



CRP Dryland system (CRP-DS)

“Post-Harvest and Value Chains Analysis”

Minutes of the workshop: “Promoting the value chain “Dar El Mouna” in Zammour, Béni Khédache”

Zammour, November 18th, 2015

Context and objectives of the workshop

This workshop is conducted in the framework of CGIAR program, CRP-DS on Dryland Systems, precisely in the activity titled: “Post-Harvest and Value Chains Analysis” coordinated by IRA team and ICARDA with the collaboration of AJZ (Youth association of Zammour) and ADESM (development and strategic studies association) in the area of Béni Khédache in the south-east of Tunisia.

The objective of this activity is to diagnostic the relevant stakeholders (Producers, input providers, traders, agro-processing, regulators, quality, wholesalers, retailers, and consumers) in an integrated value chain of selected crops (olive oil, figs and wheat) called “Dar El Mouna”, in order to improve the locally appropriate postharvest handling and processing options and to facilitate the development of stakeholder-driven strategies for improving the marketing efficiency, postharvest management and value addition for the selected commodities. This workshop is taken advantage to promote the institutional set-up of an innovation platform based on the high value added produced commodities.

It is a multi-stakeholder workshop with main operators of the studied value chain. It is conducted after four previous main events held in the area of Béni Khédache and at IRA which helped us to identify the selected commodity and the main operators and to analyze the major challenges and opportunities of local and artisanal products in the study area of Zammour. The tasks and activities, carried out in the framework of these events, are described as follow:

- ❖ 1st multi-stakeholders workshop (March 17th, 2015): 22 participants (IRA, CRDA, NGO's, civil societies, farmers). The workshop has led to a first identification of a range of local products and commodities with higher priorities to be promoted

throughout the high value chain cluster (Olive oil, figs, honey, cultivated barley, PAM)

- ❖ 2nd workshop held at IRA (June 3-4 2015) has grouped 14 Participants (IRA, CRDA, AJZ) has contribute to confirm the work with AJZ.
- ❖ 1st steering committee meeting held in Médenine (September 14th, 2015) to program activities
- ❖ 2nd steering committee meeting held at IRA (October 9th, 2015) to validate activities, methods and work plan

List of presents (see detailed list at the end of this document)

- IRA Medenine : Two researchers
- Civil Society: The president and two members of the Youth Association of Zammour (AJZ), the president and three members of the Development and Strategic Studies in Medenine Association (ADESM), the president of the Civic Pole of Human Rights, and the Director of the Youth House of Medenine
- 15 rural women from Zammour which are involved in "Dar El Mouna" project
- Media: Radio of Tataouine, Ulysses Radio and "Edhamir" Journal

Workshop issues

During the workshop the following issues were raised:

First, IRA researchers presented to rural women and the civil society (AJZ, ADESM, Civic pole of human rights...) the idea of the IRA-ICARDA-AJZ-ADESM cooperation project for the promotion of value chains and the economic performance of households in Zammour. Then, they point out that this is a start-up workshop of a whole process to support a participated management model of the territory, with opportunities for training and support of a group of local rural women to contribute to the improvement of the economic performance of the region. They presented the action plan (objectives, methods and tools, expected results), the possible financing activities, some alternatives to improve marketing and stakeholder engagement, in order to strengthen, improve and enhance the value chain of "Dar El Mouna". They insisted on the maintenance and the technical support of the group of rural women.

In parallel, the IRA team proposed the idea of integration of artisanal products (crafts) to "Dar El Mouna" value chain, which is specialized in traditional food.

After that, the main operators, producers were identified with AJZ and rural women:

- (i) The farmers (the total number in Zammour is 83) were qualified as first class producer. According to AJZ, only 30 farmers can participate in the project for various reasons. These latter may guarantee a constant and a best production of olives, figs and wheat in the case of installation of new irrigated perimeters, or supplementary irrigation.

- (ii) The rural women have been called second-class producers. The total number of rural women in Zammour who can produce traditional crafts and dishes is 50. Only 15 women currently involved and it is because of lack of communication and motivation.
- (iii) The AJZ who plays the role of catalyst, but also its contribution to search funds for equipment and marketing of the products. This association has already managed to buy a mill and to create and install two outlets local products. Besides, it started to implement the idea of opening a restaurant for traditional dishes in Medenine.

After this brief presentation of the project and the main currently operators, a round table was conducted to find out the opinions and recommendations of partners (IRA, AJZ, rural women, etc.). Reviews focused on:

- ❖ A consensus was established: it is to design a single value chain "Dar El Mouna" with a basket of local product (enhancing the maximum potential with a unique label, incorporating the chain of traditional dishes, olive oil, figs, honey and handicrafts).
- ❖ A strategic choice was validated: It is to keep a traditional production chain (niche) based on local products, specificity and traditional local craftsmanship. This is instead of migrating to an industrial concept based on automation of production in a production unit (mechanization of the chain).
- ❖ The various operators and operations of this chain were discussed. The operators were classified as "economic actors" or "real partners in this process" or as "the real shareholders of the project".
- ❖ IRA team emphasized the mobilization of all partners for the promotion of production and the integrated value chain. Economic actors should participate accordingly in all decisions and strategies to promote this value chain. This can be achieved through the creation of an appropriate governance organization.
- ❖ Discussions were focused also on several needs announced by AJZ and the interest of the current project for both IRA and AJZ. This latter emphasized the usefulness and the impact of research on the improvement of value chains in rural and poor regions. Hence, IRA may intervene strategically, but also functionally. It may facilitate the certification process, but also the training and marketing processes in the technology park and/or the business incubator. The latter can accommodate private or young people (rural women or farmer) to accompany the conservation processes, marketing process, etc. IRA may also play the role of facilitation or animation.
- ❖ Discussions have also point to the importance and the benefits which has the territory of Zammour with its clearly identified actors (economic actors, AJZ) to

properly conduct this process of improving value chains in particular and economic performance of the region in general.

- ❖ General discussions were held with rural women about their point of view on the success of the project, their commitment, their acceptability, the financial aspects, etc. In this sense, women expressed their acceptance of the project and their motivation to continue producing traditional dishes. Problems and constraints experienced at project starting (about one year ago) were also raised by rural women, especially the problems of transport, equipment, raw material (especially the barley). Their needs and requirements have also been expressed and concerned primarily the supply of raw materials, manpower, the installation of a new institution or management organization, the importance of a location or a place to gather all rural women and better manage the value chain process, several equipments, extension, training ...
- ❖ The president of AJZ announced that the current demand of “Dar El Mouna” products in Médenine regional market reaches 100 kg of each kind of products and that the current production capacity represents only 30% of this demand. In fact, women spend 3-4 hours a day on this project. They emphasized the problem of high transport costs for grinding barley and that revenues do not meet production costs.
- ❖ Discussions were focused also on solutions and alternatives to improve and strengthen “Dar El Mouna” value chain, such as:
 - supply of raw material (barley) can be achieved through the creation of irrigated areas for growing barley in order to guarantee a constant production,
 - the problem of high transport costs for grinding barley is partly solved by purchase of a mill by AJZ,
 - a proposal for operating an abandoned school is mentioned for to gather all rural women and better manage the value chain process,
 - creation of a mutual agricultural service in Zammour (SMSA) with selection of a group of women to manage the entire chain,
 - the idea of dividing the group of women to women who manage the entire chain, women who produce traditional dishes and women who produce handicrafts which will be used for food packaging,
 - Strengthen farmer integration in the chain to ensure continuous production of barley and other agricultural products (figs, etc.),
 - Strengthen the restaurant project (training, financial) in Medenine. This project should ensure the flow of goods (constant market) with direct benefits for women,
 - Encouragement (training, financial) of the idea of creating a pastry made of local products in Zammour, which will also ensure the flow of products and benefits for women and local households in general,

- Making contacts and contracts with commercial areas in Medenine city (Monoprix, MG) and small traders to guarantee a widest flow of products
- Integration of other rural women in the project to ensure a production that meets products requirements. The current group of women has promised to contact them and has guaranteed the increase of the group to 50 women in a few weeks after this workshop and this concrete support of IRA and AJZ,
- Following a demand of training requested by rural women, IRA researchers announced the possibility of training of some women in business incubator of IRA in the domains of storage of products, of weaving ...

Programmed activities 2016 and action plan

The first step of the action plan will mainly concern a better knowledge of the current partners (main economic players in the value chain which are the rural women and farmers) and their commitment through a depth study. This latter will concern demographic and social characterization, household's income... It will concern also the potential production (quantity, quality, specificity...) in the study site and the potential market (market research).

These studies of main actors and production potentials will be conducted through interviews and surveys with these main actors. The market study requires expertise (specialist, technical responses).

These studies will be carried out normally in six months (up to April-May 2016). They will help to deepen understanding and vision of the process and of the chain itself, but also to better mobilize funds for the rest of the work. Possible funds to this first phase may be provided by LESOR program contract (IRA) for workshops, meetings, training, publication, labeling, etc.

The following activities are planned:

- 1st workshop with farmers (30 farmers) to present the project and the action plan, will be organized in Zammour in the second week of December 2015
- 2nd workshop with rural women (hoping 50 women) to present the detailed action plan and value chain processes and opportunities and to prepare and organize the basic surveys, may be held in late December 2015
- Steering committee meeting (IRA, AJZ, ADESM) at IRA in early January 2016, to prepare the next steps of the action plan
- Development of specific questionnaires for the next field interviews with farmers and rural women (late January 2016)
- Field Investigations through surveys and interviews with farmers and rural women (February March-April 2016) with the possibility to integrate master students or PFE (identify and study the production potential and market players).

- Market Research by an expert / specialist (January to April 2016) ??
- Elaboration of a first report on value chain characterization, economic actors or operators (socio-economic study) and commitment, analysis of production systems and production potential (local products, quantity, specificity, constraints ...) (June-August 2016)
- Design, installation, implementation of the value chain



Multi-stakeholders workshop, Zammour March 17th, 2015



1st workshop with rural women, Zammour November 18th, 2015

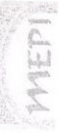


Dar El Mouna products



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دور الجمع المدني والقطاع الخاص في التنمية المحلية المتوازنة

بني خدائش - 18 نوفمبر 2015

قائمة الحضور

الامضاء	الهاتف	الصفة/الهيئة/الجمعية	المندوبة	الاسم و اللقب
Signature	Téléphone	Fonction/Association	Délégation	Nom et Prénom
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		AjZ	بني خدائش	حنان الزموري



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Signature	Téléphone	Fonction/Association	Délégation	Nom et Prénom
	98486792	AJZ	بني خداف	رجيه
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	96 596 954	AJZ	بني خداف	صنورة فضوي
	23 337 063	AJZ	بني خداف	فطيمة الزقوري
	96 316 044	AJZ	بني خداف	صبا دكت بنت صنهور
	24 468 848	AJZ	بني خداف	عقيلة الزقوري
	9 637 5300	IRA	بني خداف	مصدق كبة الرطيم
	98280844	IRA	بني خداف	هند القوي
	8 637 1377	AJZ	بني خداف	هوسر بلشير

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	2264 523	AJZ	بني خدّاش	مسلمة الزموري
	99 392 791	AJZ	بني خدّاش	منجية الزموري
	21 773 427	AJZ	بني خدّاش	عاطية الزموري
	99 026 584	AJZ	بني خدّاش	فاطمة الزموري
	20 106 029	AJZ	بني خدّاش	فاطمة الزموري
	94 451 978	AJZ	بني خدّاش	فاطمة الزموري
	95 477 886	AJZ	بني خدّاش	فاطمة الزموري



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بني خدائل - 18 نوفمبر 2015

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	40046313	ADESM	مندوبة الجنوب	لديفح حميد