



Agroecological Practices and Market Access: Unlocking New Opportunities

*Elise Noujeim, PhD
Director, Food Security & Agriculture Division*

02



Overview of Fair-Trade Lebanon

A member of



Mission of Fair-Trade Lebanon.

- Sustainable Agriculture practices
- Fostering economic growth
- Empowering local producers to thrive in local and international markets



Vision

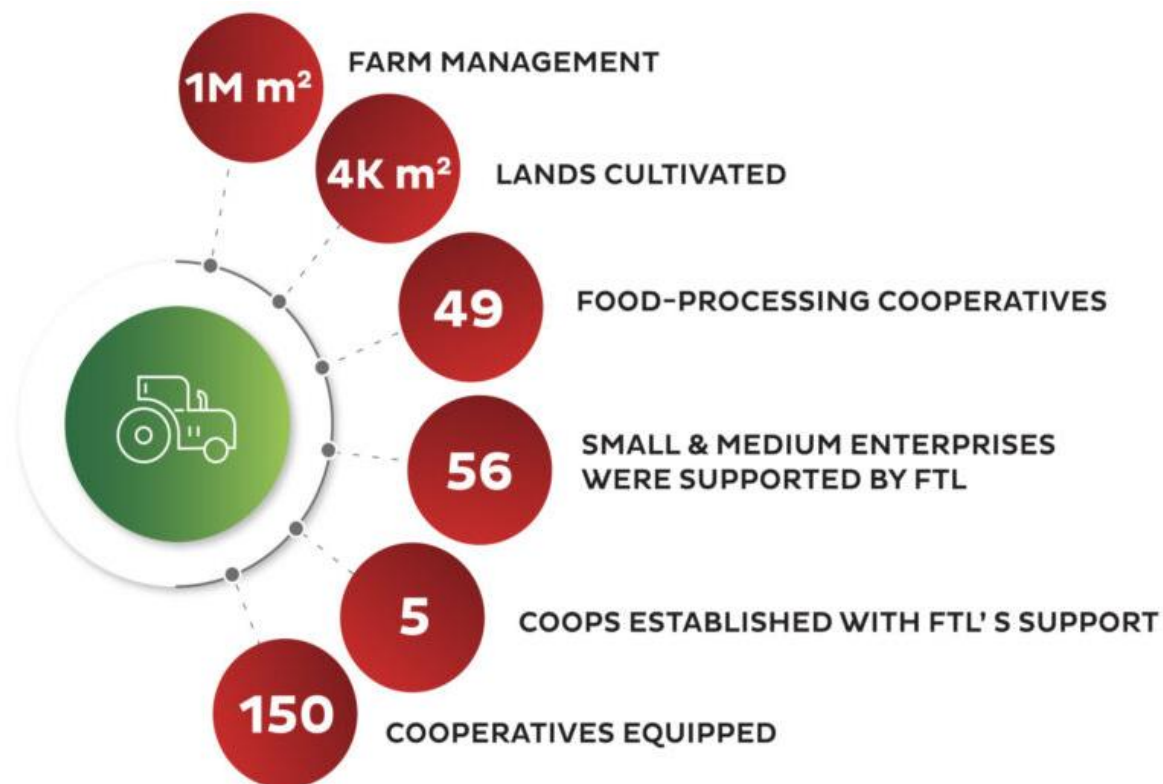
- Empower Lebanese SMEs and small producers through business development
- Facilitate market access and export opportunities
- Showcase the richness of Lebanon's culinary heritage and traditions



03



Main Producers Supported by FTL Across Lebanon



04



Fair Trade Lebanon: A Catalyst for Agroecology in Lebanon



Duration: 3 years (Sept 2022 to Aug 2025)
Budget: 1 M€



Specific Objective: Support and financing of cooperatives and micro-enterprises that adopt socially and ecologically sustainable operating methods.



Fair Trade Lebanon: A Catalyst for Agroecology in Lebanon



- Strengthening Bekaa producers' resilience to climate change through improved production means and adapted practices
- Encouraging young workers to develop and apply climate adaptation solutions in the agro-food sector
- Enhancing FTL's capacity to engage communities on climate change issues

Budget: 783,808 Euro

Duration: 37 months

Start date: January 01, 2024

Completion date: January 30, 2027

En partenariat
avec



06



Fair Trade Lebanon: A Catalyst for Agroecology in Lebanon

WITH THE FINANCIAL SUPPORT OF



IMPLEMENTING PARTNER



Budget: 400,000 Euro
Duration: 38 months
Start date: August 01, 2024
Completion date: July 30, 2027



PERMASOIL

- Promoting climate-resilient agriculture through permaculture and sustainable practices
- Building community capacity for conservation and sustainable land use
- Empowering women and youth with employment in climate-smart practices
- Raising awareness of climate challenges and solutions

Budget: 300,000 Euro
Duration: 36 months
Start date: March 01, 2024
Completion date: February 30, 2027



ECONORTH project

Cultivating Resilience
 Empowering Communities
 Inspiring Change

- Strengthening community resilience to climate change
- Empowering women farmers
- Promoting ecological awareness and sustainable practices
- Driving economic empowerment and climate change adaptation

07



Agroecology: An Opportunity to Revitalize Lands After War

- **Impact of Israel war:** 800 ha burned agricultural lands + 130.000 ha disrupted agricultural lands (CNRS-Lebanon, 27/11/24) >>>>25% of agricultural lands in Lebanon
- **Farmer Challenges:** Farmers have struggled with the loss of their crops and livelihoods due to land devastation.
- **Need for Rehabilitation Support:** Farmers require assistance to restore and rehabilitate their lands.

This situation offers a unique opportunity to rehabilitate the land using sustainable methods and promote agroecology.

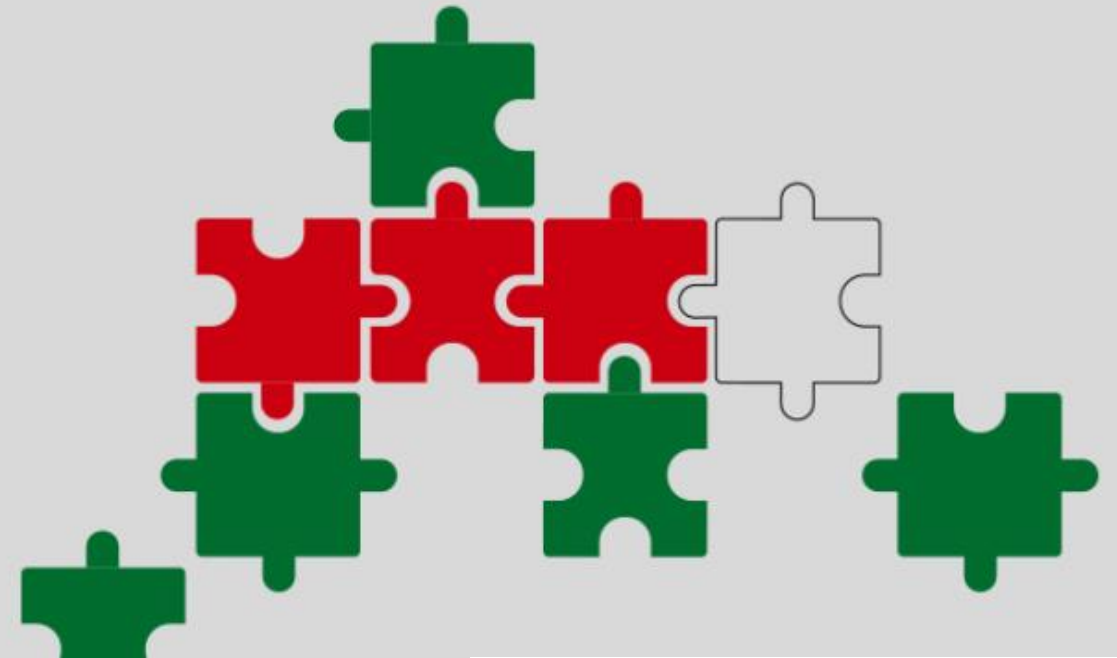
The Struggle of Farmers in South Lebanon

Hanna's Story

08



**BUILD
STRONG
RELATION
SHIPS** 



NETWORK OF LOCAL ACTORS, NGOS



Agroecology coalition in Lebanon



09



*If you
want to go FAST
GO ALONE,
If you want to go FAR
go together*



Farmers: Adopt sustainable farming practices and produce agroecological products.



**Building
better future
for all**

Processors: Add value through processing, packaging, and branding to improve marketability.

Collaboration enhance the value of agroecological products and reaching higher-value markets.

10



Why agroecological products have better markets?

- Growing demand for sustainable, environment-friendly and ethically sourced products.
- Importance of certifications such as Fair Trade.
- Growing demand for authentic product



Agroecology: Unlocking Market Opportunities



12



How Can Agroecological Products Access Premium Markets: a potential successful case from Fair Trade Lebanon

Added Value of Agroecology to Zaatar:

- 1.Targets Premium Products in Niche Markets:** Access to high-value markets demanding sustainable products.
- 2.Export Opportunities:** Increased potential for exports to international eco-conscious markets
- 2.Elevate Brand Identity:** Differentiates Lebanese zaatar as a unique, eco-friendly product.



Marketing Tool (Competitive Edge): Healthy practices and healthy products, justified by sustainable cultivation methods.

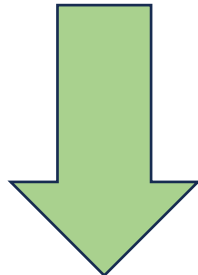
Understanding Market Access for Agroecological Products



13



Agroecological products can access
niche markets through value-
added processing.



Involvement of Cooperatives



”منظمة التجارة العادلة بلبنان ساعدتنا ننما
ونتطور من تعاونية صغيرة لكبيرة
و صرنا نصدر منتجاتنا لدول العالم.“

جورجيت صعب

But Cooperatives have certain needs to fully align with agroecology

Technical Knowledge

Access to Finance & Equipment:

- Microcredits/grants for equipment & infrastructure (energy-efficient machines, composting facilities),
- Tools & agroecological technologies (solar dryers, biodegradable packaging) to optimize energy and water use.

Access to Sustainable Raw Materials sourcing from agroecological producers (cooperation)



But Cooperatives have certain needs to fully align with agroecology

- **Encouraging local value chains:**

Building direct connections with local farmers to ensure a supply of fresh and environmentally friendly products.

- **Market Development**

- **Certification to enhance product value.**

- **Promotion:**

Creating labels to differentiate their products and access local, regional, and international markets.



Barriers to Expanding Market Access for Agroecological Products: The Case of Lebanese Almonds

- **Almond Cultivation in Lebanon:** Almonds are grown in various regions, including the Hermel mountainous area, Beqaa Valley, Baalbek, North Lebanon, Mount Lebanon, and smaller quantities in the Shouf region.
- **Varieties of Almonds:** Lebanon is home to at least 36 almond varieties, such as Awja, Khalwani, Khachabi, Istanbuli, Oum Omsar, Metwi, Nahali, Abou Soumegh, and Bandouk, among others.
- **Almond Sales:** Approximately 45% of almonds are sold in their mature form ('frik'), while around 55% are sold in their green form for the local market.



Barriers to Expanding Market Access for Agroecological Products: The Case of Lebanese Almonds

Local Market

- Mature Form faces Competition with imported American species
- Pastry shops and roasteries in Lebanon prefer the American variety because of its larger size, better prices, the local variety come in small sizes/higher prices
- High consumption of the green form



Export Market

- Lebanese almonds face competition from regional exporters like Pakistan, Afghanistan, & Uzbekistan
- Double-shell almond
- Bitterness taste of some almonds that might limit the export

Promoting Agroecological practices for Almond has definitely positive impact on the environment and consumers but will not allow producers to have a variety of channels for selling their produce
>>>> barrier for producers to convert to agroecology.

Green almond could have better market with agroecology cultivation

Can agroecology serve as a lever for promoting local products?

Benefits:

- Support for Local Food Systems
- Production of high-quality, environmentally sustainable local products, benefiting both the community and the ecosystem.
- Economic Opportunities for Small-Scale Farmers



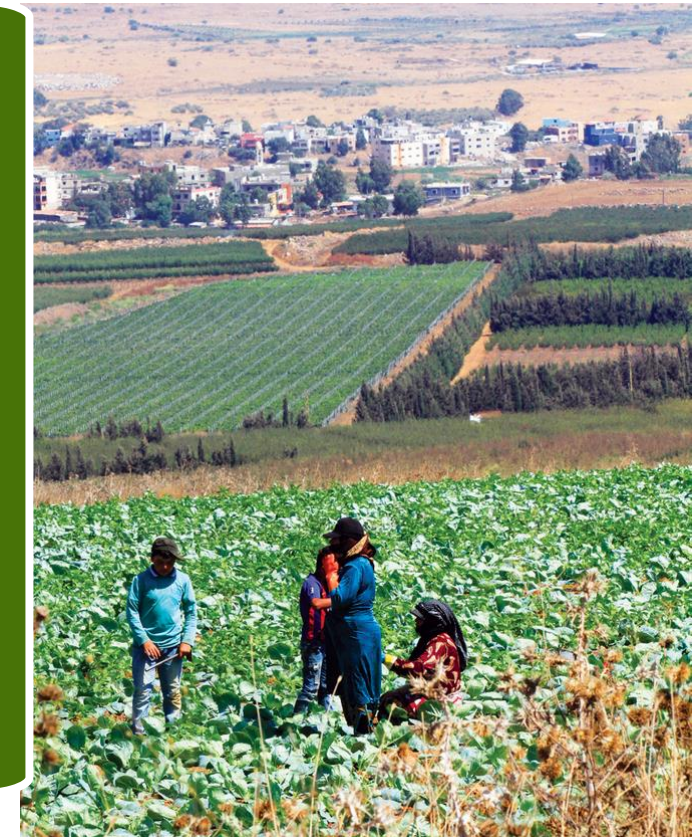
Limits:

- High Economic Transition Costs
- Market and Policy Barriers
- Limitations in Policy Protection Rules and Regulations

Can agroecology serve as a lever for promoting local products?

Recommendations:

- Increased support to reduce economic transition costs and offer financial incentives for sustainable practices.
- Policy reforms to create a more favorable environment for agroecological practices and ensure better protection and regulation.
- Strengthening market linkages through partnerships, cooperatives, and certifications to open new sales channels for agroecological products.
- Education and capacity building for producers to help them adopt sustainable practices and improve market readiness."





www.fairtradelebanon.org

 e.noujeim@fairtradelebanon.org

Thank You!

