



**ECONOMIC AND SOCIAL  
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Livelihoods Approach for Promoting Rural Development  
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## **COOPERATIVE COTEAUX HELIOPOLIS A SUCCESSFUL STORY OF DEVELOPMENT**

*By*

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Head of Services & Agriculture Development Department in CC  
Industry & Agriculture of Zahle & Bekaa

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# **COOPERATIVE COTEAUX HELIOPOLIS A SUCCESSFUL STORY OF DEVELOPMENT**

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**Chamber of Commerce, Industry & Agriculture of Zahle & Bekaa**  
**December 21-22, 2009**

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## **OBJECTIVES**

- Increasing farmers income through the Cultivation of grapes for wine production to replace illegal crops .
- Production of high quality grapes & Wine
- Conservation of Natural resources especially water through the cultivation of Non irrigated crops
- Prevention of desertification

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## HISTORY

- 1997 Starting meeting
- COOPERATION CCIAZ / CA & CG. " OISE" /French Ministry of Foreign Affairs
- 18 months of data collection, meetings
- **Cooperative Coteaux Heliopolis** was founded by the decree no 6/2/T in 1999

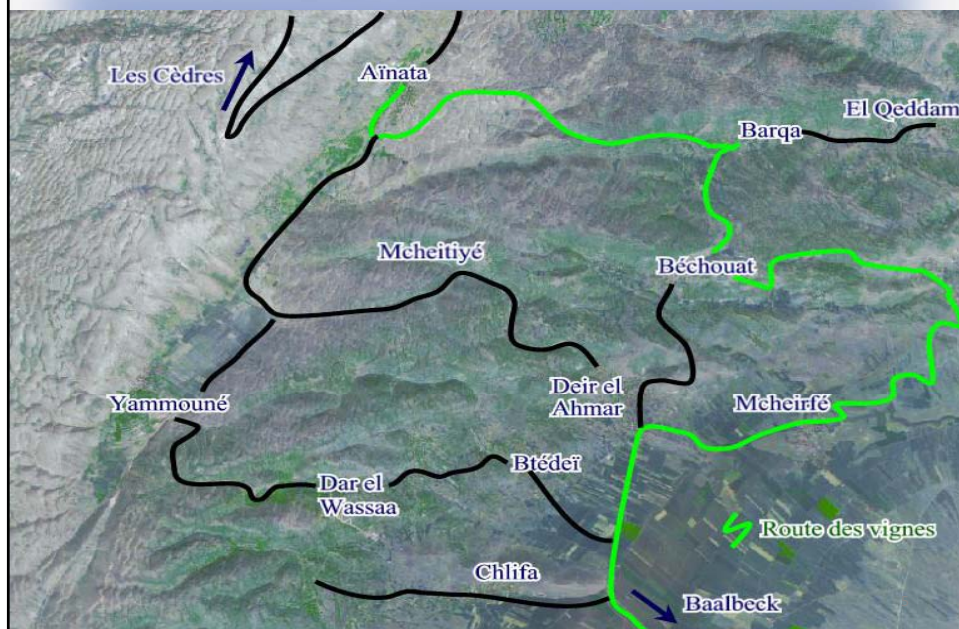
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## PROJECT AREA

- **430 families** are concerned in **11 villages**
- **Total Population** about **28000 habitants.**
- Less than **50% are residents.**
- A large number of young are living in **Beirut and Mount Lebanon.**

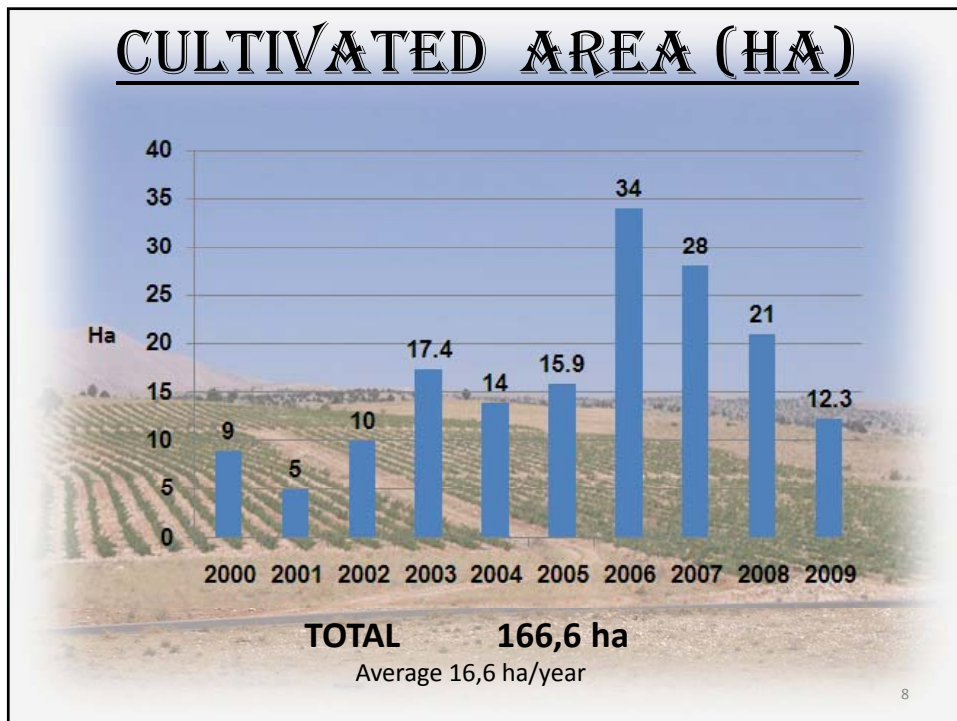
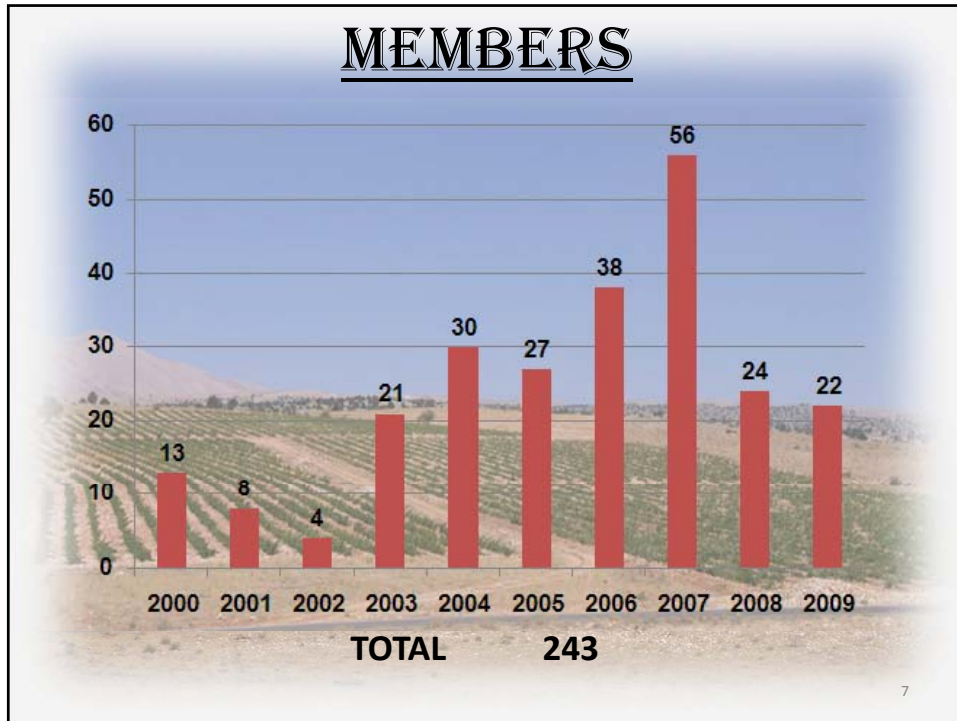
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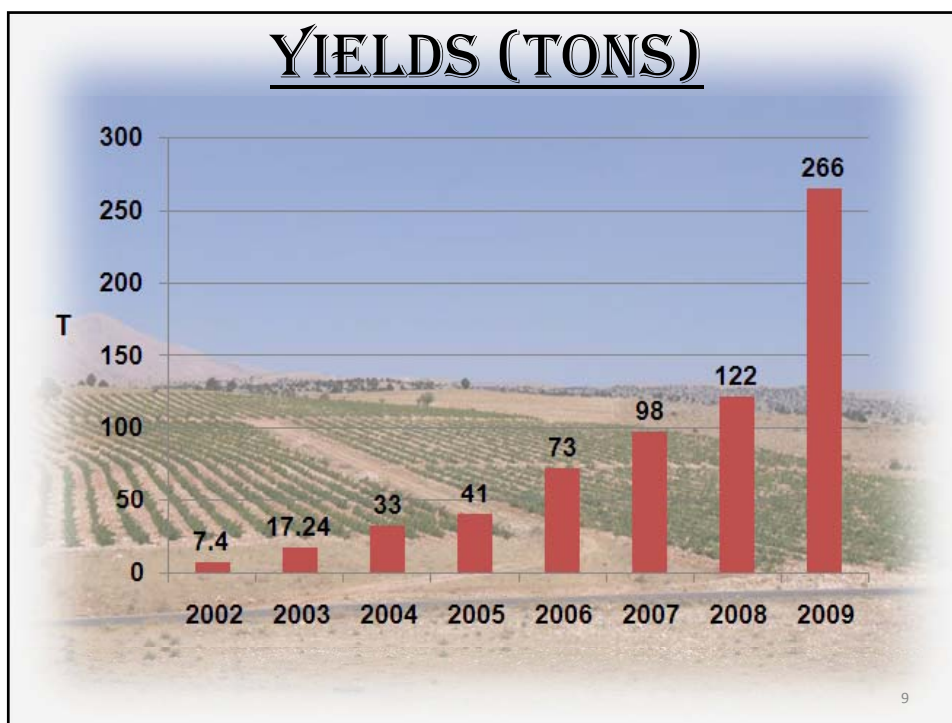
## PROJECT AREA



## A PROJECT ADAPTED TO THE REGION

- **Agro – climatic** conditions are ideal for the vineyards culture .
- Altitude between **900 and 1700 m**.
- Soil structure & texture.
- The **sugar concentration** in the grape bay is **favorized by a dry period in summer** and daily amplitude of **20 degree**.
- Major **diseases** are rarely present.
- In the late **90s** the **Lebanese governement** decided to stop the **illegal crops (16000 Ha)**.





### SERVICES OFFERED TO FARMERS

- **Commercialization** of the **total quantity** of grapes (if respecting the standards).
- **Technical assistance** for farmers.
- Imported **Grapevine plants**.
- **Payment facility** for plants
- **Inputs delivery** at lower prices.
- **Space for meetings**

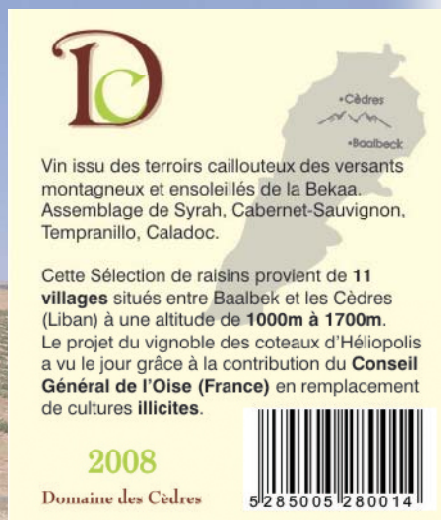
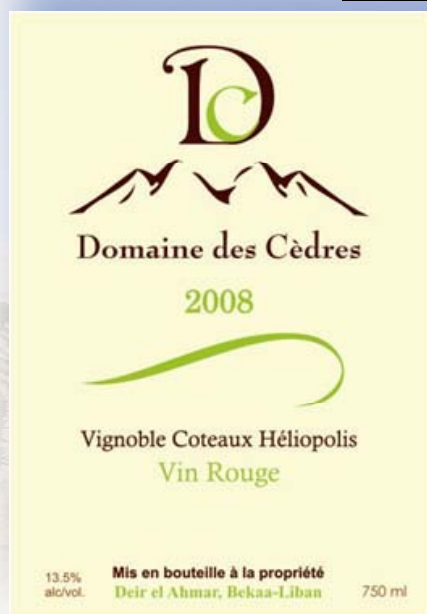
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## SALES

- Medium term Contract with a Local winery.
- Price higher than **1 \$/kg** (depending on the region).
- Part of the production is processed for the cooperative under the name of “**Domaine des Cedres**”.

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## LABEL



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## FUTURE OBJECTIVES

- Increase cultivated areas and productivity.
- Access to micro credits:
  - Irrigation
  - Increasing production.
  - Agricultural machinery
- Creation of a Winery

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**THANK YOU  
FOR  
YOUR ATTENTION**

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