



ملتقى المعارف الزراعية الفلسطينية  
Palestinian Agricultural knowledge forum

# INTERVENTION PLAN (CHANGE MODEL)

Increase productivity for mango

PARC INSTITUTION





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## Background:

[mango production in Gaza strip.](#)

Mango is an important cash crop in GAZA where there is limited production due to limited planed areas, generating activities available to local communities. Production has a big gap almost all of the consumed mango is imported while some farmers start to increase the share of mango from there planted land.

GAZA mango production (263 ton) compare with a big demand (6391 ton) covered by the importers also a number of quality and cost issues often limited competitive for Gaza producers from getting their product to market.

The main varieties planted in gaza is (haydn –kent –maya) and the donm production reaches almost (3ton).

The percentage of mango of the total fruits production is nearly %0.3, and the number of mango farmers is unknown,

The type of farming for mango of gaza production is considered commercial farming.

There is a different preference for mango consumers, but the main varieties consumed is maya, haydn.

The total estimated value of mango crop worth by Million USD in Gaza market.

4,800,630

## Mango supply and demand:

The annual demand of mango 6391 ton, and the population of gaza is 2 million and the consumption of mango is fresh and juice because the consumers like the natural taste.



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The varieties of mango are suitable to be planted in Gaza is Maya and Haydn because it has a low fiber while there are other varieties that need to be changed (Kent - Tomy) because of the low production and the unwanted quality. All of these varieties have high needs of water.

- The following table illustrates the commonly cultivated varieties and yield:

متوسط إنتاج الدونم	متوسط وزن الثمرة	
٣ طن	450 جم	haydn
٣-٢,٥ طن	٦٥٠ جم	maya
2-3 طن	٤٧٠ جم	kent

The gap in mango production reaches 6128 ton

### Potential growth of demand

The widespread variety of mango which is cultivated in Gaza strip is Maya - kent - tomy

And the gap between the demand and supply is reflected in the

limited planted farms

limited varieties that are suitable for Gaza water current condition

the big constraint is that the farmers have limited knowledge of the varieties that are suitable for Gaza weather and water conditions.

high input in farm services like fertilizers

This makes the traders and importers take control of the prices and it's almost high every year



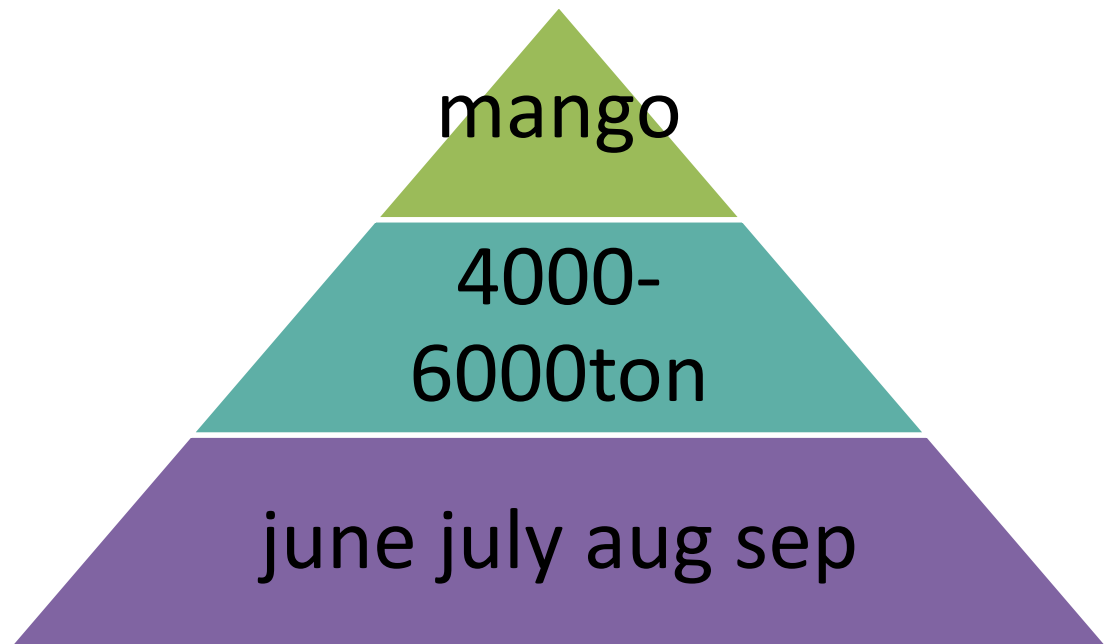
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Our intervention is to increase the awareness about suitable varieties for Gaza and to facilitate importing these varieties from Israel

## The key systemic constraints being targeted

After studying the mango value chain in Gaza strip, many key systemic constraints were identified affecting the production system performance and causing low profit of small scale farmers, described as follows:

1. Low competitiveness of the ordinary mango varieties, in terms of quantity against imported ones:



This gap makes the importers take control of mango market due to low production of local farmers



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### 2. Lack of mango farmers nursery' awareness about the new mango varieties and poor access to extension services:

There is a big problem in most of nursery's because they doesn't know the suitable varieties for gaza

- Serious weakness of the extension services provision for farmers

### 3. Poor capacity of small processors to access markets:

- Small processors depends on informal markets to market their products

-limited production and these makes local mango access less markets

- Major constraints limiting small processors' access to markets are:
  - Small processors' limited knowledge about local market opportunities.
  - Small processors' poor marketing and business skills.
  - Weak bargaining power derived from the limited capacity
  - Lack of well recognized local quality.

### Market System Changes to be triggered by the suggested model:

1. Better distribution of varieties
2. Increase in marketing agreements
3. Increased productivity and production

### Description of the Proposed Intervention:

1. More linkages established between nursery operators and mango farmers
2. Quality of certified tree nurseries improved
3. Farmers have more information on different varieties



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- The intervention intends to increase production for good profit for farmers
- To achieve the planned market system changes; you will work through three levels of interventions:

**Level 1:** The main objective at this level is to introduce new mango varieties to nursery

The intervention at this level suggests involving 2 main nursery that supplies the most farmers and to give information about the suitable and profitable varieties.

**Level 2:** The aim of this level is to give extension services to 10 different farmers

The intervention is to give information about good varieties that makes high production and suitable for Gaza water

**Level 3:** the purpose of this level is to facilitate the supply of the new varieties from nurseries to local mango farmers



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\* Intervention results chain:

