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USAID/LEBANON LEBANON INDUSTRY VALUE CHAIN DEVELOPMENT (LIVCD) PROJECT

**LIVCD QUARTERLY PROGRESS REPORT - YEAR 6, QUARTER 1
OCTOBER 1 – DECEMBER 31, 2017**

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ACRONYMS

AUB	American University of Beirut
CCIAZ	Chamber of Commerce Industry and Agriculture in Zahle
CDCS	Country Development Cooperation Strategy
COR	Contracting Officer's Representative
ESIAM	Ecole Supérieure d'Ingénieurs d'agronomie Méditerranéenne
EDA	Ehmej Development Association
EOI	Expression of Interest
ESS	Electro Static Spraying (ESS)
FCCIAL	Federation of Chambers of Commerce, Industry and Agriculture in Lebanon
FDA	U.S. Food and Drug Administration
FTFMS	Feed the Future Monitoring System
GMP	Good Manufacturing Practices
GNFF	Georges N Frem Foundation
HF	Hariri Foundation
IDAL	Investment Development Authority of Lebanon
IPTT	Indicator Performance Tracking Table
LARI	Lebanese Agriculture Research Institute
LIBNOR	Lebanese Standards Institution
LIVCD	Lebanon Industry Value Chain Development
LMT	Lebanon Mountain Trail
MEL	Monitoring, Evaluation, and Learning
MSME	Micro, Small, and Medium Enterprise
NDU	Notre Dame University
NGO	Non-Governmental Organization
OEA	Order of Engineers and Architects
PIRS	Performance Indicators Reference Sheets
PPP	Public-Private Partnership

PPR	Performance Plan and Report
PRODES	Promotion et Développement Social
PSC	Production Service Center
RAD	Rock Climbing Association for Development
RMF	Rene Moawad Foundation
RTE	Ready to Eat
SAL	Société Anonyme Libanaise (Joint Stock Company)
SARL	Société à Responsabilité Limitée
SBR	Shouf Biosphere Reserve
SCSA	Sannine Cooperative for Sustainable Agriculture
SLFI	Syndicate of Lebanese Food Industrialists
SKU	Stock Keeping Units
SOQO	Seal of Quality and Origin (for olive oil)
USAID	United States Agency for International Development
USJ	Saint-Joseph University

YEAR 6 QUARTER I: OCTOBER 1 - DECEMBER 31, 2017

PROJECT OVERVIEW

LIVCD is a six year and four month activity implemented through a contract (No. AID-268-C-12-00001) signed with DAI in September 2012. The LIVCD activity contributes to USAID/Lebanon Development Objective 2: “Enhance economic opportunity for the poorest segments of Lebanese society, particularly in areas outside metro Beirut.”¹ LIVCD contributes to this USAID/Lebanon Development Objective by providing assistance to micro-, small-, and medium-sized enterprises, including farmers and entrepreneurs in rural areas, to upgrade targeted value chains and support jobs and incomes.

In the initial phase of the activity in Year 1, LIVCD conducted in-depth assessments of 10 value chains (and shorter assessments for four additional value chains), to select target value chains for upgrading according to the following selection criteria:

- 1) Competitiveness, i.e., which of the value chains have the potential during the period of the project to be fully upgraded and compete successfully in domestic and international markets;
- 2) Development impact. i.e., which of the value chains offer broad-based positive impacts in the rural sector in Lebanon and have the potential to integrate small and medium farmers and businesses into larger more competitive value chains; this set of criteria also includes gender and youth; and
- 3) Feasibility, i.e., which value chains offer the opportunity for LIVCD to facilitate positive and real change within the life of the project and within the contract budget.

These assessments identified the constraints and opportunities for each of the value chains to increasing competitiveness and an upgrading strategy with a range of activities to address these constraints.² The following value chains were selected and approved by USAID in May 2013³.

Pome Fruit (Apples and Pears)	Stone Fruit – Avocado
Stone Fruit – Cherry	Grapes
Olive Oil	Processed Foods
Honey	Rural Basket
Rural Tourism and handicrafts	Floriculture (removed in Year 2)

¹ Per the USAID/Lebanon draft Country Development Cooperation Strategy, provided to LIVCD by Performance Management Plan for Lebanon

² A concise review of the main findings from the detailed value chain assessments is provided in the Value Chain Synthesis, dated April 2013.

³ COR concurrence on recommendations to select value chains received May 22, 2013.

EXECUTIVE SUMMARY

During the quarter, a key focus for LIVCD's teams was the evaluation of new grant applications and preparation and submission of those approved for review by USAID. Final approval was received for six grant applications with a seventh submitted for review on December 29, 2017, pending approval as of the end of quarter. The combined LIVCD contribution for all seven applications was [REDACTED]. Grants covered all the value chains (v/c), with a focus on improved post-harvest management and cold chain logistics. As of December 31, additional grant applications were in the process of being completed before submission for review by USAID, most of will be submitted early in the next quarter. Identification of robust partners willing to co-invest under the cherry v/c continued to be challenging; however, as of the end of the quarter, one cherry v/c grant was awarded, a second was almost complete, and a third was at the expression of interest (EOI) stage. A number of other applications did not proceed through the approval process as they did not meet needed grant requirements for various reasons or could not be completed within the life of project time frame.

The grants and technical teams worked closely with Social Impact (SI) during November and December to arrange and make site visits to grantees to inspect equipment delivered under 45 grant agreements, as part of the process to arrange final disposition and handover of this inventory to these grantees. Field visits were completed by December 22 and feedback is expected from Social Impact during January 2018. Simultaneously, the grants team worked to prepare the next request for USAID CO approval of disposition of equipment, which is expected to be sent for SI review during the next quarter. Including the above mentioned 45 grants, a total 115 grants have now been closed out.

The LIVCD Monitoring, Evaluation, and Learning (MEL) team received the three data verification visits from SI during the quarter to review quarterly and annual indicators, respectively. As of the end of the quarter, feedback on the annual indicator review was still pending. In addition, the MEL team worked closely with LIVCD's USAID COR to complete data entry into the Feed the Future Monitoring Systems (FTFMS), Aid Tracker and Performance Plan and Report (PPR) systems. Year 6, Quarter I saw results extracted from the updated MEL GIS database, for the first time presenting the ability to produce real time results. The MEL team, in collaboration with a short-term technical assistance (STTA) consultant, commenced the work on the value chain impact assessments for avocado and table grapes, both of which will be completed during the next quarter. During its final year, LIVCD will complete impact assessments for all project value chains. These impact assessments will be incorporated into the final project report and will also be used during the project final evaluation, which is expected to commence in mid-2018.

As the project moved into its final year of full implementation, staff turnover is expected to continue across all areas of project implementation. LIVCD's management has been consistent

in identifying new high caliber personnel. During the quarter, LIVCD key personnel Mrs. Nadine Chemali departed to join the newly commenced USAID-funded Lebanon Enterprise Development (LED project). A replacement for Mrs. Chemali was in the final stages of recruitment as of the end of the quarter and is expected to start during January 2018, subject to USAID approval. LIVCD's technical teams continued to make field visits with the LIVCD COR, which provided excellent opportunities for the USAID representative to see project activities firsthand and make observations as needed regarding implementation. In addition, almost all weekly meetings are held with the LIVCD COP and include relevant members of the LIVCD teams as needed, to keep all teams updated on project technical and operational developments and needs.

KEY HIGHLIGHTS

Ambassador Richard visits LIVCD activity in North Lebanon

On October 24, US Ambassador to Lebanon, Elizabeth Richard; USAID Mission Director, Dr. Anne Patterson; USAID Economic Growth Office Director, Dr. William Butterfield; and staffers from the US Embassy and USAID visited Willani SARL's olive oil mill in Bchannine in North Lebanon. The visitors witnessed olive harvesting using the mechanical harvesters co-invested in by LIVCD and local olive growing cooperatives, visited the mill where they viewed the olive oil milling and extraction processes, and participated in an olive oil tasting session using olive oil from this season's harvest. The processing improvements made under LIVCD's collaborations with local partners in improving harvesting techniques, production facilities, and marketing approaches are reducing the cost of production and improving the quality of olive oil, thus giving Lebanese olive oil producers better access to international markets.

Willani SARL, a family owned business, is an important partner for LIVCD in the olive oil value chain. Willani SARL has co-invested with the LIVCD project under two grants. The main focus has been olive oil marketing, to complement the adoption of improved technologies in olive harvesting and milling through using mechanical harvesters and an automatic continuous milling line in their production facility. Through these grants, Willani has increased its domestic sales and exported extra virgin olive oil products to the US, France and the UK.



US ambassador visits LIVCD activity in North Lebanon

LIVCD organizes freekeh value chain close-out event

On November 28, LIVCD held a close-out event for the freekeh value chain entitled “Freekeh - LIVCD impact and intervention”, at the Padova Hotel in Beirut. USAID’s Economic Growth Office Director, Dr. William Butterfield; DAI Project Director; Nicholas Hobgood; and USAID Project Management Specialist, Charbel Hanna, attended the event, along with representatives from industries, cooperatives, NGOs, universities, and several donors, including UNDP and Mercy Corps. A total of 44 people attended the workshop. This activity aimed to showcase all the activities implemented in the freekeh value chain such as introducing new wheat varieties, automated equipment (freekeh roasters and driers), and providing technical and grant assistance, as well as providing financial and cost analysis for freekeh processing to producers. In addition, LIVCD’s impact in increasing the number of freekeh farmers, jobs, freekeh produced and total sales were highlighted through a “hero” video telling the story of an individual champion who has benefited from LIVCD support, and beneficiaries’ success stories.

LIVCD and LMTA inaugurate Bkassine side trail

On December 2, the Lebanon Mountain Trail Association (LMTA) and LIVCD organized the inauguration of Bkassine side trail, South Lebanon, which is a part of the Lebanon Mountain Trail (LMT).

More than 80 local rural tourism experts participated in the inauguration event, which included guided hikes. After completing the hikes, a ceremony took place in Bkassine during which the Mayor of Bkassine, Habib Fares; the president of the LMTA, Martine Btaich; the president of the Union of Municipalities of Jezzine, Khalil Harfoush; and LIVCD’s Chief of Party, Frank O’Brien, gave brief speeches focusing on the importance of this side trail for improving Bkassine and the neighboring villages’ economy, the creation of an attraction that will add to the rural tourism sector in the region, and USAID’s continuous support to the rural tourism sector in Lebanon.

Improving the LMT as a sustainable tourism destination and fostering economic opportunities for trailside communities is the goal of the partnership between the LIVCD project and LMTA. The creation of linkages and cooperation between local businesses and organizations through developing 2 side trails on the LMT is a part of the grant to LMTA.



Inauguration of Bkassine side trail

LIVCD supports partners in the Beirut Cooking Festival

Between November 16 and November 18, LIVCD supported three partners to participate in the 7th edition of the Beirut Cooking Festival, offering them the opportunity to exhibit their products to a large audience. The event took place at the BIEL exhibition center, attracted over 15,000 visitors and 100 exhibitors, and received wide media coverage.

This year, three companies (Msallem, J. Grove and Zejd) which previously received USAID/LIVCD support at the production, processing, and marketing level, displayed their products at the 36-square meter stand, under the USAID umbrella. J. Grove, a high end producer of pine nuts, olive oil, and honey from Jezzine; Zejd, an extra virgin olive oil producer, and Msallem, a pickle producer, offered tasting sessions at the stand.

Inauguration of an agricultural service center in the Shouf

On October 21, LIVCD inaugurated the Agricultural Service Center (ASC) of Brih in the Shouf district. More than 100 persons attended the event, including heads of municipalities and mayors.

The establishment of this center falls under the grant titled “Establishment of Brih Agricultural Service Center (ASC)”, which aims at increasing the competitiveness of the pome fruit sector in Brih and surrounding villages. Under the grant agreement, LIVCD has equipped the center with up-to-date technical equipment including an electro static technology spraying machine (one pulled by a tractor), 4 electrical pruning shears, 4 apple picking buckets, 1 refractometer, 1 penetrometer, 1 pH-meter kit, 18 tensiometers sensors, 1 wood shredder, and 8 protection kits to protect from pesticides during spraying. The equipment will be used by experts at the center to provide services to pome fruit farmers in the region, and more than 140 farmers will benefit from this center.

LIVCD supports an olive festival in North Lebanon

On October 21 and 22, a two-day festival on olive harvesting, milling and tasting was held for a total of 400 visitors in collaboration with LIVCD in Darbechtar, North Lebanon. The target of the festival was to conduct training sessions for the visitors (by groups) on olive harvesting, mill processing, olive oil storage, and olive oil quality, and to guide the visitors in the field during the mechanical harvesting process and the milling process. The Darbechtar team provided a traditional breakfast and lunch to the visitors during the 2-day festival. The ambassadors of Brazil and Uruguay and a representative from the Lebanese Ministry of Agriculture attended the festival.



Brazil ambassador to Lebanon

PERFORMANCE INDICATOR RESULTS FOR Y6 Q1 AND LIFE OF PROJECT

LIVCD tracks results on the project level according to the LIVCD Results Framework and the associated set of Performance Indicators, which measure progress towards achieving the Intermediate Results and Objective.

LIVCD Goal: Develop functional value chains to increase incomes of the rural population including MSMEs

LIVCD Intermediate Result 1: Increased access to markets in targeted value chains

LIVCD Intermediate Result 2: Increased business linkages in target value chains

LIVCD Intermediate Result 3: Increased productivity in target value chains

LIVCD Intermediate Result 4: Constraints to lending reduced in target value chains

M&E Activities of this Quarter

- The LIVCD MEL team received the three data verification visits from SI during the quarter to review the FY2017 quarterly and annual indicators respectively. This includes results for the below indicators:
 - DO 2a: Value of new private sector investment leveraged by USG assistance
 - IR 2.1c: Value of sales (collected at farm-level for small holders and firm-level for MSMEs) as a result of USG assistance
 - Number of export markets, or distribution channels for selected products accessed as a result of USG assistance
 - Gross margin per hectare, animal or cage of selected product
 - Sub-IR 2.1.2.a: Number of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages

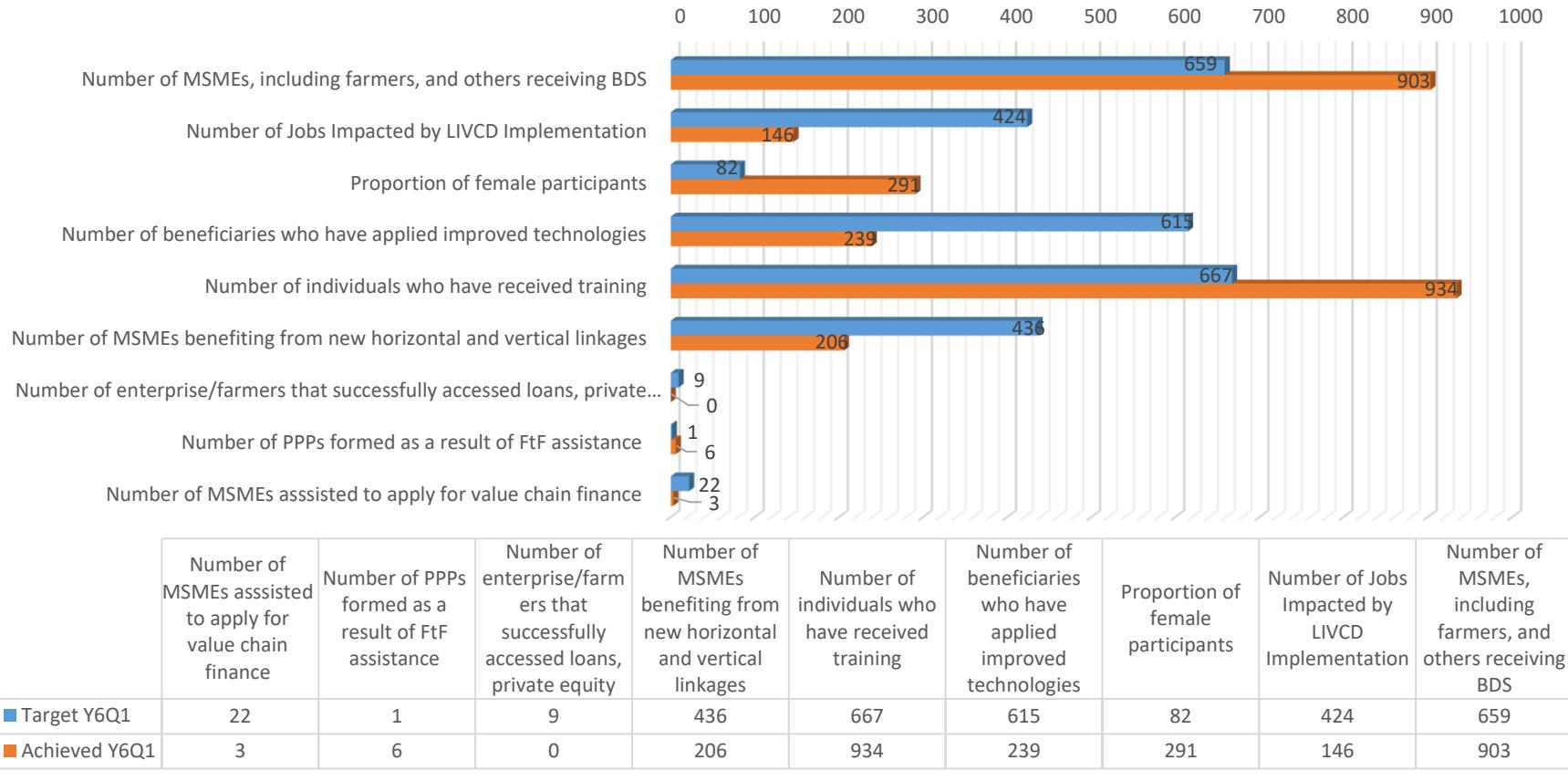
As of the end of the quarter, feedback on the annual indicator review was still pending.

- In addition, the MEL team worked closely with LIVCD COR to report, review and confirm the FY2017 results into the FTFMS, Aid Tracker and PPR systems.
- Quarter I 2018 saw results extracted from the updated MEL database (GIS) for the first time presenting the ability to produce real time results.
- MEL team in collaboration with an STTA commenced the work on the impact assessments for avocado and table grapes both of which will be completed during the next quarter. During its final year, LIVCD will complete impact assessments for all value chains. These impact assessments will be incorporated into the final project report and will also be used during the project final evaluation which is expected to commence mid-2018.

The below table describes the deviation of some indicators' results from the quarterly targets set.

Indicator Name	Target Y6Q1	Achieved Y6Q1	Explanation on % of deviation from quarterly target
Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	659	903	The Q1 results exceeded the Q1 target, as a result of extensive technical training sessions delivered through grants and/or technical assistance across selected value chains.
Number of Jobs Impacted by LIVCD Implementation	424	146	The Q1 results did not achieve the Q1 Target. This is related to the phase out of honey and rural basket value chain. In addition to that, some other value chains like Avocado, Cherry and Olive oil did not reach Q1 targets. LIVCD expects to achieve the set target during the coming production season.
Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	82 12.5%	291 24%	The Q1 results exceeded the Q1 target, as a result of a large number of women who participated in LIVCD activities delivered across its value chains.
Number of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	615	239	The Q1 results did not achieve the Q1 target. LIVCD expects to achieve the set target during the coming production season.
Number of individuals who have received USG- supported short-term training.	667	934	The Q1 results exceeded the Q1 Target, as a result of extensive technical training sessions delivered through grants and/or technical assistance. The largest number of trainees was under the Cherry VC with a total of 236 farmers and others, Honey VC with total of 226 beekeepers, Olive oil VC with total of 154 farmers and others, and the processed food value chain with 112. The remaining 206 farmers were from Avocado, Apple, and rural tourism Value Chains.
Number of MSMEs, including farmers, and other organizations, benefiting from new horizontal & vertical linkages	436	206	The Q1 results did not achieve the Q1 Target. LIVCD is currently creating new linkages between farmers and service providers. New results on this indicator will be reported during the next quarters.
Number of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	9	0	No results were reported this quarter. LIVCD expects to achieve the set target during the coming production season.
Total value of loans issued as a result of USG assistance	[REDACTED]	[REDACTED]	No results were reported this quarter. LIVCD expects to achieve the set target during the coming production season.
Number of public-private partnerships formed as a result of FfF assistance	1	6	The Q1 results exceeded the Q1 Target.
Number of MSMEs, including farmers, reached by USG to apply for value chain finance	22	3	The Q1 results did not achieve the Q1 Target. LIVCD will reach more farmers and MSMEs during the coming quarters.

Performance Quarterly Results - Y6Q1



Quarterly Performance Results

IMPROVE VALUE CHAIN COMPETITIVENESS

PROCESSED FOODS VALUE CHAIN

Processed Food Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	
Indicator Title	Year VI - (Oct 2017 to Sep 2018)	Q1	Q2	Q3	Q4	Actual Y6
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	57					57
<u>Number</u> of jobs impacted by LIVCD implementation	23					23
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	95					95
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	0					0
<u>Number</u> of individuals who have received USG-supported short-term training.	112					112
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	2					2
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0					0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]					[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1					1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	1					1

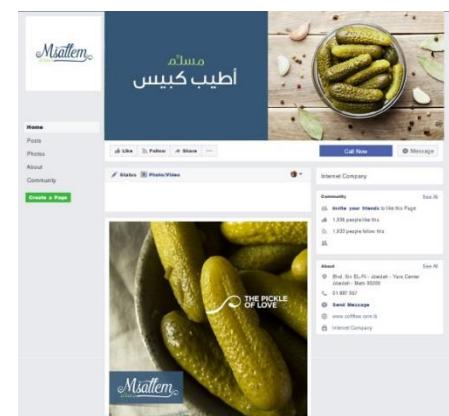
Pickles

As part of LIVCD's technical and grant support in improving pickle producers' fermentation processes, developing new products that meet market demand, and enhancing pickle value chain actors' ability to adopt new technology, LIVCD supported many activities under the value chain major axes of intervention.

Marketing Axis

Msalleem

As part of grant support, and for the first time, pickle producer Msalleem will enter the Lebanese retail market. Under a grant, LIVCD provided Msalleem with a "Go to market strategy" that focuses on training Msalleem's sales force, setting a strategy for distribution strategy, and creating a yearly marketing plan.



Msalleem's new website

As a result, Msallem's product range will be available in major key accounts such as Spinneys and other supermarkets in Lebanon in the coming quarter. In addition, their products will be showcased on the company's new website and social media sites to increase Msallem's visibility in the local market.

Production Axis

Msallem

Msallem is considered one of the leading pickle producers in Lebanon. During previous quarters, and as a result of LIVCD technical assistance, Msallem shifted from old production techniques and adopted the new tank fermentation technology introduced by LIVCD. Moreover, under grant support, LIVCD has introduced brine recycling and a CO₂ purging system to their production line. The CO₂ purging system is a novel technology introduced in Lebanon and is used to ensure that the pickle fermentation process is running at optimal CO₂ level to ensure a consistent, high quality product with an optimal texture. During the quarter, installation and testing of the new system was completed with trials ready to commence in the next quarter.

Cornichon Good Agricultural Practices

Due to the lack of know-how of cornichon (gherkin) cucumber varieties in Lebanon, pickle processors rely on imports to acquire the needed quantities of raw materials.

As part of Msallem's strategy to expand plantation of new varieties and introduce new pickled products, LIVCD consultant Jad Dandache was recruited to enhance the cultivation of new varieties of cucumbers in Lebanon, including cornichon. Follow-up visits to project sites were conducted during the quarter to monitor the cultivated varieties in Saghbine and to test the difference between solar field and green house production.

Results showed that the cornichon variety, under proper conditions, can be cultivated in both green houses and open fields with an average production cost of \$0.4 in green houses, compared to \$1.5 to \$ 2 for imported cornichon.

As part of LIVCD grant support, Msallem's agriculture engineer implemented several training sessions on Good Agricultural practices (GAP) for



Cultivated cornichon



Good Agriculture Practices training for Msallem

farmers providing cucumbers to Msallem, which focused on harvest, post-harvest techniques, as well as cost reduction. This activity will aid Msallem to improve their product quality, decrease costs, and increase purchases of cucumbers from local farmers.

Processing Axis

Msallem

In this quarter and as part of grant support, LIVCD completed the installation of a “bucket conveyor”, another novel technology, at Msallem’s factory. This conveyor removes fermented pickles from their tanks and on to the next pickling step in larger quantities than their old system, decreasing the cost of production.



Bucket conveyor

Bashour Company

In previous quarters, LIVCD supported the food processor Bashour Company in the Bekaa through technical assistance on the pickle production process and product label content. In addition, LIVCD linked the company with the Mercy Corps-Intaj Program funded by UKAid, which provided them with financial consulting as well as guidance on website and catalogue design.

During this quarter, LIVCD delivered two digital handheld refractometers and a PH meter to Bashour Company. The equipment will enable the company to measure the sugar concentration – known as Brix – and acidity in brine/syrups in pickle and jam production, to ensure a consistent product.

Moreover, a training session was conducted by LIVCD consultant Fadi Fayad for the company's production manager on equipment usage and recipe standardization. Such trainings will coach SMEs such as Bashour to develop products that meet market demand and improve their productivity through improved technologies.

Judi

During this quarter, LIVCD project supported Judi by facilitating a linkage with the Investment Development Authority of Lebanon (IDAL). IDAL is the national investment promotion agency which works on promoting Lebanon as a key investment destination and provides foreign and domestic investors with a wide range of incentives, marketing, and business support. Judi, with the help of LIVCD's processed food value chain team, was able to join IDAL and with their support shipped a total of 100 olive oil tins to Kuwait.

Moreover, the newly redesigned product label with an updated look and necessary nutritional information allowed Judi to access new export markets, including Qatar and Switzerland. Further linkages, new markets, and sales will be reported in the upcoming quarter.



Judi old label



Judi new label

Processed Grains (Freekeh and Bourghul)

Marketing Axis

Freekeh is considered the “new quinoa” and is known to have high nutritional value, and as part of LIVCD’s outreach plan in promoting the freekeh value chain, the project organized a closeout event entitled “Freekeh - LIVCD impact and intervention” on November 28, 2017. Forty-four representatives from industries, cooperatives, industries, organizations, universities, and several donors attended the event.

This activity aimed to showcase all the activities implemented by LIVCD in the freekeh value chain, such as introducing new wheat varieties, new automated equipment (freekeh roasters and driers), as well as providing financial and cost analysis for freekeh processing. In addition, LIVCD’s impact in increasing the number of freekeh farmers, jobs impacted (including for women), freekeh produced, and total sales were highlighted through a “hero” video telling the story of an individual champion who has benefited from LIVCD support, and beneficiaries’ success stories.



Freekeh Event

Freekeh Sector Linkages

To support freekeh farmers and cooperative members, LIVCD facilitated linkages between farmers, cooperatives, and processors which aim to generate additional income for all parties:

- *Adonis Valley – freekeh farmer (Kamil Akoury) – Caritas:* LIVCD facilitated a linkage between food producer Adonis Valley, freekeh farmer Kamil Akoury, and Caritas. Adonis Valley purchased a total of 100 kg of freekeh from the farmer, which will be grinded and packed at Caritas' facility in Deir al Ahmar.
- *Adonis Valley – freekeh producers:* LIVCD facilitated a linkage between Adonis Valley and the Kfardounin Cooperative. Adonis Valley purchased a total of 200 kg of freekeh from the freekeh producing cooperative.
- *Judi – Caritas:* Meetings were held between food processor Judi and Caritas - Deir al Ahmar to discuss Judi's needs for freekeh procurement. Freekeh samples were delivered to Judi from Caritas to identify whether the processed freekeh is compatible with the company's needs and the newly developed LIBNOR standard for freekeh food safety. In the upcoming season, Judi will purchase a total of 5 tons of freekeh from Caritas. Further collaboration will be reported in upcoming quarters.
- *Eat Home Meal – freekeh producers:* LIVCD facilitated a linkage between Eat Home Meal (small food processing company) and Al Imad Cooperative, and Eat Home Meal purchased a total of 30 kg of freekeh.

Vinegar

During this quarter, LIVCD's processed food team, in collaboration with Dr. Kallasy (Ph.D. in food Microbiology), initiated new vinegar trials using the locally isolated bacteria which was identified in previous trials. The aim of these trials is to identify the most productive type of bacteria and the optimal conditions for vinegar production and create a defined protocol to be shared with Lebanese industries once complete. The trials ended in December, and during the upcoming quarter, results and recommended next steps will be shared.

During the previous quarter, and as part of project efforts to support SMEs to adopt more ecofriendly energy solutions, LIVCD granted Mechaalany a solar system for their vinegar production facility, and developed an online social media campaign that aims to increase consumer awareness about Mechaalany product line. In December, Mechaalany completed all the work needed to finalize the solar power system installation. Solar panels and all remaining equipment will be installed in the next quarter.

Syrups, distillates, concentrates, and juices

Grape syrup

In previous quarters and due to the major shift in production and product improvement on grape syrup, Royal Organics reached an agreement with “Transmed” – one of the biggest distributors in Lebanon – to have “Good Grape” among their inventory of items. An in-store promotion took place at the Spinneys supermarket in Jnah from September till November 2017 that aimed to increase brand awareness in the local market.



Good Grape participation at 'Yom LDebs' event

In this quarter, and as part of Good Grapes’ marketing and visibility plan, Good Grape participated in and sponsored the second edition of 'Yom LDebs' on October 8, 2017 that was organized by the Association 'Rashaya and Beyond' and the municipality of Rashaya. More than 2,000 visitors attended the festival and visited the Independence Citadel, the old village, and 'Good Grape' factory.

In addition, as part of LIVCD’s outreach and visibility plan, a ‘How it’s made’ video was filmed at the Good Grape production facility in Rashaya. The video highlighted the production process steps of grape syrup and grape molasses, as well as LIVCD’s impact in introducing new automated technology that resulted in increasing production capacity and improved syrup quality. The video will be available early in the next quarter.

Apple juice

Balkis

As part of LIVCD’s outreach and visibility plan, a *How it’s made* video was filmed at Balkis’s juice production facility. The video highlighted apple juice production process as well as LIVCD’s impact in introducing new equipment that resulted in increasing production capacity and improved juice quality. The video will be available early in the coming quarter.

For the 2017 season, Balkis increased their local apple purchases by 50% compared to the 2016 season, which is an attributable to the increased demand for apple juice following increased promotional activities.

Les Vergers des Cèdres - Pomariis

As part of USAID's role in supporting processors to utilize oversupply of fresh fruit by the processing sector, increase market competitiveness, and enter new market channels, LIVCD continued to provide technical support to juice producer Les Vergers des Cèdres. Due to production increase, the production of the company's Pomariis brand apple juice moved to a bigger factory, where LIVCD supported the company by providing guidance on facility layout to ensure compliance with international food safety regulations. Seeing the increased demand and having the confidence to make capital investments, the company purchased a new pressing and filtration machine to increase the yield from juice and produce a clear product.



Pomariis apple juice is available on all MEA flights

Les Verges des Cèdres is still supplying Middle East Airlines and the Lebanese Beirut Airport Catering with apple juice, after an agreement to be entered in November 2016. Further achievements, linkages, and sales will be reported in the upcoming quarter.

Ready-To-Eat (RTE) products

Ein Ebel Cooperative

To support carob molasses farmers and processing cooperatives, LIVCD facilitated a linkage between Ein Ebel processing Cooperative in South Lebanon, and Biomass. Biomass is an organic farm located in Batroun in North Lebanon. Biomass was linked to Ein Ebel Cooperative to process a total of 3 tons of carob using the LIVCD-granted equipment to produce a total of 900 kg of carob molasses. The product is sold under the BIOMASS brand in the retail market. Sales will be reported in the upcoming quarter.



LIVCD granted equipment

Lebanese Mezze

LIVCD has supported Lebanese Mezze with technical assistance to create a financial monitoring system for the company, enhance distribution market, and review the company's pricing structure.

As a result:

- Lebanese Mezze signed an agreement with a distributor (Sell in-Sell out) company to distribute in the Lebanese market. During the next quarter details will be shared.

- They signed a new contract with two key accounts in UAE and Qatar, and for the first time Lebanese Mezze reached Qatar market during this quarter. Sales will be reported in the upcoming quarters.
- They invested in equipment to decrease the cost of production, such as an onion peeler and cutter for a total value of [REDACTED]

Adonis Valley

Adonis Valley has also been supported by the LIVCD project with ongoing technical assistance aimed at developing nutritional facts for a wide range of products, including tomato products, jams, and honey. Moreover, LIVCD continues to support Adonis Valley by linking the company to freekeh farmers, processing centers, and freekeh cooperatives for supply of raw materials and processing. Further collaboration and linkages will be reported in the upcoming quarters.

Trainings, Workshops, Outreach, and Capacity building

Good manufacturing practices training

As part of LIVCD's role in supporting processors in developing products that meet market demand, a training session on Good Manufacturing Practices (GMP) was held for the Aytaroun Cooperative in South Lebanon. The cooperative produces food products including "freekeh". The training was conducted on November 21, 2017 to improve product quality, empower the staff with food safety knowledge and skills, and improve production practices for better productivity.

University informative sessions

As part of LIVCD's outreach plan to include new technologies in food processing majors " in university degrees, the project organized training sessions on vinegar and freekeh processing at Haigazian and Kaslik Universities on October 12 and November 21, 2017. The sessions included an overview of vinegar and freekeh production processes, traditional versus new technologies, testing, and monitoring techniques.

These training sessions are part of LIVCD STIP (Science, Technology, Innovation, and Partnerships) effort that focuses on collaborating with universities to transfer and update students' knowledge of processed food technologies. Sessions on freekeh processing, vinegar processing, and the pickle fermentation process were given for Lebanese



Informative sessions on Freekeh processing at Kaslik

American University (LAU), Lebanese International University (LIU), and Saint-Esprit University (USEK) students. 79 students participated in these trainings.

Moreover, and as part of LIVCD's role in introducing new technologies, a site visit was conducted by LIVCD's technical team and LAU students to Jaber Trading Company on October, 27, 2017. LAU students will be studying the possibility of introducing new technology (automation/optical sorter for vegetables) to increase production and enhance product quality.

Assessment visits

As part of LIVCD's role in improving organizations' productivity, an assessment visit was conducted for Khaled Sinno Packaging Center (Karma) on October 23 and 24, 2017 to gauge their organizational and manufacturing capacity. LIVCD's technical team subsequently implemented multiple follow up visits to identify the major gaps in the company's GMP application and provide recommendations on lean manufacturing systems. As a further step, the technical team will provide Karma's center with two trainings on GMP to address the identified gaps.

Training and workshops M&E results

Date(s)	Name/Type of Event/Training title	Locations	Male participants	Female participants	Total # of participants
10/12/2017	Training session on Freekeh processing at USEK	USEK-Kaslik	3	10	13
11/21/2017	Good Manufacturing Practices (GMP) training- Aaytaroun cooperative	Aaytaroun Cooperative	0	10	10
11/21/2017	Training session on Vinegar production	Haigazian University	0	5	5
11/28/2017	GAP Training on Pickled vegetables for Msallem farmers	Zahle Chamber-Bekaa	50	1	51

Total			53	26	79
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Upcoming quarter activities and grants

Pickles sector

- LIVCD will continue supporting the adoption of new pickling technology by SMEs, including for the companies Bashour Co., Judi, Sonaco Alrabih, and others.
- Data collection for pickles sales in local and export markets will be done to inform the pickles value chain impact assessment.

Cereals and grains

- Data collection for freekeh sales in local and export markets.
- Facilitate linkages between farmers, cooperatives, industries and other donors.

Vinegar

- Under the supervision of LIVCD consultant Dr. Kallasy, make recommendations for the sector following the recently completed vinegar trials results.

Other sectors

- Continue to support the Chamber of Commerce, Industry, and Agriculture in Zahle (CCIAZ) to upgrade their laboratory testing services through the Food Quality Center (FQC) grant, under which equipment was procured by LIVCD for the FQC to provide food safety testing services to local farmers and food producers.

Upcoming workshops/site visits

- Site visit to Msalleem's pickle factory to launch the new facility.
- University workshops on LIVCD-introduced processed food technology.
- FQC launching event.
- Workshop to share vinegar trials results with industrialists, universities and other donors.

Upcoming grants

- Pomariis: Supporting Pomariis in upgrading the apples juice production facility.
- CCIAT: Supporting the Chamber of Commerce, Industry and Agriculture of Tripoli by introducing new equipment for freeze drying apples, grapes and cherries along with other fruits and vegetables.

Technical Assistance/STTA

- Second House Products: Cost Analysis
- Distribyout: Distribution model to cooperatives
- FSMA: Food Safety Modernization Act

HONEY VALUE CHAIN

Honey Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	
Indicator Title	Year VI - (Oct 2017 to Sep 2018)	Q1	Q2	Q3	Q4	Actual Y6
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	236					236
<u>Number</u> of jobs impacted by LIVCD implementation	2					2
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	24					24
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	55					55
<u>Number</u> of individuals who have received USG- supported short-term training.	226					226
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	60					60
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0					0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]					[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1					1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	0					0

During this quarter, LIVCD's Rural Basket – Honey value chain team focused on closing grants, finalizing the honey training by conducting training of trainers (TOT) on queen bee rearing, and collecting honey and bee samples from all over Lebanon to be tested using Fourier Transform Near-Infrared Spectroscopy (FT-NIR) technology at the l'École Supérieure d'Ingénieurs d'Agronomie Méditerranéenne (ESIAM) under the signed grant between LIVCD and ESIAM. LIVCD is also working with UNDP to hand over materials and knowledge to ensure the sustainability of the honey program.

Main activities

- With the objective of supporting the local community of Deir al Ahmar village in the Bekaa region, the honey value chain team met Mr. Roland Jreish – the Head of the Youth Club in Deir al Ahmar, an active association, to discuss a honey training schedule for beekeepers/beginner beekeepers. LIVCD partners Mr. Afif Abou Chedid and Mrs. Nahida Salha (head of Metn el Aala Cooperative) subsequently conducted the training sessions on hive management and bee diseases for Deir al Ahmar beekeepers on October 20. LIVCD is also supporting Deir al Ahmar Youth Club in establishing a cooperative for beekeepers through making linkages with other beekeeping cooperatives in the Bekaa.

- LIVCD's honey team held several meetings with UNDP's Development Coordinator Leon Chammah, and provided recommendations on training for beekeepers and beehives distribution. UNDP is planning to hold a honey training program for beekeepers (professionals and beginners) and distributing beehives to new beekeepers or beginners to create job opportunities for rural communities. Their program will be informed by LIVCD's experiences with those exact activities.

Axis 1: Marketing

Axis 2: Aggregation

There was no technical assistance to report under the Marketing and Aggregation implementation axes during this quarter.

Trainings conducted in this quarter

Axis 3: Production

Training Purpose	# of Trainings Held	Locations	# of Attendees	Date	Description
Honey Training	1	Nature shop owned by Marc Beirut - Kaslik	19	Oct.4, 2017	On Oct. 4, 2017, a training session on Honey was held at Nature by Marc Beirut. The training aim was to promote trust in Lebanese honey and to highlight the benefits of honey. Nature has honey as a product on their shelf so the training had also a secondary target which is to increase their sales.
Training on Hive Management Chap 2&3”	1	Deir al Ahmar, Bekaa	28	Oct. 20, 2017	On Oct. 20, 2017, the USAID-funded LIVCD project in collaboration with Deir al Ahmar Youth Club conducted a training session entitled “Hive Management Chap 2&3” at Deir al Ahmar Hall, Bekaa. The trainer, Ms. Nahida Salha, The head of Metn el Aala cooperative and experienced beekeeper from Metn el Aala, explained chapters 2&3 of hive management and introduced the hive tools that could be used in the apiary, the different ways of dividing beehives and how (Naturally and artificially) and how to feed

					bees in winter or summer and other topics were explained too.
Training on “Diseases chap 1&2”	I	Deir al Ahmar, Bekaa	29	Nov. 2, 2017	On November 2, 2017, the USAID-funded LIVCD project in collaboration with Deir al Ahmar Youth Club conducted a training session entitled “Diseases chap 1&2” at Deir al Ahmar Hall, Bekaa. The trainer, Dr. Chadi Hosri is an experienced beekeeper from Jbeil area, explained chapters 1&2 of Diseases and introduced all diseases and explained in details every disease, how to control it and to protect apiary from diseases.
TOT on queen Production	I	Deir al Ahmar, Bekaa	21	Nov.10, 2017	On November 10, 2017, the USAID-funded LIVCD project in collaboration with Deir al Ahmar Youth Club conducted a training session entitled “Queen Production” at Deir al Ahmar Hall, Bekaa. The trainer, Mr. Afif Abou Chedid is an experienced beekeeper from Jbeil area and owner of Golden Queen Beekeeping Center, explained and introduced the new techniques of queen production . Smokers were distributed to all attendees.
Total			97		

LIVCD supports Masters and PhD students in acquiring their professional degrees

On November 8, LIVCD’s Agricultural Production Technical Manager Roland Andary was invited to participate as a jury member in the defense of the thesis of 3 Master’s students from the Public Health Faculty at the Lebanese German University (LGU). The thesis topic was “Assessment of beekeepers knowledge in North Lebanon as well as the Lebanese consumers on the traceability system and food hygiene”.

Quality Assurance and Quality Control of honey

LIVCD and ESIAM signed a grant agreement to assure quality assurance and quality control in the Lebanese honey and olive oil sectors. The main objectives of the partnership between ESIAM and LIVCD are:

- To protect Lebanese consumers by allowing the availability of required testing on imported honey and olive oil.
- Increase the competitiveness of the honey and olive oil value chains and facilitate export by providing quick and easy testing that meets international requirements.

Moreover, the new honey regulation issued by the Lebanese Standards Institution (LIBNOR) based on decree 209/99 has now moved to the implementation phase. Several parameters require a clear understanding of the botanical origin of honey, which is still unavailable in Lebanon. To address this limitation, LIVCD under an earlier grant provided to ESIAM the Fourier Transform Near-Infrared Spectroscopy (FT-NIR) equipment, which contributes to a quick, high-quality testing method for the detection of adulterants in honey. The FT-NIR can be used to identify the botanical origin of honey, as the method allows for the primary classification of vegetation and polyclonal honey.

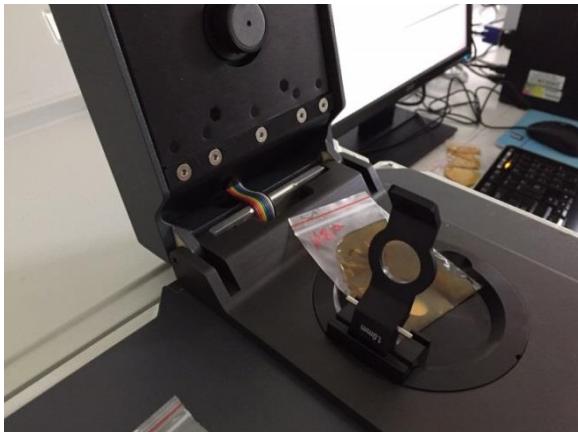
During this quarter, LIVCD provided ESIAM with sufficient honey and bees to enable the institution's laboratory to test the quality and botanical origin of the honey, using the FT-NIR spectrophotometer. The honey and bees were collected from Lebanon's South, North and Bekaa regions. The samples were collected from beekeepers using the following requirements:

- 3x 500g of honey sample
- 4-5 bees alive in a jar of each honey variety
- Localization of the hives (GPS coordinates)
- Altitude of the hives (as accurate as possible)
- Vegetation around the hives within 3 km (Pictures)



Collected samples of honey & bees for delivery to ESIAM

ESIAM will complete the tests using the FT-NIR and share the results with LIVCD after the end of the quarter. Results from the samples of the micro flora taken from the bees' intestines will be received by ESIAM from a German laboratory during the next quarter and subsequently shared with LIVCD.



Honey samples analyses via FT-NIR, ESIAM



Acidity analysis



Honey samples preparation

LIVCD's work in the honey value chain will focus on sustainability in the upcoming final phase of project implementation, through outreach and demonstrations of already established and sustained extension services promoting aggregation and linkages between beekeepers and enterprises. LIVCD will also continue coordinating with UNDP, the Lebanese Agriculture Research Institute (LARI), and ESIAM to ensure an efficient transition and implementation of activities that were developed and recommended by LIVCD. This will include:

- Handover of activities to UNDP through linking them with LARI and ESIAM
- Research study with LARI: LIVCD recommended that UNDP work with LARI's laboratory to finance a research study on the bee diseases in Lebanon. LARI will study bee specimens from beekeepers from all over Lebanon. The study is expected to be completed over the next two years, where LARI will identify the key disease problems, their causes, and solutions required to be implemented.
- Beekeeping training program: LARI will also coordinate the continuation of the training program using the material and curriculum developed by LIVCD and the expert trainers pool compiled by LIVCD, including individuals from Metn el Aala Cooperative and other partners.
- Coordination with ESIAM for a "National Library": UNDP will work with ESIAM and large beekeepers to develop a national library listing all types of Lebanese honey and their botanical origin and surrounding crops. UNDP will provide additional equipment to test the botanical origin, in addition to the equipment already provided by LIVCD and available at ESIAM. The National Library is expected to have positive impact such as protecting Lebanese honey and Lebanese beekeepers from low quality imported honey, by testing the botanical origin of diluted or imitation products.

RURAL TOURISM VALUE CHAIN

Rural Tourism Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	
Indicator Title	Year VI - (Oct 2017 to Sep 2018)	Q1	Q2	Q3	Q4	Actual Y6
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources		131				131
<u>Number</u> of jobs impacted by LIVCD implementation		32				32
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)		54				54
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance		33				33
<u>Number</u> of individuals who have received USG- supported short-term training.		52				52
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages		30				30
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance		0				0
Total <u>value</u> of loans issued as a result of USG assistance		[REDACTED]				[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance		0				0
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance		0				0

Summary of Top Results

The most significant activities in the rural tourism value chain during this quarter were the following:

- Organizing a kick-off meeting of a new marketing and visibility grant with Hospitality Services (HS) on October 4th.
- Training of 18 local women and youth on food safety and floor management with Al Hourouf Association during November and December.
- Organizing a roundtable on US experience in the tourism management in protected areas, with the representatives of forests and reserves in Lebanon on November 8th.
- Training Tannourine local guides on rock climbing equipment and techniques with Tannourine Cedar Forest Nature Reserve in November.
- Setting-up accrobranche facility and training of monitors on accrobranching and safety measures with the organization Arcenciel during November and December.
- Inauguration of Bkassine side trail, which is a part of the Lebanon Mountain Trail, on December 2nd.

- Organizing clustering workshop for tourism development in the Jbeil and Batroun area on December 7th.
- Developing rural and religious tourism strategy in Deir al Ahmar and Batloun.
- Training of 48 local guides on guiding techniques in the Bekaa, North and Mount Lebanon during November and December.

During this quarter, LIVCD worked towards a sustainable exit strategy for the rural tourism value chain allowing stakeholders to cooperate to increase the competitiveness of the sector. LIVCD's exit strategy is based on the national strategy developed by LIVCD and endorsed by the Lebanese Ministry of Tourism and the Lebanese Government in 2013, and is built around three pillars of the tourism strategy: (1) marketing and promotion, (2) cluster development, (3) cross-cluster improvement of the quality of rural tourism services.

Marketing and promotion

LIVCD worked in collaboration with the company Hospitality Services to prepare for the grant entitled "Increase stakeholders' access to rural tourism market through supporting Hospitality Services' promotional activities". Under the grant, LIVCD and Hospitality Services will implement a targeted media campaign with a goal to increase stakeholders' access to the market, through increased visibility and newly developed marketing tools.

Regional cluster development

LIVCD is supporting the development of the following rural tourism clusters: Batroun/Jbeil, Zahle/Bekaa, Jezzine and Hadath el Jebbeh/Tannourine/Ehmej. The clusters are supported through local tourism initiatives and projects in these areas.

Ongoing grant implementation

LIVCD's intervention this quarter focused on working with Arcenciel (Arcenciel is a Lebanese NGO which supports Lebanon's most underprivileged and marginalized communities. It promotes diversity, integration and development through 5 core programs: Agriculture & Environment, Mobility & Health, Responsible Tourism, Youth Empowerment, and Social Support). The aim of the grant is to foster rural tourism in the Bekaa region through innovative ecotourism activities by encouraging healthy and sustainable behaviors, respectful of the environment among the Lebanese society. LIVCD is supporting this through the installation of an accrobranche facility, training of local monitors on accrobranching and safety measures, setting-up of a petting farm and development of educational workshop, in addition to the setting-up of a signalization system to provide useful and impactful information in the area.

Local strategies for rural tourism for Batloun and Deir al Ahmar

LIVCD worked with Dr. Nour Farra, a rural tourism consultant, to provide technical support to the Municipalities of Batloun (South Lebanon) and Deir al Ahmar (Bekaa) to develop local strategies for rural tourism in these areas. The strategies will serve as road maps for the development of rural tourism in these areas. Drafts of both strategies were submitted for LIVCD's review at the end of December and will be handed over to the municipalities during January once the final versions are completed.

Key Activities in the Rural Tourism Value Chain

LIVCD holds the kick-off meeting for a new grant with Hospitality Services aimed at increasing the access of rural tourism organizations to the market

On October 4, the LIVCD project held the kick-off meeting of a new grant with Hospitality Services (HS) to support rural tourism organizations to increase their visibility and access the market in Lebanon and abroad. During the meeting, 22 representatives from the organizations met with USAID Project Management Specialist Charbel Hanna and with the Hospitality Services and LIVCD staff which will support them technically to develop and promote new marketing tools and visibility tools, and agreed on the next steps in the project implementation.

The grant will help promote several tourism outlets on the Lebanon Traveler platform (which includes the website, the mobile application, the magazine and the Travel Lebanon exhibition) at the Garden Show in May 2018.



Kick-off meeting with Hospitality Services

LIVCD and Al Hourouf Association organize a training session on food safety and floor management in Mount Lebanon

During November and December, LIVCD and Al Hourouf Association held 5 training sessions on food safety and floor management for 18 local women, youth and men working in the hospitality sector in Bentael village in Mount Lebanon. During these sessions, the expert Charbel Kyrellos focused on different points that are vital for the trainees to work in a restaurant, including safety and personal hygiene in the kitchen, cost control, service techniques and necessary operation checklist in the kitchen. Increasing the competitiveness of Bentael Nature Reserve as a rural tourism attraction in the Byblos Caza (Mount Lebanon) is the goal of this partnership between LIVCD and Al Hourouf Association. Provision of technical assistance for Al Hourouf Association is a part of this grant.



Training session on food safety and floor management

USAID representative shares his US experience with Lebanese rural tourism stakeholders

On November 8, Mr. Charbel Hanna, Project Management Specialist at USAID, held a roundtable discussion on tourism management in protected areas in the US with the representatives of forests and reserves in Lebanon, at LIVCD's offices in Beirut. Representatives of the Shouf Biosphere Reserve, Jabal Moussa Biosphere Reserve, Bentael Nature Reserve, Tyre Coast Nature Reserve, Hadath el Jebbeh and Ehmej forests attended the workshop, during which Mr. Hanna explained who the main government, non-government and private stakeholders managing the tourism sector in protected areas in the US are and how they are partnering with each other for this purpose.



Rural Tourism workshop

LIVCD organizes training sessions on rock climbing techniques in Tannourine

On November 10, 11, 12, 16 and 17, LIVCD and Tannourine Cedar Forest Nature Reserve organized training sessions on rock climbing equipment and techniques, in Tannourine Cedar Nature Reserve in North Lebanon. 7 people attended the five-day training. The training was divided into 2 parts; the theoretical part which focused on safety measurements of rock climbing techniques and equipment; and the practical part which focused on rock climbing techniques and equipment and how to secure climbers. The training also focused on anchoring techniques and rock climbing knots. These trainings are part of the support requested by the Tannourine Cedar Forest Nature Reserve, and part of LIVCD's selection of the most potential small tourism projects to impact the rural tourism sector that were presented to LIVCD during the 3rd national rural tourism forum in December 2016.



Training sessions on rock climbing techniques

LIVCD and Arcenciel setting-up accrobranche activities and organizing 10 training sessions on accrobranching and safety measures in the Bekaa

Under grant support during November and December, LIVCD and Arcenciel developed accrobranche activities (9 games) to promote ecotourism in the Bekaa and encouraging healthy and sustainable behaviors, respectful of the environment among the Lebanese society. In addition to the setting-up of the accrobranche facility, 10 training sessions on accrobranching and safety measures were held in Tannayel in the Bekaa. 15 monitors attended the training which focused on the definition of the accrobranche as an activity and the use and advantages of the helmet and harness, installing of safety system and equipment for clients and monitors, and the behavior towards clients and colleagues focusing on the importance of teamwork. Increasing the competitiveness of Arcenciel's rural tourism facilities to foster rural tourism in the Bekaa region through innovative ecotourism activities is the goal of this activity.



Training sessions on accrobranching and safety measures in the Bekaa

LIVCD and LMTA inaugurate Bkassine side trail

On December 2, the Lebanon Mountain Trail Association (LMTA) and LIVCD organized the inauguration of Bkassine side trail, South Lebanon, which is a part of the Lebanon Mountain Trail (LMT). More than 80 local rural tourism experts participated in the inauguration event which included guided hikes. After completing the hikes, a ceremony took place in Bkassine during which the Mayor of Bkassine, Habib Fares, the president of the LMTA, Martine Btaich, the president of the Union of Municipalities of Jezzine, Khalil Harfoush, and LIVCD Chief of Party, Frank O'Brien, gave brief speeches focusing on the importance of this side trail for improving Bkassine and the neighboring villages' economy, the creation of an attraction that will add to the rural tourism sector in the region, and USAID's continuous support to the rural tourism sector in Lebanon.

Improving the LMT as a sustainable tourism destination and fostering economic opportunities of trailside communities is the goal of this activity and partnership between the LIVCD project and the LMTA. The creation of linkages and cooperation between local businesses and organizations through developing of 2 side trails on the LMT is a part of the grant to LMTA.



Inauguration of Bkassine side trail

LIVCD organizes a clustering workshop for tourism development in the Jbeil and Batroun area

On December 7, the LIVCD project held a workshop entitled 'Clustering of the region of Jbeil and Batroun for Rural Tourism Development – The work plan and the Destination Management Organization (DMO)' which took place at the Centre Culturel Municipal (CLAC) in Jbeil, north of Beirut. 24 participants directly engaged in rural tourism, were led by LIVCD Rural Tourism Expert Mrs. Nell Abou Ghazale, who discussed with the attendees how to write and execute a work plan. During the workshop, a group of founding members for the DMO was selected. The members will start establishing links with specific groups of stakeholders (municipalities, universities, NGOs, local community, etc.) in a way that includes all players present. Each founding member took the responsibility of communicating with a specific stakeholder group to



The Cluster workshop for tourism development in Jbeil and Batroun

gather comments and suggested modifications to the strategic plan. After these comments and modifications are included, the strategic plan will be validated and the founding member group could evolve towards an executive group that would work on implementing the strategic plan. Among the rural tourism stakeholders participating from the region were local municipality members, managers of natural reserves, and tour operators.

LIVCD developing rural and religious tourism strategy for Deir al Ahmar

On December 8, the LIVCD project held a workshop entitled 'Rural and Religious Tourism Strategy in Deir al Ahmar' which took place at the Women Association of Deir al Ahmar (WADA) center in Deir al Ahmar in the Bekaa. 20 women representing rural tourism stakeholders from the village participated in the workshop. The participants were led by LIVCD rural tourism consultant Dr. Nour Farra, who explained the basics of the rural and religious tourism, sources, tourism attractions, products and activities in Deir al Ahmar. Dr. Farra discussed with the attendees the potential projects for the upgrading rural and religious tourism in their village. At the end of the workshop, the attendees selected and prioritized a list of 25 projects to be included in the strategy.

As for the Batloun strategy, multiple assessment visits were held by Dr. Nour Farra during October, November, and December to highlight the touristic potential in the area and to determine the important resources and attractions (natural, cultural, archeological, religious, etc.). She also held meetings and workshops with local active stakeholders to discuss the general methodology to elaborate the strategy and to propose potential projects to be included in the strategy. All field visits and workshops were done in coordination with the Municipality which supports the development of sustainable tourism.

LIVCD organizes training sessions on guiding techniques in the Bekaa, North and Mount Lebanon

Between November 28 and December 28, LIVCD organized 14 training sessions on guiding techniques for local guides in 5 different villages in the Bekaa, North and Mount Lebanon. The trainings, in collaboration with Wada Women Association of Deir al Ahmar, Tannourine Cedar Nature Reserve, Friends of Nature Association in Adonis Valley, and the Municipality of Minjiz and Ras el Metn, focused on the guiding techniques in nature, group management, wilderness first aid, and responsible tourism both in theoretical and practical part.



Workshop on developing rural and religious tourism strategy for Deir al Ahmar

A total of 48 local guides attended the trainings. These trainings are part of the support requested by these organizations following LIVCD's selection of the most potential small tourism projects to impact the rural tourism sector that were presented to LIVCD during the 3rd national rural tourism forum in December 2016.



Training sessions on guiding techniques in the Bekaa and Mount Lebanon

Main activities for next quarter

The rural tourism value chain will continue following up during the next quarter on all ongoing grants as follows:

- Complete the accrobranche facility with additional games for kids with Arcenciel in Taanayel, Bekaa.
- Completing the installation of the picnic area at the entrance of Bentael Nature Reserve with Al Hourouf Association to complement the eating area installed during this quarter, and to provide training for local youth and women hospitality and management.
- Follow-up on grant implementation with LMTA and upgrading of the LMT website.
- Follow-up on the implementation of the marketing and visibility grant with Hospitality Services to implement a targeted media campaign with a goal to increase stakeholders' access to the market, through increased visibility and newly developed marketing tools.
- Follow-up on the completion of the guiding techniques training program of the local guides from different villages in Lebanon to increase their local tourist management skills and ensure the good quality services to the visitors on the trails of these villages.

- Complete the development of Byblos – Batroun cluster through proposing a strategic plan for the development of the region. An executive structure will be formed in parallel to establish links with specific groups of stakeholders (municipalities, universities, NGOs, local communities and youth) to gather comments and modification on the strategic plan.
- New grant proposals for Ehmej Development Association and Travel Lebanon Garden Show 2018 will be submitted for USAID review during January 2018.

OLIVE OIL VALUE CHAIN

Olive Oil Value Chain - Quarterly Results	Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	Actual Y6
Indicator Title	Q1	Q2	Q3	Q4	
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	86				86
<u>Number</u> of jobs impacted by LIVCD implementation	0				0
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	39				39
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	3				3
<u>Number</u> of individuals who have received USG-supported short-term training.	154				154
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	3				3
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0				0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]				[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1				1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	1				1

Summary of Top Results

LIVCD supports an olive festival in North Lebanon - Darbechtar

On October 21st and 22nd 2017, a two-day festival on olive harvesting, milling, storage, tasting, and quality was held for a total of 400 visitors in collaboration with the LIVCD project in Darbechtar, North of Lebanon. The target of the festival was to conduct training sessions on these topics for the visitors (by groups), and to guide them in the field during the mechanical olive harvesting process and the olive oil milling process. The ambassadors of Brazil and Uruguay and a representative from the Lebanese Ministry of Agriculture attended the festival.





[Article on Darbechтар festival on NNA website](#)

Ambassador Richard visits LIVCD activity in North Lebanon - Bchennine

On October 24th 2017, US Ambassador to Lebanon, Elizabeth Richard; USAID Mission Director, Dr. Anne Patterson; USAID Economic Growth Office Director, Dr. William Butterfield; and staffers from the US Embassy and USAID visited Willani SARL's olive oil mill in Bchannine in North Lebanon. The visitors witnessed the olive harvesting using the mechanical harvesters co-invested in by LIVCD and local olive growing cooperatives, visited the mill where they viewed the olive oil milling and extraction processes, and participated in an olive oil tasting session using olive oil from this season's harvest. The processing improvements made under LIVCD's collaborations with local partners in improving harvesting techniques, production facilities, and marketing approaches are reducing the cost of production and improving the quality of olive oil, thus giving Lebanese olive oil producers better access to international markets.

Through their partnership with LIVCD under two grants including in-kind support to improve their production facility and marketing support to promote their products, Willani has increased its domestic sales and exported extra virgin olive oil products to the US, France and the UK.



[Ambassador Richard visits LIVCD project in North Lebanon](#)



Group photo with Ambassador Richard

LIVCD participates in an olive oil event in Mount Lebanon – Kleiat

On October 26th 2017, LIVCD's olive oil value chain team participated in the event "Wine and Olive Oil" organized by the Lebanese Agricultural Research Institute (LARI) in collaboration with the French Embassy, in Kleiat, Mount Lebanon. A series of trainings were conducted on both wine and olive/olive oil. LIVCD's representative Roland Andary took part in the trainings and conducted an olive oil tasting session focusing on:

- Introduction to LIVCD and project accomplishments in the olive/olive oil sector
- Harvesting techniques, milling techniques, and storage
- How to rate the quality of Extra Virgin Olive Oil and recognize defective olive oil
- Practical training to the attendees on olive oil tasting



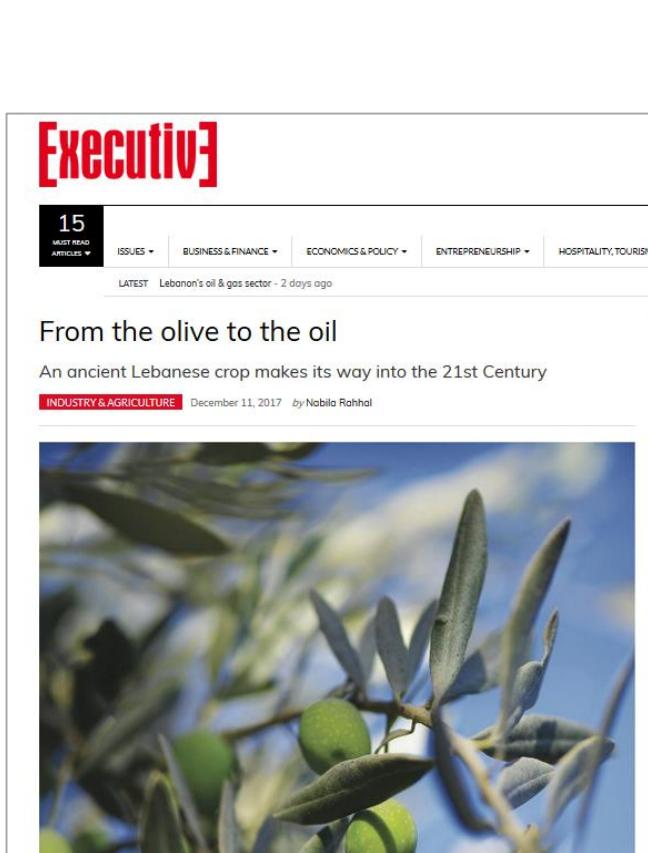
Training on Olive Oil Tasting – Kleiat



LIVCD received a trophy from LARI

Leading business and financial news magazine, Executive Magazine, highlights LIVCD support

On December 11th 2017, leading business and financial news magazine, Executive Magazine, reported on the Lebanese olive oil sector and highlighted USAID's support to the olive oil value chain through the LIVCD project. The article was published under the title: "From the olive to the oil - An ancient Lebanese crop makes its way into the 21st Century" after interviewing LIVCD's Agriculture Production Technical Manager Roland Andary. Mr. Andary introduced the LIVCD project, the olive oil value chain and the activities offered throughout the lifetime of the project, including the mechanical harvesting programs and automatic milling techniques that reduce harvesting cost and improve olive oil quality. The magazine also interviewed one of LIVCD's partners who benefited from the mechanical harvesting program – Denise Tegho, Head of the Olea Cooperative.



The screenshot shows the Executive Magazine website. At the top, there is a navigation bar with a black box containing the number '15' and a link to 'MUST READ ARTICLES'. Below the navigation bar, there are several categories: 'ISSUES', 'BUSINESS & FINANCE', 'ECONOMICS & POLICY', 'ENTREPRENEURSHIP', and 'HOSPITALITY, TOURISM'. A 'LATEST' section displays the headline 'Lebanon's oil & gas sector - 2 days ago'. The main article is titled 'From the olive to the oil' and discusses an ancient Lebanese crop making its way into the 21st Century. It includes a photo of olive branches. The article is dated December 11, 2017, and attributed to Nabila Rokhal.

According to Roland Andary, value chain manager at USAID's Lebanon Industry Value Chain Development (LIVCD) project, more than 80 percent of olives grown in Lebanon are used for the production of olive oil, with the rest consumed as table olives.

As such, it is no surprise that the olive oil industry is considered among the most significant agro-industries in Lebanon. "You cannot talk about agro-industry in Lebanon without talking about olive oil, especially since it covers this much space, employs a big number of people, and has so many challenges," says Andary.

The olive growers

According to those interviewed, the majority of olive plots in Lebanon are owned by small-scale farmers with around two to three hectares of trees. While many of these farmers contract their land to traders who handle the olive harvest and process the oil, there are others who still work their own land.

Working on such a small scale drives up the cost of production, which in turn increases the price of Lebanese olive oil, explains Eid, adding that other expenses such as electricity and labor also impact production costs. This makes Lebanese olive oil expensive when compared to olive oil production elsewhere, for example, a 20-liter container of olive oil costs an average of \$150 when bought directly from the grower.

The price of Lebanese olive oil is high, which makes it hard to sell. But this is because the cost of production is high, starting with the price of the land to the salary of the farmer. So we are working to reduce the price through the olive picking machines we distribute, or the benefits we are offering cooperatives," explains Andary.

Eid says the Ministry of Agriculture encouraged growers to come together to form cooperatives or unions of cooperatives, so that they can divide expenses among themselves and also be able to pool their olives together and supply large quantities when asked.

Olea, the growers' cooperative of Lebba and its neighboring villages in south Lebanon, has benefited from both these initiatives, receiving assistance from the ministry and the LIVCD program as well. "As a collective, USAID provided us with automatic harvest equipment—they paid for 70 percent of it and we paid the rest—and they give us technical support. In turn, I rent out the equipment to growers for a reasonable fee of \$20 per day. This helps reduce the cost of olive oil production, since labor is expensive in Lebanon," says Denise Tegho, president of the cooperative, explaining that three people working the machine can harvest a field that would take 20 people twice as much time if harvesting by hand. Tegho also explains that as a

Key Figures

- From September 2016 to December 2017, LIVCD partner Willani SARL sold a total of **138,047 Liters** of olive oil at a value of \$ [REDACTED] to both local and international markets.
- LIVCD trained **344 beneficiaries** on olive oil quality assessment and evaluation during this quarter.

Key Activities

LIVCD closed grant G-LIVCD-205, "Assisting Agricultural Service Center to develop the Olive Oil Sector in Jezzine and Zahrani."

LIVCD continued to monitor the following two grants:

G-LIVCD-208, "Develop a service center for Olive Oil Storage and Bottling in Bchennine and villages in Zgharta Caza", with Willani SARL: LIVCD has seen the following results under the grant between September 2016 and December 2017:

- Number of beneficiaries: 401 beneficiaries
- Total weight of olives received by the mill from farmers: 832,724 kg of olives
- Total oil extracted: 174,657.5 kg
- Average extraction rate: 23%
- Total mill income: 39,361,091 LBP
- Willani exported around 43,580 Liters of olive oil at a value of [REDACTED] to the US, Venezuela, France, and the United Kingdom
- Willani sold locally around 94,467 Liters of olive oil at a value of [REDACTED]

G-LIVCD-237: "Organoleptic and Chemical analysis of Lebanese Olive Oil for classification as extra virgin" with the Chamber of Commerce, Industry and Agriculture in Tripoli (CCIAT/IDRAC) was signed on October 2nd 2017. The grantee has now started purchasing equipment required to establish an organoleptic tasting and testing space at the Chamber.



Willani – Milling process

LIVCD conducted several trainings/technical assistance sessions targeting grantees, farmers, stakeholders, NGOs and cooperatives. The activities included the following:

- **Agricultural Cooperative of Loubyeh – Loubyeh – South – October 9th, 2017** a training session on “Olive Oil quality and mills” was held for a total of **31 farmers**.
- **Kharayeb – South – October 17th, 2017** a training session on olive oil quality, from field to table, was held for a total of **20 farmers**.
- **Salima– Mount Lebanon – October 18th, 2017** a training session on olive oil quality, from field to table was held for a total of **40 farmers**.
- **Darbechtar – Koura – November 3rd, 2017** a technical assistance to **10 students** from USEK was conducted in Darbechtar on harvesting and milling.



Grant Signature between LIVCD and CCIAT



Olive Oil Quality and Mills – Loubyeh



Olive Oil Quality, from field to table - Kharayeb



Technical Assistance for Official School of Jezzine students – NFS mill – Lebaa

- **USEK– Jounieh – November 8th, 2017** a training session on “Olive Oil Quality Evaluation and Assessment” was given to **13 students at USEK.**



Olive Oil Quality, from field to table - Salima



Technical Assistance for USEK students - Darbechтар



Olive Oil Quality Evaluation and Assessment –USEK

- **At the Beirut International Exhibition & Leisure Center (BIEL) on November 16, 17 and 18th, 2017** under the 7th Beirut Cooking Festival 2017, LIVCD supported the following 3 partners to participate, to promote their olive oil products and other products:

 - Olive Trade SARL - Zejd
 - Boutros Msalleem for General Trade
 - JAZ

The companies have previously received LIVCD support to improve their marketing efforts, production facilities, and meeting export requirements, and the festival was an opportunity to showcase their products to over 15,000 visitors. The event hosted more than 100 exhibitors and received wide media coverage.



Olive Trade SARL - Zejd



Msalleem

- **Lebanese University – Dekwaneh – December 6th, 2017** a training session on “Olive Oil Quality Evaluation and Assessment” was held for **67 students**.



Olive Oil Quality Evaluation and Assessment –Lebanese University

- **Amioun Municipality – Koura – December 15th, 2017** a training session on “Olive Oil Evaluation, Classification & Tasting ” was held for 55 farmers.



Olive Oil Evaluation, Classification & Tasting - Amioun

LIVCD collaboration with Universities/NGOs

LIVCD has collaborated with LARI and ESIAM on an activity to study the effect of agro-industrial practices on olive oil quality and composition. For the third year, LIVCD collected 27 olive oil samples from 27 different farmers from North Lebanon, which used 3 different types of mills, to analyze several olive oil parameters. The results of this study were reported through publications and university students' thesis.



Olives and Olive Oil samples collection – LARI/ESIAM study

Olive VC Trainings, and TA: October 2017 - December 2017

Date	Name/Type of event/Training Title	Total # of events held	Locations	Total Beneficiaries	Target Beneficiaries
October 2017 – December 2017	Olive Oil Quality Assessment and Evaluation	7	1. Hariri School 2. Loubeyeh 3. Kharayeb 4. Salima 5. USEK 6. Lebanese University 7. Amioun	271	Olive producers, municipalities, agriculture cooperatives/associations and students
	Technical Assistance		1. Lebaa (2) 2. Darbechtar		Students
Total				344	

Next quarter

During the next quarter, LIVCD will implement the following activities:

- LIVCD will conduct a series of trainings for several cooperatives/associations/mills/university students and individual farmers on Good Agricultural Practices, Integrated Pest Management, olive oil quality, pruning and olive oil soap production.
- LIVCD will follow up on the study with LARI, Notre Dame University (NDU) and ESIAM on "**Effect of agro-industrial practices on olive oil quality and composition**".
- Finalize tutorials under the olive oil value chain (on the topics of pruning, olive oil chemical/sensory analysis, harvesting and milling).
- Olive Oil Guide finalization and printing process.

POME FRUIT VALUE CHAIN (APPLES AND PEARS)

Apple Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	Actual Y6
Indicator Title		Q1	Q2	Q3	Q4	
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	80					80
<u>Number</u> of jobs impacted by LIVCD implementation	18					18
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	21					21
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	25					25
<u>Number</u> of individuals who have received USG- supported short-term training.	80					80
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	2					2
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0					0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]					[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1					1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	0					0

Summary of Top Results

- Signature and startup of implementation of the “**Increasing Competitiveness of Pome Fruit Value Chain in Bcharre Caza**” grant; with Shapash sarl in Bcharre Caza.
- Under the grant “**Improving pome fruit competitiveness in Hadath El Jebbeh and Surrounding villages through the establishment of a production service center**” implemented by Mar Semaan Cooperative, the cooperative produced a new logo to be used for Hadath El Jebbeh product differentiation. The service center also established 2 major linkages with a small apple processing unit in Jezzine (Pometto) and with a small apple juice factory (Cidrana) in Bcharre. Through these linkages, the cooperative was able to process 1.2 ton of fresh apples into apple chips and apple juice as a trial for testing the market demand.



Hadath El Jebbeh service center

- LIVCD assisted 202 farmers, agriculture technicians through trainings, field visits demonstrating spraying technology using new equipment, and provided training on pruning and post harvesting practices.
- Under grant **G-LIVCD-228 “Increasing Competitiveness of Selected Value Chains: Pome fruits, Stone Fruits, Grapes”** implemented with the company Debbane Freres, 40 farmers in the different value chains have so far been provided with new equipment. This includes electro static sprayers, water collection tanks, and drip irrigation systems.
- The pome fruit value chain team completed the design of an Interactive Training Manual composed of 3 volumes, to be printed during the next quarter
- The team also completed the filming of 4 tutorial videos covering the following topics:
 - Winter and Summer pruning for pome fruit
 - Apples harvesting best practices
 - Intensive pome fruit production on trellis
 - Apples postharvest best practices

Key Activities

- During this period, a new 9-month grant was developed and signed (on November 15th, 2017) between LIVCD and the private fruit production and trading company Shapash s.a.r.l. titled **“Increasing Competitiveness of Pome Fruit Value Chain in Bcharre Caza”**. This activity will establish an automatic apple grading line to upgrade Shapash's grading process, which is currently manual, to properly segregate products and meet market demand for higher quality fruit. The grading line will be in the postharvest service center currently being established by Shapash. Under the grant, LIVCD will also support the service center with other equipment, help to develop a quality management system for the apple sector, and improve data collection on fruit production characteristics in the region. The objectives of the grant are to:
 - Increase farmers', traders' and cold storage warehouses' access to new market channels, both domestic and export.
 - Improve pricing and secure a more reliable market for farmers.
 - Secure payments for farmers upon delivery, according to grading of their fruit.
 - Improve agricultural practices (irrigation, pruning, thinning, pest management, fertilization, etc.) and as a result improve product quality.
 - Improve harvesting and post-harvest practices, with a focus on achieving consistency in quality.

- Introduce improved post-harvest technologies through an automated sorting and packing plant that will comply with international standards for the final product.
- Increase availability of apples by introducing new controlled atmosphere technologies.

The total cost of the grant will be [REDACTED] with LIVCD's cost share being [REDACTED] and Shapash contributing [REDACTED]

The activity will support 1 MSME (Shapash), 200 apple farmers and 10 cold storage warehouse owners/traders. Activities implemented between November 2017 and December 2017 include:

Legal papers and agreements

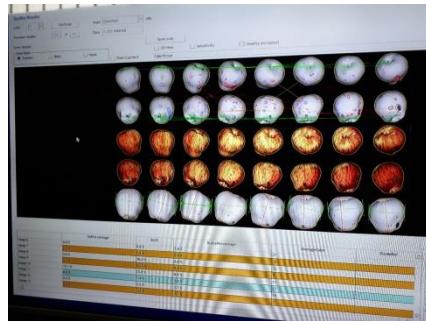
- Rental agreement: a 6,000m² of land was rented to be the location of the Shapash packing plant site and headquarters. A rental agreement was signed between Cedars Mountain Foundation and Shapash for 9 years.
- MOU signature: a memorandum of understanding between Shapash, Cedars Mountain Foundation, and the Municipality of Bcharre was signed to regulate the relationship between the 3 parties and to distribute responsibilities, in the aim to create impact on the entire farmer population of the Caza. The Cedars Mountain Foundation provided the land, the Municipality will assure the training for farmers and Shapash will be assuming the technical management of the sorting and packing unit as well as the marketing.
- Legal papers: all requested legal papers were issued.
- Construction contract: a construction agreement was developed with a local contractor to start construction of the postharvest service center.
- Loan contract: a loan contract for financing the project implementation was signed between Shapash and Credit Libanais S.A.L.
- An agreement was reached between Shapash and Dar Al Handasah to develop the concept design, drawings and structural design of the sorting and packing center.

Construction

- Excavation work for foundations started during November and was accomplished by the 3rd week of November.
- Concept design delivered by Dar Al Handasah with final drawings and structural design is under development by Dar Al Handasah and expected to be accomplished within January 2018.
- Construction start date delayed until early March 2018.

Equipment

- Negotiation with 3 different suppliers for sorting machines, which will be part of the automatic apple grading line in the postharvest service center, took place during November 2017.
- Sorting machine: an onsite visit to 3 different sorting machines suppliers in Italy was conducted between December 11th and December 15th.
- An agreement was reached with one of the suppliers, and contract development is in progress.



Apple sorting line

Statistics, data collection

- Based on the MOU signed, the municipality of Bcharre in coordination with the Shapash team started collecting detailed statistics on all pre-harvest activities, production quantities, and destination of apples from the 2017 season in early November. 460 farmers' profiles were completed and data was collected on 1,322 orchards out of ~2,000 orchards to date.
- 2 quality manual drafts related to Integrated Production were revised by the municipality of Bcharre and Shapash, in collaboration with the LIVCD team.

Marketing

- A marketing agreement was signed with a local marketing consultancy company White graphics to develop a marketing strategy and image for the company; implementation of the strategy will start during the next quarter.

Jaber Trading proposed Grant activity

During this quarter, LIVCD in collaboration with fruit producer and exporter Jaber Trading Company developed a grant proposal which was submitted to USAID for approval on December 29. The activity will improve the Lebanese apple value chain by establishing controlled atmosphere and cold storage units at the company's facilities. The new equipment and accompanying training will:

- Improve the quality and shelf life of apples reaching the end market.
- Increase apple selling price as a result of introducing new cooling technology and extending the storage period, thus maximizing producers' return on investment.
- Increase exports to the following countries, which are existing markets for Lebanese producers: Sudan, Egypt and Gulf Cooperation Council (GCC) countries, and working toward accessing new market channels such as Russia and various African countries, as a result of extending apples' storage period and maintaining their good quality.
- Build the technical capacity of apple farmers on best harvesting, post harvesting, and cold chain practices.
- The grant "**Improving pome fruit competitiveness in Hadath El Jebbeh (HEJ) and surrounding villages through the establishment of a production service center**", ended on October 31st 2017 and is in the closeout phase. Since March 2016, the service center has achieved the following:

More than 205 beneficiaries, were assisted through field visits, spraying, plowing, weeding and creating linkages to market and to input suppliers (163 farmers, 3 MSME, and 39 students).

- The crops in the newly established demonstration plot using individual staking for each tree are growing well and are being monitored and visited regularly by the LIVCD team, to ensure all agriculture practices are being followed properly and on time.
- Harvesting season started in September and continued through October and November 2017, with the same harvesting team that was formed last year. Around 30 farmers are renting the services from this local team, composed of university students.
- The "Quality Management Manual (QMM)", to standardize production, harvest, and postharvest operations in accordance with the regional specificities of Hadath El Jebbeh as well as the Ainata region will also be used by Bcharre Municipality and by the Shapash company as a guide and a reference to



Hadath El Jebbeh new logo

develop a Quality Manual for all the Bcharre Caza (under the newer grant mentioned above, signed in November 2017).

- The cooperative produced a new logo to be used for Hadath El Jebbeh product differentiation; it was published on social media and printed on financial documents.
- During this period, the service center established a commercial linkage with a small apple processing unit in Jezzine (Pometto). Pometto started producing apple chips from Hadath El Jebbeh apples, and 600 Kg of apples were processed as a trial. Stickers with the Hadath El Jebbeh logo were produced and put on the product to indicate the apples' origin. This activity will be implemented next year at larger scale.
- The service center also established a second linkage with Cidrana, an apple juice factory located in Bcharre, which started producing apple juice from the apples of Hadath El Jebbeh. 600 Kg of apples were processed to fresh apple juice.



[Coopmarsemaan Hadathejoubbeh](#) added 3 new photos.
23 October ·

عصير تفاح من حدث الجبة %١٠٠ طبيعي دون إضافات
#هدا_لـTour
#هدا_عمل_لـTour
#



Like Comment Share

You, Bahaa Timani, Jana Nasrallah and 127 others

- The service center team organized two agri-tourist trips in collaboration with the Walkleb Company. Around 40 tourists from different regions of Lebanon came to visit the farmers during the apple harvest to understand the harvesting process better.



Apple harvesting with Walkleb

- As the grant is ending, the cooperative board is evaluating the completed work and planning for future activities.
- The cooperative continues to play the role of resource and coordinator for apple producers in the Caza of Bcharre, through the created “WhatsApp” group and “Facebook” page.
- Under the grant **G-LIVCD-228, “Increasing Competitiveness of Selected Value Chains: Pome fruits, Stone Fruits, Grapes”** being implemented with the company Debbane Frères, 40 farmers in the different value chains have so far been provided with new equipment. This includes electro static sprayers, water collection tanks, and drip irrigation systems. Assistance was distributed between the different value chains as follows:
 - Olive farmers: 8
 - Apple farmers: 10
 - Avocado farmers: 11
 - Grape farmers: 10
 - Cherries farmer: 1
- The pome fruit value chain team completed the design and content of an Interactive Training Manual composed of 3 volumes. A vendor is being solicited to print the manual, and 300 printed copies will be available for distribution during the coming quarter.
- The team also completed the filming of 4 tutorial videos covering the following topics:
 - Winter and summer pruning for pome fruit
 - Apple harvesting best practices
 - Intensive pome fruit production on trellis
 - Apple postharvest best practices

The final videos will be available for use and dissemination during the next quarter.

- 12 training sessions across Lebanon were conducted, as described in the table below, with 202 farmers and technicians trained on the use of newly introduced agriculture equipment, apple pruning, harvesting, and pest management.

Date	Name/Type of Training	Location	F	M	Total	Target Beneficiaries
10/October/2017	Benefit of Drip Irrigation system in apples	Qbayat - Akkar	0	21	21	Farmers
14/October/2017	Postharvest best practices in Apples	Bcharre-North	0	11	11	Farmers and Agr. Technicians
19/October/2017	Postharvest best Practices and Benefit of Drip Irrigation system in apples	Ehmej-Jbeil-Mount Lebanon	7	16	23	Farmers and Agr. Technicians
26/October/2017	Harvest and Postharvest practices	Ehmej-Jbeil-Mount Lebanon	2	6	8	Farmers and Agr. Technicians
04/November/2017	Winter Pruning for Apples	Batloun-Mount Lebanon	1	15	16	Farmers
07/November/2017	Apple Winter Pruning	Ainata - Baalbek	2	19	21	Farmers and Agr. Technicians
08/November/2017	Postharvest Practice in Apples	Bcharre – North Lebanon	0	10	10	Farmers and Agr. Technicians
09/November/2017	Postharvest best practices	Jbaa-Ain Bousswar-Nabatiteh	1	12	13	Farmers
11/November/2017	Winter Pruning in Apples	Ehmej-Jbeil-Mount Lebanon	11	9	20	Farmers and Agr. Technicians
14/November/2017	Apple Winter Pruning	Kherbit Anafar-West Bekaa	0	13	13	Farmers
16/November/2017	Integrated Pest Management in Apples	Kaaa El Rim –Central Bekaa	0	23	23	Farmers
15/December/2017	Pruning techniques on apples	Kharbit Anafar-West Bekaa	13	10	23	Students

Total	37	165	202	
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Next quarter

- LIVCD will continue to support technical services to farmers through the established “Production Service Centers”.
- In March 2018, LIVCD will organize a national event grouping all established service centers in the pome fruit value chain with different donors and the Ministry of Agriculture.
- LIVCD will start disseminating the 4 produced tutorial videos on summer and winter pruning, harvesting best practices, post harvesting best practices, and intensive pome fruit plantation using dwarf root stock and trellis system.
- LIVCD will disseminate the produced “interactive training manual” to be used by trainers in performing technical training sessions.
- LIVCD will be following up on the implementation of the new grant agreement with the company Shapash sarl.
- LIVCD will be close out the grant agreements with the Mar Semaan cooperative and the Ainata cooperative.
- The grant with Jaber Trading Company described above will commence.

Challenges and mitigation of these challenges

- Following several meetings between apple exporters and LIVCD’s marketing and apple value chain teams, it was clear that the pome fruit market situation this year was extremely challenging for farmers and traders. 60% of the exported apples go to Egypt, and the country’s monetary devaluation has impacted purchase prices. Traders were paying 30% less in 2017 than 2016, and in 2 years, the value of apples has dropped by 50%. The devaluation of the Egyptian currency continues to have significant impact on exporters’ ability to ship to Egypt. The LIVCD team is therefore working with apple value chain stakeholders to access alternative markets.

CHERRY VALUE CHAIN

Cherry Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	Actual Y6
Indicator Title		Q1	Q2	Q3	Q4	
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	219					219
<u>Number</u> of jobs impacted by LIVCD implementation	0					0
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	17					17
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	42					42
<u>Number</u> of individuals who have received USG-supported short-term training.	236					236
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	13					13
Number of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0					0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]					[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1					1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	1					1

Key Activities

LIVCD conducted several trainings/technical assistance activities targeting farmers, stakeholders, NGOs and cooperatives, including:

Trainings

- **Training in Brih, Shouf**

On October 26, the company Liban Village under grant G-LIVCD-181 conducted a training session on “Integrated Pest Management” (IPM) and Good Agricultural Practices for the Brih Cooperative in the Shouf-Mount Lebanon. 14 Cherry farmers from the Brih Cooperative attended the training. The training focused on fertilizers, spraying, pruning and water management.



Cherry Training in Brih – Shouf

- **Training in Hammana, Mount Lebanon**

On November 29, LIVCD in collaboration with the Agricultural office in Hammana (a department of the Ministry of Agriculture) and the company Cherry Good (LIVCD grantee), organized a training session on “Pruning & Training Techniques” and “Integrated Pest Management” (IPM) for cherry farmers in Hammana and surrounding areas. **27 cherry farmers attended the training.** The session focused on the different types of pests and diseases, and how to implement different treatments in a good and safe manner.



Hammana Training - “Pruning & Training Techniques” and “IPM”

- **Natagri (grantee) workshops/trainings under Grant No. G-LIVCD-227**

LIVCD attended and monitored workshops organized by Natagri on “Improving Cherry Quality towards New Markets”, in the Bekaa. The workshops were carried out in Ain Kfarzabad, Riyak, and Deir al Ghazal. A total of 63 farmers attended the trainings.

The workshops were divided into 6 chapters:

1. Current problems in agricultural sectors
2. Solutions and suggestions
3. Quality
4. Quantity
5. Competitiveness
6. Natagri profile



LIVCD team inspecting the cherry plants

Technical Assistance

- Follow-up and monitoring visits to the cherry demo plots established under Liban Village Grant No. G-LIVCD-181**

During this quarter, LIVCD's cherry value chain team conducted follow-up and monitoring visits to the 12 cherry demonstration plots established in the North, Mount Lebanon, and Bekaa regions. The visits included the inspection of the planted trees, the observation of the installed irrigation systems, and following up on some technical advice given to the plot owners during previous visits.



LIVCD team inspecting the irrigation systems

- Field pruning training to the 12 cherry demo plots' owners.**



Pruning training

As additional activities, pruning training sessions were conducted by Liban Village's General Manager and cherry expert, Eng. Ghassan Feghali. 12 plot owners as well as their pruning teams were trained to prune cherries planted on trellis, using a new production system with dwarf root stock.

Closing grants

- **Liban Village Grant No. G-LIVCD-181** was closed on October 30, 2017. During this grant, LIVCD has collaborated with the company Liban Village to boost the cherry sector through renewing old orchards and introducing new cultivars and rootstocks, through the establishment of 12 demonstration plots in different areas of Lebanon. The activity has also improved the productivity of cherry orchards by introducing know-how to farmers through technical trainings, and assisted in creating linkages between input suppliers and farmers to facilitate fruit trade and processing. During the grant period, more than 200 farmers were reached through training on best agricultural practices.
- During this quarter, LIVCD's cherry team has supervised the closeout of a grant with Natagri s.a.l, a private company based in Bekaa. The company has implemented an innovative concept and business plan, growing the local farmer's base, and developed unparalleled expertise in the production and marketing of quality fruits and vegetables. The project's main aim was to "Create Farmer Service Centers to Increase Profitability and Sustainability of Farm Businesses". Natagri, in collaboration with LIVCD, have worked closely with farmers to address their needs through ensuring the availability of advanced equipment such as shredders and electrical pruners at local service centers. The access to this equipment increases production efficiency at a reduced production cost for the farmers. Natagri has also trained farmers on best agricultural practices and introduced new technology to smallholder farmers.

Cherry Value Chain Linkages

In supporting cherry farmers during this quarter, LIVCD facilitated a linkage between two farmers and Boulos Hanna's Nurseries in Bekaa, enabling the farmers' access to new rootstocks produced in Lebanon. LIVCD's team assisted in choosing the right varieties and facilitated the linkage between 1) Mr. Michel El khoury Hanna (owner of Sannine cherry demo plot), 2) Grabit S.A.R.L/Cherry Good (owners of Hammana Cherry plot) and Boulos Hanna's Nurseries. Both producers purchased a total of 247 cherry seedlings with different varieties of "Gisela" rootstock. This linkage allowed the introduction of the new rootstocks in the irrigated plots to the farmers.

- **LIVCD project signed a new Grant with Grabit/Cherry Good**

During this quarter, LIVCD has signed a new grant (G-LIVCD-236) with Grabit S.A.R.L/Cherry Good titled “**Revitalization of the Cherry Industry in Hammana and Lebanon**” to establish a modern facility for delivery of a high-quality cherry products to local, Middle East, North Africa, and other international consumers. The objectives of this grant are directly linked to the following cherry work plan activities:

- Develop business and market linkages between farmers and exporters
- Linkage facilitation: Promote activities and materials for Lebanese cherries in domestic and international market
- Facilitate leveraged investments to upgrade post-harvest facilities and equipment; (in cooperation with pome fruit and grapes value chains)
- Provide technical assistance on effective layout and management of post-harvest facilities.

Grabit S.A.R.L /Cherry Good finished the rehabilitation of the rooms in their storage facilities where cold units will be installed. Furthermore, LIVCD has completed the solicitation for a vendor to deliver and install the required cold rooms in the next quarter.

- **Coordination meeting with Mercy Corps**

During this quarter, LIVCD conducted several meetings with Mercy Corps, who showed interest in applying for a grant from LIVCD for irrigation system rehabilitation for cherry farmers in Arsal. The purpose of the grant would be to complement their work in assisting cherry farmers who lost their cherry trees due to security reasons in Arsal-North Bekaa. However, Mercy Corps subsequently experienced a delay in the release of funds for their work with cherry farmers. Because it is uncertain whether Mercy Corps would be able to secure funding for their proposed cost shared under a grant agreement, and because LIVCD is in its last year of implementation and under tight deadlines, the project decided not to pursue this activity.

LIVCD project received new Expressions of Interest (EOIs)

In continuing support to pre- and post-harvest facilities within the cherry value chain, LIVCD received and reviewed the following EOIs:

- From Abdul Baset Al Samad for Trading, a private company specialized in cherry, apple and summer fruits trading, an EOI was evaluated and accepted. The EOI proposed the establishment of an integrated postharvest service center to serve the Al Ferzol-Bekaa area.

- From Natagri, a private company specialized in grape and cherry trading, an EOI was evaluated and rejected due to the excessive works involved. LIVCD's team did not consider this feasible within the timeline of the project.
- From Al Rafik LTD, a private company specialized in apple, pears, cherries and other fruit trading, and EOI was evaluated and put on hold for LIVCD's technical experts to study the risks and opportunities of the proposal.

Main Activities for next quarter

- The cherry value chain will continue monitoring the established demo plots (which use both trellis and conventional systems) in the North, Mount Lebanon, Bekaa and Baalbeck- Hermel regions.
- LIVCD will continue to monitor the grant with Grabit/Cherry Good, and assist targeted farmers from Hammana and neighboring towns. LIVCD will complete the procurement of all the equipment required under this grant.
- LIVCD will conduct trainings to farmers under Grabit/Cherry Good grant.
- LIVCD will monitor the installation of the precooling and cooling units at the Grabit/Cherry Good facility, and will procure the remaining equipment under the grant.
- LIVCD will submit a proposal for USAID approval for a grant to the company Al Samed, to upgrade its post-harvest facility in Ferzol-Bekaa.
- LIVCD's team will finalize the procurement for a media company to produce short videos on “Heroes” or individual case studies for the cherry value chain.
- LIVCD team will be following up and coordinating with Arsal municipality to train and assist cherry farmers to rehabilitate their cherry orchards in Arsal.
- LIVCD team will be working on procuring and installing visibility signs at the 12 established cherry demo plots.

AVOCADO VALUE CHAIN

Avocado Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	
Indicator Title	Year VI - (Oct 2017 to Sep 2018)	Q1	Q2	Q3	Q4	Actual Y6
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources		18				18
<u>Number</u> of jobs impacted by LIVCD implementation		0				0
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)		1				1
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance		3				3
<u>Number</u> of individuals who have received USG- supported short-term training.		21				21
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages		3				3
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance		0				0
Total <u>value</u> of loans issued as a result of USG assistance		⌚				⌚
<u>Number</u> of public-private partnerships formed as a result of FtF assistance		0				0
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance		0				0

Summary of Top Results

LIVCD's avocado team continued to support farmers and avocado suppliers through providing demand-driven technical assistance. The avocado team engaged in routine follow-up of activities under ongoing grants, namely those for the NGO EMKAN and the Menjez Cooperative. For example, LIVCD's team has developed an action plan to identify the harvest period for each cultivar used by producers under the organization and the cooperative using the "Dry Matter Method".

Key Activities

As part of LIVCD's support to EMKAN, in early December, the energy solutions provider ACEMco completed the installation of a Photovoltaic (PV) system (or solar power system) to run a 2 horsepower (HP) water pump for irrigating an avocado demonstration plot in Berkayil in Akkar, North Lebanon.. The commissioning visits were done by LIVCD's technical team, ACEMco, and EMKAN, to assess that the system was fully functional. The success of this activity is of high importance to the region for avocado farmers and all farmers alike.

The remote nature of most of the agriculture lands in Akkar means that electricity is unavailable and the farmers use diesel pumps to irrigate their plots, increasing pollution and the cost of production. The PV system reduces both cost and environmental impact. This activity falls under the partnership between USAID and EMKAN to introduce or upgrade the avocado value chain in Akkar and neighboring regions through the provision of irrigation equipment, technical trainings, and technical assistance by the LIVCD team. In addition, two trainings were conducted in Abde-Akkar. The first one covered the "Frost Management" during which the farmers acquired new knowledge on prevention actions to combat frost and mitigation measures. In the second training, LIVCD's team covered "Harvest and Post-harvest practices", using information and technical material acquired during the LIVCD-supported training of trainers (ToT) in California in the US in 2017.

On November 29, LIVCD in collaboration with the Lebanese University (LU) conducted a training session on avocado orchard establishment for 40 students from the Faculty of Agriculture, in Zeita, South Lebanon. The training session focused on how the farmers have introduced new technologies when establishing new orchards and the agricultural practices applicable to these technologies.



Installation of the Photovoltaic system



Training session for Lebanese University students

During this quarter, LIVCD technical team followed up on established demo plots with the collaboration of the Menjez Cooperative. As part of the project's technical assistance, LIVCD has conducted training on “Frost Management”, describing all the recommended practices to prevent frost from damaging orchards and how to monitor conditions that may favor the development of frost on avocado trees. Two trainings on “Frost Management” conducted by LIVCD consultant Mr. Mohamad Hijazi also took place in Bater and Bisri on December 17th and 21st, 2017. Farmers from Bater who recently established their avocado orchards under the supervision of the company Lebanese Avocado (an LIVCD partner) attended the training.

On December 5, 2017, LIVCD and partner Debbane Agri conducted a training session on the “Efficiency of using new technologies in agriculture”, in Zahrani, South Lebanon for local avocado farmers.



Training on Avocado harvest and post-harvest – EMKAN

Avocado impact assessment

LIVCD is collaborating with expert Dr. Jad Abou Arrage to develop an Economic Impact Study on the avocado value chain. LIVCD's avocado team and Dr. Abou Arrage have developed a list of meetings and interviewees to be held during this assessment. The study will illustrate the dynamic nature of the avocado sector in a competitive agricultural industry. This analysis will focus on qualitative evaluation of all stakeholders involved in the value chain and how LIVCD has impacted the sector directly and indirectly.

Avocado ripening training activity

During the ToT to the US in May 2017, the experts sent by LIVCD were introduced to a new post-harvest activity which could help solve the consumer problem of ready availability of ripened avocados. This end market issue is one to be addressed as soon as possible, since a lack of availability of ripe avocados can lead to decrease of consumption /demand which ultimately could limit growth potential of the sector. This is a young sector in Lebanon, and consumers are still getting accustomed to the different uses of avocado. The technology in question is using the dry matter method to identify the time of harvest for different avocado cultivars.

In advance of this technology transfer activity, preliminary meetings were held during December with Lebanese University to plan for validation and rollout the technology. The cooperation with Lebanese University and different stakeholders in the industry such as Lebanese Avocado, EMKAN, and Bater and Menjez Cooperatives participating in the problem-solving process will support the sustainability of this initiative.

LIVCD, in collaboration with Lebanese Avocado, who will deliver avocado samples for testing, will start conducting trials on varieties such as Pinkerton, Fuerte, and Hass avocados. They will be harvested between December 2017 and February 2018. Later, similar trials will be held on the other varieties such as Lambhass and Reed. Once the data and application are validated, this activity will be handed over to local institutions and Chambers of Commerce, Industry and Agriculture in the South and North and other private sector partners. During the next quarter, the LIVCD avocado team will support the transfer of this new technology among avocado value chain beneficiaries at all levels, which will benefit the consumer, retail shops, and aggregators.

Next quarter

- LIVCD's team will continue to visit the demo plots established under grant agreements with the Bater and Menjez cooperatives and EMKAN and follow the progress of the farmers.
- LIVCD's team completed the avocado tutorial DVD and will start its distribution to the sector's stakeholders.
- LIVCD team will complete the updates to the avocado booklet.
- LIVCD will organize an event to highlight the improvements in the Lebanese avocado industry accomplished during the 2016 and 2017 seasons. Over 100 stakeholders are expected to attend. During this event, the LIVCD will launch the "Avocado tutorial".
- In collaboration with the Lebanese University – Faculty of Agriculture under Dr. Lamis Chalak, an agriculture engineer student will conduct his final studies on the best timing for harvesting avocado fruits, analyzing the following factors: varieties, dry matter, oil content, skin color, firmness, orchard altitude, geographical area, etc. The data will be analyzed, validated, and distributed to farmers.
- Conducting training sessions on avocado harvesting and post harvesting (harvest timing, dry matter test, etc.) for farmers, exporters, wholesalers, retailers, and input suppliers, service providers; and distributing fact sheets on these topics.

GRAPES VALUE CHAIN

Grape Value Chain - Quarterly Results		Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	
Indicator Title		Q1	Q2	Q3	Q4	Actual Y6
<u>Number</u> of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	76					76
<u>Number</u> of jobs impacted by LIVCD implementation	71					71
<u>Proportion</u> of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	40					40
<u>Number</u> of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	78					78
<u>Number</u> of individuals who have received USG- supported short-term training.	53					53
<u>Number</u> of MSMEs, including farmers, and other organizations benefiting from new horizontal & vertical linkages	93					93
<u>Number</u> of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	0					0
Total <u>value</u> of loans issued as a result of USG assistance	[REDACTED]				[REDACTED]	[REDACTED]
<u>Number</u> of public-private partnerships formed as a result of FtF assistance	1					1
<u>Number</u> of MSMEs, including farmers, reached by USG to apply for value chain finance	0					0

Summary of Top Results

- LIVCD's grapes team followed the implementation of a grant to Jaber Trading Company (JTC) titled "Upgrading of the grapes cold chain at Majdaloun", awarded in October 2017. LIVCD's grapes technical team visited JTC's grapes orchards and assessed the site and the construction of a refrigerated packing room and a precooling unit. LIVCD team also monitored the purchase of a refrigerated truck and the installation of cooling equipment in the mobile cold storage, planned for delivery and installation in the second week of January 2018.
- LIVCD's technical team collected necessary documents from 12 grape farmers willing to upgrade the drip irrigation system design in their orchards under an ongoing grant agreement with the Chamber of Commerce, Industry, and Agriculture in Zahle (CCIAZ). The farmers are from Ferzol, Zahle, Maalaka, Riaq, Haouch Hala, and Kferzabad. CCIAZ's technical team will visit their orchards and assess their plots before signing agreements and installing the irrigation system design. LIVCD's team worked on the specifications of 4 proposed designs and on the corresponding RFQ to procure the irrigation systems.

- The grape value chain team worked on a new grant proposal for planned partner Libansol titled “Upgrading Technical and Mechanical interventions in the Pome fruits, Stone Fruits and Grapes Orchards”. LIVCD completed the necessary market research, and the proposal package will be submitted to USAID in January 2018.
- LIVCD’s grapes team made 40 field visits to the grapes demonstration plots established with grape farmers under grant agreements with exporters Medigardens, Jaber Trading Company, and Middle East Business Company. The objective of these follow-up visits is to ensure good cultural practices leading to appropriate productivity depending on the variety cultivated and the region for grapes production.
- LIVCD’s grapes technical team made 26 follow-up and monitoring field visits to plots of the grape farmers benefiting from upgraded drip design system introduced and co-invested in by LIVCD. Results confirmed the expected increase in orchard productivity during the 2017 harvest.
- During the quarter, LIVCD’s grapes technical team held six trainings on grape production practices for 121 grape farmers and future agricultural engineers.

Key Activities

Jaber Trading Company grant signing and activities implemented during Q1Y6

- In an event on October 17 in Bekaa, a new grant agreement with the Jaber Trading Company (JTC) was signed and initiated. Activities under the grant will improve the grape cold chain in the North Bekaa region and will reach 12-15 grapes farmers, by ensuring better storage and packaging and thus extending the shelf life of about 2,000 tons of grapes. The higher-quality produce will reach high value export and local markets.
- On October 25, LIVCD’s grape value chain team visited the JTC property that includes 200 m² of warehouses that will serve as two cold units, a refrigerated packing room, and a precooling unit.



Grant signing

- On December 4, while visiting the grapes demo plots established at Majdaloun under grant agreements with companies Medigardens, JTC, and Middle East Business Company (MEBC), the grapes team also visited the location that will serve as the upgraded JTC cold chain facilities and noted that the warehouses are almost empty and ready to have the panels needed for both cooling units installed.
- During December, LIVCD team supported and monitored JTC's purchase of a new truck (HINO 500) and the installation of mobile cold storage equipment in it.



New Hino Truck and installation of the mobile cold storage

CCIAZ Grant Signing and Implementation

During 2016-2017, LIVCD succeeded in a collaboration with the Chamber of Commerce, Industry and Agriculture at Zahle (CCIAZ) to upgrade the drip system design of 119 grape



CCIAZ President and treasurer are signing the grant on upgrading
drip design system in grapes orchards

orchards in 22 regions in the Bekaa, covering more than 1,500 dunums of land. The visible success of this initiative encouraged many additional farmers to upgrade the drip design in their orchards. Many farmers expressed their willingness to upgrade their irrigation system designs, and LIVCD extended this activity through an additional grant agreement with CCIAZ. The new grant aims to reach around 40 grape farmers and to cover at least 500 dunums of grapes trellises. As demonstrated in the recently upgraded orchards, the new drip design will ensure better water distribution, which stimulates root system development and consequently ideal vegetation growth and better productivity. The potential farmers willing to upgrade their drip irrigation systems are the following:

#	Full Name	Applied Plot - Surface (dunum)	Orchard Location
1	Ibrahim Melhem Aazan	11	Ferzol
2	Assaad Georges Ghassan	15	Ferzol
3	Ohayla Habib Sayde	9.5	Ferzol
4	Roukouz Ibrahim Fleyhan	11.9	Hawch Hala
5	Said Chafic Maakaron	20	Hawch Hala
	Fadwa Aziz Maakaron		
6	Elias Jamil Abou khalil	6	Ferzol
7	Jinad Elias Tannoury	4.5	Zahle
8	Imad Michel Sayde	5	Ferzol
9	Elias Assaf Abdo	20.3	Hawch Hala
10	Mounir Assaf Abdo	18	Mouallaka
11	Mohammed Abbas Jibawwi	10	Kfardabash
12	Georges Elias Haj Moussa	9	Rayak
140.2			

LIVCD has initiated the procurement of different versions of the irrigation systems, with the appropriate design for each farmer depending on their orchard scheme and vines density. Grant implementation will begin in January 2018, with agreements to be signed by CCIAZ, LIVCD, and each beneficiary as partners under the initiative.

Monitoring Activities

- LIVCD's grape value chain team works to ensure farmers' application of appropriate cultural practices in the grapes demonstration plots established in 2014 and 2015 under grant agreements with exporters Medigardens, Jaber Trading Company, and Middle East Business Company. During the quarter, LIVCD's grapes technical 40 follow-up visits to ensure continued proper practices, as listed in the following table and described below.

Grapes VC - Demo Plots Visits -Q1Y6

	Date	Region	Number of Demo plots
1	02/10/2017	Kfarmeshke	6
2	25/10/2017	Majdaloun	7
3	10/11/2017	Ferzol and Terbol	8
4	24/11/2017	Bednayel	4
5	30/11/2017	Kfarmeshke and Keffraya	9
6	04/12/2017	Majdaloun	6
Total			40

- On October 2nd, 2017, LIVCD's team made a follow-up visit to the Kfermechki region to monitor the harvest in 6 orchards with the Crimson grape variety established under the grant to Jaber Trading Company. The technical team recommended appropriate practices to be implemented during the season.



Crimson orchard visit

- On October 25th, LIVCD visited 7 orchards in the Majdaloun region to assess the harvesting and post harvest procedures used in the newly established orchards and to recommend appropriate practices needed during the season.

- On November 10th, LIVCD's team made 8 follow-up visits to Ferzol and Terbol to monitor the progress of new trellises built in the orchards with project support, and to recommend appropriate growing practices needed during the season.
- On November 24th, LIVCD's team visited 4 grape orchards at Bednayel. The aim of the field visit is to assess the ongoing seasonal activities and to give recommendations regarding relevant coming cultural practices.
- On November 30th, the grape technical team visited Kfermechki and Kefraya to assess 9 plots and provide guidance to improve their cultural practices.



Orchard in Kfarmeshke

- On December 4th, LIVCD visited 6 plots in Majdaloun, and trained the farmers and pruning crews on best pruning practices to be adopted for the 2018 harvest.
- **Monitoring the delivery and the installation of upgraded drip designs**

To monitor the implementation of the grant agreement with the CCIAZ to upgrade local grape farmers' drip irrigation systems, LIVCD's grape value chain team visited grape orchards and assessed the installation of the upgraded designs installed in the orchards.

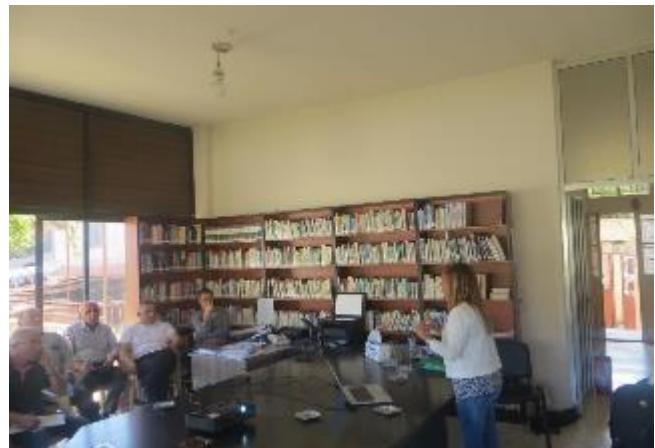
Grapes VC - Upgraded Irrigation Systems Visits - Q1 Y6

	Date	Region	Number of Demo plots
1	04/10/2017	Deir al Ahmar and Bechwat	9
2	05/10/2017	Ferzol - Ablah - Bednayel - Zahle	8
3	09/10/2017	Kfarzabad - Mdoukha - Kawkaba - Kab Elias	5
4	28/11/2017	Ferzol and Zahle	4
		Total	26

On October 4th, 5th and 9th, and November 28th, LIVCD completed 26 follow-up visits to the farmers' plots in Central and North Bekaa and Ferzol and Zahle to check the functionality of the upgraded drip systems, compare the grapevines' performance compared to traditional drip designs, and to record increases in grape production.

Trainings

- On October 6, the Grapes technical team delivered a training session on nutrient management and soil management to grape farmers in Niha. 19 farmers were present at this event.
- On October 30, LIVCD gave a training on nutrient management, the grape root system, and soil management at Saint Joseph University Faculty of Agriculture. 10 students attended and the sessions sparked a long and engaging discussion about grape practices in general.
- On November 2nd, an LIVCD grape sector consultant gave a training on production practices to future agricultural engineers studying at the American University of Beirut for 19 students and instructors.



Training on Grapes Nutrient Management

- On November 15th, LIVCD held a training on “Effective Management in Irrigation and in Fertilization of Table Grapes”, to future agricultural engineers at the Lebanese University, where 41 students and instructors attended.
- On December 12th, an LIVCD grape sector consultant gave a training on pruning principles and practices at the Lebanese University Faculty of Agriculture for 25 students and instructors.
- On December 15th, the LIVCD consultant held a training for 7 students and their instructor on grape pruning principles and practices at Saint Joseph University.



[Training on Effective management in irrigation and in fertilization of grapes](#)

Next quarter

LIVCD will focus on the implementation of the new grants approved by USAID:

- The implementation of the cold chain at Majdaloun under the grant to Jaber Trading Company.
- The implementation of the grant to upgrade drip systems in existing grape orchards in collaboration with CCIAZ.
- LIVCD will submit a new grant proposal to USAID, titled “Upgrading Technical and Mechanical interventions in the Pome fruits, Stone Fruits and Grapes Orchards”. The objective of this grant is to introduce new and/or improved technologies to increase farming efficiency, quality, and incomes.
- LIVCD’s grape value chain team provide a series of trainings to grape farmers in the main regions for grapes production, including Mansouriet Bhamdoun, Akkar, Mount Lebanon, Bednayel and Zahle. Another series of trainings on modern production practices will be conducted in collaboration with agricultural universities, mainly AUB and USEK, for future engineers.
- The guide for grapes production developed by LIVCD will be finalized by the LIVCD grape technical team, communications team, and an external professional designer, and printed. The guide and the grape video tutorials previously produced will be distributed during the grapes closeout event planned for year 6.

CROSS CUTTING ACTIVITIES

ACCESS TO FINANCE

Following political uncertainty around the resignation of Prime Minister Saad Hariri in early November 2017, the Lebanese financial system witnessed serious economic concern about potential economic and political repercussions. Almost immediately, MSMEs showed a reluctance toward new investments and commercial banks were being conservative in lending to new projects... Under normal political circumstances, the lending approval rate on subsidized loans is usually low in December and January of each year, so the political uncertainty exacerbated a seasonal slowdown in lending.

This was reflected in slower lending activity in the Lebanese financial system in the last three months of year 2017. According to Kafalat (a Lebanese financial company with a public concern that assists small and medium sized enterprises (SMEs) to access commercial bank funding), the number of loans extended to small and medium size companies under the guarantee of Kafalat reached [REDACTED] in the first 10 months of 2017, a decrease of 23.4% compared to the same period of 2016 due to political uncertainty. The agricultural sector accounted for 39.9% of the total number of guarantees, followed by the industrial sector with 33.6%.

As a result of all the above, no loan amount approved by financial institutions in new investment in the target value chains will be reported during this quarter.

MARKETING (MARKETING INTELLIGENCE AND PROMOTION)

Overview

This quarter, LIVCD continued to provide support to several partners in their marketing activities in local and export markets, in order to boost sales, as follows:

1. Marketing campaigns to increase sales, assistance to increasing exports (refer to sales results in the M&E section),
2. Upgrading packaging and marketing tools,
3. Assistance to increase exports,
4. Exhibitions and fairs to increase linkages,
5. Improved media outreach and exposure.

Summary of Top Results

- LIVCD provided technical support towards upgrading packaging and branding and developing visibility tools and promotional material of several companies: Hosco Agri, Adonis Valley, Boustan el Zeitoun, Good Grape, Karma Lebanon, the Jezzine Union of Municipalities, and J. Grove.
- Supported several companies reaching out to a larger consumer base through in store tasting campaigns.
- LIVCD and the Union of Jezzine Municipalities (UJM) initiate developing a new image for the region as a touristic destination, to be launched in spring 2018.
- Launched the Bkassine side trail which is a part of the Lebanon Mountain Trail on December 2nd ensuring media and public visibility.
- LIVCD launched a grant providing assistance to 18 rural tourism organizations entitled ‘Increase stakeholders’ access to rural tourism market’ with a [REDACTED] and held the kick off meeting on October 4th.
- Launched a grant with private company “Shapash s.a.r.l.” for “Increasing Competitiveness of Pome Fruit Value Chain in Bcharre Caza”. The marketing support within this grant reaches around [REDACTED]

Key Activities

Marketing campaigns to increase sales

- **Processed Food**

Good Grape

LIVCD and partner Good Grape completed working on the brand's visibility tools in order to prepare its launching in the local market. This quarter, the brand successfully promoted its products and secured a promotional area at Spinneys Jnah from Sept 15 till Oct 15 and from November 10 till January 10. Earlier this year, LIVCD supported Good Grape in developing the design for a brochure, a visual to convey the brand's values and identity, the layout for a stand, and the label design adaptation for an additional size as requested by the distributor. All this visibility material was used during the in store campaign to convey an attractive image to the public.

LIVCD previously worked with Good Grape to improve its production process of the innovative grape syrup product.



LIVCD supported Good Grape develop the design for promotional tools

Upgrading packaging and marketing tools

LIVCD is working with the following partners to improve or develop their branding and /or marketing and visibility tools:

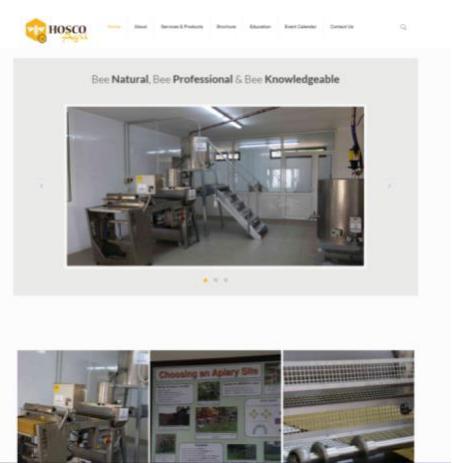
Hosco Agri, Boustan el Zeitoun, Adonis Valley, Good Grape, Karma Lebanon, the Jezzine Union of Municipalities, and J. Grove.

- **Honey**

Hosco Agri Center for Beekeeping and Wax Production

LIVCD provided support to HOSCO Agri Wax recycling Center and Beekeeping School through a grant, to create a new logo and promotional tools including a brochure, stationary, and a Facebook page that allowed reaching out to a large number of potential customers and already counts over 2,700 followers. In addition, a new website

<http://hoscoagri.com/about/wax> developed and launched this quarter, and presents the company's services and products including the one of its kind wax recycling equipment. The tools were prepared prior to the wax production season which starts in December through March. On the other hand, LIVCD will develop a short video that will highlight the available wax production service and the successes encountered by the center since its launch. The



The Hosco Agri Beekeeping center launched its website, which highlight the services for purchasing recycled high quality beeswax at an affordable price

HOSCO center has unique wax processing equipment in Lebanon. It produces beeswax following a high-tech recycling process, allowing beekeepers to save on cost while using a top quality beeswax product in their hives.

- **Rural Tourism**

- LIVCD started the implementation of the new grant entitled '**Increase stakeholders' access to rural tourism market'** that supports 18 rural tourism organizations create or improve their promotional and marketing tools to increase their visibility and access the market in Lebanon and abroad. On October 4, 2017, the kick off meeting took place at Hospitality Services (HS) premises, during which 22 representatives from the organizations met with USAID Project Management Specialist Charbel Hanna, and with the HS and LIVCD staff which will support them technically to develop and promote new marketing tools, and agreed on the next steps in the project implementation.
- The [REDACTED] grant will help promote several tourism outlets on the Lebanon Traveler platform which includes the website, the mobile application, the magazine and the Travel Lebanon exhibition at the Garden Show (LIVCD cost share is of [REDACTED]). The grant's second component will include promoting rural tourism organizations and disseminating the created tools on the high reach Lebanon Traveler platform which consists of a website, mobile app, online and print magazine, and a public exhibition. The project will be implemented from October 2017 to July 2018.



18 organizations attend the kick off meeting to initiate developing promotional tools



Rural Tourism kick off meeting

- LIVCD is supporting the creation of new branding for the **Jezzine region**. Jezzine aims to become an important local tourism destination, which requires a modern image in order to attract more customers. This quarter, LIVCD and the Union of Jezzine Municipalities (UJM) hired an agency which developed a new logo, a global visual identity and a series of marketing tools for the region. In addition, a strategy was created including the image positioning, a name and a tagline. The Creative work with agency BlackInc will be completed next quarter. In addition, LIVCD and UJM hired a Visual Communication expert to create a database of high quality photographs and short videos which will allow promoting the region in the media and on social media platforms. The new identity will be revealed and the campaign launched in April 2018 prior to the summer season. The campaign will also provide the inhabitants a sense of belonging to encourage them to remain in their villages and help them prosper through tourism.



LIVCD and the Union of Jezzine are developing a new image and marketing campaign to be revealed in the spring

- LIVCD and J.Grove completed the development of a series of five short promotional videos highlighting the company's main products: Extra Virgin Olive Oil, Pure Forest Honey, Premium Pine Seeds, Zaatar Extra, and one corporate video focusing on J. Grove's story. The USAID branded videos highlight the high quality process of production of each product, and aim at increasing sales of these products produced in the Jezzine region. The videos are already available online at <https://www.youtube.com/channel/UCUpJ-Ukd4OPXUDXL0TOFrVw> and will be disseminated next quarter on the J.Grove Facebook page <https://www.facebook.com/j.Grove.Lebanon/>. LIVCD previously supported the producers with technical assistance and equipment.





Screenshots of the promotional videos for J.Grove

Assistance to increasing exports

- Apple Value Chain**

LIVCD partner Karma completed the design and production of promotional material including banners, a stand, and consumer gifts that will allow presenting the brand and its new identity to customers in target export markets. As part of a grant, LIVCD supported its partner Karma with marketing to develop a new logo and label for its boxes and printed material, allowing the brand to improve its image and to attract new clients in high value markets such as the GCC countries and the UK.

In addition, since November, LIVCD's food safety management consultant is conducting an assessment of the sorting and packing facility, to improve its productivity and implement good packing- house practices including hygiene, communication, safety, and quality. The training of the operations staff will continue through January 2018 and will focus on areas related to productivity and lean manufacturing issues.



Karma new visibility



- LIVCD and private company "Shapash s.a.r.l." signed a grant aimed at "Increasing Competitiveness of Pome Fruit Value Chain in Bcharre Caza". Through the grant, new technology equipment is provided, along with marketing support to increase the company's access to new market channels both in domestic and export. Next quarter, LIVCD will provide assistance to Shapash to create an appealing brand identity, and launch a marketing campaign on social media and through attending major international exhibitions and fairs.

Exhibitions and Fairs

Following the USAID-sponsored National Extra Virgin Olive Oil Contest in 2017, LIVCD provided marketing assistance to the winner Boustan el Zeitoun to develop new promotional and visibility tools. In particular, the brand included the Silver Medal won at the Contest on its packaging, and will benefit from a new brochure highlighting its high quality and unique taste (Italian olive crops) and from a new stand to qualitatively display the products in store. On the other hand, LIVCD will participate in the 25th edition of Horeca which takes place at BIEL from March 20 to 23rd. The USAID funded LIVCD project will invite several olive oil producers to attend the exhibition at the LIVCD stand, and will be sponsoring the National Extra Virgin Olive Oil Contest 2018.

Improved media outreach and exposure

- More than 80 local rural tourism experts participated in the inauguration event of the LMTA Bkassine trail. A ceremony took place on December 2 in Bkassine during which the Mayor of Bkassine, Habib Fares, the president of the LMTA, Martine Btaich, the president of the Union of Municipalities of Jezzine, Khalil Harfoush, and LIVCD Chief of Party, Frank O'Brien, gave brief speeches focusing on the importance of this side trail for improving Bkassine and the neighboring villages' economy, the creation of an attraction that will add to the rural tourism sector in the region, and USAID continuous support to the rural tourism in Lebanon. Several media outlets attended the opening ceremony.
- Leading business and financial news magazine, Executive Magazine, highlights USAID support in the olive oil value chain in its December issue



Screenshot from the Executive Magazine

Next Quarter

- **Rural Tourism Value Chain:** LIVCD will continue supporting 18 rural tourism organizations as part of the grant entitled '**Increase stakeholders' access to rural tourism market**'. The project will be implemented through July 2018 and will focus on preparing promotional tools for the organizations to be launched during the Travel Lebanon exhibition at the Garden Show in May. In addition, the project will promote the Lebanon Traveler platform to become a reference in rural tourism in Lebanon.
- LIVCD will continue providing technical assistance to upgrade the visual identity and marketing tools of several companies related to different value chains: Hosco Agri, Karma Lebanon, Adonis Valley, and the Union of Jezzine municipalities.
- As part of a grant LIVCD will provide marketing support to a private company "Shapash s.a.r.l." for "Increasing Competitiveness of Pome Fruit Value Chain in

Bcharre Caza". The company aims to increase its access to new market channels both in domestic and export through creating an appealing brand identity, and launching a marketing campaign on social media and through attending major international exhibitions and fairs.

- LIVCD will participate in the 25th Horeca edition from May 20 to 23rd and will be sponsoring the National Extra Virgin Olive Oil Contest 2018.
- LIVCD will prepare its participation in the Travel Lebanon exhibition held at the Garden Show at Beirut Hippodrome from May 30th June 2nd.

Challenges and Mitigation

The war in Syria continues to restrict the export routes of sea and air freight, resulting in increased cost, negatively affecting Lebanese products competitiveness. To alleviate this effect, LIVCD is focusing on exporting high quality products to high value, niche, and targeted markets.

The companies' will to export to the Gulf region is important, as it is a stable region with a large potential due to its significant consumer base. Several companies are focusing their future marketing and sales investments in export markets, in particular the Gulf countries. LIVCD is thus supporting several partners in upgrading their packaging and outreach tools in order to succeed in both local and regional export markets. However the competition is fierce in these markets and partners require professional marketing efforts to succeed. LIVCD is supporting partners to increase their presence in these high potential markets through improved market linkages and a more professional approach to maintain and expand them.

LIVCD is tackling the challenges of poor collaboration and communication within the apple value chain through renewed efforts to create linkages between producers, traders and exporters.

WATER AND ENVIRONMENT

Good Agricultural Practices related to weather challenges

Implementation of Solar Energy Systems

LIVCD continued to promote solar power as a green energy alternative as the usage of solar systems in agriculture grows in Lebanon as an ecofriendly alternative to other power sources. During the quarter, a solar power system was installed in an avocado demo plot in Akkar in North Lebanon to generate power for the irrigation system. Akkar is a rural area with unreliable and limited electricity supply – workable solar solutions in this and other rural areas of Lebanon therefore have the potential to greatly improve agricultural outputs and efficiency. This particular solar power system now runs a 2 horsepower (HP) water pump for irrigation and was set up under a grant agreement with the NGO EMKAN. The solar power system reduces both the cost and environmental impact of irrigation. EMKAN will demonstrate this equipment and other agricultural techniques at the demonstration plot, and encourage replication by avocado farmers in the region. Activities under the grant with EMKAN promote new technology such as the solar power system, in addition to training farmers on best production practices, linking producers with nurseries to improve their access to better planting material, and expanding avocado production in the region.

Likewise, solar energy is also being promoted in the processed food value chain. In partnership with LIVCD, Mechaalany, a producer of pickles, jams, vinegar and much more, is currently preparing the roof of its facility in Jdita in the Bekaa to accommodate solar panels for a photovoltaic system to be installed to generate electricity. Once established, the system will provide more cost-effective energy to run the company's new vinegar plant. The system is expected to be operational during the next quarter, and once operational, the LIVCD team will promote this technology to other potential partners.



Solar power system implementation in Akkar

Rural Tourism

Within the rural tourism value chain, the Bkassine trail has been inaugurated under the Lebanon Mountain Trail (LMT) grant. This trail was created with minimal impacts on the environment, promoting sustainable practices such as the conservation of local plants and water resources. Furthermore, more than 30 guides from the Lebanon Mountain Trail Association (LMTA) have received training on first aid, flora and fauna, and guiding techniques with environmental awareness included as part of the training curricula.

Separately, under a grant agreement with the Al Hourouf Association, raw materials used in the fabrication of wooden tents and picnic tables under the grantee's cost share were made from existing wooden poles to avoid chopping down trees.

Waste Water Treatment

Under an LIVCD grant agreement with pickle producer Msallem in the processed food value chain, a brine recycling system has been adopted by the company. The system treats the brine used in the pickling process and allows it to be re-used. During the quarter, this system was fully installed in Msallem's production facility. During the next quarter, trials on the optimal ratio of clay to brine used in the pickling process will be determined.

Brine disposal from food processing plants continues to present environmental concerns in Lebanon, and promoting solutions to alleviate this will contribute to improved environmental management in the country. During the next quarter, LIVCD's processed food team will arrange a training workshop within the sector to promote new pickle technologies, with emphasis on environmental solutions such as brine recycling.

ANNEX I: INDICATOR PERFORMANCE TRACKING TABLE

No.	RF reference	Indicator Title - Disaggregation	Unit of measurement	Reporting frequency	Year VI - (Oct 2017 to Sep 2018)													
					Baseline Year6	Baseline Value Y6	Target Y6	Q1	Q2	Q3	Q4	Actual Y6	Results Achieved	LOP Targets - End of Jan 2019				
USAID/Lebanon Development Objective 2: Enhance Economic opportunity for the poorest segments of Lebanese society, particularly in areas outside Beirut																		
CDCS DO2: Inclusive Economic Growth Enhanced																		
LIVCD Goal: Develop functioning, competitive value chains to increase incomes of the rural population including MSMEs																		
1	IR 2.1.b:	Number of MSMEs, including farmers, and other organizations receiving business development services from USG assisted sources	MSMES, including farmers/producers	Quarterly	2012	0	2635	903				903	16,900	17,835				
	Size	Micro (1-10)					1976	903				903						
	Size	Small (11-50)					395	0				-						
	Size	Medium (51-100)					264	0				-						
4		Number of Jobs Impacted by LIVCD Implementation	Jobs - FTEs	Quarterly	2012	0	1,695	146				146	7,628	9,195.00				
5	DO 2c:	Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	Women proportion	Quarterly	2012	0	12.5%	24%				24%	21%	23.15%				
	Denominator	Number of male and female MSMEs					2635	903				903	16,900	17,835				
		Number of male and female IFs					-	286				286	3,673	-				
	Numerator	Number of females					329	291				291	4,249	4,129				
CDCS IR2.1: Increased Private Sector Competitiveness																		
LIVCD Objective 1: Increased Competitiveness of Lebanese Value Chains																		
6	IR 2.1.a:	Number of beneficiaries who have applied improved technologies or management practices as a result of USG assistance	Farmers/MSMEs	Quarterly	2012	0	2460	239	0	0	0	239	11,002	12,960				
		Number of farmers and others who have applied improved technologies or management practices as a result of USG assistance	Farmers & others		2012	0	2300	207				207	10,604	12,300				
		Producers					2185	206				206						
		Sex					2185	206				206						
		Technology type					2185	206				206						

		Other					115	1			1	
		Sex					115	1			1	
		Technology type					115	1			1	
		Number of private enterprises, producers organizations, water users associations, women's groups, trade and business associations and community-based organizations (CBOs) that applied improved technologies or management practices as a result of USG assistance	Private enterprises Producers organizations Water users associations Women's groups Trade & business association CBOs		2012	0	160	32		32	398	660
	Type of Organization	Private enterprises					136	32			32	
		Producers organization					8	0			-	
		Water users associations					0	0			-	
		Women's groups					8	0			-	
		Trade & Business association					0	0			-	
		CBOs					8	0			-	
8		Number of individuals who have received USG-supported short-term training.	Individuals	Quarterly	2012	0	2670	934		934	13,574	16,420
	Type of Individual	Producers					2403	665			665	
		People in government					53	16			16	
		People in private sector firms					80	18			18	
		People in civil society					133	235			235	
CDCDS Sub-IR2.1.2: Increased Business and Trade Linkages												
LIVCD IR2: Increased Business Linkages												
10	Sub-IR 2.1.2.a	Number of MSMEs, including farmers, and other organizations, benefiting from new horizontal & vertical linkages	MSMES, including farmers/producers	Quarterly	2012	0	1745	206		206	4,606	5,745
	Size	Micro (1-10)					1309	206		206	4341	
	Size	Small (11-50)					262	0			48	
	Size	Medium (51-100)					175	0			11	
CDCS IR2.2: Increased access to finance, especially for new business start-ups and women												
LIVCD Objective 2: Increased Access to Value Chain Finance												
12	IR 2.2a:	Number of enterprise/farmers that successfully accessed loans, private equity, or both as a result of USAID assistance	MSMEs, including farmers	Quarterly	2012	0	37	0		-	101	102

CDCS Sub-IR2.2.2: Increased early stage investment financing for new and existing firms

LIVCD IR4: Constraints to Lending and Investment Reduced

13		Sub-IR 2.2.2.a	Sub-IR 2.2.2a Total value of loans issued as a result of USG assistance	Value of loans	Quarterly	2012										
14		Number of public-private partnerships formed as a result of FtF assistance	Public-private partnerships	Quarterly	2012	0	5	6			6	195	205			
Partnership Focus	Agricultural production						2	1			1					
	Agricultural post-harvest transformation						2	3			3					
	Nutrition						0	0			-					
	Other						0	0			-					
	Multi-focus						1	2			2					
15		Number of MSMEs, including farmers, reached by USG to apply for value chain finance	MSMEs, including farmers	Quarterly	2012	0	87	3			3	1,248	1,337			
Size	Micro (1-10)						65	3			3					
	Small (11-50)						13	0			-					
	Medium (51-100)						9	0			-					

ANNEX II: LIVCD GRANTS TO DATE

Grant Number	Grant Title	Grantee	Grant Status	Value Chain	Start Date	End Date	Award Amount USD	Grantee Contribution USD	Total Budget	Date of Submission to USAID	Date of USAID Response	Part of a Larger Project?

ANNEX III: LIVCD QUARTERLY FINANCIAL INFORMATION

