



## PROJECT IMPLEMENTATION PLAN

Ref. No.: 20-AG-33-SP-DON-C-TR01-PP2200012-001

<b>Date of Issue</b>	01 November 2022
<b>Project Code</b>	20-AG-33-SP-DON-C-TR01
<b>Title</b>	Workshop on Innovations in the Olive Oil Sector
<b>Timing and Duration</b>	28–30 November 2022 (three days)
<b>Venue and Hosting Country(ies)</b>	Hatay, Turkiye
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	Eastern Mediterranean Development Agency
<b>Participating Country(ies)</b>	Turkiye
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	46
<b>Qualifications of Participants</b>	Representatives of government, olive oil industry firms, olive growers, olive oil sellers, TR63 region universities, the Provincial Agriculture and Forestry Directorate, chambers of commerce and industry, commodity exchanges, Hatay Olive Research Institute, Union of Turkish Chamber of Agriculture Hatay, and olive and olive oil producers' unions working on the promotion of olive production and the olive oil industry
<b>Nomination of Participants</b>	Not Applicable
<b>Closing Date for Nominations</b>	Not Applicable

## 1. Objectives

- a. Strengthen food safety, quality, innovation, and food value chain (FVC) frameworks.
- b. Enhance the productivity and competitiveness of the olive oil sector through building reliable, safe, sustainable FVCs to increase market share.
- c. Build awareness in the olive oil sector of available consulting and training services to resolve product quality, branding, and marketing problems.

## 2. Background

The olive oil industry has experienced growth recently in the Hatay, Kahramanmaras, and Osmaniye provinces of Turkiye. Olive oil produced in those provinces is sought after for its flavor and aroma in both domestic and foreign markets. Olive oil production in those provinces was 137,888 tons in 2021, comprising 12% of total production in Turkiye.

Innovation leads to the expansion and improvement of techniques and technologies for production and distribution. Digital innovation could support the entire supply chain as well. Advanced technologies in the olive oil sector play a crucial role in building reliable, safe, sustainable FVCs. For example, digital technologies such as the cloud, IoT, big data, and AI can help in developing efficient, effective FVCs. Applications of blockchain technology to FVCs may help develop fool-proof, reliable food traceability systems. The Eastern Mediterranean Development Agency (DOGAKA) has provided financial support to olive oil firms for modern machinery investments for years.

Considering the importance of improving the services of olive oil producers to respond to the marketplace by linking production, processing, transportation, storage, and marketing activities to consumer demand, DOGAKA and the APO are therefore organizing this workshop to bring all partners together to discuss innovations in olive oil production, standardization, branding, technological development, and marketing trends.

## 3. Scope and Methodology

The workshop will comprise presentations by resource persons, field visits, and other relevant learning methods. The indicative program schedule is shown below:

### Day 1:

- Health benefits of olive oil and area of its historical use
- Analysis of the current olive oil sector worldwide, in Turkiye, and in the TR63 region
- New techniques in olive cultivation
- Innovative approaches to the olive oil extraction process
- Recycling and reuse of waste in the olive oil sector
- Roles of regulations and institutions in the olive oil sector

### Day 2:

- Innovations in olive oil industry FVCs
- Innovations to enhance productivity and competitiveness: Examples of building reliable, safe, sustainable FVCs in the olive sector to increase market share
- Developing effective FVCs: Adoption of digital technologies

### Day 3:

- Building awareness of consulting and training services for the olive sector to resolve quality, branding, marketing, and other issues
- Specialization in high-value market segments
- Discussion and conclusions
- Drafting a workshop report for a sectoral roadmap

The detailed program and list of resource persons will be provided one month prior to the program.

#### **4. Roles and Responsibilities**

The roles and responsibilities of DOGAKA and the APO Secretariat are:

##### **DOGAKA**

- a. Promote the project to local participants
- b. Coordinate and facilitate all activities under this project
- c. Invite and assign local resource persons
- d. Make arrangements for the venues and logistics
- e. Invite local participants
- f. Meet the balance of project implementation costs if the total amount exceeds USD30,078.00
- g. Submit a project completion report to the APO Secretariat, including the financial report and expenditure receipts for the project

##### **APO Secretariat**

- a. Provide financial support as detailed in section 5
- b. Assign international resource persons for the project
- c. Coordinate with the international resource persons and DOGAKA

#### **5. Financial Arrangements**

##### **5.1 To be met by the APO**

- a. All assignment costs of international resource persons
- b. The following local implementation costs up to USD30,078.00
  - Meeting package including meeting rooms, facilities, and requisite stationery, material, and meals
  - Honoraria for local resource persons
  - Translation/interpretation services
  - Participants' travel and accommodations
  - Promotional materials

The APO may advance up to 50% of the costs before the commencement of the project if required, and the remainder will be reimbursed after implementation based on the proof of expenses paid.

##### **5.2 To be met by DOGAKA**

All other local implementation costs not covered by the APO.

DOGAKA will make the agreed expenditures and settle the entire account by providing all necessary proof of payment to the APO Secretariat after completion of the project. The proof of payment, e.g., bills, payment records, and receipts, must be issued by third parties, submitted together at one time, and written in clear English, with English translations of all documents not originally written in English. In general, internal evidence, i.e., expenditure evidence issued by the implementing organization, is not accepted as proof of payment and will not be reimbursed. The final payment will be made based on the actual expenditure within 30 days after submission of the financial report and expenditure receipts for the project.



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