



# Kish Sa'eedi of Egypt: The contribution of food value chain analysis methodology to the advancement of human development goals

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The usefulness of the Food Value Chain Analysis (FVCA) results of Kishk Sa'eedi (KS) in advancing the human development goals of KS related activities was explored. This is in fulfillment of the EU commitment towards the United Nation's Millennium Development Goals (MDGs) and to strategies for combating hunger and malnutrition. The study material was enriched by KS related work of the ongoing national programme for Valorization of Egypt's Food Heritage (VEFH), thus benefiting from shared common ground between, (i) the AFTER project, (ii) the national VEFH programme, and (iii) the MDGs (Tables I and II).

Table I. Areas of overlap in the expected outcomes of AFTER and the Valorization of Egypt's Food Heritage programme \*.

Expected outcomes	
1	KS becomes a driver for local rural socio-economic development
2	Achievement of MDGs is accelerated in particular for goals 1,,3,4,5&7
3	Biodiversity and sustainable food systems are promoted
4	The database for Egypt's Food Heritage is completed
5	The nutritional status of Egyptians is improved
6	National and household food insecurity is reduced
7	Scientific research is harnessed to identify novel products/technologies for the agro-food industry
8	Appropriate and potential local and global market opportunities are identified and explored
9	An accreditation and a quality labelling system is established for foods of local specificity
10	Egypt's food heritage is adapted to the 21 <sup>st</sup> century and is taken up by the tourist industry for development of gastronomic tourism

\*Color shaded areas are common to both

Table II. Shared domains of action and targets of the AFTER project, the programme for Valorization of Egypt's Food Heritage and the MDGs.

Domain of action with development impact	AFTER	VEFH	MDG
Poverty alleviation			
Combating hunger and malnutrition			
Revalorization of traditional food heritage			
Sustaining traditional food systems			
Economic empowerment of women			
Improved standard of living and living conditions			
Reduction of health risks			
Improved maternal and child health and nutrition			
Reduced susceptibility to infection and child mortality			
Lowering of school leaving rates (boys and girls)			
Environmental sustainability			
Establishing strategic alliances			
Mobilization of technical/financial resources			

VEFH = Valorization of Egypt's Food Heritage  
MDG = United Nations Millennium Development Goals

## Methods

- Simple qualitative methods were used.
- The study material included KS activities of VEFH programme (Tables I and II).
- A matrix produced by crossing FVCA components with expected outcomes of activity domains and programmes of AFTER and the VEFH programme served to appreciate importance of FVCA data to advancing MDGs. A rating scale of 1 to 3 was used.
- Criteria used to assess value of the FVCA data to advancement of DGs covered ability to:
  - Link data with KS information gaps
  - Impact identified development problems
  - Be accessible to KS value chain actors

## Results

Beneficial complementarity and synergy are created by the overlap between AFTER, VEFH programme and the MDGs (Tables I and II).

Table III. Ranking order for FVCA components rated by the importance of the data generated to development goals.

Rank	FVCA element or component
1	SWOT analysis
2	Opportunities and key success factors
3	Bottlenecks and problems
4	Support and services needed for production processes
5	Typology of processes and processors
6	Typology of actors and their functions
7	Issues facing sustainability and quality of raw materials
8	Market GAP analysis
9	Assumptions related to increase in product demand
10	Storage, distribution and sale
11	Product description

Components of FVCA that can accelerate progress towards KS related human development goals are ranked by level of contribution (Table III).

FVCA information that benefited VEFH programme covered 3 key functions (Figure 1).

The FVC methodology dynamic system approach enhances coordination of KS related activities and strengthens sense of ownership by the chain actors.

Impact on the MDGs is

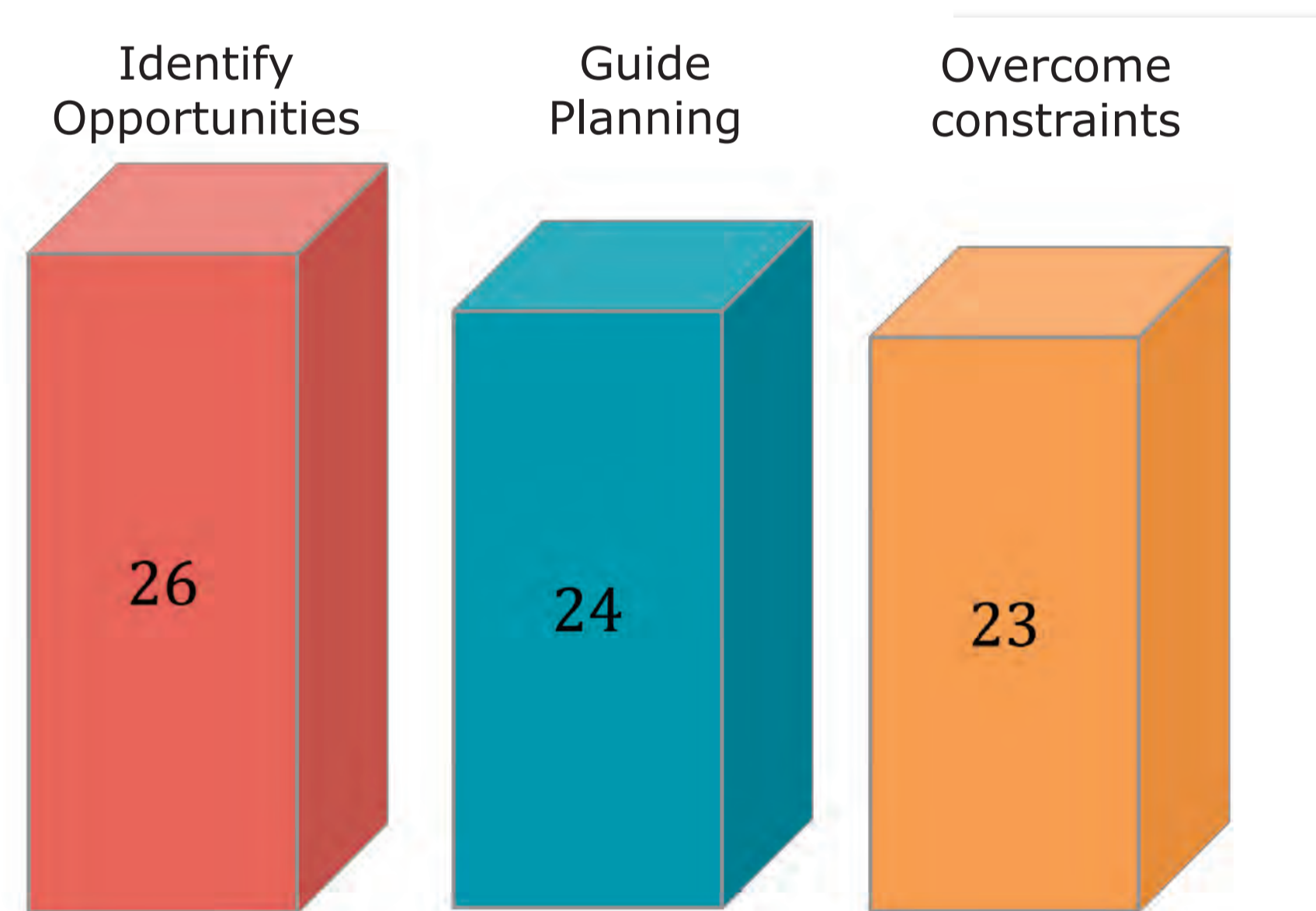
both direct and indirect. The positive returns of the AFTER project on the 8 MDGs as shown in Figure 2.

KS promotion of income generation, empowerment of women, and health and nutrition positively impacts other MDG targets.

MDG concerns on biodiversity and sustainable use of natural resources benefit from FVCA.

## Conclusion

- The developmental value of the Food Value Chain methodology is presented.
- A potential role exists for FVCA methodology to act as a framework for extending linkages that enhance economic as well as developmental returns of KS related activities.
- Application of FVCA methodology to KS can increase chances of success of AFTER project plans for industrial/commercial exploitation of the product and its derivatives.
- The FVCA KS outputs are already included in local development programmes that exploit the geographic specificity of KS as a driver for sustainable rural development.
- The final results, successes and drawbacks will be analyzed and reported at the close of the AFTER project, in two years time.



Note: The figures represent an estimated level of importance of the support extended by the above three functions to AFTER and VEFH.

Figure 1. The 3 key performances of the FVCA data in function of their impact on AFTER and VEFH programme

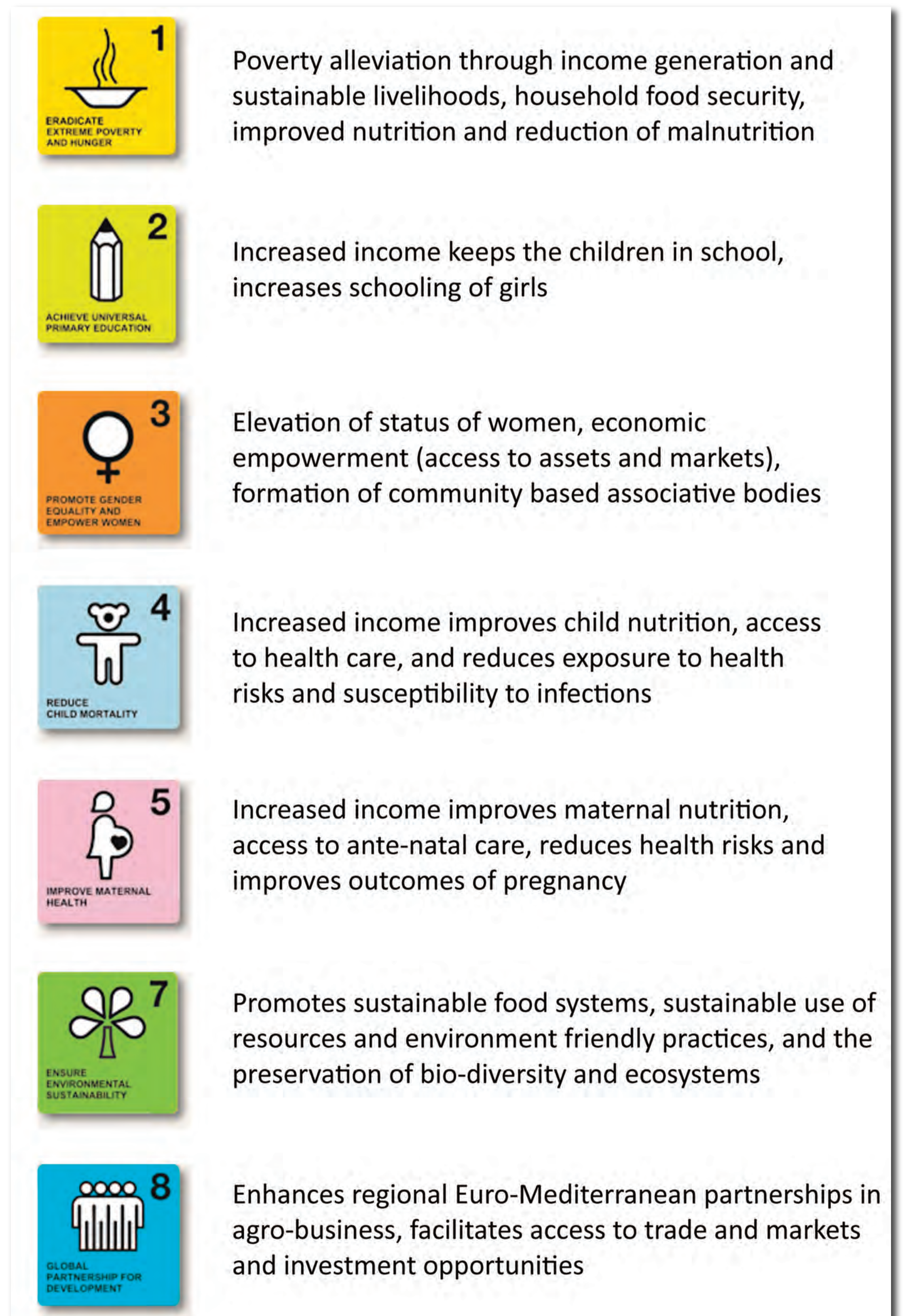


Figure 2. Areas of AFTER project impact on the MDGs.

Conception: CIRAD, Martine Dupont, October 2012 — photo H. Hassan-Wassef