



مركز خدمات المزارعين بأبوظبي
ABU DHABI FARMERS' SERVICES CENTRE

**LOCAL & SUSTAINABLE PRODUCTION
TO STRENGTHEN THE FOOD CHAIN**

SIAL 23 November 2011



- Introduction
- ‘Local’
 - Market orientation
 - Branding
- ‘Sustainable’
 - Water
 - Date palm nutrition
 - Good Agricultural Practice (GAP)

Who is the Farmers' Services Centre?

The Abu Dhabi Farmers' Services Centre (FSC) was created by law No. 4 (2009) by HH. Sheikh Khalifa bin Zayed Al Nahyan, UAE President and Ruler of Abu Dhabi to act as a link between the Abu Dhabi Government and the farming community.

Emirate Of Abu Dhabi
Executive Council
General Secretariat



امارة أبو ظبي
المجلس التنفيذي
الأمانة العامة

خليفة بن زايد يصدر قانوناً بشأن إنشاء مركز خدمات المزارعين بإمارة أبوظبي
أبوظبي 28 فبراير 2009

أصدر صاحب السمو الشيخ خليفة بن زايد آل نهيان حاكم أبوظبي - حفظه الله ورعاه -، قانون رقم (4) لسنة 2009 بشأن إنشاء مركز خدمات المزارعين بإمارة أبوظبي.
وفيما يلي نص القانون الذي أصدره سموه بشأن إنشاء مركز خدمات المزارعين بإمارة أبوظبي:

- نحن خليفة بن زايد آل نهيان، حاكم أبوظبي،،
- بعد الإطلاع على القانون رقم (1) لسنة 1974 بإعادة تنظيم الجهاز الحكومي في إمارة أبوظبي وتعديلاته.
 - وعلى القانون رقم (2) لسنة 1971 في شأن المجلس الاستشاري الوطني وتعديلاته.
 - وعلى القانون رقم (2) لسنة 2005 بإنشاء جهاز أبوظبي للرقابة الغذائية، وتعديلاته.
 - وعلى القانون رقم (9) لسنة 2007 في شأن إنشاء دائرة الشؤون البلدية.
 - وعلى القانون رقم (14) لسنة 2008 بشأن جهاز أبوظبي للمحاسبة .
 - وبناء على ما عرض على المجلس التنفيذي، وموافقة المجلس عليه.
 - أصدرنا القانون الآتي:-

الباب الأول

في

إنشاء المركز وطبيعته القانونية

مادة (1)
يُنشأ مركز خدمات المزارعين بإمارة أبوظبي " ذو شخصية اعتبارية مستقلة ،
ويتمتع بالاستقلال المالي والإداري، ويكون له الشخصية الكاملة للتصرف في حدود أغراضه .

مادة (2)
إنه أن ينشئ فروعاً له متى اقتضت الحاجة ذلك.

Where do we operate?



- Head Office in Abu Dhabi.
- Operations in the three regions of the Emirate of Abu Dhabi:
 - Al Gharbia (Western Region)
 - Al Ain (Eastern Region)
 - Abu Dhabi



Our mandate?



Vision

To be the trusted partner in sustainable agriculture in the UAE

Mission

To support the farmers of the Emirate of Abu Dhabi in an economically, socially and environmentally responsible way through:

- providing extension services and training
- promoting market orientation and branding, and
- introducing best practices

To increase farm productivity and contribute to National food security and sustainable agriculture

Values

- Collaboration
- Excellence
- Innovation
- Professionalism
- Integrity

FSC strategic priorities



To be the trusted partner in sustainable agriculture in the UAE

SUSTAINABLE FARMING

SF1

Increase farmers' net value and farming sustainability

ECONOMIC SELF-SUFFICIENCY

ES1

Generate positive contribution to ADFSC net worth and invest in Farming Sector

Value

Financial

Farmers

Market

SF2

Provide value-added services to member farmers

SF3

Provide basic level of services to farmers

LEVERAGE OUR MARKET POSITION

LM1

Deliver competitive & sustainable products and services to meet market demand

SF4

Promote appropriate farming practices

LM2

Develop a competitive value chain and strong market channels for farms products

LM3

Assure quality, quantity and consistency of supply in existing business streams

LM4

Acquire new business streams

Processes

SF5

Integrate market intelligence and 3rd parties agricultural research into planning

Resources

EFFICIENT ORGANIZATION

EO1

Build and retain the best expertise, performance & competencies

EO2

Build & reinforce ADFSC culture

EO3

Develop efficient stakeholder relations

EO4

Build & maintain ADFSC required physical & ICT infrastructure

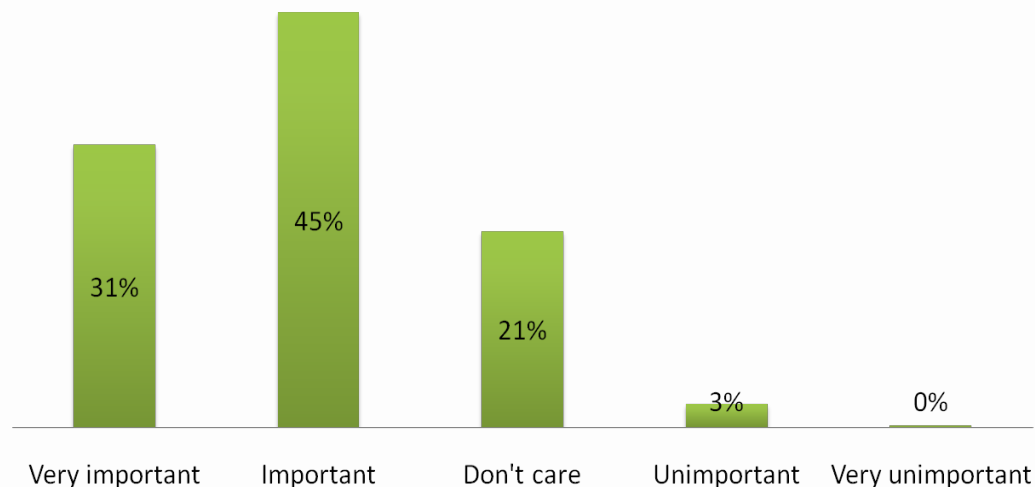
EO5

Align processes, policies and governance with strategy

Market orientation



- Survey says 76% of UAE residents will support and purchase locally grown vegetables.
- The balance either don't care or don't find it important.



Local branding



“I always had faith in **God**, a **desire** to change things and a **determination** to meet **challenges**. We became **dutiful** towards the **country** and **people** and with the help of **God** we managed to change the **desert** into **green gardens** and **provide** the **people** with a **comfortable life.**”

HH Sheikh Zayed Al Nahyan

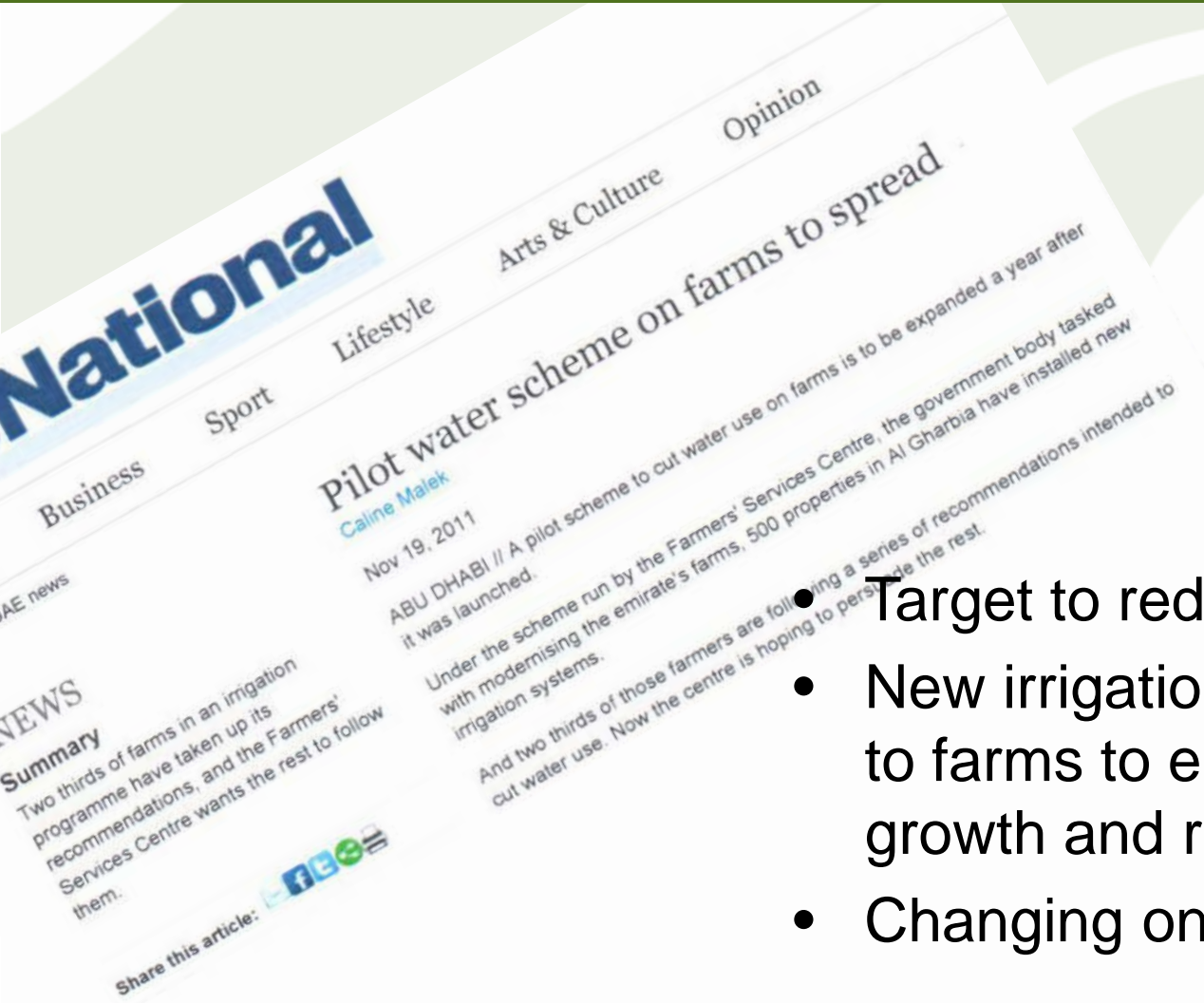




- Freshness
- Local
- Food security
- Safe
- Sustainable



حصاد مزارعنا
LOCAL HARVEST



- Target to reduce water use by 40%.
- New irrigation equipment distributed to farms to ensure efficient crop growth and reduce waste.
- Changing on-farm irrigation practices.

“Improved date palm nutrition programme”

- A management programme for soil fertility, water use, date fertilisation, plant health and hygiene.
- Improved nutrition status including the addition of the beneficial Mycorrhiza fungi.
- Ongoing training of farmers and farm managers.

12 out of 15 winners at
the 2011 Liwa Date
Festival were part of the
FSC nutrition programme!



Good Agricultural Practice (GAP)



- GAP is an internationally recognised system which can measure and demonstrate on-farm practices.
- It leads to the improvement of on-farm practices, especially related to:
 - food safety,
 - environmental management and
 - worker welfare.
- GAP increases food security, by improving the reputation of local produce and increasing its uptake by local retailers.

<http://www.youtube.com/watch?v=L8GnXQfuNi0>



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Thank You