increased.
- **Rural Tourism:** LIVCD assisted cooperatives in the handicrafts sector to improve handicraft products with more attractive designs to make them more marketable, and to attend fairs and exhibitions to make linkages with buyers and increase sales for a total of \$22,807 in sales.

Value of Exports

LIVCD tracks the value of exports achieved by direct beneficiaries as a result of LIVCD assistance, to measure the effectiveness of interventions to increase exports in agricultural value chains, reflecting improved

LIVCD RESULT: PROJECT OBJECTIVE	
Value of Exports (LIVCD Performance Indicator 2)	
Result through Year 2* (September 30, 2014)	\$ 302,348 34 tons
Life of Project Results (through December 31, 2014)	\$1,170,993 119 tons

* Indicator reported annually

competitiveness of target value chains as a result of LIVCD assistance. An increase in the value of exports can indicate that the value chain has become more competitive, delivering a product that has the right quality to meet the demands and requirements of export markets, at the right price and timing.

This indicator is reported to USAID annually.

Exports resulting from LIVCD assistance are described above under Indicator 3 Incremental Sales above.

RESULTS: JOBS SUPPORTED

LIVCD supports jobs in the rural sector in the target value chains, including both existing jobs and in some cases the creation of new jobs. The number of jobs that LIVCD supports through the value chain interventions provides a measure of income generating opportunities in the rural sector, as it measures creation of employment or support to existing employment and related income. In the agricultural value chains (Pome Fruit, Cherries, Avocado, Honey, Olive Oil, and Rural Basket) these jobs include on-farm work (including individual farmers and beekeepers, as well as paid laborers). In the Food Processing value chain, jobs include people who work in processing facilities either as employees or cooperative members; and in Rural Tourism value chain, jobs include those who operate accommodations and restaurants, and the workers of these establishments, as well as local guides and other rural entrepreneurs selling tourism services or goods such as handicrafts. Finally, jobs supported include those positions with grantees (NGOs, associations and firms) to manage and implement grants.

LIVCD has impacted 1,164 jobs since project inception, through December 31, 2014. In Year 3, Quarter 1,

LIVCD RESULT: PROJECT OBJECTIVE	
Number of jobs impacted by LIVCD implementation (LIVCD Performance Indicator 5)	
Result Year 3 Quarter 1 (October 1 – December 31, 2014)	853 jobs
Life of Project Results (through December 31, 2014)	1,164 jobs
Life of Project Target	2,500 jobs

LIVCD supported 853 jobs in the target value chains of Pome Fruit (20 jobs), Avocado (36 jobs), Cherry (25 jobs), Grapes (83 jobs), Honey (4 jobs), Olive Oil (665 jobs), Processed Foods (20 jobs). All of these jobs were *supported*, meaning that these are existing jobs that were strengthened through LIVCD assistance such as provision of training or assets to increase the ability of the job holder to do their existing or expanded job description.

- All of these jobs (100%) were in the rural sector.
- 15% of all jobs supported this quarter were held by women, while 7% were held by youth.

Specific examples of jobs supported by LIVCD in the target value chains this quarter include:

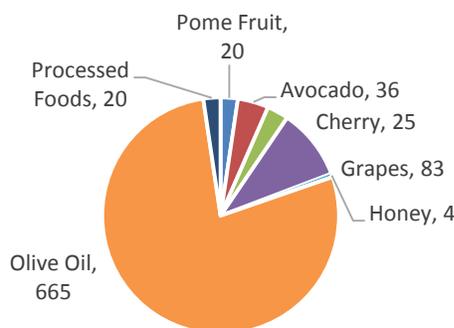
Pome Fruit: 20 apple farmers benefited from training and technical assistance to improve their orchard productivity by increasing the quality of their apple production (volume of Grade I), leading to higher incomes from apple farming.

Cherries: 25 cherry farmers benefited from receiving technical assistance and training from LIVCD to improve their cherry production and increase income from avocado farming.

Avocado: 36 avocado farmers benefited from receiving technical assistance and training from LIVCD to improve their avocado production and increase income from avocado farming.

Grapes: 83 grape farmers benefited from receiving technical assistance and training from LIVCD to improve their grape production to meet export standards, and increase income from grape farming.

Fig 8. Jobs Impacted by LIVCD in Year 3 Quarter 1, by Value Chain



Honey: 4 beekeepers benefiting from investment in hives and training to improve production and support higher income from beekeeping.

Olive Oil: 665 olive farmers benefited from olive harvesting services under LIVCD grants to olive cooperatives. Mechanical harvesting reduces costs and improves the efficiency of olive farming occupations.

INCREASING ACCESS TO MARKETS (INTERMEDIATE RESULT 1)

The market (or “end market”) is the final destination for a value chain product - the end consumer. In a competitive value chain, the value chain actors deliver a product that consumers in the target market want (e.g., the right variety of fruit, other quality characteristics), at the right price and timing; in many export markets, the product also needs to meet food safety requirements such as maximum levels of pesticide residue. LIVCD helps actors in the target value chains to identify markets where there is a demand for the

LIVCD RESULT: INCREASED ACCESS TO MARKETS	
Number of Export Markets Accessed (LIVCD Performance Indicator 6)	
Result through Year 2* (September 30, 2014)	11
Life of Project Target	54

value chain products, and to improve the value chain product to meet the demand and requirements. LIVCD also supports leveraged investments to upgrade marketing, by assisting MSMEs to develop marketing plans, coaching on sales and marketing training, and assistance to participate in events and trade fairs.

LIVCD tracks the number of Exports Markets Accessed, as a measure of increased access to markets (Intermediate Result 2), and reports project-

* Indicator reported annually

wide results on an annual basis. Through Year 2 (ending September 30, 2014), LIVCD assisted three beneficiaries to access new markets/distribution channels. See Table 2- Markets Accessed as a Result of LIVCD Assistance, through Year 2 (September 30, 2014)

An export market is defined as a foreign country. A distribution channel may be foreign or domestic, and is a buyer such as a wholesaler, distributor, institutional buyer, or retail outlet. The indicator measures the effectiveness of LIVCD interventions in assisting value chain actors to enter new, diverse market or distribution channels, or increasing or maintaining sales to existing markets or distribution channel. This is an indication that LIVCD interventions have been successful in assisting Partners to meet the demands of the market or distribution channel, which in turn reflects improved competitiveness of the LIVCD-assisted value chains and achievement of the project objective.

Table 1: Markets Accessed as a Result of LIVCD Assistance, through Year 2 (September 30, 2014)

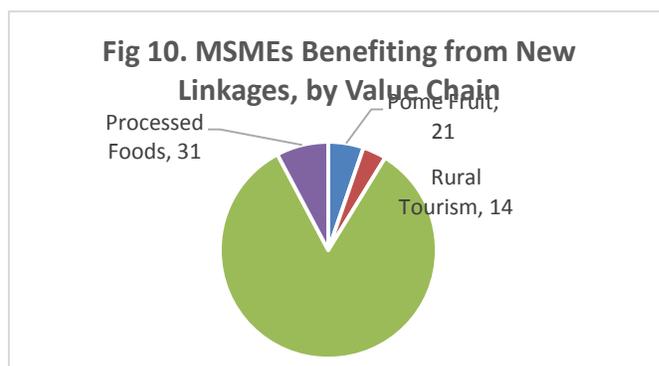
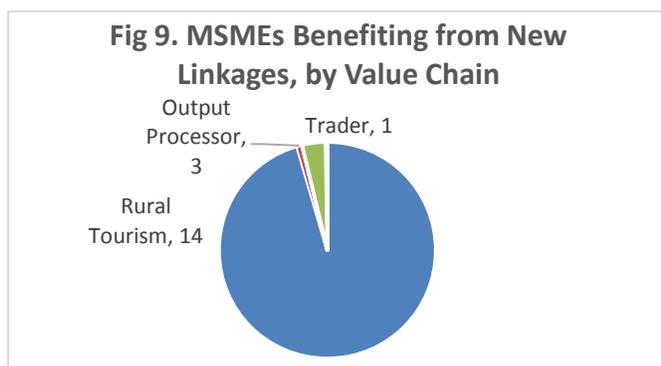
Value Chain	Markets	Distribution Channels (buyers)	MSME/Intervention
Rural Basket - Honey	UAE Jordan USA	3	Jibal Loubnan for Baladi Production / Joint Product Promotion & Label and branding revision to export to distributors in UAE, Jordan, and USA
Processed Foods	UK	1	Cooperative of Barouk and Freydiss / Linkage Facilitation and Product Upgrading for export to Equitable Gourmet distributor in UK market.
Olive Oil	USA	1	Willani SAL / Joint Product Promotion & Label and branding revision for export to distributor in USA.

INCREASING BUSINESS LINKAGES (INTERMEDIATE RESULT 2)

The value chain is comprised of a series of transactions required to bring a product from production to the market. Business linkages are the commercial connections between actors in the value chain; Vertical linkages refer to commercial transactions between buyers and sellers, while horizontal linkages refer to cooperation between firms or farmers (or other rural entrepreneurs) on the same step in the value chain who cooperate to form a single entity that interacts with other actors in the value chain (e.g., cooperation between producers to buy inputs as a group.) New linkages facilitate integration of smallholder farmers, beekeepers, and rural entrepreneurs into the value chain, to access inputs (in the case of horizontal linkages) and new buyers and markets (horizontal and vertical linkages).

LIVCD RESULT: INCREASED LINKAGES	
Number of MSMEs benefiting from new vertical and horizontal linkages attributed to LIVCD (LIVCD Performance Indicator 7)	
Result Year 3 Quarter I (October 1 – December 31, 2014)	399
Life of Project Results (through December 31, 2014)	649
Life of Project Target	1,950

LIVCD tracks the number of direct beneficiary MSMEs benefiting from new horizontal and vertical linkages in the targeted value chains, as a measure of the extent to which assistance is leading to successful linkages and integration of MSMEs in the target value chain.



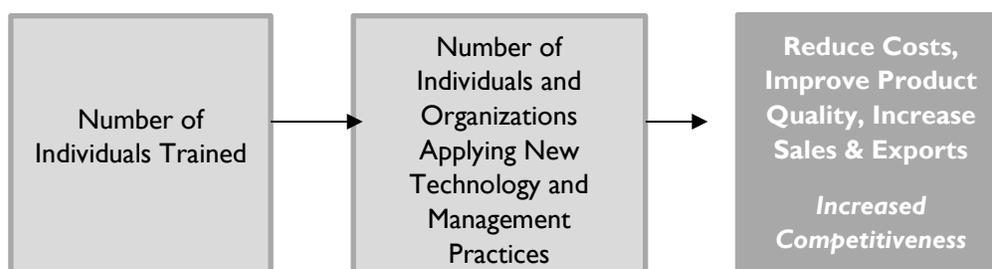
This quarter, LIVCD assisted 399 MSMEs to successfully form new linkages, meaning that a successful transaction took place. 16% of these MSMEs were women or women-owned, about the same rate of women's participation in LIVCD assistance (see Indicator 4 above). The majority of these MSMEs (333, or 83%) were in the olive oil value chain, with the remainder from Processed Foods (31), Pome Fruit (21) and Rural Tourism (14).

95% of all MSMEs assisted (all value chains) were agricultural producers.

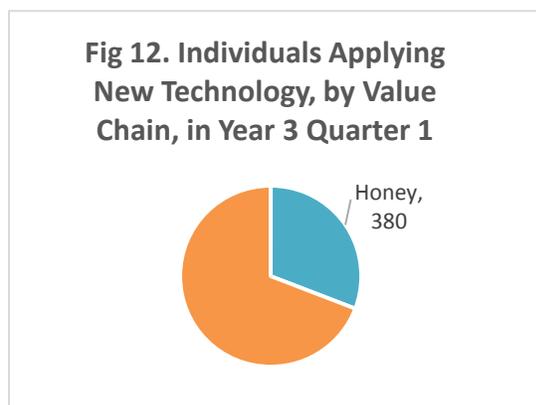
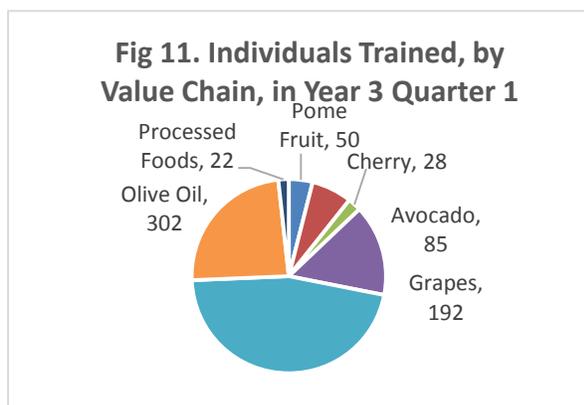
INCREASING PRODUCTIVITY (INTERMEDIATE RESULT 3)

LIVCD supports actors in the target value chains to increase productivity by accessing training and equipment, to implement new technologies and practices for improvements in efficiency and value, through improved product quality and reducing cost of production, leading to increased income.

Training & Application of New Technology: LIVCD provides tailored training and technical assistance to build capacity of all value chain actors in all value chains, according to the needs of the actors and with the objective of assisting them to become more responsive to market demands (e.g., quality demands, food safety requirements, and price and seasonality). Since project inception, LIVCD has assisted 3,896 beneficiaries with training and assistance, and 1,470 have applied new technologies and management practices to overcome constraints and meet new opportunities to increase sales and income.



Result Year 3 Q 1 (Oct 1 – Dec 31, 2014)	1,264	1,232 (indiv)	11 (orgs)	See Indicators for Sales and Exports Results
Life of Project Results (through Dec 31, 2014)	3,896	1,470 (indiv)	44 (orgs)	
Life of Project Target	11,850	8,250 (indiv)	400 (orgs)	



INSTITUTIONAL CAPACITY BUILDING

In addition to technical training and assistance, LIVCD provides institutional capacity building for NGOs, firms, associations and other organizations, to build capacity for developing proposals and managing projects. LIVCD worked with Making Cents to provide a Training of Trainer program for the American Lebanese Language Center (ALLC), to help ten ALLC facilitators develop the necessary skills to deliver the LIVCD Capacity Building approach and tools to interested firms and organizations in the target value chains. Another aim was to involve the ALLC Lead Training Coach so that she can deliver the Workshop and TOT in the future as needed, building on the overall commitment to sustainability.

- The initial workshops for ten facilitators and the Lead Training Coach, Project Manager and Project Officer were completed in August 2014, followed by a second round of two, one-day workshops focusing on methodology to help the facilitators improve their training delivery skills. The training session looked at different ways to make training delivery more interactive and practical. The first workshop was delivered by a visiting specialist Trainer on August 30, 2014, for 10 trainers and the second was delivered by the Training Coach on October 8, 2014, for an additional 5 trainers.

Following the completion of the Training of Trainers course, LIVCD and ALLC have delivered the initial Orientation and Engagement Workshop to nine organizations:

- The first Orientation and Engagement Workshop was held for 3 institutions including APIS, Kaddoum, and Ehmej on October 29, 2014 with a total of 11 participants.
- A second Orientation and Engagement workshop was then held for Caritas (PAC) on November 14th at ALLC premises in Sin El Fil. Two members attended and completed the self-assessment.
- A third Orientation and Engagement workshop was then held for 5 institutions including Maten el Aala Cooperative (Honey), Sannine Cooperative for Sustainable Agriculture- SCSA, Development Cooperative of Jezzine, Cooperative Association for Agricultural in Kobeiyat, Akkarand Food Heritage Foundation (Rural Tourism) on Dec 19, 2014.

At the end of each workshop, the participants filled a self-assessment tool that reflect the need of the institutions covering three major areas: proposal writing, project implementation and project management. LIVCD and ALLC put together a tailored training program for each institution, covering the three main areas: proposal writing, project implementation and project management, and reflecting the needs filled in the assessment tool.

- Four institutions received training, starting from November 19th and finishing on December 1st, for a total of 6 full training days. Based on the trainer's reflection and participant evaluations, the training can be considered to have been effective in meeting the goals of the training: increasing participants' knowledge on the topics delivered and awareness of the tools available to improve on these particular areas of their work, while ensuring that training delivery methodologies keep participants engaged and interested.

Table 2 LIVCD Training Sessions by Value Chain – Year 3 Quarter I (October 1 – December 31, 2014)

Title	Date	Training Type	Participant Types	Location		
Pome Fruit						
Training on apple orchard establishment and apple varieties for Apple demo plot owners	10/14/2014	Production Techniques	Farmers, Financial Institutions, Cooperatives	Mount Lebanon	Jbeil	Jbeil
seminar on apple orchard winter practices management with caritas PAC two trainings were held in the same day	10/31/2014	Production Techniques	Farmers, Cooperatives	Mount Lebanon	Keserouan	Kfardebiane
Apple Farmers Training 6 - "Weed Management"-Group 1 Bekaa	11/26/2014	Production Techniques	Farmers, Cooperatives	Beirut	Beirut	Beirut
Apple Farmers Training 6 - "Weed Management"-Group 2 Bekaa	11/26/2014	Production Techniques	Farmers, Cooperatives	Mount Lebanon	Jbeil	Jbeil
Seminar on pome fruits harvesting and post-harvesting practices	11/28/2014	Capacity Building, Production Techniques, Access to Finance	NGOs, Brand Owner, Financial Institutions, Company, Financial Institutions, NGOs, Cooperatives	Bekaa	Zahle	Zahlé - Maalaka
Apple Farmers' Training "Winter pruning"-Ainata Bekaa	12/2/2014	Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Zahlé - Maalaka
Apple Farmers' Training 7 "Winter pruning"-Group 1 Bekaa	12/16/2014	Production Techniques	Farmers, Cooperatives	Bekaa	Baal-beck	Ainata
Training for Electronic shears maintenance and use	12/18/2014	Capacity Building, Production Techniques, Science/Technology/Innovation Partnership	Producers/Farmers, Financial Institutions	Bekaa	Zahle	Mekssi
Apple Farmers' Training 7 "Winter pruning"-Group 2 Bekaa	12/19/2014	Production Techniques	Farmers, Cooperatives	Bekaa	West Bekaa	Ana
Avocado						
Avocado grafting training	12/3/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	South	Saida	Bablieh
ToT on Avocado Grafting - North	12/15/2014	Capacity Building	Farmers, Cooperatives	North	Minieh-Denniye	Minyeh
Avocado grafting training	12/10/2014	Capacity Building, Production Techniques	Farmers, Cooperatives			
ToT on Avocado Production (1) - NORTH	12/29/2014	Capacity Building, Production Techniques	Farmers, NGOs	North	Akkar	
ToT on Avocado Production (2) - NORTH	12/30/2014	Capacity Building, Production Techniques	Farmers, NGOs	North	Tripoli	Tripoli
LIVCD Introduction and avocado selection varieties training	12/18/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Mount Lebanon	Chouf	Bater
Avocado Oil Extraction	12/30/2014		Farmers, Cooperatives	South	Jezzine	Bkassine
Stone Fruit - Cherry						
Cherry Trainin 5 - "Soil Moisture Content - Introduction of improved technology for Cherry Farmers-Qaa El Rim	10/1/2014	Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Kaah el Rim

Cherry farmers' training 6-"Pruning"-Baskinta	10/27/2014	Production Techniques	Farmers, Cooperatives	Mount Lebanon	Metn	Baskinta
Cherry farmers' training 6-"Pruning"-Qaa El Rim	10/30/2014	Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Kaah el Rim
Cherry farmers' training 6-"Pruning"-Hammana	11/4/2014	Production Techniques	Farmers, Cooperatives	Mount Lebanon	Baabda	Hammana
Cherry farmers' training 6-"Pruning"-Jdita	11/5/2014	Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Jdita
Cherry farmers' training-"Pruning"-Wadi El Karm	11/7/2014	Production Techniques	Farmers, Cooperatives	Mount Lebanon	Metn	Wadi El Karm
Grapes						
Grapes Pruning Principles and Practices	10/20/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Niha Bekaa
Grapes Pruning Principles and Practices	10/21/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Rachaya	Kfarmechki
Grapes Pruning Principles and Practices	10/23/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Ferzol
Grapes Pruning Principles and Practices	10/29/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Terbol
Grapes Pruning Principles and Practices	11/6/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	West Bekaa	Ammik
Grapes Pruning Principles and Practices	11/13/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Zahle	Zahlé - Maalaka
Train Packers on best cold storage practices for Grapes and Pomefruits	12/2/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Rachaya	Rachaya
Introduction for a new technology and a presentation on the Electro Static Sprayers System	12/2/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Rachaya	Rachaya
Field Training on Grapes pruning Principles and Practices	12/2/2014	Capacity Building, Production Techniques	Farmers, Cooperatives	Bekaa	Rachaya	Rachaya
Rural Basket- Honey						
Training of Trainers on Beehive Management – Honey Training - Bekaa	10/23/2014		Beekeepers, Cooperatives			
Honey Training -Diseases - Chapter 2 - ASSIA-Batroun	10/7/2014	Production Techniques	Beekeepers, Cooperatives	North	Batroun	Assia
Honey training - Hive management- Chp3&4	10/11/2014		Beekeepers, Cooperatives	South	Sour	Kolayleh
Honey Training- Hive Management - Ch 1 & 2	10/17/2014	Capacity Building	Beekeepers, Cooperatives	Nabatiyeh	Hasbaya	Chebaa
Honey Training - Hive Management - Ch 3 & 4	10/18/2014	Capacity Building	Beekeepers, Cooperatives	Nabatiyeh	Hasbaya	Chebaa
Honey Training - Hive Management - Ch 1&2	10/24/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Mristeh
Honey Training - Hive Management - Ch 3 & 4	10/25/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Mristeh
Hive Management Chap. 1,2,3	11/10/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Bater
Hive Management Chap 4	11/11/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Bater

Hive Management, Chap 1,2,3	11/21/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Maasser el Chouf
Hive Management, Chap 4	11/28/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Maasser el Chouf
Honey Training- Hive Management Chap 1,2	12/8/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Baakline
Honey Training - Hive Management Chap 3,4	12/9/2014	Capacity Building	Beekeepers, Cooperatives	Mount Lebanon	Chouf	Baakline
Honey Training- Hive Management - Ch 1 & 2	12/12/2014		Beekeepers, Cooperatives	South	Sour	Aaytit
Honey Training- Hive Management - Ch 3&4	12/20/2014		Beekeepers, Cooperatives	South	Sour	Aaytit
Olive Oil						
Activity 1- Olive Mechanical harvesting program - Capacity Building for Bekaa Cooperatives - Project Management Training - Dar Tanit	10/7/2014	Capacity Building	Farmers, NGOs	Bekaa	Zahle	Zahlé - Maalaka
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Kobayat Cooperative (Akkar) - North	10/13/2014	Production Techniques	Cooperatives	North	Akkar	Kobayat
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Darbeshtar Cooperative (Koura) - North	10/10/2014	Production Techniques	Cooperatives	North	Koura	Dar Beechtar
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Fghal Cooperative (Jbeil) - North	10/10/2014	Production Techniques	Cooperatives	Mount Lebanon	Jbeil	Fghal
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Akroum Cooperative (Akkar) - North	10/13/2014	Production Techniques	Cooperatives	North	Akkar	Akroum
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Chadra Cooperative (Akkar) - North	10/13/2014	Production Techniques	Cooperatives	North	Akkar	Chadra
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Minjez Cooperative (Akkar) - North	10/13/2014	Production Techniques	Cooperatives	North	Akkar	Minjiz
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Development Services Koura Cooperative (Koura) - North	10/10/2014	Production Techniques	Cooperatives	North	Koura	Kfarakka
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - Kfour Al Arbeh Cooperative (Batroun) - North	10/10/2014	Production Techniques	Cooperatives	North	Batroun	Kfour Al Arbeh
Practical Training on Olive Harvesting and Milling Improved Techniques for students from Holy Spirit University Kaslik (USEK) in Darbeshtar (Koura) - North	11/14/2014	Youth	Cooperatives	North	Koura	Dar Beechtar
Activity 1- Olive Mechanical harvesting program - Capacity Building for Bekaa Cooperatives - Project Management Training - Cooperative Association of Fruit trees in Caza of Rachaya (Kfarmishki)	10/7/2014	Capacity Building	Cooperatives	Bekaa	Zahle	Zahlé - Maalaka
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training – Agriculture Cooperative Association of Tanbourit	10/2/2014	Production Techniques	Cooperatives	South	Saida	Tanbourit
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training –Agriculture Cooperative Association in Nabatiyeh Caza	10/8/2014	Production Techniques	Cooperatives	Nabatiyeh	Nabatiyeh	Doueir
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training –Agriculture Cooperative Association for the Village of Haramoun (Kfeir)	10/22/2014	Production Techniques	Cooperatives	Nabatiyeh	Hasbaya	Kfeir
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training –Agriculture Cooperative Association for the Production, Processing and Marketing of Grapes in Kleya'a	10/8/2014	Production Techniques	Cooperatives	Nabatiyeh	Marjeeyoun	Klayaa

Activity 2 - Olive Mechanical Harvester Distribution and demo field Training – Olea	10/2/2014	Production Techniques	Cooperatives	South	Jezzine	Lebaa
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training – Agriculture Cooperative Association for the production processing and marketing of grapes (Rachaya Foukhar)	10/9/2014	Production Techniques		Nabatiyeh	Hasbaya	Rachaya el Fokhar
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training – Agriculture Cooperative in Hasbayya	10/22/2014	Production Techniques	Cooperatives	Nabatiyeh	Hasbaya	Hasbaya
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training –Cooperative Association for fruit trees in the villages of rachaya	10/15/2014	Production Techniques	Cooperatives	Bekaa	Rachaya	Kfarmechki
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training – Dar Tanit	10/15/2014	Production Techniques	NGOs	Bekaa	West Bekaa	Aytanit
Activity 2 - Olive Mechanical Harvester Distribution and demo field Training - General Agriculture Cooperative In Deir Mimess (South)	10/2/2014	Production Techniques	Cooperatives	Nabatiyeh	Marjeeyoun	Deir Mimass
Training 2- Training on olive harvesting and post-harvesting practices - Olea - Lebaa	10/4/2014	Capacity Building	Cooperatives	South	Jezzine	Lebaa
Processed Food						
Vinegar workshop	10/9/2014		Cooperatives	Beirut		
Focus group for grapes farmers and grape molasses producers	10/8/2014		Cooperatives			
Training session on wheat suitable for freekeh	11/8/2014	Production Techniques	Cooperatives	South	Sour	Boustane
Assisting five processed food cooperatives in the south to participate in the exhibition organized by UNIFIL -Shamaa camp	12/17/2014	Comm Event	Cooperatives	South	Sour	Chameh
Rural Tourism						
Training on Management and Capacity Building	10/18/2014	Capacity Building, Other	Cooperatives	Mount Lebanon	Jbeil	Ehmej

INCREASING ACCESS TO FINANCE - CONSTRAINTS TO LENDING REDUCED (INTERMEDIATE RESULT 4)

Value chain actors must access financing – from bank loans, LIVCD grants, private equity, or savings – to invest in the upgrades in production, marketing and business linkages, described above under LIVCD Intermediate Results 1-3. These investments help farmers and firms achieve greater competitiveness (lower cost of production, higher quality product meeting market demands, higher sales value) leading to higher incomes.

FACILITATE FINANCE FOR VALUE CHAIN ACTORS AND MAXIMIZE INVESTMENTS LEVERAGED IN PPPs

LIVCD partners with private sector firms to leverage investment and resources to improve competitiveness of the beneficiary firms, as well as other actors in the value chain with which the firm is linked. A public-private partnership (or alliance) is considered formed when there is a clear agreement, usually written, to work together to achieve a common objective. This includes grants and Development Agreements between LIVCD and food processing firms to support increased procurement of raw materials from farmers, and with lead farmers to demonstrate improved practices to farmers. PPPs are also formed in the Rural Tourism value chain with associations and NGOs to increase tourists in target areas to create income generating opportunities for guides and other tourism service providers.

The number of PPPs formed provides an indication of the extent to which LIVCD-supported activities are leveraging additional resources and investments to achieve project objectives and sustainability. This in turn contributes to enhanced competitiveness that expands the participation of MSMEs in the targeted value chain and achievement of the project objective.

In Year 3 Quarter 1, LIVCD entered into **3 PPPs** to leverage private sector investment in the targeted value chains. Most of these PPPs are with firms, cooperatives and NGOs who are actors in the targeted value chain linked to farmers.

Rural Basket – Honey: Partnership with Kaddoum for Trading (honey processor and brand owner) to support purchases of honey from 19 Beekeepers and aggregators.

Grapes: Partnership with Medigardens (grape exporter) to support grape farmers seeking to invest in establishing grape orchards with new commercial varieties and improved infrastructure and practices.

Avocado: Partnership with Emkan SAL to work with avocado farmers seeking to invest in establishing avocado orchards with commercial varieties and latest techniques.

LIVCD RESULT: ACCESS TO FINANCE	
Number of public-private partnerships formed as a result of FtF assistance (LIVCD Performance Indicator 12)	
Result Year 3 Quarter 1 (October 1 – December 31, 2014)	3
Life of Project Results (through December 31, 2014)	82
Life of Project Target	500

LIVCD RESULT: ACCESS TO FINANCE	
Number of MSMEs, including farmers, assisted by USG to apply for value chain finance (LIVCD Performance Indicator 14)	
Result Year 3 Quarter 1 (October 1 – December 31, 2014)	47
Life of Project Results (through December 31, 2014)	314
Life of Project Target	750

Assistance to MSMEs to apply for value chain finance:

LIVCD assistance to MSMEs to access value chain finance includes supporting preparation of feasibility studies, business plans and loan/grant applications, for MSMEs to apply for loans from financial service providers or LIVCD grants or to support access to private equity. The number of MSMEs receiving LIVCD assistance to apply for grants, bank loans, or private equity, and thus the extent to which LIVCD project interventions reach beneficiaries to increase investment in target value chains, a key factor in improving competitiveness and a reflection of investor confidence.

This quarter, LIVCD assisted 47 MSMEs including farmers with training and technical assistance to apply for value chain finance, through:

Workshops: LIVCD partners with financial institutions (BLC Bank, others) to hold workshops at which the financial institutions present farmers with information about their loan products that are appropriate for investments into new technologies and upgrades promoted by LIVCD, such as beehives and new equipment in the beekeeping sector; and new varieties, equipment and other orchard upgrades for pome fruit, avocado, cherry, grapes and olives.

This quarter, LIVCD held two workshops in cooperative with financial institutions to explain to potential beneficiaries (MSMEs including farmers and rural entrepreneurs in the target value chains) the sources of financing available, the required documentation, and the terms and conditions of loans. 47 MSMEs including farmers attended these two workshops with financial institutions to become acquainted with loan products and the process of applying and taking a loan.

- 19 Grape farmers
- 1 Olive farmer
- 18 Pome fruit (apple and pear) farmers
- 1 Beekeeper
- 3 Cherry farmers

Feasibility Studies: LIVCD facilitates feasibility studies to help farmers and other MSMEs determine whether investments under consideration are commercially sustainable, and are a feasible investment.

- This quarter, LIVCD supported **three feasibility studies in the Avocado value chain**, to help farmers evaluate potential investments into establishing or expanding avocado plantations. The farmers used the feasibility studies to apply for bank loans; LIVCD will follow up and try to determine if they were successful and value of any loans taken.

Ongoing feasibility studies:

- A draft feasibility study of the eco-tourism project in Der Behtar has been submitted for a final discussion and review with potential investors.
- A concept development for Assia eco-tourism project was carried out; however the finalization of the feasibility study is pending since the potential investors have not yet agreed on a final location for the potential project.

Loan application facilitation: LIVCD assists MSMEs to complete applications for loans or in some cases LIVCD grants. LIVCD assists MSMEs with identifying the paperwork required, assists the MSME to assemble the necessary documents and in some cases facilitates directly with financial institutions to ensure a smooth process and successful loan.

- This quarter, LIVCD assisted 7 MSMEs in the loan application process and in negotiations with banks. The loans requests consist mainly of investment to upgrade orchards and buy new equipment: 3 Avocado farmers, 1 grape farmer and 3 beekeepers.
- During this quarter 2 MSMEs were able to secure loans for a total amount of \$100,490; one loan through Bank Audi and one through Intercontinental Bank.
- Additionally, LIVCD holds regular meetings with financial institutions to keep updated on the financing sources available.
- Banks are also benefiting from LIVCD technical presentations on agricultural practices and the related technical advice. Four loan officers participated and benefited from technical production training organized by LIVCD. Also, LIVCD has shared the prospectus on grapes and avocado Prospectus on grapes and Avocado sent to BLC Bank to help them evaluate loans applications from farmers.

HELP MSMEs IMPROVE THEIR FINANCIAL REPORTING

LIVCD is developing a financial record-keeping bookkeeping manual. It is being reviewed to validate the agricultural technical information.

DEVELOP AND MANAGE SMALL GRANTS COMPONENT

LIVCD provides grants to leverage investment in the target value chains. See Table 3 below for a list of grants active and approved this quarter.

Result: Increased Investment Leveraged by LIVCD Assistance

LIVCD leverages investment from actors in the targeted value chain to upgrade production, aggregation and processing, and production to improve competitiveness. LIVCD tracks this investment for direct beneficiaries.

Through Year 2, LIVCD leveraged investment of \$559,089 with direct beneficiaries (see Table 2). (note that this value includes only money actually spent, for which supporting documents are available. For grants, only the confirmed value of investment leveraged (cost share confirmed during grants closeout) is reported.

In Year 3, LIVCD expects to leverage investment of \$1,575,000 from direct beneficiaries

LIVCD RESULT: ACCESS TO FINANCE	
Value of new private sector investment in the agriculture sector or food chain leveraged (LIVCD Performance Indicator 13)	
Result through Year 2* (September 30, 2014)	USD 559,089
Year 3 Target	USD 1,575,000
Life of Project Target	USD 4,500,000

*Result is reported annually

Table 2. LIVCD New Investment Leveraged through Year 2 (September 30, 2015).

Value Chain	Investment Leveraged	Nature of investments
Grapes	\$86,000	Loans taken by grape farmers to invest in upgrading orchards with new varieties and equipment
Olive Oil	\$1,100	
Pome Fruit	\$250,000	Loans taken by apple farmers to invest in upgrading orchards with new varieties and equipment
Rural Basket	\$33,493	
Avocado	\$160,000	Loans taken by avocado farmers to invest in upgrading orchards with new varieties and equipment
Rural Tourism	\$27,827	

Table 3. LIVCD Approved & Active Grants – Year 3 Quarter I (October 1 – December 31, 2014)

Title	Grantee	Mohafaza	Caza	Expected Outcomes
Cherries				
From Farmer to Market (FFM): Developing a Sustainable Cherry Value Chain in Jabal Moussa	Association for the Protection of Jabal Moussa	Mount Lebanon	Jbeil, Keserouan	<p>The project's goal is to encourage income generating activities and linking stakeholders in the cherry value chain to ensure its sustainability.</p> <p>Introducing new varieties of cherries suitable for processed food, and linking the farmers to the processors, will provide a new local market for farmers and a local source of raw material to the processors, avoiding limited supply.</p> <p>The equipment and tools will be installed in Jabal Moussa's facility, which is being used and maintained by the women processors supported by APJM staff. Trainings on the use of the proper use of equipment will ensure their maintenance after the project ends.</p> <p>The locally manufactured products will be promoted under the brand name of "Jabal Moussa", along with the existing food and handicraft products. APJM staff will follow up on the marketing of the cherry products, and profits generated from sales will be reinvested in product reorders and marketing. This should ensure financial sustainability and growth beyond the project lifetime.</p>
Cherries & Pome Fruit				
Proximity Agriculture Center	Caritas	Mount Lebanon	Keserouan	"A minimum of 60 farmers applied Good Agriculture Practices.
Grapes				
Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets through a Public Private Alliance	Jaber Trading Company	Bekaa	Baalbeck, Rachaya	<p>"1. By the end of the second year of the project, at least 100 dunams (10 ha) will be planted with grape varieties that have demand in high value markets.</p> <p>2. By the sixth year of planting, a yearly average of 24 tons per ten dunams of high quality grapes will be sold in high value markets.</p> <p>3. With this project, 10 farmers will benefit with new or upgraded orchards, and new technologies and technical support.</p> <p>4. Approximately 50 small farmers will benefit from new production techniques utilized in the new orchards of the 10 co-investing farmers."</p>
Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets	Middle East Business Company SARL	Bekaa	Baalbeck, West Bekaa, Zahle	<p>1. By the end of the second year of the project, at least 170 dunams (17 ha) will be planted with grape varieties that have demand in high value markets.</p> <p>2. By the sixth year of planting, a yearly average of 44 tons per ten dunams of high quality grapes will be sold in high value markets.</p> <p>3. With this project, 17 farmers will benefit with new or upgraded orchards, and new technologies and technical support.</p> <p>4. Approximately 85 small farmers will benefit from new production techniques utilized in the new orchards of the 17 co-investing farmers.</p>
Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets	Medigardens	Bekaa	Zahle	<p>1. By the end of the second year of the project, at least 180 dunams (18 ha) will be planted with grape varieties that have demand in high value markets.</p> <p>2. By the sixth year of planting, a yearly average of 44 tons per ten dunams of high quality grapes will be sold in high value markets.</p> <p>3. With this project, 18 farmers will benefit with new or upgraded orchards, and new technologies and technical support.</p> <p>4. Approximately 90 small farmers will benefit from new production techniques utilized in the new orchards of the 18 co-</p>

				investing farmers.
Grapes & Pome Fruit				
Natural Apple & Grape Vinegar consumer awareness and re-launch campaign	Societe Libanaise de Boissons (Machaalany)	Bekaa	Baalbeck, Rachaya, Zahle	<ul style="list-style-type: none"> - Increased participation of farmers and cooperatives in the processed foods value chain through providing linkages with a leading food processing company. - Two high value products re-introduced: Natural apple and grape vinegar into the Lebanese market. This production will not compete on price, but on quality. - New sustainable markets for apple and grape farmers created to sell products that would otherwise go to waste. - A leading processor supported in creating successful market linkages via co financing a joint product promotion - Trainings on sorting and packaging provided to farmers thus ensuring the sustainability of their production input to processors.
Rural Basket - Honey				
Increasing Honey Exports and Supporting Beekeepers through a Joint Product Promotion	Jibal Loubnan for Baladi Production	Mount Lebanon, North	Aley, Minieh-Denniye	<ol style="list-style-type: none"> 1) 14.85 tons of honey exported to the U.S by December 2014. 2) 5.1 tons exported to the UAE by December 2014. 3) At least 50 beekeepers receive production training and are linked directly to Jibal Loubnan. The beekeepers receive feedback on their honey through the testing that Jibal Loubnan will conduct. This will assist the beekeepers to improve the quality of their honey. 4) The co-investment will introduce new high value honey into the US. Oak and October honey, specific to Lebanon, will not compete on price, but on their distinct quality. 5) Lebanese honey will be more accessible and have a wider distribution in the US and UAE through penetrating new channels via this project.
Improving the Beekeeping Sector in Metn, Keserwan, and Byblos	APIS	Mount Lebanon	Jbeil	<ol style="list-style-type: none"> 1- Increased income of vulnerable beekeepers members of APIS 2- Increased awareness of beekeepers and potential new investors such as youth and university students through "Barid al Nahhal" about proper beekeeping practices 3- Increased consistent high quality honey production through the provision of honey extraction line and a mixer.
Improving the Livelihood of 150 Beekeepers in the Bekaa and South Regions	Caritas			
Upgrade the Lebanese Honey Value Chain sector through improving the brand image of a local honey brand and increasing consumer awareness through a joint promotion leading to an increase in demand of honey from rural beekeepers	Kaddoum for Trading SARL	Mount Lebanon, Nabatiyeh, North	Jbeil, Keserouan, Hasbaya, Nabatiyeh, Minieh-Denniye	<p>The Lebanese honey value chain improved through a comprehensive upgrade in Kaddoum brand for the local market.</p> <p>The presence of Lebanese Kaddoum honey on market shelves expanded and fortified against imported brands.</p>
Rural Basket (Free Range Eggs) & Honey				
Strengthen the Development Cooperative of Jezzine and provide income-generating opportunities for small and medium farmers in the rural areas of Jezzine caza	Development Cooperative in Jezzine	South	Jezzine	<p>Capacity of the Cooperative enhanced in business management, with an emphasis on effective marketing and sales and business management.</p> <p>Increased income of vulnerable (women-headed, or family members with disability) families who are full-time residents of Jezzine area.</p>
Olive Oil				

Improving olive producers' productivity and competitiveness in Lebaa and neighboring villages	Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative)	South	Jezzine	<ol style="list-style-type: none"> 1. Implement a mechanical harvesting program: Harvest approximately 90 tons of olives from 60 small and medium growers from Lebaa and neighboring villages 2. Build the capacity and conduct a series of five trainings and up to 30 extension field visits (on demand) to 100 olive growers 3. Implement a bulk SMS-dispatch program for important olive production updates and practices to 100 growers 4. Build the capacity of a production service center to implement a revenue-generating harvesting program 5. Establish a partnership (vertical linkage) between Oléa Cooperative and Nicolas Fares and Sons mill that will mill the olives harvested by the cooperative and purchase good quality oil produced from the same farmers
Development of the Olive Oil Value Chain in Kobayat and Neighboring Villages in Akkar	Cooperative Association for Agricultural in Kobeyat, Akkar	North	Akkar	<ul style="list-style-type: none"> - Increased productivity of olive orchards as a result of enhanced production techniques and reduction of harvesting cost. - Improved olive oil quality through the upgrade of the olive mill, implementation of new technology and Good Manufacturing Practices (GMP), and better storage. - Access to markets for the olive oil facilitated through the procuring and installing storage tanks and purchasing 6,000 liters Extra-Virgin olive oil from farmers that the Cooperative will sell to local households and restaurants. - A vertical linkage established between the olive mill (Kobayat Agricultural Cooperative) and farmers from Kobayat and neighboring villages. - Increased income and production capacity of the Cooperative through income generated by selling olive husk logs.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Chadra	Agriculture Cooperative of Chadra	North	Akkar	<p>A mechanical harvester project is implemented in Chadra village and neighborhood that will increase the productivity of olive farmers by decreasing cost of production.</p> <ul style="list-style-type: none"> · 40 farmers will benefit from 6 mechanical harvesters to harvest their olive orchards. · 10 farmers will be trained on the operation and use of new technology by the supplier of the mechanical harvesters · 1 MSME Agricultural Cooperative Association in Chadra is introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Akroum, Akkar	Cooperative Association for the production and processing of olives in Akroum	North	Akkar	<ul style="list-style-type: none"> · A mechanical harvester project is implemented in Akroum village and neighboring villages that will increase the productivity of olive farmers by decreasing cost of production. · 40 farmers will benefit from 6 mechanical harvesters to harvest their olive orchards. · 10 farmers will be trained on the operation and use of new technology by the supplier of the mechanical harvesters · 1 MSME Cooperative Association for the Production and Processing of Olives in Akroum is introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Minjiz, Akkar	Agricultural Cooperative Association in Minjiz	North	Akkar	<ol style="list-style-type: none"> 1. Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season 2. LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil 3. The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology. 4. LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices	Agricultural Cooperative for the development	North	Batroun	<ul style="list-style-type: none"> - A mechanical harvesting project is implemented in the village of Kfour El Arbeh and neighboring villages that will increase the productivity of olive farmers by decreasing cost of production - 40 farmers will benefit from 6 mechanical harvesters to harvest their olive orchards. - 10 farmers will be trained on the operation and use of new technology by the supplier of the mechanical harvesters

and capacity building of cooperatives and farmers in Kfour El Arbeh, Batroun	of OLives in Kfour El Arbeh			- 1 MSME Agricultural Cooperative Association for the Development of Olive Planting in Kfour El Arbeh is introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Fghal, Jbeil	Agricultural Cooperative Association in Fghal	Mount Lebanon	Jbeil	<ul style="list-style-type: none"> - A mechanical harvester project is implemented in Fghal village and neighborhood that will increase the productivity of olive farmers by decreasing cost of production. - 35 farmers will benefit from 5 mechanical harvesters to harvest their olive orchards. - 10 farmers will be trained on the operation and use of new technology by the supplier of the mechanical harvesters - 1 MSME Agricultural Cooperative Association in Fghal, Jbeil is introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in various villages in Koura	Cooperative Association for Agricultural Services and Development of Koura, Koura	North	Koura	<ol style="list-style-type: none"> 1. Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season 2. LIVCD and the partner will co-invest in harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil 3. The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology. 4. LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Dar Bechtar, Koura	Cooperative for Development and Manufacture of Olive Products in Der Bechtar, Koura	North	Koura	<ol style="list-style-type: none"> 1. Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season 2. LIVCD and the partner will co-invest in harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil 3. The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology. 4. LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Tanbourit, Saida	Agricultural Cooperative Association in Tanbourit	South	Saida	<ol style="list-style-type: none"> 1. Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season 2. LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil 3. The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology. 4. LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.
Increasing competitiveness of olive farmers by decreasing cost of production through	General Agricultural Cooperative in	Nabatiyeh	Marjeeyoun	<ol style="list-style-type: none"> 1. Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season

improved harvesting practices and capacity building of cooperatives and farmers in Deir Miness, Marjayoun	Deir Miness			<p>2.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p> <p>3.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>4.LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Doueir	Agricultural cooperative association for olive farmers in Nabatiyeh caza	Nabatiyeh	Nabatiyeh	<p>1.Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season</p> <p>2.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p> <p>3.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>4.LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Rachaya El Foukhar, Hasbaya	Agricultural Cooperative Association for the Production, Processing and Marketing of Grapes and Olives (Rachaya Al Foukhar-Khrybe)	Nabatiyeh	Hasbaya	<p>1.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p> <p>2.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>3.LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Hasbayya, Hasbayya	Agricultural Cooperative in Hasbaya	Nabatiyeh	Hasbaya	<p>1.Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season</p> <p>2.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p> <p>3.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Kleya'a, Marjayoun.	Cooperative Association for fruit trees and nurseries in Marjayoun and Hasbayya	South	Nabatiyeh	<p>1.Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season</p> <p>2.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p>

				<p>3.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers	Agricultural Cooperative Association for the village of Haramoun, Al Berke, (Kfeir Cooperative)	Nabatiyeh	Hasbaya	<p>1.Build capacity of cooperatives through project management training. The training will consist of modules devoted to teach the cooperatives on how to efficiently manage this harvesting program in order to ensure its sustainability beyond this season</p> <p>2.LIVCD and the partner will purchase harvesting bundles consisting of a battery-operated mechanical harvesters (which is light weight, usable in various terrains and orchard composition, less expensive than other models, and have spare parts readily available), plastic crates and harvesting nets. The cost of each bundle is approximately \$1,800. It is expected to reduce the costs of harvesting by \$2,160 per harvester per season or 20-35% the production cost of olive oil</p> <p>3.The supplier of the harvesting bundles will train farmers and representatives from the cooperative on the use of mechanical harvesters considered new technology.</p> <p>4.LIVCD will conduct a final workshop to share lessons learned and experiences between different cooperatives and partners that enrolled in the program.</p>
Improving the olive oil sector in Hasbaya through upgrading olive mill equipment and processing standards	Fouad Mohamad Zouwehid Mill (Al Rachid Modern Mill)	Nabatiyeh	Hasbaya	<p>Vertical linkage established between an olive mill (Al Rachid Modern Olive Mill) and a production service center (the Agriculture Cooperative in Hasbaya) that will improve olive production at the orchard level for 50 farmers.</p> <p>120 farmers milled their olives in a modern good manufacturing practices (GMP) compliant mill at a reduced price, and produce quality olive oil as a result of upgrading the milling process from two phases to three phases with higher oil extraction rates and greater percentages of extra virgin olive oil.</p> <p>300 olive oil tins are purchased from 50 farmers by the mill (compared to 100 tins in the previous olive season).</p> <p>100 tons of husk log bricks produced for heating purposes during winter instead of cutting down trees</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of agricultural association and farmers in Aytanit, West Bekaa	Dar Tanit	Bekaa	West Bekaa	<p>A mechanical harvesting project implemented in the village Aytanit, West Bekaa and neighboring villages that will increase the productivity of olive farmers by decreasing cost of production</p> <p>60 farmers benefited from 10 mechanical harvesters to harvest their olive orchards.</p> <p>10 farmers trained on the operation and use of new technology by the supplier of the mechanical harvesters</p> <p>1 MSME Dar Tanit Association introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.</p>
Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Kfarmishki and neighboring villages in Rachaya	Cooperative Association for Fruit Trees in the villages of Rachaya	Bekaa	Rachaya	<ul style="list-style-type: none"> · A mechanical harvesting project implemented in the village of Kfarmishki, Rachaya and neighboring villages that will increase the productivity of olive farmers by decreasing cost of production · 60 farmers benefited from 10 mechanical harvesters to harvest their olive orchards. · 10 farmers trained on the operation and use of new technology by the supplier of the mechanical harvesters · 1 MSME Agricultural Cooperative Association in the villages of the caza of Rachaya introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.
Development and improvement of the olive oil sector in Lebaa and neighboring villages	Nicolas Fares and Sons	South	Jezzine	<p>1- Improve olive oil productivity through introduction of new technology (Axis 3): By linking Nicholas Fares and Sons and Oléa Cooperative, the project will provide technical support and guidance to the olive farmers in the targeted area. The cooperative agriculture engineers will provide technical advice and training to farmers that will also benefit from access to mechanical harvesters (handled under a separate grant).</p> <p>2- Improve standards of olive milling and storage (Axis 2): Increase production of EVOO through a modern mill implementing GMP standards. As a result of the linkage with the production center, the farmers will benefit from better handling of their harvested olives from the fields to the mill. The new olive mill will contribute to increased oil extraction rate and increased production of EVOO.</p> <p>3- Increased sales of farmers' oil: Nicolas Fares Mill will purchase 8000 liters of EVOO in priority from farmers who used mechanical harvesting and received technical assistance as a result of Olea support, and who pressed their olives in the mill. For 50 potential farmers will be able to sell some of their quality oil directly to the mill.</p>

Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of agricultural association and farmers in Aytanit, West Bekaa	Dar Tanit	Bekaa	West Bekaa	A mechanical harvesting project implemented in the village Aytanit, West Bekaa and neighboring villages that will increase the productivity of olive farmers by decreasing cost of production 60 farmers benefited from 10 mechanical harvesters to harvest their olive orchards. 10 farmers trained on the operation and use of new technology by the supplier of the mechanical harvesters 1 MSME Dar Tanit Association introduced to new technology and trained on usage of mechanical harvesters and on the implementation of monitoring tools.
Development and improvement of the olive oil sector in Kfeir and neighboring villages through increased investments and improvements in the milling and storage operations	Local International Co	Nabatiyeh	Hasbaya	
Pome Fruit				
Improving Pome fruit competitiveness in Jouroud Al Maten through a Production Service Center	Sannine Cooperative for Sustainable Agriculture - SCSA	Mount Lebanon	Metn	1.Income of 150 farmers increased. 2.Productivity of apple orchards increased through higher quality production and lower costs through quality management (GAP). 3.Farmers apply improved technology in new or upgraded apple orchards. 4.SCSA operates a new production center and demonstration plot profitably providing technical assistance and training on GAP, linked to at least 150 local farmers. 5.SCSA has increased revenue through expansion of compost and sales of apple seedlings from the established nursery.
Processed Foods				
Support to Jana el Ayadi Food Processing Cooperative in Deir el Ahmar	Jana el Ayadi	Bekaa	Baalbeck	Increased production of the cooperative by 20% (compared to 2012 as a baseline) Improved technologies applied by the cooperative to enhance quality and sales of products.
Upgrading the Caritas Food Processing Facility in Deir Al Ahmar	Caritas Lebanon	Bekaa	Baalbeck	1- New technology introduced to the Caritas processing facility in Deir Al Ahmar 2- The technical capacity of the processing facility management enhanced by implementing food security training 3- Productivity of the Caritas' food processing facility in Deir Al Ahmar increased
Increase farmers' technical knowledge and income by ensuring Mymoune's ability to expand sales via a food safety and quality assurance program, and a new and improved marketing strategy	Mymoune	Mount Lebanon	Metn	- Increased sourcing of raw material from farmers. Training of farmers will lead to improved production and productivity and better incomes. - Mymoune's market position will improve. Its sales will increase its sales, quality systems will be better.
Rural Basket				
Expanding Production and Sales of Adonis Valley and its Related Suppliers in the Rural Basket	Adonis Valley	Bekaa, Mount Lebanon, North	Baalbeck, Hermel, Akkar	The proposed assistance will play a key role in the following: 1) Increasing production capacity of Adonis Valley and partner cooperatives and farmers up to 30% by introducing new technology. 2)Increasing income for at least 48 individual farmers (please refer to Table 1). 3)Enhance energy efficiency through environmentally sustainable methods by installing solar panels to produce products. 4)Increase the market visibility and sales of Adonis Valley.
Rural Tourism				
Ski-touring, cross-country skiing, and winter	Auberge Beity Association	Mount Lebanon	Keserouan	- 1 Trainers identified

activity development in Kfardebain				<ul style="list-style-type: none"> - 1 training curriculum developed - 20 trainees were selected - 1 training (5 days, 20 persons) was implemented - 5 Trainees selected - 1 TOT implemented (3 days, 5 persons) - 5 trainers attended the "training of trainers", and 20 cross country skiing and snow shoeing coaches are certified by the Lebanese Ski Federation - 2 well delineated trails developed within safe standards - 1 MOU between Beity Association and Kfardebain municipality is developed and signed - new rural tourism packages (ski-touring, cross-country skiing) developed - 1 Launching public event organized - 1 ski-touring competition organized for the 500 students enrolled in the training program - 1 closure public event organized - Marketing and promotion tools were developed, addressing individuals, schools, universities, youth clubs, hiking and trekking clubs and others.
Promoting and Increasing Competitiveness of Rural Tourism in Ehmej	Ehmej Development Association	Mount Lebanon	Jbeil	<ul style="list-style-type: none"> Increased income of rural tourism guides Increased income of Arz Ehmej park Improved tourism services for tourists in Mount Lebanon
Upgrading the rural tourism network in Hadath El-Jebbeh	Hadath El Jebbe Association	North	Becharre	<ul style="list-style-type: none"> o Diversified rural tourism offerings in Hadath El-Jebbeh and the Qadisha Valley region, by answering the regions needs as stated in HEJ local rural tourism strategy o Increased income of local guesthouses and local guides o Jobs opportunities created for marginalized rural youth and women o Increased management skills of local rural tourism MSMEs through training on tourism management and hospitality o Increased capacities of local stakeholders through cooperation and institutional development
Establishing a food trail in the Higher Shouf and West Beqaa regions	American University of Beirut	Bekaa, Mount Lebanon	West Bekaa, Chouf	<p>The present proposal includes income generating activities, increasing competitiveness of rural tourism in the Shouf Cedars Reserve Biosphere areas. The training activities will enable the local stakeholders to operate and professionally manage the trail. The marketing and promotion activities are expected to bring more tourists to the Biosphere and then assure the sustainability of the project. Furthermore a Development Agreement will be signed between the project partners for the management and maintenance of the trail. This trail will become a local permanent attraction that could be used by several local and national tour operators starting from the first year of implementation. Moreover, the previous experience of the ESDU, the FHF and the SCBR, have proved their efficiency and success in administrating and implementing projects.</p>

3. SUMMARY OF PROGRESS: YEAR 3 QUARTER I

Pome Fruit (Apple and Pear)

The LIVCD Pome Fruit Value Chain Upgrading Strategy focuses on supporting Lebanese apple and pear farmers to increase the production of Grade I apples and pears of high value varieties demanded in domestic and export markets. In parallel, LIVCD works with service providers and aggregators to improve farmer access to upgraded sorting, packing and cooling facilities, and links farmers to aggregators and exporters to increase sales and exports of apples and pears.

Beneficiaries and Expected Results:

- **Pome fruit farmers** supported with training, technical assistance and linkages to input suppliers to improve production; and with linkages to aggregators and exporters to implement a traceability system and access high value export markets
- **Aggregators and exporters of pome fruit** assisted to increase exports, through linkages with farmers and implementation of a traceability system
- **Actors increase volume and value of incremental sales** of apples and pears, leading to increased income
- **Jobs (farmers, aggregators/exporters, processors, service providers) supported** in pome fruit value chain

Year 3 Work Plan Priorities

Axis 1: Marketing: Support Exporters and Local Traders to Identify and Access High Value Local and Export Market Opportunities to Increase Sales and Exports to Targeted Markets (GCC Countries, Europe, UK, Local Market)

- Lebanese exporters linked with importers in target markets;
- Lebanese exporters linked with aggregators of apples and pears (in conjunction with Axis 2); and
- Aggregators linked with apple and pear farmers (in conjunction with Axis 3)

Axis 2: Improve Aggregation and Storage by Increasing Efficiency and Capacity of Sorting, Packing Cooling, and Processing Facilities to Extend Marketing Opportunities for Fresh and Processing Apples

- Conduct full evaluation of sorting, packing, and cold storage facility and propose related and cost-effective interventions for upgrading.
- Upgrading 20 sorting, packing, and cold storage facilities.
- Leveraging 4 small pome fruit processing facilities.
- Implementation of traceability system in 10 post-harvest facilities.

Axis 3: Production: Work With Lead Partners to Oversee Regionally Specific Programs to Increase Apple Orchard Production per Square Meter and Increasing Percentage of Grade I Apples and Pears

- Establish a total of 12 demo plots on trellising.
- Establish additional 7 production service centers, each serving a cluster of farmers to provide production services.
- Train 1,000 farmers on best agriculture practices.
- Establish linkages among service centers, demonstration plots, universities, and NGOs/foundations.
- Implement traceability system in at least 5 service centers.
- Develop smart phone applications.

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- Start up production of tissue culture root stock for pome fruit
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POME FRUIT VALUE CHAIN – DETAILED WORK PLAN UPDATE

Axis 1. **MARKETING Support Exporters and Local Traders to Identify and Access High Value Local and Export Market Opportunities to Increase Sales and Exports to Targeted Markets (GCC counties, Europe, UK, Local Market)**

Work Plan Activity & Task Timeframe	Expected Results	Year 3 Quarter 1 Update - Highlights & Challenges
Activity 1.1 Develop market analyses		
Task 1.1.1 Conduct coordination meeting with different exporters, distributors, and importers to share opportunities challenges and constraints Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Coordination meetings held and information gathered/shared 	No update this quarter.
Task 1.1.2 Conduct Market studies (GCC counties, Europe, UK, Local Market) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Market intelligence studies completed • Pome fruit farmers, aggregators, exporters receive specific market information 	No update this quarter.
Activity 1.2 Support exporters to develop strategic linkages with export markets in the GCC, Europe, Egypt		
Task 1.2.1 Facilitate linkages in export markets through joint product promotion and information dissemination from market studies Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Introductions between Lebanese exporters and importers in target markets made and initial transactions supported 	HIGHLIGHT: Linkage Facilitation for Export of Apples to Russia LIVCD observed the first successful linkages of Lebanese apple farmers to exporters this quarter, with partner Sannine Cooperative for Sustainable Agriculture (SCSA), which is investing with LIVCD support to establish a Production Service Center (PSC) to provide production extension services to 150 pome (and cherry) farmers in Baskinta, Metn. SCSA conducted research and identified a Lebanese trader interested in buying apples from farmers for export to Russia. SCSA linked the farmers to this trader. LIVCD is collecting data on the volume and value of exports, and will follow up on this linkage.
Activity 1.3 Develop linkages between farmers and exporters		
Task 1.3.1 Identify and link exporters, and aggregators and farmers (including those targeted in Axis 2 and 3) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Introductions between aggregators/exporters and farmers made and initial transactions (sales of apples) supported 	LIVCD is working with its partners to link assisted farmers to aggregators and exporters seeking high quality apples and pears. This quarter, the Sannine Cooperative for Sustainable Agriculture (SCSA), which is investing with LIVCD support to establish a Production Service Center (PSC) to provide production extension services to 150 pome (and cherry) farmers in Baskinta, Metn, conducted research and identified a Lebanese trader interested in buying apples from farmers for export to Russia (see Task 1.2.1). SCSA linked the farmers to this trader. LIVCD is collecting data on the volume and value of sales from farmers, and will follow up on the linkage through the assistance to SCSA and the related farmers.
Activity 1.4 Support development of traceability system based on quality and origin characteristics		
Task 1.4.1 Conduct trainings and support to put in place a traceability system with farmers and organizations (service centers, cooperatives) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Farmers and employees of Service Centers and coops introduced to and trained in using traceability system 	LIVCD is promoting the development and adoption of a traceability system for apples and pears, which demonstrates that products meet the requirements to sell into some domestic outlets and export markets, in partnership with the Sannine Cooperative for Sustainable Agriculture (SCSA) in Baskinta, Metn (reaching up to 150 farmers), and to the Caritas Proximity Agriculture Center (PAC) covering several villages in Keserouan

		(reaching up to 160 farmers). The application of a traceability system requires adherence to Global Good Agricultural Practices (GAP) and record keeping to document compliance. HIGHLIGHT: GobaIGAP Training for Farmers This quarter, LIVCD supported two training sessions for 40 farmers working with the Caritas Proximity Agriculture Center in Keserouan, Mount Lebanon in October 2014. LIVCD introduced to the farmers the importance of Global GAP and bookkeeping skills in adopting a traceability system for apples and pears, which farmers will need to implement to access some export markets. - In a previous quarter, LIVCD provided similar training to around 30 farmers working with the Sannine Cooperative for Sustainable Agriculture Production Service Center in Baskinta, Metn.
Task 1.4.2 Encourage apple farmers and aggregators to adopt the traceability system Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • 15 MSMEs applying traceability system 	The traceability system is under development.

Axis 2. IMPROVE AGGREGATION AND STORAGE BY INCREASING EFFICIENCY AND CAPACITY OF SORTING, PACKING COOLING, AND PROCESSING FACILITIES TO EXTEND MARKETING OPPORTUNITIES FOR FRESH AND PROCESSING APPLES

Work Plan Task & Timeframe	Expected Results	Year 3 Quarter I Update
Activity 2.1 (Leveraging private sector, cooperative and NGO funds) to upgrade post-harvest facilities in sorting, packing and cooling, provide training on energy efficiency improvements and link farmers to packing houses (in cooperation with cherry and grape value chains)		
Task 2.1.1 Conduct GMP and energy audit analysis of post-harvest facilities in sorting, packing, and cooling to identify weaknesses and propose solutions Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • 90 Small and medium postharvest facilities evaluated 	LIVCD published an RFP this quarter to identify a service provider to conduct the GMP and energy audit analysis. However, no bids within the budgeted range were received, and so the RFP will be re-released next quarter, in January 2015. <i>With Cherries Task 2.1.1 and Grapes Task 2.1.1</i>
Task 2.1.2 Support investment to improve post-harvest facilities and introduce new cooling and precooling technology Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • New post-harvest technologies (cooling, pre-cooling) introduced • Actors trained in use of cooling and pre-cooling equipment and techniques. • 	HIGHLIGHT: Training in Harvesting and Post-Harvesting Practices LIVCD held the first training course in Harvesting and Post-Harvesting Practices for Pome Fruit on 11/28/2014 in Jbeil, Mount Lebanon, attended by 53 participants most of who are cold storage facility owners, with the others coming from agricultural cooperatives and the Ministry of Agriculture. The training curriculum addressed best practices for packing, pre-cooling and use of new cooling and storage technologies. The technical information was followed by a presentation by an official from BLC Bank, to inform the cold storage owners about Kafalat loans which could be taken for investment into cold storage technology, or other fixed assets and working capital needs (minimum loan of USD 2,667, maximum USD 43,333). The training culminated in a visit to the Liban Village cold storage and packing house machinery in Halat. LIVCD will work with the cost storage owners to identify appropriate investments for individual cost storage facilities, after the GMP and energy audit analysis is complete (see Task 2.1.1).
Task 2.1.3 Provide trainings on cold storage best practices for energy efficiency improvements Timeframe: 3/15/2015 - 9/30/2015	<ul style="list-style-type: none"> • Cold store owners and employees trained on energy efficiency 	<i>Planned to begin March 2015.</i>
Task 2.1.4 Assist and link exporters/post-harvest facilities and farmers to implement traceability for products <i>(with Activity 1.4 and Axis 3 Productivity activities)</i> Timeframe: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • Exporters/post-harvest facilities and farmers trained in traceability 	<i>Planned to begin January 2015.</i>

Activity 2.2 Support and promote small and medium processing operations to stimulate demand for and sales of lower quality apples through the food Processing VC

<p>Task 2.2.1 Work with cooperative and private MSMEs to support diversification in apple/pear processing such as fresh juice, mixed juice, fruit puree, concentrates, molasses, jams and vinegar, etc. Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 3 new products introduced to the market 	<p>LIVCD team met with the Barouk Cooperative on 10/22/2014 to assess needs and determine future assistance.</p>
<p>Task 2.2.2 Provide technical support in packaging, branding, and labeling, including access to and collective purchase of packaging materials: jars, bottles, and cartons Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 production facilities upgraded 	<p>No Update</p>
<p>Task 2.2.3 Facilitate upgrades to processing facilities (energy efficiency and access to finance for upgrades) Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 production facilities upgraded 	<p>No Update</p>
<p>Task 2.2.4 Assist processors to implement quality management in their facilities (ISO, GMP) Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 production facilities upgraded 	<p>No Update</p>
<p>Task 2.2.5 Facilitate increased investments and access to finance for processors through the access to finance work plan, leveraging investments, government programs, and PPPs where appropriate Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 production facilities upgraded 	<p>No Update</p>

Axis 3. Productivity: WORK WITH LEAD PARTNERS TO OVERSEE REGIONALLY SPECIFIC PROGRAMS TO INCREASE APPLE ORCHARD PRODUCTION PER SQUARE

Work Plan Activity & Task	Status	Year 3 Quarter I Update
Activity 3.1 Establishment of Demonstration Plots in major pome fruit production areas with Lead Partners and institutions		
<p>Task 3.1.1 Select location for demo plot establishment Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Total of 12 demo plots established (5 in Year 2, 7 will be established Year 3) 	<p>To date, LIVCD has established 11 demonstration plots through Development Agreements with the land owners. The demonstration plots are used to for study tours and trainings, to demonstrate to farmers apple and pear production using trellis production techniques.</p>
<p>Task 3.1.2 Introduce new tree varieties (highly demanded in export markets) into the established demonstration plots based on market demand Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 new varieties of apple introduced to farmers 	<p>LIVCD facilitated a meeting with the owners of the Demonstration Plots (10 participants) on 10/14/2014, to identify and agree on the varieties of apples and pears that they will plant with dwarf root stock for trellis production.</p>

<p>Task 3.1.3 Provide local and International experts in orchard establishment, IPM, Good Agriculture Practices for intensive pome fruit orchards Advice on establishing demonstration plots for intensive pome fruit production. Experts will Propose new agricultural practices, introduce new technology, train local experts. Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 5 technical consultancies conducted • 5 trainings for experts and farmers conducted • 4 new practices introduced 	<p>This quarter, LIVCD identified an international expert in fruit production, Dr. Renae Moran from the School of Food and Agriculture, University of Maine – Highmoor Farm, in collaboration with the Farmer to Farmer program. Dr. Moran will visit Lebanon from January 26 – February 12, 2015 for the following assistance to LIVCD partners:</p> <ul style="list-style-type: none"> • Machatel Loubnan Association and Lebanese Agriculture Research Institute (LARI): Dr. Moran will help to set a process for production of M9 root stock using tissue culture technology, and will provide advice on tree training and the trellis system. • Sannine Cooperative for Sustainable Agriculture and Bio Land: Dr. Moran will address pruning challenges in the organic production of pome fruit, and varietal selection. • UNIFERT: Dr. Moran will meet with UNIFERT to discuss Smart Fresh technology, which will soon be introduced to Lebanon
<p>Task 3.1.4 Organize farmer study tours to established demonstration plots to observe the establishment and structure of the orchards Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 1,000 Farmers are trained in new production practices 	<p>No Update</p>
<p>Activity 3.2 Support the establishment of producers groups around local integrated service centers that can be managed independently by or co-managed by farmers groups, NGOs, or integrated into packing and cooling facilities to create economy of scale and reduce cost of production</p>		
<p>Task 3.2.1 Support group of farmers, NGOs or private sector to access funding through PPP and leveraging investments to establish integrated service centers Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 9 service centers in place 	<p>LIVCD has supported the establishment of two service centers through grants that began in Year 2; the service centers provide extension services to farmers to improve apple and pear production:</p> <ul style="list-style-type: none"> • Sannine Cooperative for Sustainable Agriculture (SCSA) in Baskinta, Metn serving 150 apple and pear farmers. • Caritas Proximity Agriculture Center in Keserouan, serving 160 apple and pear farmers.
<p>Task 3.2.2 Conduct institutional capacity building for the established service center on: conflict resolution, team building, cooperative work, planning, communication, management, finance, with the support of the capacity building team Timeframe: 10/1/2014 - 9/30/2015 Cross-cutting: Institutional Capacity Building</p>	<ul style="list-style-type: none"> • 9 institutions trained 	<p>This quarter LIVCD published an RFP to identify a service provider to conduct business management trainings for the two assisted production service Centers:</p> <ul style="list-style-type: none"> • Sannine Cooperative for Sustainable Agriculture (SCSA) in Baskinta, Metn serving 150 apple and pear farmers. • Caritas Proximity Agriculture Center in Keserouan, serving 160 apple and pear farmers. <p>The trainings will include topics relevant to improvement management of the organizations: conflict resolution, team building, cooperative work, planning, communication, management, finance.</p>
<p>Activity 3.3 Train Farmers on appropriate orchard management through Grants, STTAs the established demo plots and service centers</p>		
<p>Task 3.3.1 Develop interactive training curriculum for farmers Timeframe: 10/1/2014 - 9/30/2015</p>	<p>Training curriculum developed</p>	<p>Activity completed. The interactive training curriculum is being used to implement the interactive training program, see Task 3.3.2</p>
<p>Task 3.3.2 Conduct interactive training on orchard management, orchard establishment appropriate pruning for existing and newly</p>	<p>1,000 Farmers are trained in new production practices</p>	<p>HIGHLIGHT: Pome Fruit Production Training for Orchard Management (Pruning, Weed Management): This quarter, LIVCD continued to deliver training sessions for apple and pear farmers, to transfer knowledge</p>

<p>introduced varieties, appropriate harvesting techniques and the usage of tools for best harvest timing (e.g. refractometer), and introduce irrigation and fertigation techniques Timeframe: 10/1/2014 - 9/30/2015 Cross-cutting: Water & Environment</p>		<p>about improved orchard management techniques that farmers can apply to their existing apple and pear orchards to improve productivity (improve quality of fruit to gain a higher price, and reduce cost of production). To date, LIVCD has supported pome farmers with technical training for improved production techniques that can be applied to improve production (improve quality and reduce cost) in their existing orchards with minimal investment, and expects to reach at least 1,000 Lebanese pome fruit farmers with the training. In Year 3 Quarter 1, 65 participants attended pome fruit productivity technical training (some farmers may attend more than one session), and 28 of these farmers received pruning shears as a grant from LIVCD.</p> <p>Winter Pruning: The Winter Pruning training aims to introduce a new technique of pruning based on central leader shape, which increases a tree's resistance to the weight of snow and increases homogeneity in fruit production, size and color. This improves quality and reduces losses from snow damage.</p> <ul style="list-style-type: none"> • 19 farmers (including 1 woman) trained in Ana, West Bekaa, Bekaa on 12/16/2014; 14 of these farmers received pruning shears as a grant. • 20 farmers trained in Mekssi, Zahle, Bekaa on 12/19/2014; 14 of these farmers received pruning shears as a grant. <p>Weed Management: The Weed management training aims to create a positive attitude towards weeds and introduce different techniques for weed control and ground cover management, highlighting the importance of ground cover to reduce cost of weed control, covering proper use of pesticide treatments as well as fertilization.</p> <ul style="list-style-type: none"> • 26 farmers trained in Zahle-Maalaka, Zahle, Bekaa on 11/26/2014 (2 sessions). <p>LIVCD identified an additional cluster of farmers, in Machghara, West Bekaa, who are interested in participating in the apple production training program. LIVCD is exploring the potential to establish a demonstration plot in the area. There are 200 apple farmers in the Machghara area who could potentially benefit from the training program to improve their apple production.</p>
<p>Task 3.3.3 Facilitate developing a phone application: "Agri App" to guide farmers on best use of pesticides and fertilizers and provide training for farmers, input providers, NGOs, and universities on using the application Timeframe: 3/15/2015 - 9/30/2015</p>	<p>500 Farmers adopt AgriApp</p>	<p><i>Planned to begin in Year 3 Quarter 2 (March 2015)</i></p>
<p>Task 3.3.4 Facilitate developing a phone application: "Agrical" to guide farmers on expenses and income registration and provide training for farmers, input providers, NGOs, and universities on using the application Timeframe: 3/15/2015 - 9/30/2015</p>	<p>500 Farmers adopt AgriCal</p>	<p><i>Planned to begin in Year 3 Quarter 2 (March 2015)</i></p>
<p>Activity 3.4 Increase accessibility of quality seedlings to farmers</p>		
<p>Task 3.4.1 Support Machatel Loubnan Association and other companies to increase production of virus free apple and pear seedlings Timeframe: 6/15/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Nursery for hardening tissue culture seedlings in place Agreement with Machatel Loubnan to reduce prices of 	<p><i>Planned to begin in Year 3 Quarter 3 (June 2015)</i></p>

	seedlings up to 30%	
Task 3.4.2 Support the establishment of tissue culture functional labs through leveraging investments and PPPs where appropriate and identify competent organizations to manage the labs Timeframe: 6/15/2015 - 9/30/2015	<ul style="list-style-type: none"> • Virus-free root stock produced 	<i>Planned to begin in Year 3 Quarter 3 (June 2015)</i>

Stone Fruit - Avocado

The LIVCD Avocado Value Chain Upgrading Strategy focuses on supporting Lebanese avocado farmers to increase the production of avocado, particularly of high value varieties demanded in domestic and export markets. In parallel, LIVCD works with exporters to facilitate linkages with buyers in export markets, and links assisted farmers to exporters to effect both increased sales of avocado from farmers and increased exports, leading to higher incomes.

Beneficiaries and Expected Results:

- **Avocado farmers supported** with training, technical assistance and linkages to input suppliers to improve avocado production; and with linkages to exporters to access high value export markets
- **Exporters of avocado assisted** to identify export market opportunities and increase export sales, in part through linkages with farmers supplying export quality avocado
- **Exporters increase volume and value of avocado** exports
- **Farmers increase volume and value of incremental sales of avocado**, leading to increased comes
- **Jobs (farmers, aggregators/exporters, processors, service providers) supported** in avocado value chain

Year 3 Priorities (from Year 3 Work Plan)

Axis 1. Marketing: SUPPORT ACTORS TO IDENTIFY AND ACCESS MARKET OPPORTUNITIES TO INCREASE EXPORTS TO TARGETED MARKETS AND SALES IN DOMESTIC MARKET

- LIVCD will continue training farmers and other actors in variety selection and sorting practices so that avocado farmers can gain a higher price for their premium varieties.
- LIVCD will continue to promote premium varieties of avocado in the domestic market (retail promotion, labeling and packaging).

Axis 2. Aggregation & Processing: PROMOTE AVOCADO PROCESSING TO EXTEND MARKETING OPPORTUNITIES FOR AVOCADO

- LIVCD will finalize the feasibility study on avocado use in cosmetics, and develop technical data sheets for different varieties and grades to determine if the oil is appropriate for processed uses. LIVCD will test existing milling capability and oil quality and create linkages among researchers, millers, and aggregators.

Axis 3. Productivity: INCREASE QUANTITY AND IMPROVE QUALITY OF AVOCADO PRODUCTION

- LIVCD will update the strategy to focus on organization of the avocado sector from input supplier to local and international market standards. The creation of clusters of avocado production and implementation of extension centers will give this value chain an added value for its management on the national level.
- The irrigation program will remain and LIVCD will continue to leverage investment for drip irrigation.
- LIVCD will link benefiting avocado farmers to nurseries to access improved, certified planting material of commercial avocado varieties, and provide technical assistance for ongoing assistance in applying new practices.

STONE FRUIT - AVOCADO VALUE CHAIN – YEAR 3 UPDATE

Axis I: Marketing: SUPPORT ACTORS TO IDENTIFY AND ACCESS MARKET OPPORTUNITIES TO INCREASE EXPORTS TO TARGETED MARKETS AND SALES IN DOMESTIC MARKET

Work Plan Activity & Task	Outputs & Results	Year 3 Quarter 1 Update
Activity 1.1 Market Studies and Training: Facilitate access to market intelligence and analysis for value chain actors through private sector organizations (demanded varieties, timing and quality requirements)		
Task 1.1.1 Capacity building/ technical assistance to farmers and exporters: International and local market requirements (variety, grading and packaging) Timeframe: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Farmers trained in variety selection and apply in orchards Farmers trained in grading, packaging and apply these post-harvest practices 	<p>HIGHLIGHT: Training for Selection of Avocado Varieties LIVCD supported training to 56 avocado farmers in Bater village, Chouf, Mount Lebanon, with the Agricultural Cooperative of Bater on 12/18/2014. The farmers learned how to identify the different avocado varieties, and the commercial marketability of each type. Farmers can use this information to sort existing avocado production to separate the more highly valued fruit, to gain a higher price. Farmers can also use the information about varieties to improve their orchard by selecting and grafting commercially demanded, high value avocado varieties to upgrade their orchards (See Axis 3).</p>
Task 1.1.2 Develop supply, demand, and price analyses for individual export markets and domestic market channels (wholesale, retail) Timeframe: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Marketing intelligence studies completed Farmers, aggregators, exporters receive specific market information Farmers, aggregators, exporters trained in how to access and use marketing intelligence 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 1.1.3 Develop supply, demand, and price analyses for individual export markets and domestic market channels (wholesale, retail) Timeframe: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Activity 1.2 Linkage Facilitation: Develop business and market linkages between farmers and exporters		
Task 1.2.1 Select farmers aggregators, and exporters, facilitate market linkages Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Introductions between farmers, aggregators and exporters made and initial transactions supported 	LIVCD has identified two avocado exporters (Taswik and Ali Alam) and aggregators (Rene Mouwad Foundation and EMKAN) interested in linking with avocado farmers to buy export quality avocado, and will begin linkage facilitation during the pre-harvest season, from 12/1/2014 till 07/1/2015.
Activity 1.3 Branding/labeling, promotional materials for Lebanese avocados in domestic and export markets		
Task 1.3.1 Determine needs and use of promotional materials; through stakeholder consultations with buyers and sellers Timeframe: 11/15/2014 - 9/30/2015	<ul style="list-style-type: none"> Avocado farmers adopt new labels and/or packaging 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 1.3.2 Provide promotional support for premium avocado varieties in Lebanese domestic market Timeframe: 11/15/2014 - 9/30/2015	<ul style="list-style-type: none"> Market campaigns implemented Avocado farmers/aggregators & retail outlets participate in new promotional practices for avocado <p>Lebanese consumers reached by campaigns</p>	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>

<p>Task 1.3.3 Branding and Labeling: Link farmers/ aggregators /exporters to LibanPack/other service providers to develop promotional materials (labels and/or package) to market their products at retail level and provide them to linked growers with retail markets Timeframe: 11/15/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> Avocado farmers adopt new labels and/or packaging 	<p>Planned to start Year 3 Quarter 2 (January 2015).</p>
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Axis 2. Processing: PROMOTE AVOCADO PROCESSING TO EXTEND MARKETING OPPORTUNITIES FOR AVOCADO

Work Plan Activity & Task	Status	Year 3 Quarter I Update
Activity 2.1 Feasibility study on processed avocado for cosmetic purposes		
<p>Task 2.1.1 Develop technical data sheets for different varieties and grades of avocado to determine if oil is of appropriate quality for cosmetics Timeframe: 12/1/2014 - 3/15/2015</p>	<ul style="list-style-type: none"> Technical data sheets developed and shared with partners 	<p>Feasibility study on processed avocado for cosmetic purposes: This quarter, LIVCD continued collaboration with Lebanese University to test Lebanese avocado varieties, and existing milling facilities, to determine the technical and financial feasibility of producing avocado oil for cosmetic purposes from Lebanese avocado; this would provide an additional outlet for Lebanese avocado farmers to sell their product. Of particular interest is whether high quality oil can be made from lower grade avocados, which are currently wasted. If they could be sold for oil product, this would represent another stream of income to avocado farmers. LIVCD is continuing the research on the different varieties and grades of avocado. The technical data sheets are expected to be completed by April 2015.</p>
<p>Task 2.1.2 Test existing milling capability and oil quality for various mill types and varieties Timeframe: 12/1/2014 - 3/15/2015</p>	<ul style="list-style-type: none"> Assessment completed, identifying appropriate milling technology and existing mills, as well as varieties/grades for producing oil of appropriate quality for cosmetics. 	<p>Oil Extraction Trials for Feasibility Study: LIVCD conducted the first trial for avocado oil extraction on 12/30/2014, at an olive oil mill located in Bkassine (Alpha Laval, 3 phases, capacity 1 ton) to test Pinkerton, Hass, Ettinger and Mexicola (grade II and III) avocado to test the technical and mechanical process, and determine volume and composition of the produced oil. In this trial, 18 kg of oil were extracted from 400 kg of avocado (162 kg of flesh after removing damaged parts and waste). A report on this trial is available. LIVCD has sent samples to the IRI laboratory to test oil characteristics. Results expected on 01/12/2015 and will be incorporated into the overall assessment. The assessment is expected to be completed by April 2015.</p>
<p>Task 2.1.3 Create linkages between researchers, millers and aggregators (if feasibility assessment is positive) to develop oil processing Timeframe: 12/1/2014 - 3/15/2015</p>	<ul style="list-style-type: none"> Researchers, millers and aggregators successfully linked 	<p>LIVCD is collaborating with the Lebanese University to complete the assessment, working directly with a graduate student who is preparing her thesis on avocado oil extraction. Once the testing and assessment is complete (See Tasks 2.1.1 and 2.1.2), LIVCD will share the assessment results with Lebanese University and other interested universities, and connect them to millers and aggregators.</p>

Axis 3 Productivity: INCREASE QUANTITY AND IMPROVE QUALITY OF AVOCADO PRODUCTION

Work Plan Activity & Task	Status	Year 3 Quarter I Update
Activity 3.1 Demonstrate best practices for avocado production		

Task 3.1.1 Establish demonstration plot in Akkar and Zgharta Caza Timeframe: 2/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Demonstration plot established Farmers visit demonstration plots to observe orchard management techniques 	<i>Planned to start Year 3 Quarter 2 (February 2015).</i>
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Activity 3.2 Provide farmers with training to improve production practices for better productivity

Task 3.2.1 Assess current state of production and gap analysis on current practices Timeframe: 1/15/2015 - 2/28/2015	<ul style="list-style-type: none"> Gap analysis completed for avocado farmers including recommendations to improve productivity 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 3.2.2 Support and capacity building on feasibility studies for establishment of new and expansion of existing avocado orchards Timeframe: 1/15/2015 - 2/28/2015	<ul style="list-style-type: none"> Feasibility studies for individual farmers/investors to establish of new and expansion of existing avocado orchards completed and provided to the farmer/investor 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 3.2.3 Avocado Technical Assistance Program (Extension services: Production Training and On-Farm Monitoring) Timeframe: 1/1/2015 - 2/28/2015	<ul style="list-style-type: none"> Technical production guide completed and disseminated to avocado farmers Avocado farmers trained in group training session on production practices Avocado farmers trained individually on-farm to improve production practices 	Avocado Farmers Trained in Grafting Techniques: During this quarter, LIVCD supported training for avocado farmers to learn about grafting techniques, which are important to increasing avocado orchard productivity because grafting enables farmers to convert existing trees to marketable commercial varieties, which have a greater demand in the market and lead to higher prices and incomes for farmers. The farmers are expected to apply this new technique in their orchards to convert them to new varieties, to increase productivity leading to increased incomes. The training sessions were led by Lebanese avocado expert [REDACTED].

Activity 3.3 Support greater access of avocado farmers to inputs and services for avocado production

Task 3.3.1 Link producers with nurseries for planting material Timeframe: 1/1/2015 - 2/28/2015	<ul style="list-style-type: none"> Farmers introduced to nurseries supplying certified, true to type, virus free planting material and initial transactions supported 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 3.3.2 Link producers with laboratories for testing services Timeframe: 1/1/2015 - 2/28/2015	<ul style="list-style-type: none"> Farmers introduced to service providers (laboratories for testing – leaf analysis, soil analysis to inform orchard management) and initial transactions supported 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>
Task 3.3.3 Link producers with irrigation system suppliers and co-invest to improve water management Timeframe: 1/1/2015 - 2/28/2015	<ul style="list-style-type: none"> Farmers successfully linked to irrigation system suppliers and leveraging of investments supported 	<i>Planned to start Year 3 Quarter 2 (January 2015).</i>

Stone Fruit - Cherry

The LIVCD Cherry Value Chain Upgrading Strategy focuses on supporting Lebanese cherry farmers to increase the productivity of cherry orchards, by helping farmers increase volume of high quality (Grade 1) fruit produced, sold at higher prices, leading to increased revenues and incomes of farmers. In parallel, LIVCD assists to improve post-harvest services (sorting, packing, cooling) as well as support cherry processing enterprises, to extend marketing opportunities for farmers to help them increase sales, leading to higher incomes.

Beneficiaries and Expected Results:

- **Cherry farmers supported** with training, technical assistance and linkages to input suppliers to improve cherry production;
- **Exporters of cherry assisted** to identify export market opportunities and increase export sales, in part through linkages with farmers supplying export quality cherries
- **Exporters increase volume and value of cherry exports**
- **Farmers increase volume and value of incremental sales**, leading to increased income
- **Jobs (farmers, aggregators/exporters, processors, service providers) supported** in cherry value chain

Year 3 Priorities (from Year 3 Workplan)

Axis 1. Marketing: Support Actors to Identify and Access Market Opportunities to Increase Exports of Fresh Cherries to Select Markets and Sales In Domestic Market

- Lebanese exporters linked with importers in target markets
- Aggregators linked with cherry farmers (in conjunction with Axis 3)

Axis 2. Aggregations and Processing: Improve Aggregation and Storage by Increasing Efficiency and Capacity of Sorting, Packing Cooling, and Processing Facilities to Extend Marketing Opportunities for Fresh and Processing Cherries

- LIVCD will continue its collaboration with APJM.
- LIVCD will implement a pilot project with Fawzi Mdawar in order to upgrade cooling and packaging facilities starting.

Axis 3. Productivity: INCREASE QUANTITY AND IMPROVE QUALITY OF CHERRY PRODUCTION

- The creation of clusters of cherry production, and implementation of extension centers, will give this value chain an added value for its management on national level. For this reason, LIVCD will facilitate the service centers/extension services with private companies, including Liban Village and also NGOs such as RMF.
- LIVCD will initiate an intensive production of cherry on trellises, by implementing demonstration plots in different area of Lebanon. LIVCD will train the technical experts in the NGOs, using a training curriculum developed with input of major stakeholders.

STONE FRUIT - CHERRY VALUE CHAIN – Year 3 Quarter 1 Update

Axis 1. Marketing: SUPPORT ACTORS TO IDENTIFY AND ACCESS MARKET OPPORTUNITIES TO INCREASE EXPORTS OF FRESH CHERRIES TO SELECT MARKETS AND SALES IN DOMESTIC MARKET

Work Plan Activity & Task TimeFrame	Expected Outputs & Results	Year 3 Quarter 1 Update
Activity 1.1 Market Studies and Training: Facilitate exporter and farmer access to domestic and export market intelligence (GCC and UK) on demanded varieties, timing and quality requirements		
Task 1.1.1 Conduct market studies, and present analysis to exporters and farmers to build capacity to identify appropriate target markets, varieties in each market, and timing for market entry Timeframe: 1/1/2015 – 5/30/2014	<ul style="list-style-type: none"> Market intelligence studies completed Cherry farmers, aggregators, exporters receive specific market information Cherry Farmers understand market potential of new varieties 	<i>Planned to start Year 3 Quarter 2 (February 2015).</i>
Activity 1.2 Linkage Facilitation: Develop business linkages between farmers, local markets and exporters		
Task 1.2.1 Select farmers aggregators, and exporters, facilitate market linkages Timeframe: 2/1/2015 - 0/30/2015	<ul style="list-style-type: none"> Introductions between farmers, aggregators and exporters made and initial transactions supported 	<i>Planned to start Year 3 Quarter 3 (May 2015).</i>
Activity 1.3 Promotional activities and materials for Lebanese cherries in domestic market		
Task 1.3.1 Collaborate with private organizations on promotional activities for cherries Timeframe: 5/1/2015 - 6/30/2015	<ul style="list-style-type: none"> Promotional events supported Consumer awareness of and demand for Lebanese cherries increased 	<i>Planned to start Year 3 Quarter 3 (May 2015).</i>

Axis 2. Aggregation and Processing: IMPROVE AGGREGATION AND STORAGE BY INCREASING EFFICIENCY AND CAPACITY OF SORTING, PACKING COOLING, AND PROCESSING FACILITIES TO EXTEND MARKETING OPPORTUNITIES FOR FRESH AND PROCESSING CHERRIES

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
Activity 2.1 Facilitate and leverage investment to upgrade post-harvest facilities in sorting, packing and cooling, and traceability; provide training on energy efficiency improvements and link farmers to packing houses (in cooperation with pome and grape value chains)		
Task 2.1.1 Conduct Gap Analysis of post-harvest facilities and practices in sorting, packing, and cooling to identify weaknesses and propose solutions Timeframe: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Gap analyses completed with recommendations for upgrading made to MSMEs 	Planned to start Year 3 Quarter 2 (March 2015). With Grapes Task 2.1.1 and Pome Task 2.1.1 LIVCD published an RFP this quarter to identify a service provider to conduct the GMP and energy audit analysis. However, no bids within the budgeted range were received, and so the RFP will be re-released in January 2015.
Task 2.1.2 Support investment to upgrade facilities and introduce new cooling and precooling technology and improved practices Timeframe: 12/15/2014 - 9/30/2015	<ul style="list-style-type: none"> New post-harvest technologies (cooling, pre-cooling) introduced Actors trained in use of cooling and pre-cooling equipment and techniques. 	LIVCD is planning to initiate the investments in facilities for precooling and cooling technology, and improved practices. Investments will be initiated once the Gap Analysis of the facilities is complete. LIVCD's procurement team is in the process of identifying and contracting with a company to conduct the study.
Task 2.1.3 Provide trainings on cold storage best practices for energy efficiency improvements Timeframe: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> 	Planned to start Year 3 Quarter 2 (March 2015).
Task 2.1.4 Assist and link exporters/post-harvest facilities and farmers to implement traceability for products (with Axis 3 Productivity activities) Timeframe: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Exporters/post-harvest facilities and farmers trained in traceability and adopt traceability system of documentation and barcodes 	Planned to start Year 3 Quarter 2 (March 2015).
Activity 2.2 Stimulate market demand for processing cherry varieties and Grade B cherries and link farmers to processors		
Task 2.2.1 Technical assistance/training on new techniques of cherry processing (fruit paste, concentrate and dried fruit in conjunction with processed food VC) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Trials on dried cherry to develop new processing technique conducted Employees trained in cherry processing techniques Jobs supported (employees of processing facilities) 	No update
Task 2.2.2 Provide technical support to processors in packaging, branding and labeling Timeframe: 10/1/2014 9/30/2015	<ul style="list-style-type: none"> Jobs supported (employees of processing facilities) 	No update
Task 2.2.3 Develop sustainable linkages between producers and processors	<ul style="list-style-type: none"> Introductions made between farmers and processors 	No update

Timeframe: 10/1/2014 9/30/2015	<ul style="list-style-type: none"> Initial transactions between farmers and processors supported 	
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Axis 3. Productivity: INCREASE QUANTITY AND IMPROVE QUALITY OF CHERRY PRODUCTION

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
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Activity 3.1 Promote improved cherry production and post-harvest handling practices on existing and newly established orchards (Using traditional non-intensive orchard management and varieties)

<p>Task 3.1.1 Build capacity of organizations to deliver improved extension services for traditional non-intensive orchard management and varieties</p> <p>Timeframe: 12/15/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> New curriculum for production and harvesting extension developed Trainers trained in improved extension services and prepared to conduct training program (see Task 3.1.2) 	Expected 02/01/2015
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<p>Task 3.1.2 Training Program/TA to introduce new technology for traditional non-intensive production – orchard management, pruning extension services</p> <p>Timeframe: 12/15/2014 - 9/30/2015</p> <p>Cross-Cutting: Water & Environment</p>	<ul style="list-style-type: none"> Farmers are trained in improved production practices 	<p>HIGHLIGHT: Practical Training for Cherry Farmers LIVCD continued to deliver training sessions for cherry farmers, focusing on transferring technical knowledge to improve efficiency of production, harvesting and post-harvest practices to increase the volume of high quality (Grade 1) fruit produced, sold at higher prices for increased revenues leading to increased incomes of farmers. This quarter, nearly 80 participants attended training sessions as follows (some farmers may have attended more than one training session):</p> <ul style="list-style-type: none"> Pruning: LIVCD supported training for nearly 70 participants (some farmers may have attended more than one session) in tree pruning techniques, which is important for a strong and balanced tree structure better growth and production of fruit. The specific type of pruning learned by farmers in the training sessions, called “regenerative” pruning is not applied by most Lebanese farmers, and represents an improvement to production techniques that will help cherry farmers improve their orchards and increase production volume and quality, leading to increased income. At the end of the session, LIVCD provided each of the participating farmers with pruning shears and a small saw to aid in implementing the pruning techniques as explained and practices in the training. <p>The participants in pruning training this quarter (results are approximate):</p> <ul style="list-style-type: none"> 22 farmers (2 women, 20 men) attended the session in Wadi el Karm, Mount Lebanon on 11/7/2014 8 farmers (8 men) attended the session in Jdeita, Zahle, Bekaa on 11/5/2014 14 farmers (1 woman, 13 men) attended the session in Hammana, Baabda, Mount Lebanon on 11/4/2014 11 farmers (11 men) attended the session in Kaah el Rim, Zahle, Bekaa on 10/30/2014 14 farmers (1 woman, 13 men) attended the training session in Baskinta, Metn, Mount Lebanon on 10/27/2014 <ul style="list-style-type: none"> Soil Moisture Content Training (Cross-Cutting with Water & Environment): LIVCD introduced improved moisture soil technology to 9 farmers in Kaah el Rim, Zahle, Bekaa on
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		10/1/2014. LIVCD first provided the farmers with an overview of the concepts of water management for agriculture, particularly the concept of soil as a water reservoir for plants and importance of monitoring soil moisture to manage water use, for efficient use of irrigation water and maximum productivity. Each farmer received a soil moisture sensor (Model 200SS), and training in how to install and use the moisture sensors for water management. With correct use, farmers can save money by reducing unnecessary application of water (reducing cost of production); in addition, by using the right amount of water farmers can also increase the volume and quality of production from the orchard.
Task 3.1.3 Create demonstration orchards for BAP traditional cherry production Timeframe: 12/15/2014 - 9/30/2015	<ul style="list-style-type: none"> • Demonstration plots for Best Agricultural Practices on traditional cherry production established 	Expected 11/01/2015
Activity 3.2 Create demonstration orchards for intensive cherry production (orchard management and varieties) in major production areas (Zgharta, Akkoura, Baskinta, Bekaa) and organize farmer visits to see the establishment and structure of the orchards for trellises		
Task 3.2.1 Conduct feasibility study for 3 regions (Bekaa, Mount Lebanon, North Lebanon) for intensive production of cherries using trellis Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Feasibility Study completed, identifying appropriate varieties and orchard management techniques for intensive cherry production in different regions 	Expected 03/01/2015.
Task 3.2.2 Create demonstration orchards for intensive cherry production (orchard management and early, mid, late varieties) in major production areas (Zgharta, Akkoura, Baskinta, Bekaa) and organize farmer visits to see the establishment and structure of the orchards for trellises Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Demonstration plots for intensive cherry production established Farmers visit orchards for training in new variety selection, orchard establishment and management. 	The demonstration orchards for intensive cherry production will be established after the feasibility study is complete (see Task 3.2.1).
Activity 3.3 Increase farmer access to ancillary services and quality seedlings (for traditional and intensive production)		
Task 3.3.1 Link farmers to SLAC nursery to obtain certified, virus-free planting material Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Farmers introduced to nurseries supplying certified, true to type, virus free planting material • Farmers' initial purchases of planting material supported 	SLAC has not been responsive. LIVCD will try to identify another nursery.
Task 3.3.2 Linkage facilitation: producers to laboratory services (Leaf analysis, pest and soil analysis to determine optimal cultivation practices) Timeframe: 12/15/2014 - 9/30/2105	Farmers introduced to service providers (laboratories for testing) and initial transactions supported	Task is ongoing.

Grapes

In the Grapes value chain, LIVCD will assist grape farmers, mainly located in the Bekaa region, to invest in new varieties of grapes and improved production practices to produce higher quality grapes that meet requirements in export markets. LIVCD also links these farmer to exporters and traders with access to export markets, enabling the farmers to sell for higher prices, leading to higher incomes for the farmers.

Beneficiaries and Expected Results:

- **Grape farmers supported** with training, technical assistance and linkages to input suppliers to improve grape production;
- **Exporters of grapes** increase volume and value of exports to high value markets.
- **Grape farmers increase volume and value of sales of grapes** (high value grapes to exporters, lower quality grapes to processors)
- **Grape farmers increase gross margin.**
- **Jobs** (farmers, aggregators/exporters, processors, service providers)in grapes value chain supported
- **Cherry farmers supported** with training, technical assistance and linkages to input suppliers to improve cherry production;
- **Exporters of cherry assisted** to identify export market opportunities and increase export sales, in part through linkages with farmers supplying export quality cherries

Year 3 Priorities (from LIVCD Year 3 Workplan):

Axis 1. Marketing: Support Producers In Entering High Value Target Markets Through Appropriate Variety Selection and Better Understanding of Market Requirements, Increasing Availability of New Grape Varieties, Creating New Market Opportunities and Expanding Existing Ones

- Identify and inform exporters and farmers of market entry requirements including suitable varieties, packaging, consumer/shopper preferences and regulatory requirements
- Completing last year's activity, collaborate with Medigardens, a grapes exporter, to create leveraged investments that aim to increase availability of varieties that have demand in high value markets.
- Create new market opportunities for lower grade grapes by stimulating market demand for processed grapes and link farmers to processors

Axis 2. Aggregation and Processing: Improve Aggregation and Storage by Increasing Efficiency and Capacity of Post-Harvest Facilities to Improve Quality and Extend Marketing Opportunities

- In partnership with pome and stone fruits value chains, facilitate and leverage investments to upgrade post-harvest facilities and equipment.
- Provide capacity building on effective layout and management of post-harvest facilities
- Develop training materials and demonstration plots to introduce new production principles and practices and new technologies applicable to new and traditional grapes varieties
- Facilitate leveraged investments in modern equipment and technologies to upgrade production capabilities
- Introduce new technologies and proper practices to address shortage of irrigation water, especially during drought periods

Axis 3. Productivity: Upgrade Production, Harvest and Post-Harvest Practices

- Develop training materials and demonstration plots to introduce new production principles and practices and new technologies applicable to new and traditional grapes varieties
- Facilitate leveraged investments in modern equipment and technologies to upgrade production capabilities
- Introduce new technologies and proper practices to address shortage of irrigation water, especially during drought periods

GRAPES VALUE CHAIN - WORK PLAN TABLE

Axis I. Marketing: SUPPORT PRODUCERS IN ENTERING HIGH VALUE TARGET MARKETS THROUGH BETTER UNDERSTANDING OF MARKET REQUIREMENTS, INCREASING AVAILABILITY OF NEW GRAPE VARIETIES, CREATING NEW MARKET OPPORTUNITIES AND EXPANDING EXISTING ONES

Work Plan Activity & Task Year 3 Timeframe	Expected Results	Year 3 Quarter 1 Update
Activity 1.1 Identify and inform exporters and farmers of market entry requirements including suitable varieties, packaging, consumer/shopper preferences and regulatory requirements.		
Task 1.1.1 Identify and inform exporters and farmers of market entry requirements including suitable varieties, packaging, consumer/shopper preferences and regulatory requirements. Timeframe: 10/1/2014 - 3/15/2015	<ul style="list-style-type: none"> • Booklet showing the market requirements including suitable varieties and in which micro climates in Lebanon they can be grown, packaging, consumer/shopper preferences (includes bunch sizes and color of berries), entry barriers and regulations for the target markets. 	Market Study for Table Grapes for GCC: LIVCD's Marketing Team is in the process of identifying an expert in the GCC that the project can contract with to provide LIVCD with the following information: Market entry requirements including suitable varieties; Packaging; Consumer/shopper preferences and regulatory requirements.
Task 1.1.2 Share with farmers and exporters knowledge gained through a booklet, seminars and workshops. Timeframe: 3/16/2015 - 7/31/2015	<ul style="list-style-type: none"> • Power Point presentations. • Seminars and workshops held. 	Training Farmers and Exporters on market requirements for Table Grapes in GCC: Once the market study for Table Grapes for GCC is completed, LIVCD will develop a booklet and training seminars with this information, to transfer the appropriate market information to both farmers (to understand what varieties and quality of fruit they need to produce to sell to export markets) and exporters (to understand the varieties and quality of fruit they need to buy to meet export market demand, and the specific regulatory requirements of export markets.) This activity will target the farmers assisted by LIVCD to invest in new varieties and orchard establishment, and the farmers participating in the production training program, as well as additional grape farmers who are expected to attend the training sessions.
Activity 1.2 Collaborate with an exporter to create leveraged investments that aim to increase availability of varieties that have demand in high value markets. (This completes last year's activity)		
Task 1.2.1 Leverage investments with farmers to increase availability of varieties that have demand in high value market. Timeframe: 12/1/2014 - 3/31/2015	<ul style="list-style-type: none"> • Orchards planted with varieties that have demand in high value markets. • Farmers invest in new varieties and orchard establishment using new technology and practices. 	Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets: LIVCD began implementation of the investment into new varieties and orchard establishment planned under the grant agreement signed with Medigardens in Year 2. LIVCD has obtained from exporter Medigardens a list of farmers who are interested in planting new fields of grape varieties that have high market-demand. LIVCD will assist around 18 farmers to co-invest and link to Medigardens. LIVCD will also expand the partnerships with exporters Middle East Business Company and Jaber Trading Company to assist an additional five farmers to leverage investments into new grape varieties and orchard establishment. In total, LIVCD will assist 22-23 farmers in 2015 to invest in new varieties with high market value, adding to the 22 farmers similarly assisted in 2014.

Task 1.2.2 Assist farmers in accessing finance to establish and upgrade existing orchards Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Loans accessed that lead to new and upgraded grape orchards 	LIVCD assisted one grape farmer to apply for a loan.
Activity 1.3 Create new market opportunities for lower grade grapes by stimulating market demand for processed grapes and link farmers to processors		
Task 1.3.1 Perform market study on dried fruits. Timeframe: 12/1/2014 - 2/15/2015	<ul style="list-style-type: none"> Market study showing demand, varieties, quality, wholesale and retail prices, imports, local producers, total market size, and retail distribution 	LIVCD's marketing team is in the process of identifying an expert in the GCC to perform a study of the local market regarding dried fruits.
Task 1.3.2 Provide technical assistance/training on new techniques of grape processing (grape syrup, vinegar, raisins) in collaboration with processed food VC) Timeframe: 10/1/2014 - 2/28/2015	<ul style="list-style-type: none"> Employees trained in grape processing techniques Jobs supported (employees of processing facilities) 	Grape Vinegar: LIVCD is continuing work started in previous quarters with several vinegar processors to improve their vinegar manufacturing process. See Processed Foods Axis 2. Grape Syrup Processing: LIVCD is collaborating with USEK University to provide technical assistance to a grape syrup farmer to develop a new product that has demand in high value markets. See Processed Food Task 2.1.3.
Task 1.3.3 Upgrade through leveraged investments and assistance to access finance; grape processing capabilities Timeframe: 3/1/2015 - 3/30/2015	<ul style="list-style-type: none"> Increased capacity of grape processed foods such as raisins, vinegar, and syrups 	LIVCD is in communication with cooperatives and processors wishing to invest in order to improve their grape processing capabilities.
Task 1.3.4 Develop sustainable linkages between producers and processors Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Linkages made between farmers and processors Initial transactions between farmers and processors supported 	LIVCD is continuing work started in prior quarters to link farmers to processors. These include linking Kadamany grape molasses processor to farmers in the Kfarmishki and Rachia Al Wadi region.

Axis 2. IMPROVE AGGREGATION AND STORAGE BY INCREASING EFFICIENCY AND CAPACITY OF POST HARVEST FACILITIES TO IMPROVE GRAPE QUALITY AND EXTEND SALES OPPORTUNITIES

Work Plan Activity & Task	Status	Year 3 Quarter I Update
Activity 2.1 Facilitate and leverage investments to upgrade post-harvest facilities and equipment; (in cooperation with pome and stone fruits value chains)		
Task 2.1.1 Conduct gap analysis of post-harvest facilities in sorting, packing, and cooling to identify weaknesses and propose solutions Timeframe: 12/15/2014 - 3/30/2015	<ul style="list-style-type: none"> Gap analyses completed with recommendations for upgrading made to MSMEs 	LIVCD's procurement team is in the process of identifying and contracting with a company to conduct the study. <i>With Cherries Task 2.1.1 and Pome Task 2.1.1</i>
Task 2.1.2 Support investments for packing, pre-cooling, cold storage facilities (including mobile cold storage), through leveraged investments and access to finance. Timeframe: 1/15/2015 - 9/30/2015	<ul style="list-style-type: none"> New post-harvest technologies (cooling, pre-cooling) introduced Actors trained in use of cooling and pre-cooling equipment and techniques. 	Planned to begin in Year 2 Quarter I (January 2015)
Activity 2.2 Provide capacity building on effective layout and management of post-harvest facilities.		

<p>Task 2.2.1 Provide trainings on cold storage best practices including energy efficiency improvements Timeframe: 10/1/2014 - 1/31/2015</p>	<ul style="list-style-type: none"> • Cold storage owners and employees trained on best practices including energy efficiency. • Better run and maintained cold storage facilities. 	<p>HIGHLIGHT: Technical Assistance for Grapes Production Improvements – Cold Storage: Improving Harvesting and Post Harvesting Practices This quarter, LIVCD initiated assistance to improve harvesting and post-harvest practices in the grape value chain, through training to build the capacity of packers and other actors to use best practices for cold storage for grapes. Appropriate cooling at harvest time and cold storage are essential to preserve grape quality, particularly for grapes destined for high value export markets. On Nov 27 and 28, 2014, 69 participants including farmers, exporters, packers and others working in cold storage facilities (from both grape and pome fruit value chains) and attended a training seminar, delivered in two sessions by Debbane Agri, a private sector input supplier and extension service provider, to learn best practices for cold storage. The training was followed by an animated site visit to the KATTAN Cold Storage Facility at Tanayel for a hands-on demonstration of the material. LIVCD is also planning an assessment of cold storage facilities to identify assistance to leverage investments in upgrades, enabling more grape farmers to access post-harvest services to preserve the quality of export quality grapes and support increased volume and value of exports.</p>
<p>Task 2.2.2 Assist and link exporters/post-harvest facilities and farmers to implement traceability for products. Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Exporters/post-harvest facilities and farmers trained in traceability 	<p>Not Started Yet</p>

Axis 3. PRODUCTIVITY: UPGRADE PRODUCTION, HARVEST AND POST-HARVEST PRACTICES

Work Plan Activity & Task	Status	Year 3 Quarter I Update
<p>Activity 3.1 Develop training materials and demonstration plots to introduce new production principles and practices and new technologies applicable to new and traditional grapes varieties.</p>		
<p>Task 3.1.1 Develop and publish manuals and videos on production protocols for specific varieties including a code of practice for food safety, and pesticide residues within PERSUAP guidelines. Timeframe: 9/1/2014 - 8/31/2015</p>	<ul style="list-style-type: none"> • Production manual and videos produced and disseminated to regional chambers of commerce, exporters, and farmers 	<p>LIVCD experts have written rough drafts of the manuals, and several videos have been recorded. These will later be combined by a professional.</p>
<p>Task 3.1.2 In collaboration with private sector companies and USAID projects such as Farmer to Farmer (FTF), train farmers on improved agricultural practices and oversee implementation of new methodologies. Timeframe: 9/15/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Farmers trained in best production practices (field practices, traceability) 	<p>HIGHLIGHT: Encourage the Adoption of Improved Production Practices for Grapes: Through training and technical assistance, LIVCD promotes the adoption of a set of new technologies, innovations, and best practices at the orchard level including use of new varieties demanded in export markets. The training curriculum for grape farmers includes new technologies in production, pest management, harvest, and post-harvest practices that meet export market requirements. LIVCD intends to work with 1,000 small and medium scale farmers and at least 10 companies and cooperatives to improve production practices and to increase production of varieties demanded by high value markets. <i>Grape Pruning Principles and Practices:</i> About 250 persons, grapes farmers and pruning workers attended training sessions held in 7 different grape production regions in the Bekaa: Niha, Terbol, Ferzol, Zahle, Ammik, Kfermechki and Rachaya El Wady, from October 20 till the 2nd of December 2014. The participants learned proper pruning practiced to improve orchard management. LIVCD</p>

		<p>expects that the farmers will apply the pruning techniques on their orchards for increased quality and productivity, leading to more sales and increased incomes.</p> <p><i>Electro Static Sprayers System:</i> LIVCD team has organized a cross-cutting activity between grapes and pome fruits value chains and in collaboration with Medigardens; an introduction for a new technology and a presentation on the Electro Static Sprayers System.</p>
<p>Task 3.1.3 Establish demonstration plots to test new grape production technologies (canopy, irrigation, pruning, covers, etc.) and experiment new grape varieties suitable for Lebanese microclimates in order to encourage their production if successful Timeframe: 1/1/2015 - 8/15/2015</p>	<ul style="list-style-type: none"> • Demonstration plots 	<p><i>Planned to begin in Year 2 Quarter 1 (January 2015)</i></p>
<p>Activity 3.2 Facilitate leveraged investments in modern equipment and technologies to upgrade production capabilities.</p>		
<p>Task 3.2.1 Using leveraged investments and support in accessing finance, assist farmers in acquiring equipment that will improve production, harvest, and post-harvest capabilities. Timeframe: 1/1/2015 - 7/30/2015</p>	<ul style="list-style-type: none"> • Modern equipment used that will improve productivity, end product quality, and reduce negative impact on environment. 	<p>LIVCD is assessing proposals made by different cooperatives for leveraged investments to acquire equipment that will improve production, harvest, and post-harvest practices.</p>
<p>Activity 3.3 Introduce new technologies and proper practices to address shortage of irrigation water, especially during drought periods</p>		
<p>Task 3.3.1 Facilitate improvements in water management (best design and adequate irrigation system, installation of pipelines and appropriate water tanks) in existing farms Timeframe: 12/1/2014 - 5/15/2015</p>	<ul style="list-style-type: none"> • Modernized equipment introduced • Improved productivity (Quality and Quantity) • Preserving and safeguarding water resources 	<p>Continuing work started in prior quarters, LIVCD is advising farmers on improving water management including design of irrigation systems and installation of drip irrigation systems:</p> <ul style="list-style-type: none"> • To date, about 20 farmers have improved their drip irrigation: 15 grape farmers who are investing in new varieties, equipment and linkages with exporters (see Activity 1.2), and 5 other farmers who have followed LIVCD technical advice, have installed improved systems. • Many other farmers who assisted seminars and trainings held by LIVCD in collaboration with technical assistance subcontractor are actually convinced and they are working on modifying their initial drip systems.
<p>Task 3.3.2 Leverage investments in modernized equipment to monitor irrigation (Soil moisture measurements, etc.) as part of production training Timeframe: 1/1/2015 - 5/15/2015</p>	<ul style="list-style-type: none"> • Farmers trained in using equipment • Farmers apply equipment • Improved productivity (Quality and Quantity) • Preserving and safeguarding water resources 	<p>Planned to start Year 3 Quarter 1 (January 1, 2015)</p>
<p>Task 3.3.3 Provide trainings on proper agricultural practices in order to avoid drought stress: Provide classes on foliar fertilizers application, crop and canopy management, root and soil management Timeframe: 3/1/2015 - 7/15/2015</p>	<ul style="list-style-type: none"> • Farmers trained in drought stress management 	<p>Planned to start Year 3 Quarter 2 (March 1, 2015)</p>

Olive Oil

In the Olive Oil value chain, LIVCD assists value chain actors to facilitate improvements at the olive milling and storage stage in order to upgrade existing equipment and milling practices and standards to increase high quality oil production. Also, farmers and damans are trained on improved agricultural practices including orchard management and harvesting techniques in order to optimize land productivity; LIVCD promotes mechanical harvesting services which reduce cost of production of olives, and cost of olive oil. These changes will result in a stronger, more modern sector with improved linkages between growers, processors and markets resulting in more stable incomes for all actors and increased employment opportunities. To foster these results, LIVCD will facilitate the development of a new, or use an existing, quality seal to be adopted by olive oil bottlers in order to create marketing incentives for high quality Lebanese olive oil. It is expected that a group consisting of three to five bottlers will first adopt the seal program and pave the way for a greater number of adopters in upcoming years to increase access to markets.

Beneficiaries and Expected Results:

- **Exporters increase volume and value of exports of Lebanese olive oil**
- **Farmers increase volume and value of sales of olive oil**
- **Jobs (farmers, aggregators/exporters, processors, service providers) in the olive oil value chain supported**
- **MSMEs (farmers, aggregators/exporters, processors, service providers) supported** in the value chain

Year 3 Priorities (from Year 3 Workplan)

Axis 1. Marketing: Create New Market Incentives Favoring Lebanese Olive Oil Through the Use of a Seal of Quality and Origin

- Adopt seal of quality and enroll Lebanese bottlers in the program

Axis 2. Aggregation & Processing: Facilitate Increased Investments and Improvements in Quality of Olive Oil through Improved Standardization of Olive Milling and Storage

Axis 3. Productivity: Improve Olive Orchard Productivity

- Following the success of the pilot program for mechanical harvesting, LIVCD replicated it and scaled it up to include 18 partners in 11 cazas in Lebanon for the 2014-2015 season.

OLIVE OIL VALUE CHAIN - WORK PLAN TABLE

Axis 1. CREATE NEW MARKET INCENTIVES FAVORING LEBANESE OLIVE OIL THROUGH THE USE OF A SEAL OF QUALITY AND ORIGIN

Work Plan Activity & Task	Expected Results	Year 3 Quarter 1 Update
Activity 1.1. Create seal: Hold stakeholder consultations to create consensus on a labeling strategy and facilitate stakeholders' acquisition of established/adopted labeling scheme		
Task 1.1.1 Facilitate meetings and workshops with selected key stakeholders to agree on a unified vision and standard for the olive oil labeling and certification Timeframe: Year 2 (Completed)	<ul style="list-style-type: none"> • Consultations completed 	Task is completed
Task 1.1.2 Support the enrollment of key stakeholders or "first movers" in the seal scheme, test out standard and enroll new stakeholders on rolling basis Timeframe:	<ul style="list-style-type: none"> • Actors trained in applying quality seal • 50 farmers enrolled and SOOQ • 3 mills enrolled and SOOQ certified 	LIVCD has identified and engaged with the first key stakeholders – mill owners – in the seal scheme and is working with them to upgrade milling capacity to improve the quality of oil, to qualify under the scheme (see progress of grants under Axis 2). <ul style="list-style-type: none"> • Nicolas Fares and Sons Mill, Jezzine, Lebaa • Local International Co, Hasbaya, Nabatiyeh • Al Rachid Modern Olive Mill in Hasbaya, Nabatiyeh
Task 1.1.3 Facilitate the identification, organization and the establishment of necessary support, business and ancillary services needed for the adequate implementation of SOOQ's standard, provisions and requirements i.e. tasting panels, specific laboratory testing, packaging etc... Timeframe: 6/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • Necessary business and ancillary support 	<i>Planned to start Year 3 Quarter 2 (June 2015)</i>
Activity 1.2 Promote seal: Facilitate the launch of a promotional campaign for LIVCD Seal Of Origin and Quality (SOOQ) domestically and in key markets overseas to increase sales of Lebanese olive oil		
Task 1.2.1 Design promotional support and a marketing strategy to promote SOOQ in order to increase sales of olive oil domestically and in export markets Timeframe: 9/1/2014 - 10/31/2014	<ul style="list-style-type: none"> • Communication strategy implemented 	No update
Task 1.2.2 Facilitate increased access to markets through providing marketing and promotional support to increase sales of Lebanese olive oil at the domestic and export level Timeframe: 6/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • Customized marketing strategies 	<i>Planned to start Year 3 Quarter 2 (June 2015)</i>

Task 1.2.3 Support the Lebanese extra-virgin olive oil contest and support participation of bottlers and exporters of high quality Lebanese olive oil at trade shows Timeframe: 1/1/2015 - 3/31/2015	<ul style="list-style-type: none"> Partners take part in trade shows 	Planned to start Year 3 Quarter 1 (January 2015)
Task 1.2.4 Provide assistance in marketing the Lebanese tourism and food industry together with LIVCD Rural Tourism value chain activities (eco-tourism, visits to mills during harvest and milling season) including building the capacity of stakeholders and production service centers to in soap production Timeframe: 4/1/2015 - 6/30/2015	<ul style="list-style-type: none"> Implement joint projects with rural tourism VC 	Planned to start Year 3 Quarter 1 (January 2015)

Axis 2. AGGREGATION & PROCESSING: Facilitate increased investments and improvement in the quality of olive oil through improved standardization of olive milling and storage

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
Activity 2.1 Support improvements in processing at mills		
Task 2.1.1 Identify quality focused mills and assess gaps in order to develop a plan to address gaps and potential improvements to increase extra virgin output Timeframe: 8/1/2014 - 10/31/2014	<ul style="list-style-type: none"> Assessment completed and recommendations for upgrading made to aggregators (mills) 	Completed in Year 2
Task 2.1.2 Upgrade mills' processes and equipment in order to improve olive production quality and volume Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Upgraded mills 	<p>LIVCD is working with 3 mills under the following grants:</p> <p>Nicolas Fares and Sons Mill, Jezzine, Lebaa 1- GMP implemented and finalized (October 2014) 2- Equipment purchased by partner, equipment delivered by LIVCD and startup of the mill (October-November) 3- Mill services (improved technology, discount), Oil purchase and selling, Oil storage, Olive Oil Chemical Test, Husk production and black water distribution. Local International Co, Hasbaya, Nabatiyeh</p> <p>Al Rachid Modern Olive Mill in Hasbaya, Nabatiyeh (G-LIVCD-042) 1- GMP implemented (October-November 2014) 2- Equipment purchased by partner, and equipment delivered by LIVCD and startup (December 3rd, 2014)</p>
Task 2.1.3 Establish vertical linkages between improved mills and medium to large scale farmers and bottlers and with local production service centers in order to increase the competitiveness of VC actors	<ul style="list-style-type: none"> Linkages made between farmers and mills Initial transactions between farmers and mills supported 	In progress

Timeframe: 10/1/2014 - 9/30/2015		
Activity 2.2 Facilitate identifying and supporting centers for improved olive oil storage and collection		
Task 2.2.1 Identify potential olive oil collection and storage centers Timeframe: 11/1/2014 - 9/30/2015	<ul style="list-style-type: none"> - Aggregation facilities identified and upgraded 	LIVCD has identified several potential olive oil collection and storage centers for upgrading: <ul style="list-style-type: none"> - Cooperative Association for Agricultural in Kobeyat, Akkar - Local International Co in Hasbaya, Nabatiyeh - Al Rachid Modern Olive Mill in Hasbaya, Nabatiyeh - Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative) in Jezzine, South - Nicolas Fares and Sons in Jezzine, South
Task 2.2.2 Build capacity of identified centers and support them with business planning, training, technical assistance, co-financing, and access to financial services through banks, MFIs, government programs such as Kafalat, or other sources Timeframe: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • MSMEs and individuals trained • MSMEs assisted to apply for value chain finance 	The Cooperative Association for Agriculture in Kobeyat, Akkar attended the Orientation and Engagement workshop on Dec 19, 2014, as part of the LIVCD Institutional Capacity Building program.
Task 2.2.3 Support the creation/establishment of storage and collection centers as well as upgrades and improvements needed in existing centers, build capacity and improve standardization of facilities including lab testing capabilities Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Collection and storage centers upgraded 	LIVCD is supporting the creation/establishment of storage and collection centers with the following entities: <ul style="list-style-type: none"> - Cooperative Association for Agricultural in Kobeyat, Akkar - Local International Co in Hasbaya, Nabatiyeh - Al Rachid Modern Olive Mill in Hasbaya, Nabatiyeh - Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative) in Jezzine, South - Nicolas Fares and Sons in Jezzine, South
Task 2.2.4 Facilitate vertical linkages with farmers and bottlers to improve efficiency and increase quality of available olive oil Timeframe: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • Introductions made between farmers and bottlers or farmers and markets • -Initial transactions between farmers and bottlers supported 	Planned to begin Year 3 Quarter 2 (March 2015).

Axis 3. IMPROVE OLIVE ORCHARD PRODUCTIVITY

Work Plan Activity & Task

Status

Year 3 Quarter 1 Update

Activity 3.1 Facilitate support for local production service centers to provide production and harvesting services to improve olive tree productivity

<p>Task 3.1.1 Identify potential local production centers in high density olive planting areas and determine gaps in service and develop upgrading strategies Timeframe: 9/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> Assessment completed and recommendations for upgrading made to local production centers 	<p>LIVCD has identified the following local production centers, and developed and signed grants with them to participate in the expanded Mechanical Harvesting Program, to upgrade capacity to provide harvesting services to farmers.</p> <ul style="list-style-type: none"> Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative), Jezzine, South Dar Tanit, West Bekaa, Bekaa Agricultural Cooperative Association for the village of Haramoun, Al Berke, (Kfeir Cooperative), Hasbaya, Nabatiyeh Cooperative Association for the production and processing of olives in Akroum, Akkar, North Cooperative for Development and Manufacture of Olive Products in Der Bechtar, Koura, North General Agricultural Cooperative in Deir Miness, Marjeeyoun, Nabatiyeh Agricultural cooperative association for olive farmers in Nabatiyeh caza, Nabatiyeh Agricultural Cooperative Association in Fghal, Jbeil, Mount Lebanon Agricultural Cooperative in Hasbaya, Nbatiyeh Cooperative Association for Fruit Trees in the villages of Rachaya, Bekaa Agricultural Cooperative for the development of Olives in Kfour El Arbeh, Batroun, North Cooperative Association for fruit trees and nurseries in Marjayoun and Hasbayya, Nabatiyeh Agricultural Cooperative Association in Minjiz, Akkar, North Agricultural Cooperative Association for the Production, Processing and Marketing of Grapes and Olives (Rachaya Al Foukhar- Khraybe), Nabatiyeh Agricultural Cooperative Association in Tanbourit, Saida, South Cooperative Association for Agricultural Services and Development of Koura, Koura, North
<p>Task 3.1.2 Assist potential centers with business planning, operational modeling, and institutional capacity building Timeframe: 1/1/2015 - 3/31/2015</p>	<ul style="list-style-type: none"> Capacity of Production Service Centers built 	<p>This quarter, LIVCD completed a number of training sessions with the local production centers participating in the expanded Mechanical Harvesting program (identified in Task 3.1.1. above, in addition to cooperatives that participated last season), to build capacity in operation of mechanical harvesters, as well as business planning and institutional capacity building:</p> <p>Agriculture Cooperative of Chadra, Akkar, North (G-LIVCD-046): 1- Capacity Building Training (September 25th,2014), Attendees: 4 2- Distribution and Training (October 13th, 2014), Attendees: 13 farmers 3- Harvesting operation (October, November, December)-Beneficiaries: 41 farmers - Harvesters rented: 169 harvesters-Working Days: 37 days-Gender: 11 women (27%)-Jobs Impacted: 7 -Total Olive fruits harvested: 75,000kg</p> <p>Cooperative Association for the production and processing of olives in Akroum, Akkar, North (G-LIVCD-047) 1- Capacity Building Training (September 25th,2014), Attendees: 4 2- Distribution and Training (October 13th, 2014), Attendees: 12 farmers 3- Harvesting operation (October, November, December)-Beneficiaries: 43 farmers - Harvesters rented: 172 harvesters-Working Days: 34 days-Gender: 7 women (16%)-Jobs Impacted: 3 -Total Olive fruits harvested: 51,730kg</p> <p>Cooperative Association for Agricultural in Kobeyat, Akkar (G-LIVCD-038)</p>

1- Capacity Building Training (September 25th,2014), Attendees: 3
2- Distribution and Training (October 13th, 2014), Attendees: 18 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 37 farmers - Harvesters rented: 134 harvesters-Working Days: 31 days-Gender: 3 women (8%)-Jobs Impacted: 10 -Total Olive fruits harvested: 44,425kg

Agricultural Cooperative Association in Minjiz, Akkar, North
*G-LIVCD-048 (MH in Minjez): 1- Capacity Building Training (September 25th,2014), Attendees: 3
2- Distribution and Training (October 13th, 2014), Attendees: 22 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 38 farmers - Harvesters rented: 148 harvesters-Working Days: 34 days-Gender: 6 women (16%)-Jobs Impacted: 8 -Total Olive fruits harvested: 39,730kg

Cooperative for Development and Manufacture of Olive Products in Der Behtar, Koura, North (G-LIVCD-053)
1- Capacity Building Training (September 25th,2014), Attendees: 3
2- Distribution and Training (October 10th, 2014), Attendees: 21 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 56 farmers - Harvesters rented: 325 harvesters-Working Days: 48 days-Gender: 13 women (23%)-Jobs Impacted: 4 -Total Olive fruits harvested: 127,498kg
4- November 14th, 2014: 33 students from the Agricultural and Processed Food Department (USEK) visited Koura region (Darbeshtar) to get more acquainted with the olive oil milling process and the get introduced to the new technology of mechanical harvesting operation.

Agricultural Cooperative Association in Fghal, Jbeil, Mount Lebanon (G-LIVCD-050):
1- Capacity Building Training (September 25th,2014), Attendees: 4
2- Distribution and Training (October 10th, 2014), Attendees: 19 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 30 farmers - Harvesters rented: 146 harvesters-Working Days: 40 days-Gender: 6 women (20%)-Jobs Impacted: 3 -Total Olive fruits harvested: 43,165kg

Agricultural Cooperative for the development of Olives in Kfour El Arbeh, Batroun, North (G-LIVCD-49)
1- Capacity Building Training (September 25th,2014), Attendees: 3
2- Distribution and Training (October 17th, 2014), Attendees: 21 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 31 farmers - Harvesters rented: 174 harvesters-Working Days: 34 days-Gender: 8 women (6%)-Jobs Impacted: 3 -Total Olive fruits harvested: 54,400kg

Cooperative Association for Agricultural Services and Development of Koura, Koura (G-LIVCD-51): 1- Capacity Building Training (September 25th,2014), Attendees: 4
2- Distribution and Training (October 17th, 2014), Attendees: 15 farmers
3- Harvesting operation (October, November, December)-Beneficiaries: 94 farmers - Harvesters rented: 454 harvesters-Working Days: 45 days-Gender: 20 women (21%)-Jobs Impacted: 5 -Total Olive fruits harvested: 112,880kg

General Agricultural Cooperative in Deir Mimes, Marjeeyoun, Nabatiyeh (G-LIVCD-55): 1- Capacity Building Training (September 24th,2014), Attendees: 3
2- Distribution and Training (October 2nd, 2014), Attendees: 16 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 34 farmers - Harvesters rented: 131 harvesters-Working Days: 43 days-Gender: 8 women (23%)-Jobs Impacted: 1 -Total Olive fruits harvested: 26,239kg

Agricultural Cooperative Association in Tanbourit, Saida, South (G-LIVCD-54):

1- Capacity Building Training (September 24th,2014), Attendees: 3

2- Distribution and Training (October 2nd, 2014), Attendees: 16 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 50 farmers - Harvesters rented: 281 harvesters-Working Days: 56 days-Gender: 10 women (20%)-Jobs Impacted: 2 -Total Olive fruits harvested: 71,692kg

Agricultural cooperative association for olive farmers in Nabatiyeh caza (G-LIVCD-56):

1- Capacity Building Training (September 24th,2014), Attendees: 3

2- Distribution and Training (October 8th, 2014), Attendees: 16 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 56 farmers - Harvesters rented: 116 harvesters-Working Days: 47 days-Gender: 5 women (9%)-Jobs Impacted: 2 -Total Olive fruits harvested: 23,525kg

Cooperative Association for fruit trees and nurseries in Marjayoun and Hasbaya, Nabatiyeh (G-LIVCD-61):

1- Capacity Building Training (September 24th,2014), Attendees: 2

2- Distribution and Training (October 8th, 2014), Attendees: 11 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 59 farmers - Harvesters rented: 336 harvesters-Working Days: 61 days-Gender: 8 women (14%)-Jobs Impacted: 3 -Total Olive fruits harvested: 135,270kg

Agricultural Cooperative Association for the Production, Processing and Marketing of Grapes and Olives (Rachaya Al Foukhar- Khraybe), Nabatiyeh (G-LIVCD-057)

1- Capacity Building Training (September 24th,2014), Attendees: 4

2- Distribution and Training (October 9th, 2014), Attendees: 11 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 31 farmers - Harvesters rented: 164 harvesters-Working Days: 36 days-Gender: 7 women (23%)-Jobs Impacted: 3 -Total Olive fruits harvested: 47,525kg

Agricultural Cooperative in Hasbaya (G-LIVCD-58):

1- Capacity Building Training (September 24th,2014), Attendees: 1

2- Distribution and Training (October 22nd, 2014), Attendees: 21 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 37 farmers - Harvesters rented: 166 harvesters-Working Days: 50 days-Gender: 9 women (24%)-Jobs Impacted: 3 -Total Olive fruits harvested: 45,590kg

Agricultural Cooperative Association for the village of Haramoun, Al Berke, (Kfeir Cooperative) (G-LIVCD-62)

1- Capacity Building Training (September 24th,2014), Attendees: 4

2- Distribution and Training (October 22nd, 2014), Attendees: 26 farmers

3- Harvesting operation (October, November, December)-Beneficiaries: 62 farmers - Harvesters rented: 376 harvesters-Working Days: 47 days-Gender: 7 women (11%)-Jobs Impacted: 3 -Total Olive fruits harvested: 151,617kg

Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA

		<p>Cooperative) (G-LIVCD-36) 1- Capacity Building Training (September 24th,2014), Attendees: 3 2- Distribution and Training (October 2nd, 2014), Attendees: 16 farmers 3- Harvesting operation (October, November, December)-Beneficiaries: 61 farmers - Harvesters rented: 336 harvesters-Working Days: 54 days-Gender: 11 women (18%)-Jobs Impacted: 3 -Total Olive fruits harvested: 113,436kg 4- October 4th, 2014: Training on Harvest and postharvest for 46 farmers attended 5- October 24th,2014: 40 Persons from PEPSICO used the harvesting machine of OLEA COOP provided by LIVCD.</p> <p>Cooperative Association for Fruit Trees in the villages of Rachaya (G-LIVCD-60) 1- Capacity Building Training (October 7th,2014), Attendees: 2 2- Distribution and Training (October 15th, 2014), Attendees: 20 farmers 3- Harvesting operation (October, November, December)-Beneficiaries: 42 farmers - Harvesters rented: 264 harvesters-Working Days: 44 days-Gender: 10 women (24%)-Jobs Impacted: 3 -Total Olive fruits harvested: 104,700kg</p> <p>Dar Tanit (G-LIVCD-59): 1- Capacity Building Training (October 7th,2014), Attendees: 5 2- Distribution and Training (October 15th, 2014), Attendees: 31 farmers 3- Harvesting operation (October, November, December)-Beneficiaries: 51 farmers - Harvesters rented: 186 harvesters-Working Days: 27 days-Gender: 6 women (12%)-Jobs Impacted: 4 -Total Olive fruits harvested: 56,148kg 4-October 22, 2014: 4 students from USJ - training on mechanical harvesters and mill demonstration.</p>
<p>Task 3.1.3 Facilitate increased investments for improvements and results-oriented projects needed at the centers Timeframe: 2/1/2015 - 3/31/2015</p>	<ul style="list-style-type: none"> • Production service center implement sustainable project benefiting farmers 	<p>Planned to begin Year 3 Quarter 2 (February 2015)</p>
<p>Task 3.1.4 Facilitate extension services and financial management support: provide technical assistance to olive producers in production practices and appropriate use of inputs, improved product quality, farm accounting, and traceability Timeframe: 3/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Olive farmers trained and have sustainable access to in improved production practices, farm accounting, traceability 	<p>Planned to begin Year 3 Quarter 2 (March 2015)</p> <p>LIVCD is facilitating access to production practices (harvesting practices – using mechanical harvesting to reduce cost of production) – see Task 3.1.2. Additional training planned for next quarter.</p>
<p>Task 3.1.5 Establish demonstration fields on existing orchards through the center with special emphasis on complementary irrigation practices and other good agricultural practices Timeframe: 3/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Two demonstration plots established 	<p>Planned to begin Year 3 Quarter 2 (March 2015)</p>
<p>Activity 3.2 Link the service centers with university students or agricultural training schools to promote the olive sector and offer practical training on olive production to students</p>		

<p>Task 3.2.1 Develop internship and collaborative programs between production service centers and agricultural and other departments at universities in Lebanon to increase students' awareness and interest in oleiculture Timeframe: 2/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Enroll 5 students as interns 	<p>LIVCD facilitated two fields visit and training for students this quarter:</p> <ul style="list-style-type: none"> • On 11/14/2014, 31 students from the Agricultural and Processed Food Department visited Koura region (Darbeshtar) to get more acquainted with the olive oil milling process and the get introduced to the new technology of mechanical harvesting operation. The students visited an olive orchard and observed the harvesting using the mechanical harvesters, and then tried the harvesters themselves. The students also visited and observed both a traditional olive mill and an automatic olive mill. LIVCD identified 2 potential interns. • On 10/22/2014, four students from USG visited Aytanit, West Bekaa to observe olive harvesting and olive traditional and mechanical mills. The students visited an olive orchard and observed a demonstration of the mechanical harvesters, and then tried harvested olives themselves using both manual and mechanical harvesting to compare. The students then visited a mill with both traditional and mechanical mill, and the students assisted with the milling process, tasted the fresh olive oil and tested the oleic acid.
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RURAL BASKET VALUE CHAIN UPGRADING STRATEGY – PRIORITIES OF THE WORK PLAN

The LIVCD Rural Basket Value Chain Upgrading Strategy is focused around three axes of intervention, with the following aims and priorities (per the LIVCD Year 3 Workplan):

Beneficiaries and Expected Results:

- **Producers increase volume and value of incremental sales of** pine nut, eggs, zaatar and capers, leading to increased income
- **Jobs in rural basket value chain supported (producers, aggregators/exporters, processors, service providers)**
- **Farmers, aggregators/exporters, processors, service providers supported in the value chain**

Year 3 Priorities (from Year 3 Workplan)

Axis 1. Marketing: IDENTIFY AND SUPPORT ACCESS TO MARKET OPPORTUNITIES TO INCREASE SALES AND DISTRIBUTION IN LOCAL AND EXPORT MARKETS

- Follow-up on the market study for the health sector in Lebanon; continue to identify and assist rural processors to upgrade processing (equipment, food safety standards, quality management) to meet the demand for apple/pear products. Support linkages with Lebanese farmers to purchase lower quality apples for processing.
- Collaborate with processors to develop new products, improve labeling and branding, consolidate product to achieve volumes to attract buyers, and undertake new promotion practices Facilitate development of farmers markets in the Chouf and Bekaa areas led by AUB-ESDU (university) and Arc en Ciel (NGO), respectively, to enable farmers to directly market produce to consumers.

Axis 2. Aggregations and Processing: SUPPORT INITIATIVES FOR NEW PRODUCT DEVELOPMENT AND INNOVATION IN AGGREGATION AND PROCESSING

- Continue to collaborate with processors to facilitate **product development** (improve taste and consistency of production; improve branding, labeling, packaging to meet target market requirements and demands) and support linkages with producers

Axis 3. Productivity: INCREASE PRODUCTIVITY BY UPGRADING PRODUCTION OF RURAL BASKET ITEMS THROUGH INSTITUTIONAL AND TECHNICAL TRAINING FOR IDENTIFIED ACTORS

- Develop and promote simple IT tools to help producers manage their enterprises.
- LIVCD will place a heavy emphasis on replicating and scaling up successful initiatives such as free range eggs, supporting small scale growers in accessing equipment and leveraging investments, and linking bankable projects to MFIs, government programs such as Kafalat, and other lenders where appropriate.

RURAL BASKET VALUE CHAIN – UPDATE YEAR 3 QUARTER I

Axis 1. IDENTIFY AND SUPPORT ACCESS TO MARKET OPPORTUNITIES TO INCREASE SALES AND DISTRIBUTION IN LOCAL AND EXPORT MARKETS

Work Plan Activity & Task	Expected Results	Year 3 Quarter I Update
Activity 1.1 Conduct regional and national market study and strategy to identify and target niche markets and assist beneficiaries to continue performing market analysis		
Task 1.1.1 Conduct regional, national market studies for rural basket products (eggs, zaatar, capers) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Market study for produced and disseminated 5 Existing and new Market channels for rural basket products identified 	No update
Activity 1.2 Provide support for improved branding, labeling packing, differentiation of products, and certification according to market destination		
Task 1.2.1 Support cooperatives and MSMEs to improve products Timeframe: 6/1/2015 - 9/30/2015	<ul style="list-style-type: none"> 20 products improved 	This quarter, LIVCD initiated implementation of the grant with Adonis Valley, which produces branded products such as zaatar (thyme), sun-dried tomatoes, capers, honey, apple juice and vinegar, to improve these products and increase procurement of raw material from farmers. The grant is “Expanding Production and Sales of Adonis Valley and its Related Suppliers in the Rural Basket.”
Activity 1.3 Support development of traceability system for rural basket products based on quality and origin characteristics		
Task 1.3.1 Conduct trainings and support to put in place a traceability system with producers and organizations (cooperatives, NGOs) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Farmers and employees of coops and NGOs introduced to and trained in using traceability system 	No update
Task 1.3.2 Encourage producers and aggregators to adopt the traceability system Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> 15 organizations applying traceability system 	No update
Activity 1.4 Promote linkages for direct sales from producers to consumers (farmers markets, door to door sales, web based shops, fairs, and exhibitions...)		
Task 1.4.1 Assist producers to attend local fairs and exhibitions and sell through web-based shops Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Producers introduced to outlet markets Increase procurement of raw material form farmers 	Activity implemented in coordination with the Processed Food Value Chain.
Task 1.4.2 Facilitate linkages between producers and traders on local and international markets Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Importers and aggregators identified, screened, and introduced. Initial transactions supported. 	Adonis Valley: LIVCD supported Food processor Adonis Valley accessing four new Lebanese supermarkets, including Metro and Intermarché through linkage with a salesperson that introduced its products to the stores. LIVCD also supported Adonis valley in entering new export market in Japan which is the first step of the export deal done with its distributor in Japan. This will be done through the participation of Adonis Valley in FOODEX exhibition in Japan from March 3-6 2015.

Axis 2. SUPPORT INITIATIVES FOR NEW PRODUCT DEVELOPMENT AND INNOVATION IN AGGREGATION AND PROCESSING

Work Plan Activity & Task	Status	Year 3 Quarter I Update
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Activity 2.1 Develop new processed products based on different basket items in conjunction with LIVCD's processed food value chain

<p>Task 2.1.1 Assist processors to create new products Task 2.1.2 Facilitate access to finance for investment needed for product development Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 3 new products developed and put in the market 	<p>No Update</p>
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Activity 2.2 Support cooperatives to improve processing and aggregation services to extend marketing opportunities for rural basket products

<p>Task 2.2.1 Facilitate and leverage investments into equipment to improve services for aggregating and processing rural basket products Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Rural basket producers access aggregation and processing services from cooperatives 	<p>Adonis Valley Grant: Under the grant with Adonis Valley, a new vinegar production machine was purchased and delivered, which will enable the firm to produce vinegar.</p>
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<p>Task 2.2.2 Train processors, cooperatives, aggregators, and distributors on management, financial, and manufacturing practices; marketing, sales and distribution; branding and product differentiation; and accessing financial services. Timeframe: 6/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • 10 cooperatives/private entities trained 	<p>Planned to begin Year 3 Quarter 3, June 2015.</p>
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Activity 2.3 Facilitate new and strengthened linkages between rural basket product producers and firms/cooperatives aggregating product (processors, aggregators)

<p>Task 2.3.1 Identify, screen and introduce producers to processors (through Activity 2.1, 2.2; Activity 3.1) Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Producers identified, capability assessed and introductions to processors made • Initial sale supported (testing and monitoring) 	<p>LIVCD is identifying appropriate partners for linkages.</p>
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Axis 3. INCREASE PRODUCTIVITY BY UPGRADING PRODUCTION OF RURAL BASKET ITEMS THROUGH INSTITUTIONAL AND TECHNICAL TRAINING FOR IDENTIFIED ACTORS

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
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Activity 3.1 Upgrade production for the different basket items selected

<p>Task 3.1.1 Train producers, collectors and workers on best production practices to reduce costs, improve quality and meet market requirements. (Identify trainers and training material and develop scopes of work and deliver training.) Timeframe: 12/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 10 cooperatives/private entities trained 	<p>No update</p>
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<p>Task 3.1.2 Facilitate and leverage investments to increase productive assets (layering hens, zaatar plants, etc.) of producers Timeframe: 12/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Rural basket producers build productive assets, sales and income. • 5 leveraged investment projects in place • 5 linkages to finance institutions 	<p>The grant with the Development Cooperative of Jezzine is ongoing, to assist 40 free range egg producers access layering hens and protein-rich feed to improve production.</p>
<p>Activity 3.2 Facilitate access to finance for investment needed to develop downstream and upstream activities</p>		
<p>Task 3.2.1 Develop/adopt an appropriate accounting and feasibility studies system for small producers to be used for loan submission and accounting registration Timeframe: 6/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Market research for identifying appropriate software conducted • 30 software purchase and distributed • MSME trained 	<p><i>Planned to begin Year 3 Quarter 4 (June 2015)</i></p>
<p>Task 3.2.2 Develop a system for collective purchase of services and inputs Timeframe: 6/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Producers access services for collective purchase of inputs 	<p><i>Planned to begin Year 3 Quarter 4 (June 2015)</i></p>

Rural Basket - Honey

In the Rural Basket - Honey value chain, LIVCD assists beekeepers to invest in new hives and equipment and with training to increase production and sales of honey. In parallel, LIVCD assists Lebanese honey processors/brand owners to increase sales in domestic and export markets, and enter new export markets, through marketing strategies and promotions.

Beneficiaries and Expected Results:

- **Beekeepers supported with training and/or assistance to invest in new beehives and equipment.**
- **Beekeepers increase volume and value of incremental sales of honey from assisted beekeepers increased**
- **Volume and value of honey exports from assisted exporters increased.**
- **Jobs in grapes value chain supported (beekeepers, aggregators/exporters, processors/brand owners, service providers)**

Year 3 Priorities (from Year 3 workplan):

Axis 1. Access to Market: Support Actors to Identify and Access Market Opportunities to Increase Exports of Honey and Sales in Domestic Market

- Continue with support for Joint Product Promotion, including additional support to Jibal Loubnan to export to UAE. Additionally, LIVCD will expand this successful approach in the domestic market, supporting Joint Product Promotion for Domestic Market to reach new distribution channels with branded Lebanese honey such as Kaddoum Honey brand.
- Continue the promotional events in the domestic market
- Continue to assist cooperatives and firms with honey brands to upgrade branding, labeling and packaging to meet market demands: Kaddoum.
- Perform a study on current regulations and standards, and status of the Lebanese honey versus these regulations to identify value chain actors' needs for upgrading to meet the standards. Then LIVCD will support the private sector to advocate with ministries to improve the regulatory environment.

Axis 2. Aggregation & Processing: Improve Aggregation and Processing Facilities to Extend Marketing Opportunities for Honey

- Continue assistance to the Development Cooperative of Jezzine. Leverage investments to Improve Honey Processing Services With Maten AAla, Baskinta, Baalback and other beekeeping cooperatives
- Continue work with cooperatives and firms with honey brands to build capacity for business management, including financial management and marketing/sales
- Continue to facilitate linkages between beekeepers and aggregators/firms with commercial brands
- Leverage investments to Improve Honey Processing Services With Maten AAla, Baskinta, Baalback and other beekeeping cooperatives

Axis 3. Productivity: Sustain and Increase Production of Honey

- Continue implementation of the Beekeeper Training Program to train 800 beekeepers in Year 3.
- Continue to leverage investment in hives for beekeepers with NGO and cooperative partners.
- Collaborate with an American expert to conduct the feasibility study; based on the results, collaborate with potential private sector partners to leverage investment and establish center.

RURAL BASKET HONEY VALUE CHAIN – YEAR 3 QUARTER 1 UPDATE

Axis I. Marketing: SUPPORT LEBANESE HONEY EXPORTS AND SALES IN DOMESTIC MARKET THROUGH MARKETING SUPPORT AND LINKAGES

Work Plan Activity & Task	Expected Results:	Year 3 Quarter 1 Update
Activity 1.1 Market Studies: Analyze export market opportunities for Lebanese honey products in the identified target markets, and study consumer demands for different high added-value products that Lebanese honey producers have the ability to compete		
<p>Task 1.1.1 Develop a market study for Iraq, and other markets (Qatar, KSA, Jordan) in collaboration with a marketing expert and develop marketing strategies for Lebanese honey exporters</p> <p>Timeframe: 10/1/2014 - 12/31/2104</p>	<ul style="list-style-type: none"> • 2 market studies (for Iraq and other country), produced and disseminated to honey exporters • 2 exporting firms develop and use marketing strategies - apply new management practice • 2 new markets entered (TBD, but selected from GCC, Iraq, and/or Japan) • 2 MSMEs (exporting firms) benefit from new vertical linkages with importers • Beekeepers benefit from increased sales to exporting firms to meet new market demand (see also Task 2.4.1) 	<p>Market Study for Iraq: A market study was prepared and finalized by Yasmine Kayali. A report and presentation were prepared for the Iraqi market. However, due to the current unstable security situation in Iraq, the implementation of the activities has been put on hold until further notice. Once the situation is improved, LIVCD will update the presentation to present to SLFI once situation has improved.</p> <p>Market Surveys and Marketing Plans for Entering GCC Market: LIVCD assisted Kaddoum for Trading to enter the Qatar market with its branded Lebanese honey product with a marketing plan for joint product promotion to facilitate a linkage with exporters (see Task 1.2.1). After the first trial, first shipment was made to Qatar during November. LIVCD is collecting the data to verify the export value and volume.</p> <p>In addition, a joint product promotion to UAE market with Jibal Loubnan has been done. Exports has been made to Jordan, and UAE with an increase of 21.3%.</p>
<p>Task 1.1.2 Perform a study on current regulations and standards and status of the Lebanese honey versus these regulations</p> <p>Timeframe: 12/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Strategy for protection of the Honey sector developed and disseminated to stakeholders 	<p>HIGHLIGHT: Study on Regulations and Standards for Honey in Lebanon The study on honey regulations and standards in Lebanon has been prepared through continuous meetings and research. The study that revolved around Lebanese honey status and regulations was advocated to the Ministry of Agriculture, LIBNOR, and commercial honey producers in order to upgrade Lebanese honey standards, and protect Lebanese honey against imported brand.</p> <p>Challenges: There are disagreements on Lebanese honey regulations and standards among stakeholders. Libnor has been working on a new and approved honey regulation since the year 2000 without reaching an agreement. While Ministry of Agriculture is more active in issuing laws regarding regulation, for this reason LIVCD is focusing on working with Ministry of Agriculture as it is the final decision maker.</p> <p>Steps taken to address challenge: Several meetings with Libnor and Ministry were held in order to issue standards based on the study prepared and committee agreement.</p>
Activity 1.2 Support honey product development and marketing support for export markets		
<p>Task 1.2.1 Work with honey brands to upgrade packaging and labeling to meet export market requirements</p> <p>Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 2 firms upgrade packaging and labeling – apply new marketing practice • 2 Firms and cooperatives benefit from new linkages 	<p>LIVCD developed a grant with Kaddoum for Trading, a producer of branded Lebanese honey products, which was signed with on December 15, 2015. The project includes support to Kaddoum for Trading to develop a new brand and upgrade labels and packaging for its honey products, to suit the local and international market demand, and a joint product promotion in target markets. The resulting increase in sales of honey and market share will benefit the 19 beekeepers and aggregators from Beit el Fakes, Donnieh, Bekaa, and Byblos areas who will increase sales of their honey to Kaddoum. It is expected that these 19</p>

		beekeepers/aggregators will earn an average of \$2,137 each directly from this project (19 beekeepers over 8.89 tons x an average of \$10 per kg). In addition, 11 beekeepers from West Bekaa, from whom Kaddoum buys honey regularly, will benefit from overall Kaddoum increase in sales. See also Task 1.5.1 .
Task 1.2.2 Implement joint product promotion in UAE, Gulf, and possible European markets Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> 2 Firms apply new promotional practice (joint product promotion) to promote products in export markets and enter new distribution channels. 	Kaddoum for Trading has exported to Qatar a shipment of honey as a result of LIVCD technical assistance after discussion with Qatari importer. LIVCD is confirming the volume and value of exports.
Activity 1.3 Facilitate access to certified laboratories testing		
Task 1.3.1 Assess laboratories in terms of requirements for equipment and/or accreditations to meet new regulations Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Assessment complete, and recommendations for upgrades/certifications provided to laboratories 	LIVCD has selected William Safi, a honey regulations and lab expert, to assess laboratories in Lebanon including Tripoli Chamber of Commerce or Zahle Chamber of Commerce or AUST or other identified labs to determine extent to which they meet requirements for equipment and/or accreditation to meet new Government of Lebanon regulations for honey testing. This assessment will serve as a baseline to clearly and vividly compare Lebanese honey with imported honey, and as a result give recommendations to honey producers and beekeepers, Libnor, and Ministry of Agriculture.
Task 1.3.2 Leverage investment by laboratories to upgrade or certify laboratory to provide needed tests for honey exports Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Laboratory upgraded or certified - apply new technology/management practices 	The LIVCD processed food team is working on a plan to upgrade the laboratories identified and assessed in Task 1.3.1 (Tripoli Chamber of Commerce or Zahle Chamber of Commerce or AUST or other identified labs). Based on this plan, LIVCD will leverage investment (through feasibility study, grant, or other appropriate means) to upgrade or certify these laboratories to provide the required tests for honey to meet new Government of Lebanon requirements; assistance will be determined based on the outcomes of the assessment in Task 1.3.1.
Activity 1.4 Facilitate market linkages with importers in target markets		
Task 1.4.1 Identify target markets, trade shows, and processors, along with NGOs and cooperatives willing to invest in trade shows, and support them before, during, and after the events. Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> 2 firms attend international trade shows – new marketing practice 2 firms introduced to importers, initial transactions supported, successful linkages formed 	<p>Gulfood Trade Show in Dubai, February 2015: LIVCD has Identified Gulfood as an important trade show for honey producers to participate in, as it is the door to export Lebanese products to the Arab and international world. LIVCD will support two Lebanese honey brands - Kaddoum for Trading and Jibal Loubnan, to attend the show with the aim of promoting their product to GCC importers, and initiating successful linkages to increase exports of Lebanese honey. New markets and increased sales will require increased purchases from Lebanese beekeepers (see also Activity 1.2)</p> <p>Libanoticum Fiesta: Maten el Aala Cooperative promoted their improved honey products at the flower event of the year on October 3, 2104. In Year 2, LIVCD assisted Maten el Aala Cooperative to improve the packaging and labeling of their honey jars, making it more attractive to consumers to increase sales. LIVCD is collecting data on sales and beneficiary impact.</p>
Activity 1.5 Support firms and cooperatives having commercial brands to improve branding and labeling, and promotion in domestic market		
Task 1.5.1 Provide support in developing promotional plans and materials, implementing activities, and upgrading packaging and labeling for domestic market Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> 4 firms or cooperatives upgrade packaging and labeling – apply new marketing practice 4 firms or cooperatives benefit from new linkages Consumer awareness of local brands and sales increased 	<p>LIVCD has developed three grants to leverage investments by two cooperatives and one firm with honey brands to upgrade packaging and labeling, and increase brand awareness in local markets for increased sales:</p> <p>Development Cooperative of Jezzine: The cooperative has implemented the marketing plan which includes promoting B.Balady products in supermarkets, to increase sales. This will benefit the beekeeper members of the cooperative, as well as other area beekeepers who sell honey to the cooperative for the B.Balady brand.</p> <ul style="list-style-type: none"> On the 1st, 2nd, 7th, and 8th of November the plan has been implemented in hypermarkets such as

		<p>Charcutier, Monoprix, Spinneys, TSC, and Bou Khalil.</p> <ul style="list-style-type: none"> • In addition the Development Cooperative of Jezzine has installed a promotional and branding billboard on the highway at a very strategic location. • On the 26th of October, the Azour Store was branded with a see through branding on its main door which was implemented to reinforce B.Balady presence in Jezzine area. <p>The cooperative faced a challenge due to the high price of the listing fees to enter Carrefour, which consumed a larger than expected portion of the grant budget. To address this challenge, LIVCD and the cooperative considered the importance of entering Carrefour to the successful implementation of the marketing strategy, and prioritized paying the listing fees for Carrefour (and the increase in sales of honey expected to result) by removing one feed container (related to producing chicken feed for layering hens for free range egg production, under a separate part of the grant – see Rural Basket value chain).</p> <p>Kaddoum for Trading: LIVCD developed a grant with Kaddoum for Trading to leverage investment into improved packaging and labeling (as well as joint product promotion for export markets – see Activity 1.2), which along with marketing activities in the domestic market will increase local sales. LIVCD has also provided sales and field training for Kaddoum for Trading to improve marketing capacity. This will benefit 19 beekeepers (See Task 1.2.1)</p> <p>Maten el Aala Cooperative: Maten el Aala Cooperative is using the upgraded label, posters, and business cards developed by Libanpack with LIVCD support in Year 2, to promote the brand to enter new markets and outlets. Maten el Aala Cooperative used the logo developed to register the brand in the Ministry of Economy and Trade in November 2014. This will grant the cooperative with the intellectual property right to hold the logo.</p> <p>This quarter, LIVCD developed a grant to provide Maten el Aala with marketing support to increase sales in local markets. The grant is pending USAID approval.</p>
<p>Task 1.5.2 Conduct awareness and promotional campaigns in honey festivals and events such as Mayfouk festival, Rashaya Festival, Garden Show, Horeca, and other events. Highlight honey value chain importance via media appearances on TV shows, newspaper, and social media Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • 2 cooperatives and their staff trained in new marketing practices • 2 cooperatives apply new marketing practices - promotional campaigns • 2 firms introduced to buyers, initial transactions supported, successful linkages formed 	<p>LIVCD supported promotional campaigns for the Honey value chain on Social Media this quarter:</p> <ul style="list-style-type: none"> - Interview with Jibal Loubnan - Radio Interview: The Baldati program on Sawt Loubnan welcomed several LIVCD supported cooperatives to portray stories from Rural Lebanon under the title "Collaboration with cooperatives in agriculture, food processing, and development". Honey cooperatives participating were APIS for beekeeping, and Jezzine Cooperative. The interview with the latter was aired separately as it was discussed more extensively.

Axis 2. Aggregation & Processing: STRENGTHEN KEY ACTORS TO IMPROVE AGGREGATION & PROCESSING AND EXTEND MARKETING OPPORTUNITES FOR BEEKEEPERS IN HONEY MARKET SEGMENT

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
Activity 2.1 Strengthen firms and cooperatives having commercial brands to improve capacity for business management		
Task 2.1.1 Conduct capacity building for firms having commercial brands of honey to improve marketing and sales skills, business management, and financial records. Timeframe: 10/1/2014 - 3/15/2015	<ul style="list-style-type: none"> • 6 firms and their employees trained business management skills, marketing and sales skills • 6 firms apply new management practices • Business management training conducted with commercial brands and cooperatives 	<p>HIGHLIGHT: Marketing and Sales Training LIVCD conducted a Marketing and Sales training for representatives from several partner organizations including Kaddoum Honey, Adonis Valley, Metn el Aala Cooperative, Jezzine Cooperative, and ESDU AUB. The training which took place in two sessions at the LIVCD offices covered topics related to in-store branding and visibility through merchandising and consumer promotion, and good sales practices to ensure a proper product distribution and sales. Following the Sales College training on sales and marketing techniques, a practical session was held on Friday 5th, and 12th of December in small and large scale supermarkets.</p> <p>Institutional Capacity Building: American Language Center: Representatives of two cooperatives in the Honey Value Chain (Maten el Aala Cooperative and the Development Cooperative of Jezzine) and one firm (Kaddoum for Trading), attended the ALC training on management, and proposal writing)</p>
Task 2.1.2 Support implementing a food safety management system: ISO 22000 for firms having commercial brands of honey Timeframe: 10/1/2014 - 3/15/2015	<ul style="list-style-type: none"> • 2 firms food safety management system implemented 	<p>Work on HACCP implementation not yet in progress.</p>
Activity 2.2 Support cooperatives to improve processing services to extend marketing opportunities for beekeepers		
Task 2.2.1 Facilitate cooperative leverage investment into equipment for processing & Task 2.2.2 Improve services for processing honey Timeframe: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> • 3 cooperatives and associations benefit from improved technologies for honey processing • Cooperative members access processing services at assisted cooperatives • New investment in honey processing equipment leveraged 	<p>Maten el Aala cooperative has submitted a grant in November 2014, which focuses on improving beekeeping practices through equipment delivery and technical assistance.</p> <p>APIS equipment delivery: Under a grant to APIS, the full honey extraction line has been delivered to APIS location in October, 2014. APIS will use this equipment to provide extraction services to beekeepers (all members of APIS), which will help them increase production efficiency and decrease production costs.</p>
Activity 2.3 Facilitate new and strengthened linkages between Lebanese beekeepers and firms/cooperatives having commercial brands		
Task 2.3.1 Identify, screen and introduce beekeepers to aggregators and firms with cooperatives and commercial honey brands (through Activity 2.1, 2.2; Activity 3.1, 3.2) Timeframe: 10/1/2014 - 12/31/2015	<ul style="list-style-type: none"> • Firms and beekeepers benefit from new vertical linkages 	<p>Through the honey training program, beekeepers are being linked to cooperatives, and are being introduced to honey producers and aggregators. There is a challenge in that large traders benefited from loose regulations at customs, where they were able to import honey with very low custom rate. Since the current standards allow the import of low quality and cheap honey, traders are importing the low quality honey instead of purchasing local high quality honey.</p> <p>Next steps: Work is being done on setting new honey regulations and inforce the testing of imported honey prior entering Lebanon. (See Task 1.1.2)</p>

Axis 3. Productivity: SUSTAIN AND INCREASE PRODUCTION OF HONEY

Work Plan Activity & Task	Expected Results	Year 3 Quarter 1 Update
Activity 3.1 Facilitate technical assistance and training to beekeepers through Extension service providers and value chain actors including cooperatives		

<p>Task 3.1.1 Identify and enroll small rural beekeepers and provide technical assistance and training to 2,500 beekeepers in honey production. In year 3 training will be given to 800 beekeepers Timeframe: 10/1/2014 - 12/31/2015</p>	<ul style="list-style-type: none"> • New training curriculum developed, with new technologies and management practices for honey production • Staff from 13 cooperatives and associations receive training (TOT) to deliver curriculum • 2,500 (800 Year 3) Beekeepers are trained in new honey production techniques beekeepers apply new technologies/management practices for honey production 	<p>HIGHLIGHT: Beekeeper Training Program: LIVCD continued implementation of the Beekeeper Training Program, which provides training to beekeepers throughout Lebanon using an updated curriculum with 5 topics: Hives management, Diseases, Increasing Production, Raising queen bees, and new products developments in honey. The training is delivered by trainers from cooperatives and associations, who received Training of Trainer support from LIVCD.</p> <p>This quarter, training in the Bekaa, Chouf, and Hasbaya regions on the Hive Management Chapter began. Training has now reached five governorates, and the total number of trained beekeepers currently amounts to 1013 beekeepers:</p> <ul style="list-style-type: none"> • Total Mount Lebanon 252 beekeepers • Total Nabatiyeh and South 310 beekeepers • Total North until present 166 beekeepers • Total Bekaa 285 beekeepers • Total Beneficiaries: 1013 beekeepers. Database available upon request. <p>Challenges: There is high demand for the honey training, which is slightly greater than LIVCD current capacity. LIVCD will be co-investing with Chambers and other entities to coordinate on the implementation of the honey program in rural areas.</p>
<p>Task 3.1.2 Develop, print and distribute a beekeeping manual of written production guidance to 1,000 beekeepers Timeframe: 10/1/2014 - 12/31/2015</p>	<ul style="list-style-type: none"> • 1,000 Beekeepers have access to written guidance on production techniques 	<p>LIVCD has distributed the Hive Management chapter from the training curriculum to the 1,013 beekeepers trained (see Task 3.1.1). The final Honey manual is being designed in parallel to the completion of every chapter. The booklet relies on the completion of all chapters, hence the final booklet will be issued in end of 2015. Total number of beekeepers benefiting will be 1,000.</p> <p>Barid el Nahhal Magazine: 1260 copies of the 51st and 52nd edition of Barid el Nahhal magazine were distributed to Agricultural and vocational schools in Lebanese rural areas such as PAC Kesserwan, Kobayat Beekeeping Cooperative, and the Technical Agricultural schools in Bekaa, and South.</p>
<p>Activity 3.2 Expand the number of hives in production by small and medium beekeepers; while increasing honey production for 500 beekeepers within the lifetime of the project.</p>		
<p>Task 3.2.1 Facilitate and leverage investments with 250 beekeepers in hives and equipment. Timeframe: 10/1/2014 - 2/28/2015</p>	<ul style="list-style-type: none"> • 250 beekeepers build productive assets, sales and income 	<p>There was no hive distribution during October 1, 2014- December 31, 2014. LIVCD distributed equipment (Beekeeping suits, and hive tools) to beekeepers during the supported Beekeeper Training Program (see Task 3.1.2).</p>
<p>Activity 3.3 Facilitate financing for private sector actor (firm or cooperative with commercial honey brand) to invest in a breeding center to produce high quality bees</p>		
<p>Task 3.3.1 Conduct feasibility study for breeding center for queen bees Timeframe: 6/15/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • Feasibility study completed 	<p>LIVCD is selected the breeding expert. Presently necessary documents are being completed. Challenges: LIVCD has contacted four breeding experts, however, experts have tangled the process and cancelled the project to Lebanon Next Steps: LIVCD is still looking into hiring expert.</p>
<p>Task 3.3.2 Leverage investment in breeding center with partners Timeframe: 9/15/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Access to good quality of queen bees to beekeepers, increase production and profit 	<p>LIVCD has received two Expressions of Interests revolving around the implementation of a breeding center in the South, and Byblos. Proposals are in the phase of development.</p>

Processed Foods

The LIVCD Processed Foods Value Chain Upgrading Strategy focuses on supporting Lebanese processors to access new markets to sell more products, with the aim of increasing procurement of raw material (fruits and vegetables) from Lebanese farmers to increase their sales and incomes, as well as support employment for people who work in processing firms and cooperatives.

Beneficiaries and Expected Results:

- Processing firms and cooperatives assisted, through support to identify new markets and improve products to meet market demand and food safety requirements, and assistance to effectively market these products through linkages with brokers and.
- Firms and cooperatives increase of sales of processed products from assisted firms
- New export markets entered by assisted firms and cooperatives.
- Increased procurement of fruits and vegetables from at least Lebanese farmers, leading to increased sales and incomes
- Jobs supported in these processing firms and cooperatives

Year 3 Priorities (from LIVCD Year 3 Workplan)

Axis 1. Marketing: SUPPORT FOOD PROCESSORS AND COOPERATIVES TO IDENTIFY AND ACCESS MARKET OPPORTUNITIES TO ENTER NEW MARKETS AND EXPAND SALES IN EXISTING ONES

- Determine appropriate target markets and market channels through continuing market studies, the development of market strategies and identification of products for these markets. Cooperative selling hub(s) such as natural food stores and farmers markets will be identified in Beirut and other towns to increase their sales and ensure a steady source of income.
- Support processors (including cooperatives) to create successful market linkages, through linking processors with brokers, importers and distributors and guide them through their communication and collaboration.
- Facilitate the development of farmers markets that will act as venue for cooperatives to sell their products and provide support in developing promotional plans and materials and implementing activities including “Lebanese cuisine” events and in store promotions.
- Support SLFI and chambers to introduce new added value activities and services in order to assist processors in expanding their markets.

Axis 2. Aggregations and Processing: SUPPORT PROCESSORS AND COOPERATIVES IN PROCESS AND PRODUCT DEVELOPMENT

- Co-finance upgrades of packaging and labels to meet market demands and requirements.
- Conduct workshops with the marketing and quality teams of interested companies; conduct taste panels and other necessary systems for product development, and help processors develop new products that utilize oversupply of fruits and vegetables such as grapes (molasses, raisins), cherries (dried cherries and chocolate covered), apples (molasses and chips).
- Co-invest with cooperatives and processors for equipment to improve processes and product development for needed equipment. Introduce new fruit and vegetable varieties.
- Support processors and cooperatives through leveraged investments to acquire needed equipment in order to increase capacity, introduce new products, and improve quality. Also to introduce new fruit and vegetable varieties for processing.
- Furthermore and as part of STIP, LIVCD plans to upgrade sectors within the processed foods value chain by introducing improved technologies to improve capacity and quality.

Axis 3. Production: ASSIST LEBANESE FOOD PROCESSORS INCLUDING COOPERATIVES TO INCREASE EFFICIENCY AND MEET FOOD SAFETY REQUIREMENTS

- Facilitate financing; including PPPs when appropriate to support automation upgrades in manufacturing equipment and assist processors in meeting international food safety requirements.
- Work to improve access to USAID-supported laboratories in the regional chambers and upgrade labs to be able to perform required testing.
- Review labels of selected exporting processors and provide recommendations for improvement and support processors including cooperatives in developing food nutrition labels for target markets

PROCESSED FOOD VALUE CHAIN – YEAR 3 QUARTER 1 UPDATE

Axis I. SUPPORT FOOD PROCESSORS AND COOPERATIVES TO IDENTIFY AND ACCESS MARKET OPPORTUNITIES TO ENTER NEW MARKETS AND EXPAND SALES IN EXISTING ONES

Work Plan Activity & Task	Expected Results	Year 3 Quarter 1 Update
Activity I.1 Support processors (firms and cooperatives) to identify and understand demand and requirement of appropriate target markets and market channels		
<p>Task I.1.1 Conduct market studies and link processors with brokers, importers and distributors in GCC, Iraq, US, Germany, South America and European markets and guide them through their communication and collaboration develop marketing strategies: Identify market barriers, identify right products to enter these markets, inform processors of requirements of new barriers, regulatory requirements Timeframe: 10/1/2014 - 9/30/2015</p>	<p>Market studies conducted; LIVCD will work with food processors to understand and use the marketing information gathered to access export markets. Ultimately, increased exports will lead to increased procurement of raw material (fruits and vegetables) from Lebanese farmers, leading to increased sales and income.</p>	<p>Iraq Market: LIVCD is facing a challenge conducting the Iraq market study, due to the current situation in Iraq which is preventing any progress or entry of Lebanese processors to Iraq Market; therefore the result of the study is delayed until situation is better. U.S. Market: For the US Market, LIVCD has drafted a Scope of Work for a marketing expert to conduct a market study. LIVCD is currently negotiating with a broker. GCC Market: LIVCD facilitated assistance to link Lebanese food processors with GCC export markets; these processors are Junal, Second House Products, Sonaco, Mymoune, Ahmad Dirany & Brothers, Mechaalany, Fistaki, in addition to Kaddoum, honey producer, and Willani, olive oil producer. The consultant identified key products of the processors' catalogue, and has supported the companies in sending samples to targeted export markets. He has helped the companies initiate contacts in export markets by sharing contacts of potential distributors in the Gulf, and North America. In the coming quarter, the consultant will be developing market-entry strategies for each processor, and preparing some of the processors' participation to the GulFood exhibition in Dubai in February 2015.</p>
<p>Task I.1.2 Identify for cooperatives, selling hub(s) such as natural food stores and farmers' markets in Beirut and other towns and link food processors to increase their sales and ensure a steady source of income 12/1/2014 9/30/2015</p>	<p>Linkages formed between cooperatives with natural food stores and farmers markets</p>	<p>LIVCD has identified Atayeb el Rif, a food processor with a brand of products and a retail shop in Beirut, as a potential selling hub for cooperatives all over Lebanon. LIVCD is working with Atayeb el Rif to develop a proposal for a grant that would assist up to 30 cooperatives (benefiting around 120 cooperative members) by linking them to Atayeb el Rif. Atayeb el Rif will provide the cooperatives with assistance in product development and business management, culminating in cooperative products being marketed through Ataybel el Rif, achieving an increase in sales from the rural cooperatives and cooperative members' jobs supported, leading to increased incomes. In Year 3 Quarter 1, Atayeb el Rif started to host some events in its shop for the Christmas season, including tasting events for olive oil.</p>
<p>Task I.1.3 Create a Market Intelligence unit in collaboration with an association or a private company 1/1/2015 9/30/2015</p>	<p>Provide target market information such as: Shopper/Consumer demands, regulatory requirements, market trends,</p>	<p>Task I.1.3 will begin in Year 2 Quarter 2</p>
Activity I.2 Support processors (including cooperatives) to create successful market linkages		
<p>Task I.2.1 Facilitate the development of farmers market(s) that will act as venue for cooperatives to sell their products. Timeframe: 2/1/2015 9/30/2015</p>	<p>One or more farmers' market(s) where cooperatives can sell their products and gain more exposure to buyers developed</p>	<p>Task I.2.1 will begin in Year 2 Quarter 2</p>

<p>Task 1.2.2 Provide support in developing promotional plans and materials for firms and cooperatives, and implementing activities including “Lebanese cuisine” events and in store promotions Timeframe: 11/1/2014 9/30/2015</p>	<ul style="list-style-type: none"> • Promotional plans for food processors including cooperatives developed • Promotional activity for the new selling hub of Rural Delight (Atayeb Al Rif) shop • 	
<p>Task 1.2.3 Link processors with importers in foreign trade shows and local buyers in local trade shows which lead to increased export and sales. TA and/or financial Support provided based on the relevance and impact of the targeted trade shows Timeframe: 12/1/2014 9/30/2015</p>	<ul style="list-style-type: none"> • Lebanese exporters introduced to buyers in export markets and initial transactions supported • Link cooperatives attending local tradeshows with buyers. • Promotional activities for trade shows such as Gulf Food 2014, Fancy Food show 2015, and HORECA 2015 	<p>HIGHLIGHT: LIVCD Assistance to Cooperatives to Attend Exhibitions and Trade Shows: LIVCD supported cooperatives to attend the following events in Y2Q1; LIVCD provided the cooperatives with assistance to develop brochures, coaching on how to make linkages and sales at such shows, and for the Cooking Festival covered the cost of samples, transport and rental fees. The cooperatives made successful linkages and sales at the shows; LIVCD is compiling and verifying the data and will report it next quarter.</p> <ul style="list-style-type: none"> • UNIFIL Exhibition: LIVCD supported the participation of five cooperatives in the UNIFIL exhibition held in Shamaa, South Lebanon, on December 17, 2014. The five supported cooperatives of Deir Qanoun Ras El Eyn, Deir Qanoun El Nahr, Eyn Ebil, Bent Jbeil and Hariss were able to sell products worth of more than \$500 in only three hours. • Rural Delights Boutique: LIVCD sponsored the participation of handicrafts cooperatives to an opening exhibition held at the newly opened Rural Delights Boutique in Gemmayzeh. • Beirut Cooking Festival 2014: LIVCD sponsored the participation of 11 food cooperatives to the Beirut Cooking Festival from November 6 to 8, 2014. The LIVCD stand was a great success in terms of visibility in the Cooking Festival and received very good turnover and feedback from visitors. Around 15,000 persons visited the event along the three days. Sales from assisted cooperatives were around \$4,000 (number is approximate); the cooperatives sold most of the products they bought with them. LIVCD developed and distributed a booklet which served to market the 11 participating cooperatives, and the partner NGOs. The booklet includes information on the cooperatives, their products, and contact numbers to facilitate linkages, along with recipes from Chef Chadi featuring the cooperatives’ products as main ingredients. LIVCD invited several media outlets and bloggers to the event. The cleared press release was prepared and sent to around 40 media outlets, and was published in several newspapers and magazines, including Al Mustaqbal, Al Balad, Arab Week, Special, and Fairouz. Several journalists visited the stand, including bloggers who were actively posting on social media. TV stations LBCI and LBCISat, Future TV (News, Aalam el Sabah, and Agenda), and Tele Lumiere, interviewed and discussed with representatives from the cooperatives, in order to highlight their work and the project’s assistance. <p>Linkage to broker: LIVCD linked Adon and Myrhh, olive oil producers, to different brokers in the US and local market.</p>
<p>Task 1.2.4 Assist SLFI and chambers to introduce new added value activities and services in order to assist processors in expanding their markets.</p>	<ul style="list-style-type: none"> • New added value activities and services to generate income for the association such as: -Introducing new technology: 	<p>LIVCD is exploring potential assistance to the Chamber of Commerce for Industry and Agriculture in Zahle (CCIAZ) to develop a food safety compliance seal for cooperatives and other food processors; the seal would serve as a marketing tool for food processors to demonstrate to buyers in the domestic and export markets that their products comply with food</p>

Timeframe: 11/1/2014	8/31/2015	Softening enzymes testing for pickles for brine recycling and pickles fermentation.	safety requirements. CCI AZ will present an Expression of Interest to LIVCD in January, after which LIVCD will assist in developing a grant proposal.
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Axis 2: SUPPORT PROCESSORS AND COOPERATIVES IN PROCESS AND PRODUCT DEVELOPMENT

Work Plan Activity & Task	Expected Results	Year 3 Quarter 1 Update
Activity 2.1 Support processors and Cooperatives in developing products that meet market demand for quality (product quality, branding, packaging) *Note: Food Safety requirements addressed in Axis 3		
Task 2.1.1 Co-finance upgrade of packaging and branding to meet market demands and requirements Timeline: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Products upgraded with new packaging and labeling 	LIVCD is developing assistance to two cooperatives to upgrade packaging and branding, which will help the cooperatives to meet market demands and requirements and sell more product. This is expected to increase procurement of raw material from farmers, and jobs of the cooperative members supported: Hariss Cooperative and Kfardzebian Cooperative. Mymoune: A grant was signed with Mymoune in October, where LIVCD will provide assistance for Mymoune to undergo rebranding in brand identity and logo in order to elevate its status, and to comply with HACCP standards and market requirements. Mechaalany: As part of a grant with food processor Mechaalany, LIVCD completed the design of labels for two new items in the brand's catalogue, apple and grape vinegar. Next quarter, the products will be listed in supermarkets and a marketing and promotional campaign will be launched in the local market.
Task 2.1.2 Conduct workshops with the marketing and quality teams of interested companies; select top products and create a product development plan Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Development plans for top products developed with assisted firms and cooperatives 	This quarter, LIVCD met with two firms to create a development plan: Adon and Myrhh (Olive Oil brand) and Judi Lebanon (Food Processing firm).
Task 2.1.3 In collaboration with universities, conduct taste panels, focus groups and other market research for product development Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> • Taste panels conducted and processors receive product recommendations resulting from the panels. • Product & process development plan conducted for grape syrup which will help standardized the product and allow its entry to US market. In addition Procuring all grapes surplus from farmers and generate income. 	Grape Syrup: LIVCD is working with Kaslik University to conduct the trials need to create a standardized grape syrup product. In Y3Q1, Kaslik University conducted trials for the standardization, and will submit the report to LIVCD in the next quarter. Kaslik University will use the study as an educational tool to transfer knowledge about food product standardization to students, and LIVCD will use the study to assist firms to develop standardized products (see next task 2.1.4).
Task 2.1.4 Help processors develop new products that utilize oversupply of fruits and vegetables such as grapes (molasses, raisins), cherries (dried cherries and chocolate covered), apples (molasses and chips)	<ul style="list-style-type: none"> • New products developed requiring sourcing from Lebanese farmers such as grapes for the grape syrup, avocado for ready to eat foods, and 	Grape Syrup: LIVCD is working with Bahaa Kadamany, a food processor, to standard a grape syrup product that will be made with Lebanese grapes. In Y3Q1, LIVCD supported the trials and research needed to create the standardized grape syrup product, with Kaslik University (see Task 2.1.3). When the trials are complete and Kaslik University has submitted the report, LIVCD will

<p>Timeframe: 11/15/2014 - 9/30/2015</p>	<p>cherries, apples, grapes, for dried fruits, leading to increased farmer sales and income</p>	<p>work with Bahaa Kadamany on the grape syrup product development and procurement of grapes for production; this is expected to benefit farmers who will supply the company with grapes appropriate for processing (these tend to be lower quality grapes that might otherwise be wasted), leading to increased incomes.</p>
<p>Task 2.1.5 Assist cooperatives in developing catering business by introducing new products, basic GMP and market linkages.</p> <p>Timeframe: 1/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> Cooperatives introduce new products and businesses such as catering 	<p>Task 1.2.1 will begin in Year 2 Quarter 2</p>
<p>Activity 2.2 Support processors and cooperatives through leveraged investments to acquire needed equipment in order to increase capacity, introduce new products, and improve quality. Also to introduce new fruit and vegetable varieties for processing.</p>		
<p>Task 2.2.1 Leverage investments with processors including cooperatives for installing new equipment to improve processes, product /process development and improve water and energy efficiency</p> <p>Timeframe: 11/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> Freekeh roaster to generate new income for women cooperatives during their current off season. Pickles tank fermentation that improves the process in terms of capacity, quality and food safety. Develop cucumber sorting and grading equipment to increase pickles production capacity Install water recycling system for Caritas to improve water efficiency and increase production capacity which is limited by water availability in their arid region, increasing production and sales. New Makdous (stuffed and pickled eggplant) process in terms of capacity, quality and food safety, for increased sales. 	<p>Freekeh: Dr Ali Amouri has submitted the first report progress on Freekeh roaster.</p> <p>Pickles: LIVCD built on successful introduction of new technology for pickle production using tank fermentation, started in 2014 with leading Lebanese pickle producing firms. In Year 3 Quarter 1, LIVCD provided technical assistance to Aoun factory to invest in equipment and training for tank fermentation to produce pickles, and two additional companies have contacted LIVCD for assistance to invest in this new production technology. LIVCD is also providing assistance to facilitate linkages with farmers to supply the appropriate variety of cucumber to produce a pickle that meets consumer tastes. See Task 2.2.2.</p>
<p>Task 2.2.2. Based on market input; facilitate the introduction of new fruit and vegetable varieties needed for processing, through demo plots and extension services.</p> <p>Timeframe: 11/1/2014 - 9/30/2015</p>	<p>Farmers access and plant varieties demanded by processors, resulting in increased sales from farmers leading to increased incomes:</p> <ul style="list-style-type: none"> -New Cucumber varieties for Pickles needed for processing. -Planting Washni cherries to process cherries jam 	<p>Cucumbers for pickle products: The final report on cucumber variety trials for improved pickling using new technology (see Task 2.2.1) was presented by Fadi Abi Fayyad; the report provided insights on the cucumber varieties that should be used to achieve the best quality pickles. Some of these varieties weren't previously grown in Lebanon, and LIVCD will facilitate extension to inform farmers of processing cucumber requirements.</p> <p>Washni Cherries for processed cherry products: Cortas food processing company signed an agreement with [REDACTED] on planting cherries of the specific Washni variety, which has superior qualities for making jams. LIVCD will follow up on this linkage.</p>
<p>Task 2.2.3 Facilitate horizontal linkages through contract manufacturing between small firms and coops on one hand and larger firms/exporters on the</p>	<ul style="list-style-type: none"> Small firms/cooperatives and larger firms/exporters linked and initial transactions supported. 	<p>HIGHLIGHT: Facilitating a Linkage for Makdous (stuffed eggplant): LIVCD facilitated a linkage between Caritas, a cooperative that produces "makdous" (eggplant preserves) in its facility in Deir al Ahmar, and Mechalany, a larger food processing firm with an established brand</p>

<p>other hand.</p> <p>Timeframe: 11/1/2014 - 9/30/2015</p>		<p>and distribution in Lebanon. LIVCD previously assisted Caritas with a grant to increase production capacity through improved equipment and training for staff, which enabled the cooperative to produce the Makdouss for Mechalany. Under the linkage, Caritas procured 7 tons of eggplant from farmers, and produced 2,590 kg of makdouss at a total value (including raw material) of \$15,540.</p> <p>This linkage and increased sales from Caritas as a result of LIVCD assistance will support the jobs of the 20 cooperative members who work making the makdouss, including 17 women, and also benefit area farmers who sell eggplant to Caritas.</p> <p>Caritas faced a challenge with the linkage: Due to the fact that Deir Al Ahmar is an arid area along with the dry winter in 2014. Caritas faced a problem with inadequate supply of water, they could have produced double the amount, if they didn't run out of water.</p> <p>HIGHLIGHT: Balkis with apple juice factory: LIVCD introduced Balkis to an apple juice factory in Becharreh, North Lebanon, opening a new market opportunity for apple producers. Following a LIVCD intervention linking the two entities, Balkis bought around 2,200 liters of apple juice from the Becharreh factory that will be channeled through Balkis' own market distribution channels. The Becharreh factory produced the juice with apples procured from approximately 75 producers in the region. Balkis has reported to LIVCD that this collaboration with the Becharreh factory has been very productive, and consequently the juice company has requested an additional 30,000 liters of apple juice for the next season. This increase is expected to directly benefit over 500 farmers. The Becharreh factory representatives stated that this juice order is the largest received since it started operating. LIVCD is following up on this linkage.</p>
<p>Activity 2.3 Upgrade sectors within the processed foods value chain by introducing improved technologies to improve capacity and quality.</p>		
<p>Task 2.3.1 Introduce new equipment technologies that aim to automate processes.</p> <p>Timeframe: 11/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Develop new equipment with advanced technologies such as freekeh roaster to improve the freekeh process in terms of capacity, quality and food safety. • Develop optical sorting and grading equipment for cucumber to increase capacity and improve quality of pickles • In collaboration with National Instruments introduce a refrigerated milk collection unit that will reduce waste for farmers and increase their production. 	<p>Freekeh: LIVCD is working on development of a freekeh roaster, which will be part of the Hariss grant. Dr. Ali Ammoury sent LIVCD the first report on freekeh roaster progress.</p>
<p>Task 2.3.2 Upgrade processes through advanced methodologies.</p> <p>Timeframe: 11/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> • Introduce new pickle tank fermentation to improve quality and decrease production cost • Introduce the technology of industrial jam processing 	<p>Pickles: LIVCD provided technical assistance for Aoun factory on pickles tank fermentation, following in work in previous quarters to introduce tank fermentation and success in this new technology being adopted by top leaders in the pickles industry. In 2015, two additional companies contacted LIVCD to buy the tanks and get LIVCD assistance.</p> <p>HIGHLIGHT: Training for Freekeh variety selection and practices: LIVCD provided</p>

		training for 22 wheat farmers from 8 villages (Al Bustan, Yarine, Marwahin, Al Dhayra, Oum al Tout, Kawtharieh, Zaloutieh and Eyn Ebil) on a new freekeh variety that is more resistant to draught. The objectives of this training were to teach farmers about selecting appropriate varieties of wheat suitable for freekeh and following good agricultural practices for improved cultivation.
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Axis 3 ASSIST LEBANESE FOOD PROCESSORS INCLUDING COOPERATIVES TO INCREASE EFFICIENCY AND MEET FOOD SAFETY REQUIREMENTS

Work Plan Activity & Task	Expected Results	Year 3 Quarter 1 Update
Activity 3.1 Improve productivity through better utilization of resources and implementation of quality management systems		
Task 3.1.1 Facilitate financing; including PPPs when appropriate, to support process and equipment upgrades including automation of manufacturing equipment Timeframe: 11/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Facilitated access to finance 	LIVCD has submitted two proposals to USAID for approval on automating the freekeh roasting process and the cucumber sorting process.
Task 3.1.2 Assist in extension services in the implementation of international food safety certification such as GMPs , HACCP, and ISO 22000 Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Gap analysis conducted Improved practices implemented in food processing firms and cooperatives Improve products food safety by collaborating with CCIAZ to train cooperatives and guide them in meeting food safety standards 	LIVCD provided guidance on HACCP and food safety requirements to Mymoune's new quality control employee.
Task 3.1.3 Improve processors' access to USAID-supported laboratories in the regional chambers and upgrade regional chamber labs by leveraging investment to be able to perform required tests to meet local and international food safety requirements Timeframe: 12/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Zahle Chamber acquire the necessary lab equipment Processors achieve the ability to test their products for compliance with food safety standards. 	LIVCD has commissioned a study regarding the procurement of pesticide laboratory equipment for the Zahle Chamber of Commerce. The study has shown that it is not justifiable at this stage to purchase such equipment, and instead more critical equipment is needed. LIVCD is currently reviewing a list of proposed equipment provided by the Chamber. A proposal will be discussed with the Chamber by end of January and then presented to USAID for approval
Activity 3.2 Assist processors (including cooperatives) to meet international food labeling requirements		
Task 3.2.1 Review labels of selected exporting processors and provide recommendations for improvement; Support processors including cooperatives in developing food nutrition labels for target markets	<ul style="list-style-type: none"> Labeling meeting market food safety requirements applied by processing firms and cooperatives 	LIVCD is planning assistance to three cooperatives to review and improve labels for target markets, under grants in the proposal stage, with Hariss Cooperative, Ein Ebel Cooperative, and Kfardzebian Cooperative.

Timeframe: 12/1/2014 - 9/30/2015		
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Rural Tourism

Rural tourism growth is based on stakeholder led processes of upgrading capacities of local institutions- including municipalities, natural reserves, local food networks, and hospitality networks. It also provides small and micro businesses economic opportunities and employment. Therefore, it can provide opportunities for communities hosting Syrian refugees to develop short term coping strategies in response to economic pressures caused by the Syrian crisis, while at the same time helping create long-term resilient economic and institutional networks that can sustain, adapt, and innovate in times of crisis.

The LIVCD project will encourage the creation of synergies designed to create rural tourism “destinations” through implementing strategies and action plans. At the local level, interventions will be customized based on the location with an emphasis on the enthusiasm and resources committed by municipalities. The first step includes facilitating the development of the strategic document and then leveraging partners and co-investments to support its implementation. In areas where stakeholders have undergone strategic planning, LIVCD will support implementation of prioritized elements.

Beneficiaries and Expected Results:

- Volume and value of incremental sales of assisted rural tourism actors and income increased
- Jobs in rural tourism value chain supported (handicrafts producers, tourism service providers, tour operators)
- MSMEs (beekeepers, aggregators/exporters, processors, service providers) supported in the value chain

Year 3 Priorities (From LIVCD Year 3 Workplan)

Axis 1. Increase Access to Markets and Increase business linkages: Support promotional and marketing campaign, increase demand for rural tourism and reduce market failure to match supply and demand (because of lack of information)

In Year 3, LIVCD priorities at the national level will focus on the improving cooperation between rural tourism stakeholders in marketing and promoting rural tourism in Lebanon. LIVCD aims to do so by focusing on domestic tourist as well as the Lebanese Diaspora. This priority will be deal with through national promotional programs and local (municipality and clusters) regional marketing programs with a particular focus on innovative rural tourism products such as rock climbing, winter sports and so tourism. Furthermore, LIVCD wishes to increase information exchange between rural tourism actors in Lebanon especially in term of linking providers of rural tourism goods and services with eco-tours operators and national travel agents.

Axis 2. Increase Business Linkages: Create synergies within the rural tourism value chain to aggregate rural tourism services/products and link in small actors

In Year 3, LIVCD will prioritize cooperation and linkages between rural tourism stakeholders by supporting synergies and collective action between national level stakeholders to facilitated the implementation of the national rural tourism strategy. LIVCD will facilitated the creation of local (cluster based) rural tourism working groups to encourage the development of local action plan and the development innovative and competitive rural tourism packages. Also, in this axis of intervention LIVCD will support the creation of demand based linkages between craftsmen and craftswomen and retails outlet.

Axis 3. Upgrade local actors and increase the quality and quantity of products and services

In Year 3, LIVCD will prioritize and intensify intervention at the local level by the implementation of innovative grants at both municipalities and clusters level. Important focus will be made to improve human capital (through training and coaching aiming at providing new skills and at the adoption of new managerial technology by rural tourism actors. The aim is to ensure that create new rural tourism packages are operationally and financially sustainable. Furthermore, LIVCD want to follow up on its intervention to support rural hospitality businesses to ensure quality standards are adopted and capacity of the DIAHFEE network is build. LIVCD also wishes to enlarge its intervention to include restaurants adoption of food safety standards, a factor becoming extremely important in regards to the competitiveness of tourism in Lebanon

RURAL TOURISM VALUE CHAIN – YEAR 3 QUARTER I UPDATE

Axis 1. Increase Access to Markets and Increase business linkages: Support promotional and marketing campaign, increase demand for rural tourism and reduce market failure to match supply and demand (because of lack of information)

Work Plan Activity & Task	Expected Results	Year 3 Quarter I Update
Activity 1.1 Promote Lebanon Rural tourism to domestic and diaspora tourists		
Task 1.1.1 Facilitate the implementation of a National promotion campaign for rural tourism targeting domestic tourist and based on the result of the Rural tourism National Strategy Timeframe: 2/16/2015 - 6/15/2015	<ul style="list-style-type: none"> National promotion campaign implemented 	LIVCD is working with Hospitality Services to develop a grant aiming promoting rural tourism to the domestic market. It will do so through implementing the second edition of the Travel Lebanon show to be held end of May 2015. The grant will as well work in developing a mobile application for the Lebanon Traveler Website.
Task 1.1.2 Facilitate the organization of a professional rural tourism forum to ensure information exchange between local providers of rural tourism products and packages and tour operators. Timeframe: 4/1/2015 - 4/30/2015	<ul style="list-style-type: none"> A national professional forum for rural tourism is implemented 	<i>Planned to Start Year 3 Quarter 3 (April 2015)</i>
Task 1.1.3 Facilitate the implementation of a promotional campaign targeting Lebanese diaspora Timeframe: 4/1/2015 - 4/30/2015	<ul style="list-style-type: none"> A national campaign targeting Lebanese Diaspora is implemented 	<i>Planned to Start Year 3 Quarter 3 (April 2015)</i>
Activity 1.2 Promote local and thematic rural tourism destinations based on Regional Strategies & New Products Developed (See Axis 2 and 3)		
Task 1.2.1 Facilitate Municipalities, Union of Municipalities, and private sector implementation of local promotional plan and program including seasonal calendars and development of website. Timeframe: 10/1/2014 - 6/30/2015	<ul style="list-style-type: none"> Local promotional plans and programs, including seasonal calendars are developed and demand for local rural tourism packages is increased 	Pending - Initial exploratory meetings have been carried out with several stakeholders in order to develop an intervention. Stakeholders have stressed on the fact that this intervention should be in line with the marketing and promotion plan developed as a supplement for the National Rural Tourism Strategy
Task 1.2.2 Facilitate Stakeholders' promotion of innovative rural tourism products such as Food tourism, Rock Climbing, winter sports and activities (See Axis 3). Timeframe: 11/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Several promotional thematic and targeted campaign are implemented 	<p>Food Tourism: LIVCD team facilitated linkages between The Food Heritage Foundation and Lebanon Traveler Magazine resulting in a permanent section highlighting food tourism in the magazine. As well LIVCD online communication consultant provided technical assistance for the Food heritage foundation in order to improve its website and its online communication strategy. Also activities additional food tourism promotional activities were carried out within the framework of the "food trail grant" implemented by AUB/ESDU in cooperation with FHF (see activity 3.2, Task 3.2.2). Also LIVCD facilitated the FHF participation to the 4th Beirut Cooking Festival which was a great opportunity to promote the foundation and the food tourism project, and for participants to sell mouneh products.</p> <p>Winter Sport: LIVCD have worked with Lebanon Traveler team and has encouraged them to promote affordable cost winter sport (snow shoeing, cross-country skiing - with a specific focus on LIVCD supported intervention in Kfardebian (see Activity 3.2 task 3.2.1). Rock Climbing: Pending USAID approval of grant in activity 3.2. task 3.2.6</p>

Activity 1.3 Facilitate information exchange between electronic promotional websites and providers of rural tourism products and packages		
Task 1.3.1 Facilitate coordination between national level promotion website such as Lebanon Traveler, Destination Lebanon and local website managers Timeframe: 11/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Information is exchange between national and local websites promoting rural tourism 	LIVCD is exploring with Rural tourism stakeholders the opportunities and best practices for the implementation of this task
Task 1.3.2 Provide technical assistance to stakeholders for online communication and promotion plans Timeframe: 11/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Online communication and promotional plans are upgraded for several stakeholders 	LIVCD online communication consultant has provided technical support to Ehmej develop association to enhance their social media presence using their newly developed website (www.ehmej.org). Also and in the framework of the Hadath al Jebbeh Grant (activity 3.2. task 3.2.3) LIVCD is supporting the Hadath El-Jebbeh Development association in creating and managing an interactive and social media linked website. http://beta.hadatheljebbeh.com/home

Axis 2. Increase Business Linkages: Create synergies within the rural tourism value chain to aggregate rural tourism services/products and link in small actors

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
Activity 2.1 Support synergies and collective actions between national level leading stakeholders		
Task 2.1.1 Facilitate stakeholder follow-up on the implementation of the rural tourism national strategy Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Stakeholders do follow-up on the implementation of the rural tourism strategy 	Pending creation of the MOT rural tourism committee.
Activity 2.2 Facilitate the creation of synergies and encourage collective action at the local level, through the development of local strategies and actions plans		
Task 2.2.1 Develop and/or support regional level rural tourism strategies and action plans in Baskinta (Maten) Timeframe: 2/15/2015 - 4/30/2015	<ul style="list-style-type: none"> A local rural tourism strategy for Baskinta is developed 	<i>Planned to start Year 3 Quarter 1 (February 2015)</i>
Task 2.2.2. Develop and/or support regional level rural tourism strategies and action plans in Addousieh (South Lebanon) Timeframe: 8/1/2015 - 9/30/2015	<ul style="list-style-type: none"> A local rural tourism strategy for Addousieh is developed 	<i>Planned to start Year 3 Quarter 1 (February 2015)</i>
Task 2.2.3 Develop and/or support regional level rural tourism strategies and action plans as per EOI mechanism and selection criteria Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> 	LIVCD has not received an EOI related to the development and/or support to regional level rural tourism strategies and action plan.
Activity 2.3 Facilitate the development of new innovative rural tourism packages		
Task 2.3.1. Support stakeholders at national, cluster or municipality level to develop innovative rural tourism packages Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Innovative rural tourism packages are developed 	Pending - Initial exploratory meetings have been carried out with several stakeholders in order to develop an intervention. Stakeholders have expressed the need to link this activity to activity 1.2 task 1.2.1.
Activity 2.4 Facilitate the creation of vertical linkages between handicrafts and traditional food products and retail outlets		
Task 2.4.1. Increased production and improve design of marketable handicraft (demand driven) Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> Production of marketable handicrafts is increased and design improve to the benefits of rural craftsmen 	Pending - LIVCD team is currently exploring opportunities for the implantation of this task

<p>Task 2.4.2 Facilitate rural handicrafts producers, especially women, linkages with retail outlets Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> Several market linkages are created to ensure sales of Women rural handicrafts production 	<p>LIVCD has facilitated the participation of craftswomen in Rural delights / UNDP exposition in Gemayezeh. LIVCD team is working with stakeholders to develop long term linkages between women rural handicrafts producers and retail outlets.</p>
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Axis 3. Upgrade local actors and increase the quality and quantity of products and services

Work Plan Activity & Task	Status	Year 3 Quarter 1 Update
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Activity 3.1 Provide support to increase quality of rural hospitality businesses

<p>Task 3.1.1 Facilitate the implementation [monitoring and certification] of the rural hospitality businesses standards developed by LIVCD Timeframe: 4/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> A monitoring and certification scheme based on the standards developed by LIVCD is implemented 	<p><i>Planned to start Year 3 Quarter 3 (April 2015).</i></p>
<p>Task 3.1.2 Provide technical assistance to rural hospitality businesses on the implementation of the standards Timeframe: 1/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> Rural hospitality businesses capacity are built and they are now able to implement the standards 	<p><i>Planned to start Year 3 Quarter 3 (April 2015).</i> LIVCD has issued an RFP for the implementation of this task. Expected start date of implementation is mid January 2015.</p>
<p>Task 3.1.3 Provide technical assistance to rural hospitality businesses, including restaurants and food service providers to implement food safety standards. Timeframe: 1/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> Rural hospitality businesses capacity are built and they are now able to implement food safety standards 	<p><i>Planned to start Year 3 Quarter 3 (April 2015).</i></p>

Activity 3.2 Support upgrades to existing rural tourism products and services, and development of new ones – Based on local rural tourism strategy and action plans

<p>Task 3.2.1 Continued implementation of the Auberge Beity - Kfardebian grant Timeframe: 12/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> The cross-country and snow shoeing trail is operational 	<p>This grant has been reactivated in December 1st 2014. A meeting was held between LIVCD and Auberge Beity to plan for the coming season. However, due to the lack of snow during December 2014, activities - including training of cross country skiing monitors have reported to January 2015.</p>
<p>Task 3.2.2 Continued implementation of the ESDU / AUB grant Timeframe: 10/1/2014 - 9/30/2015</p>	<ul style="list-style-type: none"> The food trails in West Beqaa and upper Shouf is operational 	<p>Highlights: Training & Test Visits for New Food Trail</p> <ul style="list-style-type: none"> Two training sessions on Food Safety and Hygiene given in the Higher Shouf and West Bekaa by [REDACTED] Accredited Food Safety Trainer (scheduled for January 10) One test visit "Experience Olive harvest and Olive oil making in West Bekaa" organized on November 19, where 10 persons participated in olive harvesting in 2 sites (Ein Zebde with farmer [REDACTED] with farmer Philippe Richa). Traditional lunch was served in Aitanit B&B were prepared by [REDACTED] from Ein Zebde. Lunch was followed by a visit to Aitanit olive press owned and managed by [REDACTED] Trail branding has been initiated and logo and brochure development will be finalized in the first months of the new year. A Terms of Reference and a list of members for the Steering Committee have been initiated. <p>Challenges:</p> <ul style="list-style-type: none"> Training needs for the food trail participants have been identified and communicated to both SCBR and LIVCD team in order to follow up on these in the coming months. Training on mouneh production techniques for small Mouneh producers who will host table d'hôte at their houses (in collaboration with LIVCD) and training for the local guides (in collaboration with

		LMT) - The training on food safety and hygiene scheduled initially in December was postponed until January due to logistic challenges with LAFS which is going through a transitional phase. The training will hence be given by [REDACTED] accredited Food Safety Trainer
Task 3.2.3 Continued implementation the Hadath Al Jebbeh Grant Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> The rural tourism value chain in Hadath al-Jebbeh is upgraded 	The Hadath El Jebbeh Development Association opened the Auberge for the first time during the winter season (that was closed before), and became active online (2000 likes on Hadath el Jebbeh Facebook account). It also equipped the facility with a heating system. The project manager has developed the following packages - in the framework of the coaching session provided by LIVCD consultant - : (1) Two autumn and four winter packages, (2) initial contact and linkages with tour operators (vamos todos- 33 north- LMT). In regards to the hiking trail delineation Five trails are ready , 4 of them within Hadath EL-Jebbeh forest , one linking Hadath to the Quadisha valley. The main challenge facing the project is related to the ability to take full benefits of the winter season. In that regards, LIVCD has proposed an amendment to the grant allowing the procurement of snow shoeing equipment in order to diversify the winter offer.
Task 3.2.4 Facilitate the implementation of the upgrading of the rural tourism network of the Shouf Bioshepre Reserve Timeline: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Competitiveness of the Shouf Rural tourism value chain is increased 	LIVCD team worked with SBR (Shouf Biosphere Reserve) and developed a grant proposal. The goal of the proposed project is to increase competitiveness of the rural tourism value chain in Shouf Biosphere Reserve, it aims to: (1)Increase quality of rural tourism and hospitality services provided in the Biosphere by undertaking a series of training on tourism management based on the principles of the ECST. (2)Increase demand for rural tourism in the SBR.(3) Implement innovative management technology allowing better management of tourist flow and increase in sales.(4) Increase the income of local rural tourism and sustain job opportunities for local actors, including youth and women. Currently the implementation of the grant is pending USAID approval.
Task 3.2.5 Facilitate the implementation of a Via Ferrata in Ehmej (upper Byblos) Timeline: 3/1/2015 9/30/2015	<ul style="list-style-type: none"> A via ferrate is operational in Ehmej 	<i>Planned to start Year 3 Quarter 3 (April 2015)</i>
Task 3.2.6 Facilitate the implementation of a Rock Climbing site in Tannourine (Batroun) Timeline: 1/1/2015 - 9/30/2015	<ul style="list-style-type: none"> The rock climbing site in Tannourine is operational 	LIVCD team worked with RAD (The Rock Climbing Association for Development) and developed a grant proposal. The goal of the project is to increase competitiveness of the rural tourism value chain in Tannourine, it aims to: (1)Diversify rural tourism offerings in Lebanon by creating an innovative rural tourism attraction, i.e. rock-climbing.(2) Increase the income of local guesthouses and local guides.(3)Create jobs opportunities for marginalized rural youth and women.(4) Increase management skills of local rural tourism MSMEs through training on tourism management and hospitality.(5) Increase capacities of local stakeholders through cooperation and institutional development.(6)Create Linkages between tour operators, youth club and sport clubs. Currently the implementation of the grant is pending USAID approval.
Task 3.2.7 Facilitate the implementation of Mamlaket al Lezzeb (Beqaa) upgrading plan Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Mamlaket al-Lezzeb lodgings are upgraded 	Planned to start Year 3 Quarter 3 (April 2015)
Task 3.2.8 Facilitate the implementation of an rural tourism income generating plan for SPNL Himas (local natural reserves) Timeline: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Rural tourism income generating activities are developed in SPNL Hima 	LIVCD team is working with SPNL (The Society for Protection of Nature in Lebanon) association and developing a grant proposal. LIVCD is planning to support SPNL in creating and increasing the competitiveness of rural tourism in Hima sites in west Bekaa.

Task 3.2.9 Facilitate the implementation of element(s) of the Hammama rural tourism strategy Timeline: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> TBD based on local strategy follow-up 	<i>Planned to start Year 3 Quarter 2 (March 2015)</i>
Task 3.2.10 Facilitate the implementation of element of the Rashaya Al-Wadi rural tourism strategy Timeline: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> TBD based on local strategy follow-up 	<i>Planned to start Year 3 Quarter 2 (March 2015)</i>
Task 3.2.11 Facilitate the implementation of element of the Rashaya Al-Fokhar rural tourism strategy Timeline: 3/1/2015 - 9/30/2015	<ul style="list-style-type: none"> TBD based on local strategy follow-up 	<i>Planned to start Year 3 Quarter 2 (March 2015)</i>
Task 3.2.12 Facilitate the implementation of local development initiatives as per the EOI mechanism and selection criteria Timeframe: 10/1/2014 - 9/30/2015	<ul style="list-style-type: none"> TBD based on EOI 	LIVCD received several EOI for the implementation of local development initiatives. ----LIVCD team worked with HEY (Association for youth Hostels and Environment) and developed a grant proposal. The goal of the proposed project is to increase the competitiveness of the HEY / AFDC rural tourism facility. The project is expected to lead to the achievement of the following objectives: (1) Increase number of visitors to the HEY / AFDC facility, increase occupancy rate of the HEY youth hostel. (2) Increase the income of the local guides, (3) Create job opportunities for rural youth including young women. Currently the implementation of the grant is pending USAID approval ----- LIVCD also worked with HOUROUF association - Linked to the Bentayel Reserve to further develop and discuss their EOI. The LIVCD team wishes to build on BALADI program intervention in Bentayel, it stressed on the relevance of the potential grant in terms of increasing the competitiveness of rural tourism in Jbeil by creating a healthy snack and picnic area along with capacity building trainings and a promotional strategy.

Activity 3.3 Facilitate the formation of competitive rural tourism clusters

Task 3.3.1 Facilitate the formation of a competitive rural tourism cluster of upper mountain tourism in Hadath Al-Jebbeh- Tannourine- Laqlouq- Ehmej Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Rural tourism stakeholders in the cluster cooperate and create linkages thus increasing their competitiveness 	<i>Planned to start Year 3 Quarter 3 (April 2015)</i>
Task 3.3.2 Facilitate the formation of a competitive rural tourism cluster in the Shouf-Jezzine- West Beqaa area Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> Rural tourism stakeholders in the cluster cooperate and create linkages thus increasing their competitiveness 	<i>Planned to start Year 3 Quarter 3 (April 2015)</i>
Task 3.3.3 Facilitate the implementation of competitive rural tourism cluster as per the EOI mechanism and selection criteria Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> TBD based on EOI 	<i>Planned to start Year 3 Quarter 3 (April 2015)</i>

Activity 3.4 Provide technical assistance for loan applications and access to finance, including the development of feasibility study

Task 3.4.1 Facilitate the development of a feasibility study for Deir Baachtar eco-tourism program Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> A feasibility study for Deir – Baachtar Eco-Tourism program is developed 	The final draft of the feasibility study has been submitted to LIVCD and to Deir Baachtar Eco-Tourism potential investors for a final discussion and review of the document.
Task 3.4.2 Facilitate the development of a feasibility study for Assia eco-tourism program Timeline: 4/1/2015 - 9/30/2015	<ul style="list-style-type: none"> A feasibility study for Assia Eco-Tourism program is developed 	Initial market research and Concept development have been carried out. However, this task face a main challenge since potential investors did not agree on a final location (land) for the potential project.

<p>Task 3.4.3 Facilitate the development of feasibility studies and loan applications as proposed by stakeholders and in accordance with EOI selection criteria Timeline: 4/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • TBD based on EOI 	<p>Planned to start Year 3 Quarter 3 (April 2015)</p> <p>LIVCD has received one EOI regarding an agro-tourism program in Aamiq West Beqaa. LIVCD Rural tourism and access to finance teams are exploring potential technical assistance</p>
<p>Task 3.4.4 Provide stakeholders with tailored access to finance training Timeline: 4/1/2015 - 9/30/2015</p>	<ul style="list-style-type: none"> • TBD based on EOI 	<p>Planned to start Year 3 Quarter 3 (April 2015)</p>

4. ANNEX I: INDICATOR PERFORMANCE TRACKING TABLE

No.	RF reference	Indicator Title - Disaggregation- Reporting Freq.	Unit of measurement	Baseline Year	Baseline Value	Year I - (Oct 2012 to Sep 2013)		Year II - (Oct 2013 to Sep 2014)		Year III - (Oct 2014 to Sep 2015)					Proposed LOP Targets	LOP Achieved					
						Target Y1	Actual Y1	Target Y2	Actual Y2	Target Y3	Q1	Q2	Q3	Q4			Actual Y3	Target Y4	Actual Y4	Target Y5	Actual Y5
USAID/Lebanon Development Objective 2: Enhance Economic opportunity for the poorest segments of Lebanese society, particularly in areas outside Beirut																					
CDCS Goal: insert when approved																					
Curve of project performance								20%		35%					35%		10%				
LIVCD Objective: Develop fully functioning, competitive value chains to increase incomes of the rural population including MSMEs																					
I	DO 2	Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources - (custom) based on FtF 4.5.2-37 (S) - Quarterly	MSMES, including farmers/producers	2013	0	35	648	2,550	2,779	4,463	1,636				1,636	4,463	-	1,275	-	12,750	5,063
	Size	Micro (1-10)					640	383	2,605	669	1,630				1,630	669		191.25		1,912.50	4,875.00

	Type	Agriculture producer			637	306	2,394	536	1596			1596	536		153		1,530
	Sex	Male			384	260	2,018	455	1404			1404	455		130		1,301
		Female			252	46	376	80	192			192	80		23		230
		Joint			0	-	-	-				0	-		-		-
		N/A			1	-	-	-				0	-		-		-
	Type	Input supplier			1	19	8	33	20			20	33		10		96
	Sex	Male			1	18	8	32	19			19	32		9		91
		Female			0	1	-	2	1			1	2		0		5
		Joint			0	-	-	-				0	-		-		-
		N/A			0	-	-	-				0	-		-		-
	Type	Trader			0	-	49	-	1			1	-		-		-
	Sex	Male				-	46	-	1			1	-		-		-
		Female				-	3	-				0	-		-		-
		Joint				-	-	-				0	-		-		-
		N/A				-	-	-				0	-		-		-
	Type	Output processors			0	19	20	33	1			1	33		10		96
	Sex	Male				3	15	5	1			1	5		1		14
		Female				16	3	28				0	28		8		81
		Joint				-	2	-		-	-	-	-	-	-	-	-
		N/A				-	-	-				0	-		-		-
	Type	Non-agriculture			0	-	70	-	12			12	-		-		-

	Sex	Male					-	42	-	8			8	-	-	-			
		Female					-	25	-	1			1	-	-	-			
		Joint					-	1	-	3			3	-	-	-			
		N/A					-	2	-	0			0	-	-	-			
	Type	Other				2	38	64	67	0			0	67	19	191			
	Sex	Male				1	33	43	57				0	57	16	163			
		Female				1	6	16	10				0	10	3	29			
		Joint				0	-	-	-				0	-	-	-			
		N/A				0	-	5	-				0	-	-	-			
	Size	Small (11-50)				7	1,913	135	3,347	4			4	3,347	956	9,563	146		
	Type	Agriculture producer				1	1,530	37	2,678	4			4	2,678	765	7,650			
	Sex	Male				0	1,301	34	2,276	4	-	-	-	4	2,276	-	650	-	6,503
		Female				1	230	3	402		-	-	-	-	402	-	115	-	1,148
		Joint				0	-	-	-		-	-	-	-	-	-	-	-	-
		N/A				0	-	-	-		-	-	-	-	-	-	-	-	-
	Type	Input supplier				1	96	7	167	0	-	-	-	-	167	-	48	-	478
	Sex	Male				1	91	6	159		-	-	-	-	159	-	45	-	454
		Female				0	5	-	8				0	8	2	24			
		Joint				0	-	-	-				0	-	-	-			
		N/A				0	-	1	-				0	-	-	-			
	Type	Trader				1	-	12	-	0			0	-	-	-			

	Sex	Male				1	-	12	-				0	-	-	-			
		Female				0	-	-	-				0	-	-	-			
		Joint				0	-	-	-				0	-	-	-			
		N/A				0	-	-	-				0	-	-	-			
	Type	Output processors				1	96	21	167	0			0	167	48	478			
	Sex	Male				1	14	19	25		-	-	-	25	-	7	-	72	
		Female				0	81	2	142		-	-	-	142	-	41	-	406	
		Joint				0	-	-	-		-	-	-	-	-	-	-	-	
		N/A				0	-	-	-		-	-	-	-	-	-	-	-	
	Type	Non-agriculture				0	-	13	-	0		-	-	-	-	-	-	-	
	Sex	Male					-	9	-		-	-	-	-	-	-	-	-	
		Female					-	2	-		-	-	-	-	-	-	-	-	
		Joint					-	1	-		-	-	-	-	-	-	-	-	
		N/A					-	1	-		-	-	-	-	-	-	-	-	
	Type	Other				3	191	45	335				0	335	96	956			
	Sex	Male				3	163	30	284				0	284	81	813			
		Female				0	29	5	50				0	50	14	143			
		Joint				0	-	-	-				0	-	-	-			
		N/A				0	-	10	-				0	-	-	-			
	Size	Medium (51-100)				1	255	39	446	2			2	446	128	1,275	42		
	Type	Agriculture producer				0	204	34	357	1	-	-	-	2	357	-	102	-	1,020.00

	Sex	Male				173	34	303	1	-	-	-	1	303	-	87	-	867
		Female				31	0	54		-	-	-	0	54	-	15	-	153
		Joint				-	0	-		-	-	-	-	-	-	-	-	-
		N/A				-	0	-		-	-	-	-	-	-	-	-	-
		Input supplier			0	13	0	22	1					22		6		64
		Male				12	0	21	1					21		6		61
		Female				1	0	1						1		0		3
		Joint				-	0	-		-	-	-	-	-	-	-	-	-
		N/A				-	0	-		-	-	-	-	-	-	-	-	-
		Trader			0	-	1	-	0	-	-	-	-	-	-	-	-	-
		Male				-	1	-		-	-	-	-	-	-	-	-	-
		Female				-	0	-		-	-	-	-	-	-	-	-	-
		Joint				-	0	-		-	-	-	-	-	-	-	-	-
		N/A				-	0	-		-	-	-	-	-	-	-	-	-
		Output processors			1	13	1	22	0					22		6		64
		Male			1	2	1	3						3		1		10
		Female			0	11	0	19						19	-	5	-	54
		Joint			0	-	0	-		-	-	-	-	-	-	-	-	-
		N/A			0	-	0	-		-	-	-	-	-	-	-	-	-
		Non-agriculture			0	-	0	-	-	-	-	-	-	-	-	-	-	-
		Male				-	0	-	-	-	-	-	-	-	-	-	-	-

		Female						-	0	-		-	-	-	-	-	-	-	-	
		Joint						-	0	-		-	-	-	-	-	-	-	-	
		N/A						-	0	-		-	-	-	-	-	-	-	-	
		Other				0	26	3	45	0		-	-	-	0	45	-	13	-	128
		Male					22	3	38			-	-	-	0	38	-	11	-	108
		Female					4	0	7						7		2		19	
		Joint						0	-			-	-	-	-	-	-	-	-	
		N/A						0	-			-	-	-	-	-	-	-	-	
4	DO 2	Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment) - "F" GNDR-2 (S) - Quarterly	Women proportion	2013	0	10%	39%	10%	21%	10%	13%				10%		10%		10%	18%
	Denominator	Number of male and female MSMEs						2,550	2,759	4,463	1,636				1,636					4395
		Number of male and female IFs							730		120				120					850
	Numerator	Number of females					254	255	726	446	230				230					980
	VC	Pome Fruit					0		23		6									
	VC	Stone Fruit-Avocados					0		59		9									
	VC	Stone Fruit-Cherry					0		5		3									

	VC	Olive Oil				0		72		165									
	VC	Honey				2		68		43									
	VC	Grapes				0		16		2									
	VC	Processed Foods				1		112		0									
	VC	Rural Basket				122		160		0									
	VC	Rural Tourism				129		211		2									
	Age group	Youth				N/A	N/A			58									
		Not Youth				N/A	N/A			172									
5	DO 2	Number of jobs impacted by LIVCD implementation - (custom) based of FtF 4.5.2.(S) - Quarterly	Jobs - FTEs	2013	0	N/A	N/A	500	1,164	875	853				875	250	2,500	1,164	
		# of FTE jobs impacted				N/A	N/A				853								
	Location	North - Rural			0			100	471	175	228				175	50	500	471	
	Duration	New						40		70	228				70	20			
		Continuing						60		105	0				105	30			
	Sex	Male						50		88	184				88	25			
		Female						50		88	44				88	25			
	Location	South - Rural			0			100	195	175	136				175	50	500	195	
	Duration	New						40		70	126				70	20			
		Continuing						60		105	0				105	30			
	Sex	Male						50		88	110				88	25			
		Female						50		88	26				88	25			
	Location	Beqaa - Rural			0			100	89	175	154				175	50	500	89	
	Duration	New						40		70	154				70	20	-		
		Continuing						60		105	0				105	30	100		
	Sex	Male						50		88	144				88	25	-		

		Female						50		88	10				88		25		-	
	Location	Mt Lebanon - Rural		0				100	394	175	104				175		50		500	394
	Duration	New						40		70	104				70		20		-	
		Continuing						60		105	0				105		30		100	
	Sex	Male						50		88	90				88		25		-	
		Female						50		88	14				88		25		20	
	Location	Nabatieh - Rural		0				100	15	175	231				175		50		500	15
	Duration	New						40		70	231				70		20			
		Continuing						60		105	0				105		30			
	Sex	Male						50		88	199				88		25			
		Female						50		88	32				88		25			
	Location	Beirut - Urban		0				0	0	0	0				0		0		-	-
	Duration	New						0		0					0		0			
		Continuing						0		0					0		0			
	Sex	Male						0		0					0		0			
		Female						0		0					0		0			
CDCS IR 2.2: Enhanced competitiveness that expand Micro, Small, and medium-sized enterprises																				
LIVCD Sub-IR 1: Increased access to markets in target value chains																				
LIVCD Sub-IR 2: Increased business linkages in target value chains																				
7		Number of MSMEs, including farmers, benefiting from new horizontal & vertical linkages - LIVCD Custom Indicator - Quarterly	MSMES, including farmers/producers	2013	0	N/A	N/A	390	250	683	399				683		195		1,950	250

	Size	Micro (1-10)		0			59		102	397				102		29		293	-
	Type	Agriculture producer					47		82	381				82		23			
	Sex	Male								321									
		Female								60									
		Joint																	
		N/A																	
	Type	Input supplier					3		5	0				5		1			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Type	Trader					-		-	1				-		-			
	Sex	Male								1									
		Female																	
		Joint																	
		N/A																	
	Type	Output processors					3		5	0				5		1			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Type	Non-agriculture					-		-	15				-		-			
	Sex	Male								13									
		Female								2									
		Joint																	
		N/A																	
	Type	Other								0									

							6		10					10		3			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Size	Small (11-50)		0			293		512	2				512		146		1,463	-
	Type	Agriculture producer					234		410	0				410		117			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Type	Input supplier					15		26	0				26		7			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Type	Trader					-		-	0				-		-			
	Sex	Male																	
		Female																	
		Joint																	
		N/A																	
	Type	Output processors					12		20	1				20		6			
	Sex	Male								1									
		Female																	
		Joint																	
		N/A																	
	Type	Non-agriculture					-		-	1				-		-			
	Sex	Male								1									

		Female																		
		Joint																		
		N/A																		
	Type	Other					23		41	0				-	41	-	12	-		
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Size	Medium (51-100)					0		39		68	0			68		20		195	-
	Type	Agriculture producer							31		55	0			55		16			
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Type	Input supplier							1.95		3	0			3		1			
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Type	Trader							-			0			-		-			
	Sex	Male												-	-	-	-	-		
		Female												-	-	-	-	-		
		Joint												-	-	-	-	-		
		N/A												-	-	-	-	-		
	Type	Output processors							2		3	0			3		1			
	Sex	Male																		
		Female																		

		Joint																			
		N/A																			
	Type	Non-agriculture						-		0					-		-				
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
	Type	Other						3		5	0				-	5	-	2	-	0	
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
LIVCD Sub-IR 3: Increased productivity in target value chains																					
9	DO 2 IR 2.2	Number of farmers and others who have applied improved technologies or management practices as a result of USG assistance - FtF 4.5.2-5 - Quarterly	Farmers & others	2013	0	N/A	N/A	1,650	1,470	2,888	1,232					2,888		825		8,250	1,470
		Producers						1,650	1,470	1,155	1,232					1,155		330		3,300	1,470
		Sex						1,403		982	1,232					982		281			
		Male						248		173	1,071					173		50			
		Female						-			161										
		Disaggregates Not Available																			
		Technology type									1,232										
		crop genetics																			

		cultural practices																			
		livestock management																			
		pest management																			
		disease management																			
		soil-related fertility and conservation																			
		irrigation																			
		water management (non-irrigation)																			
		marketing and distribution																			
		post-harvest - handling and storage																			
		value-added processing																			
		other								1,232											
		total w/one or more improved technology								1,232											
		Disaggregates Not Available																			
		Other								0											
		Sex								-											
		Male								-											
		Female																			
		Disaggregates Not Available																			
		Technology type																			
		crop genetics																			

		cultural practices																		
		livestock management																		
		pest management																		
		disease management																		
		soil-related fertility and conservation																		
		irrigation																		
		water management (non-irrigation)																		
		marketing and distribution																		
		post-harvest - handling and storage																		
		value-added processing																		
		other																		
		total w/one or more improved technology																		
		Disaggregates Not Available																		
10	DO 2 IR 2.2	Number of private enterprises, producers organizations, water users associations, women's groups, trade and business associations and community-based organizations (CBOs) that applied improved	Private enterprises Producers organizations women's groups trade & business assoc. and CBOs	2013	0	25	2	80	31	140	11			11	140		40		400	44

		technologies or management practices as a result of USG assistance - FtF 4.5.2-42 - Quarterly																			
		Type of organization								140					140		40		400		
		Private enterprises		0		1	16	3	28	4					28	0	8	0	80		4
		New				1	6		11	4					11		3				
		Continuing				0	10		17						17		5				
		Producers organization		0		1	16	25	28	1					28		8		80		26
		New				1	6		11	1					11		3				
		Continuing				0	10		17						17		5				
		Water users assoc.		0		0	0	0	0	0					0		0		0		0
		New				0	0		0	0					0		0				
		Continuing				0	0		0						0		0				
		Women's groups		0		0	12	0	21	0					21		6		60		0
		New				0	5		8	0					8		2				
		Continuing				0	7		13						13		4				
		Trade & Business assoc.		0		0	16	1	28	0					28		8		80		1
		New				0	6		11	0					11		3				
		Continuing				0	10		17						17		5				
		CBOs		0		0	20	2	35	6					35		10		100		2
		New				0	8		14	6					14		4				
		Continuing				0	12		21						21		6				
11	DO 2 IR 2.2	Number of individuals who have received USG-supported short-term agricultural sector productivity or	Individuals	2013	0	N/A	317	2,370	2,315	4,148	1,264			1,264	4,148		1,185		11,850		3,896

		food security training - FtF 4.5.2-7 - Quarterly																		
		Type of individual																		
		Producers		0	317	1,659	1,577	2,903	1,124					2,903	830		8,295.21	1,894		
		Male			162	1,410.19		2,468	1,047					2,468	705					
		Female			155	249		435	77					435	124					
		People in government		0	0	-	47	-	12					-	-		-		47	
		Male			0	-		-	7					-	-					
		Female			0	-		-	5					-	-					
		People in private sector firms		0	0	284	284	498	126					498	142		1,422	284		
		Male			0	242		423	95					423	121					
		Female			0	43		75	31					75	21					
		People in civil society		0	0	427	407	747	2					747	213		2,133	407		
		Male			0	171		299	1					299	85					
		Female			0	256		448	1					448	128					
USAID/LEB - CDCS IR 2.3: Increased access to finance for micro-, small-, and medium-sized enterprises																				
LIVCD Sub-IR 4: Constraints to lending and investment reduced in target value chain																				
12	DO 2 IR 2.3	Number of public-private partnerships formed as a result of FtF assistance - FtF 4.5.2-12 (S) - Quarterly	Public-private partnerships	2013	0	10	6	100	49	175	3			175	50		500	55		

		Partnership Focus (Primary focus)					6	100	49	175					175		50			55
		Agricultural production			0		4	70	29	123	2				123		35			33
		Agricultural post-harvest transformation			0		1	10	15	18	1				18		5			16
		Nutrition			0		0	0	1	0	0				0		0			1
		Other			0		1	15	4	26	0				26		8			5
		Multi-focus			0		0	5	0	9	0				9		3			0
14	DO 2 IR 2.3	Number of MSMEs, including farmers, assisted by USG to apply for value chain finance - LIVCD Custom Indicator - Quarterly	MSMEs, including farmers	2013	0	N/A	N/A	150	313	263	47				263		75		750	313
	Size	Micro (1-10)			0			23	273	39	46				39		11		113	
	Type	Agriculture producer						18		32	45				32		9		90	
	Sex	Male									43									
		Female									2									
		Joint																		
		N/A																		
	Type	Input supplier						1		2	0				2		1		6	
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Type	Trader						-		-	0				-		-		-	
	Sex	Male																		

		Female																		
		Joint																		
		N/A																		
	Type	Output processors					1		2	1				2		1			6	
	Sex	Male								1										
		Female																		
		Joint																		
		N/A																		
	Type	Non-agriculture					-		-	0				-		-			-	
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Type	Other					2		4	-				4		1			11	
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
		Small (11-50)				0		113	40	197	1			197		56			563	
	Type	Agriculture producer					90		158	0				158		45			450	
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		
	Type	Input supplier					6		10	0				10		3			28	
	Sex	Male																		
		Female																		
		Joint																		
		N/A																		

	Type	Trader						-		-	1					-		-			
	Sex	Male						-		-	1					-	-	-	-	-	
		Female						-		-						-	-	-	-	-	
		Joint						-		-						-	-	-	-	-	
		N/A						-		-						-	-	-	-	-	
	Type	Output processors						5		8	0					8		2		23	
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
	Type	Non-agriculture						-		-	0					-		-		-	
	Sex	Male						-		-	-	-	-	-	-	-	-	-	-	-	
		Female						-		-	-	-	-	-	-	-	-	-	-	-	
		Joint						-		-	-	-	-	-	-	-	-	-	-	-	
		N/A						-		-	-	-	-	-	-	-	-	-	-	-	
	Type	Other						9		16	0					-	16	-	5	-	45
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
		Medium (51-100)					0	15	-	26	0					26		8		75	
	Type	Agriculture producer						12		21	0					21		6			
	Sex	Male																			
		Female																			
		Joint																			

		N/A																			
	Type	Input supplier					1		1	0					1		0				
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
	Type	Trader					-		-	0					-		-				
	Sex	Male							-	-	-	-	-	-	-	-	-	-	-	-	-
		Female							-	-	-	-	-	-	-	-	-	-	-	-	-
		Joint							-	-	-	-	-	-	-	-	-	-	-	-	-
		N/A							-	-	-	-	-	-	-	-	-	-	-	-	-
	Type	Output processors					1		1	0					1		0				
	Sex	Male																			
		Female																			
		Joint																			
		N/A																			
	Type	Non-agriculture					-		-	0					-		-				
	Sex	Male							-	-	-	-	-	-	-	-	-	-	-	-	-
		Female							-	-	-	-	-	-	-	-	-	-	-	-	-
		Joint							-	-	-	-	-	-	-	-	-	-	-	-	-
		N/A							-	-	-	-	-	-	-	-	-	-	-	-	-
	Type	Other					1		2	-					2		1				
	Sex	Male																			
		Female																			
		Joint																			

