



Food and Agriculture  
Organization of the  
United Nations

## Small-scale Family Farming (SSFF)

### ENHANCING THE MARKET ACCESS OF SMALLHOLDER FARMERS

**"Enhancing the Market Access of Smallholder Farmers" Project aims at sustainably improving the capacities and self-reliance of small- and medium-scale farmers to produce high-value and export crops in the West Bank and Gaza Strip (WBGS). This will give their products the capacity to compete in national and international markets, through developing efficient and sustainable commercial processing and marketing systems.**

#### BACKGROUND

Farmers in WBGS face multiple challenges that hinder them from participating and competing in the national and international markets. A lack of advanced post-harvest capacities (including handling, sorting, processing, transformation and storage of agricultural produce) is undermining food producers' ability to meet the increasing quality and safety demands of local and external markets to improve production profitability. Producers of fresh fruits and vegetables are highly vulnerable to fluctuations in local markets and limited delivery capacities. This reduces the productivity and therefore profitability of agricultural activities, especially for small- and medium-scale producers.

#### ACTION

##### **Project Duration: 2013-2016**

This project aimed at improving the capacity and self-reliance of small- and medium-scale farmers and their cooperatives by implementing the following activities:

- Development of Good Agricultural Practices (GAP) to increase quantity and quality of high-value crops (HVCs)
- Enhancement of value chain synergies
- Capacity building of cooperatives

#### COUNTRY

##### 📍 West Bank Gaza Strip



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A small-scale female farmer supported to optimize her value chain. ©FAO/WBGS



A Palestinian Global GAP farmer harvesting export quality strawberry in his fields. ©FAO/WBGS



Zucchini farmer in East Khan Yunis, Gaza Strip  
©FAO/WBGS

## RESULTS

**15%** decrease  
in production costs



**20%** increase  
in profitability due to  
**1 489** farmers applying  
GAP on **4 063**  
dunums cultivated with  
feasible HVCs



**928** dunums  
cultivated with **17** new  
HVCs in compliance  
with Global GAP



**14 300** tons of  
HVCs were exported,  
while **31 000** tons  
were sold locally in  
2016



**2 490** tons of  
Global GAP certified  
HVCs produced for  
local and  
external markets



**25** new HVCs  
commercially  
introduced



## BENEFICIARIES

A total of 1 770 small- and medium-scale farmers, organized into 26 farmers and women's cooperatives in WBGS.

## PARTNERS

- > Union of Agriculture Work Committees
- > Mount of Green Olives Company for Agricultural Marketing
- > Palestinian Business Women's Association