

CONTEXT

- 559** Operating Dairy Farms
- 192** Dairy processors
- 35%** of youth are unemployed
- 17** number of employees per company
- 117** Olive Oil Companies
- 68** number of employees per company
- 98%** of the economy is made up of SMEs
- 70%** of formal jobs come from SMEs

IMPACT

- 38** SMEs awarded sub-grants (Target: 30)
- 18** Dairy processors awarded sub-grants
- 397** Participated in pruning campaigns
- 13** Olive Oil SMEs awarded sub-grants

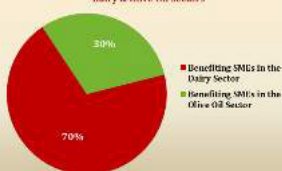


REACH

Irbid and Mafrq



SMEs Benefiting from Access to Justice and Jobs Project in Jordan Dairy & Olive Oil Sectors



PROGRAM BRIEF

The Access to Justice and Jobs (A2J) program aims to increase access to just employment opportunities in Mafrq and Irbid for Syrian refugees and low-income Jordanians, specifically targeting women and youth under 30. The program is implemented under a consortium with the International Rescue Committee (IRC) to strengthen employability skills, increase access to legal support and help local markets grow through a market systems development approach. Mercy Corps focuses on strengthening employability skills and enabling local market growth

INTERVENTIONS

GROWING SMALL AND MEDIUM ENTERPRISES (SMEs)

Mercy Corps (MC) supports small and medium enterprises (SMEs) within the dairy and olive oil sector in Mafrq and Irbid to improve key support functions that would benefit sector growth. This is done through awarding cost-shared grants to SMEs to expand their business services and facilitate new linkages in selected markets. Additionally, Mercy Corps forms strategic partnerships with influential players within both sectors to create systematic change benefiting other stakeholders in the market as well as the community itself.

MC was able to increase local private sector actors' access to markets, support services and financing, which enabled them to expand their businesses, retain and absorb skilled Jordanians and Syrians, and productively contribute to the growth of Jordan economy through the following interventions:



DAIRY SECTOR : Mercy Corps is improving animal health services for small herders and strengthening production and marketing practices of dairy producers using a holistic approach in supporting activities along the whole dairy product value chain. Key interventions include:

Improving market linkages" (expanding vets' connections in Mafrq)



Vaccination Campaign : Mercy Corps Access to Justice and Jobs in Jordan (A2J), in partnership with the Directorate of Agriculture (DoA) and private animal health clinics (AHC), launched the very first **private sector-led** vaccination campaign in Mafrq, Jordan. The campaign vaccinated around **268,507 sheep and goats** against Foot-and-Mouth Disease (FMD). The campaign aimed to improve and strengthen the linkages between the private sector and MoA, expand the reach of private AHC in Mafrq and grow its customer base, strengthen the linkages between private animal health clinics and animal pharmaceutical companies, and bridge the gap between herders and the DoA. Additionally, MC conducted training on Good Manufacturing Practices (GMP) for 23 small and medium-sized dairy processors, and empowered 18 dairy processors to increase their capacity to provide a greater range of high-quality products, increase their sales and expand their business network."



Breeding Campaign : Mercy Corps partnered with four veterinary clinics where it established the very first animal laboratories in Mafrq. Through this partnership, MC upgraded the health clinics capacity to become high-tech animal laboratories, shifting their function from only serving as veterinary pharmacies to offering comprehensive animal healthcare services. MC strengthened their linkages across Mafrq to benefit herders by extending the breeding season. The project also offered complementary hormonal sponges and supplements to sheep and goat herders in Mafrq. Partner veterinary clinics reached out to 313 herders and purchased the needed supplies through MC grants. The campaigns resulted in reaching out to 5,500 sheep and goats, in total.



OLIVE OIL SECTOR: Mercy Corps is strengthening yield and post harvesting practices to improve the quality of olives and oil using a holistic integrated approach in supporting activities along the whole olive oil sector value chain. Key interventions include:

Sub-grants to Olive Oil SMEs

MC A2J works on enhancing the olive oil value chain in Irbid by providing sub-grants to olive oil mills, nurseries and agricultural extension services. Through the sub-grants, mills were utilized to introduce better post-harvesting techniques to olive farmers by raising their awareness on best practices and introducing plastic boxes. MC A2J is also increasing olive trees' yield across Irbid through giving farmers the options to either plant new roman species olive trees or replace their trees with new ones. Providing lower prices for buying roman olive tree seedlings, and building partnership spirit between farmers and the private sector (nurseries) to raise awareness on best farming practices. MC also supported in purchasing olive harvesting machines and trained farmers on using them.

Furthermore, MC A2J established the very first official fixed selling booth/marketing outlet of olive oil, in partnership with Olive Oil Producers Association. The booth is placed in one of the key Military Consumers Associations in Amman (As-Salam Hypermarket), which is a busy market. This will create marketing linkages for Irbid mills while supporting the employment of youth from Irbid.



Mercy Corps Pruning Campaigns Results



35 Pruners



Provided discounted services to



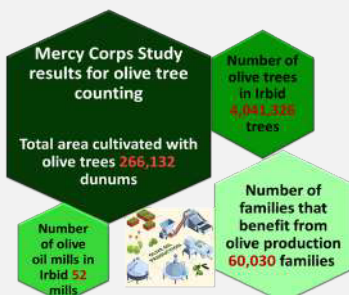
327 olive tree farmers



43,435 olive trees were pruned

REACH

Irbid and Mafrq



DONORS

Dutch Ministry of Foreign Affairs
Address Root Causes Fund
€ 3.5M
1 Dec 31 - 2016 Dec 2020]



Pruning Campaigns MC conducted two pruning campaigns which targeted the seven different agricultural districts of Irbid. Through campaigns, pruners provide a discount to their services for numerous farmers, where, in return, MC subsidizes the discounted amount. The DoA selected the five best pruners from each of the seven agricultural directorates to participate in these campaigns.



Good Manufacturing Practices (GMP) Training MC partnered with the Jordan Olive Oil Producers Syndicate - Zaytouna to address the common challenges among olive oil mill owners and is working on regulating olive oil production, to attain better quality and penetrate new markets. MC conducted Good Manufacturing Practices (GMP) training for six olive oil mills in Irbid, in partnership with the Jordanian Society for Sensory Evaluation of Food. The workshop sought to create awareness among mill managers, workers, and operating staff. Information disseminated served as a step forward in upgrading conventional manufacturing and operating practices in Irbid mills. The syndicate is using MC's sub-grant to work with olive oil mills to improve their practices and raise their production quality to be able to participate in future campaigns.

Olive Oil Adulteration In 2019, the Jordan Olive Oil Producers Syndicate - Zaytouna, with a grant from MC, launched an annual national campaign to promote high-quality oil, provide olive oil products to government employees on installment basis and spread awareness on "olive oil adulteration". MC also provided training to DoA staff from 7 districts across Irbid to qualify them to conduct free lab tests of olive oil samples during the olive pressing season. MC purchased and delivered necessary equipment and materials to Irbid DoA to facilitate lab testing. The trained staff provided free consultations on olive oil quality and adulteration across all 7 districts in Irbid, aiming to lower the chances of selling cheated or non-consumable olive oil during the 2020/2019 olive pressing season.

Olive Tree Counting

MC conducted a map out study on the number of olive trees and production capacity of mills in Irbid. The study covered eight districts in Irbid and adopted geo-referencing methodology which cross-references satellite images with Department of Land and Survey maps using GIS software.