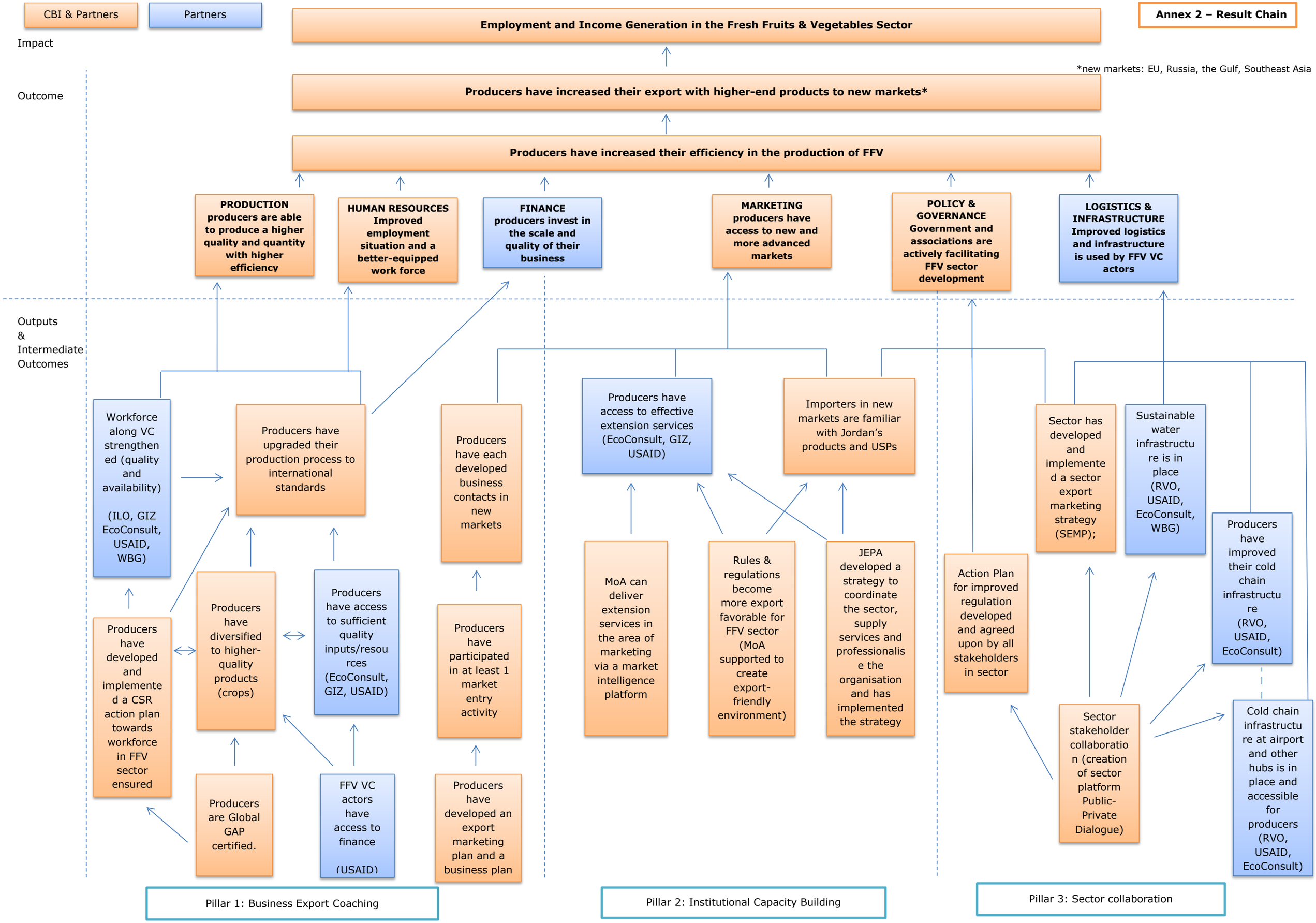
Annex 2 – Result Chain
CBI & Partners
Partners
Impact
Employment and Income Generation in the Fresh Fruits & Vegetables Sector
*new markets: EU, Russia, the Gulf, Southeast Asia
Outcome
Producers have increased their export with higher-end products to new markets*
Producers have increased their efficiency in the production of FFV
PRODUCTION producers are able to produce a higher quality and quantity with higher efficiency
HUMAN RESOURCES Improved employment situation and a better-equipped work force
FINANCE producers invest in the scale and quality of their business
MARKETING producers have access to new and more advanced markets
POLICY & GOVERNANCE Government and associations are actively facilitating FFV sector development
LOGISTICS & INFRASTRUCTURE Improved logistics and infrastructure is used by FFV VC actors
Outputs & Intermediate Outcomes
Workforce along VC strengthened (quality and availability) (ILO, GIZ EcoConsult, USAID, WBG)
Producers have upgraded their production process to international standards
Producers have each developed business contacts in new markets
Producers have access to effective extension services (EcoConsult, GIZ, USAID)
Importers in new markets are familiar with Jordan's products and USPs
Sector has developed and implemented a sector export marketing strategy (SEMP);
Sustainable water infrastructure is in place (RVO, USAID, EcoConsult, WBG)
Producers have developed and implemented a CSR action plan towards workforce in FFV sector ensured
Producers have diversified to higher-quality products (crops)
Producers have access to sufficient quality inputs/resources (EcoConsult, GIZ, USAID)
Producers have participated in at least 1 market entry activity
Producers are Global GAP certified.
FFV VC actors have access to finance (USAID)
Producers have developed an export marketing plan and a business plan
MoA can deliver extension services in the area of marketing via a market intelligence platform
Rules & regulations become more export favorable for FFV sector (MoA supported to create export-friendly environment)
JEPA developed a strategy to coordinate the sector, supply services and professionalise the organisation and has implemented the strategy
Action Plan for improved regulation developed and agreed upon by all stakeholders in sector
Producers have improved their cold chain infrastructure (RVO, USAID, EcoConsult)
Sector stakeholder collaboration (creation of sector platform Public-Private Dialogue)
Cold chain infrastructure at airport and other hubs is in place and accessible for producers (RVO, USAID, EcoConsult)
Pillar 1: Business Export Coaching
Pillar 2: Institutional Capacity Building
Pillar 3: Sector collaboration