

ETHIOPIA

Smallholder Horticulture Project

MASHAV - Israel's Agency for International Development Cooperation at Israel's Ministry of Foreign Affairs is responsible for the design, coordination and implementation of the State of Israel's development cooperation programs and humanitarian assistance efforts.

- ▶ The guiding principles of MASHAV's projects are sustainability and replicability
- ▶ The focus is on capacity building activities in areas in which Israel has comparative advantage and accumulated expertise
- ▶ MASHAV projects include establishing demonstration infrastructures which serve as a platform for training, extension and transfer of advanced Israeli technologies
- ▶ Projects are designed in host countries in cooperation with local and international partners

Project site



Main Goal

To promote economic growth in rural areas and improve smallholders income and livelihoods by strengthening commercialization of horticulture production through a competitive and sustainable development of the avocado sector.

About the project

The Smallholder Horticulture Project (SHP) is a Joint Technical Cooperation Program between Israel, the United States and Ethiopia. Implementing partners are MASHAV, USAID – the United States Agency for International Development, and Ethiopia's Ministry of Agriculture (MoANR). The project is designed to access new domestic and avocado export markets, as well as provide technical support to improve phytosanitary regulation for Ethiopian horticultural crops. By building a stronger, more productive commercial horticulture sector, the project aims to increase smallholder farmers' income and allow access to new domestic and export markets.



Implementation

The program is based on demonstration, innovative technologies, training and capacity building, transfer of know-how and management, applying a 'training of trainers' approach:

- ▶ Introduction of new high-quality Israeli avocado varieties for the domestic and export market
- ▶ Provision of quality training and consultancies in Israel and Ethiopia
- ▶ Capacity building for nursery and tissue culture lab management and extension
- ▶ Establishment of tissue culture laboratories
- ▶ Establishment of new nurseries and demonstration plots for the propagation of avocado trees
- ▶ Elaboration of professional material



Sharing Israeli expertise in high-value horticultural production

Establishment of tissue labs and horticultural nurseries

Production, scaling-up and supply of improved plant material

Capacity building of extension agents and smallholder farmers

Improved production and marketing skills

Access to new domestic and export markets

