



Shared Prosperity Dignified Life



WORLD BANK GROUP



Food and Agriculture
Organization of the
United Nations



World Food
Programme



Sweden
Sverige

Regional Forum on Accelerating Food Systems Transformation in the Arab Region

Amman, Jordan, 30-31 October, 2024



**Innovative Approaches for Accelerating Food Systems Transformation
WFP's Food Systems Challenge Project in Lebanon,
Investing in Private Sector**

Resilient Food System is a key in WFP's work

DRIVERS OF VULNERABILITY SHOCKS AND STRESSORS



WFP's contribution to resilient food systems

Contributions of key stakeholders to resilient food systems (governments, private sector, associations/NGOs, UN, academia)



Reasons for the Need for Private Sector Involvement in the Food Systems

- The increasing global population has put immense pressure on resources, such as land, water, and other natural inputs, for food production → Need for private sector involvement to ensure **sustainable and efficient food production**.
- Private sector entities can **enable access to markets** for small-scale producers, particularly those in rural and remote areas, who lack the capacity or resources to compete in larger markets. This helps ensure that food production remains diversified and accessible to consumers, helping drive economic development and improve food security levels.
- The private sector facilitates the **access to innovative technologies**, such as precision agriculture and other data-driven approaches, which **improves efficiency and sustainability** in food production and increase yields while minimizing environmental impacts, → more efficient and sustainable food production.



Overview of the Food Systems Challenge (Lebanon)

- **Partnership:** Launched in 2021 by WFP in collaboration with Berytech.
- **Goal:** Empower SMEs in Lebanon to innovate and transform the food system, focusing on sustainable solutions.
- **Support:** Grants of up to **\$100,000** awarded to 30 selected SMEs to scale innovative projects within:
 -  Agricultural productivity improvement
 -  Food waste reduction strategies
 -  Market access expansion for small producers



Objective



The Food System Challenge is an initiative aimed to improve the food system in Lebanon through supporting agri-food SMEs to enable their ideas and boost their growth, while responding with their solutions to different food system challenges. Assistance packages include cash grants, technical assistance, and business development services.

Food Value Chain Actors



Solutions >>>



Some of the Businesses Supported



- Rim Mills is one of the biggest nonconventional wheat mills in the Bekaa region, since 1952. Najib Saliba, took the lead and modernized the mill focusing on producing Burghul and recently Moghrabieh also known as “ The Lebanese Pearl”.



- Since 2018, Sheghel Emeh has promoted traditional Lebanese food by offering handcrafted "Mouneh" with a modern twist. In 2021, they introduced dehydrated ready-to-cook meals, blending ancestral preservation methods with modern technology to offer nutritious, fast, and traditional-flavored meals.



- DEL LIBANO SAL invested in building the first automated pasta factory, which produces a variety of pasta products using hard (durum) wheat, grown in Lebanon, and which is purchased directly from local farmers at competitive prices. Currently, they offer ten pasta products sold at more than 1500 points of sale across Lebanon.

Impact and Outcomes of the Challenge

Through its initiatives, WFP has invested over **\$15 million** across the region, directly supporting more than **120 small and medium-sized enterprises**.

- **Boost to Local Economies:** Created new business opportunities and jobs, driving economic growth and food security.
- **Innovation & Technology:** Fostered new technologies like precision agriculture to enhance efficiency and improve access to quality, affordable food.
- **Sustainable Resource Use:** Promoted eco-friendly practices and efficient resource management to ensure long-term food production for future generations.
- **Green Investments:** Focus on green technologies to reduce the environmental impact and build resilient food systems in the face of climate change.
- **Resilience:** Helped SMEs and communities adapt to climate challenges, ensuring sustainability and reducing poverty in rural areas.





World Food Programme

The Food System Challenge in Numbers

The Food System Challenge is an initiative aimed to improve food security and increase resilience in the food system in Lebanon through providing support packages to agri-food Small and Medium-sized Enterprises (SMEs) to enable their ideas and boost their growth, while responding with their solutions to different food system challenges.

Solutions

- Access to Energy
- Agri-food Import Substitution
- Access to Agri-food Inputs
- Other

SMEs' agri-food sectors	# of SMEs
Wheat-based products	3
Dehydrated products	5
Dairy products	4
Fresh fruits and vegetables	2
Processed food	13
Fodder	1
Compost	1
Renewable energy solutions	1



30 unique SMEs supported



14 SMEs supported to use renewable energy



27 SMEs supported to substitute agri-food imports



9 SMEs supported to provide agri-food inputs



Thousands of end consumers impacted

Direct Beneficiaries



102 new jobs created & 441 employees & workers impacted (48% women, 52% men)

58 employees with enhanced skills



Enhanced production of 10 food & non-food products



398 tonnes of food waste reduced

Indirect Beneficiaries

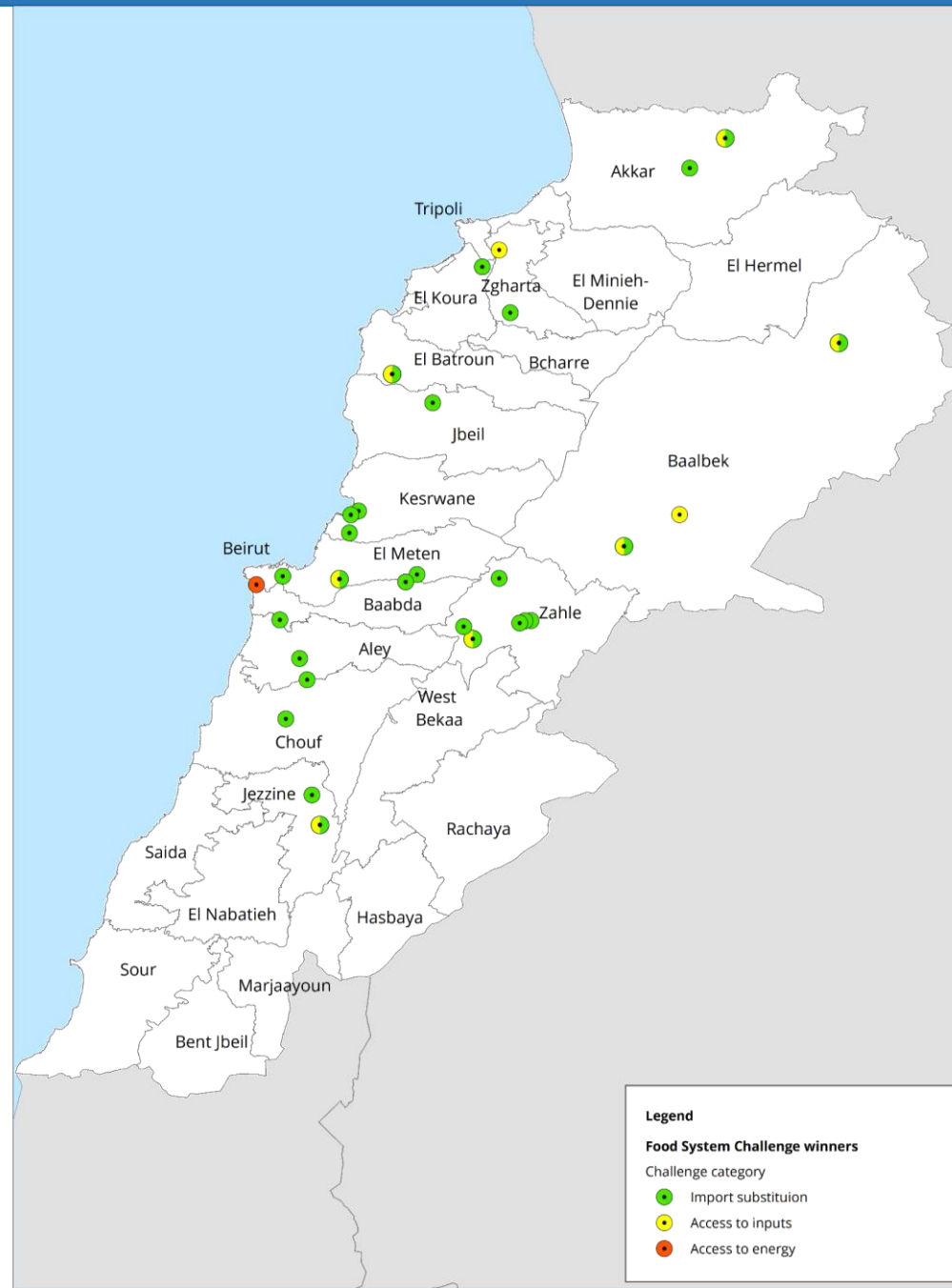


143 farmers impacted and 115 new farmers reached



253 farm workers affected

Lebanon – Food System Challenge Winners



Legend

Food System Challenge winners

Challenge category

- Import substitution
- Access to inputs
- Access to energy

SAVING LIVES
CHANGING LIVES

The End

