



Final Report

Gaza Feeding Project

Final Report for the Distribution of Fresh Vegetable Parcels in the Gaza Strip

Target Areas: Northern and Southern Gaza Strip

Implementation Period: 26 July 2025 – 18 August 2025

Project Code: FJ-FeedGaza-Veg-JUL-AUG2025

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1. Executive Summary :

In light of the widespread destruction of agricultural infrastructure in the Gaza Strip during the war, and the severe reduction in cultivable and productive farmland, the population has become almost entirely dependent on emergency food assistance provided by humanitarian actors. These food baskets are largely based on canned and processed foods with limited dietary diversity. This dietary pattern, combined with restricted access to fresh fruits and vegetables, has contributed to alarming increases in indicators of malnutrition, anemia, and weakened immunity—particularly among children and other vulnerable groups—as highlighted in reports issued by international health and nutrition organizations.

In response to this reality, and as an organization working in the field of public health and medical care, FAJR Global designed the “Feed Gaza” campaign as an emergency nutrition intervention focused on providing fresh vegetable parcels to the most vulnerable households in the northern and southern Gaza Strip. The intervention aimed to improve short-term dietary quality and support the intake of essential micronutrients that are typically absent from standard food baskets.

The intervention specifically targeted the northern and southern areas of the Gaza Strip due to the severity of the food crisis and the exacerbated displacement conditions in these areas. The central region was not targeted during this phase, as the intensity of the crisis there was relatively lower compared to the north and south, based on the data available at the time of project design.

Between 26 July and 18 August 2025, a total of 10,000 fresh vegetable parcels were distributed to 10,000 households (estimated at approximately 70,000 individuals, based on an average household size of seven members). The distribution was carried out through a mechanism that upheld human dignity, safety, and integrity, and was implemented in coordination with community committees, local partners, and volunteers to ensure that assistance reached the most vulnerable families in a timely manner.

The total cost of the project amounted to USD 1,020,900, with an average cost of approximately USD 102 per parcel. This relatively high cost was primarily due to the acute scarcity of fresh vegetables and the sharp increase in their prices in the local market—reaching levels several times higher than normal—as well as elevated transportation, logistics, and operational costs in a high-risk environment with limited transportation and storage capacity. These factors directly impacted the overall cost of procurement and distribution.

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2. Humanitarian Background and Rationale :

During the war, the Gaza Strip experienced extensive destruction of agricultural lands, greenhouses, and local production sources, leading to a significant decline in the availability of fresh vegetables and fruits, a sharp increase in prices, and a deterioration in households' purchasing power. At the same time, the majority of the population relied on food assistance provided by international and regional organizations, which primarily consists of dry and canned food items. As a result, daily diets lost essential vitamins and minerals.

Reports issued by international organizations specializing in health and nutrition have indicated an alarming rise in rates of malnutrition, micronutrient deficiencies, and anemia among children in Gaza, with direct consequences for immunity and overall public health .

In line with FAJR Global's mission to protect health and improve health outcomes for the most vulnerable populations, a targeted intervention was designed to introduce fresh vegetables into the diets of affected households as a complementary component to traditional food baskets. The intervention aimed to enhance short-term dietary diversity, reduce the risks of malnutrition and anemia, and alleviate the economic burden on households during the crisis period.

3. Project Description :

Overall Goal :

contribute to reducing the risks of malnutrition and improving the health status of vulnerable populations in the Gaza Strip by enhancing access to fresh vegetables for the most vulnerable households in the northern and southern areas of the Strip during the crisis period .

Specific Objectives:

1. Distribute fresh vegetable parcels to 10,000 households within a short implementation timeframe, ensuring timely and equitable access to essential nutritious food items.
2. Support the most vulnerable groups—particularly children, pregnant and lactating women, and older persons—by improving dietary diversity and reducing dependence on low-nutrient food alternatives.

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3. Strengthen integrity, transparency, and accountability across distribution operations through clear documentation, field-level verification, and systematic monitoring and follow-up mechanisms.

4. Parcel Contents and Quality Standards :

The food parcel was designed as a fresh vegetable basket intended to meet a household's needs for several days, with a strong focus on nutritional value (as sources of vitamins, minerals, and essential micronutrients), suitability for use in simple daily meals, and the availability of items in the local market under blockade and closure conditions.

The standard parcel contents (subject to market availability) included: tomatoes, cucumbers, potatoes, zucchini, eggplant, Molokai, and peppers, in addition to packaging and handling costs.

A rapid visual quality check was conducted during receipt and preparation to exclude non-compliant items, while ensuring safe temporary storage, minimizing spoilage as much as possible, and maintaining the highest possible level of consistency in parcel contents among beneficiaries. Minor variations were accepted due to market fluctuations.

5. Target Groups and Selection Criteria

FAJR Global adopted vulnerability as the primary criterion for identifying beneficiary households, giving priority to displaced families who had lost their homes or were forced to live in shelters or tents; households that had lost their main breadwinner; and families including children under five years of age, pregnant and lactating women, older persons, or individuals living with chronic illnesses. In addition, a limited number of healthcare workers operating under extremely challenging conditions were also included.

Local community committees and trusted partners were engaged to compile preliminary beneficiary lists, which were then reviewed and cross-checked against available data to reduce duplication and ensure that assistance reached eligible households to the greatest extent possible.



6. Implementation Methodology and Work Modality

The intervention was implemented using a rapid response approach that balanced speed and quality, while taking into account local market dynamics and security considerations. Implementation followed a series of interconnected steps from procurement through final delivery:

- **Procurement and Purchasing:** Contracting multiple local suppliers to ensure availability and reduce lead times, with verification of quality and quantities prior to receipt.
- **Preparation and Packaging:** Assembling parcels at secure storage points and sorting contents to ensure suitability, freshness, and the highest possible level of consistency across parcels.
- **Field Distribution:** Conducting distributions through designated points and scheduled time slots to minimize congestion, under the supervision of field teams and volunteers.
- **Documentation and Oversight:** Documenting receipt and distribution processes through clear records and supporting photographs, and conducting periodic reviews of expenditure invoices.

7. Geographic Coverage and Beneficiary Scale

Area	Number of Parcels Families /	Average Family Size	Total Beneficiaries (Estimated)
North	4,400	7	30,800
South	5,600	7	39,200
Total	10,000	7	70,000

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8. Results, Outputs, and Humanitarian Impact

The campaign successfully achieved its operational objectives and contributed to strengthening household resilience by improving short-term access to fresh food and essential micronutrients during a critical phase of the crisis. This support helped ease immediate economic pressures on families and reduced reliance on negative coping strategies, such as reducing the number of daily meals or depending on low-nutrient food substitutes.

Expected Nutritional and Health Impact :

1. Operational Results (Outputs):

- Distribution of **10,000 fresh vegetable parcels** within the defined implementation period.
- Reaching **10,000 households** in northern and southern Gaza, with priority given to the most vulnerable families.
- Successful completion of distributions over **16 distribution days** without any significant field incidents.

2. Expected Food and Health Outcomes:

- Improved household dietary diversity through the temporary introduction of fresh vegetables into daily diets.
- Contribution to reducing the risks of malnutrition and anemia among children and other vulnerable groups by supporting dietary intake of essential vitamins and minerals.
- Alleviation of immediate economic pressure on beneficiary households during the distribution period, and reduced reliance on negative coping strategies.

9. Monitoring, Evaluation, Accountability, and Learning (MEAL)

Monitoring, evaluation, and accountability elements were integrated throughout the project lifecycle as follows:

1. **Verification and Documentation:** The use of updated beneficiary lists developed in collaboration with community committees; documentation of receipt through signature, fingerprint, or a household representative; and visual documentation conducted in a manner that preserves beneficiaries' dignity.
2. **Quality Monitoring:** Conducting visual inspections of parcel contents prior to each distribution batch, excluding non-compliant items and adjusting quantities as needed while maintaining the nutritional value of the parcel.
3. **Feedback and Complaints Mechanisms:** Establishing a dedicated communication channel to receive feedback and complaints during the distribution period, and addressing urgent cases as promptly as possible within field constraints.
4. **Post-Distribution Monitoring:** Conducting rapid monitoring of a sample of beneficiaries using a brief questionnaire to assess satisfaction levels, usage patterns of the parcels, and beneficiary feedback to inform future improvements.
5. **Use of Findings for Learning:** Documenting observations and lessons learned and integrating them into the design of future nutrition and health interventions.

10. Challenges, Mitigation Measures, and Lessons Learned

Key Challenges:

- **Fluctuating availability of vegetables and sharp price increases** to multiple times their normal levels, resulting from the destruction of local production sources and the ongoing blockade.
- **Rapid spoilage of fresh vegetables** due to weather conditions, high temperatures, and limited storage and refrigeration capacity, which necessitated accelerating distribution and minimizing the time gap between procurement and delivery to households.

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- **Scarcity of transportation and restricted movement within the Gaza Strip** under security constraints, leading to increased transportation costs and longer travel times to distribution points.

Mitigation Measures:

- **Engaging multiple suppliers** to reduce the risk of supply disruption and ensure the availability of required quantities.
- **Phasing distributions into daily batches** with a limited number of parcels per day and per distribution point to expedite delivery and reduce spoilage.
- **Preparing beneficiary lists in advance**, assigning specific collection time slots, and reinforcing field teams with additional volunteers to manage queues and ensure orderly distributions.

Lessons Learned:

- The importance of **early planning for data collection** and regular updates of beneficiary lists to reduce duplication.
- Enhancing the effectiveness of **field documentation** through standardized tools (e.g., signature sheets and batch codes).
- Strengthening **post-distribution monitoring** to ensure effective utilization of assistance and to quantitatively measure beneficiary satisfaction.

11. Financial Analysis

The total implementation cost amounted to USD 1,020,900, with an average cost per parcel of USD 102. Costs covered vegetable procurement, preparation and packaging internal transport, field supervision, and documentation .



➤ **Batch Schedule and Costs (Based on Invoices)**

Distribution Date	Number of Parcels	Cost per Parcel (USD)	Batch Cost (USD)	Area
26/07/2025	500	102	51,000	North
27/07/2025	500	102	51,000	North
28/07/2025	500	102	51,000	North
29/07/2025	500	102	51,000	North
30/07/2025	500	103	51,500	North
31/07/2025	500	103	51,500	North
03/08/2025	700	102.9	72,030	North
04/08/2025	700	102.9	72,030	North
06/08/2025	500	102.0	51,000	South
07/08/2025	500	102.0	51,000	South
09/08/2025	1,000	102.9	102,900	South
10/08/2025	1,000	102.9	102,900	South
13/08/2025	500	102.2	51,100	South
14/08/2025	500	102.2	51,100	South
17/08/2025	800	102.6	82,080	South
18/08/2025	800	102.6	82,080	South

Total: 10,000 parcels | Total Cost: USD 1,020,900

➤ **Parcel Components Details**

Item	Unit	Unit Price	Quantity (kg) / parcel
Tomatoes	kg	38≈	1
Cucumbers	kg	25.5≈	1
Potatoes	kg	20≈	1
Zucchini	kg	9.5≈	1
Eggplant	kg	15.5≈	1
Molokhia	bunch/kg	17.5≈	1
Peppers	kg	7≈	0.5
Packaging and Preparation Cost	Parcel	0.75≈	—

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Note on Parcel Components : Parcels were prepared according to a standard fresh-vegetable basket including the core items listed above. Due to fluctuations in local market availability and the limited quantities that could be supplied regularly under the prevailing closure and restriction conditions during that period, some parcels experienced minor variations in one secondary item (such as zucchini, eggplant, or potatoes) in terms of quantity and substitution. The core components remained unchanged to ensure fairness of distribution and consistency of the basket's value for beneficiaries.

12. Governance, Transparency, and Accountability

The project was implemented within the framework of FAJR Global's established good governance system, through adherence to procurement and financial control policies and procedures, maintaining all original invoices and supporting documents for audit and review purposes, and ensuring separation of duties across beneficiary list preparation, verification, financial disbursement, and field monitoring. This approach minimized the risk of conflicts of interest and reinforced integrity.

Standards for beneficiary protection and human dignity were applied throughout distribution and documentation processes, with strict respect for privacy and prohibition of misuse of photos or data in inappropriate contexts. Dedicated channels were established for communication, feedback, and complaints, which were addressed seriously and within a reasonable timeframe.

13. Conclusion and Recommendations

The "Feed Gaza" campaign demonstrated that rapid food interventions, thoughtfully designed to address the nutritional and health context, can have a direct positive impact on the lives of affected households—particularly when focusing on fresh food, an often-missing component in traditional emergency responses.



In light of these findings, FAJR Global recommends continuing to design and implement comprehensive emergency food interventions that combine standard food baskets with fresh products, expanding targeting in future phases based on needs assessments, strengthening post-distribution monitoring, improving data management and documentation systems, and building additional partnerships with health and nutrition actors to enhance the integration of food assistance with health programs.



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