

USAID-funded Premium Project for Egyptian Small Growers

Implementing Partner: Blue Moon Ltd;
Life of Project: August 3, 2011- February 28, 2018;
Bilateral Agreement: Agribusiness for Rural Development and Increasing Incomes (ARDII)

Updated: December 2017



USAID
FROM THE AMERICAN PEOPLE



PREMIUM



Blue Moon is an Egyptian Limited Liability Company established in 2008 to drive convergence through collaboration with stakeholders



Good Agriculture Practice

Good manufacturing
and hygiene practice

Social Responsibility

- Blue Moon is invited to worldwide events to share its local experience with Egyptian Small Holders and students/graduates of Agriculture Technical Schools.

Blue Moon's Sustainability Strategy

- * ISO26000 guidelines
- * UN Sustainable Development Goals
- * Egypt's Sustainable Strategy 2030 Vision

Contributing to 13 SDGs



USAID-funded Premium Project for Egyptian Small Growers August 2011 – February 2018



**Improve management practices at Small
Producer Organizations (SPO) and
Agriculture Technical Schools (ATS)**



***Improve income of small growers
(members of SPOs) and
students/graduates of ATS***



By the end of the project in February 2018, we expect to leave a positive impact on:

- Fifteen (15) Small Producer Organizations in Matrouh – Beheira – Luxor – Aswan
- Ten (10) Agriculture Technical Schools in Beheira - Qena – Luxor – Aswan

Blue Moon is scheduled to participate in *Feed the Future Egypt, Food Security and Agri-Business (FAS) Project (2015-2020)*

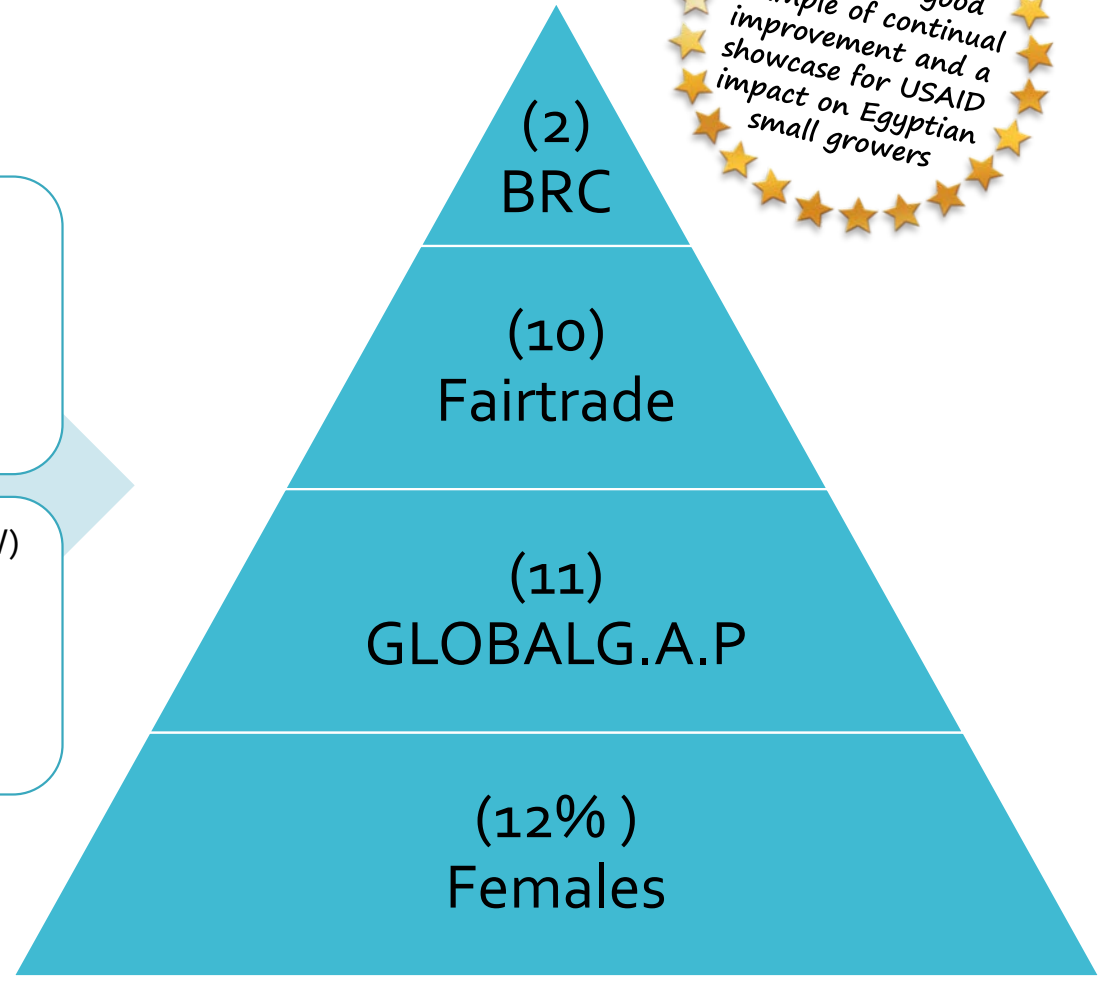
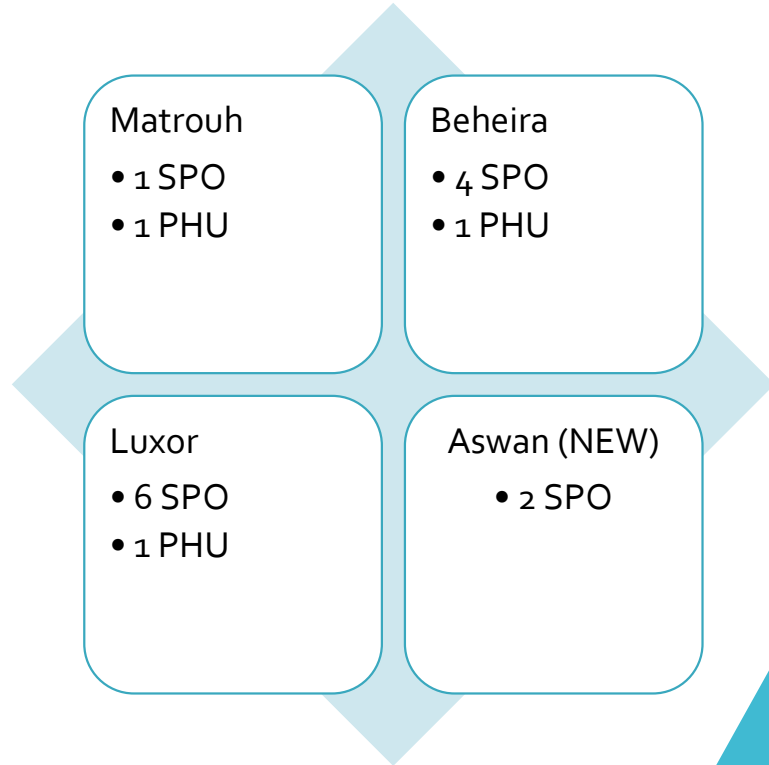
Small Producer Organizations (SPO)

August 2011- December 2017



Geographic distribution of Small Producer Organisations

Cooperative Enterprises
Build a Better World



SPOs in Luxor represent a good example of continual improvement and a showcase for USAID impact on Egyptian small growers

- A small producer organization (SPO) can be either an Agriculture Cooperative operating under the Ministry of Agriculture, or an Agriculture Association operating under the Ministry of Social Solidarity. An MOU is signed between Blue Moon (USAID implementing partner) and each SPO

Number of growers (2011-2017)

Governorate	SPO	GROWERS WITHIN SPO			GROWERS REGISTERED WITH GLOBALG.A.P.		
		Total	Male	Female	Total	Male	Female
BEHEIRA	Israa Agricultural Cooperative	582	545	37	232	214	18
	Mostafa Ismael Agricultural Cooperative	836	730	106	244	209	35
	Shohada Agricultural Cooperative	592	348	244	394	246	148
	Soliman Agricultural Cooperative	718	649	69	257	243	14
	Yasha Agricultural Cooperative	1155	1047	108	349	316	33
LUXOR	Al Adayma Agricultural Association	132	131	1	59	59	0
	Asfoun Agricultural Association	75	74	1	48	47	1
	Al Ghareira Agricultural Cooperative	577	485	92	40	34	6
	Al Mataana Agricultural Cooperative	88	88	0	55	50	5
	El Namasa Agricultural Association	103	98	5	56	56	0
	Al Negou Agricultural Cooperative	79	79	0	56	56	0
ASWAN	Kalabsha Agricultural Cooperative	149	126	23	6	6	0
	Bashayer El Kheir Agricultural Cooperative	100	95	5	27	24	3
	TOTAL	5,186	4,495	691	1,823	1,560	263

Stakeholders Mapping for Egyptian Small Holders

A tool to create a win/win situation

Legislation and enforcement

International and local standards


International and local community

Small Producer Organizations (SPOs)

Suppliers

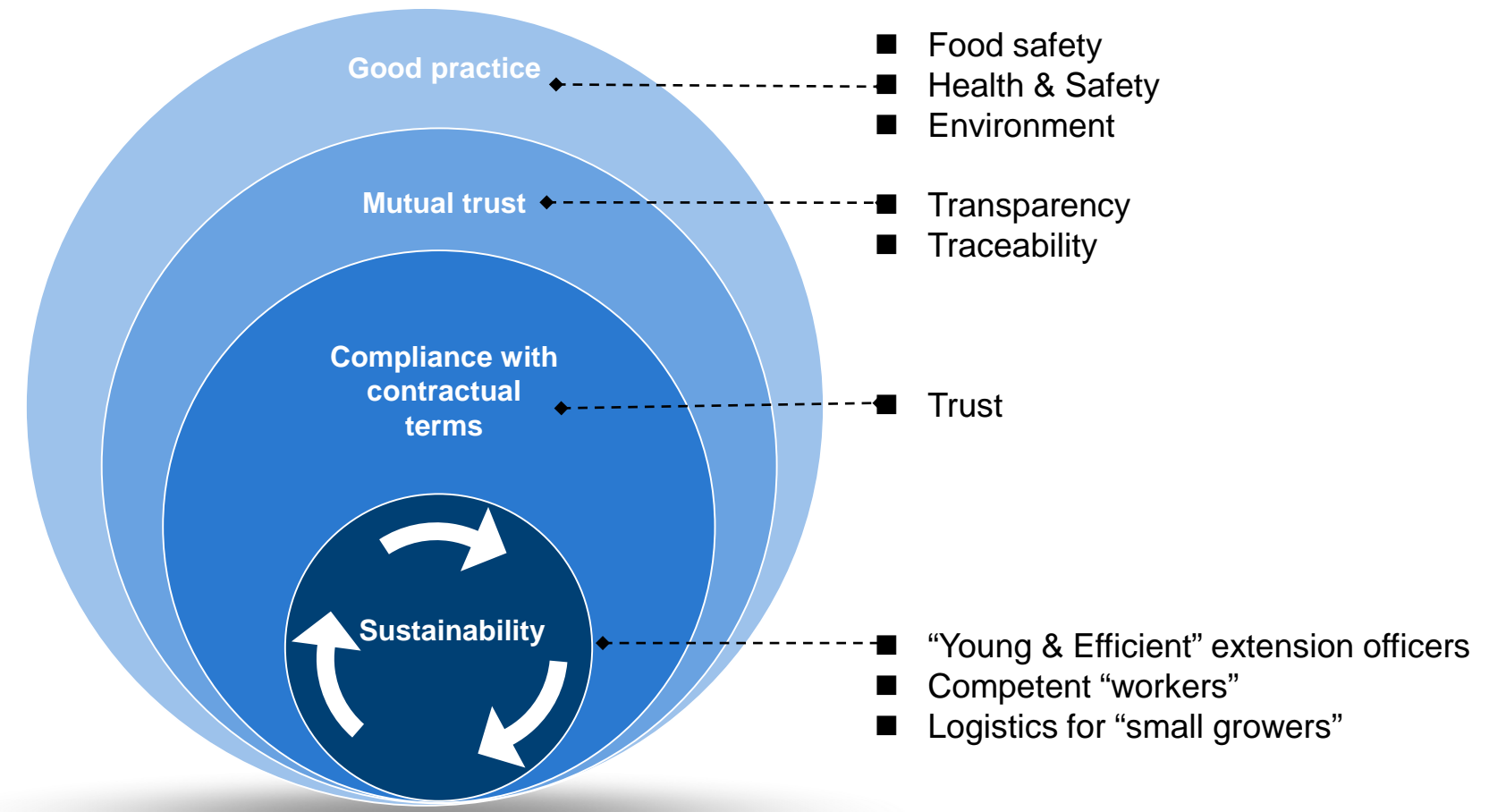
Service providers

Customers



Pesticide retail shops in the local villages are by far the most important stakeholder for Egyptian small-holders

Challenges for the Egyptian Fresh Produce Sector



Workplan for USAID-funded Premium Project

Risk Assessment

Based on compliance criteria for “Good Practice”

- GLOBALG.A.P.
- FAIRTRADE
- BRC

Provision of resources*

To mitigate compliance and ethical trade risks
introduction of improved technologies and management practices

* Unlocking agriculture’s potential through leadership and partnership (Feed the Future Approach)



Use of Technology

1) Please install [Google Earth](#) on your computer before trying to open the above links.
2) When using the pointer to see details please make sure you are pointing on the Premium Logo and not on the polygon around it

GPS identification of 14,540 Hectare



Israa Agriculture Cooperative

Link

Line 1/1



Line 1/2



Line 1/3



Line 1/4



Line 1/5



Line 1/6



Line 1/7



December 2017

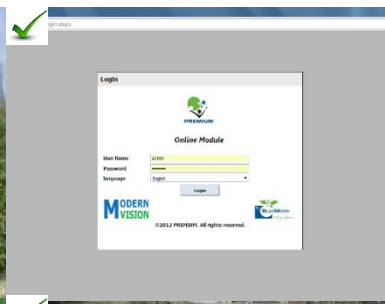


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11

Social and Environmental Impact for small growers



Rehabilitated Produce Handling Units based on BRC compliance criteria



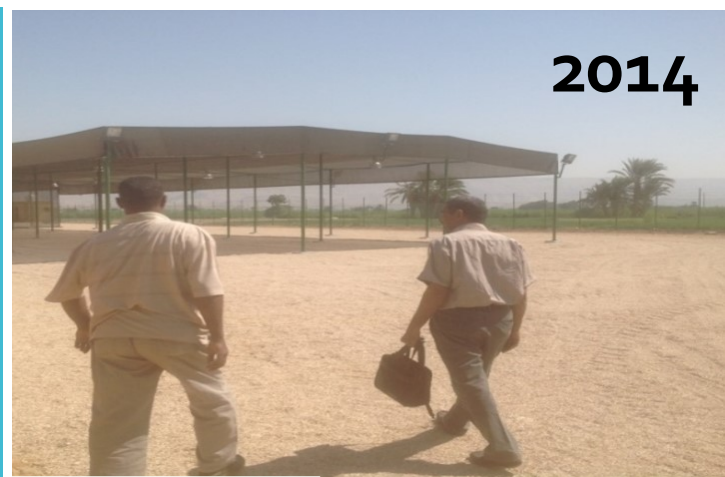
Deserted store
Mostafa Ismail Agriculture Cooperative, Matrouh



Deserted store
Israa Agriculture Cooperative, Beheira



Produce Handling Unit at Esna, Luxor





SMALL GROWERS

REACHING BEYOND BORDERS

For the first time in Egypt, small growers have received acknowledgement and certification by the GlobalG.A.P. and Fairtrade standards. These small growers, enlisted under 5 agricultural cooperatives are currently producing high quality fruits and vegetables using sustainable good agricultural practices. Now, from anywhere in the world, you can view the GPS coordinates for each cooperative, its layout, and produce via GoogleEarth to help ensure the traceability of the small growers.

The premium project's main goal is to improve the socioeconomic standard of living for small growers in Egypt and to help them to gain access to export markets.

The project has succeeded through the means of Blue Moon Ltd. and its cooperative agreement with the USAID, in helping our Egyptian small growers keep up to date with international standards and expectations. As a result, the Egyptian small growers have worked hard to break barriers and proudly go beyond borders, to reach international markets.

CERTIFIED PRODUCTS INCLUDE:
Artichoke, green beans, peas, potatoes, grapes, melons, lemons, oranges and mandarins.

TO JOIN US IN HELPING SMALL EGYPTIAN GROWERS, AND FOR MORE INFORMATION PLEASE VISIT:
www.smallgrowers-eg.com

MELONS
GREEN BEANS
GRAPES
MANDARINS
ORANGES
LEMONS
POTATOES
ARTICHOKE
PEAS



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IMPORTS

Univeg welcomes Egyptian oranges

Univeg Katopé UK has welcomed the first arrivals of Fairtrade Egyptian Oranges, grown by co-operative Soliman Agriculture, into the UK. The oranges are grown on the western edge of the Nile, south of Alexandria, in a season which runs through May until the end of June. Manaj Saleh of Egyptian consultancy agency Blue

Moon says the partnership is one of the big success stories to emerge in the wake of the 'Arab Uprising' in the Middle East. "Univeg continues to meet its pledges to social responsibility and we thank them for helping to get this operation up and running". UK sales of Fairtrade products hit the £1 billion mark in 2010.



— Fairtrade growers from the Soliman Agriculture Co-operative

04 24 MAY 2013 — FRESH PRODUCE Journal



www.qcap-egypt.com





Direct link to
international market



First direct
FAIRTRADE
orange shipment
from an
Egyptian Small
Producer
Organization to
the UK market

Produce of Egypt		Valencia Oranges		Class I	
Cal. 5	Count 72	Size (71mm-76mm)		Net weight: 15 kg	
	Organization		Flo-ID	Country	
	Producer	Soliman Agriculture Cooperative	27591	Egypt	
	Exporter	Daltex Corporation	20052	Egypt	
	Importer	UNIVEG Katope UK Ltd	2914	UK	
Soliman Agriculture Cooperative's GGN: 4052852005791			Grower's GGN: 4052852325608		
		Lot No.			
(01) 622 3002 3301406 (10) 1103		Production date 1103			
		Trace code 110222646			
Exporter: El Wadi for Agricultural Development & Desert Land Reclamation (Daltex Corporation) Email: sales@daltexcorp.com					

Average local price was EGP 0.90 –
UNIVEG paid GBP8.15/15 kgm



IMPORTS
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— Fair-trade growers from the Soliman Agriculture Co-operative

04 24 MAY 2013 — FRESHPRODUCE

Direct payment to Soliman Agriculture Cooperative (30 days)

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Home Mrs Susan Thom Univeg Katope UK Ltd (BIB 21/05/2013 Log Out
ID:1310983394)

Accounts
View Account Sets
View Inward Payments
Payments
View Payments
Make Payment
Verify Payments
View Exchange Rates
Beneficiaries
View Beneficiaries
Add Beneficiary
View Beneficiary Sets
Add Beneficiary Set
Approve Beneficiaries
Import Files
View Imports
Import File
Services
Reminders
Activity Log
Export Files
Organization Details

View Currency/ International Payment/ SEPA Credit Transfer [down to bottom](#)

Print

Payment Identification:
Status: Completed
BIB Reference Number: 1487888038
API Reference Number: BIB-1403802438
AFTS Control Reference: 021088

Source:
Beneficiary Source: From the Beneficiary database
Payment Source: Entered manually

Payment From:
Account Name: UNIVEG KATOPE UK
Sort Code: 208878
Account Number: 29888968
Currency: GBP

Payment Classification:
Urgency and Type: Urgent Currency/ International Payment

Ordering Customer Details:
Ordering Customer Account Number:
Ordering Customer Name:
Ordering Customer Address Line 1:
Ordering Customer Address Line 2:

Payment To:
Beneficiary Name: SOLIMAN AGRICULTURE COOP.
Beneficiary Address:
Beneficiary Country:
Account Number: 44212600000081
IBAN:
Account Currency: GBP
Beneficiary Bank Name: BANQUE MI SR
Beneficiary Bank Address: CAIRO
BANQUE MI SR TOWER 153 MOHAMED FARI D
Beneficiary Bank Country: Egypt
Beneficiary Bank SWIFT Id: BMISEGCX
National Clearing Code Type:
National Clearing Code:

Payment Details:
Requested Debit Currency and Amount: GBP 3,288.40
Sent Currency and Amount: GBP 3,288.40
Actual Sent Amount: GBP 3,288.40
Exchange Rate:
Execution Date: 20/06/2013
Requested Value Date: 20/06/2013
Available Value Date: 20/06/2013
Actual Value Date: 20/06/2013
Payment Reference: FAIRTRADE 001
Debit Narrative/Customer Reference:

Deal Details:

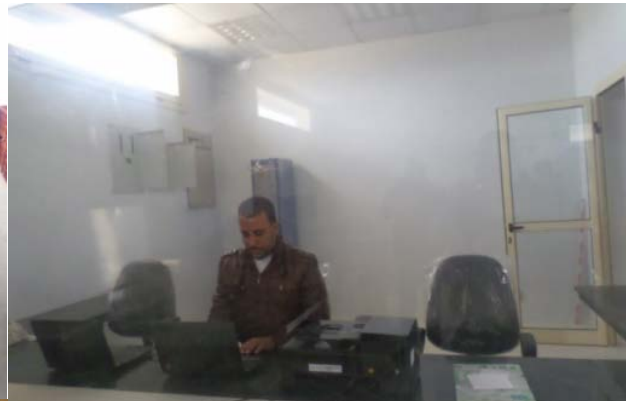


السادة/عملاننا الكرام

برجاء اضافة اى تحويلات خارجية واردة من سيادتكم لحسابنا على البيانات الآتية :-

اسم المستفيد / جمعية سيدنا سليمان الزراعية .
بنك المستفيد / بنك مصر -النوبارية 442
رقم الحساب (44212500000061). بالجنية الاسترليني
سويفت كود/ BMISEGCX-XXX
العنوان / مدينة النوبارية الجديدة - ميدان البنوك - البحيرة - مصر
تليفون/ 0452632114 فاكس/ 0452632116

**Soliman Agriculture Cooperative
opened a GBP account at Banque Misr
to receive the value of the shipment and
FAIRTRADE premium**



Tomatoes

(5 cold-trucks, Beheira (1.5 tons)



Tomatoes



Sun-dried tomatoes

Esna, Luxor



Artichokes



Sweet Potatoes



Grapes



Table Grapes

Esna, Luxor



Aswan; Ready for GLOBALG.A.P. Certification Audit before 31/12/2017



Economic impact on Small Holders

More than 50 direct supply contracts
(including McDonald's Egypt and EU Fairtrade markets)

Total Volume
4,987 ton
& 6.1 million
Artichoke
heads

10 Value Chains
(fresh &
processed)

Sales Value: \$1,838,695

Average price
\$223/ton
(w/o project
intervention)

Average price
\$322/ton
(with project
intervention)

Added Value
\$112/ton



**New: Fairtrade-EG
Local Market**

Household
income
increase ~35%
on average

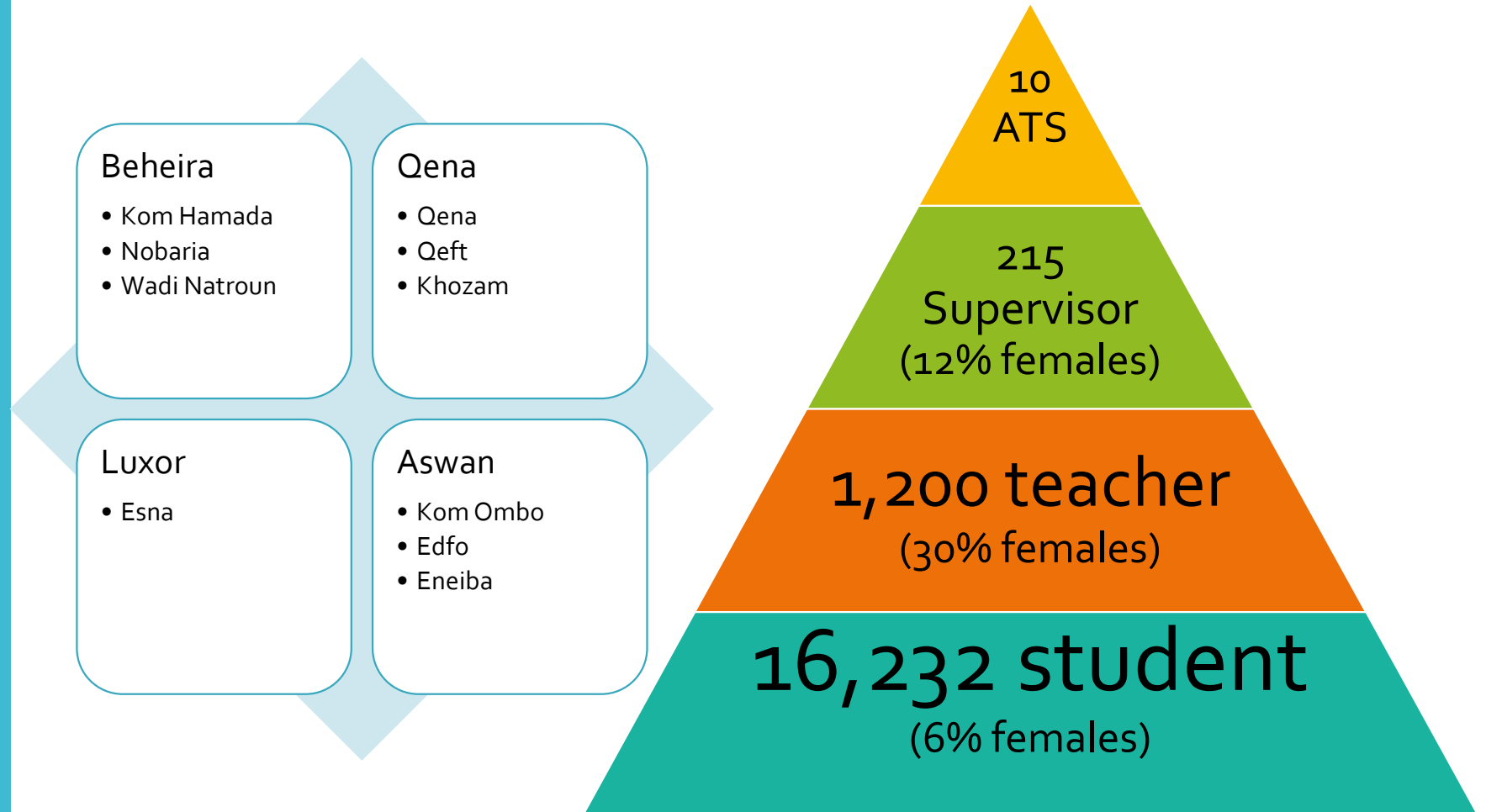


Agriculture Technical Schools (ATS)

August 2014- September 2016



Geographic distribution of Agriculture Technical Schools (ATS) (2011-2016)



An MOU was signed in February 2015 between Blue Moon (USAID implementing partner) and the Egyptian Ministry of Education to enable the implementation of the USAID-funded Premium Project for Egyptian Small Growers at (10) Agriculture Technical Schools in four (4) Governorates

Stakeholders Mapping for Agriculture Technical Schools

A tool to create a win/win situation

Legislation and enforcement

International and local standards

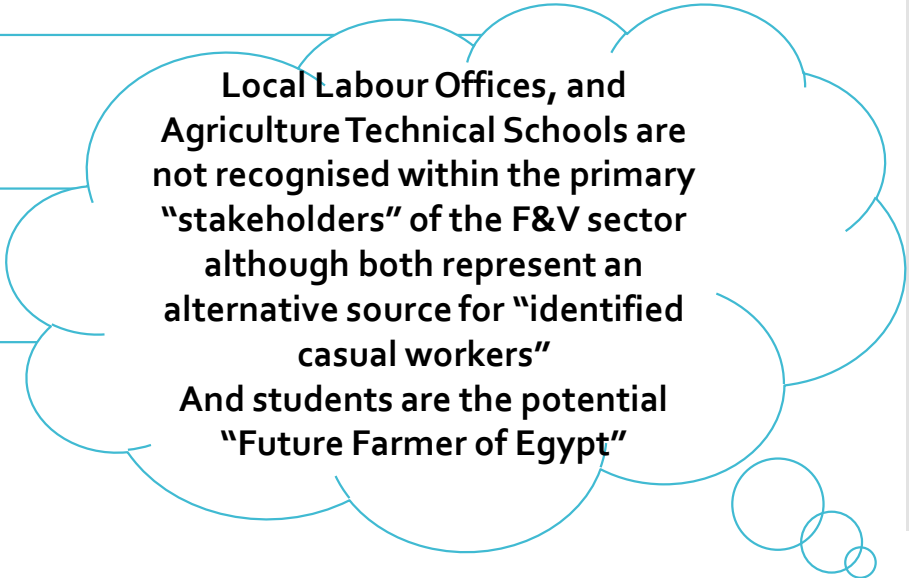
International and local community

Small Producer Organizations (SPOs)

Suppliers

Service providers

Customers

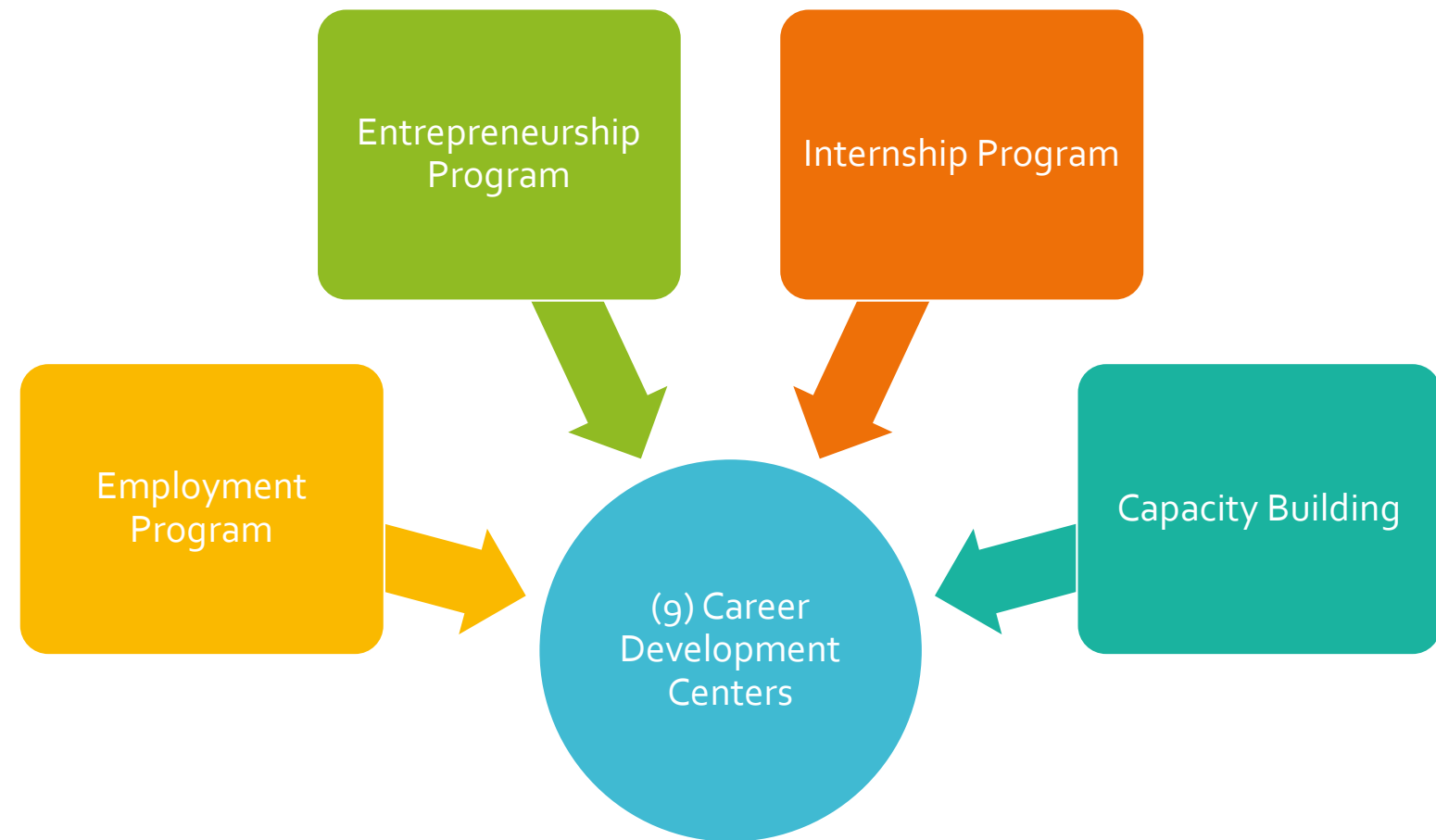


Local Labour Offices, and
Agriculture Technical Schools are
not recognised within the primary
“stakeholders” of the F&V sector
although both represent an
alternative source for “identified
casual workers”
And students are the potential
“Future Farmer of Egypt”

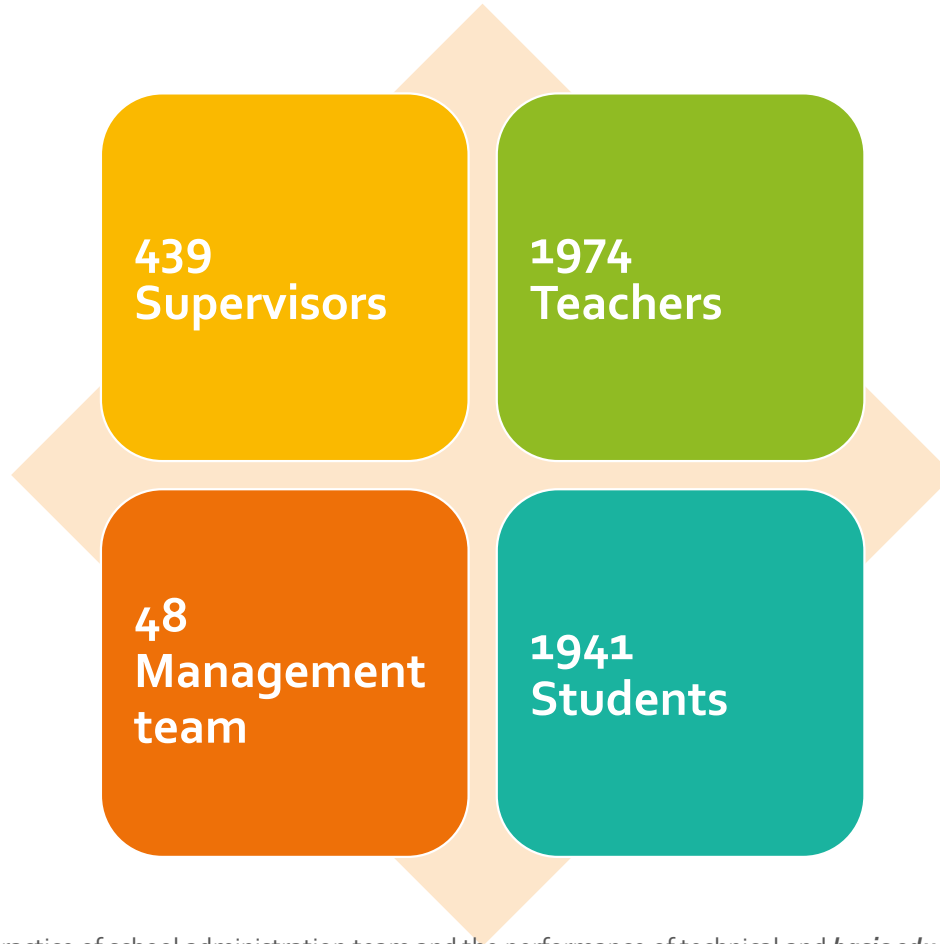
Goals

- Improve management practice at (10) agriculture technical schools (ATS) in an effort to improve the income of ATS students/graduates:
 - Improve management practice of school administration team and the performance of technical and ***basic education*** teachers
 - Link Agriculture Technical Schools with the agriculture sector and provide internship opportunities outside schools
 - Establish Career Development Centers in an effort to sustain the USAID-Funded Premium Project efforts in developing:
 - Business and personal skills of students/graduates
 - An internship program for students
 - An entrepreneurship program for students/graduates
 - An employment program for graduates

Implementation



Capacity Building



- **Goal:** Improve management practice of school administration team and the performance of technical and basic education teachers and link Agriculture Technical Schools with the agriculture sector and provide internship opportunities outside schools
- Capacity building program included active learning and lesson plan, strategic planning, personal skills, technical training (RU/SSP), GPS, feasibility studies for small projects, modern agriculture techniques, international standards, EU marketing standards, ethical behavior and positive attitude

Capacity building (cont'd)

TOT



- 65 ATS supervisors and teachers
- MOU signed between Blue Moon and CropLife and extends to 2020:

Responsible use of Pesticides (RU), and Spray Service Providers (SSP)

- 500 students



- Develop a local initiative to foster the responsible use of pesticides (RU)
- Create job opportunities through the spray service provider program (SSP)
- Establish a local initiative for "container management"

Internship Program

'A student who has spent time in an internship program, will show dedication, enthusiasm, and most importantly, will have real time experience' –Walt Disney.



Up to 30/9/2016

Company	Student
Belco	56
Daltex	113
El-Baraka	40
El-Heba	44
El-Morshed	56
El-Rowad	10
El-Salamony	48
Fresh Fruits	15
Kadco	37
Lina	38
Pico	65
Total	522

Business Case

- ATS need to provide an internship program for students to improve their technical skills in preparation for market needs
- Egyptian F&V suppliers have to use casual workers due to the seasonality of their products, and they face daily challenges with labour providers
- Human trafficking and child labour issues are stressing the international and local supply chain

Ground Rules

- ATS students/graduates provide a sustainable solution to the industry's need for "identified workers"
- Standard agreement to specify the internship program, and to ensure the health and safety of students during the internship program
- Guaranteed direct payment to students.
- Regular meetings between ESET participants and ATS administration to improve success rates of the pilot project

The Egyptian Suppliers Ethical Trade Forum (ESET) is an activity of Blue Moon since 2010 with the continual support of UK retailers: the Co-operative, UK - Marks and Spencer – Sainsbury's. The Forum aims at improving the working conditions of Egyptian workers

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Entrepreneurship Program

"If you can dream it, you can do it."
-- Walt Disney;



- Capacity building for 5 teachers from each ATS on “initiating and managing a small project”
- Provision of EGP1500 only for inputs
- Teachers supervised the entrepreneurship programs in their school
- Most of the projects were successful and some parents participated in the projects of their children.
 - E.g. a student in Nobaria ATS started a rabbit project in March 2015 and his father invested with him. In August 2016 their profits were EGP 25,000
- 2 consecutive programs: ATS students demonstrated that they have the will but need guidance:
 - 345 feasibility studies (including basic education departments; art, photography, etc.)
 - 156 students were eligible to initiate their small projects after submitting their feasibility studies

March 2015	March 2016
<ul style="list-style-type: none"> • 207 proposals – 92 finals • Best project from Esna ATS <ul style="list-style-type: none"> • Student name: Ms. Doaa Bakr • Project: Ducks • Capital: EGP 1500 • Revenues EGP16,800 • Total profit: EGP8,800 	<ul style="list-style-type: none"> • 138 proposals – 64 finals • Best project from Edfo ATS <ul style="list-style-type: none"> • Student name: Ms. Jamea ElTohamy • Project: Bread • Capital: EGP 1500 • Revenues EGP8,850 • Total profit: EGP7,350

A dream comes true



Career Development Center (CDC)

'when the winds of change blow, some people build walls, and others build windmills'



Sustainability tool for students/graduates

- One class at each school was transformed into a CDC. The ATS/CDC management team are expected to sustain the positive impact of the the USAID-funded Premium Project after its lifetime.

- 9 centers
 - Beheira (2)
 - Qena (3)
 - Luxor (1)
 - Aswan (3)

Before



After



- Activities of the CDC:
 - Follow the good management practice manual
 - Update the ATS database for participants
 - Implementation of capacity building programs for teachers/students/graduates
 - Update and implementation of:
 - Internship program
 - entrepreneurship program
 - Employment program (136 graduates were employed in 2016 through the CDC)

ATS database

Use of technology

201612 Premium ATS update.pptx - PowerPoint

New Tab by Yahoo | Premium Project - Egypt

www.smallgrowers-eg.com

Success Stories, Capacity Building, Job Opportunities

Welcome to the "Premium" Project

The Premium Project is initiated through a cooperative agreement between USAID and Blue Moon Ltd., an Egyptian private sector business and extends from August 3, 2011 to August 2, 2013.

The project provides an opportunity for the Egyptian small growers to develop their competence and help them earn the trust of the fresh produce supply chain with adherence to the stated requirements of GLOBALG.A.P. and Fairtrade standards.

This opportunity is further elevated by the willingness of international retailers to buy fresh produce from these Egyptian small growers as they develop comply with food safety requirements and consumers expectations.

December 2017

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Plan

Course	Male	Female
Total	0	0
TOT -Business Ethics	0	0
TOT -Responsible use of pesticides	0	0
TOT -Personal hygiene	0	0
TOT -Train-the-Trainer	0	0
TOT -Lesson Plan	0	0
TOT -Use of GPS	0	0
TOT -Good agriculture practice	0	0
TOT -Health & Safety	0	0
Agri Service Provider	0	0

Planned activities

Check

Trainees per Governorate

Governors: Aswan Luxor Qena

Behira Cairo Super

Status: Student Teacher Others

Ministry: Ministry Others

Gender: Male Female

From Date: 01/01/2015
Time: 12:00 AM

To Date: 31/12/2015
Time: 11:59 PM

Show Report

Reports

Do

Trainings

School Year: 2015
Governorate: Aswan
ATS: Agri Administration

Course: [Dropdown]
Date: [Date Picker]
Training Area: [Dropdown]

From Date: 16/12/2016
To Date: 16/12/2016

Save Certificates

Actual Activities

Act

الاسم: فهد يوسف محمد
الرقم القومي: 29911162702159
تاريخ الميلاد: 16/11/1999
اسم المدرسة: مدرسة إسنا التقوية الزراعية
تاريخ الإصدار: 07/12/2016

USAID, PREMIUM, BLUEMOON logos

Student's ID card (+QR code)

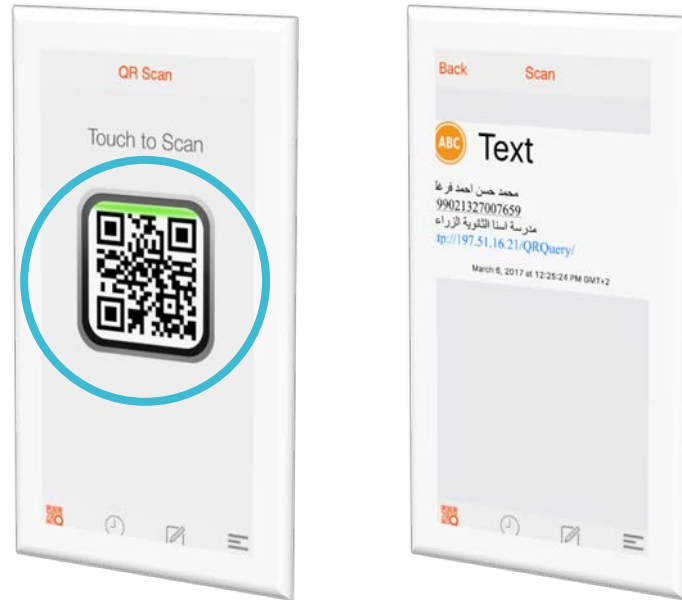
خلق فرص عمل لطلبة المدارس الثانوية الزراعية في مصر
أحد أنشطة مشروع بريمام الممول من الوكالة الأمريكية للتنمية الدولية



Mohamed Hassan received training from CropLife (Responsible use of pesticides (RU) and Spray Service Provider Program (SSP)



Updated Resume of student/graduate



التدريب		التدريب المهاري		ريادة الأعمال	
الاسم	محمد حسن احمد فرغلى	الشركة		المشروع	موتور رش مبيدات
الرقم القومى	29902132700651	من تاريخ	21/12/2015	بداية المشروع	22/06/2015
تاريخ الميلاد	13/02/1999	إلى تاريخ	24/12/2015	المشرف	عبد الكريم سالم عباس
المحافظة	Luxor	مكان التدريب	فندق جولي فيل، الأقصر	التكاليف الإبرادات الأرباح	1500.00 9000.00 7500.00
المدرسة	Esna ATS	المدرّب	CropLife		
التدريب		Internship Program		Entrepreneurship Program	
التدريب	برنامج مقدمي خدمة الرش	EmployeeID	تقييم الشركة		

ATS database

Use of Technology

Student's ID card (+QR code)

The QR code on the back of the card will link to the student's electronic training and employment record and users can search based on required experience
The database is designed to include updated information on students/graduates as well as scores by trainers and supervisors at work
i.e. the database will reflect the true calibre of students/graduates

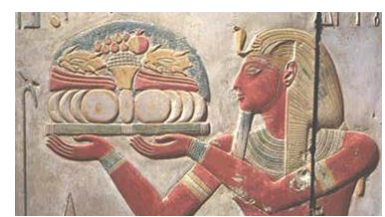


After many
years of hard
work and daily
challenges...

- Can we improve the practice and income of small producers?
 - Yes, BUT we need to
 - provide resources based on risk assessment to mitigate compliance and ethical trade risks
 - develop a domestic market that appreciates “Good Agriculture” and “Fairtrade” practice
 - encourage “ethical traders” who accept to create “sustainable” market links for small producers
 - continue to map and engage fruit and vegetable stakeholders (including students/graduates of Agriculture Technical Schools) so that they can drive sustainability.



DALTEX CORPORATION



ESET

