



ACTIVITY REPORT 2021

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01 OVERVIEW

Uncertainty is the keyword for 2021, in Lebanon. The country's economy collapsed: the national currency, Lebanese Lira, lost 90% of its worth, causing more than 300% inflation, GDP crashed by 50% and banking system disappeared leaving place to a cash economy. Most recovery plans were not applied, nor IMF requested reforms. As a result, the country – and companies- are dealing with more than 4 currency rates against the USD: 1,500 LBP for \$1USD is the official rate, 4,000 LBP for \$1USD is the applied currency for the deposits with a monthly ceiling that varies depending on the bank and the customer. 15,000 is the Central Bank rate, applied on a platform called Sayrafa with very complex regulations regarding conversion amounts etc... and the black market which is the real value of the USD, that reached 23,000 LBP by end of december.

All of these rates, if anything, clearly demonstrate the state of the Lebanese economy, where more than 70% of the population live under the poverty level as per UN agencies report.

The other issues directly impact all reporting as no clear guidance is given, from government Ministry of Finance or Central banks to auditors and audit firms to be able to evaluate and assess financials.

This makes it critical to read and understand financials where, on one hand, it has to be presented in LBP by law, and on the other hand, there is not one applicable rate but many.

This introduction meant to highlight, in a very brief fashion, the situation Lebanon is going through.

Nevertheless, FTL's mission to improve lives, to stand for the producers, and help develop trade has never been so crucial to the Lebanese economy in great need of foreign currency to survive.

Under the BIEEL project, and several others, FTL has thrived against all odds to keep moving ahead and supported several cooperatives, SMEs and farmers to develop and grow.

DESPITE ALL THE STRUGGLES AND OBSTACLES, **FAIR TRADE LEBANON** WAS ABLE TO MAKE AN IMPACT IN 2021



2,458
BENEFICIARIES



217
COOPS



263
FOOD BOXES



1,568
EMPOWERED
WOMEN



50
JOBS
IMPACTED



682
TRAININGS
DELIVERED
IN **46**
TRAININGS
TOPICS

02 FAIR TRADE PRINCIPLES

As a member of the **World Fair Trade Organization (WFTO)**, **Fair Trade Lebanon**'s work falls under the 10 principles 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.



1 CREATING OPPORTUNITIES FOR ECONOMICALLY DISADVANTAGED PRODUCERS

More than 2,450 beneficiaries from vulnerable communities including rural women, farmers, and producers in the agri-food sector received support to enhance their skills, optimize production, and generate more income.



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.



2 TRANSPARENCY & ACCOUNTABILITY

In 2021, FTL provided 30 trainings on TEQ (Transparency, Ethics, and Quality) for small producers and cooperatives to improve their efficiency and compliance with international standards.



4 PAYMENT OF A FAIR PRICE

Improving the work conditions of cooperative members and small producers by optimizing production, and ensuring their access to markets, all while making sure they are receiving a fair price.

02 FAIR TRADE PRINCIPLES



5 ENSURING NO CHILD LABOR AND FORCED LABOR

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



7 ENSURING GOOD WORKING CONDITIONS

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



9 PROMOTING FAIR TRADE

Several FTL products have reached Dubai, France, the UK, and other international markets. Women-led Production Cooperative of Rural Women in Ferzol exported over 26,700 units of their Hummus and Baba ghanouj in 2021.



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

More than 1,000 women benefited from FTL projects in 2021. At the heart of FTL's mission is empowering women, especially those in rural areas to help them achieve financial security.



8 PROVIDING CAPACITY BUILDING

More than 682 trainings were provided to 2,450 beneficiaries who benefited from capacity building trainings with a focus on business skills, marketing, food safety, good manufacturing practices and others.



10 RESPECT FOR THE ENVIRONMENT

Training on good agricultural practices, respecting the environment, and promotion of organic certifications.

03 FTL PROJECTS

FAIR TRADE LEBANON HAS BEEN AROUND FOR THE PAST 15 YEARS, AND WE CONTINUE TO GO ABOVE AND BEYOND TO ACHIEVE OUR MISSION AND CATER TO THE COMMUNITIES IN THE AGRI-FOOD SECTOR. BELOW ARE SOME OF THE MAJOR PROJECTS WE IMPLEMENTED IN 2021:

SHABAKE PROJECT

Strengthening resilience of Lebanese civil society in order to improve crisis prevention and management. This project is funded by AFD and Danida (MINKA fund), and implemented in partnership with Expertise France. The objective of this project is to build socio-economic bridges between host and refugee communities in Lebanon. In 2021, FTL provided 5 cooperatives and production units with training sessions in marketing and market linkage, management and finance of COOPs, good hygiene practices, good manufacturing practices, social cohesion, and others. A total of 115 beneficiaries were offered these training sessions, 108 of which were women. Moreover, 100 locally-sourced food boxes were distributed to the beneficiaries.

MEDARTSAL

Sustainable Management Model for Mediterranean Artisanal Salinas. This project is funded by the European Union under the ENI CBC Med Program, operated by Consorzio Universitario di Economia Industriali Manageriale (CUIEM), and implemented by Fair Trade Lebanon in partnership with the Association for Development of Rural Capacities (ADR). It aims to adopt coordinated actions between Italy, Spain, Tunisia, and Lebanon to define and implement a model for the sustainable management of artisanal Salinas, which will stimulate the local economy and territorial cohesion. The project contributes to the exchange of experience and techniques by creating a network of Mediterranean artisanal Salinas with the final goal to simulate market actions, environmental conservation, and restoration of these important Salinas. This year, 6 salt producers from the coastal village of Anfeh received grants worth 20,000 euros each to rehabilitate their Salinas, implement energy production technologies such as solar panels to decrease their costs and improve production.

FOOD FOR TRAINING

Funded by the Federal Ministry of Economic Cooperation and Development (BMZ) through the World Food Program (WFP), and implemented in partnership with AVSI, in collaboration with the Ministry of Agriculture, IRAP and Biladi. The project targets Olive Oil and Zaatar producers and aims to improve the performance of Lebanon's food system by building capacities and skills of vulnerable communities to enable their

03 FTL PROJECTS

resilience and improve livelihoods. In 2021, 300 beneficiaries received training in access to market, finance and management, good hygiene practices, good manufacturing practices, and customized business improvement. The board members of the coops also received training in market linkages and business improvement. Moreover, FTL provided rebranding for 15 cooperatives including logos and labels, and developed a virtual community and online marketplace platform to market their products on the local market. FTL also distributed more than 130 equipment for the coops including automatic olive harvesters, pomace presses, dryer machines, thyme distillates, and others. FTL also rehabilitated the facilities of Deir Mimas and Tamnine el Fawqa cooperatives.

AFDAL II

Funded by the Federal Ministry of Economic Cooperation and Development (BMZ) through the World Food Program (WFP), and implemented in partnership with Care International as lead partner in Lebanon, Rene Mouawad Foundation (RMF) and the Association for Development of Rural Capacities (ADR). 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. During phase 2 of the project which kicked off in 2021, 48 members from 12 clusters (coops/SMEs/informal groups) and 650 beneficiaries (individuals from small ruminant, forage, dairy sectors, and vet students) received training sessions in access to market, marketing, stand management, forage production, networking & communication, among many others. The 12 clusters as well as 50 small producers also benefitted from rebranding and uplifting of their labels. FTL is also working on getting the products of the cooperatives into events and exhibitions to promote their products locally. In addition, FTL prepared educational video capsules to be shared with beneficiaries on the following topics: marketing, gender equality and women empowerment, establishing a cooperative and understanding its administrative bodies, cooperative work, and finally communication. In December 2021, a B2B workshop was organized to discuss opportunities in the dairy and small ruminant sectors. Finally, FTL collaborated with Nahnoo under this project, to develop a study and roadmap to support local authorities, municipalities, and local stakeholders in developing market opportunities for farmers. On the 17th and 18th of December, two exhibitions were organized, one in Nabatieh and the other one in Batroun. More than 20 participants in the South and 15 participants in the North showcased their products.

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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 the government of Canada through the Food Agriculture Organization (FAO) in partnership with the Ministry of Agriculture and General Directorate of Cooperatives. 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, support of 150 income generating women enterprises, and 250 Syrian women. A total number of 160 online training sessions were provided by FTL to 893 beneficiaries including 823 women from March to June 2021. Moreover, FTL developed 89 video capsules on the following 8 packages: Business Basics, Action Plan & Performance Analysis, Communication & ICT, Ethics & Gender in Agriculture, Marketing, My Coop, Value Chain, and Negotiation. All video capsules were then made available to the participants on Moodle Platform and they could access them anytime and anywhere.

GENDER-SENSITIVE VALUE CHAIN ANALYSIS OF AGRI-FOOD SECTOR IN LEBANON

Funded by the Government of Canada through FAO in partnership with the Ministry of Agriculture and General Directorate of Cooperatives, the project targets women in the sectors of food processing, forestry, fishery, animal production and plant production. Its main objective was to assess opportunities in value chains for the women, especially for women cooperatives and associations in the agri-food sector, by identifying areas of inequalities and highlighting women's barrier mechanism, difficulties and challenges. The study was completed and presented in December 2021 with more than 50 opportunities identified for the sectors. With the currency devaluation, individuals are turning more towards import substitution and focusing on improving efficiency and volume of production.

FINANCIAL INCLUSION FOR FUTURE IN LEBANON

Funded by Otto per Mille of the Waldensian Evangelical Church, the project was operated by Microfinanza and implemented by Fair Trade Lebanon in the Bekaa region. The project contributed to improve the socio-economic conditions of vulnerable women in Lebanon. In 2021, FTL delivered training sessions in financial literacy, marketing, food processing, food safety, and others to 5 cooperatives and 75 beneficiaries. It also supported the creation of five start-up micro-enterprises

03 FTL PROJECTS

and social projects which were directly proposed by the identified beneficiary communities with the promotion of an innovative approach with a particular attention to economic circuits linked to sustainable management of resources.

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 caloric intake of kids through the daily provision of healthy breakfasts/lunches in public schools and the provision of hygiene kits, in line with the overall objective of the SUFA project to improve the school conditions for Lebanese and non-Lebanese children in targeted public schools. So far, it has been agreed that FTL will be acting as logistical support for school open weeks, and will be responsible for providing basic equipment, distributing hygiene kits, and preparation and distribution of food boxes. FTL carried out field visits and sent an assessment report of 4 schools that have been identified by GIZ so far.

BIEEL-SUPPORT BUSINESS INNOVATION AND ENHANCE EXPORTS FOR LEBANON

Funded by US MEPI and led by Fair Trade Lebanon, the project aims to create an environment that fosters business development and sustainability and supports Lebanese SMEs and cooperatives to increase their exports. The initiative is focusing on the following seven clusters in the agri-food sector: Grapes & Wines, Olive & Olive Oil, Fruits & Vegetables, Tahini, Nuts & Coffee, Zaatar & Spices, and finally Sweets & Pastries. In 2021, FTL was able to identify over 37 cluster members and is working with them to improve their standards and ease their access into export markets. To achieve this project's objectives, FTL signed several Memorandums of Understanding with public and private entities, such as the Ministry of Agriculture, Ministry of Economy & Trade, the Ministry of Industry, the Investment Development Authority of Lebanon (IDAL), and the Berytech Foundation for its QOOT Agri-Food cluster. Moreover, in a joint initiative, FTL motivated more than 25 Lebanese agri-food companies among which 12 wineries and distilleries to participate in the UK Speciality & Fine Food Fair held in London in September 2021, under the "Taste of Lebanon" pavilion. The fair gave the Lebanese companies a chance to meet an elite range of buyers, hoteliers, retailers, chefs, restaurateurs and the initiative proved to be a great success as it won the award for the most visited pavilion.

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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 targeted production units in the Cherry and Apricot Value Chain and aimed 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. In 2021, FTL provided 2 cooperatives, including 55 beneficiaries with training sessions in Sales and Marketing, and Business Model Canvas.

LEBANESE OLIVE OIL NATIONAL MARKET STUDY

Funded by Chico Mendes, the project aims to identify opportunities and provides insight and recommendations to market Hasbaya Olive Oil. The Lebanese olive oil national market study is part of the wider DOT-Olive project that aims to support olive oil producers in the Hasbaya district in Nabatiye Governorate. The study consists of collecting and analyzing of quantitative and qualitative data and the creation of a report including a SWOT analysis and recommendations.

JIBAL

Funded by Helvetas, the study aims to compare 2 business models: the first one focuses on presenting a conventional farming method and the second one explores the organic/sustainable agriculture. The study consists in the collection and analysis of quantitative and qualitative data and the creation of a report including the design of a business model for each agricultural model, their analysis and recommendations.

FTL completed the literature review, the data collection, the data analysis, and submitted the final report in December 2021.

JMED - IMPROVING THE ECONOMIC SITUATION OF YOUTH IN LEBANON THROUGH THE REINFORCEMENT OF RELATIONSHIPS BETWEEN LEBANON, FRANCE AND TUNISIA

The project kickstarted in August 2021 and is funded by the Cooperation of Monaco and the MEAE, in partnership with the Association Illis. The J-Med program is

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implemented in cooperation with Shanti and Arcenciel France and aims to improve the economic situation of Lebanese youth through the reinforcement of relationships between Lebanon, France and Tunisia. The project focuses on three components: increasing the access to knowledge in the agro-ecology sector for French and Lebanese youth, improving Lebanese youth's technical skills in the agro-ecology sector and enhancing their capacities to develop their social business. The project targets 30 young people from South Lebanon and 6 from France. So far, French youth have visited Lebanon and a mapping of agro-ecology initiatives was developed. Moreover, our partners FTL France produced short documentaries on food security in Lebanon and along with the team from Shanti, provided training on social economy for FTL's staff. FTL provided training on agro-ecology to two group of Lebanese youth from the South, complemented by field visits to organic and hydroponic farms.

STRENGTHENING ARAB ECONOMIC INTEGRATION FOR SUSTAINABLE DEVELOPMENT

Funded by UNDP, the project aims at supporting up to 40 Lebanese and Moroccan SMEs and Cooperatives accessing export through a fast-track initiative. The project targets both production units who are ready and not ready for export. It aims at building their marketing and supply capacities, organizing shipping of their products abroad and increasing their access to international certification and standards. So far, FTL completed phase 1 of the project which includes an assessment of the coops and SMEs in terms of branding, labeling, communication, and content development, in addition to providing capacity building and training sessions to 20 coops, and 6 Municipality members in marketing, social media, product placement, exhibitions, good manufacturing practices and others.

CAPACITY BUILDING FOR THE FRUITS AND VEGETABLES MARKET IN AL-QALAA UOM

Funded by UNDP, the project aims to enable the Union of Municipalities of Al Qaa to properly manage and operate on the long run a farmer's market in Karafdounin village. As part of this project, FTL developed an operating model of the facility and building the capacities of the market's management team and of producers in the region. The project's goal is to contribute in increasing the access to market of producers from Nabatieh Governorate by creating direct market connections with the final consumers.

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FOOD SAFETY IN TIMES OF HARDSHIP: STARTING AN AGRICULTURAL PROJECT TO ENSURE SELF-SUFFICIENCY FOR SOS CHILDREN'S VILLAGES IN LEBANON

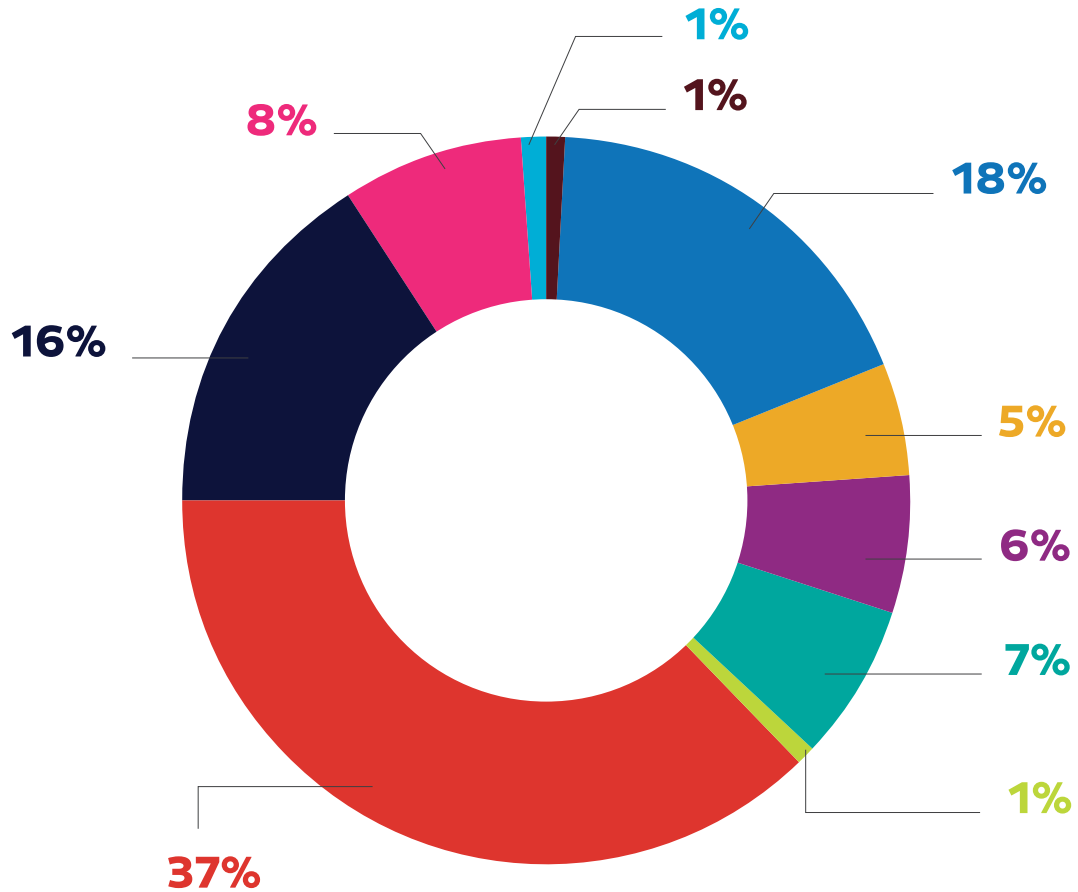
Funded by the Austrian Embassy and in partnership with SOS Children Village in Kfarhay, the project aims to increase food security of the village through launching an agricultural project. It supported SOS Children's Village into becoming more independent and eventually self-sufficient in fruits and vegetables consumption. It also helped in reducing food expenses, while having a wider variety of fresh produce on hand and capitalizing on the existing lands around the village. The project was implemented on the existing lands owned by SOS villages and benefited from the state-of-the-art filtration system that provides potable water. In addition, the project improved the existing chicken coop by reorganizing and arranging it to increase its productivity and yield. FTL fixed the terraces which resulted in 2500 m² of land ready for cultivation, and renovated the terraces stone walls to protect the land. Moreover, manure was provided, and an experienced agriculture worker was hired to handle the daily work and management of the farm. An irrigation system and greenhouses will be delivered and installed soon.

FARM MANAGEMENT IN MENJEZ

The main objective of the farm management activities, including the one in Menjez farm, is to support local economic development through the establishment of a service and demonstration center for producers in the region. The project focuses on optimizing the management of the farm through the implementation of sustainable agriculture technics, the introduction of innovative practices and a better integration in the economic ecosystem and in the market. The project will create job opportunities for youth and farm workers and reinforce linkages within the food system in Akkar, generating new market connections through short channels. So far, FTL cleaned the land from plastic and other trash, prepared 20 greenhouses, shifted the agricultural technique, from flat soil to raised beds. Moreover, FTL planted onion, cabbage, cauliflowers, broccoli, carrots, parsley, cucumbers, iceberg, and Loubieh, in addition to pruning 500 pomegranate trees.

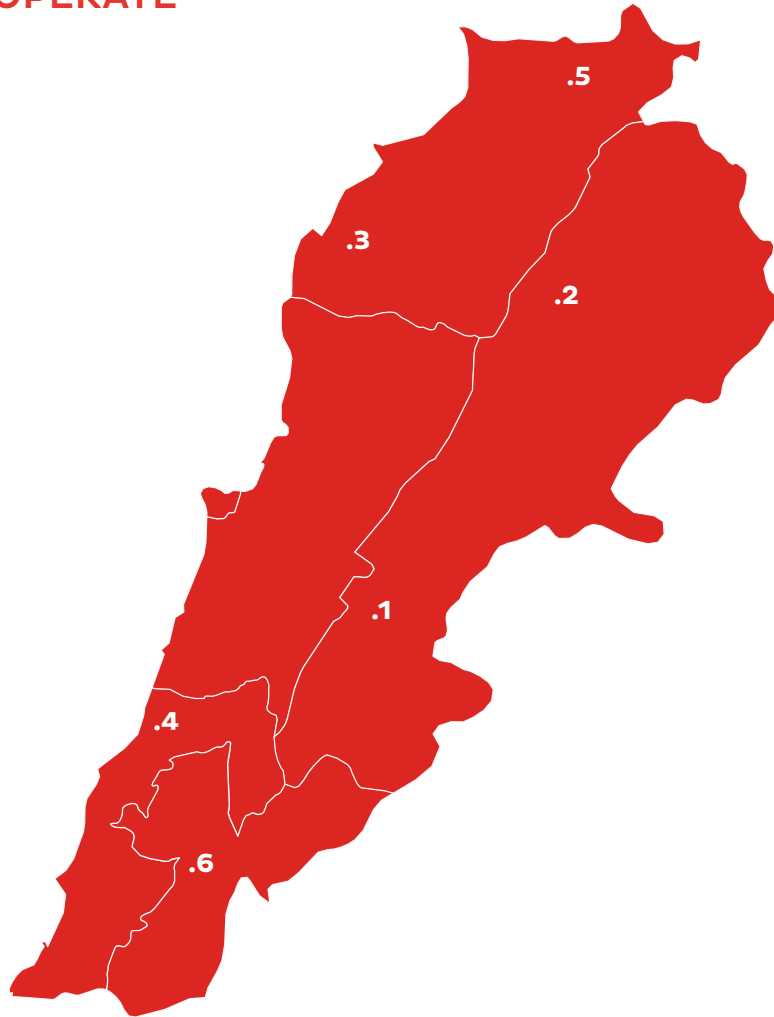
03 FTL PROJECTS

HOW ARE OUR PROJECTS FUNDED



- Jean Paul II
- CARE -WFP
- Medartsal
- Expertise France
- FAO
- Microfinanza
- BIEEL
- AVSI-WFP
- GIZ
- JMED

WHERE DO WE OPERATE



1. BEKAA

Ferzol, Kfarzabad, Sultan Yaaqoob, Majdal Aanjar, Jeb Jennine, Mhaydthe, Kawkaba, Bakkifa.

2. BAALBEK EL HERMEL

Qaa, Qaa El Rim, Ainata, Ksarnaba, Baalbeck, Tamnin El Faouka. Deir el Ahmar.

3. NORTH

Kfarhelda, Matrit, Dar Baachtar, Kfar Hatta, Ouainat, Anfeh.

4. AKKAR

Kobayat, Mejdal, Owaynat, Kfar Melki, Abdeh, Andkit, Aydamoun, Tal Abbas.

5. SOUTH

Aytaroun, Ain Ebil, Kfarsir, Qana.

6. NABATIEH

Arabsalim, Froun, Tebnin, Kfar Doudin, Deir Mimas, Kawzah, Bourk Al Moulouk, Zefta.

03 FTL PROJECTS

WHO ARE OUR PARTNERS

LEBANESE INSTITUTIONS



غرفة التجارة والصناعة والزراعة
في طرابلس ولبنان الشمالي



جمعية رعاية اليتيم في صيدا
Sidon Orphan Welfare Society

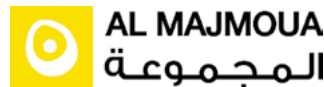


CHAMBER OF COMMERCE
INDUSTRY & AGRICULTURE
ZAHLE & BEKAA

جمعية الصناعيين اللبنانيين
ASSOCIATION OF LEBANESE
INDUSTRIALISTS



NATIONAL PARTNERS



03 FTL PROJECTS

INTERNATIONAL PARTNERS



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



04 THE MARKET

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

LOCAL MARKET



TERROIRS DU LIBAN BOUTIQUES CONTINUE THEIR OPERATIONS TO SUPPORT LOCAL PRODUCERS AND COOPERATIVES

Despite all difficulties of 2021, the two boutiques of Terroirs du Liban continue their operations to support Lebanese SMEs and cooperatives in promoting and selling their premium quality products. The boutique offers more than 50 products and has introduced a number of new products in 2021 including tomato jam, baklava, cakes, nut butters and ready-to-eat frozen Mouneh products like Kebbe and Shish Barak. All the products are prepared using natural ingredients and authentic Lebanese recipes.



FOCUS ON E-COMMERCE

Terroirs du Liban's website was updated in both French and English to be able to cater to a larger audience and provide customers with access to the products from the convenience of their homes. The end goal is to expand more in EU and GCC mainstream markets. The focus on e-commerce has become essential especially post the Covid 19 pandemic, which accelerated this shift.



FOOD BOXES

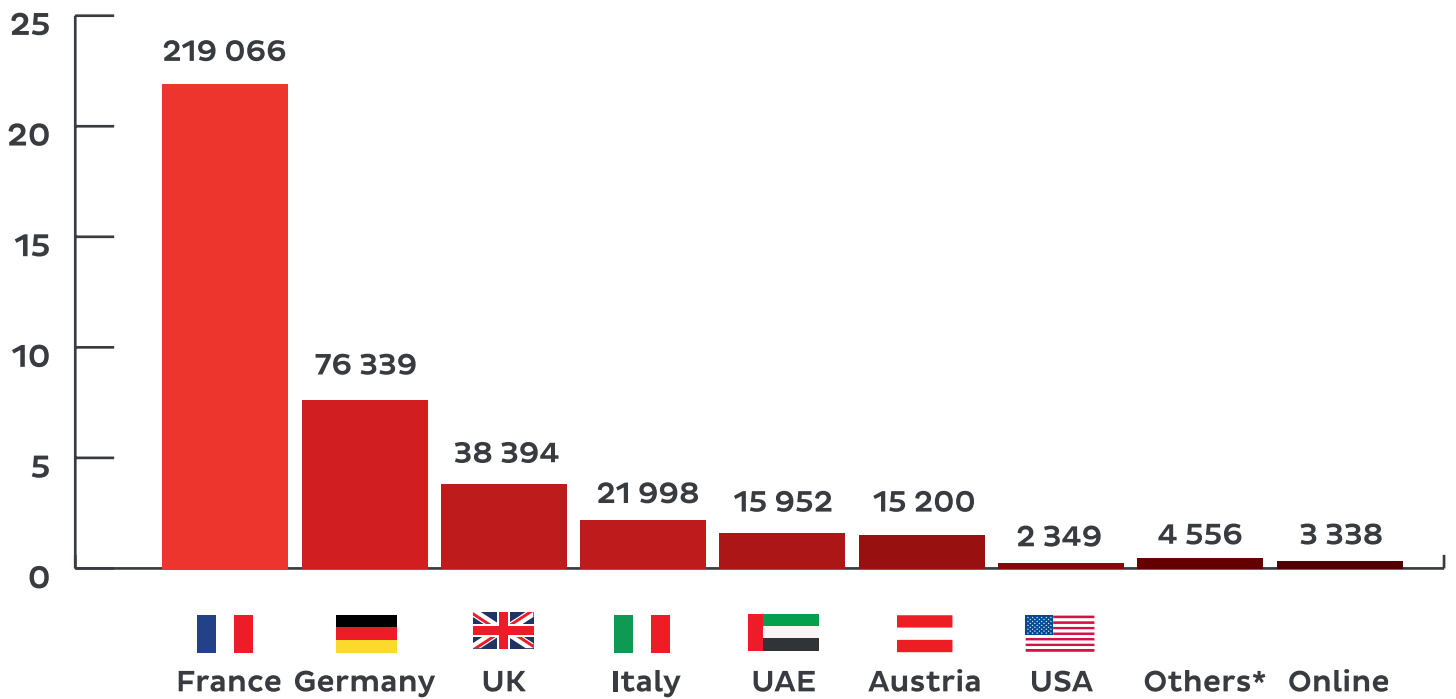
A total of 263 locally-sourced food boxes were delivered across Lebanon in an effort to answer to the food security and poverty issues facing the country and affecting the most vulnerable communities.

04 THE MARKET

INTERNATIONAL MARKET

GROWING INTERNATIONALLY

Total value in US dollars of exported products in 2021



* includes Kuwait, Jordan, Morocco & Belgium

MAIN EXPORTED PRODUCTS



JAMS



SPREADS



SEEDS



CONDIMENTS



OLIVE OIL



WINE



SOAP

1. Terroirs du Liban's kammouneh and moghrabieh reached 18 new points of sale in France's mainstream market, including grocery stores like Nomah Market, Epicerie Vagabonde, ROB Belgium, and 2 online clients; DNWEB and Culinaries. Moreover, "Bien Manger", an e-commerce website of fine foods in France also decided to buy quantities of our malban, maamoul, and baklava. The French market offers so many opportunities for Lebanese businesses especially with the large number of Lebanese diaspora.

2. EXPO DUBAI 2020

FTL, under the scope of BIEEL initiative, and in collaboration with Lebanese Signature, succeeded in placing Lebanon on the world map of food exporters in Dubai expo 2020 that started on October 1st. BIEEL supported Lebanese Signature to promote the wine cluster members and other Lebanese specialty food products during the event and a detailed, comprehensive communication campaign was prepared for this event. BIEEL facilitated the shipment of all products during August and everything was set and finalized for the event before the end of September. In addition to wines, specialty food products from several Lebanese cooperatives were sent including carob molasses from Menjez cooperative, pomegranate molasses from Fneidek coop, hummus and baba ghannouj from Ferzol coop, jams from Mhaydthe coop, and zaatar and olive oil from Qawzah coop. Hopefully, this step will open new export opportunities for Lebanese producers to expand further and grow their business.

05 HIGHLIGHTS OF 2021

15 YEARS OF COMMITMENT AND HOPE

Fair Trade Lebanon has turned 15! We celebrated this milestone on November 6, 2021, in an event held at Nejmet el Soboh cooperative in Mhaydthe – Rashaya district. The celebration was attended by the founders and members of the organization, in addition to the Director General of Cooperatives in The Ministry of Agriculture, Mrs. Gloria Abou Zeid, the mayor of Mhaydthe, Mr. Marwan Sharrouf, and members of cooperatives that work with Fair Trade Lebanon, including Nejmet el-Soboh cooperative, the Al Imad – Hariss cooperative, the Production Cooperative for Rural Women in Ferzol, and the General Agricultural Cooperative in Qaouzah.

During the ceremony, we honored the Director General of Cooperatives in Lebanon, Mrs. Gloria Abou Zeid, for her efforts to develop the work of cooperatives, as well as the President of Fair Trade Lebanon, Mr. Samir Abdelmalak, for his dedication and commitment to supporting cooperatives and small producers in Lebanon to live with dignity. We also honored the CEO of Fair Trade Lebanon, Mr. Philippe Adaime, for his perseverance despite all the challenges in developing the organization and instilling hope in its members. Finally, we honored Mr. Badih Maroun, the Manager of quality control since the establishment of Fair Trade Lebanon, for his diligence and commitment to improving quality and sharing his expertise, in addition to honoring Nejmet Al Soboh cooperative



in Mhaydthe and the Production Cooperative for Rural Women in Ferzol, who have been our partners since the very start. They are now exporting their products abroad with full commitment to quality and to Fair Trade Principles.

Fifteen years later, and despite all the challenges Lebanon is facing, Fair Trade Lebanon continues its mission to improve the livelihoods of farmers, producers and cooperatives in rural areas through agricultural development, production enhancement and ensuring working conditions.

“TASTE OF LEBANON” WINS AWARD OF THE MOST VISITED PAVILION AT THE UK FINE FOOD FAIR

More than 25 Lebanese companies including 12 wineries & distilleries, 7 food companies, 6 olive oil brands, and one soap brand, participated in the UK Specialty & Fine Food Fair, held in London on September 6 and 7, 2021.

During this event, the companies were able to meet an elite range of buyers, hoteliers, retailers, chefs, restaurateurs and many more.

This initiative came to life under the patronage of the Lebanese Embassy in the UK, with the joint effort between a number of private and public entities, starting with Fair Trade Lebanon (under the Business Innovation and Enhance Exports for Lebanon, initiated by US MEPI) in partnership with Lebanon Agrifood Innovation Cluster (QOOT), Productive Sectors Development Programme (PSDP), the Canadian Government, René Mouawad Foundation, Investment Development Authority for Lebanon (IDAL), and Association of Lebanese Industrialists (ALI).

The initiative proved to be a great success and won the award for the most visited pavilion. The products were showcased as part of the “Taste of Lebanon” booth, designed to allow all participants



maximum exposure.

The booth was the biggest at the fair and was divided into two parts: the first focused on wine and spirits and the second on specialty foods. The event on average gathered more than 10,000 industry buyers and food and drink professionals and over 700 producers & suppliers of artisan food & drink. development, production enhancement and ensuring working conditions.

LEBANESE PRODUCTS PROUDLY DISPLAYED ON THE ISLES OF THE FRENCH GIANT

The French giant Carrefour now distributes five Lebanese food products including Terroirs du Liban (Fair Trade Lebanon), al-Rabih (Sonaco), al-Wadi al-Akhdar, Mechaalany, and Najjar in several of its outlets in Île-de-France under “Made in Lebanon” isles.

This achievement follows a B2B event organized in July 2nd 2021, at the Lebanese Embassy in France in collaboration with the Franco-Lebanese Chamber of Commerce to promote the BIEEL; a project initiated by US-MEPI and implemented by Fair Trade Lebanon, which aims to support Lebanese SMEs and cooperatives in Lebanon increase their exports. The Lebanese Ambassador to France, H.E. Mr. Rami Adwan, played a key role in putting the brands in touch with French buyers, including Carrefour.

In fact, no less than 20 cooperatives and 50 SMEs in the food industry were able to promote their brands during the event. Regarding products sold under the Terroirs du Liban brand, the first order placed amounted to 12,000 euros from Frezol cooperative for rural women and Nejmet el-Soboh cooperative in Mhaydthe.



BCG REPORT

Fair Trade Lebanon and Boston Consulting Group (BCG) presented the final report to enhance export strategies of the agri-food sector in Lebanon.

The report suggests a 3-years comprehensive action plan to increase Lebanese exports of agri-food products based on a thorough and detailed analysis of market opportunities, challenges, and enablers.

This report falls under the BIEEL project, led by Fair Trade Lebanon and initiated by US-MEPI.

The extensive report includes a detailed study of the agri-food product categories included in BIEEL scope, identification of priority growth vectors, current trends, challenges, and most importantly export markets opportunities. It highlights 7 opportunities to expedite export growth with a detailed action plan for each.

The opportunities include the following: marketing and branding enablement, cooperative development and empowerment, quality enhancement and certification, financing and infrastructure, supply chain infrastructure, business execution support, and upskilling.

In addition to the opportunities, enablers types that support increase in exports are analyzed, from infrastructure to certifications and regulations, trade



agreements, and others. Based on the report, an increase by 50M in agri-food exports is expected by the year 2023.

The report offers valuable insight and estimates allowing full understanding of current and future opportunities and challenges. This report, along with the efforts undertaken under the BIEEL project will be key to overcome the economic challenges Lebanon is facing, and will be indispensable to support the Lebanese agri-food sector to grow and reach its full (or utmost) export potential.

05 HIGHLIGHTS OF 2021

ZAATAR FROM THE PUBLIC AGRICULTURAL COOPERATIVE OF QAWZAH NOW AVAILABLE AT ALBERT MENES

As a result of FTL's ongoing efforts to promote Lebanese products in the French mainstream market, a huge deal was closed with Albert Menes in 2021, and a first order of two tons of Zaatar mix from the Public Agricultural Cooperative of Qawzah was placed in November 2021.



TERROIRS DU LIBAN PRODUCTS MENTIONED IN BOOKS

Several magazines including “Dans Ma Cuisine” by Elvira Masson, “Regalades” by Victoire Loup, and “Fou de Patisserie” mentioned and promoted Terroirs du Liban’s products. Relagades described TDL’s baba ghanouj as such: “Terroirs du Liban’s Baba Ghannouj is delicious with its smoky eggplant flavor and succulent texture. Whether spread over bread, or placed on the grill, it’s amazing. The secret to its success? The eggplants are harvested between April and September by Lebanese women from rural cooperatives, then grilled, pureed, and mixed with sesame paste (tahini). Their Hummus, stuffed eggplants and cucumber pickles are just as good.”



06 FINANCIALS

PROFIT & LOSS 2020-2021

Financials in 2021 can be tricky and difficult to understand due to the humongous inflation and currency crash. We tried to simplify the figures and present them in the currency of occurrence. And apply the government rates. We can see that the P&L figures exploded. This is due to the official conversion rate of the expenses that occurred in LBP. To read in “fresh” USD, all figures of 2021 should be divided by 1,75 to obtain the amount in real USD.

EXPENDITURES

DESCRIPTION	2020 (IN USD)	2021 (IN USD)
Raw Material	4,209.00	1,778.71
Beneficiaries Transportation	14,324.38	186,910.59
Maintenance	13,157.95	21,086.23
Communication	11,699.69	48,836.85
Rent	74,737.03	104,699.16
Travel & Accomodation	10,471.03	51,024.16
Consultants and trainings	517,912.78	1,324,091.91
Studies and Value Chains		4,887.44
Certification costs	28,856.09	32,792.95
Insurance	417.09	2,621.63
Beneficiaries Support and Activities	173,634.15	888,967.89
TOTAL ACTIVITIES EXPENDITURES	849,419.18	2,667,697.52
Salaries	228,474.30	613,625.97
Social Security	38,585.88	101,242.45
Employees Transportation	7,530.35	30,338.97
TOTAL EXPENDITURES STAFF	274,590.53	745,207.39
Other Taxes	21,367.44	27,779.90
Depreciation and amortization	10,822.73	17,033.57
Prov.Alloc.of Eos	6,712.16	6,555.92

06 FINANCIALS

DESCRIPTION	2020 (IN USD)	2021 (IN USD)
Prov. Credit Loss	6,702.24	31,407.45
Conversion losses / current transactions	191,778.61	1,668,995.43
Interest / bank charges	10,881.37	23,966.26
Non Operating Charges	260,415.27	61,979.99
TOTAL FINANCIAL FEES	508,679.80	1,837,718.51
GRANT & ALLOWANCES TO BENEFICIARIES		-
TOTAL EXPENDITURES	1,632,689.51	5,250,623.42
NET RESULT- EXCESS	86,545.80	677,346.24

REVENUES

DESCRIPTION	2020 (IN USD)	2021 (IN USD)
Invoiced Services	4,676.11	73,374.19
Grants Revenues	973,621.24	2,464,942.24
Positive Difference of Exchange	571,662.65	3,129,943.00
In kind Revenues	169,275.31	258,473.27
Advances on Obligated Grants		
Reversal prov. End of serv.		1,236.96
TOTAL ACTIVITIES EXPENDITURES	1,719,235.31	5,927,969.66

BALANCE SHEET AT 31/12/2021**ASSETS**

DESCRIPTION	2020 (IN USD)	2021 (IN USD)
Development research	-	-
License, trademark	12,975.02	12,975.02
INTANGIBLE FIXED ASSETS	12,975.02	12,975.02
Technical inst. machinery & equipment	37,042.55	37,042.55
Transporting equipment	36,577.54	36,577.54
Other tangible fixed assets	73,567.08	98,542.13
Investement FTTL		504,955.22
TANGIBLE FIXED ASSETS	147,187.16	677,117.44
DEPRECIATION	-69,840.94	-86,874.51
TOTAL FIXED ASSETS	90,321.24	603,217.95
Account Receivable - Invoice		17,769.49
Advances paid / Purchase orders	4,200.00	2,075.00
Taxes to be deducted	94,005.33	172,305.99
Other accounts receivable	259,390.63	289,424.19
Grant to receive	3,579,735.64	1,816,228.87
TOTAL CIRCULATING ASSETS	3,937,331.60	2,297,803.54
Banks	106,813.99	617,879.65
Cash	26,319.84	165,586.10
TOTAL CASH	133,133.83	783,465.75
TOTAL ASSETS	4,160,786.66	3,684,487.24

LIABILITIES

DESCRIPTION	2020 (IN USD)	2021 (IN USD)
Year Result	86,545.80	677,346.24
Accumulated Results	75,383.23	161,929.03
TOTAL EQUITY	161,929.03	839,275.27
Prov. Financial contingencies	6,702.24	38,109.70
Prov. for end-of-service	28,983.01	34,301.96
Remuneration due to staff	27,266.85	26,279.12
Social security	176,957.17	74,380.65
SOCIAL AND TAX DEBTS	239,909.26	173,071.43
Suppliers	5,300.00	128,918.73
Sundry creditors		
Dues and taxes	25,366.02	36,921.67
Other accounts Payables	358,565.91	7,495.44
Dif. Income	3,351,357.12	2,502,849.70
Accrued Unpaid Charges	18,359.33	-4,045.00
TOTAL DEBTS	3,758,948.37	2,672,140.54
CASH AND BANKS		-
TOTAL LIABILITIES	4,160,786.67	3,684,487.25

BUDGET 2022

EXPENDITURES

DESCRIPTION	2022 (IN USD)
Beneficiaries Transportation	150,000.00
Maintenance	25,000.00
Communications	35,000.00
Rent	40,800.00
Travel & Accomodation	110,000.00
Consultants and Trainings	1,150,000.00
Certification & Studies Costs	35,000.00
Lab Analysis Costs	10,000.00
Insurances	3,000.00
Beneficiaries Support Activities	1,557,154.00
TOTAL ACTIVITIES EXPENDITURES	3,115,954.00
Salaries	600,000.00
Social charges	100,000.00
Transportation allowances	30,000.00
TOTAL STAFF EXPENSES	730,000.00
Taxes other and payments	22,000.00
Depreciation and amortization	17,000.00
"Conversion losses / Current transactions Interest / Financial Transactions"	
TOTAL FINANCIAL FEES	39,000.00
GRANT & ALLOWANCES TO BENEFICIARIES	
TOTAL EXPENDITURES:	3,884,954.00
NET RESULT	94,720.00

REVENUES

DESCRIPTION	2022 (IN USD)
Invoiced services	50,000.00
Grants revenues	3,899,674.00
Diff. exchange rate	
In Kind Revenues	30,000.00
Prov. end of serv.	-
TOTAL REVENUES	3,979,674.00

07 PERSPECTIVES

We will not hit the bottom in 2022. We expect the crisis to start to stabilize by end of 2023. Hence, our main goal is to stay focused, avoid all distractions that are destroying motivation and will, and keep implementing our on-going projects with confidence and perseverance. In 2022, we look forward to achieve the BIEEL project goal to increase Lebanese agrifood exports by 10%. We also look forward to organizing international shows, and provide access to market to Lebanese SMEs, but also to support cooperatives, small producers in developing certifications and standards (organic, fair trade...) and their trading capacities.

We will also work closely with government bodies to ensure smooth access to all regulation, standards and funding to our cluster network

THANK YOU

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