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

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WITH ALL THESE CHALLENGES IN LEBANON, ONLY A GOOD GOVERNANCE AND A WELL ESTABLISHED BUSINESS COULD GUARANTEE A SUCCESSFUL PATH FROM DISRUPTION TO SUSTAINABILITY
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 AGRI 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 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.
<table>
<thead>
<tr>
<th>Government Role MoA</th>
<th>Human Capital</th>
<th>Social Capital</th>
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<tbody>
<tr>
<td>• No Clear Strategy</td>
<td>• Old Fashioned growers vs. new emerging growers</td>
<td>• Low trust in the local produce</td>
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<td>• Non governmental Support</td>
<td>• Low awareness</td>
<td>• Lack of collaboration</td>
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<td>• Inadequate International Agreements &amp; Agriculture Calendar</td>
<td>• No Young farmers</td>
<td>• Urbanization &amp; Pollution</td>
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<td>• Infrastructure : no equal access to new technologies</td>
<td>• Lack of cost management</td>
<td>• Illegal Competition</td>
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<td>• No Special programs to finance new technologies</td>
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<td>• No Whole sale market respecting international standard of quality and safety ( controlled environment)</td>
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<td>• No Traceability</td>
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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%
THANK YOU