



www.smallfarmers.trade

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 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, 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 Apricot farms

The Bekaa valley in Lebanon features peculiar weather and most convenient agro-climatic conditions for the apricot trees to grow. The cold winter and dry spring, a rich soil and a full sun exposure contributes to a uniquely refined taste, excellent firmness, color and sugar content. The Apricot 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 who participate 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 neighboring territories with specific soil, altitude, climate and varietal characteristics.



Contact numbers

Antoine Naous (Al Qaa)
Phone number: +961 70 282 582
Antoinbussines@hotmail.com
Georges A. Awad (Al Qaa)
Phone number: +961 3 922 273
info@polytech.cc
Joseph Al Droubi (Ras-Baalbek)
Phone number: +961 3 934 095

www.smallfarmers.trade

printed on ecological paper
Raffaele Quadri



APRICOTS Lebanon



AICS - Italian Agency for Cooperation and Development
Office of Beirut - Baabda- Lebanon.

This publication has been funded by the Italian Agency for Development Cooperation with in Improvement of the product quality and of productive, managerial and commercial innovation of small-scale producers as a driver for an eco-sustainable and inclusive rural economic development in the agribusiness chain of apricots in Lebanon AID 11427

The views expressed in this publication are those of the authors and do not necessarily reflect the views or policies of the Italian Agency for Development Cooperation. The Italian Agency for Development Cooperation is not responsible for any inaccurate or libelous information, or for the erroneous use of information.

THE PROJECT

The Bekaa Apricots production value chain represents the core of a promotion strategy endorsed by advanced 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 trees 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 allow 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 APRICOTS

Why lebanese apricots varieties are excellent

PRODUCTION ORIGIN AREAS:

Al Qaa Altitude: 650 m – 800 m
 Total Production: 18 tons/ hectare
 Apricots area: 95 hectare
 variety: Biady 40%, Dehabe 30%, Ajami 20%, others 10%

Ras-Baalbek Altitude: 920 m – 1150 m
 Total Production: 18 tons/hectare
 Apricot area: 45 hectare
 variety: Dehabe 40%, Ajami 35%, others 25%

Local Varieties	Notes	Beginning of the season	End of the season
Dehabe Asfar	Late season variety, big size, good firmness and excellent for processing.	Mid June	End June
Ajami	Excellent taste, medium size, low production and slow growth habit	Mid May	End May
Bandouk Al Ajami	Good flavor, slow growth habit and medium size.	Mid May	End May
Biady	Light color, sweet flavor and low firmness.	Mid May	End May
Dehabe Ahmar	Late season variety, big size, good for processing and dark orange color.	Mid June	End June
Moubaker	Early season variety, big size and acidic flavor.	Early May	End May
Frensewe	Low firmness and good taste	Mid June	End June
Telyani	Low firmness and good taste	Mid June	End June



VARIETIES CHARACTERISTICS

Local Varieties	Maturity	Growth Index	Production Index	weight (g)	Firmness Index
Dehabe Asfar	+30	2	4	37g	5
Ajami	0	1	1	35g	1
Bandouk Al Ajami	0	1	2	35g	1
Biady	-10	2	3	30g	2
Dehabe Ahmar	+30	3	4	37g	5
Moubaker	-20	4	3	37g	3
Frensewe	+22	4	4	40g	3
Telyani	+22	4	4	40g	4

