ACTIVITY REPORT
2020

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01 OVERVIEW

The year 2020 was a difficult year for everyone. It brought with it a number of challenges and struggles for Lebanon, from the deteriorating economy, to the Covid 19 pandemic, and finally the Beirut Port Blast. However, **Fair Trade Lebanon** was not deterred and persevered with its mission to boost local production, and answer to food security issues by developing the local supply chain. **Moreover, two new FTL offices opened in Zahle and Akkar in an effort to be present in all regions of the country and cater to the most marginalized populations. FTL** remains committed to the three main pillars of its work:

1. Access to market
2. Support local communities and cooperatives
3. Promote Lebanese Food heritage abroad

DESPITE ALL LOCAL OBSTACLES THAT HAVE OCCURED, HERE'S WHAT

2020 BROUGHT TO US; IN TERMS OF NUMBER OF INDIVIDUALS AND GROUPS FTL SUPPORTED:

500 BENEFICIARIES

17 COOPS

1200 FOOD BOXES

267 EMPOWERED WOMEN

50 JOBS IMPACTED

140 TRAININGS

02 FAIR TRADE PRINCIPLES

As a member of the **World Fair Trade Organization** (WFTO), **Fair Trade Lebanon**'s work falls under the 10 principles of Fair Trade, establishing an alternative to international conventional trade. **Fair Trade Lebanon** is the only Lebanese organization to have taken action to enter the international Fair Trade networks by joining the WFTO, the Fairtrade International-FLO-CERT group and by initiating partnerships with many Fair Trade importers.

WORLD FAIR TRADE ORGANIZATION GUARANTEED FAIR TRADE

FAIRTRADE INTERNATIONAL

1 CREATING OPPORTUNITIES FOR ECONOMICALLY DISADVANTAGED PRODUCERS

More than 500 beneficiaries from vulnerable communities including rural women, farmers, and small producers received support to enhance their income generation and reach financial independence.

2 TRANSPARENCY & ACCOUNTABILITY

Developing trainings on work ethics, good manufacturing, and good governance practices for small producers, cooperatives and SMEs through the implementation of our guarantee system TEQ.

3 FAIR TRADING PRACTICES

Focusing on capacity building of vulnerable communities to increase their food security and employment opportunities as well as recognizing, promoting and protecting the cultural identity and traditional skills of small farmers and producers as reflected in food products.

4 PAYMENT OF A FAIR PRICE

More than 17 Coops and SMEs have set a fair price for the products ensuring fair wages to all workers in the supply chain.

5 ENSURING NO CHILD LABOR AND FORCED LABOR

Our beneficiaries include individuals above 18 years old who participate in our initiatives willingly.

6 COMMITMENT TO NON DISCRIMINATION, GENDER EQUITY AND FREEDOM OF ASSOCIATION

267 women benefited from FTL projects in 2020. FTL's work focuses on reducing women vulnerability, and boosting their financial independence.

7 ENSURING GOOD WORKING CONDITIONS

FTL expanded its network of TEQ guaranteed production units to ensure transparency, ethics and quality in the work.

8 PROVIDING CAPACITY BUILDING

More than 500 beneficiaries, including from women cooperatives benefited from capacity building, from cooking skills, to good hygiene practices, marketing principles, and others.

9 PROMOTING FAIR TRADE

FTL efforts focused on raising awareness about Fair Trade principles, by providing several training sessions under shabake project and AFDAL II to introduce beneficiaries to this concept and the importance of adopting and committing to this principles.

10 RESPECT FOR THE ENVIRONMENT

Trainings on good agricultural practices in respect of the environment and promotion of the organic certification.

03 FTL PROJECTS

Fair Trade Lebanon has been undertaking projects in Lebanon for the past 14 years. Despite the fact that 2020 was filled with hurdles as trainings and projects were delayed or suspended due to the pandemic and the nationwide lockdown, we still managed to partner with a number of organizations and worked with vulnerable communities all across Lebanon from the North to the South. Below are some of the major projects we implemented in 2020:

Shabake project

This project is funded by AFD and Danida (MINKA fund), and implemented by Fair Trade Lebanon in partnership with Expertise France mainly in the Bekaa region. The objective of this project is to build socio-economic bridges between host and refugee communities in Lebanon. The project targeted 5 women cooperatives and provided them with capacity building and equipment, 160 household received food boxes, and 5 municipalities also received capacity building training. In parallel, FTL is benefiting from a capacity building program, along with 6 other local NGOs.

MedArtsal

Sustainable Management model for Mediterranean Artisanal Salinas. This project is funded by the European Union, Autonomous region of Sardinia, and implemented by Fair Trade Lebanon in partnership with Consorzio Universitario di Economia Industriale e Manageriale (CUEIM). The project targets salt producers in Lebanon's coastal regions and aims to adopt coordinated action to define and implement a model for the sustainable management of artisanal Salinas, thus boosting the economy and territorial cohesion.

Enhancing the Livelihoods of Vulnerable Lebanese Host Communities and Syrian Refugees through Food Assistance for Training (FFT)

Funded by The German Federal Ministry of Economic Cooperation and Development (BMZ) through the World Food Programme (WFP), and implemented in partnership with AVSI Foundation. The project targets Olive Oil and Zaatar producers and aims to improve the performance of the Lebanon's food system by building capacities and skills of vulnerable Lebanese and Syrian refugees in order to enable their resilience and improve their livelihoods. The project provides trainings and technical support for beneficiaries to help them meet their basic food and nutritional needs, enhance their production, and build their marketable skills to gain better access to the market.

AFDAL II

Funded by The German Federal Ministry of Economic Cooperation and Development (BMZ) through the World Food Programme (WFP), and implemented in partnership with Care International in Lebanon. The objective of the project is to improve livelihood opportunities for 1,150 vulnerable community members in targeted refugee and Lebanese communities in the North and South of Lebanon through strengthening the competitiveness, productivity, and quality of three selected agricultural value chains, namely goat and sheep dairy, olives and freekeh, while addressing immediate food consumption needs of targeted households.

Provision of four capacity building training packages, tailored to improve women's knowledge in business development, cooperatives, marketing in various agri-food sectors

Funded by Food and Agriculture Organization (FAO), the project's main objectives are to enhance women's economic empowerment that is reflected in the capacity development of 250 women agri-food cooperatives and/or producer associations and the support of 150 income generating women enterprises; the project was delayed till 2021 due to COVID issues.

Gender-sensitive value chain analysis of agri-food sector in Lebanon

Funded by Food and Agriculture Organization (FAO), the project targets women in the sector of Food Processing, Fishery, Animal Production and Plant Production. Its main objective is to understand opportunities in value chains for the women in agriculture sector, especially for women cooperatives and associations in the agri-food sector.Financial Inclusion for Future in Lebanon – Funded by Chiesa Valdese, and implemented in partnership with Microfinanza, this project targets cooperatives and community members and aims to Contribute to the improvement of the socio-economic conditions of vulnerable populations residing in Lebanon, not worsening conflictual situations among Lebanese and refugee communities, enhancing particularly the social and economic capital of women living in the country.

GEMAISA II

Enhancing Gender Mainstreaming for Sustainable Rural Development and Food Security Actions The project is funded by the Italian Cooperation and aims to support women residing in rural areas to gain better access to the market and better market and sell their products.

Sustainable Facility Management in Public Schools in Lebanon (SUFA)

The project is funded by BMZ and implemented in partnership with GIZ. Its objective is to improve the daily calories intake of kids through the daily provision of healthy breakfasts/lunches in public schools and the provision of hygiene kits. This falls under the overall objective of the SUFA project to improve the school conditions for Lebanese and non-Lebanese children in 2021. As schools remain closed, the project will provide daily breakfast to 1600 students. However, it has been postponed to last quarter of 2021.

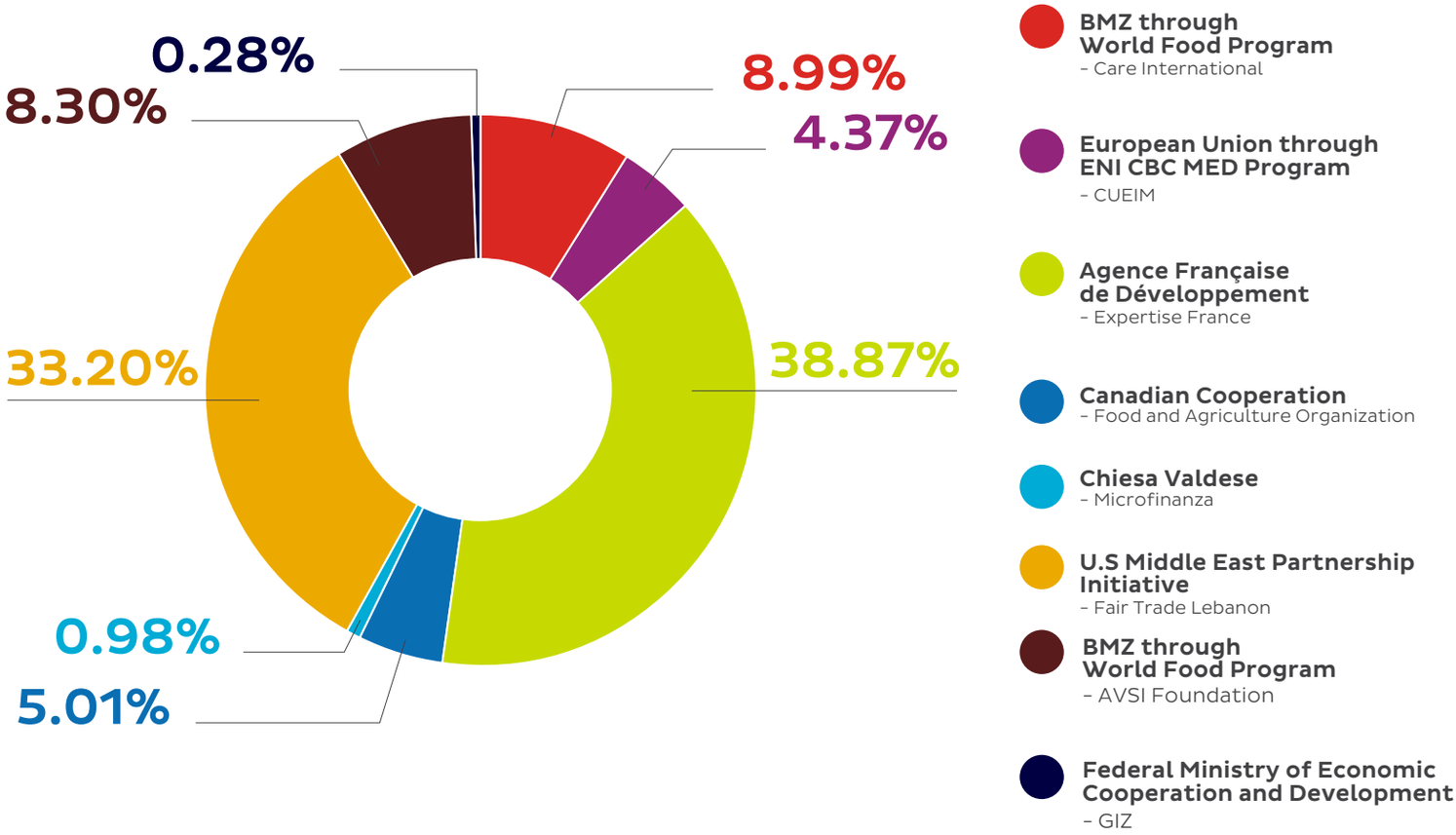
BIEEL

Support Business Innovation and Enhance Exports for Lebanon - Funded by The U.S - Middle East Partnership Initiative (MEPI), the project aims to create an environment that fosters business development and sustainability and mitigates the effects of Lebanon's economic and social crises. The initiative is constructed around the three main pillars of: Access to Market, Access to Finance, and Access to Standards. Based on these pillars, the initiative will focus on empowering and providing technical and financial support to 100 Lebanese cooperatives and small businesses. The main goal of this project is to increase agrifood exports in Lebanon by 10%.

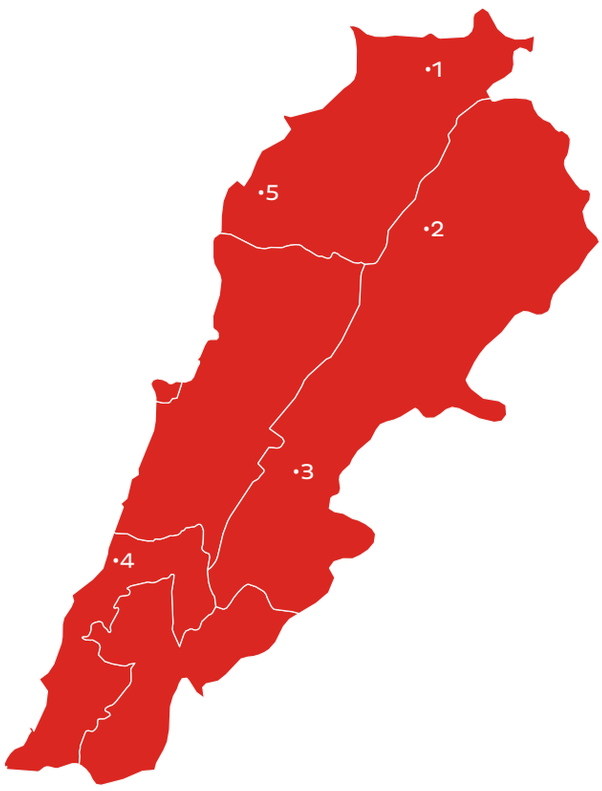
Improvement of product quality and the productive, managerial, and commercial innovation of small producers in the agricultural sector of apricot and cherry in Lebanon as a driving force for sustainable and inclusive rural economic development

Funded by the Italian Agency for Development Cooperation, and implemented in partnership with John Paul II Foundation, the project targets production units in the Cherry and Apricot Value Chains and aims to enhance the sustainable and inclusive rural economic development through the improvement of product quality and the productive, managerial, and commercial innovation of small producers in the agricultural sector of Apricot and Cherry in Lebanon.

HOW ARE OUR PROJECTS FUNDED



WHERE DO WE OPERATE



1. AKKAR
Kobayat / Mejdel / Owaynat / Kfar Melki / Abdeh / Andkit

2. BAALBEK EL HERMEL
Qaa, Qaa Er Rim, Ainata, Ksarnaba, Baalbeck, Tamnin El Faouka

3. BEKAA
Ferzol / Kfarzabad / Sultan Yaaqoob / Majdal Aanjar / Jeb Jennine / Deir El Ahmar / Bakkifa / Mhaydthe / Kawkaba

4. SOUTH
Nabatiyeh / Kfar Sir / Arabsalim / Khyam / Qana / Deir Mimas / Kawzah / Bourj Al Moulouk / Ansar / Dibbine / Kfour / Sirl el Gharbieh / Kfarwa

5.NORTH
Btermaz / Kfartoun / Deir Bella / Bchehleh / Mejdleya / Dar Baachtar / Kfar Hatta / Anfeh / Beit Hawik / Assoun

WHO ARE OUR PARTNERS

FUNDERS

MINKA | AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT | MINISTRY OF FOREIGN AFFAIRS OF DENMARK Danida | WFP World Food Programme | MEPI

Canada

Otto per mille Chiesa Valdese – Unione delle Chiese Metodiste e Valdesi

ENI CBCMED – Cooperating across borders in the Mediterranean

german cooperation – Deutsche Zusammenarbeit

Regione Autònoma de Sardigna – Regione Autonoma della Sardegna

Italian Agency for Development Cooperation

Ministry of Foreign Affairs and International Cooperation

INSTITUTIONS

Directorate of Cooperatives

John Paul II foundation

غرفة التجارة والصناعة والزراعة في طرابلس ولبنان الشمالي

AVSI – People for development

RMF – René Moawad Foundation

ADR – Association d'Aide au Développement Rural

Rasmaska Gardens

JRS – Jesuit Refugee Service

EZA

IDAL – Investment Development Authority of Lebanon

care

Expertise France

microfinanza srl

Lebanese Development Center Byblos

EL PUENTE

CIHEAM Bari

giz – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Food and Agriculture Organization of the United Nations

جمعية الصناعيين اللبنانيين – Association of Lebanese Industrialists

IUCN

SSVP – Serviens in spe

biladi بلادي

الحركة الاجتماعية – Mouvement Social

CTICI

Artisans du Monde – Pour un commerce équitable

IRAP – Institut de Rééducation Audio-Phonétique

Al Majmoua المجموعة

مؤسسة عامل الدولية – amel association International

MEDSEA

UNIVERSITIES

AUB – American University of Beirut – الجامعة الأميركية في بيروت

University of Balamand – جامعة البلمند

NDU – Notre Dame University Louaize – Gaudium de Veritate

UCA – Universidad de Cádiz

Consorzio Universitario di Economia Industriale e Manageriale – CUEIM

Given the circumstances, FTTL decided to focus on e-commerce to increase brand visibility and availability.

LOCAL MARKET

A NEW TERROIRS DU LIBAN BOUTIQUE OPENED IN NACCACHE

In October 2020, FTTL opened a second Terroirs du Liban Boutique located in Naccache, Rabieh. Terroirs du Liban is a socially-engaged brand established by FTTL that offers authentic and traditional Lebanese food products free from artificial additives and preservatives. The boutique offers more than 50 products based on the know-how of Lebanese villages and prepared in a traditional manner by rural cooperatives.

FOCUS ON E-COMMERCE

The Covid-19 pandemic and the lengthy lockdowns forced several Agri-Food businesses to make the switch from direct marketing and sales to e-commerce, and FTTL was no exception. We adapted to the situation the country is currently facing and we have established partnerships with e-commerce platforms to promote our Terroirs du Liban products and increase their availability. We are partnering with the following e-platforms: From Lebanon, Buy Lebanese, Made in Lebanon, Lebanese Signature, and finally Min Baladi. Moreover, during the nationwide lockdown, we partnered with toters, a delivery service, and now all Terroirs du Liban products are available on the toters app.

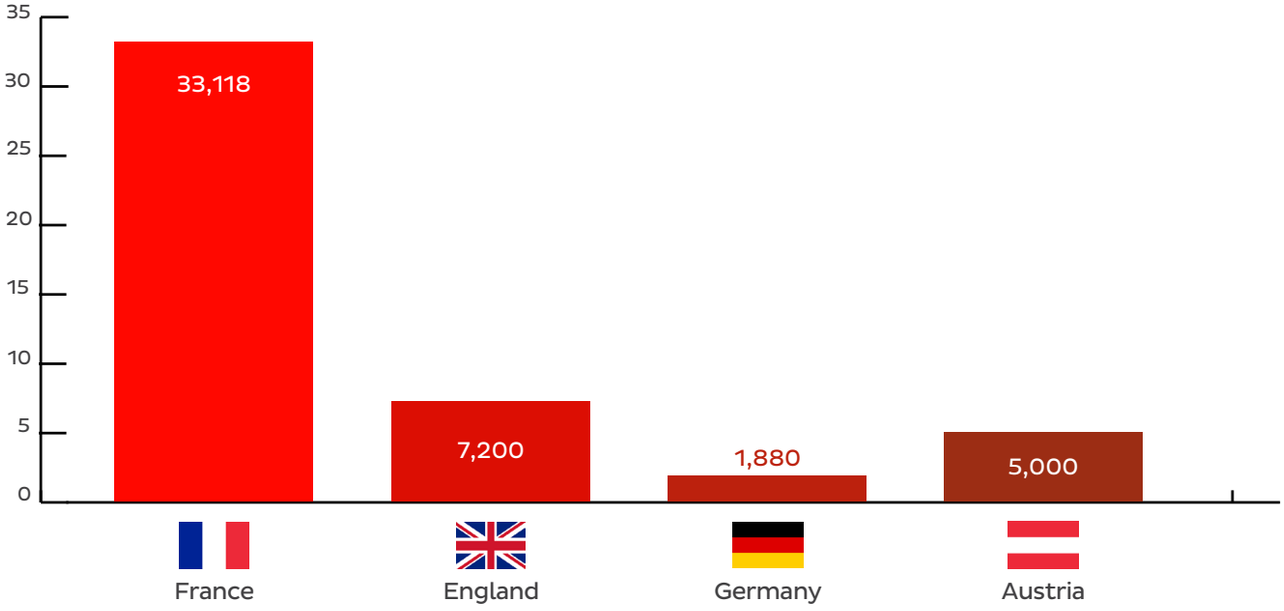
FOOD BOXES

As part of FTL's call for solidarity following the Beirut Port explosions, 1600 food boxes were delivered to more than 560 households across Lebanon. This initiative contributes to the common effort in tackling food security and poverty issues affecting the most vulnerable communities in Lebanon.

INTERNATIONAL MARKET

GROWING INTERNATIONALLY

Total of exported products in 2020



MAIN EXPORTING PRODUCTS

JAMS | SPREADS | SEEDS | CONDIMENTS | OLIVE OIL | WINE | SOAP

05 HIGHLIGHTS OF 2020

FAIR TRADE LEBANON BEIRUT BLAST RESPONSE

The blast that struck Beirut Port, estimated to be the biggest non-nuclear explosion in history, left hundreds of thousands of people homeless, took the lives of more than 200 people, and injured more than 6,000. The Lebanese government declared that material damages in the greater Beirut Area are around $15 Billion Dollars. Food security also became an issue following the blast, especially with devaluation of the Lebanese pound by roughly 80%, thus crippling the supply of food and primary materials needed for food production. For this reason, Fair Trade Lebanon decided to launch a call for solidarity and as a result received support from Artisans du Monde, EZA, and El Puente.

MOULES ET FRITES TO REOPEN FOLLOWING BEIRUT BLAST

As part of the humanitarian response to the blast, FTL has decided to focus on supporting small businesses to help them get back on their feet and generate income. With over half of Lebanon's population employed in small and medium businesses, the blast was a knockout punch after months of financial struggle to survive Lebanon's worst economic crisis in decades and the coronavirus pandemic.

One of those businesses, is "Moules et frites", a family owned cozy restaurant situated in the heart of Gemmayzeh, less than 1 kilometer away from the blast site. The explosion completely destroyed the restaurant, took the life of one of the family members who was in the building adjacent to the restaurant at the time of the blast, and severely injured another. For this family, the restaurant was the only source of income, without it they had nothing. After receiving personal donations, FTL provided the family with financial aid to renovate their restaurant that will reopen soon.

EZA ANSWERS TO FOOD SECURITY ISSUE FOLLOWING BEIRUT BLAST

The Beirut blast that occurred on August 4, 2020. Resulted in material damages in the greater Beirut area estimated to be around 15 billion dollars, and food security also became a major issue as thousands of people lost their homes. In order to answer to this devastation, EZA provided 30,200 U.S.$ (25.240 Euros) as donations to be offered to affected families in the form of food boxes. A total of 320 food boxes were delivered to 320 families through St. Vincent de Paul organization, Cercle de la Jeunesse Catholique (CJC) and the

Production Cooperative of Rural Women in Ferzol, with an average price of $100 per box. 1600 to 1800 persons in total benefited from the food boxes.

THE BIEEL PROJECT

The "Support Business Innovation and Enhance Exports for Lebanon" BIEEL is an initiative launched by Fair Trade Lebanon and funded by US MEPI. The initiative aims to create an environment that enables business development and empowers 100 Lebanese SMEs and cooperatives by increasing their competitiveness internationally. The initiative is based on the following three main pillars:

1. Access to market
2. Access to Standards
3. Access to finance.

The initiative will involve partnerships with 70 SMEs, 30 cooperatives, and 1000 small farmers. The social impact that the initiative aims to achieve is sustaining and creating more employment opportunities, increasing women's economic inclusion, and enhancing rural development.

LAUNCHED THE EXPORT BUREAU WITH THE ASSOCIATION OF LEBANESE INDUSTRIALISTS

On Thursday, December 3rd, Fair Trade Lebanon and the Association of Lebanese Industrialists signed the MOU to jointly launch the Export Bureau under the BIEEL.

This collaboration intends to ease international trade barriers for Lebanese producers, help Lebanese SMEs and cooperatives grow their businesses, and increase cooperation amongst Lebanese producers, government, and other industry stakeholders.

Under this MoU, ALI will support the establishment of the Export Bureau within its premises, and along with FTL, will co-organize a national event and trainings to facilitate access to financing.

FIRST EXPORT TO THE GCC

Amplified by a historic economic collapse, the COVID-19 pandemic crippled physical trade and forced the most vulnerable Lebanese shops into business inertia for months.
Digital presence became the indispensable tool needed for survival and the only viable bridge to Gulf countries.
This became the marketing focus for promoting existing products and creating new ones, while rethinking packaging to better resonate with the relevant markets.
This focus was directly converted into new exports:
Through intense PR and direct marketing efforts, under the BIEEL project, Fair Trade Lebanon reached out to various e-commerce platforms popular in the GCC, namely Min Baladi, From Lebanon & Lebanese Signature.
This presence has already translated in a first shipment of USD 25,000 worth of Lebanese cooperative products to Dubai.

07 FINANCIALS

PROFIT & LOSS 2020

2020 Financials were quite satisfactory, as many projects in the pipeline started during the 2nd and 3rd quarters with WFP, US MEPI and FAO funding. This resulted in an increase in the income statement that benefited to all stakeholders and partners.
FTL also expects a continuous growth in the revenues because of the high level of focus and work the teams are delivering to improve FTL's visibility as a major actor of development in Lebanon.

EXPENDITURES

DESCRIPTION	2019 (IN USD)	2020 (IN USD)
Beneficiaries Transportation	$ 54,762.95	
Maintenance	$ 6,277.77	$ 6,865.03
Communication	$ 6,000.00	$ 23,210.58
Rent	$ 32,792.59	$ 52,224.25
Travel & Accomodation	$ 22,118.84	$ 10,471.03
Consultants and trainings	$ 223,321.75	$ 517,546.34
Studies and Value Chains	$ 4,000.00	
Certification costs	$ 21,590.33	$ 28,856.09
Insurance	$ 514.10	$ 417.09
Beneficiaries Support and Activities	$ 462,610.66	$ 442,023.73
TOTAL ACTIVITIES EXPENDITURES	**$ 833,988.99**	**$ 1,081,614.14**
Salaries	$ 221,125.01	$ 231,791.04
Social Security	$ 39,184.75	$ 38,867.17
Employees Transportation	$ 10,190.87	$ 7,530.35
TOTAL EXPENDITURES STAFF	**$ 270,500.63**	**$ 278,188.56**
Other Taxes	$ 8,099.41	$ 21,322.44
Depreciation & Amortization	$ 9,171.63	$ 12,059.68
Prov.Alloc.of Eos	$ 1,214.95	$ 2,850.00
Conversion Losses / Current Transactions	$ 18,608.64	$ 149,552.53
Interest / Bank Charges	$ 6,756.23	$ 11,701.70
Non Operating Charges	$ 7,565.83	$ 200.00
TOTAL FINANCIAL FEES	**$ 51,416.69**	**$ 197,686.34**
GRANT & ALLOWANCES TO BENEFICIARIES	**$ 1,501.49**	**$ -**
TOTAL EXPENDITURES	**$ 1,157,407.80**	**$ 1,557,489.04**
NET RESULT- EXCESS	**$ 6,941.43**	**$ 233,644.58**

REVENUES

DESCRIPTION	2019 (IN USD)	2020 (IN USD)
Invoiced Services	$ 18,018.01	$ 3,910.81
Grants Revenues	$ 773,201.91	$ 1,182,814.16
Positive Difference of Exchange	$ 9,692.43	$ 313,837.00
In kind Revenues	$ 63,436.88	$ 290,571.66
Advances on Obligated Grants	$ 300,000.00	
Reversal prov. End of serv.	$ -	-
TOTAL, REVENUES (USD)	**$ 1,164,349.23**	**$ 1,791,133.63**

BALANCE SHEET AT 31/12/2020

ASSETS

DESCRIPTION	2019 (IN USD)	2020 (IN USD)
Development research	$ -	$ -
License, trademark	$ 12,921.02	$ 12,921.02
INTANGIBLE FIXED ASSETS	**$ 12,921.02**	**$ 12,921.02**
Techinal inst. machinery & equipment	$ 36,336.94	$ 40,509.57
Transporting equipment	$ 16,976.00	$ 36,577.54
Other tangible fixed assets	$ 42,916.99	$ 106,337.05
TANGIBLE FIXED ASSETS	**$ 96,229.93**	**$ 183,424.16**
Depreciation	$ - 60,061.34	$ -72,121.03
TOTAL FIXED ASSETS	**$ 49,089.61**	**$ 124,224.15**
Advances paid / Purchase orders	$ 783.60	$ -
Taxes to be deducted	$ 36,586.16	$ 94,721.28
Other accounts receivable	$ 1,381,475.14	$ 2,032,415.91
Grant to receive	$ 1,465,810.40	$ 3,605,542.17
TOTAL CIRCULATING ASSETS	**$ 2,884,655.30**	**$ 5,732,679.36**
Banks	$ 21,936.16	$ 104,116.28
Cash	$ 351.25	$ 72,258.76
TOTAL CASH	**$ 22,287.41**	**$ 176,375.05**
TOTAL ASSETS	**$ 2,956,032.32**	**$ 6,033,278.56**

LIABILITIES

DESCRIPTION	2019 (IN USD)	2020 (IN USD)
Year Result	$ 6,941.43	$ 233,644.58
Accumulated Results	$ 67,664.67	$ 74,606.10
TOTAL EQUITY	**$ 74,606.10**	**$ 308,250.68**
Prov. for end-of-service	$ 22,270.84	$ 25,120.84
Remuneration due to staff	$ 79,905.62	$ 37,435.81
Social security	$ 134,639.00	$ 176,957.17
SOCIAL AND TAX DEBTS	**$ 236,815.46**	**$ 239,513.81**
Suppliers	$ 300.00	$ 5,300.00
Sundry creditors	$ 129,418.83	$ 250,147.43
Dues and taxes	$ 26,580.79	$ 25,321.02
Other Accounts Payable	$ 1,309,760.06	$ 1,827,457.64
Dif. income	$ 961,090.54	$ 3,175,754.34
Accrued Unpaid Charges	$ -	$ 201,533.62
TOTAL DEBTS	**$ 2,427,150.22**	**$ 5,485,514.06**
CASH & BANKS	**$ 217,460.54**	**$ -**
TOTAL LIABILITIES	**$ 2,956,032.32**	**$ 6,033,278.56**

EXPENDITURES

DESCRIPTION	2021 (IN USD)	
Beneficiaries Transportation	$	36,000.00
Maintenance	$	15,000.00
Communications	$	255,000.00
Rent	$	96,000.00
Travel & Accomodation	$	110,000.00
Consultants & Trainings	$	203,000.00
Certification & Studies Costs	$	158,434.00
Lab Analysis Costs	$	10,000.00
Insurances	$	15,000.00
Beneficiaries Support Activities	$	1,903,280.00
TOTAL ACTIVITIES EXPENDITURES	**$**	**2,801,714.00**
Salaries	$	250,000.00
Social charges	$	54,000.00
Transportation allowances	$	12,000.00
TOTAL STAFF EXPENSES	**$**	**316,000.00**
Taxes other and payments	$	22,000.00
Depreciation and amortization	$	10,000.00
Conversion losses/Current transactions/Interest/Financial Transactions	$	8,000.00
TOTAL FINANCIAL FEES	**$**	**40,000.00**
GRANTS & ALLOWANCES TO BENEFICIARIES	**$**	**380,000.00**
TOTAL EXPENDITURES	**$**	**3,537,714.00**
NET RESULT	**$**	**55,799.00**

REVENUES

DESCRIPTION	2021 (IN USD)	
Billed services	$	9,100.00
Income from grants	$	3,547,413.00
Diff. positive exchange rate / Current transactions	$	5,000.00
In kind revenues	$	30,000.00
Prov. end of serv.	$	2,000.00
TOTAL REVENUES	**$**	**3,593,513.00**

08 PERSPECTIVES

In times of great troubles, uncertainty and despair, one should take a step back, and think of the opportunities that rise with such turmoil.

How and where can FTL position itself to better serve the local economy and help small producers increase their growth? Where are the opportunities one can grab for Lebanon?

FTL teams worked night and day to bring answers. It partnered with BCG, who worked on a comprehensive study to help Lebanon find its enablers and start the rationalization process of its exports.

Hence, FTL will focus its efforts on 2 major pillars of economic development:

1. Increase sales, exports, and help Lebanon benefit from the devaluation of its national currency:
In this regard, FTL will keep pushing and organize specialized export events, one on one trade shows with different clusters involved in its programs. FTL will have a focus on the online e-commerce and will support the creation and launch of Lebanese food market places.

2. Enhance the potential of the agricultural sector in rural areas to cater both local and international markets:
FTL will double its effort and work on supply chains and innovative farming, thus enhancing production capacities of small producers and agro SMEs while developing trendy foods and import substitution.

In addition, FTL will keep allocating a large part of its efforts in tackling poverty and despair in the rural communities through direct support to food security initiative. “The Trade not Aid” slogan never appeared so accurate as it is today, FTL will make sure that whenever possible, Lebanese producers are directly involved in the food processing for humanitarian purposes.

THANK YOU

Fair Trade Lebanon - Hazmieh,
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