



FAIR TRADE A TRENDY OPPORTUNITY FOR AGRO BUSINESSES AND RURAL TOURISM

IN PARTNERSHIP WITH



OUR CERTIFICATION



A MEMBER OF



OUR BRANDS
DISTRIBUTED IN
LEBANON & EUROPE





I. INTRODUCTION



I. Introduction

A. CHALLENGES IN THE AGRICULTURE SECTOR

- ▶ Lack of opportunities.
- ▶ Land abandonment.
- ▶ Lack of unions and cooperation between producers.
- ▶ Absence of a national strategy to improve the agricultural sector.
- ▶ Inability to meet export standards.

CHALLENGES

- Promote a national identity.
- Empower small producers and encourage cooperation initiatives.



II. FAIR TRADE LEBANON



II. Fair Trade Lebanon

A. STORY



Fair Trade Lebanon (FTL) is a Non-Governmental Organization (NGO) born in the year of 2006 out of the will of a few Lebanese who wanted to change the livelihoods of disadvantaged rural populations in Lebanon.

They noticed the existence in rural regions of an underemployed agricultural infrastructure along with outstanding traditional skills. The choice of Fair Trade was based on the desire to create export opportunities for the traditional small producers and food processing cooperatives living in these areas. The association has the dual aim of improving the living conditions of rural populations as well as developing foreign exchanges related to Fair Trade in Lebanon.



III. Fair Trade Lebanon

B. MISSION

FAIR TRADE LEBANON wants to:

- ▶ Offer a viable economic model to the farmers and the women's cooperatives in rural regions.
- ▶ Fight against desertification, rural exodus, poverty, and mostly, against despair.
- ▶ Introduce to the world men and women who struggle hard to promote their ancestral skills, their story.

FTL requires Transparency, Ethics and Quality

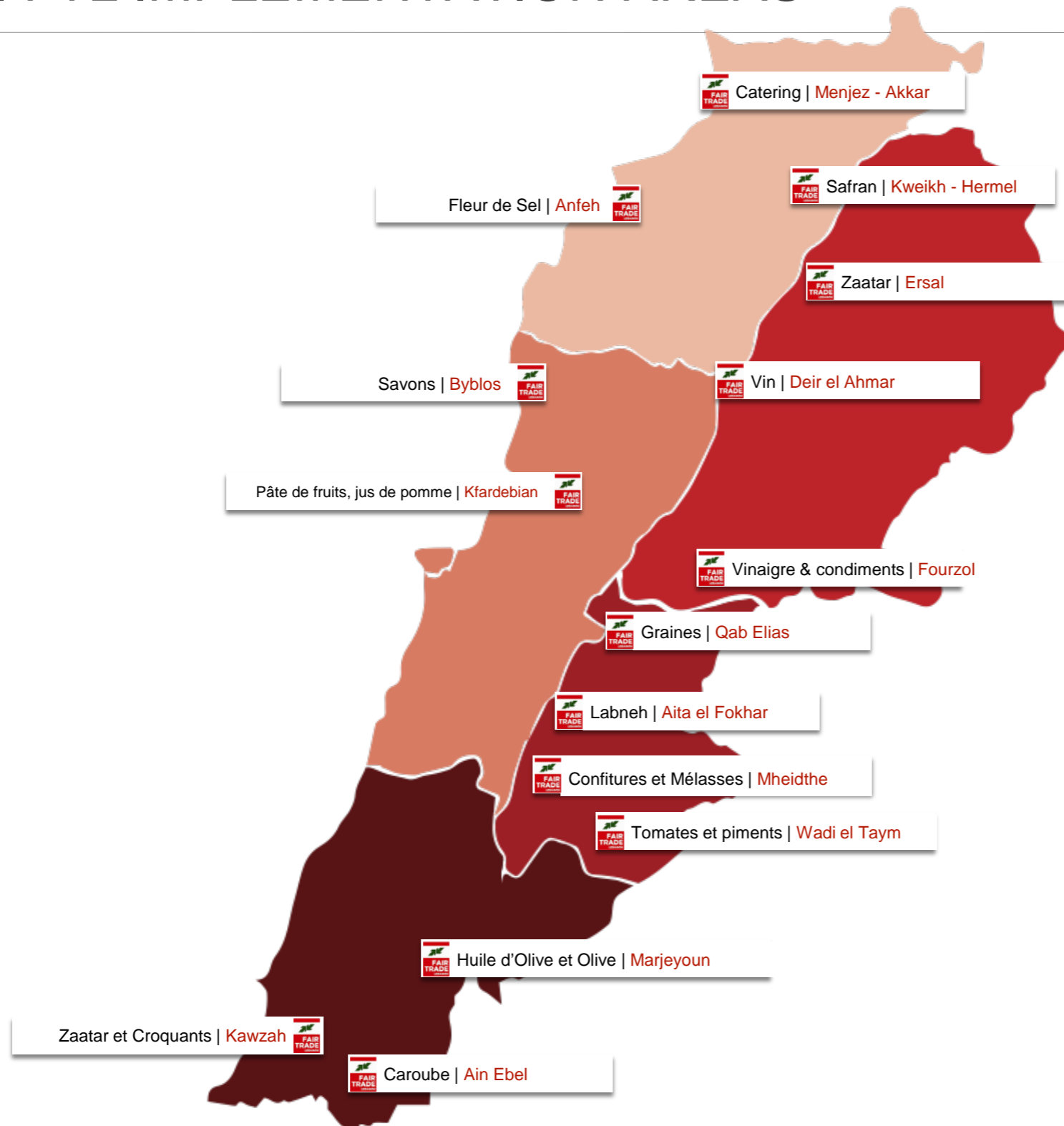
- ▶ Promote economic, social and political change
- ▶ FT is growing in tandem with other alternatives (local consumption, organic farming, second-hand trade, eco tourism...)



III. Fair Trade Lebanon

C. FTL IMPLEMENTATION AREAS

IMPROVING LIVES

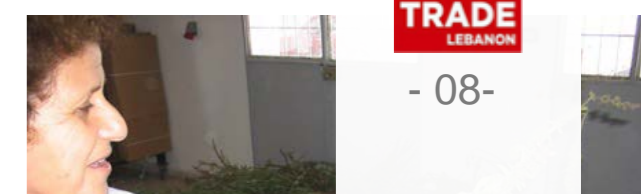


III. Fair Trade Lebanon

D. FAIR TRADE PRINCIPLES

FTL's commitment to Fair Trade's principles:

- Providing **Fair Wages** in the local context
- Supporting **Safe, Healthy and Participatory** Workplaces
- Supplying **Financial / Technical** support to build capacities
- Encouraging **Environmental** sustainability
- Respecting **Cultural Identity**
- Offering public **Accountability and Transparency**
- Building direct and **Long-Term Relationships**
- Educating **Consumers**



III. Fair Trade Lebanon

E. ACTIVITIES

- Identify products with Lebanese uniqueness
- Search for small production units in remote regions
- Control and improve the quality of products
- Propose additional equipments and trainings
- Provide access to markets
- Promote Fair Trade values
- Help acquire the FLOcert, WFTO and TEQ certifications
- Maintain in Lebanon the added-value from food processing and packaging



III. Fair Trade Lebanon

I. HERE WE ARE TODAY

- Member of the WFTO since Sept 2010: First Lebanese member to earn certification.
- 80 products marketed under the brand “Terroirs du Liban”, “Jana Gardens”
- Network of 35 food-processing cooperatives, farmers’ cooperatives and SMEs
- Direct beneficiaries: 1560 individuals ; 52% women
- 5 Major Markets : supplying to Europe, UK, GCC, Japan and Australia
- Products available in Lebanon’s specialty shops and major supermarket
- “Terroirs du Liban” Boutique at Hazmieh : www.terroirduliban.com
- Constant awareness raising strategies: conferences in universities, forums, advocacy.



III. RURAL TOURISM



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS

- ❑ Purpose:
 - Promote Fair Trade values and put in contact the consumers with the producers.
 - Promote rural Lebanese regions.
 - Create a dynamic to push for the development of a local economy.
 - Discover typical and regional food specialties and know-how.
 - Discover the history and traditions of each village by staying with a host family or a guest house for the night.
- ❑ Activities:
 - Visit of cooperatives within the Fair Trade Network in Lebanon.
 - Visit of touristic sites
 - Hikes
 - Mouneh making activities
 - Visit of Lebanese Fair Trade Towns



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS



- Visiting Lebanon's sites and nature



*Top left:
Baalbeck*

*Top right:
Tripoli*

*Bottom left:
Menjez*

*Bottom right:
Anfeh*



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS

IMPROVING LIVES

- Mouneh Preparation



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS

IMPROVING LIVES

- Sampling Regional specialties



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS

IMPROVING LIVES

- Visiting Fair Trade Cooperatives and Towns



*Top left:
Kfardebian*

*Top middle:
Menjez*

*Top right:
Baskinta*

*Bottom left:
Mheidthe*



III. Rural tourism

DISCOVERING LEBANON THROUGH ITS RURAL REGIONS

IMPROVING LIVES

- Our next trip



« LIBAN : DES TERROIRS HORS SENTIERS BATTUS »

Fair Trade Lebanon vous emmène à la découverte des terroirs et des petits producteurs libanais, pour un voyage itinérant original en prise directe avec les acteurs du commerce équitable.

16 juin – 26 juin 2018
11 jours / 11 nuits : 1200 €
*Le billet d'avion est à la charge du participant

Au programme:
Visites de coopératives partenaires, participation à une session de production, visite de Fair Trade Towns, de sites archéologiques, randonnée nature, etc.

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FAIR TRADE LEBANON
IMPROVING LIVES

En partenariat avec **Artisans du Monde**





FAIR TRADE LEBANON

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