



## Interview with Ashraf Taha - Agribusiness Accelerator

**Ashraf Taha** is Agricultural Engineer and Agribusiness & Sustainability Specialist. He is Executive Co-founder of the first **Agribusiness Accelerator** of **Palestine**.

He was selected as the winner of the ISEC Executive Group's Call for Expressions of Interest to participate in the Innovation Camp.

We asked him a few questions. Here are his answers.

### *What problem does your innovation address, and how?*

The innovation tackles soil degradation, agricultural biodiversity loss, and weak climate adaptation capacity in Palestine.

This is achieved through a regenerative agriculture model that aims to:

- Rebuild the agricultural ecosystem instead of depleting it.
- Apply sustainable practices such as organic fertilization, intercropping, soil cover, and minimal tillage.
- Restore native seed varieties adapted to the Palestinian climate that require fewer external inputs.
- Establish community seed banks that preserve agricultural heritage and ensure farmers' access to local seeds.

### *What are the main barriers to adopting and scaling the solution?*

The main barriers include:

- Dominance of commercial seeds and large corporations in the market, limiting farmers' ability to adopt local varieties.
- Lack of national support and policies that guarantee farmers' rights to access genetic resources.
- Insufficient funding and infrastructure for small community initiatives such as seed banks.
- Additional climate challenges such as drought and soil salinity, which require continuous technical innovation to scale the model effectively.





## *How can interregional cooperation strengthen your solution?*

Interregional cooperation — for example, among Mediterranean countries — can strengthen the solution through:

- Knowledge and experience exchange on regenerative agriculture and local seed systems.
- Joint training programs for farmers and researchers on climate-smart practices.
- Establishing Mediterranean seed exchange networks to enhance agrobiodiversity across borders.
- Research partnerships to monitor improvements in soil fertility and agricultural biodiversity.