



## COMMERCIALISATION OF AGRICULTURE: OLIVE FARMING IN AL JOUF PROVINCE, SAUDI ARABIA

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**ABSTRACT:** *The current study investigates issues related to the Commercialization of Agriculture in Saudi Arabia in the light of various theories of sustainable agriculture. The rationale for this study is needed to investigate the importance of a Commercialization of the agriculture sector as the country diversifies its sources of revenue. The aim of the government is to reinvigorate the country's once-thriving agricultural sector in the interests of food security by minimizing its need for food importation. Semi-structured interviews were conducted with farm workers and managers to elicit their views on the current state of agriculture in Saudi Arabia, the challenges they faced due to arid climatic conditions, and their opinions as to what needed to be prioritized in government agrarian policies. The key findings which emerged from thematic analysis are then presented and discussed. The study concludes with recommendations that the participants considered important for facing the challenges to sustainable agriculture in desert regions.*

**KEYWORDS:** Commercialisation, Agriculture, Olive Farming, Saudi Arabia



## INTRODUCTION

### Overview of the topic

A significant degree of commercialisation of agriculture has been noted to have taken place over recent decades in the Middle East and North African (MENA) region (Keyder and Tabak, 1991; Naujoks, 2022). Recently, large-scale investment in commercial agriculture occurred in the context of Olive farming in the Al Jouf region in Saudi Arabia. Although as a scheme, it has been an impressive venture, it has also been associated with deals involving ‘land grabbing’. Arguably this is a contentious issue involving large-scale acquisitions of land in this region by national elites, the government, and domestic and transnational companies, causing individuals and local communities to lose access to land which they had previously been using and thereby threatening their livelihoods (Byamugisha, 2013). Through such investments, largescale estates and plantations have been established and rehabilitated in the Al Jouf region with a focus on olive cultivation; it is noteworthy that for certain crops like olives, in areas where there is adequate water and climatic conditions favouring cultivation as well as extensive land, large-scale agriculture is reported to be effective (Hall, Scoones and Tsikata, 2017). The Al Jouf region, in the northern territory of Saudi Arabia, is now a major location for the production of olives and olive oil on a large scale. This region now possesses millions of olive trees, with projections for the cultivation of up to 20 million trees in the near future (Al Arabiya, 2018). Consequently, the region of Al Jouf is famous in the MENA countries for its annual olive festival. In 2018, this festival achieved record sales of US\$ 2.9m and was attended by 130,000 visitors.

Al Jouf encompasses 3,000 agricultural projects and 12,000 olive farms (Rabeh *et al.*, 2017). It is noteworthy that this region also possesses the world’s largest modern olive farm – run by the Al Jouf Agriculture Development Company - as certified by the Guinness Book of World Records. This olive farm covers a land area of over 60,000 hectares with over 6 million olive trees and produces around 45,000 tons of olive oil which meets half the annual consumption of olive oil in Saudi Arabia which exceeds 90,000 tons (Al Arabiya, 2018). With changing patterns of food consumption among the Saudi population, a 25% increase in olive oil consumption was reported in 2018, whilst the increase in production was less than 10%; thus, there is an increasing gap between domestic supply and demand (Al Arabiya, 2018). Therefore, while the country currently imports a significant volume of olive oil to meet domestic consumption needs, companies in the Al Jouf region like the Al Jouf Agriculture Development Company are focusing on expanding their olive cultivation through the acquisition of more extensive land areas in the region, to support domestic self-sufficiency in olive oil in the future. These companies are largely supported by the Ministry of the Environment, Water and Agriculture which provides support through loans and other assistance enabling them to succeed (Al Arabiya, 2018).

Despite these apparent beneficial economic dynamics associated with the agricultural commercialisation of olive farming in the Al Jouf region, it is also noted, by way of criticism, that the social dynamics of such agrarian change also needs to be taken into account as agricultural commercialisation is commonly linked to social inequality and the dispossession of local communities who previously owned the land. This disadvantage is not simply due to the difficulty of small farmers competing with a major giant such as the Al Jouf project, but also is a consequence of poor farmers lacking the land, capital and education to be able to respond quickly to technological innovation (Jayne *et al.*, 2003). This is because landholding



is an important determinant of commercialisation which would permit small farmers to produce more than was required for self-consumption. Moreover, Von Braun and Kennedy (1994) have defined commercialisation in terms of the percentage of the total produce sold from a household or else, as the number of cash crops produced as a percentage of the total amount of crops produced. Thus, commercialisation is understood as the degree of participation of a company or household in the output market (Rahut et al., 2010).

### **Problem Statement**

It has been shown that the struggle for resources which is integrated with the process of agrarian change often brings about social inequalities in terms of gender, class and relations of kinship (Berry, 1993). Arguably, in ventures like the struggle to cultivate more olives using the suitably rich land and water resources of the Al Jouf region, agrarian social relations in terms of limited negotiability as well as resulting deepened inequality accompanied by processes of extensive social exclusion are generally not taken into consideration as pointed out in the critique presented by Peters (2004). In this respect it is of significance to emphasise that exclusion, social differentiation and inequalities are frequently the outcomes of market liberalisation, structural adjustments, commoditization and globalisation.

### **Rationale of the Study**

Along the same lines, it is noteworthy that land grabbing spurs questions in relation to the degree of dispossession and, amongst local communities, debates on who has gained due to agrarian systems undergoing capitalist penetration and who has been adversely affected, the extent of resulting social differentiation as well as the degree to which agricultural commercialisation is causing redundancy of local labour or creating jobs (Li, 2011). Therefore, while trajectories of agricultural growth tend to be demonstrated in the varying social relations in the local communities as elucidated above, this study is conducted with the rationale of identifying such varying social relations arising from the commercialisation of olive farming in Al Jouf, and how more inclusive and sustainable pathways of agricultural commercialisation could be developed in this region of rich olive cultivation.

### **Significance of the Study**

The commercialisation of agriculture and agrarian change have been identified as causes of significant changes in social relations in the local communities and is largely associated with inequality, dispossession and social exclusion (Berry, 1993). Therefore, this study is carried out to determine who is benefitting and who is losing out from the commercialisation of olive farming in Al Jouf, the processes of dispossession and accumulation that are generated, as well as where livelihoods are potentially secured and for which parties. The study involves an articulation of the relationships between labour, land and capital in the commercial olive farms at Al Jouf and the surrounding communities in the context of the relevant agricultural commercialisation models applicable, considering the concept of capital functions in different ways based on the applicable commercialisation model. This helps to gauge how people are capable of composing their livelihood with the different processes of agricultural commercialisation unfolding, along with how these processes are affecting social differentiation. While thus articulating the significance of this study, it supports the creation of policy frameworks promoting more sustainable and inclusive pathways to agricultural commercialisation.



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**Research Aim:**

This study aims at determining the outcomes of agricultural commercialisation and agrarian change associated with olive farming in the Al Jouf region in terms of labour, livelihood, land and economic linkage.

**Research Objective**

- To identify the key factors influencing social inequality and dispossession caused by agricultural commercialisation
- To analyse the main models of commercialisation of agriculture present in olive farming at Al Jouf
- To determine the outcomes of agricultural commercialisation at Al Jouf in terms of labour, livelihood, land and economic linkage
- To recommend routes of developing more inclusive and sustainable pathways of commercialisation of agriculture (olive farming) in Al Jouf, taking into account agrarian relations.

**Research question:**

- Which are the key factors influencing social inequality and dispossession caused by agricultural commercialisation?
- What are the main models of commercialisation of agriculture present in olive farming at Al Jouf?
- What are the outcomes of agricultural commercialisation at Al Jouf in terms of labour, livelihood, land and economic linkage?

The remainder of this case study is structured as follows:

Section 2 is a review of the relevant literature. This is followed by methodological considerations and data collection in section 3. Next, the results and findings are presented in section 4. The implications of these findings are discussed in Section 5 which is followed by the conclusion of the study in section 6 along with recommendations, limitations and pointers for future research.



## LITERATURE REVIEW

### ‘Models’ of agricultural commercialisation

Commercialisation of agriculture is identified as incorporating a diversity of institutional arrangements; these are associated with a variety of implications for agrarian structures, land concentration and land tenure, as well as for labour regimes (Yaro, Kofi and Torvikey, 2017xxxx). While there are three broad models of agricultural commercialisation, the present study determines which of these respective models of commercial agriculture are found in olive farming at Al Jouf, while assessing how each of these identified models is performing against the four common areas of outcomes emphasised in literature to influence sustainable and inclusive agricultural commercialisation - labour, livelihood, land and economic linkage.

Plantations have a long history in the Middle Eastern and African region, starting with colonial concession areas, and have been widely held as effective in providing substantial scales of wage employment, often combining permanent and casual labour. At the same time, because of the scale of land required for the accumulation of capital in such farming systems, plantations/estates frequently displace local people. Arguably, when effectively designed and well managed, out-grower schemes can address numerous sustainable agriculture objectives. They can facilitate greater private sector investment in developing countries, improve sustainable sourcing practices by bringing smallholder farmers into mutually beneficial partnerships with large buyers, and increase smallholder farmer incomes by improving yields and quality through training, access to credit and markets. An out-grower scheme is defined as a contractual partnership between growers or landholders and a company for the production of commercial forest products. Out-grower schemes or partnerships vary considerably in the extent to which inputs, costs, risks and benefits are shared between growers/landholders and Plantations International. Partnerships may be short or long-term (eg. 1-15 years) and may offer growers only financial benefits or a wider range of benefits. Also, growers may act individually or as a group in partnership with a company and use private or communal land.

### Key factors influencing social inequality and dispossession caused by agricultural commercialisation

Within this definition, out-grower schemes may include joint ventures and contract tree farming. Differences between these arrangements lie largely in the responsibility for silviculture, resource ownership and control, and the financial remuneration to growers. In conventional out-grower schemes, the landholder is contractually responsible for the silviculture and the supply of the product, usually agarwood, to the company at harvest. Under the contract, the company may provide inputs or technical support to the grower, and guarantees a market for the product. Employing organisational models that allow for high levels of farmer-company interaction to build trust and effectively transfer knowledge and skills, securing buy-in and support from local authorities and community leaders, and providing training on good agricultural practices, directly or via third parties, typically leveraging lead farmer models (reference needed). Plantations/estates may involve the outright takeover of land and related resources, displacing other land users and uses, and there is some evidence that they are typically poorly integrated into their surrounding society and economy. One of the core reasons cited as to why plantations/estates have relatively limited interaction with the local economy is that their value chains are often embedded in global markets.





## The outcomes of agricultural commercialisation at Al Jouf in terms of labour, livelihood, land and economic linkage

In addition to these widespread best practices, it is also found that companies operating large schemes continue to explore new techniques to mitigate risks. Some of these include developing robust systems for collecting, tracking and analysing program and farmer data and using this data to inform resource deployment and continuous improvement of the scheme; employing a merit-based process for farmer selection and consulting community leaders and authorities (Source). It also includes creating farmer loyalty programs, including incrementally raising input package sizes or providing a bonus for farmers who fully repay their loans and deliver according to pre-agreed volumes, quality and timelines; leveraging mobile solutions, including mobile payments and tracking crop deliveries; and supplementing traditional agronomic training with training in personal finance and business management, as well as climate-smart agriculture (Source). Further techniques involve employing holistic outgrower finance, including incorporating savings programs, as well as weather, life or health insurance into input packages; and intercropping staple crops to improve soil quality, farmer incomes and food security (Source). There are important variations, including whether or not there is on-farm processing, and production for domestic or export markets (Kydd and Christiansen 1982; Loewenson 1992). Arguably, a continued debate prevails in relation to whether estates/plantations result in mass dispossession and act as isolated enclaves with limited spillover benefits or, by contrast, whether they are the source of stable, relatively well-paid employment, including for women (Source).

Ferguson (2006) has critiqued plantations as constituting 'enclave economies' that source inputs (including migrant labour) from far afield and sell into foreign or national (rather than local) markets. This suggests that, while plantations/estates may achieve improved levels of productivity and output, weak forward and backward linkages into the local economy undermine their ability to contribute to dynamic rural economies and improved and diversified livelihoods in the surrounding area. We define plantations/estates as large, self-contained agribusiness farms that are vertically integrated into value chains (Source). While they are often associated with one major crop, this is not always the case. Moreover, utilising formal contracts involves the following elements: a clear explanation of quality specifications, expected volume based on the size of the farm and input package, minimum guaranteed price or an indicative price based on quality grades; and listing of pre-financed inputs with transparent pricing and payment deducted from crop purchase (Source).

Attention has been drawn by Bahn et al. (2021) to an important consideration concerning agricultural commercialisation. This concerns the projected effects of climate change in MENA countries which are expected to see temperature increases of the order of 4.8<sup>0</sup> C and a resultant fall of between 10 and 20% by 2050. Such climatic changes may disproportionately affect small farmers leading to large-scale migration as traditional farming becomes more problematic (Lewis, Monem and Impiglia, 2018). However, Adaptation (2019) holds out some hope for small farmers if they are prepared to adapt their farming methods and crops which are more adaptable to climate change. Moreover, the conference held at the Public Sustainable Research Centre, in Muscat, Oman in March 2020 recommended some innovative techniques for protecting agriculture in the region, especially the efficient use of scarce water resources and the management of pesticides (FAO, Muscat, Oman, 2<sup>nd</sup> – 4<sup>th</sup> March 2020). Additionally, the dissemination of agricultural information through the use of mobile technologies was evaluated by Fabregas et al. (2019) as having the capacity to increase crop yields by 4% and



the safe use of recommended chemicals, updated by such communications, to have the potential to increase yields by 22%. Nevertheless, Jayne et al. (2003) have shown that poor farmers often lack up-to-date knowledge on how to respond quickly enough to adopt innovative technologies.

With reference to Saudi Arabia, the fact that agriculture contributes only 2.2% to the national GDP (World Bank, 2021), highlights an untapped resource as the nation embarks on diversification. Furthermore, the need for more commercialized agriculture is underlined by the low level of employment in the sector (2.3% according to the World Bank, 2021) and the prevalence of 4.8% of the population being identified as undernourished (FAO Conference, Rome, 2020).

## RESEARCH METHODOLOGY

Research methodology includes all the issues that are to be considered in identifying, analysing and interpreting what data needs to be collected, how the research is designed, and how the data is to be analysed. Additionally, the research methodology includes certain assumptions about the nature of the phenomenon under investigation, what constitutes valid knowledge relevant to the phenomenon and how reliable the methods employed to acquire this knowledge are (Creswell, 2003). Although such assumptions are often latent in a study, Slife and Williams (1995) have cogently argued that these assumptions should be explicitly stated. Accordingly, these methodological assumptions are stated in the following subsections.

Of the two possible research philosophies (postpositivism and interpretivism), the current study adopted an interpretive approach based on the assumption that reality is largely mind-constructed and therefore, primary data was narrative in nature based on participants' understanding of the social world, (Tecu and et. al., 2020), in this case, their experiences of the Al Jouf project. The research was, therefore, inductive rather than deductive as it aimed at understanding a phenomenon in its context and was driven by *a priori* theories. Cross-sectional in terms of time horizon, the study aimed at an exemplary case study (Yin, 2017) of the Al Jouf project at a well-defined period in its development. The instrument used to collect the primary data was semi-structured interviews. A non-probability sampling method (Rutberg and Bouikidis, 2018) was used and this resulted in a sample of 5 key executives of the Al Jouf project.

In Table 1 below, the questions raising discussion pointers for the participants are presented. These questions were formulated to provoke a discussion with each participant aimed at answering the research questions.



**Table 1: Open-ended questions used to provoke discussions with participants in the semi-structured interviews.**

<b>Interview</b>
Q1: What understanding do you have about agricultural commercialisation?
Q2. Which factors can influence the social inequality along with dispossession caused by the commercialisation of agriculture?
Q3. Do you have an acknowledgement regarding models of agricultural commercialisation available in olive farming at AI Jouf?
Q4. What are the outcomes of the commercialisation of agriculture at AI Jouf in the context of livelihood, labour, land as well as economic linkage?
Q5. How commercialisation of agriculture can be more inclusive and sustainable in AI Jouf?

The narrative data were analysed using a thematic analysis following the steps outlined by Braun and Clarke (2012): Thematic analysis is the most powerful data analysis tool for qualitative research as it inspects the wider data in a detailed manner so that only useful information can be obtained.

## **DATA ANALYSIS AND FINDINGS**

In this section, key points made by individual participants are presented in response to the five questions designed to elicit their perceptions in relation to the AI Jouf project.

### Interview questions:

#### **Q1: What understanding do you have about agricultural commercialisation?**

**Respondent 1:** commercialisation of agriculture signifies crop production for sale in the marketplace instead of consuming for self-purpose. It brings a drastic change in home consumption to refinement for the marketplace.

**Respondent 2:** It is understood that commercialisation of agriculture arises when the agricultural businesses and industry as a whole depend on the marketplace for the sale of making and for the production inputs acquisition, encompassing farmers as well.

**Respondent 3:** Agricultural commercialisation can be critical and integral part of the procedure of structural modification through which an evolving economy transitions over a time period.

**Respondent 4:** commercialisation of agriculture can be taken as a phenomenon where agriculture is ruled by commercial circumstances. Particular specialised crops start to make not for the use of rural areas but also for domestic and international sale as well.

**Respondent 5:** Agricultural companies mainly involve farming along with farming-associated activities such as production, processes, dispersion, commercialisation and many more. Hence, the commercialisation of agriculture outlines such manufacturing activities of farming crops for market sales rather than own consumption.





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**Q2. Which factors can influence the social inequality along with dispossession caused by the commercialisation of agriculture?**

**Respondent 1:** Factors such as gender, ethnicity, race and so on have been found as the primary influence on farm management, structure and adaptation. Socialisation, social and cultural values, and household-level motivations have an impact on the dispossession of agricultural land or property. Especially in rural areas, people with traditional values always want to grab land from their families for possession purposes. Thus, it can influence the activities of farming and agriculture.

**Respondent 2:** Cross-border trade activities in international markets can influence the commercialisation of agriculture. The expansion and enlargement of cross-border trades along with the entry of British finance capital also banded commercialisation of agriculture. Rising demand for some of the commercial crops in the international marketplace provides agricultural commercialisation.

**Respondent 3:** Commercialisation of agriculture also influences the standard of living of people in negative terms because of the risk involved in the increased prices of products along with social services given by government-owned organisations.

**Respondent 4:** Commercialisation of agriculture helps farmers by increasing and enhancing their financial status by influencing them towards developing a job and support to meet their wants and needs along with maintaining their quality of life.

**Respondent 5:** Large-scale and more land outputs were civilised in commercial agriculture to cater output on bigger outputs, resulting in damaging environmental conditions of large forest areas. It removed the tree to fulfil the farming targets in a complex period of time.

**Q3. Do you have an acknowledgement regarding models of agricultural commercialisation available in olive farming at AI Jouf?**

**Respondent 1:** Yes, I do have an understanding regarding the models of agricultural commercialisation that incorporates a range of institutional arrangements, and which are connected to a range of implications for land concentration, agrarian structures along with land tenure.

**Respondent 2:** Yes, I think that there are three types of models of commercialisation of agriculture in olive farming at AI Jouf and these models are covering key areas such as labour, land, livelihood along with economic linkage.

**Respondent 3:** I have learned about the renewed commitment of African states to contemporary farming has extinguished long-lasting arguments about varieties of models of commercialisation of agriculture. These models help in diminishing land dispossession along with transforming smallholder agriculture and the poorness of smallholders. These models are plantation, medium-scale commercial farming and contract farming.

**Respondent 4:** Commercial farming and plantation have highly influenced the commercialised land scarcity, land relations and high land prices in comparison with the outgrower area where old systems of approaching the immovable property, allow families to make their own crops and diversify into paid labour or other activities.



**Respondent 5:** Models of commercialisation of agriculture made strong economic linkages especially as they feature such as processing, indulged marketplaces for the close farmers, diffused technology in competitive manners and induced state infrastructural evolution. The influences of such models on local development and household are co-produced by their merging with wider national economic structures and pre-existing conditions.

**Q4. What are the outcomes of the commercialisation of agriculture at AI Jouf in the context of livelihood, labour, land as well as economic linkage?**

**Respondent 1:** Many organisations operating at large schemes proceed to identify modern tools and techniques in order to diminish the risks such as the evolution of robust systems for gathering, measuring and assessing farmer information and program. It is also used for the continuous enhancement of the scheme and resource deployment, together with using a merit-based procedure for farmer assortment as well as consulting authorities and community leaders.

**Respondent 2:** commercialisation of agriculture also results in employing holistic outgrower finance, health or life insurance into input packages, involving savings programs and many more. Intercropping staple crops to enhance the quality of soil, food security and farmer incomes.

**Respondent 3:** Agricultural commercialisation covers increases in input package size along with giving bonuses to the farmers in order to clear off their debts and loans as per their pre-agreed volume, timelines and quality. It also helps in exploring mobile payment and tracking crop facilities. It also supports old agronomic training in business management and personal finances and climate-smart agriculture.

**Respondent 4:** From my point of view, plantations may accomplish enhanced levels of productivity along with results, backward linkages and weak forward into the domestic economy disobey their competence to make a contribution to dynamic rural economics along with diversified livelihoods in the environment.

**Respondent 5:** Understanding the commercialisation of agriculture helps in getting clarity on quality specifications, minimum guaranteed price, expected volume based on the size of the input package and many more.

**Q5. How commercialisation of agriculture can be more inclusive and sustainable in AI Jouf?**

**Respondent 1:** According to my point of view, rotating crops and clenching diversity can help in having inclusive and sustainable commercialisation of agriculture. It is recommended that planting a range of crops can have advantages such as enhanced pest control, and healthier soil.

**Respondent 2:** The application of integrated pest management can support keeping the pest population under control as well as decreasing the utilisation of chemical pesticides. Such methods can be biological and mechanical controls to manage pests.

**Respondent 3:** Traditional ploughing makes areas for positioning and secure weed issues but somehow it can influence as loss of soil. Mitigated till methods concern inserting seeds straight off into untroubled soil, which can diminish erosion along with enhancing soil health.



**Respondent 4:** Practitioners of sustainable agriculture always aim to meet the needs of society without making any kind of compromise that affects future generations. Practitioners of inclusive and sustainable commercialisation of agriculture may use options such as reducing the usage of water and levels of pollution while promoting soil health.

**Respondent 5:** Consumers along with retailers who are highly concerned with inclusiveness and sustainability can seek products which are value-based and that are produced using techniques such as promoting farmworker well-being which is eco-friendly in nature and that boost the domestic economy.

## DISCUSSION

All of the participants mentioned that agriculture commercialisation mainly focused on the sale of crops in the marketplace and not on self-consumption. This was seen as helping to improve national trade and efficiency along with the enhancement of farmers' living standards and quality of life. Reference was made by some of the participants to the three types of models of commercialisation of agriculture such as plantation, medium-scale commercial farming and contract farming (Muchetu, 2019). These models cover the main terms relevant to agricultural commercialisation such as labour, economic linkage, land along with livelihood. One critical dimension of the commercialisation of agriculture is whether or not it reduces social inequality and dispossession of land. Some participants believed that the commercialisation of agriculture could have a negative influence on the society within which it took place while others focused on its usefulness for increasing employability within the wider society. Nevertheless, some participants felt that agricultural commercialisation could lead to greater inclusiveness and sustainability such as by minimising the level of pollution and water, promoting eco-friendly farming and cropping activities and much more (Opaluwah, 2020). However, the main concern of the participants was that the increased use of weed killers and insecticides could negatively impact the natural environment.

## CONCLUSION

It has been concluded from the current research report that agricultural commercialisation aims to reduce the consumption of crops for home consumption and to increase their sales in the marketplace. Various factors influence social inequality and dispossession arising from the commercialisation of agriculture. These factors can include negative impacts on local inhabitants of the land used in such projects affecting their way of life and their livelihoods. Greater sensitivity is needed in addressing this issue. The international trade activities of farming can also increase or decrease demand in the marketplace. The prices of crops can increase to the benefit of the local community along with the creation of new employment opportunities in the field of farming. Models of commercialisation of agriculture include plantation, medium-scale commercial farming and contract farming. Issues such as land, labour, livelihood along with economic linkages need to be considered. In this research report, the results or consequences of agricultural commercialisation are also outlined.



## RECOMMENDATION

It is recommended that the commercialisation of agriculture should include a consideration of the reduction of the cost of farming activities, minimising the level of pollution and the conservation of scarce water supplies to sustain the environment and the livelihoods of farmers. It is also important to consider the domestic economy so that sustainability can be developed in the agriculture sector. The government should also take initiatives to promote the well-being of local farmers as they are on the periphery of the economy. Their contribution to growing crops on their land should be taken into account. Moreover, it is also significant to promote social equality to decrease discrimination among farmer families, especially in rural areas where there is often discrimination based on ethnicity and gender (Boafo and Lyons, 2022). It is also recommended to promote knowledge about growing value-based food products that do not harm the people living in the economy. Additionally, it is important to produce crops which are herb-rich which brings inclusivity to the agricultural sector. It can also be done to reintroduce the pest-resilient traditional crops along with native livestock for agricultural commercialisation (Ahmed, Jarzebski and Gasparatos, 2021). Complying with safety regulations should also be done for making the sale of crops in the market.

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