



**FAIR
TRADE
LEBANON**

Improving lives...

Fair Trade Lebanon

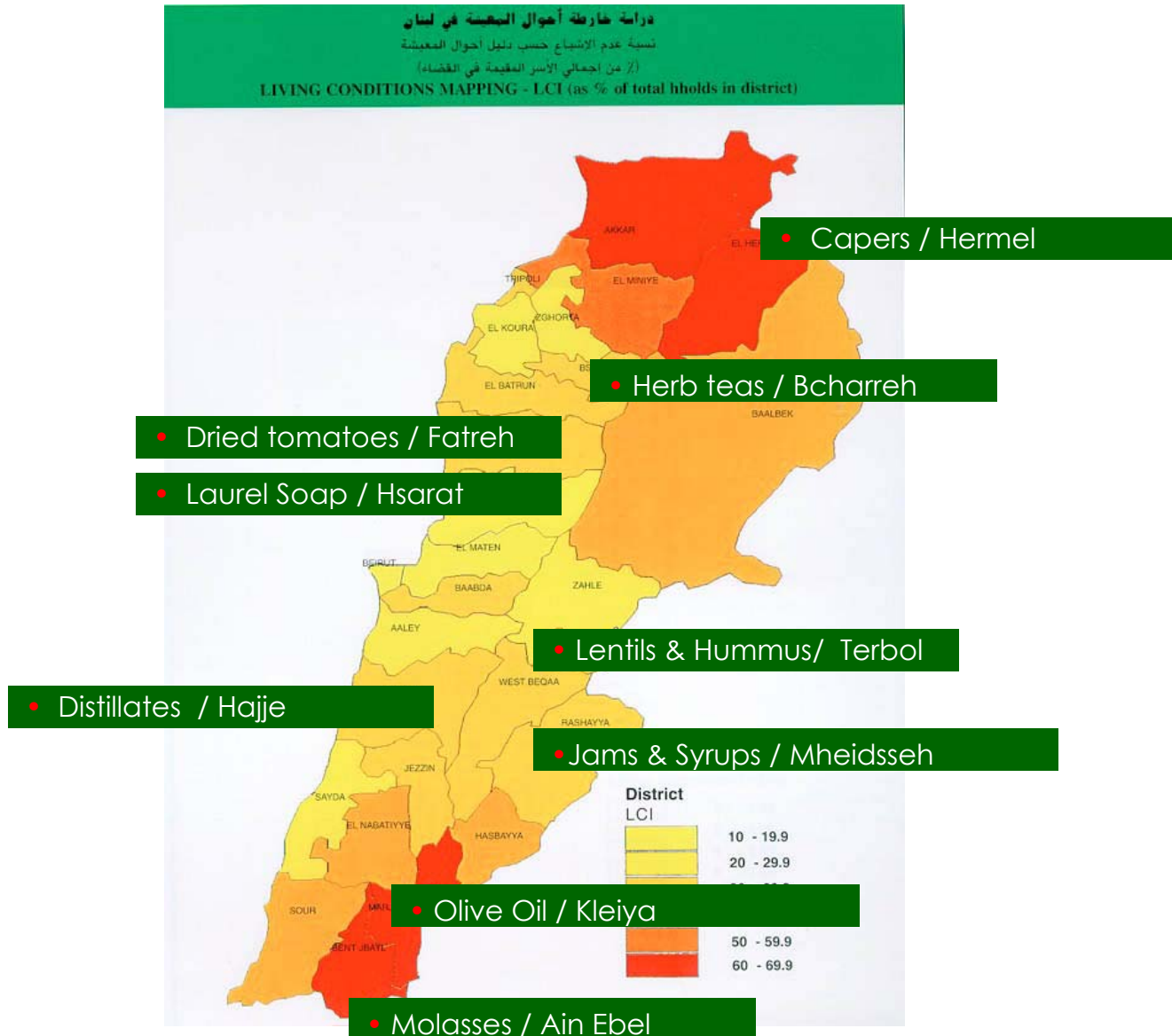
- Non-profit NGO founded in January 2006
- Five founding members
- Partners
 - SSVP (Lebanon and France)
 - Artisanat SEL (France)
 - SIDI (France)
 - Stores in Canada
 - SMO Foods
 - Contacts with Altromercato (Italy) and Oxfam Belgium
- Financing:
 - Private Funds and Grants
 - French Embassy in Lebanon
 - SIDI social banking
 - Advance funding for orders
- Brand promoted:



How we operate

- Identify products with Lebanese uniqueness
- Search for small production units in remote regions
- Control and improve quality of the products
- Propose additional equipments and trainings
- Provide access to the market
- Promote Fair Trade values
- Maintain in Lebanon the value added from food processing and packaging
- Assist cooperatives and farmers in complying by Fair Trade and Organic standards

Products & Regions promoted



Where we are today

- 52 products marketed under the brand “*Terroirs du Liban*” (Lebanese Produces)
- 12 partners: food-processing cooperatives and 350 farmers
- 2 important markets : supplying to France and Canada
- First pioneer and Fair Trade actor in Lebanon
- Constant awareness raising strategies: conferences, forums...



Product line 2009

Products & Regions



E-services we use

- Website : <http://www.fairtradelebanon.org>
- Blog :
<http://www.bloggingfairtradelebanon.blogspot.com>
- Facebook group :
<http://www.facebook.com/home.php?#/group.php?gid=52110848506&ref=ts>
- Artisanat SEL:
http://www.artisanatsel.com/ColCMS/pages/WPage.jsp?alias=cat.fam.sfa&fam_code=A&sfa_code=JF

Widespread of information

- A Lebanese article travels the net :

<http://transfair.ca/fr/actualites-et-opinions/nouvelles/le-commerce-equitable-une-strategie-de-marketing-qui-promeut-les-va>

- Product line available all over the net :

« *Vitrine du commerce équitable* »

http://www.vitrine.commerceequitable.org/front/Huile_et_vinaigre-259.html

« *Déco et art de la table* » :

<http://www.cbocdeco.com/saveur/epiceries/huile-d-olive-du-liban.html>

« *l'épicerie équitable* » :

<http://www.epicerie-equitable.com/epicerie/catalog/Lentilles+corail+Liban>



Our Challenges

- How can we fully take advantage of our presence on the net?
- Should we start to sell online as B2C? If yes, do we do it ourselves or outsource it?
- How to overcome problems related to export / import, duties and control?

Thank you...



www.fairtradelebanon.org

