

UKRAINE

Horticulture Business Development 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 increase income generation and rural economic development for small-medium-scale farmers, agribusinesses and small enterprises in four regions in Southern Ukraine.

About the project

The project is part of a trilateral cooperation between Israel, Ukraine and Canada. The implementing parties are MASHAV, MEDA (Mennonite Economic Development Associates), Global Affairs Canada and UHBDP (Ukraine Business Development Project). Within this framework, MASHAV provides training and capacity building to enhance horticultural production and business and entrepreneurial knowhow. Emphasis is placed on environmental sustainability and gender equality strategies to ensure the empowerment of women, agriculturalists and small-medium business owners have opportunities to advance, pursue and benefit from sustainable horticulture business development.



Implementation

Trainers include Israeli and Ukrainian specialists in crop protection and fertilizer application, modern agro technology, mechanization, business management and business psychology.

- ▶ Provision of quality training and consultancies to extend and expand capabilities in the horticulture value chain
- ▶ Developing networking and business skills
- ▶ Linking smallholder farmers to higher value markets through aggregation techniques
- ▶ Improvement of production techniques and technology to facilitate supplier relationships
- ▶ Improvement of post-harvest handling capabilities: produce cleaning, grading, sorting, packaging; traceability; food safety and quality assurance; cold chain storage, transport and logistics
- ▶ Aligning university level experience with capabilities demanded in an entrepreneurial market
- ▶ Development of new curricula to enhance competencies of college-educated entry-level workforce to horticulture industry needs
- ▶ Involving university students in internships and short-term work experiences

