

agencies, the ADC would be business-oriented in order to avoid Israel's strict control on its funding operations and field activities.

The objectives of the ADC would be broad enough to include all projects which involve specialized large scale ventures (hatchery, feedmill, citrus packing plant, olive oil processing etc.) or direct dealing with individual farmers (spraying services, supply of seedlings, loans for trellising etc.). As such, the ADC would provide a diversified range of services which are commonly handled by government machinery, cooperative societies, and private institutions. It is believed that if the project was provided by a qualified staff and adequate resources it would be instrumental in advancing West Bank agriculture.

Capital requirements of the ADC are too fluid to be ascertained with reasonable precision. Drawing on the experience of voluntary agencies and comparable institutions in Jordan, it is proposed to allocate JD 0.5 million for the ADC working budget during the first year, to be raised to 0.7 and 1.0 million in its second and third years, respectively. Besides equity capital raised locally, the ADC would try to raise most of the needed funds from foreign sources, whether Arab or otherwise. Much of its funds, however, would be subscribed by PACC.

It is proposed to start out the project with the head office of the ADC in Jerusalem, which would be staffed by a manager and two technicians (a horticulturist and a pest control specialist), in addition to a secretary and accountant/auditor.

5.0 Marketing

Marketing problems are probably the most serious deterrents to a more vigorous expansion in commercial patterns of farming, whether they are rainfed or irrigated. Most such problems relating to rainfed agriculture were described earlier under various sections in Chapters 7, 8 and 9, and were later summed up in chapter 10.

The primary objectives of a national marketing policy could be summarized as follows:

1. Improving terms of trade with Israel - although that is out of reach within the present political setting.
2. Easing restrictions on the flow of goods into Jordan.
3. Expanding export potential in the Gulf states.
4. Increasing competitiveness in local wholesale markets in order to reduce monopolies and raise the farmers' share of the consumer's spending.
5. Improving auxiliary marketing services.

The following projects and measures are intended to meet some of these objectives. Other more specific recommendations will be discussed under respective sections in later chapters.

5.1 Establishing the Agricultural Marketing Bureau

Despite the critical significance of marketing problems and services, there is not yet any specialized agency or organization on the Palestinian side which is entrusted with the responsibility of attending to the marketing of agricultural produce in the occupied territories. Marketing services have been reduced to merely regulatory functions which in turn have been thinly spread among several entities, mainly the Ministry of Agriculture and