



***Role of Private Sector In the Use of Innovation &
Technology to Support Smallholders Face COVID-19
Disruptive Impact***

NADINE EL KHOURY
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COVID-19 TIME OF DISRUPTION

Global COVID-19
Pandemic

Global Economic
Uncertainty

Lebanese
Geopolitical
Uncertainty

Lebanese Economic
and Financial
Crisis

WITH ALL THESE CHALLENGES IN LEBANON, ONLY A GOOD GOVERNANCE AND A WELL ESTABLISHED BUSINESS COULD GUARANTEE A SUCCESSFUL PATH FROM

DISRUPTION TO SUSTAINABILITY

COVID-19 How To Respond to The Crisis

As we understand more than ever the critical nature of our Industry
our responsibility is preventing the transformation of :

Health Crisis into Hunger Crisis

The Whole Lebanese Value Chain need our Help & Support

COVID-19 How To Respond to The Crisis

By understanding the impact of the **Economic, Financial** and **Social** crisis on:
Growers our direct customers
But also on
Consumers which are our final customers

Impact on Growers

- Difficult Access to finance due to Capital control
- Reducing drastically their activities as they are not connected to retailers supply chain
- Difficult Access to input
- Confined in a cycle of Debt
- Difficult Access to skilled Labor
- Very poor practices

Impact on Consumers /Economy

- Change in consumption pattern with health being a main driver
- Increased Value of healthy food
- Sustainability; clean food available locally
- New trends Digital commerce : online shopping
- Purchasing capacity
- No tourism



Since 1969, We started our Family Business
ROBINSON AGRICULTURE
by Producing **GREENHOUSES**
Selling **HYBRID SEEDS**
& Introducing new Techniques :
Grafting , Hydroponic, Automation, AI
We are currently contributing to the whole Value
chain and help improving the Agriculture Sector



**INNOVATION is encrypted in Robinson Agri DNA
We Strive to Add Value to The Agricultural Sector
We Always Test And Introduce New Technologies And
Work On Business Development**



**With Experience , We learn that INNOVATION is not about Copying New Technologies
It is a Process of Customization, Gaining Skills and Adaptation to Local conditions**

Robinson Agri Successful NFT System Guarantee Respectful And Sustainable Use of The Environment & The Natural Resources (Committed to SDGs)

Robinson Agri Customized NFT System provides:

- Higher Yield (6x more than leafy traditional production)
- Shorter (15%) and more frequent Cycles (52%)
- Less Labor (40 % Less)
- Saving Water up to 90%
- Clean & Healthy Produce (40 % less use of crop protection agent and Fertilizers)



We actively support Programs Like Agrytech to encourage Lebanese Youth and Startups creating Innovating Solutions



**We are Firmly Convinced That Small and Medium Scale Local Growers Play A Key Role In Building a Sustainable Food Supply In Our Countries
Women are Also an Asset To The Agribusiness. They are Very Organized , Business Oriented and Understand better Consumers inclination**

FRAME WORK NEEDED TO STRENGTHEN REGIONAL BORDER COLLABORATION: Fighting the below Challenges

Government Role MoA

- **No Clear Strategy**
- **Non governmental Support**
- **Inadequate International Agreements & Agriculture Calendar**
- **Infrastructure : no equal access to new technologies**
- **No Special programs to finance new technologies**
- **No Whole sale market respecting international standard of quality and safety (controlled environment)**
- **No Traceability**

Human Capital

- **Old Fashioned growers vs. new emerging growers**
- **Low awareness**
- **No Young farmers**
- **Lack of cost management**

Social Capital

- **Low trust in the local produce**
- **Lack of collaboration**
- **Urbanization & Pollution**
- **Illegal Competition**

RECOMMENDATIONS FOR STRONG PRIVATE PUBLIC PARTNERSHIP

Research Institutions

- **Encouraging Youth to Study Agriculture (5 Faculties + Technical Schools)**
- **Studying and Improving Quality and Safety Standards**
- **Exploring Potential New Markets for Lebanese Agricultural Exports**
- **Focusing on creating Clusters for Knowledge Transfer**

Financial Support

- **Financial Support**
- **NGO's Support in Harmony with Government strategy and Private sector initiative**
- **Encouraging New investments in Agriculture**

Logistic Measures

- **Public Policies And Investments For Fostering Agricultural Transformation**
- **Applications Of Emerging Technologies In Agriculture**
- **Helping Integration Of Farmers And Agri-entrepreneurs In Competitive Markets**
- **Working in Harmony between the Private Sector and the Government + Close Collaboration between Ministries (Agriculture, Economy, Finance, Infrastructure...**



Booming Industry due to Healthy and Convenient living trends (32 %of world's population daily diet)

Global Market worth

€246 billion

Expected Growth in 2025: 8.0 %



ROBINSON AGRI
SUSTAINABLE INNOVATION

THANK YOU