



Food and Agriculture
Organization of the
United Nations



The International Treaty
ON PLANT GENETIC RESOURCES
FOR FOOD AND AGRICULTURE

**Views, Experiences and Best Practices as an example of possible options for
the national implementation of Article 9 of the International Treaty**

Note by the Secretary

At its [second meeting](#) of the Ad hoc Technical Expert Group on Farmers' Rights (AHTEG), the Expert Group agreed on a revised version of the [template](#) for collecting information on examples of national measures, best practices and lessons learned from the realization of Farmers' Rights

This document presents information on best practices and measures of implementing Article 9 of the International Treaty submitted by Jordan on 22th December 2021.

The submission is presented in the form and language in which it was received.



Template for submission of

Measures, Best Practices and Lessons Learned from the Realization of Farmers' Rights as set out in Article 9 of the International Treaty

Basic information

- Title of measure/practice

The 21st National Olive Festival and Rural Products Exhibition

- Date of submission

20th December, 2021

- Name(s) of country/countries in which the measure/practice is taking place

Jordan

- Responsible institution/organization (name, address, website (if applicable), e-mail address, telephone number(s) and contact person)

National Agricultural Research Center (NARC) PO Box 639 Baqa'a 19381 Jordan
<https://www.narc.gov.jo> email: director@narc.gov.jo Tel. +962 6 4725071 Fax. +962 6 4726099
Dr. Nizar Haddad (e-mail: director@narc.gov.jo)
Dr. Khaled Abulaila (e-mail: kabulaila@gmail.com)

- Type of institution/organization (categories)

Governmental Research Institute and Extension Services

- Collaborating/supporting institutions/organizations/actors, if applicable (name, address, website (if applicable), e-mail address, telephone number(s))

The Ministry of Agriculture Amman
Queen Rania St. – in front of Jerusalem Hotel P.O. Box: 2099 – Jordan
<https://www.moa.gov.jo>

Description of the examples

Mandatory information:¹

- Short summary to be put in the inventory (max. 200 words) including:
 - Implementing entity and partners
 - Start year
 - Objective(s)
 - Summary of core components
 - Key outcomes

¹ This mandatory information is required in order for the measure/practice to be included in the Inventory.



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- Lessons learned (if applicable)
- The idea of the festival comes across the framework of the mission of NARC, the scientific arm of the Ministry of Agriculture, to add a new dimension in achieving sustainable development goals and in compliance of the provisions of the ratified conventions such as the International Treaty on PGRFA and in particular article 9 about realization of farmers rights by providing a marketing platform for small farmers and rural families in the governorates and marginal areas.
- The 2021's festival witnessed a clear transformation; the number of participants reached more than (500) participants, including farmers, rural women, associations, olive mills and field schools from all governorates of Jordan, in addition to some small companies. A number of projects that are embraced within the Agricultural Innovation Incubator (in the NARC) also participated in the festival. It was held on an area of more than (11,000) square meters in the exhibition center of a Mall in the middle of the capital, Amman, which was naturally reflected in an increase in the number of visitors to reach (263,458) during the duration of the festival. The sales of the festival over the ten days included sales of olive oil and various rural products, in addition to production kitchens, with total sales exceeding (3) million dinars, and the quantities of oil sold amounted to 232 tons.
- New techniques developed through the incubator (referred to above) projects were introduced for the first time; where a smart tracking label (QR Code) was installed on oil bottles, in addition to e-marketing, e-payment, and crowd management gates.
- A smart tracking label (QR Code) was installed on oil bottles and tins, upon which most of the oil bottles in the festival grounds were classified of extra virgin and virgin oil, with the lowest acidity percentage reaching (0.18), and the festival did not encounter any cases of oil adulteration.
- The festival was preceded by holding a series of training courses in various governorates for the purpose of enabling participants and supervisors to ensure their active participation, guiding them to ensure compliance with health requirements (imposed because of the Covid 19), and giving them directions on the best ways to market products. During the festival, courses targeting the festival participants to train them on e-marketing were conducted, in addition to agricultural lectures targeting about 450 male and female students from eight public and private Jordanian universities. Furthermore, scientific agricultural topics were put for discussion through special sessions that extended for five days during the festival period. The festival also witnessed cultural, artistic and poetic evenings, modeling shows of Jordanian traditional costumes, and performances for children, in addition to providing a dedicated children's entertainment area and shopping carts for festival visitors.
- Brief history (including starting year), as appropriate
- Core components of the measure/practice (max 200 words)
- Description of the context and the history of the measure/practice is taking place (political, legal and economic framework conditions for the measure/practice) (max 200 words)
- To which provision(s) of Article 9 of the International Treaty does this measure relate



- Art. 9.1
- Art. 9.2a
- Art. 9.2b
- Art. 9.2c
- Art. 9.3

Other information, if applicable

- Please indicate which category of the Inventory is most relevant for the proposed measure, and which other categories are also relevant (if any):

No.	Category	Most relevant ²	Also relevant ³
1	Recognition of local and indigenous communities', farmers' contributions to conservation and sustainable use of PGRFA, such as awards and recognition of custodian/guardian farmers		X
2	Financial contributions to support farmers conservation and sustainable use of PGRFA such as contributions to benefit-sharing funds	X	
3	Approaches to encourage income-generating activities to support farmers' conservation and sustainable use of PGRFA	X	
4	Catalogues, registries and other forms of documentation of PGRFA and protection of traditional knowledge		
5	In-situ/on-farm conservation and management of PGRFA, such as social and cultural measures, community biodiversity management and conservation sites		
6	Facilitation of farmers' access to a diversity of PGRFA through community seed banks ⁴ , seed networks and other measures improving farmers' choices of a wider diversity of PGRFA.		
7	Participatory approaches to research on PGRFA, including characterization and evaluation, participatory plant breeding and variety selection		
8	Farmers' participation in decision-making at local, national and sub-regional, regional and international levels		
9	Training, capacity development and public awareness creation		X

² Please select only one category that is most relevant, under which the measure will be listed.

³ Please select one or several categories that may also be relevant (if applicable).

⁴ Including seed houses.



10	Legal measures for the implementation of Farmers' Rights, such as legislative measures related to PGRFA.		
11	Other measures / practices		

- In case you selected 'other measures', would you like to suggest a description of this measure, e.g. as a possible new category? _____

- Objective(s)

Supporting local farmers and in particular custodians of plant genetic resources on the local levels

- Target group(s) and numbers of involved and affected farmers⁵

(500) participants, including farmers, rural women, associations, olive mills and field schools from all governorates of Jordan

- Location(s) and geographical outreach

All governorates of Jordan

- Resources used for implementation of the measure/practice
- How has the measure/practice affected the conservation and sustainable use of plant genetic resources for food and agriculture?

Enhanced conservation through utilization and finding markets to the products

- Please describe the achievements of the measure/ practice so far (including quantification) (max 200 words)

The sales of the festival over the ten days included sales of olive oil and various rural products, in addition to production kitchens, with total sales exceeding (3) million dinars, and the quantities of oil sold amounted to 232 tons.

- Other national level instruments that are linked to the measure/practice
- Are you aware of any other international agreements or programs that are relevant for this measure/practice?
- Other issues you wish to address, that have not yet been covered, to describe the measure/practice

Lessons learned

- Describe lessons learned which may be relevant for others who wish to do the same or similar measures/practices (max 250 words).

⁵ Any classification, e.g. of the types of farmer addressed, may be country-specific.



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- What challenges encountered along the way (if applicable) (max 200 words)

Challenges are always fund and subsidies to support farmers and waive their participation

- What would you consider conditions for success, if others should seek to carry out such a measure or organize such an activity? (max 100 words)

Well organization and availability of fund ahead of the event

Further information

- Link(s) to further information about the measure/practice
www.narc.gov.jo