



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

NADINE EL KHOURY JUNE 2020

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

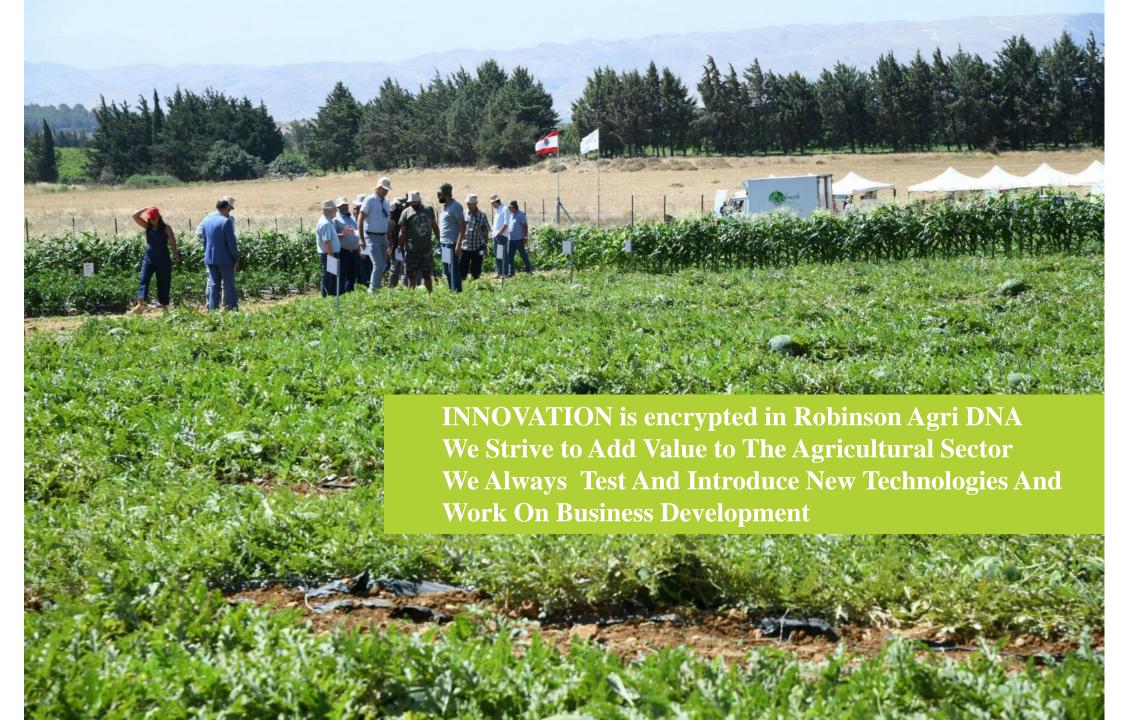
Impact on Consumers / Economy

- 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



























FRAME WORK NEEDED TO STRENGHTEN 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





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...







THANK YOU