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

LIVCD QUARTERLY PROGRESS REPORT - YEAR 3, QUARTER 2  
JANUARY 1 – MARCH 31, 2015

APRIL 2015

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# INTRODUCTION

## OVERVIEW & STRUCTURE OF QUARTERLY REPORT

This report provides a progress update for major LIVCD program activities for the quarter beginning January 1 and ending March 31, 2015.

**Section One** provides a summary of achievements of the whole of the LIVCD activity, articulating progress towards achieving the LIVCD Objective and Intermediate Results per the approved Results Framework; results are presented to date (through end of Year 3 Quarter 2 - March 31, 2015).

**Section Two** provides a summary of LIVCD assistance provided through the Value Chain Upgrading Strategies to date, including all grants and technical assistance. In this section, the major highlights and challenges encountered this quarter are noted.

**Section Three** discussion of the following cross-cutting elements and special themes:

- Access to Finance
- Access to Markets: Marketing Intelligence & Promotional Support
- Institutional Capacity Building
- Water & Environment
- Gender Considerations

**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.

## LEBANON INDUSTRY VALUE CHAIN DEVELOPMENT ACTIVITY OVERVIEW

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.”<sup>1</sup> LIVCD contributes to this USAID/Lebanon Development Objective by providing assistance to micro-, small-, and medium-sized enterprises including farmers and entrepreneurs in rural areas, to upgrade targeted value chains and support jobs and incomes.

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

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

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.<sup>2</sup> The following value chains were selected following approval by USAID in May 2013<sup>3</sup>.

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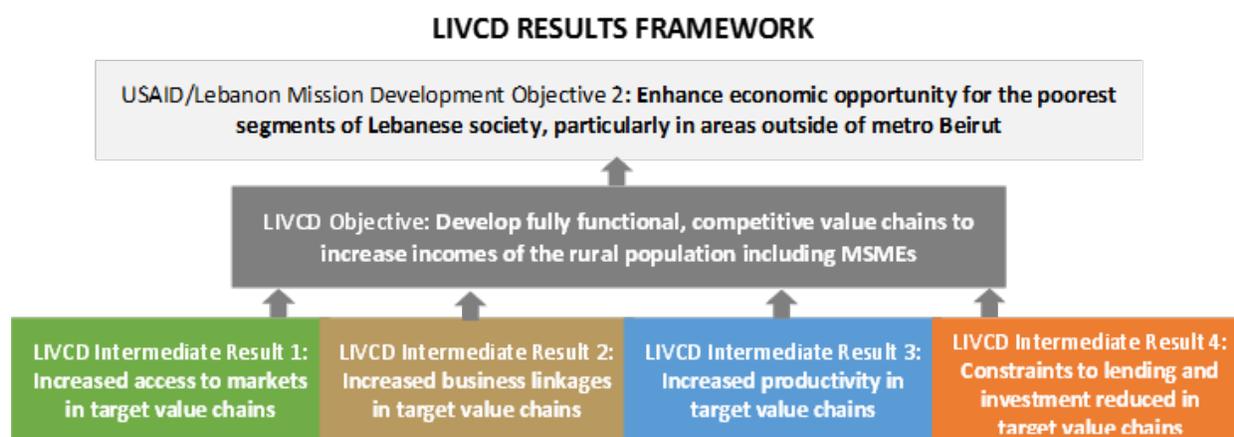
<sup>2</sup> A concise review of the main findings from the detailed value chain assessments is provided in the Value Chain Synthesis, dated April 2013.

<sup>3</sup> COR concurrence on recommendations to select value chains received May 22, 2013.

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

The overall strategy for the LIVCD activity is laid out in the LIVCD Results Framework (Figure 1). The overall objective (or purpose) of the LIVCD upgrading strategies is to facilitate assistance that develops fully functional, competitive value chains to increase incomes of the rural population including MSMEs. LIVCD assistance (grants and technical assistance including training) is expected to achieve this objective by helping beneficiaries in the target value chains become more competitive by leveraging investments and reducing constraints to lending, enabling increased productivity, facilitating new linkages between producers and buyers/input suppliers, and helping beneficiaries to access to new markets or increase sales to existing markets.

**Figure 1.**



LIVCD provides a range of assistance to beneficiaries in the targeted value chains (see Box 1), with an emphasis on reaching micro-enterprises in rural areas to integrate them into the value chain and increase competitiveness of the value chain as a whole.

### **LIVCD Deliverables**

LIVCD expects to achieve the following results, as a result of LIVCD assistance, by the end of the project in September 2017:

- A minimum of seven functional<sup>4</sup>, competitive value chains.
- An increase of at least 700 businesses or micro-enterprises benefiting from horizontal and vertical linkages.

<sup>4</sup> 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.

- 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.

#### **Box 1. Types of Assistance (Business Development Services) Provided to MSMEs including farmers**

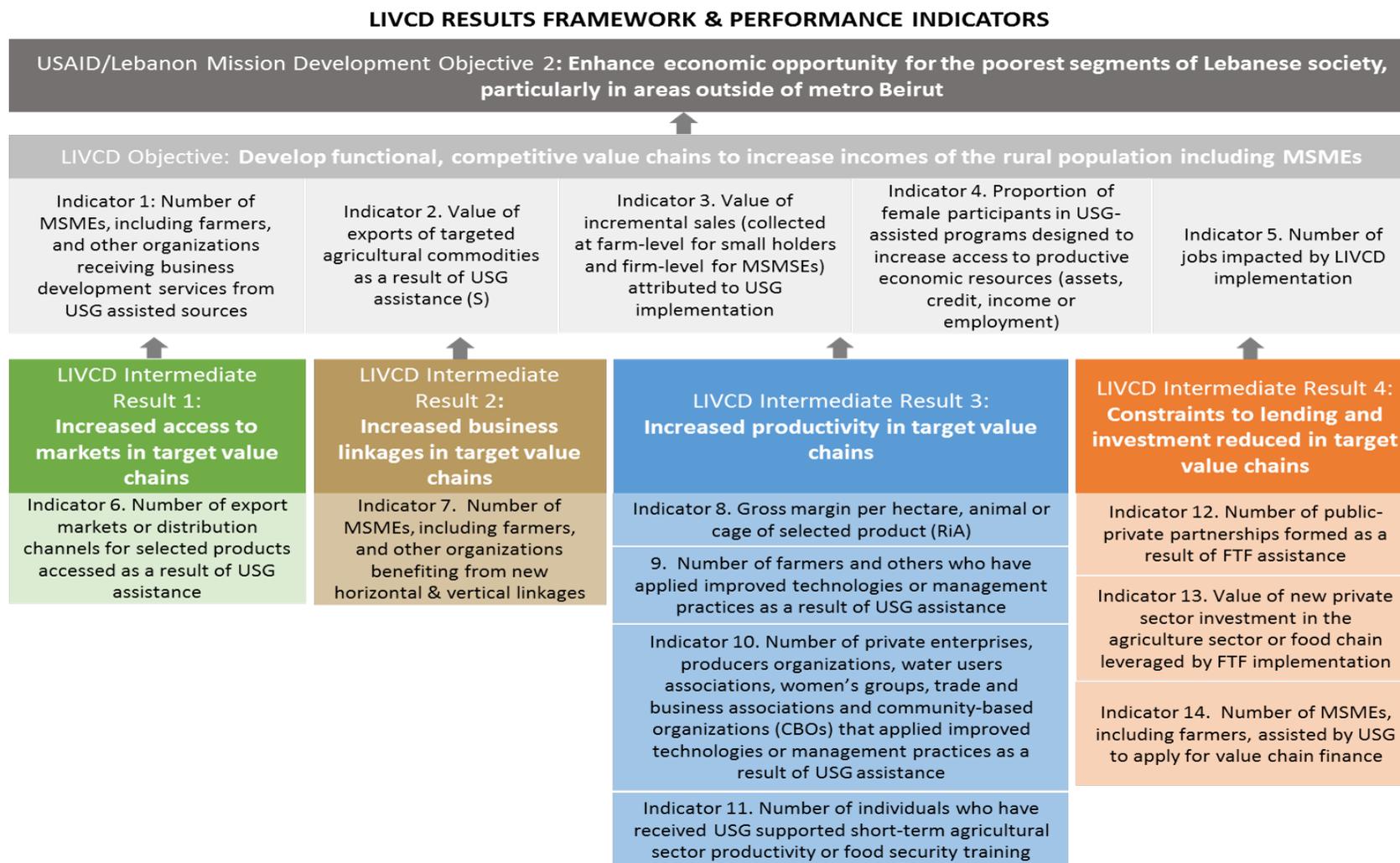
LIVCD assists MSMEs with a range of business development services aimed at integrating MSMEs (particularly micro-enterprises in rural areas) into the value chain, and upgrading competitiveness leading to increased incomes for MSMEs:

- **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.

# **I. LIVCD RESULTS (RESULTS FRAMEWORK & PERFORMANCE INDICATORS)**

LIVCD tracks results on the project-level according to the LIVCD 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 2 under the associated result.

Figure 2.



## 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.
- **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 2 (January 1 – March 31, 2015) are discussed below, along with the total results achieved through the Life of Project (LOP) – through March 31, 2015. For those indicators reported annually, results through Year 2 (September 30, 2014) are discussed.

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

Over the Life of Project, LIVCD has assisted **6,052 MSMEs** with business development services to improve competitiveness leading to increased incomes. In Year 3 Quarter 2, LIVCD assisted **a total of 989 Micro-, Small-, and Medium-Sized Enterprises**, including

- 976 Agricultural Producers
- 2 Input Suppliers
- 1 Trader
- 3 Output Processors (honey processor)
- 6 Rural Tourism actors
- 10 Others

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.

| LIVCD RESULT: PROJECT OBJECTIVE  |              |
|--|--------------|
| <b>Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources</b> (LIVCD Performance Indicator 1) |              |
| <b>Result Year 3 Quarter 2</b><br>(January 1 – March 31, 2015)   | 989 MSMEs    |
| <b>Life of Project Results</b><br>(through March 31, 2015)   | 6052 MSMEs   |
| <b>Life of Project Target</b>  | 12,750 MSMEs |

## ASSISTANCE TO MICRO-ENTERPRISES - LIVCD PERFORMANCE INDICATOR 1

LIVCD places particular emphasis on supporting and integrating **micro-enterprises (formal or informal enterprises with ten 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 2 for more about micro-enterprises.

**Over the life of project (through March 31, 2015, LIVCD has assisted 5,861 micro-enterprises.**

In Year 3 Quarter 2, **96.8% of all enterprises assisted by LIVCD were micro-enterprises (total of 986 micro-enterprises):**

- 99% of these micro-enterprises are in areas of outside Beirut, many in areas that are host to large numbers of Syrian refugees.
- Most 94.6% of the micro-enterprises assisted are agricultural producers (farmers, beekeepers, etc)

### 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.

- 16.6% of all micro-enterprises assisted (96 micro-enterprises) were women or jointly owned.
- 14% of all micro-enterprises assisted (139) were youth-owned.

## VALUE OF SALES AND EXPORTS FROM ASSISTED VALUE CHAIN ACTORS -LIVCD PERFORMANCE INDICATORS 2 AND 3

### Value of Sales through Year 2 (September 30, 2014)

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.

| LIVCD RESULT: PROJECT OBJECTIVE                       |                        |
|---|------------------------|
| Incremental Sales (LIVCD Performance Indicator 3)     |                        |
| <b>Result through Year 2*</b><br>(September 30, 2014) | USD 325,155<br>34 tons |

\* Indicator reported annually

This indicator is reported annually. Through Year 2 (September 30, 2014), LIVCD has directly assisted beneficiaries to achieve incremental sales of USD 325,155.

#### Results from the Value Chains - through Year 2:

- 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 through Year 2 (September 30, 2014)

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 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.

| LIVCD RESULT: PROJECT OBJECTIVE                  |                        |
|--|------------------------|
| Value of Exports (LIVCD Performance Indicator 2) |                        |
| Result through Year 2*<br>(September 30, 2014)   | USD 302,348<br>34 tons |

\* Indicator reported annually

This indicator is reported to USAID annually. Exports resulting from LIVCD assistance are described above under Indicator 3 Incremental Sales above.

## ASSISTANCE TO WOMEN - LIVCD PERFORMANCE INDICATOR 4

### 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, and LIVCD takes these into consideration in designing all new assistance, including training, ways to 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. For more information on the Gender Assessment and other gender-related activities, see [Section 3 Special Themes: Gender Considerations](#).

| 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)<br>(LIVCD Performance Indicator 4) |     |
| Result Year 3 Quarter 2<br>(January 1 – March 31, 2015)   | 14% |
| Life of Project Results<br>(through March 31, 2015)   | 21% |
| Life of Project Target  | 10% |

As a result, over the life of project to date, 1,367 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 21% of all participants in LIVCD interventions. In Year 3 Quarter 2, 157 women participated (14% of all participants in LIVCD interventions). This exceeds the LIVCD 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 (718) since start of project), followed by employees of food processors and other firms (396 women) and handicraft producers (176). The target value chains with largest number of women participating in LIVCD assistance since the start of the project are Rural Tourism (351), Rural Basket (284), Olive Oil (272), Honey (160), and Process Foods (115).

## JOBS SUPPORTED - LIVCD PERFORMANCE INDICATOR 5

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 2510 jobs since project inception, through March 31, 2015. In Year 3, Quarter 2, LIVCD supported 493 jobs in the target value chains of Pome Fruit (72 jobs), Grapes (63 jobs), Honey (3 jobs), Olive Oil (235 jobs), Avocado (32), Cherry (88). 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%) supported by LIVCD are in the rural sector.
- 17 % of all jobs supported this quarter were held by women.

| LIVCD RESULT: PROJECT OBJECTIVE   |                  |
|---|------------------|
| Number of jobs impacted by LIVCD implementation (LIVCD Performance Indicator 5) |                  |
| <b>Result Year 3 Quarter 2</b><br>(January 1 – March 31, 2015)                  | <b>493 jobs</b>  |
| <b>Life of Project Results</b><br>(through March 31, 2015)                      | <b>2510 jobs</b> |
| <b>Life of Project Target</b>   | <b>2500 jobs</b> |

## 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 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 RESULT: INCREASED ACCESS TO MARKETS                         |           |
|---|-----------|
| Number of Export Markets Accessed (LIVCD Performance Indicator 6) |           |
| <b>Result through Year 2*</b><br>(September 30, 2014)             | <b>11</b> |
| <b>Life of Project Target</b>                                     | <b>54</b> |

\* Indicator reported annually

**EXPORT MARKETS ACCESSED - LIVCD PERFORMANCE INDICATOR 6**  
through Year 2 (September 30, 2014)

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

| <b>LIVCD RESULT: INCREASED LINKAGES</b>  |       |
|--|-------|
| <b>Number of MSMEs benefiting from new vertical and horizontal linkages attributed to LIVCD</b><br>(LIVCD Performance Indicator 7) |       |
| <b>Result Year 3 Quarter 1</b><br>(January 1 – March 31, 2015)   | 599   |
| <b>Life of Project Results</b><br>(through March 31, 2015)   | 1,248 |
| <b>Life of Project Target</b>  | 1,950 |

## VERTICAL AND HORIZONTAL LINKAGES FACILITATED- LIVCD PERFORMANCE INDICATOR 7

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 599 MSMEs to successfully form new linkages, meaning that a successful transaction took place. 17% of these MSMEs are women or women-owned. The majority of these MSMEs (549) are in the olive oil value chain, with the remainder from Rural Basket (30), Avocado (17), and Processed Foods (3).

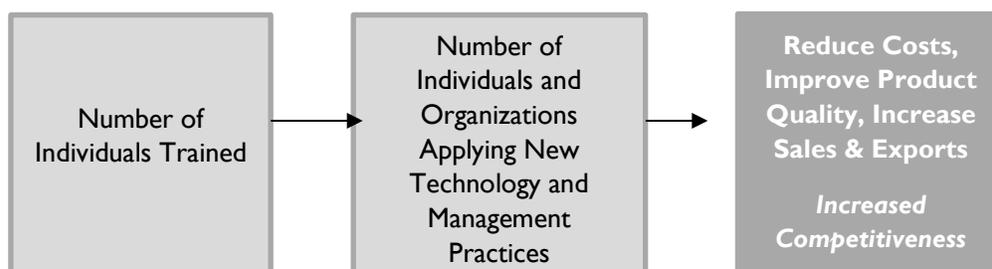
98% of all MSMEs assisted (all value chains) this quarter are agricultural producers.

## 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 PERFORMANCE INDICATORS 9, 10, 11

**Training:** 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 4,791 beneficiaries with training and assistance, and 3,281 beneficiaries have applied new technologies and management practices to overcome constraints and meet new opportunities to increase sales and income.



|  |        |                  |               |  |
|--|--------|------------------|---------------|--|
| <b>Result Year 3 Q 2</b><br>(Jan 1 – March 31, 2015)       | 895    | 579<br>(indiv)   | 8<br>(orgs)   |  |
| <b>Life of Project Results</b><br>(through March 31, 2015) | 4,791  | 3,281<br>(indiv) | 52<br>(orgs)  | See Indicators for Sales and Exports Results |
| <b>Life of Project Target</b>                              | 11,850 | 8,250<br>(indiv) | 425<br>(orgs) |  |

## REDUCE CONSTRAINTS TO LENDING & INVESTMENT - 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.

### MAXIMIZE INVESTMENTS LEVERAGED IN PPPS - LIVCD PERFORMANCE INDICATOR 12

LIVCD partners with private sector firms 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.

| <b>LIVCD RESULT: ACCESS TO FINANCE</b>   |     | to   |
|--|-----|------|
| <b>Number of public-private partnerships formed as a result of FtF assistance (LIVCD Performance Indicator 12)</b> |     |      |
| <b>Result Year 3 Quarter 2</b><br>(January 1 – March 31, 2015)   | 15  | This |
| <b>Life of Project Results</b><br>(through March 31, 2015)   | 73  |      |
| <b>Life of Project Target</b>  | 500 |      |

| <b>LIVCD RESULT: ACCESS TO FINANCE</b>   |     |
|--|-----|
| <b>Number of MSMEs, including farmers, assisted by USG to apply for value chain finance (LIVCD Performance Indicator 14)</b> |     |
| <b>Result Year 3 Quarter 2</b><br>(January 1 – March 31, 2015)   | 13  |
| <b>Life of Project Results</b><br>(through March 31, 2015)   | 374 |
| <b>Life of Project Target</b>  | 750 |

In Year 3 Quarter 2, LIVCD entered into **15 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.

#### **ASSISTANCE TO MSMEs TO APPLY FOR VALUE CHAIN FINANCE – LIVCD PERFORMANCE INDICATOR 14**

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 13 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.

**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.

**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.

#### **INCREASED INVESTMENT LEVERAGED BY LIVCD ASSISTANCE – LIVCD PERFORMANCE INDICATOR 13**

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.

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

Through Year 2, LIVCD leveraged investment of **USD 559,089** with direct beneficiaries (see Table 2).

\*Result is reported annually

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.

**Table 2. LIVCD New Investment Leveraged through Year 2 (September 30, 2014)**

| 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             |   |

## 2. VALUE CHAIN UPGRADING STRATEGIES & ASSISTANCE: HIGHLIGHTS & CHALLENGES DURING YEAR 3 QUARTER 2

### VALUE CHAINS

[Pome Fruit](#) (Apples and Pears)

[Cherries](#)

[Avocado](#)

[Grapes](#)

[Olive Oil](#)

[Honey](#)

[Rural Basket](#)

[Rural Tourism](#)

## POME FRUIT (APPLE AND PEARS)

### Value Chain Upgrading Strategy – Expected Results:

- Volume and value of exports of apples and pears from assisted exporters increased
- Volume and value of incremental sales of apples and pears from assisted farmers and income increased
- Jobs in pome fruit value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges

- LIVCD support for a traceability system for pome fruit is in progress, in cooperation with the Chamber of Commerce and Industry and the Sannine Cooperative for Sustainable Agriculture. An expert in IT applications for development worked with LIVCD this quarter to advise on development of a smartphone application for farmers to use for farm planning and management.
- LIVCD has collaborated with lead farmers to establish nine demonstration plots for apple and pear production in Mount Lebanon, North and South; five new varieties of apples and four varieties of pears have been planted for demonstration to farmers.
- An apple production expert, [REDACTED], visited Lebanon through the Farmer to Farmer program and demonstrated to LIVCD beneficiary farmers alternative pruning techniques for both traditional and intensive (trellis) production, and advised on improving fruit color and yield to increase value of the crop.
- LIVCD supported continued training sessions in improved production practices for apple and pear farmers including for pome fruit fertigation, Global Gap Certification and winter pruning.

### LIVCD Assistance (Grants, Technical Assistance) In Progress:

| Title<br>Partner/ Beneficiary  | Goals & Objectives  | Location         | Start<br>Date | End<br>Date   |
|--|---|------------------|---------------|---------------|
| <b>Improving Pome fruit competitiveness in Jouroud Al Maten through a Production Service Center</b><br><br>Sannine Cooperative for Sustainable Agriculture -SCSA | <ol style="list-style-type: none"> <li>1. Increase incomes of farmers</li> <li>2. Enhance apple orchard productivity through introducing new technologies and GAP practices to increase the quality of apples produced</li> <li>3. Support linkages between apple producers and SCSA to increase farmers' access to inputs and apple traders and buyers</li> <li>4. Provide training and technical assistance to service providers who currently work in the area to improve their capabilities, particularly in pruning and spraying.</li> <li>5. Increase access to domestic and export markets for high quality apples by establishing an apple production quality management and traceability system</li> </ol> | Mount<br>Lebanon | 4/1/<br>2014  | 9/30/<br>2015 |
| <b>Proximity Agriculture Center</b><br>Caritas   | <ol style="list-style-type: none"> <li>1. A minimum of 60 farmers are applying Good Agriculture Practices.</li> <li>2. Minimum of 10 service providers adopting best practices.</li> <li>3. 20 linkages are built between producers, processors and traders.</li> </ol>   | Mount<br>Lebanon | 5/1/<br>2014  | 4/30/<br>2015 |
| <b>Upgrade Liban Village to a model sorting, packing, and cooling storage to facilitate access of pome fruit farmers to new technology.</b>                      | <ol style="list-style-type: none"> <li>1. Provide technical assistance to 100 apple, cherries and pear farmers who will have access as well upgraded sorting, packing and cooling services.</li> <li>2. Pome fruit farmers have access to advanced cooling services at a reduced price having access to free hard crates for minimum two years.</li> </ol>  | Mount<br>Lebanon | 3/9/<br>2015  | 3/9/<br>2016  |

|   |  |   |                   |                  |
|---|--|---|-------------------|------------------|
| Liban Village cold store s.a.l  | <p>3. Put in place a model packing, sorting and cold storage service center to serve farmers and traders in Mount Lebanon and part of the North, through introduction of new technology to Liban Village cold storage to increase the shelf life of products and enhance product sorting and packing to meet export standards</p> <p>4. Reduce overall service costs by 20% through introduction of new technology at the level of packing and power usage., reflecting on saving at the level of the farmers while sorting, packing and pre-cooling their apples.</p> <p>5. Enhance and establish new linkages between farmers, cooperatives, and traders for a more competitive value chain approach with Liban Village acting as a service provider</p> |   |                   |                  |
| <p><b>Apple Productivity Demonstration Plots:</b></p> <p>Zahle Bekaa (Skaff);<br/>Zaarour -Maten-Mount Lebanon (Ramzi El Sheikh);<br/>Aoura - Jbeil-Mount Lebanon (Philippe Germanos);<br/>Qobayat - Akkar (Elie Abboud);<br/>Mazraet Kfar Debian - Kesserwan (Ziad Tayeh);<br/>Fneideq – Akkar; Kobayat – Akkar;<br/>Jbaa - South Lebanon; Mayrouba – Kesserwan;<br/>Mount Lebanon – Sannine;<br/>Kherbet Kanafar - West Bekaa</p> | <p>1. Demonstrate best agriculture practices, including harvesting and post harvesting, in apple and pear orchards through the establishment of a Demonstration Plot that will be a model for other farmers to follow and replicate.</p> <p>2. Create linkages between academic research on innovation and technology in pome fruit production, with the aim of potentially implementing such innovations in the demonstration plot.</p> <p>3. Create linkages and provide an opportunity for apple and pear farmers to visit and attend practical training on best practices for new varieties and intensive trellis system production for apples.</p>  | <p>Bekaa</p> <p>Mount Lebanon</p> <p>North</p> <p>South</p> | <p>12/31/2013</p> | <p>9/30/2017</p> |
| <p><b>Other Assistance:</b></p> <ul style="list-style-type: none"> <li>Introducing Electro Static Sprayers System (new technology) to farmers</li> <li>Apple Expert for Apple Production Techniques (██████████) through F2F)</li> <li>Agricultural Application for Phones</li> </ul>   |  |   |                   |                  |

### Pome Fruit Value Chain Training Sessions – Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title   | Date      | Mohafaza      | Caza      | Municip-ality       | Purpose  |
|---|-----------|---------------|-----------|---------------------|--|
| GAP and Global GAP certification  | 1/23/2015 | Mount Lebanon | Keserouan | Rayfoun             | Good Agriculture Practices and Global GAP Certification ( Pest, Weed Management and Global GAP Certification)  |
| Training on Apples winter pruning                                       | 1/30/2015 | Nabatiyeh     | Nabatiyeh | Jbaah - Ain Bouswar | 1-Learning by Seeing and doing; 2- To empower farmers with knowledge and skills 3- To sharpen the farmers ability to make critical and informed decisions that render their farming profitable and sustainable; 4- Learn new techniques 5- Increasing the production of Grade I apples                                       |
| Apple training-"Winter Pruning"-University Students                     | 2/5/2015  | Bekaa         | Zahle     | Zahlé - Maalaka     | The training was held at Zahle Demonstration Plot, where new production system was introduced to the University Students using Dwarf Root stock on trellis as well as new varieties, the training also demonstrated appropriate pruning techniques which allow students to get acquainted with it by practicing in the field |
| Apple Orchards Fertigation Program in Good Agricultural Practices (GAP) | 2/6/2015  | Mount Lebanon | Keserouan | Kfardebiane         | Training farmers in good agricultural practices in fertigation in apple orchards   |

## CHERRIES

### Value Chain Upgrading Strategy – Expected Results:

- Volume and value of exports of cherry from assisted exporters increased
- Volume and value of incremental sales of cherry from assisted farmers and income increased
- Jobs in cherry value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges

- Cherry production expert ██████████ visited Lebanon through the Farmer to Farmer program, and conducted a study on the feasibility of intensive cherry production on trellises, which could lead to higher productivity and income for Lebanese cherry farmers.
- LIVCD supported training for cherry farmers, including fertilization management, harvest and post-harvest management; pest and disease management, pruning, and irrigation monitoring for improved productivity.

### LIVCD Assistance (Grants, Technical Assistance) In Progress:

| Title<br>Partner/ Beneficiary   | Goals & Objectives  | Location                   | Start Date   | End Date      |
|---|---|----------------------------|--------------|---------------|
| <b>Proximity Agriculture Center</b><br>Caritas  | A minimum of 60 farmers are applying Good Agriculture Practices.<br>Minimum of 10 service providers adopting best practices.<br>20 linkages are built between producers, processors and traders.  | Mount<br>Lebanon           | 5/1/<br>2014 | 4/30/<br>2015 |
| <b>From Farmer to Market (FFM):<br/>Developing a Sustainable Cherry Value<br/>Chain in Jabal Moussa</b><br>Association for the Protection of Jabal Moussa | 1. Improving cherry production in Jabal Moussa and introducing new varieties to better meet food production needs.<br>a. Developing the agricultural skills of 180 local farmers in planting and maintaining new varieties (pruning, irrigation, appropriate use of fertilizers and pesticides, and harvest techniques.) Note that any activity related to pesticides will commence only after USAID approval of the PERSUAP.<br>b. Providing the necessary start-up material to farmers who wish to plant new varieties (equivalent to 18 dunums), and training material.<br>2. Establishing a market for the cherries by creating a linkage with Jabal Moussa's line of food products.<br>3. Increasing the income of women processors by introducing new processed food products to the production line.<br>a. Installing machines specialized in cherry processing and dehydration in Ghbaleh and offering training on their use<br>b. Training the women on diversified cherry recipes, processing, and packaging. | Mount<br>Lebanon           | 5/9/<br>2014 | 7/31/<br>2015 |
| <b>Practical Training for Cherries</b><br>Liban Village Cooperative   | Farmers adopt improved production practices on their orchards; Higher volumes of production; increased incremental sales of cherry from assisted growers.   | Bekaa;<br>Mount<br>Lebanon | 4/1/<br>2014 | 9/30/<br>2014 |
| <b>Cherry Productivity Demonstration Plot<br/>in Qaa el Rim-Bekaa</b>   |   |                            | 1/1/<br>2014 | 9/30/<br>2015 |

|   |  |  |          |           |
|---|--|--|----------|-----------|
| <b>Feasibility Study and Recommendations for Intensive Cherry Production (Clive Kaiser through Farmer 2 Farmer)</b> |  |  | 1/1/2015 | 3/31/2015 |
|---|--|--|----------|-----------|

### Cherry Value Chain Training Sessions – Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title  | Date      | Mohafaza      | Caza   | Municipality | Purpose  |
|--|-----------|---------------|--------|--------------|--|
| Findings and Recommendation Cherry VC  | 3/2/2015  | Beirut        | Beirut | Beirut       | The Technical expert from F2F will conduct feasibility study and provide recommendations for intensive cherry production to inform establishment of demonstration plot using recommended practices.                                  |
| Cherry Training-Jdita "Irrigation monitoring for improved Cherry productivity" "                                     | 3/5/2015  | Bekaa         | Zahle  | Jdita        | Aimed to educate the Cherry farmers on how to improve the cherry productivity and keeping healthy trees by using a good irrigation technique: Good soil management practices, Good water management practices, Irrigation scheduling |
| Cherry Training-Qaa El Rim "Irrigation monitoring for improved Cherry productivity"                                  | 3/5/2015  | Bekaa         | Zahle  | Kaah el Rim  |  |
| Cherry Training-Hammana "Irrigation monitoring for improved Cherry productivity"                                     | 3/10/2015 | Mount Lebanon | Baabda | Hammana      |  |
| Cherry Training-Baskinta "Irrigation monitoring for improved Cherry productivity"                                    | 3/13/2015 | Mount Lebanon | Metn   | Baskinta     |  |
| TOT for the Cherries Value Chain-Training/Pruning & Orchard Establishment.   | 3/25/2015 | Mount Lebanon | Jbeil  | Akoura       | Training of Trainers on Cherry for extension services  |
| TOT for the Cherries Value Chain-Pests & diseases Management, Varieties and Seedlings quality                        | 3/27/2015 | Mount Lebanon | Metn   | Sin el Fil   | Training of Trainers on Cherry for extension services  |
| TOT for the Cherries Value Chain-Cultural Practices (Fertilization management) & Harvest and post harvest management | 3/30/2015 | Mount Lebanon | Metn   | Sin el Fil   | Training of Trainers on Cherry for extension services  |

## AVOCADO

### Value Chain Upgrading Strategy – Expected Results:

- Volume and value of exports of avocado from assisted exporters increased
- Volume and value of incremental sales of avocado from assisted farmers and income increased
- Jobs in avocado value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges:

- LIVCD began implementation of a grant with the Hariri Foundation to establish a demonstration plot for best avocado production practices, and to upgrade the nursery to improve access to planting material. The grant is expected to reach at least 140 avocado farmers who will benefit from the different services (extension advice, access to improved avocado varieties for planting, etc).
- The LIVCD Avocado Technical Assistance Program for extension services including training on production practices and on-farm monitoring and technical assistance is ongoing. This quarter LIVCD provided training to avocado farmers on tree grafting and pruning, and irrigation management.

### LIVCD Assistance (Grants, Technical Assistance) in progress :

| Title<br>Partner/ Beneficiary  | Goals & Objectives  | Location | Start<br>Date | End<br>Date    |
|--|---|----------|---------------|----------------|
| <b>Develop Lebanese Avocado Production (DLAP)</b><br>Hariri Foundation   | The aim of this project is to improve the living and economic conditions of Lebanese avocado farmers.<br>1. Provide technical support and implement training for avocado farmers.<br>2. Establish Avocado Demonstration plot.<br>3. Upgrade HFSHD's Subtropical Fruit Tree Nursery<br>4. Conduct ToT for HFSHD agricultural engineers to build their capacity to provide technical support to farmers<br>5. Build the avocado directory and organization of avocado stakeholders (input suppliers, producers, aggregators and exporters). | South    | 3/19/<br>2015 | 2/19/<br>2016  |
| <b>Avocado Production Technical Assistance Program for Avocado Farmers (Training &amp; Production Guide)</b>     | Variety selection: Training avocado producers how to choose the best variety to increase production and meet high market requirements<br>Grafting Practices:<br>· Empower farmers with knowledge and skills in order to make them experts in their own field<br>· Sharpen the farmers ability to make critical and informed decisions that render their farming profitable and sustainable<br>· Adopt new techniques  |          | 1/16/<br>2014 | 12/31/<br>2014 |
| <b>Promoting Improved Avocado Planting Material and Linkages to Input Supplier</b><br>Cosa Nostra- Brokaw dealer | The objective of this assistance is to assist Lebanese avocado farmers who are planting new - or regenerating existing - avocado orchards with access to improved planting material, through a discount provided by Brokaw Nursery.   |          | 2/17/<br>2014 | 9/30/<br>2017  |
| <b>Researching potential for avocado processing into oil for cosmetic and industrial use</b>                     |   | South    | 1/1/<br>2014  | 12/23/<br>2017 |

**Avocado Value Chain Training Sessions – Year 3 Quarter 2 (January 1 – March 31, 2015):**

| <b>Title</b>  | <b>Date</b> | <b>Mohafaza</b> | <b>Caza</b> | <b>Municipality</b> | <b>Purpose</b>   |
|---|-------------|-----------------|-------------|---------------------|--|
| Access to Financial Sources and Marketing - Introduction to Avocado Improved Cultural Practices (Organic) for Farmers in Abdeh- Akkar/EMKAN - North | 1/21/2015   | North           | Akkar       | Halba               | Introducing Avocado plantation in Akkar, with the collaboration of EMKAN: avocado varieties, loan services, avocado marketing, feasibility study on orchard establishment and organic avocado. |
| Training on Avocado Orchard Management for EMKAN and RMF engineers  | 2/16/2015   | South           | Saida       | Bablieh             | Post-TOT avocado production - field visit: avocado orchards in the South   |
| ToT- Avocado grafting training  | 2/17/2015   | South           | Sour        | Kolayleh            | ToT- avocado grafting training   |
| TOT on Avocado Practical Irrigation - EMKAN engineers   | 3/4/2015    | North           | Akkar       | Abdeh               | TOT on avocado irrigation techniques for EMKAN engineers in order to train potential avocado farmers in Akkar  |
| ToT avocado grafting training at Mansoury- Tyre   | 3/17/2015   | South           | Sour        | Mansouri            | ToT on avocado grafting techniques for farmers willing to graft for avocado investors  |
| ToT Training on avocado grafting and pruning  | 3/19/2015   | South           | Jezzine     | Lebaa               | ToT on avocado grafting and pruning techniques for farmers and service providers   |

## GRAPES

### Value Chain Upgrading Strategy –Expected Results

- Increased sales of Lebanese grapes to high value markets
- Increased sales of grapes from farmers to aggregates for eventual sales to high value markets, and increased sales of lower grade grapes to processors
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the grape value chain.

### Year 3 Quarter 2 Highlights & Challenges

- LIVCD identified an expert to conduct a market study for the Gulf Cooperating Countries, to determine potential opportunities for exporting Lebanese grapes; the study will include market entry requirements including suitable varieties that are demanded there; packaging, consumer/shopper preferences, and regulatory requirements related to exporting grapes into the GCC.
- LIVCD continues to leverage investment to increase the availability of grape varieties that are demanded in high value markets including Europe and the GCC. In 2015, 26 grape farmers will benefit from leveraged investments into new grape varieties (superior, Crimson, Black Pearl and Red Globe) and materials to establish or expand grape orchards; they will grow 273 donums in Zahle, Ferzol, Houch el Rafka, Bednaya, Majdaloun and Kfermechki. LIVCD is coordinating with banks to facilitate loans for three grape farmers interested in investing.
- LIVCD is supporting production improvements for existing orchards as well; this quarter LIVCD supported training for grape farmers on Good Agricultural Practices including pruning, integrated pest management and fertilization, and supported training for farmers on soil moisture testing and is encouraging leveraged investments to upgrade irrigation systems for more efficient water use and increased productivity. LIVCD is supporting on-farm monitoring for over 100 grape plots to evaluate their irrigation systems, and is identifying opportunities to upgrade irrigation systems through leveraged investments. In addition, LIVCD developed a Grapes Seasonal Booklet, which provides farmers with guidance for planning cultural practices, recommendations and propositions on table grape production; record data on farm activities and productivity. The booklet will be distributed to farmers next quarter.

### LIVCD Assistance (Grants, Technical Assistance) In Progress:

| Title<br>Partner/ Beneficiary   | Goals & Objectives   | Location | Start Date | End Date |
|---|--|----------|------------|----------|
| <b>Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets through a Public Private Alliance</b><br><br>Jaber Trading Company,<br>Middle East Business Company SARL,<br>Medigardens | 1. Enhance grape cultivation for participating farmers resulting in higher quality production of varieties demanded in export markets.<br>2. Increase income to small and medium scale farmers through improved production quality and yields with direct linkages to exporters accessing higher value markets.<br>3. Introduce new technology and innovation through local experts to small and medium scale farmers.<br>4. Upgrade the grape value chain by improving production quality and volume and linking actors to take advantage of unmet demand.<br>5. Increase knowledge of state of the art production, harvest, and post-harvest practices among small and medium farmers.<br>6. Increase recognition of Lebanese grapes in high value markets facilitating increased exports in the | Bekaa    | Jan 2013   | Nov 2015 |

|  |  |           |           |            |
|--|--|-----------|-----------|------------|
|  | <p>future to these markets.</p> <p>7. Encourage farmers to invest in rural areas, especially in host communities that have seen significant reduction in investment since the onset of the Syrian crisis, and the associated political instability in Lebanon.</p> <p>8. Support host communities.</p>   |           |           |            |
| <b>Technical Assistance for Grapes Production Improvements</b>   | <p>1. Knowledge in modern grape agricultural practices is passed to at least 1,000 farmers by the end of the project.</p> <p>2. At least 500 farmers implement modern agricultural practices by the end of the project.</p> <p>3. At least 450 dunums are successfully planted with varieties that have demand in high-value markets</p> <p>4. Planted grape vines produce on average 10-12 kgs/vine in the fourth year after planting</p> | Bekaa     | 5/1/2014  | 9/30/2015  |
| <b>Investment to Upgrade the Grapes Cold Chain in Rachaya Al Fakhar and Khraybe Region of south east Lebanon</b><br>Agricultural Cooperative Association for the Production, Processing and Marketing of Grapes and Olives (Rachaya Al Foukhar-Khrybe) | <p>1. Building the technical capacity of grape farmers on best post harvesting and cold chain practices</p> <p>2. Ensuring that the farmers are offered the highest possible wholesale price to maximize their return on investment by preserving the quality of the grapes reaching the market by maintaining the cold chain through introduction of new technologies and access to cold room and refrigerated truck services.</p>        | Nabatiyeh | 4/29/2015 | 4/29/2016  |
| <b>Introducing Electro Static Sprayers System (new technology) to farmers</b>  |  |           | 12/1/2014 | 12/31/2014 |

### Grape Value Chain Training Sessions– Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title   | Date      | Mohafaza | Caza  | Municipality    | Purpose  |
|---|-----------|----------|-------|-----------------|--|
| Grapes Pruning Principles and Practices   | 2/4/2015  | South    | Saida | Maghdouche      | The purpose of the training is to:<br>1) Encourage the adoption of pruning principles.<br>2) New Training practices for new established trellises.<br>3) Introduce new training and pruning methods adopted for flat systems       |
| Ensure compliance with Good Agricultural Practices (Global GAP, ISO, IFS...)  | 3/12/2015 | Bekaa    | Zahle | Zahlé - Maalaka | The purpose of this Seminar is to encourage grapes farmers the adoption of good production practices, in order to get related certifications needed to reach the requirements and standards in GCC and European high value markets |
| Grapes IPM Management, Grapes Fertilization   | 4/23/2015 | Bekaa    | Zahle | Zahlé - Maalaka |  |
| Seminar titled: Encourage the adoption of Canopy and Crop Management principles and Practices" ( Description, Illustration, Objectives, Manual mechanical and chemical interventions) | 5/19/2015 | South    | Sour  | Tyre            | The objective is to introduce new production practices for the new grapes varieties  |

## OLIVE OIL

### Value Chain Upgrading Strategy – Objectives & Expected Results

- Volume and value of exports of Lebanese olive oil from assisted exporters increased
- Volume and value of incremental sales of olive oil from assisted farmers increased
- Jobs in olive oil value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges

- LIVCD completed the Olive Harvesting program for 2015, involving 18 cooperatives to leverage investment in 123 mechanical olive harvesters to decrease cost of production to make olive oil production more competitive. The program introduced the new harvesting technology to around 1,000 farmers. Use of the new equipment saved time and reduced the cost of harvesting by about 40%; it also protected the trees from the damage that frequently occurs with traditional harvesting methods. In addition to the mechanical harvesters, the program introduced wide spread use of plastic crates instead of bag which maintains olive quality and has a positive impact on the quality of the olive oil.
- LIVCD olive oil expert attended a Training of Trainer course for sensory evaluation of olive oil, held in Italy. The expert is now prepared to provide training to stakeholders in the olive oil value chain on olive oil sensory aptitude, contributing to improved quality of Lebanese olive oil production.

### LIVCD Assistance (Grants, Technical Assistance) In Progress:

| Title<br>Partner/ Beneficiary  | Goals & Objectives   | Location | Start<br>Date | End<br>Date   |
|--|--|----------|---------------|---------------|
| <b>Development and improvement of the olive oil sector in Lebaa and neighboring villages</b><br><br>Nicolas Fares and Sons | 1. Establishment of a vertical linkage between an olive mill (Nicholas Fares and Sons) and a production service center (Oléa Cooperative) that will improve olive production at the orchard level and benefit 60 farmers<br>2. Improved olive oil quality through: <ul style="list-style-type: none"> <li>o Preserving olive quality of 50 growers between the field and milling operation to reduce olive bruising and oxidation through the provision of open plastic crates and transportation from the field to the mill;</li> <li>o Improving milling operation to 140 growers who are expected to mill approximately 200 tons of olives. The improved milling is accomplished through higher oil extraction rates and greater percentages of extra virgin olive oil due the improved technology and process;</li> <li>o Implementing Good Manufacturing Practices; providing free storage services for farmers in stainless steel tanks that preserve the quality of extra virgin olive oil for longer periods. At least 20 growers aim to sell the oil on their own or through Nicolas Fares and Sons.</li> </ul> 3. Increased access to market: <ul style="list-style-type: none"> <li>o Nicolas Fares and Sons commits to purchase at least 8,000 liters of extra virgin olive oil from, in priority from 50 potential growers participating in Oléa Cooperative's project activities, and who pressed their olives in the mill. Nicolas Fares and Sons will sell the oil through its marketing channels</li> <li>o Perform olive oil quality testing for acidity content and peroxide value for free to growers</li> </ul> | South    | 5/23/<br>2014 | 1/23/<br>2015 |

|  |   |           |           |           |
|--|---|-----------|-----------|-----------|
|  | enrolled in Oléa Cooperative's project with prospective sales opportunities   |           |           |           |
| <p><b>Improving olive producers' productivity and competitiveness in Lebaa and neighboring villages</b></p> <p>Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative)</p> | <ol style="list-style-type: none"> <li>1. Increase productivity of olive growers and decrease cost of olive production</li> <li>2. Provide technical assistance to olive growers to improve olive production</li> <li>3. Establish a vertical linkage between Oléa Cooperative and Nicolas Fares and Sons olive mill to improve oil quality</li> <li>4. Increase capacity of cooperatives to manage a revenue generating program</li> </ol>   | South     | 6/9/2014  | 6/8/2015  |
| <p><b>Development and improvement of the olive oil sector in Kfeir and neighboring villages through increased investments and improvements in the milling and storage operations</b></p> <p>Local International Co</p>                       | <p>The project design ensures a full value chain approach from production, to milling and marketing through the establishment of a vertical linkage between the olive mill (Local International Co) and a production service center (Kfeir Cooperative) that will create a competitive environment for olive farmers. The following objectives will be accomplished by the end of the project:</p> <ol style="list-style-type: none"> <li>1. Improved olive oil quality through: <ul style="list-style-type: none"> <li>o Improving the milling operation to 200 growers, expected to mill approximately 300 tons of olives, through higher oil extraction rates and greater percentages of extra virgin olive oil due to the improved technology and process;</li> <li>o Implementing Good Manufacturing Practices to ensure a safer and more hygienic milling process;</li> </ul> </li> <li>2. Capacity building of local farmers: <ul style="list-style-type: none"> <li>o Local International Co will provide technical assistance to olive farmers in the region of Hasbayya through training and building the capacity of 50 local farmers through holding training on the importance of high quality production at the field level and how critical such production is in order to produce Extra-Virgin olive oil and to increase access to markets;</li> </ul> </li> <li>3. Increased access to market: <ul style="list-style-type: none"> <li>o Local International Co commits to purchase at least 13,000 liters of extra virgin olive oil from 80 potential growers that will take part in the mechanical harvesting program (implemented by the Cooperative of Kfeir) who will mill their olives in the modern mill. Local International Co will sell the oil through its marketing channels.</li> <li>o Storing EVOO oil purchased from 80 farmers in stainless steel tanks that preserves the quality of extra virgin olive oil for longer periods;</li> </ul> </li> <li>4. Establishment of a vertical linkage between an olive mill (Local International Co) and a production service center (Kfeir Cooperative) through the signature of a Development Agreement between both parties in order to create a competitive environment for olive farmers that will produce at lower costs, improve the production quality and access better markets.</li> <li>5. Implementation of a vegetable water irrigation program which has dual purposes of mitigating the environmental impact of olive mills wastewater and benefit the soil and orchards where it is applied.</li> </ol> | Nabatiyeh | 1/22/2015 | 1/22/2016 |
| <p><b>Development of the Olive Oil Value Chain in Kobayat and Neighboring Villages in Akkar</b></p> <p>Cooperative Association for Agricultural in Kobeiyat, Akkar</p>   | <p>As the project design ensures a full value chain approach covering production, harvesting, milling, and marketing, the following objectives will be addressed:</p> <ol style="list-style-type: none"> <li>1. Increase productivity of olive orchards as a result of enhanced production techniques and reduction of harvesting cost.</li> <li>2. Improve olive oil quality through the upgrade of the olive mill, implementation of new technology and Good Manufacturing Practices (GMP), and better storage.</li> </ol>  | North     | 7/23/2014 | 7/22/2015 |

|   |  |   |           |           |
|---|--|---|-----------|-----------|
|   | <p>3. Facilitate access to markets for the olive oil 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.</p> <p>4. Establish a vertical linkage between the olive mill (Kobayat Agricultural Cooperative) and farmers from Kobayat and neighboring villages.</p> <p>5. Increase the income and production capacity of the Cooperative through income generated by selling olive husk logs.</p>  |   |           |           |
| <p><b>Improving the olive oil sector in Hasbaya through upgrading olive mill equipment and processing standards</b></p> <p>Fouad Mohamad Zouweihid Mill (Al Rachid Modern Mill)</p>   | <p>The following objectives will be accomplished by the end of the project. The project design ensures a full value chain approach from production, to milling, storage, and marketing:</p> <p>1. Establish a vertical linkage 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>2. 120 farmers mill 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>3. 300 olive oil tins are purchased from 50 farmers by the mill (compared to 100 tins in the previous olive season).</p> <p>4. Produce 100 tons of husk log bricks for heating purposes during winter instead of cutting down trees.</p> | Nabatiyeh   | 9/17/2014 | 5/17/2015 |
| <p><b>Olive Oil: Trainings and TOT by LIVCD team or experts</b></p> <p>Cooperative association for organic agriculture and olive production in Lebaa and neighboring villages (OLEA Cooperative); Willani SAL; Cooperative Association for Agricultural in Kobeiyat; Akkar; Cooperative Association for Agricultural in Douma</p> | <p>Provide technical assistance through trainings and TOT for more than 20 cooperatives in all regions in Lebanon (5 sessions including Theoretical and Practical activities) and other trainings by LIVCD experts and other experts under LIVCD supervision.</p>  | Beirut; Bekaa; Mount Lebanon; Nabatiyeh; North; South | 7/30/2014 | 8/28/2017 |
| <p><b>Olive Oil : Field visits and trainings for academic students to increase awareness on olive oil value chain activities</b></p>  | <p>Increase awareness of students to the olive oil value chain activities and practices</p>  | Beirut; Bekaa; Mount Lebanon; Nabatiyeh; North; South | 9/1/2014  | 9/1/2017  |

**Mechanical Olive Harvesting Program (September 2014 – March 2014):**

The program aims to implement mechanical harvesting programs with cooperatives in North, Mount Lebanon, South, Nabatiyeh, and Bekaa reaching ## farmers with mechanical harvesting services to reduce cost of production. The cooperatives will invest in the new equipment, and farmers will be trained on how to use and benefit from the new technology. The program includes leveraged investments with the following cooperatives: Agriculture Cooperative of Chadra, Cooperative Association for the production and processing of olives in Akroum, Agricultural Cooperative Association in Minjiz, Agricultural Cooperative for the development of OLives in Kfour El Arbeh, Agricultural Cooperative Association in Fghal, Cooperative Association for Agricultural Services and Development of Koura, Koura, Agricultural Cooperative Association in Tanbourit, General Agricultural Cooperative in Deir Miness, Agricultural cooperative association for olive farmers in Nabatiyeh caza, Agricultural Cooperative Association for the Production, Processing and Marketing of Grapes and

Olives ( Rachaya Al Foukhar- Khraybe), Agricultural Cooperative in Hasbaya, Dar Tanit, Association for Fruit Trees in the villages of Rachaya, Cooperative Association for fruit trees and nurseries in Marjayoun and Hasbayya, Agricultural Cooperative Association for the village of Haramoun, Al Berke, ( Kfeir Cooperative)

**Olive Oil Value Chain Training Sessions– Year 3 Quarter 2 (January 1 – March 31, 2015)**

| Title   | Date      | Mohafaza | Caza   | Municipality | Purpose   |
|---|-----------|----------|--------|--------------|---|
| Olive Mechanical Harvesting Program Close Out Event   | 2/24/2015 | Beirut   | Beirut | Beirut       | Mechanical Harvesting Program Wrap up - Presentation of results achieved by the 18 cooperatives during the harvest olive season (2014-2015), with live testimonies  |
| Olive Oil VC: OLIVE OIL INTERNATIONAL MASTER with SENSORY APTITUDE IN ITALY - O'LIVE & ITALY  | 3/16/2015 |          |        |              | Undergoing a TOT on Olive Oil Tasting in order to train stakeholders and farmers on Olive Oil sensory aptitude<br><br>Attending Olive Oil exhibition and making new linkages with international Olive Oil producers and exporters |
| Olive Oil VC: "Olive Oil Workshop/ Introducing Improved Technology on Olive Production & Olive Oil Quality (Theoretical and Practical)" - Bechmezzine (Koura) - NORTH | 4/18/2015 | North    | Koura  | Bishmizine   |   |

## HONEY

### Value Chain Upgrading Strategy – Expected Results

- Volume and value of exports of honey from assisted exporters increased
- Volume and value of incremental sales of honey from assisted beekeepers and income increased
- Jobs in honey value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (beekeepers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges

- LIVCD has completed a study of the Iraq market, however the security situation there precludes additional assistance to Lebanese brands to access the Iraq market. LIVCD has successfully supported Lebanese honey brands with a joint product promotion for the UAE, however the high cost of funds required for this type of marketing campaign limits the capacity of implementing successful campaigns to large exporters. Likewise, LIVCD successfully supported two honey brands to attend the 2015 Gulfood trade show in Dubai; however again the high cost of attendance limits participation to large beekeepers and traders.
- For the domestic market, LIVCD is assisting smaller Lebanese honey brands to increase sales in the domestic market through promotional plans and materials and upgrading packaging and labeling. Two local brands benefited from such assistance this quarter. LIVCD is also linking beekeepers to Lebanese honey brands, to increase beekeeper sales and income, and facilitate supply of high quality Lebanese honey for the brands. Although one brand is increasing procurement of honey from Lebanese beekeepers, LIVCD has identified a challenge in that other Lebanese brands prefer to source honey from other countries such as Germany to due price and quantity issues.
- LIVCD has completed an assessment of laboratories for testing of honey (for parameters including pesticide and antibiotic residues); as a result, LIBNOR and MoA are considering new standards appropriate for Lebanese beekeeping conditions. This effort will continue; working with the Government is a lengthy process. The Ministry of Agriculture has appointed two laboratories for testing pesticide and antibiotic residue in Kfarshima and CNRS, and LIVCD will work to upgrade private laboratories.
- Through the LIVCD Beekeeper Training Program LIVCD has supported training for 1,300 beekeepers to date to increase skills in honey production and marketing to increase sales and income. LIVCD previously supported development of an improved training curriculum, and provided a Training of Trainer course to trainers from 37 cooperatives throughout Lebanon, who are delivering the training sessions. To meet the high demand from cooperatives and beekeepers for the training, LIVCD is collaborating with the Chamber of Commerce and Industry to coordinate additional training sessions.
- In addition, LIVCD is supporting beekeepers to leverage investment into beehives and equipment to increase production of Lebanese honey; 400 beekeepers will access these productive assets in Year 3. However, LIVCD has identified a lack of good quality beehives in the market as a constraint to meeting additional beekeeper demand for beehives; also additional waiver from USAID for procurement of additional hives to reach more beekeepers will be needed.
- LIVCD has identified a need to improve the quality of queen bees available to Lebanese beekeepers, and has identified two private companies willing to invest in queen bee breeding centers. LIVCD is facing difficulties identifying an expert willing to come to Lebanon to conduct a feasibility study for such a

breeding center.

**LIVCD Assistance (Grants, Technical Assistance) In Progress:**

| Title<br>Partner/ Beneficiary  | Goals & Objectives  | Location                         | Start Date | End Date   |
|--|---|----------------------------------|------------|------------|
| <p><b>Strengthen the Development Cooperative of Jezzine and provide income-generating opportunities for small and medium farmers in the rural areas of Jezzine caza</b></p> <p>Development Cooperative in Jezzine</p>  | <p>1. Build capacity of the Cooperative in business management, with an emphasis on effective marketing and sales and business management.</p> <p>2. Provide source of income to vulnerable (women-headed, or family members with disability) families who are full-time residents of Jezzine area.</p>   | South                            | 12/9/2013  | Ongoing    |
| <p><b>Increasing Honey Exports and Supporting Beekeepers through a Joint Product Promotion</b></p> <p>Jibal Loubnan for Baladi Production</p>  | <p>1. Facilitate honey production flow into export markets through improved linkages between commercial honey processors/exporters and small beekeepers. This improved market access will spur other exports.</p> <p>2. Introduce 2 new high value products, Oak Mountain and October honey, into the US market. This production will not compete on price, but on quality.</p> <p>3. Create new sustainable markets in the UAE and U.S. for beekeepers in Lebanon to access.</p> <p>4. Support Lebanese honey exports.</p>               | Mount Lebanon; North             | 12/20/2013 | 4/30/2015  |
| <p><b>Improving the Beekeeping Sector in Metn, Keserwan, and Byblos APIS</b></p>   | <p>1. Increase production and sales of honey through expanding the number of hives to 100 small and medium beekeepers.</p> <p>2. Create a honey collection center for all beekeepers to standardize honey quality, and maximize the number of producers supplying honey.</p> <p>3. Increase production efficiency and decrease production costs through the introduction of a new extraction line available to all APIS members. The full extraction line will be available on a fee for service basis.</p>                               | Mount Lebanon                    | 2/12/2014  | 2/11/2015  |
| <p><b>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</b></p> <p>Kaddoum for Trading SARL</p> | <p>1. Improve the Lebanese honey value chain through a comprehensive upgrade in Kaddoum brand for the local market which will increase sales of rural honey and displace imports against foreign honey brands that have a more competitive equity.</p> <p>2. Expand and fortify the presence of Lebanese Kaddoum honey on market shelves against imported brands by implementing a joint product promotion through multiple channels, and ensuring the implementation of a capacity building program by Kaddoum for rural beekeepers.</p> | Mount Lebanon; Nabatiyeh ; North | 12/15/2014 | 12/14/2015 |
| <p><b>Increase income and honey production of trained beekeepers of Maten el Aala area through investments in new beehives, and improve managerial and technical capacity of the Maten el Aala cooperative</b></p> <p>Matn el Aala Honey Cooperative</p>                         | <p>1. Support small and medium beekeepers of Maten el Alaa area in expanding their beekeeping practice through investing in high quality beehives</p> <p>2. Upgrade the competency of the Maten el Alaa Cooperative by delivering equipment and marketing services to member beekeepers of the cooperative as well as training board members on good management practices under LIVCD's capacity building component</p>   | Mount Lebanon                    | 2/2/2015   | 2/1/2016   |
| <p><b>Improving the Livelihood of 150 Beekeepers in the Bekaa and South</b></p>  | <p>1. Increase quantity of production and sales of honey through expanding the number of hives of 150 small and medium beekeepers.</p>  | Bekaa; Mount                     | 3/19/2015  | 3/18/2016  |

|  |   |                       |               |               |
|--|---|-----------------------|---------------|---------------|
| <b>Regions</b><br>Caritas  | 2. Support marketing outlet for small beekeepers through linkages to branded honey market channels (Caritas Intajouna brand).   | Lebanon;<br>Nabatiyeh |               |               |
| <b>Bees for Environmental and Economic Sustainability</b><br>Association for the Protection of Jabal Moussa  | 1. Increase production of honey around Jabal Moussa biosphere reserve through expanding the number of hives of 51 small and medium beekeepers<br>2. Build the technical capacity of APJM and beekeepers to apply sound beekeeping practices through training, regular field visits, and continuous monitoring of hives.   | Mount<br>Lebanon      | 2/23/2<br>015 | 2/23/<br>2016 |
| <b>Expand Number of Beekeepers and Increase Production of Honey by Small and Medium Beekeepers in Koura</b><br>Al Kwayteh Beekeepers Cooperative-Koura   | 1. Increase production of honey through enrolling 29 new beekeepers<br>2. Expand production of honey by increasing the number of hives to 14 small and medium existing beekeepers.<br>3. Build the capacity of the new and old beekeepers through the implementation of a full ToT and beekeepers training developed by LIVCD<br>4. Increase production efficiency and decrease production costs through the introduction of new technology to extract honey.   | North                 | 2/19/2<br>015 | 2/18/<br>2016 |
| <b>Increase income of 59 new and experienced beekeepers in the Kfeir area through delivering hives and monitoring the production process.</b><br><br>Cooperative Association for Beekeeping and Marketing of Honey Products in Kfeir and the Surrounding   | Increase honey production in Kfeir, Deir Mimes, Khalwet, and Ain Ata through expanding the number of hives of 59 small and medium beekeepers  | Nabatiyeh             | 3/17/2<br>015 | 3/16/<br>2016 |
| <b>Sustain honey production in the Kobayat area through co-funding provision of beehives to 70 beekeepers and establish a complementary oregano (zaatar) plantation and distillation practice</b><br><br>Kobayat Cooperative   | 1. Increase income of 70 small and medium beekeepers as a result of investing in hives, and reducing cost of raw material<br>2. Enhance competency of Kobayat Cooperative through provision of beekeeping equipment that will increase capacity of the cooperative<br>3. Create new source of income for the cooperative as a result of selling oregano water via oregano distillation<br>4. Invest with farmers in oregano production practices by installing an irrigation system backed up by training on good agricultural practices for 5 farmers to increase harvest. | North                 | 4/2/<br>2015  | 4/4/<br>2016  |
| <b>Beekeeper Training Program to Increase Productivity of 2,500 Beekeepers</b><br><br>APIS; Assia Cooperative for Agriculture and Development Assia- Batroun; Association for the Protection of Jabal Moussa; Baskinta Cooperative; Beekeeping Cooperative in Al Kouwateh-Koura; Beekeeping Cooperative in Beit el Fakes-Donnieh; Beekeeping Cooperative in Kobayat; Caritas Lebanon; Development Cooperative in Jezzine; Kfarshouba Cooperative; Matn el Aala Honey Cooperative | - Develop new curriculum with 5 elements<br>- Conduct Training of Trainers to prepare trainers to deliver curriculum to 2,500 beekeepers<br>- Conduct training sessions for 2,500 beekeepers<br>- Farmers/producers/other actors apply knowledge learned from training/technical assistance (Production and post-harvest practices;<br>- Processors/other actors apply new practices (marketing/branding/labeling; improved products; etc)<br>- Improved productivity on farm (gross margin)  | Nabatiyeh<br>; South  | 12/1/2<br>013 | 9/30/2<br>017 |
| <b>Feasibility Study for Breeding High</b>   | The main objective is to improve the productivity and profitability of the Lebanese bee keeping   |                       | 9/1/20        | 9/30/2        |

|  |   |        |           |            |
|--|---|--------|-----------|------------|
| <b>Quality Queen Bees</b>  | industry through the organization, funding and implementation of a market-focused breeding center. This will increase the value and the volume of Lebanese honey production and help beekeepers to be better equipped to access the international market and meet international quality standard and buyers regulations and requirements.<br>To do so, the first step is to develop a feasibility study to assess the possibility of developing a breeding center with the entailed costs and benefits.   |        | 14        | 015        |
| <b>Assessment of Laboratories for Honey Testing Capability to meet honey testing requirements</b><br><br>Chamber of Commerce Industry & Agriculture Tripoli & North Lebanon;<br>Chamber of Commerce of Bekaa and Zahle | 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 | Beirut | 10/1/2014 | 9/30/2015  |
| <b>Develop a Beekeeping Honey Manual</b>   |   |        | 1/2/2015  | 11/10/2015 |
| <b>Market Study for Processed Food and Honey in Iraq</b>   |   | Beirut | 10/1/2014 | 9/30/2015  |

### Grape Value Chain Training Sessions– Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title   | Date      | Mohafaza      | Caza    | Municipality | Purpose   |
|---|-----------|---------------|---------|--------------|---|
| TOT on Hive Management - North Cooperatives             | 1/13/2015 | North         | Tripoli | Tripoli      | Train trainers on how to use section one of the honey training- beehive management for new and beginners beekeepers in 6 cooperatives in the North                                |
| TOT for honey training                                  | 1/14/2015 | South         | Saida   | Ghazieh      | Train beekeepers on hive management   |
| TOT for honey training                                  | 1/14/2015 | South         | Saida   | Ghazieh      | Train beekeepers on hive management   |
| TOT on Bees Diseases for South trainers                 | 1/21/2015 | South         | Saida   | Sidon        | Train trainers on how to use section two of the honey training- beehive Diseases for new and beginners beekeepers in 4 cooperatives in the South                                  |
| TOT for Trainers on Diseases Section                    | 1/22/2015 | Mount Lebanon | Metn    | Sin el Fil   | To Train Trainers On Diseases section for the honey training  |
| Training on managing beehives Chap. 1&2&3&4             | 1/24/2015 | South         | Sour    | Chehabie     |   |
| Honey Training, Hive Management, Chap 1,2 Dmit Al Chouf | 1/26/2015 | Mount Lebanon | Chouf   | Dmit         |   |
| TOT for Beekeepers on Diseases - NORTH                  | 1/27/2015 | North         | Tripoli | Tripoli      | Train trainers on how to use section two of the honey training- Honeybees Diseases for beekeepers in 9 cooperatives in the North (who already took the TOT on beehive management) |
| Honey Training, Hive Management, Chap 3,4 Dmit Al Chouf | 1/27/2015 | Mount         | Chouf   | Dmit         |   |

|   |           |               |                |                   |  |
|---|-----------|---------------|----------------|-------------------|--|
|   |           | Lebanon       |                |                   |  |
| Honey Training - Hive Management Chap 1,2- Barouk   | 2/2/2015  | Mount Lebanon | Chouf          | Barouk - Freydiss |  |
| Honey Training- Hive Management - Chap 3,4 - Barouk   | 2/3/2015  | Mount Lebanon | Chouf          | Barouk - Freydiss |  |
| Hive Management-Chapter 1,2,3,4 - Al Manara-West Bekaa  | 2/4/2015  | Bekaa         | West Bekaa     | Manara            |  |
| Hive Management-Chapter 1,2,3,4 - Kaa El Rim-Zahle  | 2/5/2015  | Bekaa         | Zahle          | Kaah el Rim       |  |
| Honey Training - Hive Management Section: Chapters 1, 2, 3 and 4 - Minjez Cooperative (Akkar)-North     | 2/6/2015  | North         | Akkar          | Minjiz            | Training new and beginner beekeepers on applying good practices in beehive management  |
| Honey training on Diseases Chap 1&2   | 2/6/2015  | South         | Sour           | Kolayleh          | - Beekeepers will be introduced to diseases which attacks bees and differentiation between them<br>- Diseases life cycle<br>- Introduction of curative and preventive control<br>- Improve honey quality |
| Honey Training - Diseases section: Chapter 1 - Kfarhata (Koura)   | 2/10/2015 | North         | Koura          | Kfarhata          | Training beekeepers (beginners) who already attended the beehive management training   |
| Honey Training - Diseases section: Chapter 2 - Kfarhata (Koura)   | 2/11/2015 | North         | Koura          | Kfarhata          | Training beekeepers (beginners) who already attended the beehive management training   |
| Honey training on diseases chap 1&2   | 2/13/2015 | South         | Sour           | Aaytit            | Beekeepers will be introduced to diseases which attacks bees and differentiation between them<br>- Diseases life cycle<br>- Introduction of curative and preventive control<br>- Improve honey quality   |
| Honey training on diseases Chap 1&2   | 2/14/2015 | South         | Sour           | Aaytit            | Beekeepers will be introduced to diseases which attacks bees and differentiation between them<br>- Diseases life cycle<br>- Introduction of curative and preventive control<br>- Improve honey quality   |
| Honey training on diseases Chap1&2  | 2/20/2015 | South         | Sour           | Chehabie          | Beekeepers will be introduced to diseases which attacks bees and differentiation between them<br>- Diseases life cycle<br>- Introduction of curative and preventive control<br>- Improve honey quality   |
| Honey Training - Hive Management Section: Chapters 1 and 2 - Beit Al Faess Cooperative (Denniyeh)-North | 2/27/2015 | North         | Minieh-Denniye | Beit el Fokss     | Training new and beginner beekeepers on applying good practices in beehive management  |
| Honey Training, Hive Management Section, Chapter: 1,2,3,4   | 2/27/2015 | Bekaa         | Baalbeck       | Labweh            |  |
| Honey Training - Hive Management Section: Chapters 3 and 4 - Beit Al Faess Cooperative (Denniyeh)-North | 2/28/2015 | North         | Minieh-Denniye | Beit el Fokss     | Training new and beginner beekeepers on applying good practices in beehive management  |
| Honey Training- Hive Management - Chap 1,2 - Baakline   | 3/3/2015  | Mount         | Chouf          | Baakline          |  |

|   |           |               |            |                    |   |
|---|-----------|---------------|------------|--------------------|---|
| School  |           | Lebanon       |            |                    |   |
| Hive Management-Chapter 1,2,3,4 - Karaoun-West Bekaa  | 3/4/2015  | Bekaa         | West Bekaa | Karaoun            |   |
| Honey Training- Hive Management - Chap3,4 - Baakline School                                     | 3/4/2015  | Mount Lebanon | Chouf      | Baakline           |   |
| Honey training on beehive management chap1&2- Elchhabiyeh - South                               | 3/5/2015  | South         | Sour       | Chehabie           | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training - Diseases section: Chapter 1 - Kobayat (Akkar)                                  | 3/6/2015  | North         | Akkar      | Kobayat            | Training beekeepers (beginners) who already attended the beehive management training  |
| Honey Training, Hive Management Section, Chapter: 1,2,3&4                                       | 3/6/2015  | Bekaa         | Hermel     | Hermel             |   |
| Honey Training - Diseases section: Chapter 2 - Kobayat (Akkar)                                  | 3/7/2015  | North         | Akkar      | Kobayat            | Training beekeepers (beginners) who already attended the beehive management training  |
| TOT for Trainers on Diseases Section  | 3/11/2015 | Mount Lebanon | Metn       | Sin el Fil         | To Train Trainers On Diseases section for the honey training                          |
| Honey training on beehive management chap 3&4- Elchhabiyeh - South                              | 3/12/2015 | South         | Sour       | Chehabie           | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training- Hive Management Chapters: 1&2   | 3/13/2015 | Nabatiyeh     | Hasbaya    | Kfeir              | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training - Hive Management Chapters: 3&4  | 3/14/2015 | Nabatiyeh     | Hasbaya    | Kfeir              | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training- Diseases Section Chapters: 1&2  | 3/15/2015 | Mount Lebanon | Chouf      | Baakline           |   |
| Honey Training - Hive Management Section: Chapters 1 and 2 - Ghouma Cooperative (Batroun)-North | 3/16/2015 | North         | Batroun    | Batroun            |   |
| Honey training on beehive management chap 1&2 - El Jebeyen - South                              | 3/19/2015 | South         | Sour       | Jebbine            | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training, Diseases section 1  | 3/20/2015 | Mount Lebanon | Chouf      | Bater              |   |
| Honey Training, Diseases section 2  | 3/21/2015 | Mount Lebanon | Chouf      | Bater              |   |
| Honey Training - Hive Management Section: Chapters 3 and 4 - Ghouma Cooperative (Batroun)-North | 3/23/2015 | North         | Batroun    | Batroun            |   |
| Honey Training, Hive Managemnet Ch 1,2,3&4  | 3/24/2015 | Bekaa         | Baalbeck   | Ainata             | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey training on beehive management chap 3&4 - El Jebeyen - South                              | 3/26/2015 | South         | Sour       | Jebbine            |   |
| Honey Training, Diseases Section 1  | 3/27/2015 | Nabatiyeh     | Hasbaya    | Kfeir              | Training new and beginner beekeepers on applying good practices in beehive management |
| Honey Training, Diseases Section 2  | 3/28/2015 | Nabatiyeh     | Hasbaya    | Kfeir              |   |
| Honey Training, Hive Management Ch: 1&2   | 3/30/2015 | Mount Lebanon | Aley       | Bhamdou n el Balda |   |

|  |           |               |         |                    |  |
|--|-----------|---------------|---------|--------------------|--|
| Honey Training, Diseases Section 1           | 3/30/2015 | Mount Lebanon | Chouf   | Dmit               |  |
| Honey Training, Diseases Section 2           | 3/31/2015 | Mount Lebanon | Chouf   | Dmit               |  |
| Honey Training, diseases Section 1           | 4/3/2015  | Nabatiyeh     | Hasbaya | Khalwat            |  |
| Honey Training, Diseases Section 2           | 4/4/2015  | Nabatiyeh     | Hasbaya | Khalwat            |  |
| Honey Training- Diseases Section Chapters: 2 | 4/4/2015  | Mount Lebanon | Chouf   | Mristeh            |  |
| Honey Training- Diseases Section Chapters: 1 | 4/10/2015 | Mount Lebanon | Chouf   | Maasser el Chouf   |  |
| Honey Training, Diseases Section 1           | 4/10/2015 | Nabatiyeh     | Hasbaya | Kfeir              |  |
| Honey Training- Diseases Section Chapters: 2 | 4/11/2015 | Mount Lebanon | Chouf   | Maasser el Chouf   |  |
| Honey Training, Diseases Section 2           | 4/11/2015 | Nabatiyeh     | Hasbaya | Kfeir              |  |
| Honey Training, Diseases Section 1           | 4/17/2015 | Nabatiyeh     | Hasbaya | Ain Kanya          |  |
| Honey Training, Diseases Section 2           | 4/18/2015 | Nabatiyeh     | Hasbaya | Ain Kanya          |  |
| Honey Training, Hive Management Ch. 3&4      | 4/20/2015 | Mount Lebanon | Aley    | Bhamdou n el Balda |  |

## RURAL BASKET

### Value Chain Upgrading Strategy – Expected Results:

- Volume and value of incremental sales of pint nut, eggs, zaatar and capers from assisted producers and income increased
- 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 Quarter 2 Highlights & Challenges

- LIVCD is assisting a food processing enterprise that works with partner cooperatives to improve production and increase sales of products including upgrades to the facility through introduction of new technology and new equipment such as a thyme grinder, modern vinegar production machine, new packaging materials and solar panels to improve productivity, and streamline the production process. The products of focus are thyme (Oregano), capers, honey, dried tomatoes and vinegar. This quarter, the MSME received:
  - A vinegar machine that enables production in a third of the time, with more consistent quality. The MSME produced 200 liters of apple vinegar using the machine this quarter.
  - New packing material (stand-up plastic bag) for sundried tomatoes.
  - In addition, LIVCD assisted the MSME to attend a trade fair in Japan to showcase the product and make linkages with buyers.

### LIVCD Assistance (Grants, Technical Assistance):

| Title<br>Partner/ Beneficiary  | Goals & Objectives  | Location                    | Start Date | End Date  |
|--|---|-----------------------------|------------|-----------|
| Strengthen the <b>Development Cooperative of Jezzine and provide income-generating opportunities for small and medium farmers in the rural areas of Jezzine caza</b><br>Development Cooperative in Jezzine               | <ol style="list-style-type: none"> <li>1. Build capacity of the Cooperative in business management, with an emphasis on effective marketing and sales and business management.</li> <li>2. Provide source of income to vulnerable (women-headed, or family members with disability) families who are full-time residents of Jezzine area.</li> </ol>  | South                       | 12/9/2013  | Ongoing   |
| <b>Expanding Production and Sales of Adonis Valley and its Related Suppliers in the Rural Basket</b><br>Adonis Valley  | <ol style="list-style-type: none"> <li>1) Increasing production capacity of Adonis Valley and partner cooperatives and farmers up to 30% by introducing new technology.</li> <li>2) Increasing income for at least 48 individual farmers</li> <li>3) Enhance energy efficiency through environmentally sustainable methods by installing solar panels to produce products.</li> <li>4) Increase the market visibility and sales of Adonis Valley.</li> </ol>  | Bekaa; Mount Lebanon; North | 9/18/2014  | 8/17/2015 |
| <b>Sustain honey production in the Kobayat area through co-funding provision of beehives to 70 beekeepers and establish a complementary oregano (zaatar) plantation and distillation practice</b><br>Kobayat Cooperative | <ol style="list-style-type: none"> <li>1. Increase income of 70 small and medium beekeepers as a result of investing in hives, and reducing cost of raw material</li> <li>2. Enhance competency of Kobayat Cooperative through provision of beekeeping equipment that will increase capacity of the cooperative</li> <li>3. Create new source of income for the cooperative as a result of selling oregano water via oregano distillation</li> <li>4. Invest with farmers in oregano production practices by installing an irrigation system backed up by training on good agricultural practices for 5 farmers to increase harvest.</li> </ol> | North                       | 4/2/2015   | 4/4/2016  |

## Processed Foods

### Value Chain Upgrading Strategy – Expected Results:

- Volume and value of exports of processed foods from assisted exporters increased
- Volume and value of incremental sales of processed foods from assisted processors increased
- Jobs in processed foods value chain supported (farmers, aggregators/exporters, processors, service providers)
- MSMEs (farmers, aggregators/exporters, processors, service providers) supported in the value chain

### Year 3 Quarter 2 Highlights & Challenges

**Market Studies:** LIVCD has supported market studies to identify opportunities for Lebanese processed food products in the Gulf Cooperative Countries (GCC); Iraq including Kurdistan; United States, and the Lebanese market (for jams, ready-to-eat meals, and dried fruits).

**Trade Show Participation & Linkages:** Additionally, LIVCD is supporting the Syndicate of Lebanese Food Industrialists and food processors to make linkages to access export markets and increase sales of Lebanese processed food products.

- This quarter, LIVCD assisted SLIF and processors to attend GulfFood exhibition in Dubai. During the five day event, LIVCD facilitated linkages of nine food processors with distributors and retailers from all the GCC countries, including the UAE, Qatar, Bahrain, Saudi Arabia and Jordan as well as Egypt, Yemen, Iraq and Cyprus. In addition, through a partnership with the SLFI and Hospitality Services, LIVCD supported the creation of the Lebanese pavilion, which covered 640 square meters and hosted 47 Lebanese food industry exhibitors. LIVCD also supported the Syndicate printing 2,000 catalogues and branded bags which were distributed to visitors of the Lebanese Pavilion. The GulfFood exhibition has become a yearly event that combines food industrialists from around the world and is a major opportunity for Lebanese processors to meet importers and distributors in the GCC, thus increasing their sales.
- Also LIVCD facilitated the linkage between Lebanese food processor Mezza and French Importer Nicolas Mofleh, who is willing to export Lebanese Mezza products to France through a one-year business agreement. LIVCD is also currently providing technical assistance to Mezza to adapt its packaging and promotional tools in French and to meet French market requirements.
- LIVCD supported an olive oil producer to attend the Los Angeles International Extra Virginia Olive Oil competition, to facilitate entry into the US high value market. LIVCD facilitated a linkage between the producer and a US –based marketing consultant who provided a price survey and strategy for launching the product in the U.S. market.
- LIVCD supported the participation of several food processing firms and cooperatives in domestic promotional events, including the “Tyre Exhibition,” “Christmas Fair,” and “South is Cooking.” These events link firms and cooperatives to domestic buyers and retail outlets to increase sales.

**Product and Brand Development:** LIVCD is supporting Lebanese food processors to improve the composition and taste of their products, as well as the product branding and labeling, to meet demand and requirements for high value markets.

- LIVCD provided technical assistance to Sesobel, a cooperative, including tasting panels to improve their apricot jams. After making the recommended improvements, Sesobel successfully sold all their stock and will use the new recipe and processing methods for the next season.

- Pickles: LIVCD is building on previous success in introducing a new technology using tank fermentation for pickling, to produce pickles more efficiently. Several processors are procuring the equipment necessary to start or expand tank fermentation for pickling. In addition, LIVCD is supporting a leveraged investment into an optical sorting machine for cucumbers.

LIVCD is also working with farmers to introduce new varieties of cucumbers that are more appropriate for pickling, to produce a crunchy pickle that meets consumer preferences. Building on trials from last year which identified the different appropriate varieties of cucumbers, some of which were not previously grown in Lebanon, LIVCD is supporting new trials to test different spacing for cucumber production.

- Freekeh: LIVCD is supporting development of improved roasting technology for freekeh, to meet international standards for food safety and improve production efficiency over traditional roasting methods. During this quarter, an expert developed the design of the roaster
- Apples: LIVCD introduced a large apple juice brand 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, the apple juice brand bought around 2,200 liters of apple juice from the Becharreh factory that will be channeled through the brand's own market distribution channels. The Becharreh factory produced the juice with apples procured from approximately 75 producers in the region. The apple juice brand 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.
- Grape: LIVCD is working to increase opportunities for grape farmers to sell processing quality grapes to processors, to increase farmer revenues and support processing enterprises. LIVCD is also working with the Holy Spirit University of Kaslik (USEK) to assist a grape syrup processor to conduct trials to develop a new standardized grape syrup product that meets demand in high value markets, and is also linking farmers to grape molasses processors to facilitate sales of processing quality grapes.
- Vinegar: LIVCD has leveraged an investment with a leading vinegar producer to upgrade their facility, improve efficiency and quality, and link farmers to provide grapes and apples as raw material.

#### **Improving Food Safety & Quality Control:**

- LIVCD is supporting a food processing firm's investment in quality control, which included hiring a new quality control employee that LIVCD is providing guidance and training to improve the firm's food safety and quality control.
- In addition, LIVCD facilitated a linkage between the Chamber of Commerce for Industry and Agriculture in Beirut on one hand, and food processing firms and cooperatives on the other, so that the firms and cooperatives could attend food safety training sessions provided by the Chamber.
- LIVCD commissioned a study regarding the potential procurement of laboratory equipment for the Chamber of Commerce in Zahle, for the purpose of improving food processors' access to such laboratories for testing required for high value markets. The study identified critical equipment needed at the Chamber, and LIVCD is following up on the proposal to potentially leverage investment for this equipment.

#### **LIVCD Assistance (Grants, Technical Assistance) In Progress:**

| Title<br>Partner/ Beneficiary   | Goals & Objectives  | Location         | Start<br>Date | End<br>Date   |
|---|---|------------------|---------------|---------------|
| <b>Support to Jana el Ayadi Food Processing Cooperative in Deir el Ahmar</b><br>Jana el Ayadi   | The project addresses the food processing activity of Jana el Ayadi COOP in terms of supporting its export potential and upgrading its facility to become compliant with food safety standards and export technical requirements. The general objective of the project is to support the Jana el Ayadi Coop to increase its production and enhance quality and hygiene of products, hence impacting the jobs of 12 rural women involved in the processing of Jana el Ayadi food products. The project objectives are: By end of project lifetime, the cooperative will increase its production by 20% (compared to 2012 as a baseline) · Apply improved technologies by Jana el Ayadi Cooperative to enhance quality and sales of products.   | Bekaa            | 4/11/<br>2014 | 8/31/<br>2015 |
| <b>Upgrading the Caritas Food Processing Facility in Deir Al Ahmar</b><br>Caritas Lebanon   | <ul style="list-style-type: none"> <li>· Introduce new technology to the Caritas processing facility in Deir Al Ahmar</li> <li>· Enhance the technical capacity of the processing facility management by implementing food security training</li> <li>· Increase productivity of the Caritas' food processing facility in Deir Al Ahmar</li> </ul>  | Bekaa            | 5/19/<br>2014 | 6/30/<br>2015 |
| <b>Natural Apple &amp; Grape Vinegar consumer awareness and re-launch campaign</b><br>Societe Libanaise de Boissons (Machaalany)  | <ol style="list-style-type: none"> <li>1. Increase participation of farmers and cooperatives in the processed foods value chain through providing linkages with a leading food processing company.</li> <li>2. Re-Introduce two high value products: Natural apple and grape vinegar into the Lebanese market. This production will not compete on price, but on quality.</li> <li>3. Create new sustainable markets for apple and grape farmers to sell products that would otherwise go to waste.</li> <li>4. Support a leading processor in creating successful market linkages via co financing a joint product promotion</li> <li>5. Provide trainings on sorting and packaging to farmers thus ensuring the sustainability of their production input to processors.</li> </ol>  | Bekaa            | 9/16/<br>2014 | 9/15/<br>2015 |
| <b>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</b><br>Mymoune | <ol style="list-style-type: none"> <li>1. Increase demand for raw material purchases from area farmers</li> <li>2. Raise farmer's ability to supply high quality raw material to Mymoune or other food processors.</li> <li>3. Raise Mymoune's food safety and product quality standards through the implementation of a Hazard Analysis and Critical Control Point System</li> <li>4. Product development to improve exports</li> <li>5. Increase product sales, and enhance Mymoune's competitiveness with competing brands in the local and international market by implementing joint product promotion activities, providing market and branding support</li> </ol>  | Mount<br>Lebanon | 10/1/<br>2014 | 9/30/<br>2015 |
| <b>Increasing Production Capacity and Expanding Sales of Lebanese Mezze</b><br>Lebanese Mezze   | <p>Lebanese Mezze has a competitive advantage over other similar producers in regards to the quality of products it offers, as well as the high standards of production following HACCP and ISO22000 certification that other competitors do not apply these standards. Lebanese Mezze offers consumers top quality products. The company has been investing in HACCP and ISO22000 upgrades for the last few years as a means to further enhance its market opportunities and possibly find opportunities for export. In addition to promotion of the brand, Lebanese Mezze has analyzed its sales during 2013 and accordingly would like to introduce equipment that helps to speed up the production process of its number one item and Lebanese specialty "Kebbeh", as well as an additional freezer space to be able to store additional production needed for export and to respond to new sales outlets that will be reached as a result of this intervention.</p> <p>The project goal is: Increase sales of farmers providing raw material to Lebanese Mezze through</p> | Mount<br>Lebanon | 1/12/<br>2015 | 1/12/<br>2016 |

|  |   |                  |                |               |
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|  | increased sales of Lebanese Mezze products.<br><br>The specific project objective: Upgrade Lebanese Mezze production through the introduction of new technology and increase its brand recognition by implementing joint product promotion and marketing support to enter new outlets.  |                  |                |               |
| <b>Upgrading the line of production of carob molasses at Ein Ebel</b><br><br>The Agricultural Cooperative Association for Production and Food Processing in Ein Ebel | 1. 80 carob farmers will mill their carob seeds at a reduced price while obtaining an additional 20% extraction rate of molasses as result of the mill upgrade.<br>2. Increase the income of the cooperative by 100% as a result of increased productivity and new linkages.<br>3. Improve quality of produced carob molasses as a result of introduction of new technology and GMP which will ensure long term business success.<br>4. Facilitate sales of carob molasses with improved labels and nutrition facts.  | Nabatiyeh        | 2/23/<br>2015  | 2/22/<br>2016 |
| <b>Introducing New Technology for Automated Cucumber Sorting</b><br><br>Societe Libanaise de Boissons (Machaalany)   | 1. Upgrade the process of sorting pickles manually through innovative automation and technologically advanced hardware and software in collaboration with a leading multinational firm and local engineering company.<br>2. Make this technology available to all food processing industries in addition to packers of fresh fruits and vegetables to be increase competitiveness at the local and export market.<br>3. Increased procurement from local farmers of cucumbers and wild cucumbers by 25% during the first year.  | Bekaa            | 4/17/<br>2015  | 4/16/<br>2016 |
| <b>Support to Cooperative “Al Imad” for processing of agriculture products in Hariss</b><br><br>Hariss Cooperative for Food Processing                               | 1. Increase sales of the cooperative’s existing products by 30% by the end of the project as the result of improved quality and introduction of technology.<br>2. Introduce a new product to the cooperative “freekeh” to respond to market demand.<br>3. Increase sales of raw materials by local farmers to the cooperative by 20% and increase the number of farmers providing raw material.<br>4. Provide better quality products to local community members who process their products at the cooperative.<br>5. Test and debug a prototype of an automated freekeh roaster machine that will be designed and built in collaboration with National Instruments. The roaster will be designed to insure food safety and quality of roasted freekeh, thus opening opportunities for Lebanon to export freekeh. Once developed, this machine will be built and made accessible to other cooperatives and MSMEs. | Nabatiyeh        | 3/23/<br>2015  | 3/22/<br>2016 |
| <b>Tasting panels to evaluate Lebanese products: Jam, Olive Tapenade and Brizelee, Pickles, Syrups</b><br><br>Jana el Ayadi; Kfarsir Coop; SESOBEL                   | The taste panel is offering insights on the companies including cooperatives products leading to product or process development   | Beirut           | 12/17/<br>2013 | 9/30/<br>2017 |
| <b>Promoting New Pickling Technology Using Fermentation Tanks &amp; New Cucumber Varieties</b><br><br>Dirani; Mechaalany; wadi el akhdar                             | Cucumber Variety Trials:<br>Assess the characteristics of 12 recommended varieties of cucumbers for pickling using improved processing techniques; pickles will be assessed for crunchiness, taste, weight loss, color change, and bloating as well as processing issues faced by processors.<br><br>Introduce Fermentation Tanks:<br>•Address capacity using advanced and sustainable technologies<br>•Meet international food safety standards  | Beirut;<br>Bekaa | 2/1/<br>2014   | 8/31/<br>2015 |

|  |   |                      |               |               |
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|  | Facilitate Linkages between Lebanese farmers and processors:<br>Through this activity LIVCD will have the following outcomes: 1-Improved technology through introducing new tank technology resulting in decreasing cost and enhancing quality. 2-Horizontal and vertical linkages between farmers and processors and Chamber of Zahle for softening enzymes test. Increase in sales and export |                      |               |               |
| <b>Freekeh Production and Processing Improvements to meet export market food safety standards</b><br><br>Bent Jbeil Cooperative; Hariss Coop; Nojmet el sobeh cooperative; Second House Products | Through this activity LIVCD will have the following outcomes: 1-Improved technology through introducing new technology to enhance quality and safety of this products to enter international markets for the first time in Lebanon and GCC Market 2-horizontal linkages with farmers.3-Increased sales of this product due to vertical linkages with food processors                            | Bekaa;<br>South      | 4/3/<br>2014  | 7/3/<br>2014  |
| <b>Improve freekeh quality and quantity through introducing new varieties of wheat tolerant to drought with high productivity</b>  | Creating homogeneous crop through introducing new wheat varieties with high productivity tolerant to drought in order to produce freekeh.   | Nabatiyeh<br>; South | 12/4/<br>2014 | 4/30/<br>2015 |
| <b>Iraq Market Study for Processed Food</b><br>SLFI  | The goal of the activity is to improve and increase exports sales of selected items in the processed food value chain to Iraq Market. Vertical and horizontal linkages , increases procurement of farmers,  | Beirut               | 7/29/<br>2014 | 1/30/<br>2015 |
| <b>U.S. market study for Lebanese Processed Foods</b><br>SLFI  | The goal of the activity is to improve and increase exports sales of selected items in the processed food value chain to US market. Vertical and horizontal linkages , increased procurement from farmers,  | Beirut               | 8/1/<br>2014  | 1/30/<br>2015 |
| <b>Market Study for Processed Food and Honey in Iraq</b>   |   | Beirut               | 10/1/<br>2014 | 9/30/<br>2015 |
| <b>Grape syrup label review for US market</b><br>Royal Organics  | Label review for the grape syrup since he is developing the product for the US market   | Bekaa                | 3/12/<br>2015 | 3/19/<br>2015 |

## RURAL TOURISM

### Value Chain Upgrading Strategy – 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 Quarter 2 Highlights & Challenges

**National Promotional Campaign for Rural Tourism:** LIVCD is facilitating the implementation of a national promotional campaign through Hospitality services grant aiming at organizing a second edition of the Travel Lebanon Show (to take place in the last week of May 2015). Furthermore, Hospitality services will be developing a mobile phone application to be used as a national rural tourism stakeholder directory. The Travel Lebanon 2nd edition is expected to benefit more than 60 MSMEs in the Rural Tourism sector.

**Improving Promotion for Rural Tourism:** LIVCD has provided support to six rural tourism partners in developing and improving their online communication strategies and promotional plans. LIVCD has supported improvements to the websites of The Food Heritage Foundation, The Ehmej Rural tourism website, the Hadath Al-Jebbeh Rural tourism Website, The Auberge Beity Kfardebian website, and is currently planning to develop a website for Rashaya Al-Wadi Caza festival committee and to coach Hey Ramlieh Youth And environment hostel Association on improving their online media communication and strategy.

**Supporting Handicrafts producers:** LIVCD is working with a women's cooperative to improve design of marketable handicrafts. LIVCD supported two training sessions in Srifa (South Lebanon), during which the women were introduced to new techniques of production, different kind of fabric uses and characteristics, and new designs.

**Improving quality standards in the rural tourism sector:** During this quarter LIVCD has completed a number of training and activities to improve the quality standards in the rural tourism sector:

- Finalizing the “Quality Services” Handbook in Arabic, for distribution to all guesthouses.
- Eight introductory sessions on quality standard coaching for guesthouses, intended to publicize the initiative to the beneficiaries and seek buy into the next phase of quality standards coaching sessions. LIVCD partner ANERA conducted series of eight introductory sessions in different regions in Lebanon covering more than 311 guesthouses with a total of more than 54 participants.

### Supporting rural tourism products and services:

- The Kfardebian Cross Country Trails was launched and opened to the public this quarter. LIVCD supported Auberge Beiry Youth Hostel to diversity winter sport offerings in Kfardebian through leveraging investment in cross-country skis and snowshoes, and training for 15 cross country and snow shoeing monitors who work as guides for tourists participating in winter sports. The grant is expected to have contributed to a significant increase of sales of Auberge Beiry Youth Hostel and income for the monitors.
- Hadath El-Jebbeh has with support from LIVCD started to build up its capacity to become a competitive rural tourism destination. With support from

LIVCD, the local rural tourism office has been furnish and equipped and is now operational; the Hadath El-Jebbeh Auberge has been equipped with a heating system and additional operations equipment and branded material; 7 out of the 9 hiking trails have been mapped and are now operational; 11 coaching session to the project manager have been carried out the coaching session included hotel management and rural tourism packages development; a website www.hadatheljebbeh.com has been designed and is now operational.

- Implementation of a Via Ferrata in Ehmej (upper Byblos): The grant Agreement with the Shouf Cedar Society has been signed (in March) and a Kick-Off meeting discussing grant implementation have been carried out.
- Implementation of a Rock Climbing site in Tannourine (Batroun): Activities started directly after USAID approval (mid-March). LIVCD is currently helping and following up With RAD on the procurement of the needed equipment for the creation of the climbing Routes
- Development of a feasibility study for Deir Baachtar eco-tourism program: LIVCD has developed a Draft of the Feasibility study. The study is currently under discussion and review between LIVCD and the project partner.
- Development of a feasibility study for Assia eco-tourism program: LIVCD provided a preliminary study to Assia Development Association. The local partners is now looking for a potential investor.

#### LIVCD Assistance (Grants, Technical Assistance) In Progress:

| Title Partner/ Beneficiary   | Goals & Objectives   | Location             | Start Date | End Date   |
|--|--|----------------------|------------|------------|
| <b>Ski-touring, cross-country skiing, and winter activity development in Kfardebain</b><br>Auberge Beity Association | <ul style="list-style-type: none"> <li>· Increase competitiveness of the rural tourism sector in Kfardebain by diversifying services offered</li> <li>· Increase income of local ski guides and local businesses</li> <li>· Offer affordable winter sport activities, with an emphasis on youth</li> <li>· Increase capacity of local stakeholders through on the job collaboration and cooperation</li> </ul>   | Mount Lebanon        | 12/20/2013 | 4/19/2015  |
| <b>Establishing a food trail in the Higher Shouf and West Beqaa regions</b><br>American University of Beirut         | Increase Business Linkages in target value chain: <ol style="list-style-type: none"> <li>1. Diversifying rural tourism offerings in the Higher Shouf and West Beqaa regions, by creating linkages and collective action between local stakeholders</li> <li>2. Increase the capacities of local stakeholders through cooperation and institutional linkages.</li> </ol> Increase Productivity in Target value chain: <ol style="list-style-type: none"> <li>1. Improving manufacturing skills of local producers through training on food safety</li> <li>2. Increase tourist management skills of local producers, cooperatives, B&amp;B, and local guides, through training on tourism management and hospitality</li> </ol>   | Bekaa; Mount Lebanon | 4/16/2014  | 10/16/2015 |
| <b>Upgrading the rural tourism network in Hadath El-Jebbeh</b><br>Hadath El Jebbe Association                        | The goal of the project is to increase competitiveness of the rural tourism value chain in Hadath El Jebbeh, it aims to: <ul style="list-style-type: none"> <li>o Diversify 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</li> <li>o Increase the income of local guesthouses and local guides</li> <li>o Create jobs opportunities for marginalized rural youth and women</li> <li>o Increase management skills of local rural tourism MSMEs through training on tourism management and hospitality</li> <li>o Increase capacities of local stakeholders through cooperation and institutional development</li> </ul> | North                | 9/1/2014   | 8/31/2015  |
| <b>Travel Lebanon Show 2nd Edition</b>   | The goal of the project is to increase rural tourism stakeholders' access to market and exchange of information between domestic tourists and providers of rural tourism products and services. The  | Beirut               | 3/2/2015   | 8/1/2015   |

|   |  |  |           |            |
|---|--|--|-----------|------------|
| Hospitality Services  | <p>project will lead to the achievement of the following objectives:</p> <p>Increase access to market:</p> <ul style="list-style-type: none"> <li>o Improve rural tourism stakeholders skills and knowledge in preparing and participating in fairs and exhibitions (increase marketing and promotional skills) show</li> <li>o Increase rural tourism stakeholder's access to market by allowing them to directly promote their products and services to more than 25,000 visitors including tourism and hospitality professionals.</li> <li>o Improve rural tourism stakeholders' promotional and marketing outreach through the Lebanon Traveler Mobile App.</li> </ul> <p>Increase business linkages:</p> <ul style="list-style-type: none"> <li>o Increase linkages and common action between rural tourism stakeholders</li> </ul>   |  |           |            |
| <p><b>Increasing the competitiveness of the Ramlieh rural tourism facility</b></p> <p>Association Youth Hostels and Environment</p> | <p>The goal of the project is to increase the competitiveness of the pioneer HEY / AFDC rural tourism facility through developing its services and marketing strategy. It also wishes to improve and upgrade the rural tourism value chain in the Caza of Aley. The Project will contribute to the following LIVCD Intermediate Results and Objectives:</p> <p>Increase Productivity in Target value chain:</p> <ul style="list-style-type: none"> <li>o Improve rural tourism productivity by creating a rural tourism attraction (climbing tower and rehabilitation of trails network)</li> <li>o Increase rural tourism sales through creating new marketing strategies including new rural tourism packages and team building offerings.</li> </ul> <p>It is expected that the project will contribute to the increase the income of local guides and MSMEs integrated to the rural tourism value chain.</p> | Mount Lebanon                                  | 3/1/2015  | 7/31/2015  |
| <p><b>Increase competitiveness of the Shouf Biosphere Reserve (SBR) rural tourism network</b></p> <p>Al-Shouf Cedar Society</p>     | <ul style="list-style-type: none"> <li>o 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</li> <li>o Increase demand for rural tourism in the SBR</li> <li>o Implement innovative management technology allowing better management of tourist flow and increase in sales.</li> <li>o Increase the income of local rural tourism and sustain job opportunities for local actors, including youth and women</li> </ul>   | Mount Lebanon                                  | 3/2/2015  | 3/1/2016   |
| <p><b>Rock climbing for rural development in Tannourine</b></p> <p>Rock Climbing Association for Development</p>                    | <p>The goal of the project is to increase competitiveness of the rural tourism value chain in Tannourine, it aims to:</p> <ul style="list-style-type: none"> <li>o Diversify rural tourism offerings in Lebanon by creating an innovative rural tourism attraction, i.e. rock-climbing</li> <li>o Increase the income of local guesthouses and local guides</li> <li>o Create jobs opportunities for marginalized rural youth and women</li> <li>o Increase management skills of local rural tourism MSMEs through training on tourism management and hospitality</li> <li>o Increase capacities of local stakeholders through cooperation and institutional development</li> <li>o Create Linkages between tour operators, youth club and sport clubs.</li> </ul>   | North  | 3/18/2015 | 10/17/2015 |
| <p><b>Support to Hospitality businesses - Phase 2</b></p> <p>ANERA - DHIAFEE</p>  | <p>LIVCD "increase competitiveness of rural hospitality businesses" activity is divided into three phase:</p> <ul style="list-style-type: none"> <li>• Phase 1: Develop quality standards and institutionalize the DIAHFEE network</li> <li>• Phase 2: Provide technical assistance to the DIAHFEE network members and enlarge the scope of the activity to include rural restaurants</li> <li>• Phase 3: Develop and implement an accreditation program in parallel with the implementation of a promotional campaign.</li> </ul>   | Bekaa; Mount Lebanon; Nabatiyeh ; North; South | 1/1/2015  | 12/31/2015 |

|  |   |   |               |                |
|--|---|---|---------------|----------------|
|  | The goals of these activities are to support stakeholder's adoption of new technology and management tools by Micro Small and Medium Enterprises (MSMEs) working in rural hospitality, sustain and create jobs opportunities in the rural hospitality sector, provide new skills to the rural hospitality work force, as well as increase sales and income of rural hospitality businesses. |   |               |                |
| <b>Rural Tourism Clusters Promotion</b>  | 1. Promote local tourism clusters<br>2. Increase local rural tourism sales<br>3. Increase cooperation between   | Bekaa;<br>Mount Lebanon;<br>North;<br>South | 2/15/<br>2015 | 5/15/<br>2015  |
| <b>Support to Women Handicraft Cooperative Phase 2</b>   |   |   | 10/1/<br>2014 | 12/31/<br>2015 |
| <b>Technical assistance for online communication and promotional plans.</b>  |   |   |               |                |
| Association Youth Hostels and Environment;<br>Auberge Beity Association; Ehmej Development Association; Ehmej Municipality;<br>Food Heritage Foundation; Hadath El Jebbe Association; Municipality of Hadath Al-Jebbeh;<br>Rashaya al-Wadi | Improve online communications skills of LIVCD partners - including improvement of their website.  |   | 10/1/<br>2014 | 9/30/<br>2015  |
| <b>Baskinta rural tourism strategy</b>   |   |   |               |                |
| Baskinta Beytouna Organization; Municipality of Baskinta   | Develop a local strategy and action plan for Baskinta   | Mount Lebanon                               | 4/14/<br>2015 | 7/31/<br>2015  |
| <b>Aley Rural Tourism Strategy</b>   |   |   |               |                |
| Delta Development; Education ; and Training  |   | Mount Lebanon                               | 5/1/<br>2015  | 8/31/<br>2015  |

### Rural Tourism Value Chain Training Sessions– Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title  | Date      | Mohafaza      | Caza       | Municipality | Purpose   |
|--|-----------|---------------|------------|--------------|---|
| Food safety training - Food trail project 1 out of 2 | 1/24/2015 | Bekaa         | West Bekaa | Ain Zebdeh   | The training covered the basic concepts of basic food safety and hygiene: Clean, Separate, Cook, Cool, Store.<br><br>The participants were divided into groups and encouraged to give examples from their culinary practices and mouneh making. Pictures were shown and participants were asked to highlights the good and the bad practices. |
| Training cross country and showeing monitors         | 2/2/2015  | Mount Lebanon | Keserouan  | Kfardebia ne | Training cross country skiing monitor.<br><br>Objective: allow ski monitor to perfection their cross  |

|  |           |               |            |                            |  |
|--|-----------|---------------|------------|----------------------------|--|
|  |           |               |            |                            | country skiing skills and to be able to guide and monitor cross country skiing and snow shoeing tourist groups   |
| Cross Country Skying - Advanced  | 2/6/2015  | Mount Lebanon | Keserouan  | Kfardebia ne               | Advanced skills on cross country skying monitoring   |
| Kfardebian Cross Country and snow shoeing Trail Opening  | 2/7/2015  | Mount Lebanon | Keserouan  | Kfardebia ne               | Promote and open Kfardebian cross country and snow shoeing trails  |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 7 out of 8 | 2/18/2015 | Mount Lebanon | Chouf      | Maasser el Chouf           | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 3 out of 8 | 2/24/2015 | Bekaa         | Baalbeck   | Deir el Ahmar              | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 5 out of 8 | 2/25/2015 | Mount Lebanon | Metn       | Sakiyat al Mesek - Bhersaf | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 1 out of 8 | 2/25/2015 | North         | Batroun    | Douma                      | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 6 out of 8 | 2/25/2015 | Bekaa         | West Bekaa | Kherbet Kanafar            | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |

|   |           |               |           |                  |  |
|---|-----------|---------------|-----------|------------------|--|
| Introductory sessions "Increase adoption of quality standards and rural tourism best practices by guesthouses" 8 out of 8 | 2/26/2015 | Mount Lebanon | Chouf     | Maasser el Chouf | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Food safety training - Food trail project 2 out of 2  | 2/28/2015 | Mount Lebanon | Chouf     | Maasser el Chouf | The training covered the basic concepts of basic food safety and hygiene: Clean, Separate, Cook, Cool, Store. The participants were divided into groups and encouraged to give examples from their culinary practices and mouneh making. Pictures were shown and participants were asked to highlights the good and the bad practices.   |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 2 out of 8  | 3/3/2015  | North         | Becharre  | Hadath el Jobbeh | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Introductory Session "Increase adoption of quality standards and rural tourism best practices by guesthouses" 4 out of 8  | 3/4/2015  | Mount Lebanon | Keserouan | Ghbaleh          | This activity is crucial towards the improvement of the guesthouse services. It will promote adoption and implementation of the quality standards developed earlier during the first phase of the project. Rural guesthouses will have the opportunity to develop and expand their services. Accordingly, it will improve their competitive edge and raise their businesses to a new level of professionalism. |
| Bag Design  | 3/7/2015  | South         | Sour      | Srifa            |  |
| Bag Design  | 3/14/2015 | South         | Sour      | Srifa            |  |
| Promoting Rural Women's Work through School Exhibition  | 3/19/2015 | Beirut        | Beirut    | Beirut           |  |
| Handicraft making and bag design  | 3/21/2015 | South         | Sour      | Srifa            |  |
| Handicraft making and bag design  | 3/28/2015 | South         | Sour      | Srifa            |  |

### 3. CROSS-CUTTING ELEMENTS & SPECIAL THEMES

#### Cross-Cutting Elements:

#### ACCESS TO FINANCE

LIVCD provides specific assistance to value chain actors to reduce constraints to lending and investment in the target value chains. This assistance enables value chain actors to make decisions and obtain financing for the investments required to increase productivity, make business linkages and improve market access. LIVCD achievements in reducing constraints to lending include:

- LIVCD has assisted MSMEs including farmers to learn about potential sources of financing, through workshops in which LIVCD experts and representatives from financial institutions explain to value chain actors (particularly farmers) the different available sources of finance and loan products, and the application process and requirements to successfully apply for loans.
- LIVCD has supported seven completed feasibility studies for specific investments in the target value chains, and three more were in development during Year 3 Quarter 2. Value chain actors use these feasibility studies to determine whether to make specific investments, and also to support application for financing from banks. Also, LIVCD has supported a draft business plan for Rural Delights, which has been submitted for a final discussion and review with potential investors.
- In addition to the feasibility studies, LIVCD provides targeted assistance to value chain actors during the loan application process, and in negotiating with banks for financing. LIVCD has assisted seven MSMEs in the loan application process and in negotiations with banks. The loans requests consist mainly in upgrading orchards and buying new equipment; for four Avocado farmers, two grape farmers, and one apple farmer. During Year 3 Quarter 2, seven MSMEs were able to secure loans for a total amount of \$860,900; one loan through Bank Audi and six through BLC Bank.
- LIVCD is working with financial institutions to broaden opportunities for value chain actors to access financing. LIVCD reached a verbal agreement with Credit Libanis bank to facilitate through the bank ESFD loans (Economic & Social Fund for Development which are financed by the European Union). Another agreement is being negotiated with the "Cooperative Libanaise pour le Developpment" (CLD), a micro finance institution. In addition, regular meetings are being held with financial institutions to keep updated on the financing sources available. These include BLC Bank, Bank Audi, Credit Libanais, Banque Libano Francaise and Kafalat.
- To further increase capacity for financial institutions to evaluate loan applications for agriculture-related investments, LIVCD has trained four loan officers from EMKAN, a micro finance institution, on agricultural practices and the related technical advice in avocado.
- LIVCD attended a workshop held by LIM on "Exchanging Experiences and Establishing Ties: A start-up workshop for the "Association of Microfinance Institutions in Lebanon." Thirteen farmers were linked with EMKAN, a partner to LIM. These farmers were invited to attend a seminar on access to finance and the financing sources available through EMKAN.
- LIVCD assisted organizations to build institutional capacity to train farmers in financial management of their farms, and in maintaining proper bookkeeping records. LIVCD has reached agreement with two institutions, Rural Delights and Caritas' service center (PAC), to provide training to farmers in financial management of their farms and in maintaining proper bookkeeping records.
- LIVCD provides grants to value chain actors for investments in the target value chains, based on a competitive evaluation and award process. To date, LIVCD has provided in grants, which will leverage in cost-share from the grantees. See [Annex II](#) for full list of LIVCD grants awarded.

## MARKETING (MARKETING INTELLIGENCE & PROMOTION)

LIVCD provides specific marketing support to actors in the target value chains, including: providing marketing intelligence support to identify market opportunities and requirements and then developing specific market strategy; LIVCD is developing assistance to several partners to upgrade packaging and branding; Support promotional efforts - partners to attend and benefit from exhibitions and trade fairs; promotional materials; promotional campaigns including joint product promotion.

Specific achievements in Marketing include:

**Market studies:** Market studies completed and disseminated to actors in the target value chains to identify market opportunities and requirements, for both domestic and export markets for target products. These market studies are:

- Processed Foods: Lebanese Processed Food Export Opportunities & Trends in the GCC; Market study report for Iraq and Kurdistan; Moving From Ethnic to Mainstream and Specialty Markets in the United States; Jams Market – Sector Analysis for the Lebanese Market; Ready to Eat Market analysis for the Lebanese Market
- Honey: Antibiotic Residue in Honey, Honey Sampling Methodology
- In addition, LIVCD is currently preparing two studies: Dried Fruits Market Study for the Lebanese Market which will be completed in April 2015; and market study for fresh fruits exports to the UAE and KSA which will be completed in June 2015.
- Six MSMEs assisted with branding and labeling upgrade branding and labeling to help them meet target market demands and regulatory requirements, and meet the consumers' expectations in terms of image and product characteristics. This is expected to sell more products, increase procurement of raw material from farmers, and sustain jobs.
- LIVCD is developing in coordination with the IMC independent certification organism, a Seal of Origin and Quality for Extra Virgin Lebanese Olive Oil. This seal will be ready in Year 3 Quarter 3, and will allow Lebanese producers to assess the quality of their oil and garner better market prices in local and export markets.
- LIVCD assisted several MSMEs to participate in exhibitions and trade shows:
  - GulFood: LIVCD supported the Syndicate of Lebanese Food Industrialists - SLFI and Lebanese industrialists' participation in GulFood 2015, which took place in Dubai from February 8 to 12, 2015. During the five day event, LIVCD facilitated over 40 linkages between nine food industrialists and distributors and retailers from all of the GCC countries, including the UAE, Qatar, Kuwait, Bahrein, Egypt, Yemen, Saudi Arabia, Jordan, Iraq, and Cyprus. In addition, through a partnership with the SLFI and Hospitality Services, LIVCD supported the creation of the Lebanese pavilion, which covered 640 square meters and hosted 47 Lebanese food industry exhibitors. LIVCD also supported the Syndicate printing 2,000 catalogues and branded bags which were distributed to visitors of the Lebanese Pavilion. The GulFood exhibition has become a yearly event that combines food industrialists from around the world and is a major opportunity for Lebanese processors to meet importers and distributors in the GCC, thus increasing their sales.
  - LIVCD provided technical assistance and sponsored the participation of two olive oil brands to the Los Angeles international Extra Virgin Olive oil competition, which takes place in April 2015. These brands now aim to enter new high value markets in particular the U.S. The Los Angeles competition is an annual event well recognized in the industry, which is an opportunity to recognize the good quality of producers.
  - LIVCD supported a producer of rural basket items to participate in the Tokyo Fair in Japan, along with the cost of sampling in order to present the brand's products to potential distributors. As a consequence, Adonis Valley was able to ship a first order to Japan.
- This quarter, the LIVCD project generate media exposure in several outlets:

- 1) Honey B. Baladi Cooperative: LIVCD supported the B.Baladi Cooperative developing large visuals for the cooperative, which helped the Cooperative gain visibility during the visit of Minister Chehayeb to Jezzine, which was featured in the media (including AnNahar newspaper).
- 2) Ski trails in Kfardebian: LIVCD helped supporting the promotion of ski trails in Kfardebian developed as part of the rural tourism value chain. Several media attended the launching ceremony in presence of the Minister Michel Pharaon.
- 3) Mechanical Harvesters Olive oil program: LIVCD organized the closing event which generated important media coverage in major local media outlets, in particular LBCI 8:00pm News, MTV, Future TV, L'Orient-Le-Jour, As Safir, Al Mustaqbal, Al Joumhouria, Naharnet, National News Agency, Lebanon Traveler Magazine, Women Economic Empowerment portal, and 'Magazine'.

## INSTITUTIONAL CAPACITY BUILDING

The LIVCD Institutional Capacity Building program aims to assist NGOs, firms, associations and other organizations to build their capacity to develop proposals, obtain funding and manage projects aimed at supporting and developing the rural sector of Lebanon. Under the LIVCD approach, the participating organizations each complete a self-assessment to identify areas that they can improve related to proposal writing, project implementation and project management. Based on this assessment, LIVCD along with training partner the American Lebanese Language Center provides a tailored capacity building course to build skills in the three main areas. To date, LIVCD has achieved the following results:

- Ten facilitators and the Lead Training Coach, Project Manager and Project Officer are trained and have improved their facilitation and training delivery skills to make training delivery more interactive and practical.
- Sixteen organizations have attended initial Orientation and Engagement workshops to completed the self-assessment.
- LIVCD and partner ALLC have developed and started delivering tailored training programs for the staff of ten organizations that completed the self-assessment during the Orientation and Engagement workshops. The training are tailored according to the organizations' needs, covering three main areas: proposal development, project implementation and project management. Feedback from participants indicates that the training is increasing participants' knowledge on the topics delivered and awareness of the tools available to improve on these particular areas of their work, while the training delivery methodologies are keeping participants engaged and interested.

### Training Sessions – Institutional Capacity Building – Year 3 Quarter 2 (January 1 – March 31, 2015)

| Title                               | Date      | Mohafaza      | Caza    | Municipality |
|-------------------------------------|-----------|---------------|---------|--------------|
| Orientation and Engagement workshop | 1/14/2015 | Mount Lebanon | Metn    | Sin el Fil   |
| Project Implementation              | 1/31/2015 | Mount Lebanon | Metn    | Sin el Fil   |
| Proposal Development                | 2/2/2015  | Mount Lebanon | Metn    | Sin el Fil   |
| Communication and Risk Management   | 2/2/2015  | South         | Jezzine | Azour        |
| Communication                       | 2/3/2015  | Mount Lebanon | Metn    | Sin el Fil   |
| Risk Management                     | 2/3/2015  | Mount Lebanon | Metn    | Sin el Fil   |
| Financial Management                | 2/4/2015  | Mount Lebanon | Metn    | Sin el Fil   |

## WATER & ENVIRONMENT

LIVCD helps actors in the target value chains to tackle the specific issues related to water and environmental conditions in Lebanon, including drought. LIVCD's approach to Water & Environment is to:

- Identify best or new crop, soil and water management practices for improved fruit trees productivity under current conditions in Lebanon, and demonstrating these best/new practices to farmers through training programs in established demo plots;
- Support water and energy efficient practices in food processing and post-harvest operations; and
- Promote Participatory Water Management (PWM) in selected agricultural/rural communities.

Achievements in Water & Environment activities include:

- LIVCD experts have identified and selected the best soil and water management practices for improved tree and orchard productivity (see the box below) Best soil, crop and water management practices have been applied and tested in Jdita, Batroun, Bisri and Baskinta. LIVCD has identified the farmers to participation in the pilot demonstration, and the demonstration and training sessions are in progress and will continue through Year 3. In addition to field training, LIVCD is preparing visual materials to promote the identified practices. LIVCD has produced a DVD on best practices for cherry, and is developing additional materials that will be

### Crop, Soil, Water Management Practices for Lebanon

**Apple:** Production based on trellis system, pruning and tree training to the trellis production system;

**Cherry:** production based on trellis system, raised bed technique, intercropping with cereals and food legumes

**Avocado:** Raised bed technique in new orchards, natural mulching and use of drip irrigation, increasing soil organic matter.

disseminated to farmers and other stakeholders.

- LIVCD is supporting Farmers' Interest Groups (FIG) through Lebanon for promotion of the identified best practices. LIVCD has identified FIGs for apple in Kherbet Kanafar (West Bekaa) and Ainata (North Bekaa); for avocado in Batroun (Northern Coast), Saida (Southern Coast), Bisri (South Lebanon, Middle Mountains) and Bater (Mount Lebanon); for cherry in Jdita (Central Bekaa), Qaa Rim (Bekaa Uplands), Baskinta (Mount Lebanon), Wadi El Karem (Mount Lebanon) and Tarchich (Mount Lebanon); for olive in Aitaneet (West Bekaa) and for table grapes in Ferzol (West Bekaa) and Kfarmichki (South Bekaa).
- LIVCD launched an awareness campaign on the need to improving soil fertility under Lebanon's climatic conditions. This will be made through additional investments in soil composting and linkages with farmers.

## GENDER CONSIDERATIONS

The LIVCD approach to upgrading the target value chains includes a consideration of specific gender issues facing actors in the value chains. An initial gender assessment conducted by LIVCD identified key constraints and opportunities for women's participation in the rural economy, and LIVCD takes these into consideration in designing all new assistance, including training, ways to 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. LIVCD's achievements in this area include:

- LIVCD conducted an assessment of gender in the rural sector to identify key constraints and opportunities for women in the rural sector (see Box 3). LIVCD is currently developing the LIVCD Gender Integration Framework, based on the gender assessment results, and is incorporating these considerations into design of interventions and assistance, to reduce constraints to women's participation and effectively reach women

### **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.

in the rural sector.

- LIVCD has consistently been successful in ensuring that at least 10% of participants in LIVCD assistance are women. Value Chain Leaders are taking into consideration during the design of new interventions and trainings how women's participation can be facilitated to impact the role of women in accessing productive assets, decision-making and leadership. During this quarter, LIVCD successfully engaged women from rural cooperatives in events around Lebanon, including the Cooking Festival; engaged women in training (for example, training female beekeepers under the LIVC Beekeeper Training Program), applying new technology (for example, as part of the Olives Mechanical Harvesting Program) and others. An increasing number of women's cooperatives are submitting Expressions of Interests to benefit from grants; during this quarter four such proposals are under development.
- As part of the LIVCD Institutional Capacity Building Program, LIVCD is increasing the awareness of the participating organizations about gender mainstreaming, and how to integrate considerations of gender into design when development projects and writing proposals for funding.

## ANNEX I: INDICATOR PERFORMANCE TRACKING TABLE

| No.  | RF reference | Indicator Title -<br>Disaggregation- Reporting<br>Freq.  | Unit of<br>measurement             | Baselin<br>e Year | Baseline<br>Value | Year I - (Oct<br>2012 to Sep<br>2013) |               | Year II - (Oct 2013 to<br>Sep 2014) |              | T |
|--|--------------|--|------------------------------------|-------------------|-------------------|---------------------------------------|---------------|-------------------------------------|--------------|---|
|  |              |  |                                    |                   |                   | Target<br>Y1                          | Actua<br>l Y1 | Target Y2                           | Actual Y2    |   |
| 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   |              |  |                                    |                   |                   |                                       |               |                                     |              |   |
| LIVCD Objective: Develop fully functioning, competitive value chains to increase incomes of the rural population including MSMEs                       |              |  |                                    |                   |                   |                                       |               |                                     |              |   |
| 1  | DO 2         | Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources<br>- (custom) based on FtF 4.5.2-37 (S)<br>- Quarterly | MSMES, including farmers/producers | 2013              | 0                 | 35                                    | 648           | 2,550                               | 2,779        | 4 |
|  | Size         | Micro (1-10)   |                                    |                   |                   |                                       | 640           | 383                                 | 2,605        | 6 |
|  | Size         | Small (11-50)  |                                    |                   |                   |                                       | 7             | 1,913                               | 135          | 3 |
|  | Size         | Medium (51-100)  |                                    |                   |                   |                                       | 1             | 255                                 | 39           | 4 |
| 2  | DO 2         | Value of exports of targeted agricultural commodities as a results of USG assistance<br>- FtF 4.5.2-36<br>- Annually   | Volume (Tons)                      | 2013              | 23                |                                       |               | 26                                  | 34           | 2 |
|  |              |  | Value                              | 2013              | 229,377           |                                       |               | 252,315                             | 302,348      | 2 |
| 3  | DO 2         | Value of incremental sales (collected at farm-level for small holders and firm-level for MSMEs) attributed to FtF implementation<br>- (custom) based on FtF 4.5.2-23                 | Volume                             |                   | 23                |                                       |               | 26                                  | 34           | 2 |
|  |              |  | Value                              |                   | \$ 229,377.0      |                                       |               | \$ 252,314.7                        | \$ 325,154.7 | 2 |

|   |             |   |                  |      |   |     |     |       |       |   |
|---|-------------|---|------------------|------|---|-----|-----|-------|-------|---|
|   |             | -Annually   |                  |      | 0 |     |     | 0     | 5     | 7 |
| 4 | DO 2        | Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)<br>- "F" GNDP-2 (S)<br>- Quarterly | Women proportion | 2013 | 0 | 10% | 39% | 10%   | 21%   | 1 |
|   | Denominator | Number of male and female MSMEs   |                  |      |   |     |     | 2,550 | 2759  | 4 |
|   |             | Number of male and female IFs   |                  |      |   |     |     |       | 730   |   |
|   | Numerator   | Number of females   |                  |      |   |     | 254 | 255   | 726   | 4 |
|   | VC          | Capacity Building   |                  |      |   |     |     |       |       |   |
|   | VC          | Pome Fruit  |                  |      |   |     | 0   |       | 23    |   |
|   | VC          | Stone Fruit-Avocados  |                  |      |   |     | 0   |       | 59    |   |
|   | VC          | Stone Fruit-Cherry  |                  |      |   |     | 0   |       | 5     |   |
|   | VC          | Olive Oil   |                  |      |   |     | 0   |       | 72    |   |
|   | VC          | Honey   |                  |      |   |     | 2   |       | 68    |   |
|   | VC          | Grapes  |                  |      |   |     | 0   |       | 16    |   |
|   | VC          | Processed Foods   |                  |      |   |     | 1   |       | 112   |   |
|   | VC          | Rural Basket  |                  |      |   |     | 122 |       | 160   |   |
|   | VC          | Rural Tourism   |                  |      |   |     | 129 |       | 211   |   |
|   | Age group   | Youth   |                  |      |   | N/A | N/A |       |       |   |
|   |             | Not Youth   |                  |      |   | N/A | N/A |       |       |   |
| 5 | DO 2        | Number of jobs impacted by LIVCD implementation - (custom) based of FtF 4.5.2.(S)<br>- Quarterly  | Jobs - FTEs      | 2013 | 0 | N/A | N/A | 500   | 1,164 | 8 |
|   |             | # of FTE jobs impacted  |                  |      |   | N/A | N/A |       |       |   |
|   | Location    | North/Akkar - Rural   |                  |      | 0 |     |     | 100   | 471   | 1 |
|   | Location    | South - Rural   |                  |      | 0 |     |     | 100   | 195   | 1 |
|   | Location    | Beqaa/Baalbeck Hermel - Rural   |                  |      | 0 |     |     | 100   | 89    | 1 |
|   | Location    | Mt Lebanon - Rural  |                  |      | 0 |     |     | 100   | 394   | 1 |

|  |          |   |   |      |   |     |     |     |     |  |
|--|----------|---|---|------|---|-----|-----|-----|-----|--|
|  |          |   |   |      |   |     |     |     |     |  |
|  | Location | Nabatieh - Rural  |   |      | 0 |     |     | 100 | 15  |  |
|  | Location | Beirut - Urban  |   |      | 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                           |          |   |   |      |   |     |     |     |     |  |
| 6  |          | Number of export markets, or distribution channels for selected products accessed as a result of USG assistance<br>- LIVCD Custom Indicator<br>- Annually | new export markets<br>new distribution channels | 2013 | 9 | N/A | N/A | 11  | 11  |  |
| LIVCD Sub-IR 2: Increased business linkages in target value chains                           |          |   |   |      |   |     |     |     |     |  |
| 7  |          | Number of MSMEs, including farmers, benefiting from new horizontal & vertical linkages<br>- LIVCD Custom Indicator<br>- Quarterly                         | MSMES, including farmers/producers              | 2013 | 0 | N/A | N/A | 390 | 250 |  |
|  | Size     | Micro (1-10)  |   |      | 0 |     |     | 59  |     |  |
|  | Type     | Agriculture producer  |   |      |   |     |     | 47  |     |  |
|  | Type     | Input supplier  |   |      |   |     |     | 3   |     |  |
|  | Type     | Trader  |   |      |   |     |     | -   |     |  |
|  | Type     | Output processors   |   |      |   |     |     | 3   |     |  |
|  | Type     | Non-agriculture   |   |      |   |     |     | -   |     |  |
|  | Type     | Other   |   |      |   |     |     | 6   |     |  |
|  | Size     | Small (11-50)   |   |      | 0 |     |     | 293 |     |  |
|  | Type     | Agriculture producer  |   |      |   |     |     | 234 |     |  |
|  | Type     | Input supplier  |   |      |   |     |     | 15  |     |  |
|  | Type     | Trader  |   |      |   |     |     | -   |     |  |
|  | Type     | Output processors   |   |      |   |     |     |     |     |  |

|   |                |  |  |      |   |     |     |  |       |       |   |
|---|----------------|--|--|------|---|-----|-----|--|-------|-------|---|
|   |                |  |  |      |   |     |     |  | 12    |       | 2 |
|   | Type           | Non-agriculture  |  |      |   |     |     |  | -     |       | - |
|   | Type           | Other  |  |      |   |     |     |  | 23    |       | 4 |
|   | Size           | Medium (51-100)  |  |      | 0 |     |     |  | 39    |       | 6 |
|   | Type           | Agriculture producer   |  |      |   |     |     |  | 31    |       | 5 |
|   | Type           | Input supplier   |  |      |   |     |     |  | 1.95  |       | 3 |
|   | Type           | Trader   |  |      |   |     |     |  | -     |       |   |
|   | Type           | Output processors  |  |      |   |     |     |  | 2     |       | 3 |
|   | Type           | Non-agriculture  |  |      |   |     |     |  | -     |       |   |
|   | Type           | Other  |  |      |   |     |     |  | 3     |       | 5 |
| LIVCD Sub-IR 3: Increased productivity in target value chains |                |  |  |      |   |     |     |  |       |       |   |
| 9   | DO 2<br>IR 2.2 | Number of farmers and others who have applied improved technologies or management practices as a result of USG assistance<br>- FtF 4.5.2-5<br>- Quarterly                  | Farmers & others   | 2013 | 0 | N/A | N/A |  | 1,650 | 1,470 | 2 |
|   |                | Producers  |  |      |   |     |     |  | 1,650 | 1470  | 1 |
|   |                | Sex  |  |      |   |     |     |  | 1,403 |       | 9 |
|   |                | Technology type  |  |      |   |     |     |  |       |       |   |
|   |                | Other  |  |      |   |     |     |  |       |       | - |
|   |                | Sex  |  |      |   |     |     |  |       |       | - |
|   |                | Technology type  |  |      |   |     |     |  |       |       |   |
| 10  | DO 2<br>IR 2.2 | Number of private enterprises, producers organizations, water users associations, women's groups, trade and business associations and community-based organizations (CBOs) | Private enterprises<br>Producers organizations<br>women's groups<br>trade & business | 2013 | 0 | 25  | 2   |  | 85    | 31    | 1 |

|   |                |  |                             |      |   |     |     |       |       |   |
|---|----------------|--|-----------------------------|------|---|-----|-----|-------|-------|---|
|   |                | that applied improved technologies or management practices as a result of USG assistance<br>- FtF 4.5.2-42<br>- Quarterly                                    | assoc. and CBOs             |      |   |     |     |       |       |   |
|   |                | Type of organization   |                             |      |   |     |     |       |       |   |
|   |                | Private enterprises  |                             |      | 0 |     | 1   | 17    | 3     | 3 |
|   |                | Producers organization   |                             |      | 0 |     | 1   | 17    | 25    | 3 |
|   |                | Water users assoc.   |                             |      | 0 |     | 0   | 0     | 0     | 0 |
|   |                | Women's groups   |                             |      | 0 |     | 0   | 13    | 0     | 2 |
|   |                | Trade & Business assoc.  |                             |      | 0 |     | 0   | 17    | 1     | 3 |
|   |                | CBOs   |                             |      | 0 |     | 0   | 21    | 2     | 3 |
| 11  | DO 2<br>IR 2.2 | Number of individuals who have received USG- supported short-term agricultural sector productivity or food security training<br>- FtF 4.5.2-7<br>- Quarterly | Individuals                 | 2013 | 0 | N/A | 317 | 2,370 | 2,315 | 4 |
|   |                | Type of individual   |                             |      |   |     |     |       |       |   |
|   |                | Producers  |                             |      | 0 |     | 317 | 1,659 | 1,577 | 2 |
|   |                | People in government   |                             |      | 0 |     | 0   | -     | 47    | - |
|   |                | People in private sector firms   |                             |      | 0 |     | 0   | 284   | 284   | 4 |
|   |                | People in civil society  |                             |      | 0 |     | 0   | 427   | 407   | 7 |
| 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<br>IR 2.3 | Number of public-private partnerships formed as a result of FtF assistance<br>- FtF 4.5.2-12 (S)<br>- Quarterly  | Public-private partnerships | 2013 | 0 | 10  | 6   | 100   | 49    | 1 |
|   |                | Partnership Focus (Primary focus)  |                             |      |   |     | 6   | 100   | 49    | 1 |
|   |                | Agricultural production  |                             |      | 0 |     | 4   | 70    | 29    | 1 |
|   |                | Agricultural post-harvest transformation   |                             |      | 0 |     | 1   | 10    | 15    | 1 |
|   |                | Nutrition  |                             |      | 0 |     | 0   | 0     | 1     | 0 |

|    |                |  |  |      |   |     |     |         |         |   |
|----|----------------|--|--|------|---|-----|-----|---------|---------|---|
|    |                | Other  |  |      | 0 |     | 1   | 15      | 4       | 2 |
|    |                | Multi-focus  |  |      | 0 |     | 0   | 5       | 0       | 9 |
| 13 | DO 2<br>IR 2.3 | Value of new private sector investment in the agriculture sector or food chain leveraged by FtF implementation<br>- FtF 4.5.2-38<br>- Annually | Value of new private sector investment | 2013 | 0 | N/A | N/A | 900,000 | 559,089 | 1 |
| 14 | DO 2<br>IR 2.3 | Number of MSMEs, including farmers, assisted by USG to apply for value chain finance<br>- LIVCD Custom Indicator<br>- Quarterly                | MSMEs, including farmers               | 2013 | 0 | N/A | N/A | 150     | 314     | 2 |
|    | Size           | Micro (1-10)   |  |      | 0 |     |     | 23      | 273     | 3 |
|    |                | Small (11-50)  |  |      | 0 |     |     | 113     | 41      | 1 |
|    |                | Medium (51-100)  |  |      | 0 |     |     | 15      | -       | 2 |

## ANNEX II: LIVCD GRANTS TO DATE

### LIVCD Grants by Value Chain

| Title  | Grantee  | Status                     | Start Date | End Date   | Mohafaza             | Caza  |
|--|--|----------------------------|------------|------------|----------------------|---|
| Improving Pome fruit competitiveness in Jouroud Al Maten through a Production Service Center   | Sannine Cooperative for Sustainable Agriculture - SCSA | Active Grant               | 4/1/2014   | 9/30/2015  | Mount Lebanon        | Metn  |
| Improving Pome Fruit Competitiveness in Jouroud Al Maten through a Production service center   | Sannine Cooperative for Sustainable Agriculture - SCSA | Active Grant               | 4/1/2014   | 9/30/2015  | Mount Lebanon        | Metn  |
| Proximity Agriculture Center   | Caritas  | Active Grant               | 5/1/2014   | 4/30/2015  | Mount Lebanon        | Keserouan                                       |
| Proximity Agriculture Center   | Caritas  | Active Grant               | 5/1/2014   | 4/30/2015  | Mount Lebanon        | Keserouan                                       |
| Upgrade Liban Village to a model sorting, packing, and cooling storage to facilitate access of pome fruit farmers to new technology. | Liban Village cold store s.a.l                         | Active Grant               | 3/9/2015   | 3/9/2016   | Mount Lebanon        | Metn  |
| Upgrade Liban Village to a model sorting, packing, and cooling storage to facilitate access of pome fruit farmers to new technology  | Liban Village cold store s.a.l                         | Active Grant               | 3/9/2015   | 3/9/2016   | Mount Lebanon        | Metn  |
| Develop Lebanese Avocado Production (DLAP)   | Hariri Foundation                                      | Active Grant               | 3/19/2015  | 2/19/2016  | South                |   |
| Develop Lebanese Avocado Production (DLAP)   | Hariri Foundation                                      | Active Grant               | 3/19/2015  | 2/19/2016  | South                | Saida   |
| From Farmer to Market (FFM): Developing a Sustainable Cherry Value Chain in Jabal Moussa   | Association for the Protection of Jabal Moussa         | Active Grant               | 5/9/2014   | 7/31/2015  | Mount Lebanon        | Jbeil, Keserouan                                |
| From Farmer to Market (FFM): Developing a Sustainable Cherry Value Chain in Jabal Moussa   | Association for the Protection of Jabal Moussa         | Active Grant               | 5/9/2014   | 7/31/2015  | Mount Lebanon        | Jbeil, Keserouan                                |
| Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets through a Public Private Alliance                | Jaber Trading Company                                  | Active Grant               | 1/13/2014  | 7/12/2015  | Bekaa                | Baalbeck, Rachaya                               |
| Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets  | Middle East Business Company SARL                      | Active Grant               | 1/20/2014  | 7/18/2015  | Bekaa                | Baalbeck, West Bekaa, Zahle                     |
| Stimulating Investment in New Variety Grape Orchards Demanded in High Value Markets  | Medigardens  | Active Grant               | 11/12/2014 | 11/11/2015 | Bekaa                | Zahle   |
| Joint Product Promotion to Increase Export and Revenue of Lebanese Extra-Virgin Olive Oil Producers                                  | Willani sal  | Completed - Not Closed Out | 10/1/2013  | 9/30/2014  | Mount Lebanon, North | Chouf, Becharre, Koura, Minieh-Denniye, Zgharta |
| Increasing competitiveness   | Cooperative  | Comple                     | 10/14/201  | 1/30/2014  | North                | Akkar, Batroun,                                 |

|   |   |                             |           |           |               |         |
|---|---|-----------------------------|-----------|-----------|---------------|---------|
| of olive oil growers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers   | Association for Agricultural Ibrin, Batroun   | ted - Closed Out            | 3         |           |               | Koura   |
| Development and improvement of the olive oil sector in Lebaa and neighboring villages   | Nicolas Fares and Sons  | Approved/Concurred By USAID | 5/23/2014 | 1/23/2015 | South         | Jezzine |
| 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) | Active Grant                | 6/9/2014  | 6/8/2015  | South         | Jezzine |
| 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  | Active Grant                | 1/22/2015 | 1/22/2016 | Nabatiyeh     | Hasbaya |
| Development of the Olive Oil Value Chain in Kobayat and Neighboring Villages in Akkar   | Cooperative Association for Agricultural in Kobeiyat, Akkar   | Active Grant                | 7/23/2014 | 7/22/2015 | North         | Akkar   |
| Improving the olive oil sector in Hasbaya through upgrading olive mill equipment and processing standards   | Fouad Mohamad Zouweihid Mill (Al Rachid Modern Mill)  | Active Grant                | 9/17/2014 | 5/17/2015 | Nabatiyeh     | Hasbaya |
| 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   | Active Grant                | 9/15/2014 | 2/15/2015 | North         | Akkar   |
| 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  | Active Grant                | 9/15/2014 | 2/15/2015 | North         | Akkar   |
| Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Kfour El Arbeh, Batroun | Agricultural Cooperative for the development of OLives in Kfour El Arbeh  | Active Grant                | 9/15/2014 | 2/15/2015 | North         | Batroun |
| Increasing competitiveness of olive farmers by decreasing cost of   | Agricultural Cooperative Association  | Active Grant                | 9/15/2014 | 2/15/2015 | Mount Lebanon | Jbeil   |

|   |  |              |           |           |           |            |
|---|--|--------------|-----------|-----------|-----------|------------|
| production through improved harvesting practices and capacity building of cooperatives and farmers in Fghal, Jbeil  | in Fghal   |              |           |           |           |            |
| 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  | Active Grant | 9/15/2014 | 2/15/2015 | North     | Koura      |
| 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 Dar Bechtar, Koura  | Active Grant | 9/15/2014 | 2/15/2015 | North     | Koura      |
| Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Kousba, Koura               | Agricultural Cooperative Association in the Hamatoura convent  | Withdrawn    | 9/15/2014 | 2/15/2015 | North     | Koura      |
| 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  | Active Grant | 9/15/2014 | 2/15/2015 | South     | Saida      |
| Increasing competitiveness of olive farmers by decreasing cost of production through improved harvesting practices and capacity building of cooperatives and farmers in Deir Mimess, Marjayoun      | General Agricultural Cooperative in Deir Mimess  | Active Grant | 9/15/2014 | 2/15/2015 | Nabatiyeh | Marjeeyoun |
| 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   | Active Grant | 9/15/2014 | 2/15/2015 | Nabatiyeh | Nabatiyeh  |
| 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-Khraybe) | Active Grant | 9/15/2014 | 2/15/2015 | Nabatiyeh | Hasbaya    |
| Increasing competitiveness of olive farmers by decreasing cost of production through  | Agricultural Cooperative in Hasbaya  | Active Grant | 9/15/2014 | 2/15/2015 | Nabatiyeh | Hasbaya    |

|  |   |                        |           |            |           |                  |
|--|---|------------------------|-----------|------------|-----------|------------------|
| improved harvesting practices and capacity building of cooperatives and farmers in Hasbayya, Hasbayya  |   |                        |           |            |           |                  |
| 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   | Active Grant           | 10/7/2014 | 3/6/2015   | Bekaa     | West Bekaa       |
| 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                                | Active Grant           | 10/7/2014 | 3/6/2015   | Bekaa     | Rachaya          |
| 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                   | Active Grant           | 9/15/2014 | 2/15/2015  | South     | Nabatiyeh        |
| 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 ) | Active Grant           | 9/15/2014 | 2/15/2015  | Nabatiyeh | Hasbaya          |
| Baladi Egg Production  | North LEDA  | Completed - Closed Out | 4/17/2013 | 12/31/2013 | North     | Akkar            |
| Baladi Egg Production  | North LEDA  | Completed - Closed Out | 4/17/2013 | 12/31/2013 | North     | Akkar            |
| Value Chain Interventions in Targeted Lebanese Communities- Thyme Planting to Mitigate the Impact on Lebanese Communities Primarily Affected by the Syrian Conflict  | Agriculture Cooperative of Chadra   | Completed - Closed Out | 6/14/2013 | 8/29/2014  | North     | Akkar            |
| Value Chain Interventions in Targeted Lebanese Communities- Thyme Planting to Mitigate the Impact on Lebanese Communities Primarily Affected by the Syrian   | Agriculture Cooperative of Chadra   | Completed - Closed Out | 6/14/2013 | 8/29/2014  | North     | Akkar            |
| Distributing chicken to underprivileged Lebanese families affected by Syrian crisis in Northern Bekaa  | Lebanese Organization for Studies and Trainings   | Completed - Closed Out | 7/16/2013 | 2/15/2014  | Bekaa     | Baalbeck         |
| Distributing chicken to underprivileged Lebanese families affected by Syrian crisis in Northern Bekaa  | Lebanese Organization for Studies and Trainings   | Completed - Closed Out | 7/16/2013 | 2/15/2014  | Bekaa     | Baalbeck, Hermel |

|  |  |                        |            |            |                                 |  |
|--|--|------------------------|------------|------------|---------------------------------|--|
| Free Range Egg Production in Akkar, North Lebanon  | Akkarouna                                      | Completed - Closed Out | 10/21/2013 | 6/20/2014  | North                           | Akkar  |
| Free Range Egg Production in Akkar, North Lebanon  | Akkarouna                                      | Completed - Closed Out | 10/21/2013 | 6/20/2014  | North                           | Akkar  |
| 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             | Active Grant           | 12/9/2013  | 11/9/2014  | South                           | Jezzine  |
| Expanding Production and Sales of Adonis Valley and its Related Suppliers in the Rural Basket  | Adonis Valley                                  | Active Grant           | 9/18/2014  | 8/17/2015  | Bekaa, Mount Lebanon, North     | Baalbeck, Hermel, Akkar                              |
| Support Families through Beekeeping  | Caritas  | Completed - Closed Out | 4/19/2013  | 9/30/2013  | North                           | Akkar  |
| Support Families through Beekeeping  | Caritas  | Completed - Closed Out | 4/19/2013  | 9/30/2013  | North                           | Akkar  |
| Improving the Livelihood of 150 Beekeepers in the Bekaa and South Regions  | Caritas  | Active Grant           | 3/19/2015  | 3/18/2016  | Bekaa, Mount Lebanon, Nabatiyeh | Baalbeck, Hermel, Zahle, Baabda, Marjeeyoun          |
| Improving the Livelihood of 150 Beekeepers in the Bekaa and South Regions  | Caritas  | Active Grant           | 3/19/2015  | 3/18/2016  | Bekaa, Mount Lebanon, Nabatiyeh | Baalbeck, Hermel, Zahle, Baabda, Marjeeyoun          |
| Improving the Beekeeping Sector in Metn, Keserwan, and Byblos  | APIS   | Active Grant           | 2/12/2014  | 2/11/2015  | Mount Lebanon                   | Jbeil  |
| 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                       | Active Grant           | 12/15/2014 | 12/14/2015 | Mount Lebanon, Nabatiyeh, North | Jbeil, Keserouan, Hasbaya, Nabatiyeh, Minieh-Denniye |
| Expand Number of Beekeepers and Increase Production of Honey by Small and Medium Beekeepers in Koura   | Al Kwayteh Beekeepers Cooperative -Koura       | Active Grant           | 2/19/2015  | 2/18/2016  | North                           | Koura  |
| Increase income and honey production of trained beekeepers of Maten el Aala area through investments in new beehives, and improve managerial and technical capacity of the Maten el Aala cooperative                               | Matn el Aala Honey Cooperative                 | Active Grant           | 2/2/2015   | 2/1/2016   | Mount Lebanon                   | Baabda   |
| Bees for Environmental and Economic Sustainability   | Association for the Protection of Jabal Moussa | Active Grant           | 2/23/2015  | 2/23/2016  | Mount Lebanon                   | Keserouan  |
| Bees for Environmental and Economic Sustainability (BEES)  | Association for the Protection of Jabal Moussa | Active Grant           | 2/23/2015  | 2/23/2016  | Mount Lebanon                   | Keserouan  |

|   |   |                             |            |            |                                    |  |
|---|---|-----------------------------|------------|------------|------------------------------------|--|
| Increase income of 59 new and experienced beekeepers in the Kfeir area through delivering hives and monitoring the production process.  | Cooperative Association for Beekeeping and Marketing of Honey Products in Kfeir and the Surrounding | Active Grant                | 3/17/2015  | 3/16/2016  | Nabatiyeh                          | Hasbaya  |
| Support to Jana el Ayadi Food Processing Cooperative in Deir el Ahmar   | Jana el Ayadi   | Active Grant                | 4/11/2014  | 8/31/2015  | Bekaa                              | Baalbeck   |
| Upgrading the Caritas Food Processing Facility in Deir Al Ahmar   | Caritas Lebanon   | Active Grant                | 5/19/2014  | 6/30/2015  | Bekaa                              | Baalbeck   |
| Natural Apple & Grape Vinegar consumer awareness and re-launch campaign   | Societe Libanaise de Boissons (Machaalany)  | Active Grant                | 9/16/2014  | 9/15/2015  | Bekaa                              | Baalbeck, Rachaya, Zahle   |
| 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   | Active Grant                | 10/1/2014  | 9/30/2015  | Mount Lebanon                      | Metn   |
| Mitigating Legal and Financial Setbacks of Rural Cooperatives and MSMEs   | Atayeb el Ref   | Active Grant                | 1/1/2015   | 1/1/2016   | Bekaa, Mount Lebanon, North, South | Baalbeck, Rachaya, West Bekaa, Zahle, Chouf, Jbeil, Metn, Akkar, Batroun, Becharre, Koura, Minieh-Denniye, Jezzine, Sour |
| Increasing Production Capacity and Expanding Sales of Lebanese Mezze  | Lebanese mezze  | Active Grant                | 1/12/2015  | 1/12/2016  | Mount Lebanon                      | Keserouan  |
| Upgrading the line of production of carob molasses at Ein Ebel  | The Agricultural Cooperative Association for Production and Food Processing in Ein Ebel             | Active Grant                | 2/23/2015  | 2/22/2016  | Nabatiyeh                          | Bint Jbeil   |
| Introducing New Technology for Automated Cucumber Sorting   | Societe Libanaise de Boissons (Machaalany)  | Approved/Concurred By USAID | 4/17/2015  | 4/16/2016  | Bekaa                              | Zahle  |
| Support to Cooperative "Al Imad" for processing of agriculture products in Hariss   | Hariss Cooperative for Food Processing  | Active Grant                | 3/23/2015  | 3/22/2016  | Nabatiyeh                          | Bint Jbeil   |
| Enhance the Economic Status of Women in North Lebanon   | Atayeb el Ref   | Completed - Closed Out      | 6/3/2013   | 12/31/2013 | North                              | Batroun, Koura, Minieh-Denniye   |
| Ski-touring, cross-country skiing, and winter activity development in Kfardebain  | Auberge Beity Association   | Active Grant                | 12/20/2013 | 4/19/2015  | Mount Lebanon                      | Keserouan  |
| Ski-touring, cross-country skiing, and winter activity development in Kfardebain  | Auberge Beity Association   | Active Grant                | 12/20/2013 | 4/19/2015  | Mount Lebanon                      | Keserouan  |
| Promoting and Increasing Competitiveness of Rural   | Ehmej Developme   | Completed -                 | 1/3/2014   | 11/3/2014  | Mount Lebanon                      | Jbeil  |

|   |   |                             |           |            |                      |                   |
|---|---|-----------------------------|-----------|------------|----------------------|-------------------|
| Tourism in Ehmej  | nt Association                            | Closed Out                  |           |            |                      |                   |
| Establishing a food trail in the Higher Shouf and West Beqaa regions                | American University of Beirut             | Approved/Concurred By USAID | 4/16/2014 | 10/16/2015 | Bekaa, Mount Lebanon | West Bekaa, Chouf |
| Upgrading the rural tourism network in Hadath El-Jebbeh                             | Hadath El-Jebbe Association               | Active Grant                | 9/1/2014  | 8/31/2015  | North                | Becharre          |
| Upgrading the rural tourism network in Hadath El-Jebbeh                             | Hadath El-Jebbe Association               | Active Grant                | 9/1/2014  | 8/31/2015  | North                | Becharre          |
| Increase competitiveness of the Shouf Biosphere Reserve (SBR) rural tourism network | Al-Shouf Cedar Society                    | Active Grant                | 3/2/2015  | 3/1/2016   | Mount Lebanon        | Chouf             |
| Travel Lebanon Show 2nd Edition   | Hospitality Services Association          | Active Grant                | 3/2/2015  | 8/1/2015   | Beirut               | Beirut            |
| Increasing the competitiveness of the Ramlieh rural tourism facility                | Youth Hostels and Environment             | Active Grant                | 3/1/2015  | 7/31/2015  | Mount Lebanon        | Aley              |
| Increasing the competitiveness of the Ramlieh rural tourism facility                | Youth Hostels and Environment             | Active Grant                | 3/1/2015  | 7/31/2015  | Mount Lebanon        | Aley              |
| Increase competitiveness of the Shouf Biosphere Reserve (SBR) rural tourism network | Al-Shouf Cedar Society                    | Active Grant                | 3/2/2015  | 3/1/2016   | Mount Lebanon        | Chouf             |
| Travel Lebanon Show 2nd Edition   | Hospitality Services Association          | Active Grant                | 3/2/2015  | 8/1/2015   | Beirut               | Beirut            |
| Rock climbing for rural development in Tannourine                                   | Rock Climbing Association for Development | Approved/Concurred By USAID | 3/18/2015 | 10/17/2015 | North                | Batroun           |

