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Is a digital platform promoting connection and networking among Date, Cherry, Apricot and Aloe Vera small farmers engaged in the application of a joint production reorganization strategy.

A reorganization process based on a agro-ecologic production approach and promoting a quality management system, which focuses on product quality enhancement to respond to the international market demand while protecting the delicate balance between trees and surrounding ecosystem.

These small farmers work together paying special attention to cultivation-related traditions and promotion of local plant varieties, ensuring delivery of a high-quality product made out of love and environmental care to the final customer.



### The role of the John Paul II Foundation

The Foundation, with the financial support of the Italian Agency for Development Cooperation, coordinates a network of high-profile academic partners from the world of scientific research, large-scale distribution and national and international institutions and relies upon the work of a qualified team of economists, agronomists and market experts. It promotes a partnership-based approach supporting small farmers in reorganizing their production in a quality-oriented perspective to favour access to international markets.

## The Lebanese Cherry farms

The Bekaa valley in Lebanon feature peculiar weather and most convenient agro-climatic condition for the cherry tree to grow. The required chilling hours, a rich soil and an adequate sun exposure contribute to a uniquely-refined taste, excellent firmness, colour and sugar content.

The Cherry tree cultivation in Lebanon has remarkably developed over the last 70 years and nowadays represents, for Lebanese farmers, a passion and a heritage. Farmers apply the finest cultivation techniques from orchard management, pest and disease management till harvest and post-harvest practices. Producers participating in the project do not refer to any single organisation representing them as a whole: they tend to be organised in several groups based on geographical criteria in neighbouring territories with specific soil, altitude, climate and varietal characteristics.



### Contact numbers

- Ghassan Feghali** (Baskinta cluster)  
Phone number: 00961-3772872  
ghassanfeghali@hotmail.com
- Michel Rahme** (President of the cooperative of Ainata)  
Phone number: 00961-3292229  
mnrahme@gmail.com
- Walid el Haybi** (Wadi el Karem - Baskenta region)  
Phone number: 00961-3589314

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# CHERRIES Lebanon



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# THE PROJECT

The Bekaa Cherry production value chain represents the core of a promotion strategy endorsed by renowned and prestigious research institutions, universities, large scale distribution and public bodies which, under the John Paul II Foundation's coordination, fosters a quality-oriented production reorganization based on environmental sustainability and compliance to international market standards.

The Quality Management System describes a quality control system applied to soil and shrub cultivation, aimed at favouring a high quality and efficiency-oriented production, harvest, selection and preparation of the final product to ensure maximum quality standards.

The Agro-ecological approach pursues a cultivation philosophy favouring a natural balance among the tree and the surrounding ecosystem through application of production techniques paying particular attention to natural resources preservation and limiting utilization of pesticides and chemical fertilizers.

Favourable Growth conditions are promoted, fostering productivity and quality enhancement.

Market-oriented production: Awareness and knowledge about market trends allows to orient and guide production to respond to the quality demand of international markets and valorise the product's characteristics.

BUSINESS PLAN

VALUE CHAIN

IDENTITY

QUALITY

MANAGEMENT

SYSTEM

HERITAGE

MARKET ANALISYS

INCOME GENERATION

INNOVATIVE

PRODUCTIVE

TECHNIQUES

FAIRTRADE

SUSTAINABILITY

# TECHNICAL SPECIFICATIONS OF LEBANESE CHERRIES

Why lebanese cherries varieties are excellent

## PRODUCTION ORIGIN AREAS:

**Niha** Altitude: 1100 m – 1300 m  
Total Production: An average of 80 tons  
50 tons "Ferawni" variety: End of June  
30 tons "Telyani" variety: May - June

**Kousseya** Altitude: 1100 m – 1200 m  
Total Production: An average of 200 tons  
"Telyani", "Ferawni" and "Succary" and 7% of "Mkahhal"  
Harvest season Mid-April till end of June

**Ferzol** Altitude: 1200 m – 1400 m  
Total Production: An average of 250 tons  
"Telyani" - "Ferawni"  
Harvest season: May till June

**Rachaya** Altitude: 1350 m – 1500 m  
Total Production: An average of 200 tons  
"Telyani"- "Ferawni" – "Mkahhal"  
Harvest season: May till June

**Kaa el Rim** Altitude: 1250 m – 1500 m  
Total Production: An average of 800 tons  
Mainly "Ferawni" and 25% of "Mkahhal"  
Harvest season: May till June

**Wadi el Arayech** Altitude: 1200 – 1300 m  
Total Production: An average of 300 tons  
Mainly "Ferawni" and 30% of "Mkahhal"  
Harvest season: May till June

**Metn (Baskenta region)** Altitude: 1210 m- 1700 m  
Total Production: An average of 200 tons  
Local Varieties: "Ferawni"; "Mkahhal"; "Banny"; "Sekari"  
Harvest Season: From 10 June to 15 July

**Ainata** Altitude: 1600 m – 2000 m  
Total Production: Total Production: 40 tons  
Local Varieties: "Ferawni" (65% of the total production); "Mkahalh" (also called "Kaws Kozah" – Rainbow); "Banny" and "Sekari"  
Newly introduced varieties: "Sweet Heart" (an average of 15 donum)  
Maturity and Harvest  
"Banny"; "Ferawni"; "Mkahhal"; "Sekari": From 10 June to 15 July  
"Sweet Heart": Late June - Early August

Local Varieties	Notes	May	June	July	August
Var1	Taliani Early Variety (production) // Sensitive to cracking, red pulp not firm	Mid May	Late June		
Var2	Feraouni Big size Berries, Tasty, Good firmness		Early June	Mid July	
Var5	Baskintawi Excellent taste, firmness, and big size berries// Low production and slow growth habit		Late June	Mid July Early August	
Var6	Banny Excellent taste, firmness, and big size berries// Low production and slow growth habit		Late June	Mid July Early August	
Var7	Mkahhal Good flavor, Good berry size//Low firmness		Late June	Mid July Early August	

In Higher lands the season might extend a bit more

Taliani	20 May	Early June	
Feraouni	10-15 June	End June	Early July
Baskintawi	20-25 June	Early June	
Banny	20-25 June	Early June	
Mkahhal	20-25 June	Early June	

(the following data is from Wadi el Arayech region)

Beginning of the season End of the season

This Table covers the poduction in High lands and Low lands; so it is overlapping both seasons together in two different regions. The beginning goes with low lands and end of the season with high lands.



# VARIETIES CHARACTERISTICS

## Shipment

The best way to ship cherry for export is by plane, because this kind of fruit is so delicate and sensitive.

## Shelf life

Up to 4 days refrigerated.  
Up to 20 days frozen

	Local Varieties	Maturity 1	Growth Index 2	Production Index 2	Berry weight (g)	Firmness Index 3	Pollination
Var1	Taliani	-22	2	3	8-9	2-3	Var2 Var4
Var2	Feraouni	0	3	4	9-10	3	Self-pollination
Var5	Baskintawi4	+7	2	1	11	4	Var4- Skeena5
Var6	Banny	+11	2	2	10	4	Var4- Skeena
Var7	Moukahal	+15	4	4	9-10	2	Self-pollination

1 Var 2 Feraouni taken as control variety (reference) so Var1 is 22 days before Feraouni  
2,3 On a scale of 1 to 4; 1 lowest and 4 the highest  
4 Baskintawi variety is like the Banny variety but with a short stem: sometimes called Banny short stem.  
5 Skeena is an improved imported variety.  
Var 1: Taliani (Italian)

Var2: Feraouni or Ferawni  
Var3: Succary (means "sweet")  
Var4: Zahry: Pink / Aleb el Tayer (means "the heart of the bird")  
Var5: Baskintawi  
Var6: Banny (means "brown")  
Var7: Moukahal (means "eyeliner") // Kaws Kozah (means "Rainbow")

