

## Summary of the Results of Evaluation Study

I. Outline of the Project	
Country: Palestine	Project Title: The Project on Improved Extension for Value-Added Agriculture in the Jordan River Rift Valley
Issues/Sector: Agriculture	Cooperation Scheme: Technical Cooperation Project
Division in Charge: Rural Development Department	Total Cost Estimated at the Time of Evaluation: 519 million yen
Period of Cooperation: September 2011 - December 2014	Partner Country's Implementation Organizations: Ministry of Agriculture (MoA) National Agriculture Research Center (NARC)
	Supporting Organizations in Japan: None
<p>1. Background of the Project</p> <p>Agriculture sector contributes 4.6% (2013) of Gross Domestic Product in Palestine and has been playing an important role in development and stabilization of the area.</p> <p>Japan International Cooperation Agency (hereinafter referred to as "JICA") implemented "The Project for Strengthening Support System Focusing on Sustainable Agriculture (hereinafter referred to as "ASAP")" from March 2007 to March 2010. The project purpose of ASAP, which was "To establish a basis for the effective agricultural extension system through direct linkage between research and extension", was achieved. However, sustaining and intensifying the linkage between research and extension as well as improving farmers' livelihoods were recognized as further challenges.</p> <p>To address the challenges, Palestine requested the Government of Japan to implement a technical cooperation project aiming at improving livelihoods of farmers in the Jordan River Rift Valley. In response to the request, JICA decided to conduct "The Project on Improved Extension for Value-added Agriculture in the Jordan River Rift Valley (hereinafter referred to as "the Project")". The Project has been in operation since September 2011.</p>	
<p>2. Project Overview</p> <p>(1) Overall Goals</p> <ol style="list-style-type: none"> <li>1. Agricultural economy is changed in the Jordan River Rift Valley.</li> <li>2. Farmers' livelihoods are improved in the Jordan River Rift Valley.</li> </ol> <p>(2) Project Purpose</p> <p>Agricultural profitability of targeted small and medium sized farmers in the Jordan River Rift Valley is improved.</p> <p>(3) Outputs</p> <ol style="list-style-type: none"> <li>1. The extensionists acquire necessary techniques and information for extending value-added agriculture.</li> <li>2. The targeted small and medium sized farmers and farmers' Organizations' capacity to</li> </ol>	

respond to the market is improved.

3. The targeted small and medium sized farmers and farmers' organizations acquire the techniques and information to yield value-added agricultural produce.

(4) Inputs (by the end of March 2014)

Japanese Side:

Dispatch of Experts: 8 experts (51 person-months)

Training of Counterpart Personnel: (5 in Japan, and 9 in the third countries)

Equipment: 42,512,000 Yen

Local cost: 133,173,000 Yen

Palestinian Side:

Counterpart personnel: 48

Office with facilities

Local cost: 165,179,000 Yen

II. Evaluation Team

Members	<p>Japanese Team:</p> <p>Mr. Noriaki NAGATOMO      Leader      Deputy Director General and Group Director for Rural Development 1, Rural Development Department, JICA</p> <p>Dr. Jiro AIKAWA      Farming System/ Extension      Senior Advisor, JICA</p> <p>Ms. Naho AIZU      Cooperation Planning      Assistant Director, Field Crop Based Farming Area Division, Rural Development Department, JICA</p> <p>Dr. Jun TSURUI      Evaluation Analysis      Consultant, Sustainable Inc.</p> <p>Palestinian Team:</p> <p>Mr. Samer TITI      Leader      Director of Planning Department, General Directorate of Planning and Policy, MoA</p> <p>Mr. Emad GHENMA      Member      Director of Soil Department, MoA</p> <p>Dr. Ruba ABU AMSHA      Member      Director of Biotechnology Department, NARC</p>		
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Period of Evaluation: 5 April – 23 April 2014

Type of Evaluation: Terminal Evaluation

III. Results of Evaluation

1. Achievements

1-1. Achievements of Outputs

(1) Output 1: Not achieved

Output 1 “The extensionists acquire necessary techniques and information for extending value-added agriculture.” has not been achieved to the target level.

More than 60% of extensionists understand concepts of value-added agriculture clearly. The Project developed the EVAP extension package (EVAP is an abbreviation of the Project title) as a method to disseminate value-added agriculture. However, the package requires further improvements especially on gender, method of technology verification, and endline survey. Extension services have not been fully delivered to farmers and farmers have not generated full benefits since the method has not been established.

(2) Output2: Achieved

Output 2 “The targeted small and medium sized farmers and farmers’ Organizations’ capacity to respond to the market is improved.” has been achieved.

Targeted farmers’ organizations and farmers gained information and knowledge of market trends and needs mainly by marketing training. They are keeping farm records to understand production costs and their breakdown. Farmers broadened market channels by finding new business partners in business forums.

(3) Output 3: Achieved

Output 3 “The targeted small and medium sized farmers and farmers’ organizations acquire the techniques and information to yield value-added agricultural produce.” has been achieved.

Though it varies from technology to technology, 63% of the targeted farmers introduced some of value-added agricultural technologies. Farmers who introduced the technologies at their own initiatives were 32% of the targeted farmers. The figure is higher than the target which is 30%.

1-2. Achievement of Project Purpose

The Project purpose “Agricultural profitability of targeted small and medium sized farmers in the Jordan River Rift Valley is improved.” has not been achieved to the target level at the time of evaluation.

Profit generated by targeted farmers’ organizations of the 1st to 3rd cycle was preliminarily estimated at 5.6% increase from the time of baseline survey. The figure is lower than the indicator which is 20%.

2. Summary of Evaluation Results

2-1. Relevance: High

The Project responds real needs of Palestinian farmers. It is striking that the Project is providing alternative and affordable technologies such as grafted watermelon and compost production to overcome environmental and social restrictions in Palestine. The Project purpose is in line with development policies of Palestine as well as country assistance policy of Japan.

2-2. Effectiveness: Moderate

The Project purpose has not been achieved at the time of evaluation. It would be difficult to achieve the purpose within the Project period.

The Project successfully developed the EVAP extension package to integrate verification and

extension processes of technologies. However, the development required longer time than it was expected. Remaining Project period is not enough to diffuse high-profit technologies such as grafting and new crop introduction. The delay of technology extension results insufficient incremental profitability of farmers' organizations and nonattainment of the Project purpose.

#### 2-3. Efficiency: Moderate

The Output 2 and 3 are expected to be attained. The Output 1 has not been achieved at the time of evaluation. It required long time to develop the EVAP extension package. Achievement level of the Output 1 is expected to be improved as the package is being improved by counterparts and JICA experts.

Inputs both by Japan and Palestine are generally appropriate. Third country training conducted in collaboration with "Conference on Cooperation among East Asian Countries for Palestinian Development (CEAPAD)" increased efficiency of the Project.

#### 2-4. Impact: High

It was impossible to measure achievement level of the overall goals. The indicators were not measurable. However, some facts show sign of achieving the overall goals in the future.

MoA is going to apply the EVAP extension package continuously. MoA is even planning to expand its application to all over Palestine. Donor agencies and NGOs are applying technologies verified by the Project, such as grafting and compost production. Effects of the Project are outflowing.

#### 2-5. Sustainability: Moderate

Sustainability of policy, institutional, and organizational aspects are high. Technical sustainability is high for most of the technologies. There are concerns about compost and silage production. Good maintenance of machines is crucial as these technologies depend heavily on use of machines. Financial sustainability is another concern. MoA is planning to diffuse value-added agriculture by using the EVAP extension package, but no budget is secured. Continuation of artificial insemination activities after the Project is uncertain, since budget allocation is unpromising.

#### 3. Factors that Promoted Realization of Effects

- The Project introduced several technologies which already verified by ASAP.
- Some of the counterparts had engaged in ASAP and they had good understanding of the Project background.
- Collaboration with CEAPAD program enabled the Project to conduct trainings in Indonesia and Malaysia for common issues among the countries.

#### 4. Factors that Inhibited Realization of Effects

- Development of appropriate extension package had required longer time than it was expected.

- There was not enough time for the Project to extend verified technologies to large numbers of farmers and observe significant economic impacts.

## 5. Conclusion

The evaluation team concluded that complete achievement of the Project purpose within the Project period is difficult. Incremental benefit of farmers' organizations at the time of evaluation is estimated at 5.6%. This falls below the target which is 20%. Great increase is not expectable in this cropping season (until May 2014), since most of agricultural activities were already worked out. Benefits in the next cropping season (September 2014 to May 2015) might also come short. The Project is going to be terminated in the middle of the next season, December 2014. Therefore, extension of the Project duration is required to achieve the Project purpose.

## 6. Recommendations

The evaluation team recommends that duration of the Project shall be extended for six months to continue Project activities until the end of next cropping season and attain the Project purpose.

### (1) To the Project

- Follow Up and Extension activities should be strengthened to disseminate technologies to more numbers of farmers. It is important to formulate extension strategy for respective technology and conduct extension activities based on the strategy.
- The EVAP extension package should be improved. Especially, a) gender mainstreaming, b) selection criteria and process of technologies for verification, and c) steady implementation of endline survey are the important issues.
- The PDM should be revised. The indicator for the overall goals needs to be measurable.

### (2) To Palestinian Side

- The MoA should secure human resources and budget required for the Project extension.
- The MoA should formulate an expansion plan of the EVAP extension package application to strengthen promotion of value-added agriculture. The plan must include target and strategy.

### (3) To Japanese Side

- JICA should secure budget for the Project extension.
- JICA should dispatch experts for gender and extension strategy which are core activities in the extension period.

## 7. Lessons Learnt

### (1) Establishment of Activity Flow at the Initial Stage of Project

An activity flow, such as the EVAP extension package, should be set out at the initial stage of project. It makes all the stakeholders understand how their activities contribute the Project purpose. The flow should be revised as need arises.

(2) Identification of Appropriate Technologies Meeting Needs of Farmers

Identifying appropriate technologies at early stage of project considering needs of farmers, counterparts, and consumers is confirmed to be important. The Project successfully identified appropriate technologies to combat restrictions in Palestine. It was appreciated by farmers and MoA as well as consumers. Technologies verified by ASAP, such as grafted watermelon, diffused efficiently and rapidly. Identification of appropriate technology at early stage enables projects to commence technology verification and extension activities precociously.