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SAAVI at a glance

Strengthening the Agriculture and Agri-food Value Chain and Improving Trade Policy in Iraq (SAAVI) is a EUR 22.5 million project funded by the European Union (EU) and implemented by the International Trade Centre (ITC). SAAVI contributes to **inclusive economic growth and job creation**, particularly for the youth, by improving Iraq's **agriculture competitiveness** and supporting trade development in the country.

Explore SAAVI's website to find out more
about our programme.

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Project highlights



Some of our key highlights since our last issue (May 2022) include (اللغة العربية أدناه):

- **Poultry and Tomato Sustainable Development Strategies officially endorsed and launched by H. E. Mohammed Kareem Al Khafaji**, Minister of Agriculture, marking the kick-start of their implementation phase.
- **Four agri-business alliances** were established in Ninewah and Basrah, linking farmers with an unprecedented network of Iraqi buyers gathering prominent business across the country (e.g. Carrefour, Beirut Erbil Potato Products, Zuhoor Al Wattan, Waffir supermarket, Rawnaq Al Dur restaurants chain, Finest Food Germany).
- **9 additional market awareness events and product market combination workshops** in Ninewah and Basrah
- **First rollout of the Youth Barometer survey**, completed by 598 young people.
- Close to **600 youth** were recruited and are being trained under the Kick for Trade initiative
- The **agri-business awareness campaign** has reached over **1,650 young people**
- The first meeting of the **Agriculture TVET Committee** was successfully held, under the leadership of the Prime Minister's Advisory Commission and in



coordination with the European Union and relevant technical agencies, i.e. Cowater and UNESCO.

- SAAVI provided technical assistance that led to the **submission of revised WTO accession** related documents which is considered a significant step in the accession process
- **A third training workshop on Project Management and Value Chain Analysis** tailored to Iraqi government officials
- Working closely with projects under the EU Special Measure for Iraq, which are being led by FAO, GIZ, ILO, IOM and UNESCO.

- حصلت استراتيجيات التنمية المستدامة للدواجن والطماطم على المصادقة من قبل معالي وزير الزراعة محمد كريم الخفاجي وتم إطلاقها للبدأ بمرحلة تنفيذها.
- تم إنشاء أربعة تحالفات تجارية زراعية في نينوى والبصرة ، لربط المزارعين بشبكة غير مسبوقه من المش ترين العراقيين الذين يجمعون كبرى الأعمال الزراعية في جميع أنحاء البلاد (مثل كارفور ، بيروت اربيل لمن تجات البطاطس ، زهور الوطن ، سوبر ماركت وفر ، سلسلة مطاعم رونق الدور ، وفانيسست فود جيرمي).
- 9 فعاليات إضافية للتوعية بالسوق وورش عمل حول دمج أسواق المنتجات في نينوى والبصرة.
- أول تطبيق لمسح "بارومتر الشباب" ، أكمله 598 شاباً.
- تم جمع ما يقرب من 600 شاب ويتم تدريبهم في إطار مبادرة Kick for Trade
- وصلت حملة توعية الأعمال الزراعية إلى أكثر من 1650 شاباً.
- تم عقد الاجتماع الأول للجنة التعليم والتدريب التقني والمهني الزراعي بنجاح ، تحت قيادة اللجنة الاس تشارية لرئيس الوزراء وبالتنسيق مع الاتحاد الأوروبي والوكالات الفنية ذات الصلة ، مثل كو وتر واليونسكو.
- قدمت SAAVI المساعدة التقنية التي أدت إلى تقديم الوثائق المنقحة المتعلقة بالانضمام إلى منظمة ال تجارة العالمية والتي تعتبر خطوة مهمة في عملية الانضمام.
- ورشة عمل تدريبية ثالثة حول إدارة المشاريع وتحليل سلسلة القيمة مصممة خصيصاً لموظفين الحكومة العراقية.
- العمل بشكل وثيق مع المشاريع في إطار تدابير الاتحاد الأوروبي الخاصة للعراق ، والتي تقودها منظمة ال أغذية والزراعة والوكالة الألمانية للتعاون الدولي ومنظمة العمل الدولية والمنظمة الدولية للهجرة واليونسكو.



ITC launches partnerships with major agri-food companies in Iraq



New partnerships to connect Iraqi agri-food companies with local producers have now been launched in the country with support from the European Union.

The SAAVI project signed partnership agreements with major enterprises in the agri-business sector including Beirut Erbil for Potato Products (BEPP), Rawnaq aldur and Waffir.

New agri-business alliances to benefit farmers in Iraq



"Although it is true that I cannot read and write, yet we are highly talented in agriculture. My family has been cultivating fruits and vegetables for ages."

Ms. Hayat (Um Laith) is proud of her heritage as an Iraqi farmer.

Um Laith is one of 3,000 farmers and SMEs, who will be brought together in similar agri-business alliances through SAAVI.

Find out more

Find out more

Culmination of the Tomato and Poultry Strategies' design process and kick-start of the implementation phase



Sustainable development strategies to transform Iraq's tomato and poultry sectors

On July 7, H. E. Mohammed Kareem Al Khafaji, Minister of Agriculture, officially launched, on behalf of the Government of Iraq, the country's Poultry and Tomato Sustainable Development Strategies (2022-2026).

The launch marked the culmination of the design phase of the strategies and the kick-start of the implementation phase. The implementation of these strategies is already underway with the contribution of the international agencies involved in the EU-funded AfBDP.

SAAVI has provided technical and advisory support to the Ministry of Agriculture to lead the National Core Team as a coordination structure to guide and oversee strategy implementation. Thereby, the third National Core Team meeting, held on 6 July 2022, served to discuss and approve its role and elaborate on immediate activities.

[Find out more](#)

Stories from the field



Interview with Mr. Ahmed Ali, Managing Director at B.E.P.P.

a. Please introduce yourself

My name is Ahmed Ali. I am the Managing Director at B.E.P.P. This is our third time meeting with farmers. We have partnered with the International Trade Centre to agree on how to improve the agriculture value chain in order to provide continued support to Ninewa farmers within a collaborative framework.

b. What is your experience with SAAVI?

SAAVI is a great initiative, which is one of a kind. It connects us to the farmers and introduces them to Iraqi potato industry by visiting our factory.

c. Tell us about the Agri-business Alliance that B.E.P.P. is now part of

We have created an Agribusiness Alliance ('Green Land Alliance') that includes more than 45 farmers, through which we support them to improve their business and operations.

From our side, at B.E.P.P, we stand ready to purchase the potatoes from the farmers.



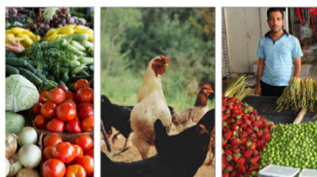
Resources



بحث سوق المشاريع
الزراعية وتصورات المستهلكين
في العراق : موجز تقني



مشروع تعزيز سلاسل
القيمة للزراعة والأغذية
الزراعية وتحسين
السياسات



What are Iraqi consumers looking for?

SAAVI interviewed over 2,500 Iraqi consumers to understand and measure demand for agri-food products, consumer behaviour and preferences.

The 'Iraq agribusiness market research and consumer insights: a technical brief' combines data analysis and recommendations to guide policymakers, businesses and trade and investment support institutions in improving the business environment for farmers and micro, small and medium enterprises (MSMEs) in the agriculture and agrifood sectors in Iraq.

[Read more](#)

News and upcoming events



Second Project Steering Committee meeting

(Baghdad, September 2022)



Agri-business alliances convening workshops

(Ninewa and Basra, September-
October 2022)



Launch of the agri-business awareness campaign for youth

(September 2022)

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