



[www.smallfarmers.trade](http://www.smallfarmers.trade)

Is a digital platform promoting connection and networking among Date, Cherry, Apricot and Aloe Vera small farmers engaged in the application of a joint production reorganization strategy.

A reorganization process based on a agro-ecologic production approach and promoting a quality management system, which focuses on product quality enhancement to respond to the international market demand while protecting the delicate balance between trees and surrounding ecosystem.

These small farmers work together paying special attention to cultivation-related traditions and promotion of local plant varieties, ensuring delivery of a high-quality product made out of love and environmental care to the final customer.



### The role of the John Paul II Foundation

The Foundation, with the financial support of the Italian Agency for Development Cooperation, coordinates a network of high-profile academic partners from the world of scientific research, large-scale distribution and national and international institutions and relies upon the work of a qualified team of economists, agronomists and market experts. It promotes a partnership-based approach supporting small farmers in reorganizing their production in a quality-oriented perspective to favour access to international markets.



## The Jericho Dates farms

PALM FARMERS COOPERATIVE is an association at the service of its small farm members, working to improve their economic, social, cultural, environmental management conditions . The cooperative's principles are represented by self-help and self-reliance, democracy, equality, justice and solidarity. PFCA seeks to support the Palestinian agriculture development and supports date palm farmers, small producers in particular, in the Jordan Valley, with a view to:

- Foster responsibility of farmers in taking care of Palestinian land to prevent occupation procedures,
- Promote Palestinian agricultural production in the a quality control,management and marketing perspective



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# DATES

Medjoul · Jericho  
Palestine



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# THE PROJECT

The Jericho Date production value chain represents the core of a promotion strategy endorsed by renowned and prestigious research institutions, universities, large scale distribution and public bodies which, under the John Paul II Foundation's coordination, fosters a quality-oriented production reorganization based on environmental sustainability and compliance to international market standards.

The **Quality Management System** describes a quality control system applied to soil and shrub cultivation, aimed at favouring a high quality and efficiency-oriented production, harvest, selection and preparation of the final product to ensure maximum quality standards.

The **Agro-ecological approach** pursues a cultivation philosophy favouring a natural balance among the tree and the surrounding ecosystem through application of production techniques paying particular attention to natural resources preservation and limiting utilization of pesticides and chemical fertilizers.

Favourable Growth conditions are promoted, fostering productivity and quality enhancement.

**Market-oriented production:** Awareness and knowledge about market trends allows to orient and guide production to respond to the quality demand of international markets and valorise the product's characteristics.

BUSINESS PLAN  
 VALUE CHAIN  
 IDENTITY  
 QUALITY MANAGEMENT SYSTEM  
 HERITAGE  
 MARKET ANALISYS  
 INNOVATIVE PRODUCTIVE TECHNIQUES  
 FAIRTRADE  
 SUSTAINABILITY  
 INCOME GENERATION

# TECHNICAL SPECIFICATIONS OF PALESTINIAN DATES

## The Palestinian Dates Council

Works to improve life quality and economic sustainability of small Palestinian date producers in Jericho by promoting

- a) high quality and eco-sustainable production and with guarantee mark,
- b) effective management and control of the date value chain,
- c) market analysis approach and access facilitation to new commercial channels.

### DATES ARE CLASSIFIED IN:

**A: FANCY CLASS**, top quality with lowest air content in the skin (0 to 15 %)

**B: DELIGHT CLASS**, pleasure quality with medium air content in the skin (30%)

**C: NATURAL CLASS**, simple quality with 30% air in the skin

All classes are featured by specific **TYPE, COLOUR** and **WEIGHT**.

**COLOUR** is classified in: Brown, black and black/brown

The **TYPES** are: SUPER JUMBO, JUMBO, LARGE MEDIUM, SMALL.

The **WEIGHT** ranges between 24g an 8 g.

The air content in the skin varies from 0 to 45 % and humidity always ranges between 20 and 25 %.

CLASS	TYPE	WEIGHT	% AIR IN THE SKIN	%HUMIDITY
FANCY CLASS	SUPER JUMBO	24 g.	0-15%	20-25%
	JUMBO	21-24 g.	0-15%	20-25%
	LARGE	17-21 g.	0-15%	20-25%
	MEDIUM	14-17 g.	0-15%	20-25%
DELIGHT CLASS	SMALL	8-14 g.	0-15%	20-25%
	SUPER JUMBO	24 g.	30%	20-25%
	JUMBO	21-24 g.	30%	20-25%
	LARGE	17-21 g.	30%	20-25%
NATURAL CLASS	MEDIUM	14-17 g.	30%	20-25%
	SMALL	8-14 g.	30%	20-25%
	SUPER JUMBO	24 g.	45%	20-25%
	JUMBO	21-24 g.	45%	20-25%
	LARGE	17-21 g.	45%	20-25%
	MEDIUM	14-17 g.	45%	20-25%
	SMALL	8-14 g.	45%	20-25%

# SUPERIOR AND UNIQUE



The Medjoul dates are well known all over the world as a superior and unique fruit. For Medjoul dates to grow, specific weather conditions are needed, as very high temperature and low humidity. This is the reason why the best Medjoul dates are produced in the Jericho and Jordan Valley areas by Medjoul dates farmers.

This date variety is generally deemed to be the top quality category because, compared to other types of dates, these are the largest in size and the richest in taste. In addition, they are rich in minerals, fibers and vitamins and represent a natural sweetener alternative to sugar. This date variety is characterized by soft texture, rich moist and a juicy sweet taste.

Quantity produced by the cooperative:  
 2500 tons per year

### Shelf life

Up to 4 days refrigerated.  
 Up to 20 days frozen

### Packaging

Carton of 250 gr,  
 500 gr and 1 kg

### Shipment

Transportation by air  
 or by ship

