



PROSPER: Promoting a Sustainable and Food Secure World  
**EGYPT**

**CARE Partnership Proposal to Cargill  
Phase III: January 2018 – December 2019**



## **Introduction**

CARE and Cargill's partnership over more than fifty years is a testament to the values we share. In the last three years alone we have impacted the lives of more than 300,000 individuals across seven countries in a unified effort to combat global poverty. This is the result of not only Cargill's financial commitment, but the commitment to *doing well by doing good* by dozens of staff across both organizations.

This document presents *PROSPER: Promoting a Sustainable and Food Secure World*, the proposed three-year next phase of the CARE-Cargill partnership in Egypt. A summary is included in the initial pages followed by country-specific concept note Egypt.

## **Building on Successes and Lessons Learned**

Phase II of our global partnership, running between September 2013 and August 2016, aligns programming in seven countries to four key pillars:

- building the production capacity of smallholder farmers in the supply chain;
- connecting producers to markets;
- ensuring the food and nutrition security of communities;
- addressing issues of governance, child labor and education.

In Egypt, the Phase II work called the Origination and Development of Soya Bean Smallholder Farmers project, addresses the food and livelihood security of farming families in the three governorates of Minia, Behera and Beni Suef in northern Egypt. Currently reaching 2,600 farmers, the current phase will end July 31, 2017.

## **PROSPER: Promoting a Sustainable and Food Secure World (Phase III)**

CARE and Cargill have launched a new three-year phase that will amplify the success of Phase II and explore new opportunities to promote a sustainable and food secure world. *PROSPER: Promoting a Sustainable and Food Secure World* will engage communities in key areas to foster food and nutrition security while promoting sustainable agriculture practices. In geographies where we have established a strong partnership, including Ghana, Cote d'Ivoire, Central America and Egypt, we will use proven approaches to multiply our impact. We look to apply our partnership model in new geographies, including Indonesia and Costa Rica. Across the globe, we will fine-tune our monitoring and evaluation approach to derive information that informs our work and allows us to better tell our story. Finally, in this phase, we will seek to go to scale by engaging governments, other civil society actors, and Cargill business partners in new and exciting ways.

## **PROSPER: Egypt**

The most recent phase of the partnership, Origination and Development of Soya Bean Smallholder Farmers, addresses challenges that negatively affect the food and livelihood security of marginalized smallholder farming families in the three governorates of Minia, Behera and Beni Suef in northern Egypt. The overall project goal was to improve socio-economic conditions that affect rural communities through building the production capacity of small-holder farmers, connecting them to formal and informal markets, and improving the governance structure of cooperatives. The project is improving the productivity of 2,600 farming households producing soya beans, maize, and poultry (exceeding the project goal of 2,000 farmers) and increasing the incomes of 1,000 rural households through their collaboration with supplier companies like Cargill.

The most significant learnings, based on successes and challenges to date, include:

- The project has enlarged its scope of work and attracted more farmers to join the project. For example, we organized 11 public awareness sessions in Behera, which led to new farmers planting 370 acres with soya beans.
- There has been attention paid to gender mainstreaming and promoting the importance of engaging women in agriculture and in the activities of the cooperatives.

Based on the successes challenges in the previous phase programming, in the next phase of programming we must:

- **Increase small-scale farmers' income-** In the previous phase, the project worked to improve the production capacity of farmers and their access to markets. The project linked farmers to Cargill's formal market, however, meeting market demand and soy bean quality requirements were challenges faced by many of farmers. In the next phase, the project will continue to improve production capacities of farmers in order to increase the quantity and quality of production so they are able to meet market demand and quality requirements. The project will do so by increasing awareness of more efficient irrigation and water waste reduction methodologies and promoting high production input varieties as well as climate-smart agricultural practices. Enhanced quality of soybean production will attract a broader target customer base and increase sales within the formal and informal market systems. The project will also work with agricultural cooperatives to improve value chain governance and promote greater access to markets and services for farmers.
- **Foster good nutrition practices and food security-** The project has worked to promote healthier diets and to foster food security and proposes the continuation and strengthening of food security and nutrition activities in the next phase of programming. PROSPER Egypt should have a greater focus on nutrition, promoting healthy nutrition behaviors and dietary diversity across small-holder farming households. The next phase should build on gains previously made by further promoting women's inclusion in the soy bean value chain. By broadening women's engagement in soy bean production and marketing, women will be able to access income generation opportunities and better provide for their households, ultimately improving the food and nutrition security of their families.
- **Foster a conducive and enabling environment for agricultural cooperatives and farmers' associations-** Over the past three years, the project has built the capacity of cooperatives and farmer associations in good governance, promoting transparency, technical and market efficiency, and accountability to farmer members. While the project has made improvements in this area, we propose further strengthening the capacities of agricultural farmers' associations to more effectively meet local needs and to better link farmers with markets, financial, and technical services. The project will have a larger focus on increasing access to financial services, working with agricultural cooperatives to promote VSLAs as a platform for increasing women access to credit and small loans. This will provide a way of financing soybean production among small-holder farmers supported by the project.

## **Phase III Activities**

1. The goal for Phase III is to create a more inclusive socio-economic environment along the soybean value chain for small-scale farmers in Egypt. The project will target **5000** farmers.

PROSPER will focus on meeting **three primary objectives**:

1. Increase small-scale farmers' income, guarding them against market price changes
2. Foster good nutrition practices and contribute to the achievement of food security
3. Foster a conducive and enabling environment for agricultural cooperatives and farmers' associations

Based on the learnings above, CARE's proposed design for Phase III in Egypt is outlined below:

### **1.1. OBJECTIVE 1: INCREASE SMALL-SCALE FARMERS' INCOME, GUARDING THEM AGAINST MARKET PRICE CHANGES**

**1.1.1. Outcome 1:** Soybeans production cost reduction strategies disseminated within small-scale soybeans farmers

1.1.1.1. Output 1: Small-scale soybeans farmers are aware with efficient irrigation methodologies and water waste reduction

1.1.1.1.1: *Assist in monitoring and developing research, in collaboration with Agricultural Research Centers, on varying, innovative and less wasteful irrigation systems.*

1.1.1.1.2: *Offer awareness sessions for new and old small-scale soybeans farmers aiming to propagate for methodologies of irrigation in a timely manner and in appropriate quantities lessening wasted water.*

1.1.1.2. Output 2: Reducing harvesting loss methods circulated, along with a minimized productivity loss for small-scale soybeans farmers' including different time losses, human capability losses and material waste

1.1.1.2.1: *Conduct a needs assessment on soybeans farmers' situational waste-problem analysis*

1.1.1.2.2: *Provide and co-manage demonstration plots and field schools on developed schemes targeting reducing productivity waste with guidance and support of soybeans farming researcher, as per priority conducted needs assessment and situational waste-problem analysis*

1.1.1.2.3: *Train small-scale soybeans farmers, in cooperation with agronomists, on timely harvest plan map, including knife speed, combined reel, appropriate cutting height and forward travel to reduce gathering and threshing losses with the slightest plant disturbance*

1.1.1.2.4: *Provide, in partnership with agronomists, adequate trainings to small-scale soybeans farmers on correct appropriate storage and handling methodologies that preserve soybeans including but not limited not the thread of fungi*

**1.1.2. Outcome 2:** Target small-scale soybeans farmers adopted high production input varieties and best practices propagated for by PROSPER.

1.1.2.1 Output 1: Small-scale soybeans farmers trained on phasing in high production input varieties and actualized different fertilization schemes

1.1.2.1.1: *Facilitate, in cooperation with agricultural cooperatives, small-scale farmers' access to high-quality seedlings and other farm inputs such as 'aqaddeen, bio-fertilizers and other 'clean' farming methodologies' inputs aiding quality grains production, preparing farmers to start developing on-farm food safety plans and basics of what they need to do to provide safe, quality produce for consumers.*

1.1.2.2. Output 2: Soybeans plantation best practices propagated for and applied by farmers

1.1.2.2.1: *provide small-scale soybeans farmers with technical assistance and follow up to ensure good application of soybeans plantation practices.*

**1.1.3. Outcome 3:** Accessibility to diversified marketing channels expanded for small-scale soybeans farmers

1.1.3.1. Output 1: Enhanced quality of soybeans production, attracting a broader target customer base for a higher production variety and increasing sales

1.1.3.1.1: *Facilitate connections between cooperatives, small scale farmers with soya bean plants, to make sure that they know specifications required by them and how to achieve these specs in their production.*

1.1.3.2. Output 2: Detailed plan developed for increasing market access windows

1.1.3.2.1: Network and liaise, in a joint effort with partner cooperatives, with local factories and businessmen, to initiate deals to guarantee sale of soybeans to be bought from small-scale farmers

1.1.3.2.2: *Train cooperatives on the employment of diversified marketing channels for small-scale soybeans farmers such as organizing transportation for soybeans production to local factories and distributors, to provide an additional outlet for small-scale soybeans farmers other than wholesale trades who are exploitative in their pricing*

1.1.3.3. Output 3: Development of agricultural cooperatives capacities within innovative marketing opportunities, strategies, and distribution channels for small-scale farmers

1.1.3.3.1: *Conduct a needs assessment for the cooperatives and the extension agents.*

1.1.3.3.2: *Develop detailed plan for follow-up to provide capacity building training for cooperatives and extension agents on good governance practices and monitoring and evaluation of farmers' production.*

1.1.3.3.3: *Conduct a market research, liaising with cooperatives, to evaluate marketing opportunities for farmers such as seeking vendors that provide:*

*a) Animal feed production equipment and soybeans seeds*

*b) Small and medium-sized factories and processors and whole-sale retailers that use soybeans in production, as an intermediate good (e.g. Luncheon and oils factories)*

3.3.4: *Conduct soft skills trainings for agricultural cooperatives raising their professional, communication skills and negotiation skills.*

3.3.5: *Review, in cooperation with experts, quality of the extension agents and partner cooperatives on regular basis to ensure the quality of the provided training.*

**1.1.4. Outcome 4:** Broadening women engagement in increasing soybeans aggregate target governorates demand

1.1.4.1. Output 1: Enhanced women capacities to contribute in soybeans production value chain

1.1.4.1.1: *Conduct a baseline survey aimed at measuring females' engagement in different sub-segments and assessing different barriers to females' entry in soybeans value chain*

1.1.4.2. Output 2: Gender equity principles trainings offered to females associated with soybeans value chain enabling them to act as community agents

1.1.4.2.1: Build the skills of youth volunteers (of both sexes) in the knowledge and tools of the interactive theatre<sup>1</sup>.

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<sup>1</sup> CARE will follow innovative techniques through interactive theatre that promote development and change of attitudes and perspectives. Those techniques have proven efficacy in tackling community-sensitive issues.

1.1.4.3. Output 3: Trained females on different sales possibilities within soybeans value chain to become sales agents on the community level.

1.1.4.3.1: *Identify and provide entrepreneurial training opportunities for females, as per baseline survey results on barriers to females' entry in soybeans value chain.*

1.1.4.3.2: *Develop and implement, in cooperation with agricultural cooperatives, technical and sales training to take advantage of innovative business and marketing mechanisms in soybeans sub-sectors such as:*

- a) *Luncheon-making methodology*
- b) *Soy-milk making methodology*
- c) *Animal feed making methodology*

1.1.4.3.3: *Carry out, partnering with agricultural cooperatives, entrepreneurship trainings focusing on the enhancement of negotiation skills, business skills, financial management, etc.*

## **1.2. OBJECTIVE 2: FOSTERING GOOD NUTRITION PRACTICES AND CONTRIBUTING TO THE ACHIEVEMENT OF FOOD SECURITY**

**1.2.1. Outcome 1:** Transformation in attitudes leaning towards good nutrition and betterment of eating habits

1.2.1.1. Output 1: Increasing awareness scheme propagating good nutrition behaviors and highlighting essentiality of diversifying in food groups used and importance of examining nutritional facts in meeting minimum consumption recommendations

1.2.1.1.1: *Carry out a baseline survey aimed at assessing eating habits for target geographical locations.*

1.2.1.1.2: *Give awareness sessions on the importance of food diversification and food nutritional value, recommending different good nutrition behaviors incorporated in low-cost diet varieties targeted at improving overall familial health.*

1.2.1.2. Output 2: Soybeans, amongst other nutrimental food groups, benefits and usages introduced and disseminated

1.2.1.2.1: *Conduct trainings on diversified recipes of different food groups, including but not limited to soybeans*

1.2.1.2.2: *Initiate cooperation attempts with other projects in Beni Suef and provide trainings and awareness sessions on importance of nutritional facts and dietary diversification recipes.*

## **1.3. OBJECTIVE 3: FOSTERING A CONDUCIVE AND ENABLING ENVIRONMENT FOR AGRICULTURAL COOPERATIVES AND FARMERS' ASSOCIATIONS**

**1.3.1. Outcome 1:** Strengthening capacities of agricultural farmers' associations and enhancing their performance of their roles in effectively addressing their cultural, social and economic roles' expectations meeting local needs, emphasizing effective technical and marketing services assistance

1.3.1.1. Output 1: Farmers' associations and agricultural cooperatives are acquainted with standard financial accountability systems and good governance practices

1.3.1.1.1: Provide capacity building trainings to agricultural cooperatives emphasizing:

- a) Good internal governance practices, transparency, accountability and data management strategies increasing their managerial efficiency
- b) Shifting their focus to higher economic returns through value-addition
- c) Developing a regular monitoring network system

d) Higher involvement in making financial services available to small-scale farmers such as VSLA opportunities, installment systems for high-quality seedlings and soybeans farm inputs, fertilizers, agrochemicals and machinery, etc.

e) Higher integration of gender and environmental concerns in cooperatives development and decision-making

f) Network management and creation of constituencies, increasing different collaborations with other agricultural cooperatives and agriculture extension service providers

g) Gender main-streaming policies

1.3.1.2. Output 2: Farmers' associations and agricultural cooperatives adopt gender-friendly strategies inciting females' increased involvement in soybeans value chain

1.3.1.2.1: *Make available, jointly with agricultural cooperatives, VSLA opportunities to be utilized as a method of financing for producing soybeans sub-products for small-scale farmers*

## **BUDGET**

January 1, 2018 to December 31, 2019 (24 months)

| <b>Budget Summary</b>  |                    |
|--|--------------------|
| <b>Line Item</b>   | <b>Cost in USD</b> |
| <b>Personnel</b>   | 144,060\$          |
| <b>Operational costs</b>   | 34,338\$           |
| <b><u>Activities</u></b>   |                    |
| increasing 5000 farmers soya bean production                               | 23,063\$           |
| Cooperatives Capacity Building   | 23,314\$           |
| food security activities   | 23,566\$           |
| Women economic empowerment through engagement in the soya bean value chain | 6,857\$            |
| Cargill Egypt staff engagement activities                                  | 5,714\$            |
| Monitoring and evaluation  | 4,286\$            |
| <b>Travel</b>  | 16,457\$           |
| <b>Perdeam</b>   | 6,557\$            |
| <b>Equipments</b>  | 6,800\$            |
| <b>Total Direct Cost</b>   | 295,012\$          |
| <b>C/USA AdRet</b>   | 44,082\$           |
| <b>Total budget</b>  | <b>339,094\$</b>   |