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Consultancy Report  
*Consultancy to Assist in Development of Women's Home-Based Food-  
Processing Enterprises in the New Lands*

*Egypt: Farmer-to-Farmer Project*  
*Contract Number: 263-6102-G-00-0066*

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Egypt

Final Report

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Women's Home-Based Food-Processing Enterprises  
in the New Lands

Farmer to Farmer Phase II  
Women in Development Special Project  
Contract Number: 263-0102-G-00-0066

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Work in Bangar Il Sukkar was a pleasure because of two development professionals who are a credit to their country and their profession. I am lucky to have had the opportunity to have worked with Hamed Khalil, whose belief in helping pioneers in the New Lands, and especially women, was reflected in his investment of time, effort and resources in our project. The experience was doubly enriching because of Nargas Abdullah, whose warmth and strength make her an impressive trainer, surveyor and now friend. ADGA Director Ahmed Ismail, Bangar Director Hosni Khorayim and other MOA staff also helped create a fertile working atmosphere.

My deepest respect and gratitude are reserved for a special group of women in Bangar Il Sukkar, who are trying to make lives and livings in the New Lands. Over three and a half months, we shared good times and bad. Their hospitality, humor, dedication and quick minds made Tuesday training sessions a joy as much as a job. I am sure that each one will persevere in her chosen venture, and sincerely hope that what they learned will help them succeed.

## List of Acronyms

AAHE	Alexandria Association of Home Economics
ACDI	Agricultural Cooperative Development International
ADGA	Agency for Development and Graduate Affairs
ARC	Agricultural Research Center
CDA	Community Development Association
FAO	Food and Agriculture Organization (UN)
FTF	Farmer to Farmer Program (ACDI)
GOE	Government of Egypt
ILO	International Labour Organization (UN)
LE	Egyptian Pounds (US \$1.00 = LE 3.3 during the period of the consultancy)
MOA	Ministry of Agriculture
NARP	National Agricultural Research Project
NRC	National Research Center
OEF	Overseas Education Fund
TOT	Training of Trainers
UMI	Umbrella Management Institute
USAID	U.S. Agency for International Development
VOCA	Volunteers in Overseas Cooperative Assistance
WFP	World Food Programme
WID	Women in Development

## Executive Summary

This report describes a consultancy to assist women in the New Lands west of Alexandria, in organizing home-based production of items such as pickles, jams and baked goods into viable, on-going business activities (subsequently called the WID Pilot Project). Fieldwork was carried out in Bangar Il Sukkar from 4 February to 30 April, 1993.

Although women cited lack of local markets and transport as their problems, initial research indicated that lack of information was an equal if not greater problem. The project concentrated on assessing local market potential by collecting standardized data on retail outlets and community resources, in order to constitute a working data base to enable extension personnel to advise local entrepreneurs on production and sales.

Observed problems with pricing, marketing and record-keeping led to a focus on business-skills training. Eight two-hour sessions were designed and delivered. Training was supplemented by one-on-one advice, through home visits by a VOCA volunteer; and by field trips and cooking demonstrations involving women who have turned their home-based food-processing activities into businesses. The VOCA assignment also enabled the project to respond to requests for help with simple solar technologies through construction and testing of a dryer and a cooker.

Although no formal assessment of performance was made during training, learning was evidenced in better understanding of markets, and of elements which have to be taken into consideration for costing. Women changed business ideas based on feasibility-study exercises, and took new initiatives in looking for materials and market outlets.

The WID Pilot Project afforded a good opportunity to test activities for women in the New Lands, and generated a base of experience that will be helpful in the future. At this point, ACDI is one of the few organizations in Egypt which has focused on business-skills training for women, and could play a critical role in fostering an integration of production and management skills among GOE and donor agencies involved in women's enterprise development.

The project showed that building confidence and self-reliance is critical to women's entrepreneurship development. For example, facilitating discussions with male retailers helped initiate the process of making sales contacts. Over the course of training, women began to regard their food-processing activities as businesses rather than amateurish pastimes, and themselves as part of a professional network. While they were able to absorb much of the information, training aimed at attitude change as well as development of new skills is a long-term process.

Most recommendations were acted upon or translated into follow-on activities. Additional suggestions include: monitoring formation of an Association of Home-Based Food Processors; helping develop a program to follow up the women who completed training; developing a program to teach field workers from other agencies to use the business-skills training modules; supporting continuing development of solar technologies; revising procedures for selecting women for U.S. travel; providing training in simple business management for shopkeepers.

## Introduction

This report describes a consultancy undertaken by Sheila Reines from 15 January - 7 May, 1993, to provide assistance to women in starting and operating home-based food-processing enterprises. The mission was carried out under a Special Project of ACDI's Farmer to Farmer (FTF) Program, funded by USAID. It was designed in direct response to needs expressed by women in the New Lands west of Alexandria, for help in organizing production of pickles, jams, baked goods and other products--done mostly for home consumption and sporadic income-earning--into viable, on-going business activities. Such activities are strongly supported by development and extension personnel, since they provide supplementary income in early years of low agricultural productivity, and expand the range of locally-available products in the New Lands, which currently suffer from lack of goods and services.

The purpose of the consultancy was to develop and pilot-test training and technical-assistance interventions that could be replicated in other areas in the future.<sup>1</sup> Specifically, according to the scope of work the consultant was to:

1. Analyze the local, regional and urban markets for processed items that use locally-available produce.
2. Identify five or more food-processed products, based on market analysis, that can be successfully made or marketed by local women.
3. Provide training, or arrange for local experts to provide training in the food processing techniques identified as appropriate for the area.
4. Provide training (in groups or individually) in the development of business plans, marketing strategies, sourcing of inputs, choice of technologies, identification of financing, packaging, pricing, etc.
5. Offer suggestions on the content for a US study tour for a group of selected women.
6. Propose follow-on activities and/or possibilities for replication.

Fieldwork was carried out in Bangar Il Sukkar from 4 February to 30 April. The consultant worked in close collaboration with ACDI/Regional Office Associate Director Sarah Jackson, and as part of a "field team" that included translator/assistant Nahla Mohamed Fawzy and MOA counterparts Hamed Khalil (Director of Extension and Training) and Nargas Abdullah (Director of Women's Activities). Specific activities are described in Section A. Conclusions, and recommendations are contained in Section B.

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<sup>1</sup>It is subsequently referred to as the "WID Pilot Project," which is expected to provide a base of experience for a larger-scale project currently in the design stage.

## A. Summary of Activities

### 1. Briefings and Contact Meetings

The consultancy began with an overview of the FTF Program through visits to the ACDI field offices in Mansourah and Alexandria, followed by meetings with key personnel in the Ministry of Agriculture (MOA). Meetings with representatives of the MOA and its research institutes, the Universities of Menoufiya and Alexandria, NGOs and other relevant organizations continued throughout the consultancy. A list of resource persons contacted is provided in Appendix 1; a copy of notes on these meetings was left with the ACDI Cairo office.

### 2. Site Selection

The New Lands west of Alexandria comprise three areas: Bangar Il Sukkar, Boustan and Nubariya. They are farmed by large-scale investors, and by smallholders who have received land under various distribution programs starting in the early 1980's. The smallholders fall into two categories: relocated *fellahin* from the Delta (referred to as settlers); and graduates of technical secondary schools and Universities, most of whom have received land under the Mubarak Project since 1987.<sup>2</sup> The potential target population for the WID Pilot Project consisted of female graduates and wives of graduates, and wives of settlers.

Distance from Alexandria precluded working in all three areas during the consultancy<sup>3</sup>. Choice of a target area began with an overview of the areas, provided by the Director of the Agency for Development and Graduate Affairs (ADGA), which oversees land distribution and infrastructure provision in the New Lands. Visits were made to all three areas, which included interviews with administrative and extension personnel, and women engaged in animal-raising, food-processing and other income-generating activities.

Based on a comparative review of the three areas, Bangar Il Sukkar was chosen as the target site (see Appendix 2). The Bangar area comprises 39 villages<sup>4</sup>. It has the most fertile agricultural land and the largest concentration of graduates, especially those with higher degrees (about 60%). Administration and extension services are concentrated in Markazeya (Central Village) and Village 15; the latter became the center of WID Pilot Project Activities.

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<sup>2</sup>Nationwide, land has been given to about 35,000 graduates, about 10% of them women. There are an estimated 15,000-20,000 graduates and 10,000 settlers in the three areas.

<sup>3</sup>Bangar Il Sukkar, the closest area, is approximately 70 km. from Alexandria.

<sup>4</sup>Last year it was divided into Bangar Il Sukkor and Hammam. Bangar comprises three areas: (i) Villages 1-7, Basra, Baghdad, Khaled Ibn Walid, Tawhid (Villages 1-7 are inhabited predominantly by settlers); (ii) Villages 13-21, Markazeya; (iii) El Zohoor, El Ola, Sayed Darwish, Salama Hegazy, El Tanmiya, Mohamed Farid. Hammam includes Villages 22-27, Abu Zahra, Mustapha Ismail, Abdel Basset, Rwaisat.

### 3. Outreach

In the fall of 1992, contacts with women involved in food processing were initiated by Sarah Jackson. These contacts provided a point of departure to learn more about women's activities, and gauge interest in services available through the WID project. Work in Bangar began with a group meeting, bringing together women from 8 villages; it was followed by a series of meetings in individual villages.<sup>5</sup> Women initially expressed disappointment that the project would focus on teaching business skills, rather than taking the traditional approach of providing equipment and production-skills training, and doing management and marketing for them.<sup>6</sup>

Interest in food processing differed markedly between graduates and graduates' wives on the one hand, and settlers' wives on the other. The former group has spare time for such activities, since farm work is done by their husbands or hired labor; settlers' wives help their husbands, and also work as paid laborers. Settlers' wives were interested in milk processing (most make small amounts of cheese, butter, yoghurt); foods such as jams, prepared meals and baked goods are luxury items for the lower-income settlers. These factors, plus a lower level of education among settlers' wives which would require more time for training, and inadequate facilities for sanitary home-based production, led to a focus on female graduates and graduates' wives.

In early discussions, women cited lack of local markets and transport as their most pressing problems. Observation quickly indicated that lack of information on retail outlets and owners of vehicles, lack of initiative to make contact with retailers or transporters, and problems targeting appropriate products for markets were equal if not greater problems; these became the focus of training and technical-assistance efforts.

Initially, activities were expected to focus on organizing production and/or marketing groups; women showed little interest in producing together, although they were receptive to the idea of collective marketing. However, there were not enough women to form village-based groups, and building relationships of trust among strangers is a long-term process. The project strategy was revised to work with individuals who showed genuine interest in production for sale, with the expectation that the shared experience of training would foster ties as a basis for working together. About 15 candidates were identified and invited to attend sessions on business topics.

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<sup>5</sup>This experience is instructive for future women's projects. Low numbers of women resident in villages populated by graduates showed that it is more practical to work with clusters, rather than individual villages. Recruitment for village meetings was done through posters and the efforts of MOA village engineers; in both cases, turnout was poor (posters were not put in places where women saw them; engineers did not clearly explain the purpose of the meetings). These efforts indicated the need to involve local women leaders, to make personal contacts.

<sup>6</sup>Expectations have been shaped by the WFP, which has provided equipment and training in sewing and knitting, and reinforced by a new ILO project which will set up production facilities.

## Baseline Data Collection and Market Surveys

WID projects world-wide have been plagued by unsustainable marketing strategies, setting up sales networks or outlets that cannot be maintained without outside assistance; or, pushing women to produce for an export or domestic tourist market for which it is difficult to maintain market linkages and quality. Consequently, the WID Pilot Project did not attempt to provide direct marketing assistance, and instead concentrated on assessing local market potential and teaching women to make their own sales contacts.

In discussions with both men and women who claimed there was "no local market," needs for basic information about markets and transport networks in Bangar became apparent. Although the purpose of the consultancy was not to conduct studies, standardized data on retail outlets and community resources was collected in order to constitute a working data base that will enable MOA extension personnel to advise local entrepreneurs on production and sales. Efforts were devoted to the design and testing of data-collection instruments, training of MOA personnel to carry on data collection, and establishment of a data-retrieval system.

A Retailer Outlet Survey was developed to collect information about facilities and sales for every cooperative and shop in every village, including home-based sales points (see Appendix 3). The Director of Women's Activities was trained to administer the survey, and became proficient in interviewing; she has begun training two other MOA staffpersons, who will continue data-collection activities with her. To date, the surveys have been completed for 9 villages, and partially done in 5 villages. They have provided useful data about the movement of selected commodities<sup>7</sup> and information on merchants' interest in products made by local women. If repeated periodically, the survey also can be used to measure the growth in individual shops and overall retail activity over time.

A Community Resource Survey was designed to provide a village profile, including information on businesses, natural resources and key production and transport resources (see Appendix 4). Since it entails questions about possessions and wealth, it is best to be done by community residents. Consequently, local women were identified through village meetings and training, and instructed on how to complete the forms; women were encouraged to work in teams, since the volume of information was too great for an individual to handle in a short time. Surveys were completed in 8 villages; further work will depend on identification of appropriate surveyors.

Surveys and where available, maps, have been incorporated into village files housed in Village 15. The Director of Extension and Training, and the Director of Women's Activities will maintain the files, and will use them to advise on economic activities.

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<sup>7</sup>Data revealed seasonal variations in sales of pickles, jams and other processed foods, which will be useful in planning production and sales. Sales volume for selected items was larger than expected; the most dramatic example was the sale of a half ton of olives in one cooperative during Ramadan.

Structured data-collection was supplemented by activities to better understand market systems and identify local marketing mechanisms. Observation trips were made to two village markets<sup>8</sup>. In the course of conducting Retailer Surveys, contact was made with distributors who supply area shops; interviews indicated that they could play a role in transport and sale of graduates' products. Early in the assignment, the consultant visited a retail outlet run by the ADGA, created to sell graduates products; despite its excellent sales potential, located on the Cairo-Alexandria desert road, it proved to be moribund.<sup>9</sup>

## 5. Business-Skills Training

Income-generation and micro-enterprise support projects in Egypt, as in other countries, share a common problem: an almost-exclusive focus on production skills with little or no attention to business planning and management. Early visits to home-based producers indicated that, as in other areas of Egypt, quality is not the biggest problem facing producers of most food items who operate in local markets.<sup>10</sup> After observing repeated problems with pricing, marketing and record-keeping, a decision was made to focus training interventions on business skills.

A series of eight two-hour sessions was designed. Sessions were delivered weekly over a period spanning March and April, and covered:

Session 1	Introduction to Feasibility Study (Choosing a Product)
Session 2	Studying and Creating Market Demand
Session 3	Costing
Session 4	Pricing
Session 5	Production Planning
Session 6	Financial Management
Session 7	Marketing: Packaging and Promotion
Session 8	Wrap-Up: Is My Business a Good Idea?

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<sup>8</sup>Descriptions of the weekly markets in Village 1 and Bourg El Arab are included in notes on Bangar. The Village 1 market is especially interesting, as it serves as a brokerage point for dairy products (women buy from small producers and sell in bulk to vendors from Bourg El Arab and Amreya).

<sup>9</sup>It has been plagued by mismanagement, and carries poor-quality, industrially-produced items. There are plans to turn it over to a graduate-managed marketing cooperative.

<sup>10</sup>Samples of women's tomato and red pepper paste were taken to the University of Alexandria Department of Home Economics laboratory for bacteriological testing. Results indicated low levels of yeast and no dangerous bacteria. Thus, even before simple sterilization measures were introduced, women seemed to be producing at acceptable levels (at least for items with relatively high acidity, which lessens danger of contamination).

In addition, three "special events" were organized in response to repeated requests for practical, production-oriented training:

- Session 6a A field trip to Alexandria to meet a woman entrepreneur (home-based baker), and shopowners who carry her products
- Session 6b A demonstration of canning and solar drying techniques carried out by a VOCA Volunteer (see Section 6a)
- Session 6c A demonstration of how to make American-style pickles and sweets by an American entrepreneur (see Section 6b)

Class size averaged 10 participants, and included MOA training and extension personnel (also, the husband of one of the women attended, who is involved in marketing his wife's products). A total of 14 participants received certificates at the end of the program, based on attendance of at least 5 sessions. Sessions were delivered by a training team composed of the consultant and the translator/assistant. Toward the end of the series, the Director of Women's Activities, an experienced trainer, delivered the first two sessions as make-up classes for women who joined the series late; thus, local capability to continue the training has been established.

Detailed outlines were prepared for each session, and revised based on delivery. The sessions have been incorporated into a manual, "Business Skills for Women's Home-Based Food-Processing: A Set of Training Modules and Special Training Events." The manual has been translated into Arabic, and will provide a basis for future training of women by ACDI.

Although no formal assessment of participants' performance was made during or at the end of the program, learning became evident in women's answers to questions posed by latecomers, and in discussions in the final session. Participants exhibited a better understanding of their markets, especially market potential at the local level which they previously thought did not exist. They also showed an understanding of the elements which have to be taken into consideration for costing, although there are still difficulties in valuing labor. Two women said that they had changed business ideas based on the feasibility-study exercises; one woman had changed from selling locally to selling in Alexandria, realizing that she could not cover her costs and charge prices the local market could bear. Women also indicated that they had taken initiatives in looking for materials and market outlets. In the end, all of the participants realized the value of skills that they could continue to use after training ended and consultants departed.

## 6. Other Activities

During the consultancy, efforts were made to meet needs expressed by MOA personnel and the women, as well as observed needs for facilities. These were accomplished by accessing outside resources, as described in the following sections.

a. VOCA Volunteer

An opportunity to expand and build upon WID Pilot Project activities was afforded by the involvement of a VOCA Volunteer, fielded through the FTF Program. Jeanne Schwaller, an agricultural production and marketing expert with practical experience in appropriate technology and food processing, spent three weeks in Bangar Il Sukkar during March-April.<sup>11</sup> A review of her background led to identification of key areas for intervention:

- Providing one-on-one advice to the women attending the business start-up courses, to help apply what they have learned. Home visits were made to eight women; interventions ranged from advice about simple sterilizing procedures to review of costing exercises. The visits confirmed the need to supplement classroom training with one-on-one technical assistance, to reinforce information provided during the sessions and to identify areas of learning difficulty.
- Design and testing of a solar cooker and solar dryer, in response to requests from MOA personnel for information on simple solar technologies. Ms. Schwaller built a "solar box cooker" made from two cardboard boxes and locally-available materials, which has been used successfully to cook a meal. She also worked with a carpenter to build a low-cost, low-technology dryer, which was used to dry onions, tomatoes, bananas and apples (producing a high-quality product). These activities generated considerable interest among extension personnel and women.

In addition, based on production problems observed in the course of home visits, Ms. Schwaller did a demonstration of proper methods of sterilizing jars, processing with a hot-water bath, and paraffin sealing; she also introduced participants to the solar dryer, and showed them how to acidulate fruit to retain color during drying.

b. Special Training Events

In order to provide direct contact with women who already had turned their home-based food-processing activities into businesses, a field trip to Alexandria and a cooking demonstration in Bangar Il Sukkar were arranged. These events had two benefits. First, they provided an opportunity for participants to hear first-hand how women got started in business, how they manage their enterprises and make marketing contacts. Through these contacts, the women of Bangar realized that they shared common experiences and problems with "the professionals," and began to see themselves as part of a network of commercial producers. Second, these encounters responded to women's interests in production-oriented training, providing opportunities to discuss recipes and trade secrets, and to watch new products being made.

The value of field trips and outside guests was clearly demonstrated by these events. However,

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<sup>11</sup>Her field activities are described in detail in her final report.

preparation is highly labor-intensive<sup>12</sup> and logistics are complicated, limiting the number of events that can be conducted in a short training period.

c. Test Kitchen

Demonstrations of processing techniques and recipes were hampered by lack of kitchen facilities in Bangar Il Sukkar. Discussions with MOA personnel indicated interest in establishing a kitchen that could be used for training, testing and rental to local residents for commercial food-processing activities; women expressed interest in such a facility, which would be larger and better-equipped than their own kitchens.

Consequently, a small but important part of the consultancy was devoted to assistance in planning a test kitchen. The consultant prepared an equipment list and estimated budget, which was submitted to other donors for funding.<sup>13</sup> A management structure for the kitchen was developed with the Director of Extension and Training and Director of Women's Activities, and a set of operating rules drafted and reviewed.

d. Contacts with Other Agencies

In order to promote the sustainability of WID Pilot Project activities, efforts were made to ensure that MOA field personnel shared in the consultant's contacts with key resource persons. The Director of Training and Extension and the Director of Women's Activities accompanied the consultant to the University of Menoufiya Department of Food Technology, to look at prototype solar dryers and discuss possibilities for collaboration in training and technical assistance; the trip included a visit to a nearby women's center which launched food-processing activities under a UNFPA-funded project. A similar visit was made to the University of Alexandria Departments of Food Technology, Agricultural Engineering and Home Economics, to see food-processing equipment and learn about applied research on solar cookers and dryers.<sup>14</sup> As a result of these visits, MOA personnel have made direct contacts with appropriate resource persons, which they will be able to follow up.

7. U.S. Study Tour

Recommendations were provided on both content and candidates for a U.S. study tour for women involved in home-based food-processing businesses. A number of family-owned

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<sup>12</sup>Most home-based food processors operate in the informal sector and are hesitant to discuss their operations before a relationship of trust has been established.

<sup>13</sup>A commitment was obtained from the WFP, for funding in their next fiscal year.

<sup>14</sup>Members of the faculty of Agricultural Engineering are familiar with several models of solar dryers, and are willing to work in Bangar. One professor built a solar cooker, larger and more sturdy than the box cooker, for a doctoral candidate doing her research on solar cooking.

businesses involved in baking, jam-making and other specialty foods on the East Coast were suggested, which provided leads for planning the trip.

In response to requests from ACDI/Cairo, a list of candidates for travel to the U.S. was provided, along with a brief description of each woman's qualifications. Seven of the nine women had participated in the weekly sessions from the beginning; the other two started the sessions late and attended make-up sessions. Of the nine, which included the Director of Women's Activities, seven already were involved in commercial food production to varying degrees, including one professional baker.

Four of the nine proposed candidates were chosen for the food-processing tour. Two of the most active and committed women were rejected, in a selection process that indicated little understanding of home-based food-processing in general and the Bangar women's activities in particular. The choices deeply affected morale and relationships among the women and indicate the need to develop a more appropriate selection process if women's groups are to be sent on study tours in the future.

#### 8. Follow-up and Replication

Sustainability of WID Pilot Project activities was emphasized throughout the consultancy, evidenced in development of local capability to carry out surveys, training and construction of solar equipment. Consequently, the final weeks of the consultancy were devoted to planning for the coming months. Key actions to be taken are described below, which will be followed by A.CDI as appropriate. In addition to planning follow-up of activities directly related to the assignment, the consultant provided input for a proposal submitted to the USAID-funded Umbrella Management Institute (UMI); the new project will build upon and expand the training and technical-assistance undertaken by the WID Pilot Project.

Training. During the final training session, the women expressed interest in forming a Bangar Il Sukkar Association of Home-Based Food Processors. The group would be open to all women involved in small-scale food-production, and would serve as an umbrella organization to provide training and market-support services<sup>15</sup>. The Director of Women's Activities will serve as the group's advisor. In order to maintain the momentum of training activities, a series of events has been planned through September:

June: a first organizational meeting, which will include a presentation by the women who participated in the U.S. study tour, on their experiences and observations.

July: a planning meeting on 6 July for an exhibition the following month, which will

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<sup>15</sup>In a step toward marketing under a common label, logo designs were started during the session on packaging and promotion. The Director of Extension and Training has promised assistance in finalizing the design and printing labels.

include a presentation by the Director of Women's Activities on the Retailer Survey and how to use the data bank described in Section 4.

August: in response to repeated requests by the women, an exhibition of their products is tentatively scheduled for 3 August. It is not to be the traditional charity-bazaar exhibition mounted by women's groups<sup>16</sup>, but a trade fair to be used as a basis for familiarizing retailers with women's products and possibly securing orders. Drawing on information in the Retailer Survey forms, merchants from the Bangar area will be invited; at a later stage, similar events may be staged for Amreya and Alexandria retailers. Extensive preparation is required, including design and production of packaging materials, development of an invitation list and flyers to publicize the event.

Participants also expressed interest in a cooking demonstration by a Cairo-based producer of American brownies, who will be contacted with ACDI assistance (tentatively scheduled for 10 August).

September: a presentation by the Semiramis Butchery in Alexandria, which added carry-out grilled chickens to its meat selection is targeted for 7 September; assistance will be required in contacting the owner's son.

In order to train new groups of women, the training manual is being finalized in Arabic and will be provided to the Director of Women's Activities, who plans to run the sessions.

Retailer Survey. The Director of Women's Activities will continue training the two MOA staffpersons who began survey work during the consultancy. One or two days per week are to be set aside for survey work, with transport provided by the Director of Extension and Training, until all villages are completed. The presentation on use of the data bank described above is intended to help shift the focus from collection of data, to use for advisory purposes.

Solar Technologies. A demonstration of how to build solar cookers is to be given by the Director of Extension and Training; it is planned for 26 May in Bangar Il Sukkar. The target group is village engineers, who in turn will train village residents to construct the cookers. ACDI is providing assistance by translating the manual "How to Make and Use a Solar Box Cooker" into Arabic.

The Director of Women's Activities is continuing experiments with the solar dryer to preserve fruits and vegetables. In the future, the carpenter who worked on the dryer might give a construction demonstration; however, since the model developed is fairly low-cost (LE 175),

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<sup>16</sup>Exhibitions are the most common way women's products are marketed in Egypt, for which women work for weeks to produce a few high-quality items. These one-shot marketing opportunities do nothing to foster sound business practices, as they do not require the organized, sustained activity needed to meet orders on a regular basis.

residents will be encouraged to purchase them ready-made.

Test Kitchen. A Management Committee will be formed in the next month, which will include three local women involved in food-processing. The operating rules are being translated into Arabic and will be reviewed and finalized during the first meeting of the Management Committee. ACDI will support these efforts through advice to the Management Committee, and advice on equipment purchase when funding is secured.

## **B. Conclusions and Recommendations**

### **1. Conclusions**

The New Lands, while sharing many characteristics with other parts of Egypt, present a unique development situation and challenges. The absence of typical forms of local government<sup>17</sup> simultaneously provides greater opportunity for flexibility, and fewer social services or associative structures. The areas still suffer from lack of basic services, especially transport and commercial outlets. However, they are inhabited by resourceful and determined groups which make up a unique target population for development projects. This is especially true of women graduates and wives of graduates, whose education, mobility and availability of time remove some of the greatest obstacles to most WID projects.

Outreach efforts revealed the difficulty in trying to determine numbers of graduates and their spouses who are full-time residents, as a basis for estimating the size of a project target group.<sup>18</sup> Many travel between the New Lands and their homes of origin (mostly in Alexandria), tending to be present during planting and harvests, and absent during winter and holidays. Numbers of permanent residents vary from village to village. Time did not allow for extensive research into demographic and social patterns, but a better understanding of these factors is necessary for any development agency trying to work in the New Lands.<sup>19</sup>

Transport and marketing constraints in the New Lands create undeniable obstacles to enterprise development. On one hand, research indicated that lack of information about local markets and

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<sup>17</sup>The ADGA is the overarching administrative structure for the areas; each village is governed by an ADGA/MOA engineer. Community Development Associations (CDAs) do not exist in every village, and tend to play a less active role in local government.

<sup>18</sup>Settler populations seem fairly stable, tied to the land by low income.

<sup>19</sup>The New Lands are in a state of demographic flux that needs to be charted. Based on anecdotal evidence, the early years suggested an emigration trend among single graduates with no agricultural experience. Recently residents have noted a return of graduates who marry and begin families (especially graduates who marry each other). There is an acute need for demographic research to follow population patterns, and for social research on interaction between absentee landlords and residents, and between graduates and settlers.

transport resources, and how to access them, is as much of a problem as lack of the actual resources. On the other hand, some key opportunities for service provision are being lost through inadequate support. For example, more active efforts could be made by the ADGA to stimulate market activity by withdrawing from direct involvement in marketing, and by supporting local initiatives.<sup>20</sup>

The WID Pilot Project afforded a good opportunity to test activities for women in the New Lands, and generated a base of information and experience that will be helpful in future projects. The consultancy also helped clarify what can be done to change attitudes and work habits in a relatively short time, and which activities require a longer time-frame.

Initial contacts with women indicated that in the New Lands, as elsewhere in Egypt, the development waters have been polluted with give-aways that create dependence on outside resources. Most women expected ACDI to bring equipment, traditional training in sewing, knitting and crafts--dead-ends in a saturated market, especially without the skills to measure market demand and adapt products to meet changing needs--and "help" in marketing ...which meant selling their products for them. A longer time-frame might have allowed for more consciousness-raising about the value of learning skills for self-reliance, and increased the number of women who overcame their initial disappointment to stick with the project.<sup>21</sup>

Both GOE agencies and donors need to reorient their approaches, to teach women to plan and manage their production and marketing activities, rather than setting up project-sponsored production centers and sales outlets. At this point, ACDI is one of the few organizations in Egypt which has focused on business-skills training for women. While the WID Pilot Project took an extreme opposite approach to traditional, production-oriented projects by focusing almost exclusively on business skills, an integration of business and production skills is desirable. ACDI could play a critical role in helping foster this integration through TOTs in the use of the business-skills training materials.<sup>22</sup>

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<sup>20</sup>For example, by removing programmatic restrictions. A plan to allow a local resident to use a mobile shop to market women's products has been held up by a requirement that the activity be tied to a cooperative; applications for commercial space by current residents have been put on hold pending initiation of a program to give new graduates, who have no business experience or knowledge of the area, workshops or stores instead of land.

<sup>21</sup>A number of women felt they had to make a choice between ACDI's training/technical assistance and the ILO's production-oriented project, despite repeated attempts to explain how planning/management skills would help them better apply production skills.

<sup>22</sup>Meetings were held with the International Training Center (ITC), which carries out production-skills training for UN agencies, to ascertain interest in integrating the WID Pilot Project sessions into their program and conduct a TOT for staff. The current director was very interested but the ITC is in a state of transition which constrains new initiatives at this time.

Although the term empowerment has been over-used in WID circles in recent years, project activities showed that building confidence and self-reliance is critical to women's entrepreneurship development. Early discussions indicated that few women had approached retailers or transporters to make marketing arrangements; those who had, did not negotiate well.<sup>23</sup> An intervention as simple as a field trip to a shop, to provide a supportive environment for discussions with male retailers, was sufficient to initiate a process of making contacts and negotiating sales and transport arrangements. Information also was an empowering factor; for example, as women learned about the costs entailed in their production, they were better able to determine a bottom-line price as a basis for negotiation.

Over the course of roughly three months, women began to regard their food-processing activities differently, shifting from an amateurish pastime to a business activity that requires planning, record-keeping and time devoted to making market contacts as much as to making the product. This change in perception of the activities helped develop their self-image as businesswomen, reinforced in the latter part of training through contacts with retailers who saw them as potential suppliers, and with women entrepreneurs who treated them as colleagues. It is important to build such contacts into training activities, but at a stage when trainees know enough about their business to sound knowledgeable.<sup>24</sup>

In addition to learning new skills, women made new acquaintances through training; through exercises and discussions, the women learned about each other's skills and resources, and the potential for mutually-beneficial relationships. Thus training provided a medium for network development. In three months of shared experience, relationships developed to the point where women began to think of working together on transport and marketing. Using training as an incubator for collective ties, rather than pushing strangers to work together from the outset of a project, seems like a strategy that will contribute to more lasting results.

Training design and delivery provided useful lessons for work with a more educated target group, which enabled use of graphs, fairly complicated calculations and other luxuries unthinkable in a typical WID project. Despite technical-school and University degrees, however, women make very basic mistakes in business activities, for example failing to study the market

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<sup>23</sup>For example, one woman gave baked goods to a merchant and was paid after they were sold, tying up her working capital and forcing her to absorb losses; the deal ran counter to prevailing practices in the area of cash up-front.

<sup>24</sup>This consultancy tried to resist the temptation of starting to market as soon as production begins. Trainees wanted to meet retailers much earlier, before they were aware of all the costs involved in their production; they most likely would have followed the common experience of fixing artificially low prices to be competitive, with no idea of losses. Likewise, the women wanted to hold an exhibition at the end of training; even by this time, they were not ready with professional packaging, final pricing estimates and production organized to guarantee delivery of orders.

before they begin to produce, or to keep records of money coming in or going out. Consequently, it is important not to overestimate the level of complexity for courses: content needs to be kept simple, and visual aids used to illustrate key points.<sup>25</sup> Small interventions such as showing women how to calculate labor costs, and providing a format for a simple cash book or order form, made a big difference for most women in their planning and operations.

While participants were able to absorb much of the information, training aimed at attitude change as well as development of new skills is a long-term process. Training was compressed to fit into the calendar of the consultancy; more knowledge might have been absorbed and applied if sessions had provided smaller doses of information, and more time for exercises that allow practical application. The home visits made by Jeanne Schwaller showed how the effectiveness of training is enhanced when paired with one-on-one technical assistance, to verify that learning is applied to work situations; a longer time-frame would allow for weekly one-on-one sessions with the trainer or trained advisors.

The WID Pilot Project reflects a strong commitment by ACDI to working with women, which will be continued on a larger scale in the future. Approaches which are effective in ACDI's gender-neutral projects might have to be modified to offset cultural and political factors that may affect men and women differently. For example, the dynamics of traditional male-female relationships suggest that a woman may not be most confident or articulate in front of a selection panel of men. Also, since far fewer opportunities for overseas travel are available to women, it is important to understand that their disappointment over rejection might be more acute and strongly expressed than by men.

## 2. Recommendations

Most recommendations were acted upon during the course of the consultancy, or translated into plans for follow-on activities. The following suggestions are based on observed needs but some, like training for shopkeepers, may be beyond the scope of ACDI's activity.

- a. In order to maintain support for activities in Bangar, meet at least once a month with the Director of Extension and Training and the Director of Women's Activities. Focal points for follow-up include completion of the Retailer Survey and village files, finalization of the test-kitchen rules and assistance contacting resource persons for cooking demonstrations and presentations.
- b. Monitor formation of the Bangar Association of Home-Based Food Processors, and provide technical assistance in setting up quality control, packaging, distribution and collection systems. If possible, bring in a volunteer or consultant with expertise in organization and management of marketing collectives.

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<sup>25</sup>Design of the sessions drew heavily on materials developed for minimally-educated women, such as the OEF International marketing and feasibility study manuals.

- c. Assist MOA training and extension personnel in developing a program to individually follow up the women who completed the WID Pilot Project training. In addition to holding training events for them, regular home visits should be made to go over key points covered in the training sessions and how they are being applied. If several women face the same problem, they should be encouraged to work together (for example to make shared transport arrangements).
- d. Develop a TOT program for teaching MOA extension personnel, field workers of other Ministries and donor agencies how to use the "Business Skills for Women's Home-Based Food Processing" manual, to encourage integration of production- and business-management skills. Explore possibilities of carrying out TOTs with the ITC and other agencies involved in income-generation/micro-enterprise development for women. In order to develop an effective TOT, the revised modules should be field-tested and possibly restructured into a program that builds in one-on-one follow-up sessions with participants.
- e. Support continuing research and development of solar technologies, especially for commercial purposes. Abundant sunshine makes this low-cost energy source attractive for drying fruits and vegetables, cooking and baking. Contacts with the University of Alexandria Department of Agricultural Engineering should be followed up to explore possibilities for collaboration. Bangar offers excellent applied research opportunities for graduate students, who could help develop larger-capacity, more efficient models of dryers and cookers. ACDI might help Bangar extension personnel develop a solar-energy promotion program, for example by bringing in a VOCA volunteer through the FTF program. However such a program should not push large numbers of graduates into processing the same commodities for sale, until they have done feasibility studies to gauge market potential.
- f. If women are to be sent on U.S. study tours in the future, consider revising selection criteria and procedures. For example, the composition of the selection committee might be altered to include more women; and, for food-processing, specialists in food technology, home-economics or small business. The committee should be fully briefed on each candidate's activities since variations are greater than among a group producing a single commodity. A standardized rating system should be used to assess candidates, and the rating system explained to candidates.
- g. Consider providing training in simple business management for shopkeepers. In the course of the Retailer Survey, common problems were observed among owners and workers including poor stock management, pricing, record-keeping and promotion. This activity would be outside the realm of a WID project, and possibly outside of ACDI's sphere of activity. However, a fairly simple course could be developed on the basis of the manual developed for the WID project or Consultancy for Small Businesses by Malcolm Harper. The Retailer Surveys would provide a basis for recruiting participants.

Appendix 1  
Resource Persons Contacted

<u>Organization</u>	<u>Name</u>	<u>Title</u>
ACDI	Jeff Sole	Vice President, Middle East/North Africa
	Sarah Jackson	Regional Office Assistant Director
	Mahmoud Kamel	FTF Program Director
	Mohammed El Shinawy	Mansourah Field Coordinator
	Mohammed Khafagy	Alexandria Field Coordinator
USAID	Aziza Helmy	WID Officer
	Duncan Miller	Director, Human Resources Development
	Shane McCarthy	Education Officer
	Karim Gohar	FTF Project Officer
MOA	Dr. Youssef Hamdi	Undersecretary for International Research
	Dr. Mamdouh Riad	Undersecretary, Afforestation
	Dr. Kamla Mansour	Minister's WID Advisor
MOA/ARC/NARP	Dr. Zeinab El Tobshi	Tech. Transfer Unit
	Dr. Nassib	Consultant
	Dr. Helen Henderson	WID Consultant
ARC/Cereal Technology and Food Processing Institute	Ahmed Khorshed	Director
	Abubelela Ahmed	Director/Drying
	Imad Regeba	Engineer/Drying
	Saad El Ansari	Engineer/Jam
	Fawzi Madbouli	Director/Mushrooms
	Lotfi Abdelhamid	Director/Food Eng.& Pkging.
	Talat Dessouki	Director/Meat & Fish
Galal El Sherbini	Director/Processing Research	
ARC/Sabaheya Research Center (Alexandria)	Moh. Th. Hassan	Director
	Hassan Ghazzal	Director, Food Technology
	Souad Dessouki	Meat Specialist
	Wafaa Ali	Syrups Specialist
	Nahad Ibrahim	Food Specialist
	Salwa Daniel	Cold Storage Specialist
ARC/Horticultural Research Institute	Amin Okasha	Director
	Talat Il Wakeel	Consultant
	Behya Fahmy	Director/Packing & Handling Fruit
	Faiza El Sayed	" " " " Vegetables

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ARC/Agricultural Engineering Research Institute	Ahmed El Sahrighi Nabil El Yazel Samira Khalil	Director Assistant Director Agrarian Reform
MOA/Aga District (Mansourah)	Mervat Rizik Daoud Sanaa Mohamed Ashour Aida Moh. El Singari Soraya Badawy El Agawy Amal El Bassiouny Hasan Hanem Awad El Baghdadi	Ag. Engineer, Sewing Rural Dev. Eng., Meniet Sammanoud Rural Development Engineer RD Engineer/Food Industries RD Engineer/Chicken Raising Ag. Education Eng., Markaz Aga
MOA Central Extension Service/Gharbiya	Soheir Abdelrahman	Responsible for Women in the Delta
NRC	Mamdouh Saada	Director, Food Technology Pilot Plant
Agency for Development and Graduate Affairs	Ahmed Ismail Mohamed Abu Shedi Khairy El Sherif Mohammed Zafrani Mohamed Omar Hosni Khorayim Hamed Khalil Nargas Abdullah	Director Consultant Asst. Director Boustan District Mgr. Boustan Extension Dir. General Director, Bangar Director of 2nd Area, Bangar MOA Women's Extension Agent
University of Alexandria, Fac. of Agriculture Home Ec. Dept.	Dr. Soheir Noor Dr. Souriya Lotfy Dr. Mediha Dr. Wafaa	Head of Home Ec. Dept. & AAHE Faculty and AAHE Member Faculty and AAHE Member Faculty; conducted lab tests
University of Alex. Fac. of Agriculture Dept. of Food Technology	Dr. Laila Shekib Dr. Nahed El Shimi	Professor Professor
University of Alexandria Faculty of Agriculture Dept. of Ag. Engineering	Saad Ahmed Imin Ali Ibrahim	Department Chair Professor
University of Menoufiya	Mahmoud Moustapha	Professor, Food Technology
Social Fund for Development (SFD)	Hassan Shaarawi Fatma Khafagy Zeinab Shaheen	Small Enterprise Director Community Development Director Community Development/WID

UNICEF	Hanaa Singer	Program Assistant
FAO	Khaled Choueri Nadia El Ebeid	Country Representative Regional WID Officer
ILO/Abis	Salah El Esawi Soheir Abdel Zaher Mr. Amr Yousri Abed Mrs. Ashgan	Program Director Dep. Dir./Tech. Affairs Head of Research Field Coordinator Consultant
International Training ing Center (Maryout)	Ibrahim Aly Samia Taher	Director Women's Activities
Development Support Communication Center (Manchia)	Nabil Adbel Hakim Ehsan Ibrahim El Saida Barakat	Production Manager WID Specialist WID Specialist
Center for Development Services (CDS)	Ali Mokhtar	Small Business Program Director
CARE	Stuart Worsely	Farm Links Project Director
Basaisa Community Development Project	Dr. Salah Arafa	AUC Physics Professor/Project Advisor
Aga Food Processing Company (Mansourah)	Reda Hamza Sukkar Eman Abdel Wahab	Chief, Juice Dept. Chief, Packing & Quality
New Bourg El Arab Authority	Mahmoud Khalil El Aouini	Chairman
Alex. Businessmen's Association	Nabil El Shami	Director
-----	Walleen Donaldson	Pickles/baked goods specialist
-----	Heba Il Attar	Baked goods specialist
_____	Mme. Nabila	Baked goods specialist

Appendix 2  
Choice of Target Site

7 February, 1993

TO: Sarah Jackson  
FROM: Sheila Reines  
SUBJECT: Choice of Target Site for WID Pilot Activities

Based on initial field contacts and visits, I recommend that we focus efforts to organize women's production/marketing activities on the Bangar II Sukkor area in the near term, especially during my consultancy. This recommendation is not based on a rigorous, systematic, or equal assessment of all three potential target areas. However time constraints argue for a decision rather soon. I think that the reasons outlined below make a strong case for working in Bangar during a pilot phase, while planning for later replication in El Boustan and West Nubariya.

1. Of the three areas, Bangar is the closest to Alexandria, which makes it the most logistically attractive for this short-term consultancy (not a sufficient reason in itself, but it adds weight to the others).
2. ACDI has worked in Bangar more than in the other two areas, and has developed good working relations with both farmers and MOA staff. While ACDI is interested in increasing activity in the other areas, it seems most desirable to build on an existing base for a new project.
3. According to Ahmed Ismail, Bangar has the highest concentration of female graduates. Although we have talked about working with both settlers and graduates, initially it will be easier to reach graduates and build on their informal networks. Also, graduates who are more comfortable moving in cities and male-dominated environments are likely to be able to organize and begin marketing (and get the support of their husbands) more quickly...to later serve as role models and trainers for other women, as we have discussed.
4. MOA staff, especially District Director Hamed Khalil, has evidenced a high level of genuine interest in, and support for, project activities. He has been welcoming and open (in contrast to our Boustan experience, which has made me wary of working in that area), and has spared no efforts to arrange meetings and make contacts. Also, he has encouraged involvement of MOA WID Officer, Nargas Abdullah, who could become a local training/TA resource. Mr. Khalil has excellent working ties with ACDI, which seem to have been extended to this activity, fostering a collaborative relationship that can contribute significantly to the success of a project.
5. Mr. Khalil's expressed interest in economic development in general and women's activities in particular is reflected in actions that make Village 15 a promising embryo for micro-enterprise

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development activities. He has made space in the social club available for a small food shop, and is outfitting a truck to be used as a mobile shop (which also can pick up women's production for re-sale). The truck is to be driven by the shop manager... whose wife currently makes pickles sold in the store! He also has made space in the Development Center (MOA administrative headquarters in Village 15) available to a carpenter for production and a woman baker for selling.<sup>1</sup>

NB: The woman mentioned that she had tried to buy a small plot to move baking operations out of her home, but had been turned down. The villages are short on services, and each could use a designated commercial area where space would be available for graduates to start businesses<sup>2</sup>. If this emerges as a something worth advocating, a sympathetic ear at the district level would be a great help.

6. Perhaps unfair advantage accrues to Bangar through several visits this past week, but I already have begun meeting women who are involved in preserving and baking (some of the same ones you met). In one case, two women are working together informally. Thus there are nuclei for both individual and collective activities.

First impression: like elsewhere in Egypt, quality is high, but sound processing procedures, good packaging and any kind of marketing know-how is missing. Even if a cooperative activity can't be set up in the time that I'm here, a few simple actions can be taken to help the women improve their production and sales...and we can lay the groundwork for more complex production and marketing systems, including working together if the women choose.

7. Mr. Khalil is organizing a meeting of women currently involved in processing activities, scheduled for 11:00 a.m. on Tuesday, 9 February. It is intended primarily as an information-gathering exercise, but could be used as the beginning of a project process.

I am planning on going to Bangar on Monday as well, to continue visiting shops and women's businesses (e.g., the restaurant in Zohoor). But I do not want to go too frequently until I know that we can focus on the area, to avoid raising expectations.

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<sup>1</sup>These rooms are part of a complex in back of the center, organized around an attractive garden space; they have windows, doors, electricity and in some cases, running water. The complex has really interesting potential, for example as a small-business incubator (possibly giving preference to women's businesses)...if the classic pitfalls of incubator schemes can be avoided. I mentioned such a possibility in passing, and Mr. Khalil seemed very interested.

<sup>2</sup>As a further digression, note that the scheme to start giving a house and a workshop instead of a house and land is targeted for new graduates (i.e., this year's class), rather than people who already are living in the area and have a sense of what is needed/wanted...and have acquired some business experience through farming.

If we agree on Bangar, I will develop a work plan for the next 10-14 days, which will focus on some of the rapid reconnaissance activities we talked about, beginning with market mapping and profiles of sellers in all of the villages in the area. I would like to get Mr. Khalil to agree to have Nargas actively involved in the project, and do the RRA activities with her, since collection and dissemination of market information is a service that can be provided effectively by the government.

cc: Mahmoud Kamel, FTF Program Director  
Mohamed Khafagy, Alexandria Field Coordinator

Appendix 3  
Retail Outlet Survey

Name of Village \_\_\_\_\_ Area \_\_\_\_\_

Name of Shop \_\_\_\_\_ Address \_\_\_\_\_

Name of Person Interviewed \_\_\_\_\_ Position \_\_\_\_\_

If s/he is not the owner, name of owner or manager: \_\_\_\_\_

Are there employees? \_\_\_ yes \_\_\_ no If yes, how many? \_\_\_\_\_

Who makes the buying decisions? \_\_\_\_\_

Days Open: \_\_\_\_\_ Hours of operation: \_\_\_\_\_

Type of shop: \_\_\_ Private \_\_\_ Cooperative \_\_\_ Public Sector Shop

\_\_\_ Food Only \_\_\_ General

\_\_\_ Small \_\_\_ Medium \_\_\_ Large

Is the shop: clean \_\_\_ yes \_\_\_ no

well-organized \_\_\_ yes \_\_\_ no

Does the shop have (put a check in the space if yes):

\_\_\_ a sign outside \_\_\_ a display window \_\_\_ a counter

\_\_\_ shelves \_\_\_ a cooler case \_\_\_ a refrigerator

\_\_\_ a deep freezer \_\_\_ vegetable bins \_\_\_ a scale

Comments: \_\_\_\_\_

How many customers come every day? \_\_\_\_\_ winter \_\_\_\_\_ summer

What items do you sell the most of? \_\_\_\_\_

What items do you sell the least of? \_\_\_\_\_

Does the shop sell (put a check in the space if yes):

\_\_\_ tea \_\_\_ sugar \_\_\_ oil \_\_\_ semna \_\_\_ butter \_\_\_ cheese \_\_\_ milk

\_\_\_ rice \_\_\_ grains \_\_\_ dried beans \_\_\_ macaroni \_\_\_ dried spices

\_\_\_ vegetables \_\_\_ fruits \_\_\_ canned meat \_\_\_ frozen meat

\_\_\_ dried fish \_\_\_ canned fish \_\_\_ frozen fish

If any products are produced by the graduates put a \* next to the item.

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Selected Inventory Profile (products that could be made by women)

<u>Item</u>	<u>In Shop</u> ( <u>yes</u> )	<u>Origin*</u>	<u>High Season</u>	<u>Buy Price/</u> <u>Unit</u>	<u>Sell Price/</u> <u>Unit</u>	<u>Amt. Buy/</u> <u>Unit</u>	<u>Amt. Sold/</u> <u>Time Period</u>	<u>Time Per.</u>
Pickles								
Olives								
Jam								
Bread								
Biscuits								
Cakes/Pastries								
Sweets								
Raisins								
Apricots								
Fruit Juice								
Fruit Leather								
Tomato Paste								
Frozen Vegetables								

\*1 = Alexandria 2 = Amreya 3 = Local a = industrial factory b = small factory c = home producer

Comments:

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Where does the shop get its merchandise? (Check as many as necessary)

\_\_\_ delivered by distributors

\_\_\_ goes to Alexandria ( \_\_\_ factories \_\_\_ markets \_\_\_ wholesalers)

\_\_\_ goes to Amreya ( \_\_\_ factories \_\_\_ markets \_\_\_ wholesalers)

\_\_\_ goes to another place ( \_\_\_\_\_ )

If distributors bring all or part of the goods, answer the following:

What are the names of the distributors companies? \_\_\_\_\_

Where do they come from? \_\_\_\_\_

How many times a week do they come? \_\_\_\_\_

What do they bring? \_\_\_\_\_

What are the terms of payment? \_\_\_\_\_

If someone from the store goes to get goods, answer the following:

Who goes? \_\_\_\_\_ How often? \_\_\_\_\_

How do they get there? \_\_\_ own a truck/car \_\_\_ rent a truck/car  
\_\_\_ pay for public transport

If they rent or pay, how much does it cost for each trip? \_\_\_\_\_

What are the terms of payment to the suppliers? \_\_\_\_\_

Has the owner ever sold products from local women? \_\_\_ yes \_\_\_ no

If yes, what? \_\_\_\_\_

How did they do? \_\_\_\_\_

Is the owner interested in products from local women? \_\_\_ yes \_\_\_ no

If yes, what products? \_\_\_\_\_

What are the requirements for quality? \_\_\_\_\_

For quantity? \_\_\_\_\_

What are the terms of payment? \_\_\_\_\_

Comments: \_\_\_\_\_

Name of interviewer: \_\_\_\_\_ Date of interview: \_\_\_\_\_

Appendix 4: Community Resource Survey

Name of Village \_\_\_\_\_ Region \_\_\_\_\_

Population (Official) \_\_\_\_\_

Estimated Full-Time Population: Male \_\_\_\_\_ Female \_\_\_\_\_ Total \_\_\_\_\_

# Graduates: male \_\_\_\_\_ female \_\_\_\_\_ # Settler Families \_\_\_\_\_

Distance of village from: Central Village \_\_\_\_\_ km. Nubariya City \_\_\_\_\_ km. Amreya \_\_\_\_\_ km.  
 Alexandria \_\_\_\_\_ km. Bourg El Arab \_\_\_\_\_ km.

Is there public transportation from the village to:			<u>If yes, how often/day?</u>		<u>Price</u>
Central Village	___ yes	___ no	___ bus	___ minibus	_____
other villages	___ yes	___ no	___ bus	___ minibus	_____
Alexandria	___ yes	___ no	___ bus	___ minibus	_____
Menoufiya	___ yes	___ no	___ bus	___ minibus	_____
other places:					
_____			___ bus	___ minibus	_____
_____			___ bus	___ minibus	_____

# of people with: cars \_\_\_\_\_ trucks \_\_\_\_\_

# of houses with: butagaz stoves \_\_\_\_\_ commercial stoves \_\_\_\_\_ bread ovens \_\_\_\_\_

refrigerators \_\_\_\_\_ deep freezers \_\_\_\_\_

Is there electricity in: \_\_\_ all houses \_\_\_ most houses \_\_\_ some houses

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Are there power cuts:    \_\_\_ frequently                    \_\_\_ sometimes                    \_\_\_ rarely

Is there running water in:    \_\_\_ all houses                    \_\_\_ most houses                    \_\_\_ some houses

Is the water supply cut:    \_\_\_ frequently                    \_\_\_ sometimes                    \_\_\_ rarely

Put a check if found in the village:

\_\_\_ nursery school                    \_\_\_ primary school ( \_\_\_ open    \_\_\_ closed)                    \_\_\_ religious school

\_\_\_ mosque                    \_\_\_ secondary school ( \_\_\_ open    \_\_\_ closed)

\_\_\_ training workshop (If yes, what kind? \_\_\_\_\_)

\_\_\_ hospital                    \_\_\_ clinic                    \_\_\_ doctor's office

\_\_\_ bank                    \_\_\_ police station                    \_\_\_ post office

\_\_\_ social club                    \_\_\_ women's club                    \_\_\_ community development association

Commerce, Services and Light Industries

<u>Type</u>	<u>Number</u>	<u>Location (shop, apartment, home)</u>	<u>Size (S,M,L)</u>
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<u>General Store</u>	_____	_____	_____
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<u>Food Store</u>	_____	_____	_____
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<u>Clothing Store</u>	_____	_____	_____
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<u>Butcher</u>	_____	_____	_____
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<u>Produce Seller</u>	_____	_____	_____
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<u>Milk/Cheese Processor</u>	_____	_____	_____
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Bakery \_\_\_\_\_

Restaurant \_\_\_\_\_

Hotel \_\_\_\_\_

Grain Mill \_\_\_\_\_

Hardware Store \_\_\_\_\_

Carpenter \_\_\_\_\_

Metalworker \_\_\_\_\_

Mason/Construction \_\_\_\_\_

Type Number Location (shop, apartment, home) Size (S,M,L)

Brickmaker \_\_\_\_\_

Mechanic \_\_\_\_\_

Plumber \_\_\_\_\_

Electrician \_\_\_\_\_

Hairdresser \_\_\_\_\_

Tailor \_\_\_\_\_

Dressmaker \_\_\_\_\_

Sewing Workshop \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Crops:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total estimated number of: buffaloes \_\_\_\_\_ sheep \_\_\_\_\_ goats \_\_\_\_\_ cows \_\_\_\_\_

Number of people raising: chickens \_\_\_\_\_ ducks \_\_\_\_\_ geese \_\_\_\_\_ turkeys \_\_\_\_\_  
rabbits \_\_\_\_\_

Number of dairy farmers: \_\_\_\_\_ # of cows or buffaloes per farm \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name(s) of Surveyor(s) \_\_\_\_\_ Date of Survey \_\_\_\_\_

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