

The Project on Improved Extension for Value-added Agriculture in the Jordan River Rift Valley, Palestine

(Period: 47 months from Sep. 2011 Our assignments: Acting Leader/ Extension/ Livestock)

Background of the project

The Project; “Strengthening the Support System Focusing on Sustainable Agriculture in Jericho and Jordan River” (ASAP) was implemented in Palestine from 2007 to 2010. This project aimed at establishing an effective agricultural extension system through cooperation and coordination with research and extension. EVAP; the Project on Improved Extension for Value-added Agriculture in the Jordan River Rift Valley, (following ASAP) was implemented from 2011 to 2015. This project aimed at widely disseminating the techniques introduced by ASAP, and increasing the profitability of farmers through the enhancement of the farmers’ capacity to deal with the market.

Outline of the project

EVAP verified various candidates’ techniques with extension officers and farmers while aiming at improving the Group Extension Method. In this regard, the project evaluated the effect of profitability by the introduction of new techniques, while persuading them to strengthen evaluation through crop budget analysis. The project expanded the extension activities according to the EVAP Extension Package for supporting and encouraging more market-orientated agriculture. Through the EVAP Extension Package; a set of processes, such as marketing training, business forum, and action plan making, participants aimed at improving profitability. The EVAP Extension Package is categorized as the one of The Ministry of Agriculture’s national extension strategies now. Furthermore, The Ministry of Agriculture decided on a policy to disseminate the EVAP Extension Package nationwide.

Our assignments

- Various activities such as project management, outsourcing, procurement of equipment, report making, and etc.
- Selecting target farmers’ group, implementing baseline survey, and supporting analysis of a baseline survey
- Implementing extension activities according to extension package based on the SHEP approach
- Planning and implementing forums and training programs on agribusiness, according to the extension package
- Guidance and advice to extension officers on introducing new varieties, implementing extension activities regarding water saving irrigation
- Guidance and advice to extension officers on verifying compost making, silage making, dairy product making, and artificial insemination



Diagnosis of irrigation facility



Production and use of grafted seedlings



Production and use of compost



Production and use of silage