

ANNUAL REPORT 2016



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A message from the General Manager, Saleem Abu Ghazaleh



It's the 23th year for Al Reef Fair Trade. For all these years, Al Reef has been committed to serving the Palestinian rural areas while working towards social justice and national liberation.

It has always sought to reach small farmers and women to empower them, to develop the quality of their produce, and to enhance their competitiveness in local and international markets.

Through such interventions, we assert the importance of a strong socio-economic structure which enhances the steadfastness of farmers and women on their lands and helps them combat the Israeli land confiscation for the purpose of constructing more illegal settlements.

Still, we are committed to the values of social justice, human rights and fair trade principles. In Al Reef, we will always be grateful to our international fair trade partners for their inalienable and endless support for Palestinian small farmers and women in the fields.

✿ 23 Years of Fair Trade Work

Al Reef for Investment and Agricultural Marketing Company is a private shareholder limited company owned by the Agricultural Development Association, previously called Palestinian Agricultural Relief Committee (PARC) and the Arab Agronomists Association (AAA). Established in 1993, Al Reef aims to provide promotional, marketing, and manufacturing services for Palestinian agricultural products. Al Reef now exports its products to numerous fair trade companies and organizations in Europe, USA, Canada and Japan, New Zealand and the UAE, in addition to the Palestinian market.

Being a member of the World Fair Trade Organization, Al Reef adopts fair trade principles in collaboration with PARC. It supports agricultural cooperatives to improve their socio-economic situation by developing their production skills and capacity and through improving the quality of their products. The majority of these cooperatives have male and female members. Traditionally, the 80-85% male members participate in agricultural activities while women are mostly involved in food processing. In addition, PARC supports all-women cooperatives specializing in products such as couscous and za'tar.

Al Reef produces, promotes and markets all kinds of olive oil (virgin, extra virgin, organic and organic extra virgin), med-joul dates, almonds, couscous (Maftoul), dried tomatoes, thyme (za'tar), olive paste, date paste, roasted green wheat (freekeh) and olive oil soap.

Al Reef's overall objective is that marginalized Palestinian women and men obtain fair prices for their agricultural products; the prices which ensure a decent life for them. During 23 years of work, Al Reef has been able to establish solid partnerships based on transparency with numerous Fair Trade Organizations and companies in Europe, USA, Canada, Japan, New Zealand and the UAE.



✦ The Parent Organization: Agricultural Development Association (PARC)



The Agricultural Development Association PARC (previously called Palestinian Agricultural Relief Committees) is a pioneer national developmental organization with a regional trend committed to rural and agricultural development, social justice and national liberation.

PARC strives to develop the agricultural sector, strengthen the resilience of farmers, reach out to the poor and marginalized groups and their CBO's, mobilize and develop the capabilities of rural people to enable them to control their resources, through the work of distinguished professional teams and loyal volunteers. This has been accomplished through creative programs and transparent management and through technical practices to contribute to the establishment of a free and democratic Palestinian society with the values of social justice.

➔ We are distinguished with our integrated efforts

Integrated and complementary work is achieved through close cooperation between Al Reef Fair Trade and PARC. Al Reef company is owned by (PARC) and is the marketing arm that provides post-harvest services (processing, production, marketing and export) of Palestinian agricultural products while (PARC) provides pre-harvest support in terms of consultancy, training on GAP, distributing seedlings, equipment and agricultural infrastructure development.



A Fair Trade Company; in Philosophy and Practice

❖ Premium Payments

Al Reef Fair Trade Company has been applying the philosophy and principles of fair trade in order to improve the living conditions and capacities of farmers and their local communities. In the past five years, from 1/1/2012 until 31/12/2016, Al Reef paid a premium price of “890,346” Israeli shekel which equals around 231,259 US dollar. Al Reef Fair Trade purchasing policy, from more than 20 cooperatives applying quality programs, is based on fair trade principles and it has increased cooperatives revenues by 15% - 25% during the previous period; which is the result of the price difference between the domestic market and the fair trade price paid by Al Reef. In return, our work has made a considerable positive change on cooperatives’ sustainability and development in rural areas. It’s estimated that the increase in the revenue made by farmers in the past five years from olive oil sales is 2,000,000 shekels, which is the difference between the local market price and the fair trade price.

Dreams come true through premium:

Cooperatives have been investing the premium money to develop their infrastructure such as warehouses, agricultural equipment, buildings, and projects to serve the local communities. Through premium money, Farkha cooperative managed to take a joint loan with three other cooperatives to purchase a press for olive oil (East Bani Zeid Cooperative, Aboud Cooperative, and West Bani Zeid Cooperative). All these cooperatives pay the monthly payment of the joint loan through premium money coming from olive oil sales. Furthermore, through olive oil premium payments, Farkha cooperative makes contributions to Farkha annual festival that takes place every year from 23/7 to 30/7; an event that has been running since 1991 and aims to enhance the voluntarism spirit, educate the youth, raise awareness on environmental issues and maintain the Palestinian culture. “Last year we had 150 permanent volunteers and 350 part-time volunteers from all over the world (local, international)”, said Bakir Hammad - member of Farkha cooperative. Also, through premium, Farkha cooperative has been able to help in developing the kindergarten run by the women club in the villlage.



Pictures inside the new joint olive press of the four cooperatives located in Mzare' Al Nobani– East Bani Zeid.



❁ Social Responsibility

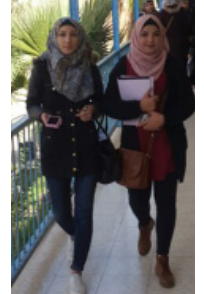
Full scholarship covering tuition fees for 4 years at Birzeit University for Tasneem Ghaith

Since Al Reef Fair Trade Company is also a social responsible organization, it has granted a scholarship to a girl named "Tasneem Ghaith" who obtained a very high score in high school (99.1). Tasneem is from Beit Eksa village near Jerusalem and her family works in agriculture in Beit Eksa village.



"Since I was a kid, I dreamt about becoming an English teacher and in the future I want to have a PHD and teach in universities. I enjoyed school a lot but the university experience is totally different and it is bigger here. It makes me feel that I am more mature and responsible. I want to leave a mark in this world especially through my education; which is a weapon to have a successful life for women here, giving all the current hard circumstances. For me, education is the most important thing in my life. As a citizen I wish to reach the point where I can help my community through my future career and education and to contribute to positive change. Independence starts with education, and so does the formulation of one's personality. This scholarship has helped me a lot. It made it easier for me to go through the path I have chosen. It also made my family's life easier. Now, I don't feel I'm a burden on my father especially that studying at Birzeit University is very expensive for my family," Tasneem Ghaith.

Student Amal Tari: Covering university transportation costs from northwest of Jerusalem governorate to Ramallah Women's Training Center (RWTC) in Ramallah.



Student Hamzah Hammoudah: Covering university transportation costs from northwest of Jerusalem governorate to Al - Quds Open University in Ramallah.



An air conditioner as a donation to the Al Qbibah Club - Jerusalem Governorate.

The company also distributes dates to worshipers who come from far places to Al-Aqsa mosque during Ramadan holy month

❄️ Renovation of the Women's Couscous Cooperative

Transforming spaces, lives and working conditions

This renovation project is funded by Chico Mendes and Milan municipality, in partnership with PARC and Al Reef Fair Trade. The idea is also to develop an organic production chain for couscous within the Pal Pass project: "Fair Food Security in Palestine". Furthermore, the renovation aims to increase the export potential of the cooperative, to attain HACCP certification and to optimize the couscous supply chain.



➔ Sustainable social economy

The Women's Couscous Cooperative has been operating since 2008 when it was first developed by Al Reef in partnership with PARC through providing the cooperative with workplace, quality assurance support, equipment, input materials, marketing and promotion. The cooperative has since then been an important economic and social development tool for women in Jericho; a city that has an unemployment rate of 22.7% among women which is almost double the rate of unemployment among men being 12.3% (PCBS, 2015). In vthe cooperative you see strong, empowered and capable women. Not only has their work improved their economic conditions but it has also boosted their self-esteem, confidence and personality. The relationship between Al Reef and the members of the cooperative is based on partnership, transparency and mutual respect.





“The couscous cooperative is the foundation of our lives. It’s like a second home for us and we work as one family here. This development enhances our persistence and dedication to work and to have a sustainable project”, Yusra Abu Saleem- a member and a resident of Ein El Sultan Refugee Camp.

“I would really like to thank everyone that has helped this cooperative and its progress”, Zahra Abu Sharar- a member and a resident of Ein El Sultan refugee camp.



“When we were told about the renovation, we didn’t expect it to be that huge! I was amazed when I saw walls being brought down and new spaces being added! We are so satisfied with this renovation; especially the addition of the new isolation ceiling that will prevent the sun heat to get through. It will

be easier for us to process the couscous with less heat. It looks cleaner, whiter and much more relaxing and comfortable to process couscous inside”, Shadia Farawnah- member.

❁ Contribution to Social Inclusion

When Al Reef Fair Trade first supported the cooperative, it faced a challenge to combine the women who come from different social backgrounds; women who are originally from Jericho and women who were displaced and live in refugee camps near Jericho city. The cooperative has provided all these women from different social backgrounds with a sustainable and fair income, better working conditions, and continuous support to enable them to develop their skills, reinforce the cooperation spirit, and expand their knowledge to the needs of the external market while preserving the traditional Palestinian kitchen where couscous is considered an integral part of the Palestinian history and culture. These women have become a great example of social inclusion success.



The Women’s Couscous Cooperative has around 30 women members where the majority of them come from nearby refugee camps; mostly from Ein El-Sultan and Aqbat Jabr camps. Renovation of the cooperative was necessary to improve and facilitate the working conditions of the members and contribute to increased capacity, productivity and decreased costs. It will also enable the cooperative to produce more couscous and increase the income of all women in the cooperative.

❖ Empowering Others by Sharing Knowledge

Educational visit of Tulkarem women's cooperative

Al Reef Fair Trade welcomed a delegation of 20 women from women's cooperatives and feminist activists in Tulkarem governorate, in a mission to transfer Al Reef's technical expertise in the field of food processing to other cooperatives. The delegation visited Al Reef olive oil filling station in Al Ram, date filling and packaging station and the women's couscous cooperative in Jericho. It was agreed to coordinate an integrated training program by Al Reef Fair Trade staff to raise the capacities of the women and to develop their businesses in Tulkarem.

"The center was established in 2004 to enable women economically, socially and politically in the northern governorates through capacity building and small projects to create job opportunities and enable women to access decision making positions. Our role has to do with education and raising awareness. We also offer food processing courses for women who produce white cheese, thyme and couscous for the local market. This visit was enriching for them to increase their knowledge and to acquire new expertise. For example, people in Jericho think of us, northerners, as experts in olive oil; however the women members don't have information about olive oil quality in terms of efficient plucking, storage conditions, processing and testing.. etc", Hanan Salman - Director of the Palestinian Women Development Center

"These visits are very beneficial and must be repeated. They are like educational visits and contribute to develop the capacities of women and motivate them to increase their competitiveness in the local market", Rajaa Abu Eid - Program Coordinator .

➔ Results of the visit

Women were happy and amazed by the development of Palestinian products; namely the modern food processing methods and the ability of Palestinian products to be exported to international markets and compete abroad. It was agreed that Al Reef will accept women from these cooperatives to get training at Al Reef olive oil filling station and the date filling and packaging station. Al Reef will also give these women training on food safety, storage and laboratory analysis in addition to accounting, bookkeeping and management courses. Finally, Al Reef will provide these cooperatives with free testing for their products at its laboratories.



✦ Al Reef Impact and Activities

1. Cooperation with the Arab Agronomists Association

Al Reef signed a memorandum of understanding with the Arab Agronomists Association (AAA) to provide cooperatives producing olive oil, wheat and dates with up to date guidance and follow up on recent development in those sectors, where Al Reef will pay for this service.



2. Early funding solutions

In cooperation with the economic empowerment program implemented by UNDP, Al Reef Fair Trade and Reef Finance held a workshop in 29 Nov 2016 at PARC office in Al - Zababidah with almond producing cooperatives from Tubas and Jenin governorates. The workshop aimed to discuss mechanisms and prospects for setting an Islamic lending program in order to provide cooperatives with an early funding solution; to facilitate and develop their businesses in the almond sector.



3. Al Reef Fair Trade participates in the world's farmers and small producers gathering in Italy "Terra Madre"



Al Reef Fair Trade and the Agricultural Development Association (PARC) participated in Terra Madre event which is organized by the Slow Food Organization. Shadia Farawnah, a member of the Women's Couscous Cooperative in Jericho and Khamis Al Qadi, a member of East Bani Zaid Cooperative, participated as representatives of the agricultural cooperatives.

It's worth-mentioning that this event was held in Turin – Italy where more than 6000 producers from all over the world attended the event. The participants presented the traditional Palestinian couscous prepared with organic extra virgin olive oil as part of the Palestinian food culture; which was served to some attendants.

4. Local networking

Al Reef Fair Trade welcomed on Monday 30/10/2016 a delegation from the Palestinian Ministry of Agriculture represented by the Minister of Agriculture Dr. Sufian Sultan, the Director of Jericho and the Jordan Valley Agricultural Directorate, Mr. Ahmed Faris and the General Director of Agricultural Marketing, Mr. Tareq Abu Laban to view Al Reef activities and the processing of high quality couscous. The delegation was accompanied by the General Manager of Al Reef, Saleem Abu- Ghazaleh.



5. Involvement in the activities of WFTO

Al Reef Fair Trade participates in “Fair Trade Breaks Poverty Week” social media campaign.

#FairTradeBreaksPoverty through selling high quality couscous to international markets.

▫ “To eliminate poverty, it’s very important to recognize the role of women empowerment”, Women’s Couscous Cooperative in Jericho - Palestine.

Through handmade couscous production, the women of the cooperative have been able to gain a sustainable and fair income, develop skills and knowledge that expand to the needs of the external markets while preserving the Palestinian food culture and heritage.



#FairTradeBreaksPoverty through selling organic extra virgin olive oil to international markets.

▫ “Poverty is lack of opportunities, money and investment”, Olive oil farmers from the Holy Land Cooperative in Al Zababidah – Palestine.

By selling organic extra virgin olive oil to international fair trade markets, Holy Land Cooperative members have managed to provide their families with better living conditions, while protecting the environment and providing consumers with a healthy product.



#FairTradeBreaksPoverty through selling the finest medjoul dates to international markets.

▫ “Poverty is powerlessness and the best thing about fair trade for us is that we have become decision makers”, Palestinian medjoul dates farmers in Jericho – Palestine.

This began in 1997 when the Agricultural Development Association (PARC) distributed subsidized medjoul dates seedlings to farmers in Jericho and Jordan Valley. The Palestinian date sector was very weak and it didn’t include the medjoul date variety, which is the finest kind of dates. Currently, fair trade prices in Palestine have increased the general market price, and consequently, farmers who are not involved in fair trade have benefited indirectly.



6. Learning from and contributing to the knowledge of the local communities

➔ **In 09/11/2016**, Al Reef Fair Trade participated in the first Palestine Conference for Social Responsibility in Ramallah in order to exchange experiences and expertise with regard to social responsibility. In addition, the conference aimed to search for mechanisms to help measure the impact of social responsibility by benefiting from the experiences of others.



➔ **In 10/11/2016**, Al Reef participated in the agricultural sector strategy 2017 to 2022 workshop “resilience and sustainable development” in Ramallah in order to discuss the priorities and the supporting factors of the agricultural sector.



➔ **In 23/11/2016**, Al Reef participated in the introductory workshop for FINPOINT at the Palestinian Food Industries Union (PFIU) which specializes in linking project owners and those who wish to obtain funds with financial institutions.

➔ **In 18/04/2016**, Al Reef attended a meeting in the Palestinian Trade Center (PalTrade) on the Investment Promotion Law in order to take advantage of the law.

➔ **In 07/27/2016**, Al Reef participated in the Palestinian First Forum for Arbitration in Ramallah in collaboration with the Ministry of Justice and the Palestinian Arbitrators Association with the aim of clarifying the integrative role between the judiciary and arbitration and raising awareness of the arbitration culture.

➔ **In 29-30/11/2016**, Al Reef participated in a workshop on non-automatic calibration of weights and balances organized by the Palestinian Food Industries Union (PFIU) and delivered by the Palestinian Standards Institution.



➔ Al Reef Fair Trade participated in the development of the Palestinian couscous technical specifications through our colleague, Mohammed Hmidat – the Quality Assurance Department Manager, where he contributed to the modifications on the technical specifications of couscous. In addition, Al Reef organized a field visit for the couscous technical specification committee to the company's headquarters in Al-Ram to see all laboratory tests carried out on couscous and the packaging procedures applied in the company, whether for export or for the domestic market. Another visit was also organized for the committee to the Women's Couscous Cooperative in Jericho, where couscous is processed and produced by the talented women under the supervision and quality control of Al Reef Fair Trade.

➔ Mohammad Hmidat- Quality Assurance Department Manager developed a new design for the cooking and sterilization equipment for couscous to replace the old cooking system which included pots, pans and refineries in order to control and improve the quality, make it safer for them. The new equipment will enter into use in 2017.



✦ International Networking

International exhibitions and workshops

Exploring new technologies and transferring our developmental vision:

➔ Al Reef Fair Trade attended Amman China Machinex Exhibition from 18/9/2016 to 19/9/2016 in Amman – Jordan to view the newest technologies in food packaging and processing.

➔ Saleem Abu Ghazaleh, General Manager of Al Reef, participated within the official delegation of the Palestinian Ministry of Agriculture in ENPARD seminar in Brussels / Belgium to discuss and seek methods to develop the role of women and youth in rural development and agriculture. This participation aims to contribute to formulating the EU policies in the developmental programs carried out in neighboring countries. Many official delegations attended the seminar from Jordan, Lebanon, Egypt, Palestine, Tunisia, Algeria, Morocco, Spain, France and Greece.

➔ Al Reef participated in the 7th general assembly meeting of Asian People's Fund for Mutual Benefit (APF) in Indonesia between 12-15 / 11/2016. Our colleague Mohannad Hmidat represented Al Reef and attended a workshop on shrimp production and processing methods.



Al Reef in numbers

Export and domestic sales 2016 (ILS)

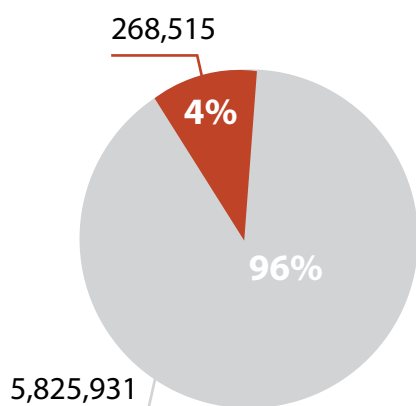


Figure (1) shows the company's export sales and domestic sales for 2016.

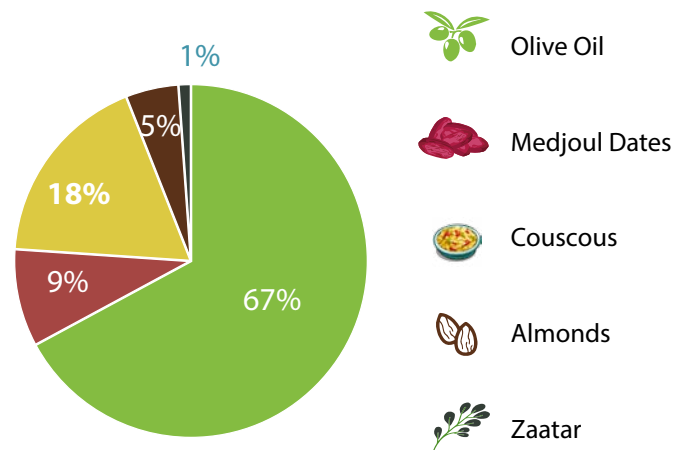


Figure (2) shows the company's sales for 2016 by category.

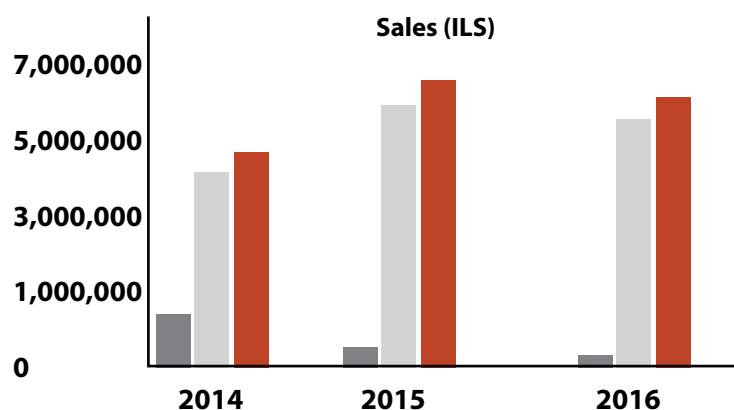


Figure (3) shows the company's total sales, export sales and domestic sales for 2014, 2015, 2016.

■ Total Sales ■ Export Sales ■ Domestic Sales

Comprehensive Income Statement

Al Reef for Investment and Agricultural Marketing, Income Statement For The Year Ended **December 31, 2016**

All Amount in ILS			
Sales	2016	Other revenues	108,268
Sales, net	6,094,446	Total	-2,109,463
Cost of goods sold	-3,917,855	Net profit (loss) – before taxes	67,128
Gross profit	2,176,591	Income tax provision	-3,168
Operating expenses	-969,426	Net profit (loss) – after taxes	63,960
Marketing expenses	-151,151	Retained earnings	
General & administrative expenses	-758,339	Beginning balance 31-12-2015	1,200,430
Investment valuation (losses)	102,044	Prior year adjustments	-4251
Financing expenses	-14,115	Net profit (loss)- after taxes	63,960
Depreciation	-376,387	Legal reserve 10% from net income	-6396
Currency variances	-50,357	Ending balance 31-12-2016	1,253,743

Partnerships

Geographical Map of Small Scale Producers and Agricultural Cooperatives

Al Reef buys its products from 30 different cooperatives in Palestine, each with an average of 50-40 members. Most of these cooperatives produce olive oil and have obtained organic production certificates.

Salfit Governorate	
Name	Products
Farkha Cooperative for Producing and Marketing Organic Olive Oil	Olive oil, Sumaq
Al Zawyeh Agricultural Cooperative	Olive oil
Masha Cooperative for Livestock Development	Olive oil
Dayr Ballout Agricultural Cooperative	Olive oil
Olive Oil Pressing, Processing and Marketing Cooperative in Salfit area	Olive oil
Qirah Cooperative (northern Salfit villages Cooperative)	Olive oil
Al Nama' Cooperative for Agricultural Development	Olive oil

Ramallah Governorate	
Name	Products
Qarawet Bani Zeid Cooperative for Organic Olive Oil	Olive oil
Organic Olive Oil Cooperative in East Bani Zeid area	Olive oil
Organic Olive Oil Cooperative in West Bani Zeid area	Olive oil
About Agricultural Cooperative	Olive oil
Deir Ghassane Agricultural Cooperative	Olive oil
Beit Tello and Deir Ammar Agricultural Cooperative	Olive oil



Nablus Governorate	
Name	Products
Asira Al Shamaliya Agricultural Cooperative	Olive oil
Olive Oil Pressing, Processing and Marketing Cooperative in Biddya area	Olive oil
Olive Oil Pressing, Processing and Marketing Cooperative in Dayr Istya area	Olive oil
Jammain Cooperative	Olive oil

Jenin Governorate	
Name	Products
Kafr Ra'i Agricultural Cooperative	Olive oil Almonds Honey
Holy Land Agricultural Cooperative	Olive oil Tomatoes Almonds Thyme Wheat
Al Yamoun Agricultural Cooperative	Olive oil Almonds
Fruitful trees Agricultural Cooperative – West Jenin villages	Olive oil Almonds Wheat
Arqa Agricultural Cooperative	Olive oil
Maythalous Agricultural Cooperative	Olive oil Wheat Sesame Roasted green wheat

Toubas Governorate	
Name	Products
Aqqaba Cooperative	Almonds

Qalqilyeh Governorate	
Name	Products
Kafr Thulth Cooperative for Producing and Marketing Olive Oil	Olive oil
Kafr Kaddoum Cooperative for Agricultural Development	Olive oil
Sirr Cooperative for Organic Agriculture	Olive oil
Azzoun Cooperative for Agricultural Development	Olive oil
Senerya Agricultural Cooperative	Olive oil
Olive Oil Pressing and Marketing Cooperative in Ematin area	Olive oil

Jericho Governorate	
Name	Products
Women's Couscous Cooperative	Couscous processing
Small scale Palestinian medjoul dates farmers	Medjoul dates
Bardala	Tomatoes

Jerusalem Governorate	
Name	Products
Al Jeeb Agricultural Cooperative for Savings and Credit	Olive oil

➔ **Al Reef relationship with producers is based on transparency, partnership and participation in decision making**

1. Olive oil annual meeting:

On Nov 20th 2016, Al Reef Fair Trade held its annual meeting with representatives of cooperatives producing organic and extra virgin olive oil which meets the standards for export to the international markets, and which have worked with PARC on quality



programs. This meeting is part of the strategic partnership with agricultural cooperatives. During the meeting, there was a thorough discussion regarding the challenges facing the cooperatives, both in terms of climate change (especially drought) and the diseases and insects that affect the quality and productivity of olive trees. In addition, there was a lengthy discussion concerning the olive oil prices in the new season.

2. Annual meeting with almonds producing cooperatives:



Many workshops with almond farmers were organized through Al Reef and in cooperation with agronomists from PARC, with 32 representatives of almond farmers from six different almond production

areas since the beginning of February 2016. These workshops aimed to discuss the reality of the almond sector in Palestine in the last 10 years, provide consultations and guidance to farmers regarding good agricultural practices to increase the productivity of almond trees, control diseases, reinforce the importance of cooperation among farmers and explore the challenges in marketing. In the 2016 season, almond trees productivity reached over %90 and almonds farmers could finally start to breathe a sigh of relief.

➔ Local Exhibitions:

In the framework of expanding the market share of Palestinian agricultural cooperatives products in the local market

1. 7+8/12/ 2016: **Third International Conference on Olive in Palestine and the Olive Products Exhibition**/ Tulkarem.
2. 21+22/5/2016: **The First Palestinian Touring Exhibition**/ Ramallah and Bethlehem cities
3. 9/5/ 2016: **Reefi Falasteni Exhibition** / Al Quds University Campus
4. 12/8/2016: **Al-Harajeh Market** / Ramallah
5. 1+2/6/ 2016: **The Palestinian Rural Products Exhibition** / Tulkarem
6. 20-22/3/2016: **Ghetha'ona Exhibition** / Ramallah



➔ Producers' Quotes

1. Falling in love again

"When the idea of organic production was introduced to us, we thought of it as a trend that will eventually be unfeasible, but now we are living it; it's the way of life for the coming generation too. Organic production provides us, our families and the world with healthy olive oil. It makes us love our land and motivates us to take care of it in addition to being able to market our olive oil at fair prices and this is how we fell in love again with our olive trees", Bakir Hammad - Farkha Cooperative.



"Olive trees are holy trees; they are the backbone of the household economy and life sustainability. The olive tree is a source of food security for our families. The olive season has a special place in my heart. It's that magical time of the year when all of my family comes together and we get the opportunity to connect strongly with our land and ancestors", Amina Hammad-Farkha Cooperative.



2. Four generations of almonds pickers

“We have a lot of fun while peeling almonds. We sing together, eat together and our favorite drink is tea with sage” said Baheyeye Ghannam. While holding a bunch of peeled almonds in her hand, she said: “I am too old to participate in the plucking, I can’t walk like the old times but I participate in the peeling and help my family”.



Baheyeye didn’t get the chance to go to school, so she can’t read or write, but she is very skilled when it comes to almond peeling. There is no pension plan to support Baheyeye, so she is very vigilant towards the production of almonds as it’s an important source of income for her and her extended family.

3. Decision maker

“What motivated me to cultivate almonds is the presence of Al Reef and their ability to market our almonds and pay us fair prices. Now, we don’t worry about our marketing opportunities or the risks imposed on farmers by the free market. Al Reef has removed



all uncertainties of what will happen after the harvest is ready. Before Al Reef and fair trade markets, we were followers of traders and decisions were imposed on us. Now we are empowered decision makers. Traders used to impose their prices upon us, but today, no single trader may set a price before knowing the fair trade price. The best thing about fair trade is being independent where I don’t have to work for others; I work for my land, my family and community and I am finally a decision maker”, Nabil Abu Arra – Aqqaba Cooperative.

4. Her beautiful talent

“Rolling couscous is beautiful and I love it! It’s like an art work for me! It gives me the feeling that I have a distinct talent that I can depend on to achieve success in my life and accomplish my dreams while I contribute to protect the Palestinian food culture. Not everyone can roll couscous, believe me,” Shadia Farawnah - Women’s Couscous Cooperative.



5. Me and my dreams

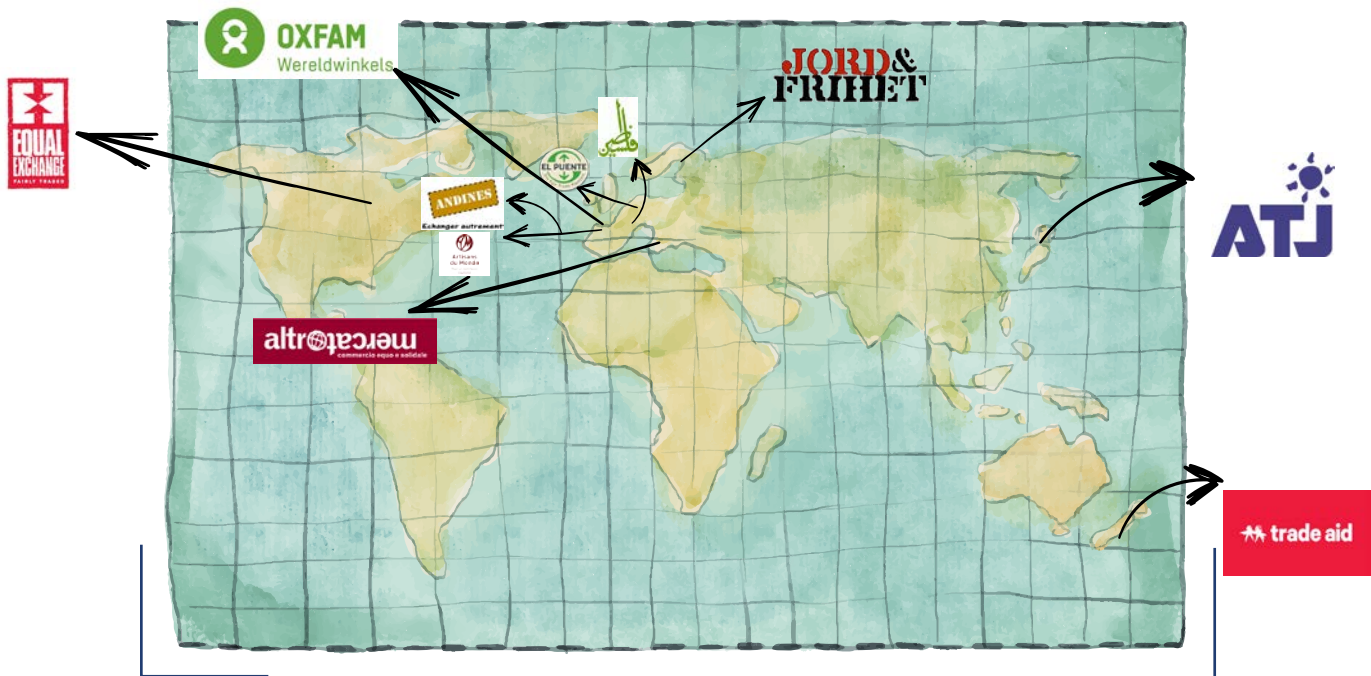
“Being able to market my tomatoes through Al Reef has not only improved my economic conditions, but it has also developed me mentally and emotionally as a Palestinian farmer that faces unlimited obstacles and challenges. I have never imagined that I



could be able to fulfill my dream as an experienced farmer, because when a farmer is involved in fair trade, he or she becomes more aware and educated, develops skills and expands their prospects and ways of thinking. Without fair trade, I wouldn’t be in this place today”, Rajai Fayyad – member of the Holy Land Agricultural Cooperative.

❄ Long Term Relationships with Our Partners

We value our long term relationships with our partners which are based on partnership, transparency and cooperation. We would like to thank all of our partners for their continuous support to a fair life for Palestinian farmers, producers and artisans.



➔ Partners' Contributions

Palestine Olive oil Campaign in Switzerland distributes medjoul dates to poor families in refugee camps in Gaza in cooperation with Al Reef Fair Trade.



Jord & Frihet Association, in cooperation with Al ReefV, funds the distribution of 160 olive seedlings aged 4 years to Jaba' High school for girls, Beit Ijza High school for girls and Beit Enan High school for girls in Jerusalem governorate.



A sum of 5000\$ was donated by Trade Aid Importers to facilitate access to the local market.

✦ Partners' Visits:

Partnership reinforcement and mutual exchange of experience

➡ Al Reef Fair Trade hosted Mrs. Nazarena Lanza from Slow Food organization in Italy. She had the opportunity to learn about the experience of PARC and Al Reef in protecting the agricultural heritage and traditional food culture through their role in supporting organic agriculture, biodiversity and protecting specific kinds of food from disappearing; such as couscous and freekeh. Mrs. Lanza also visited the women cooperative for couscous production and medjoul dates farms in Jericho.



➡ In the framework of our French partner's solidarity with Palestinian farmers, Al Reef Fair Trade welcomed Mr. Guy Peterschmitt from Association France Palestinian Solidarite (AFPS) and Mr. Thomas Bachir from Andines to sign a memorandum of understanding for the export of 20 tons of organic extra virgin olive oil and medjoul dates. The guests also visited the date filling and packaging station and the Women's couscous cooperative in Jericho and cooperatives in the villages of East Bani Zaid and Farkha.



✦ Partners' Testimonies

"Equal Exchange has enjoyed a very positive relationship with PARC for about five years now. The team is very forthcoming on information when needed, and when the inevitable logistical or other issues arise, they are very collaborative problem solvers. They also provide important information on the situation faced by olive producers. And the quality of the oil, of course, is very, very good and has generated a loyal customer base of repeat buyers!", Rob Everts - Equal Exchange.



"Encouraged by New Zealanders who were seeking to support Palestinian farmers, Trade Aid began a trading relationship with PARC in 2005. In the years since then our sales of PARC products have steadily increased, a sure sign that the range of products we are buying is of good quality. We've also seen the growing impact of PARC's work on Palestinian communities and this is another very satisfying aspect of our collaboration. From visits we have made to the West Bank, we have gained a strong appreciation for the work that PARC does, in the face of many challenges, and we look forward to providing whatever future support we can to the organization and to the producers it works with", Justin Purser - Trade Aid Importers.



"I'm Claudio Brigadoi, responsible for the purchasing and cooperation relationship with PARC / Al Reef for Altromercato, a fair trade network of World shops operating in Italy. We work since many years with PARC / Al Reef; the relationship grew slowly year after



year, and knowing each other better through the day by day work and through mutual visits has evidenced the fact that we share a natural common view about how we intend fair trade and about what we want to do to support Palestinian society. We are proud to be your partner, even if it is not always easy for both of us to overcome the difficulties related to the Occupation. But, the special effort of you all, farmers, women, workers, PARC and Al Reef staff, give us a strong motivation to continue to work together for a better future", Claudio Brigadoi - CTM Altromercato.

"Our relationship has started since Y2004, for supporting Palestinian farmers and also for establishing solidarity between Palestinian farmers and Japanese consumer cooperatives. Currently our olive oil reaches the largest trading amount between Palestine and Japan, and many Japanese consumers enjoy PARC's olive oil! We are very proud of our trading, and aim to deepen our solidarity", Wakai Toshihiro - ATJ.



"I think I am speaking for all of us when I say that the cooperation with you all in Al Reef/PARC works very well. It is easy and works very smooth, no matter if it comes to questions from us regarding our trade, general matters, or pieces of advice. You are always very helpful to us, which we highly appreciate. You have also given us a very good insight in the life of the Palestinian farmers and the Palestinian people in general. Regarding our import of olive oil (and others) we find our cooperation with you very fruitful: we have been working with you since our business was small and by then you treated us well, which you still do. You are also very helpful when it comes to giving us a hand with products even from other producers products, such as soap and Kuffeiyis. So from us: A lot of thanks to you all!", Per Erixon - Jord & Frihet



"EL PUENTE is proud of the cooperation with PARC for so many years. The achievements of maintaining Fair Trade despite all constraints may not be underestimated. Whenever political and developing programs seem to produce repeated fallbacks and disappointments, Fair Trade provides its little but sustainable contribution to strengthen political and economic self-reliance and we congratulate PARC for the good job you are doing. We on our side intensify our cooperation with other European Fair Trade organization to extend marketing opportunities of products from PARC. The participation of EL PUENTE and PARC at the Green Week in Berlin this year has been a great opportunity for Public Relations for the challenges and achievements of Palestinian fair trade farmers. We wish you the very best for the near future and hope to realize further opportunities of marketing and support for the relief of Palestinian agriculture!", Martin Moritz - El Puente



“For the past 5 years, this partnership agreement has been extended to Palestinian dates from the Jordan Valley. From 100kg in 2012 we reach almost one ton in 2016. At the same time, we are seeking to encourage distributors to buy Palestinian dates for sale on the French market. In the same time, within the BDS campaign, we call for Boycott the medjoul dates of the supermarket and large market produced in the Israeli settlements. In the future, other products may be associated with that agreement. We are certain that this action contributes significantly to the development of solidarity with the Palestinian people and we welcome that. We extend our warmest greetings to all our Palestinian friends and to all our partners. All together, we will overcome the difficulties of today to move towards the liberation of Palestine”, Guy Peterschmitt - Association France Palestinian Solidarite and Andines.



Echanger autrement

“We keep on being amazed by the courage and perseverance of PARC, to keep on exporting products from Palestina in extremely difficult circumstances. The creativity and inventiveness to find solutions, every time again, is admirable. We thank the farmers and management of PARC for the cooperation and wish you all the best!”, Karel and Ilse and Adeline - Oxfam Wereldwinkels.



OXFAM
Wereldwinkels

“Since the beginning of the Olive Oil Campaign in the year 2000 PARC is our partner. During the years we developed a relationship of understanding and trust”, Anita Meister - Palestine Olive Oil Campaign in Switzerland.



“Federation Artisans du Monde has been working very closely with PARC for years now because we found in PARC a partner which we could work with on Palestinian farmers rights and sovereignty; We ran together several projects on olive oil in west Bank and on dates in Jordan valley to support farmers to find new commercial channels, to raise awareness of French and Palestinian citizens about the current situation in Jordan Valley. We have also realized several tools of awareness and organize many meetings in France. Recently, we tried to support PARC on an organic transition project for the production of dates in an attempt to respond to the environmental and economic stakes of this sector. We are partners of PARC because we have real common objectives: supporting farmers in the struggle for their rights, sovereignty and autonomy. Particularly strong targets in the context of Palestinian peasants. We hope we could continue this partnership and help improve the situation of these thousands of Palestinian producers, members of PARC”, David Erhart - Artisans du Monde.



What's New ?

✂ Quality is a Reflection of Our Belief in Our Message

Al Reef Fair Trade certificates:

1. ISO22000 for olive oil.
2. WFTO (World Fair Trade Organization)
3. PSI certificate (Palestinian Standards Institute)
4. Organic production certificate for EU, North America.



➔ HACCP System:

Food quality expert Sara De Vecchi, from Italy, visited Al Reef Fair Trade for one week from 02/09/2016 until 09/09/2016 where she conducted several visits to Al Reef headquarters in Al-Ram, the Women's Couscous Cooperative in Jericho, date farmers in Jericho and the date filling and packaging station to oversee the whole production process. Sara's visit comes as part of PalPass project which is implemented by the Agricultural Development Association (PARC) and Al Reef and funded by Italian fair trade organizations. The purpose of this visit is to work with the Quality Assurance Department in Al Reef to build HACCP systems for couscous, dates, almonds and mixed thyme which are exported to international markets.



Agricultural Development Association

✂ New Product Development

Al Reef Fair Trade constantly seeks to provide a sustainable income for Palestinian agricultural cooperatives and to provide consumers around the world with fair traded, high quality and healthy food. Thus, Al Reef has developed a new product; medjoul dates with almond bars. These bars are rich in taste and value and provide an alternative healthy snack for sugar and sweets. In addition, this product is a great source of energy and a quick choice for a healthy snack.



✿ Going Organic

Al Reef Fair Trade is currently in the conversion stage for organic medjoul dates, wheat and almonds. Producing organic products will respond to the consumers' needs which are changing towards organic products. This is why Al Reef is working on certifying these products, which will sustain the income of Palestinian agricultural cooperatives and help preserve the environment.

➔ Palestinian wheat going organic

As part of the efforts of Al Reef Fair Trade and the Agricultural Development Association (PARC) to develop the Palestinian agricultural product quality and fight against the use of harmful chemicals in the agricultural production process, an organic certification program for wheat has just started. The program



will be implemented in the governorates of Tubas and Jenin in cooperation with agricultural cooperatives, Chico Mendes, and the Company of Organic Agriculture in Palestine (COAP). It is expected that during the next three years to finish the transition period for the organic wheat in addition to the training and auditing so that farmers get the organic certificate for wheat. It is worth-mentioning that COAP is the only accredited organic certification body in Palestine which grants organic certificates to farmers and exporters to market their produce in the EU. The organic certificate for wheat will help in boosting couscous sales in international markets.

✿ Branding

Al Reef Fair Trade has invested in a marketing campaign for the local market. This included rebranding of the products in terms of packaging and design to appeal to the modern Palestinian consumer. Al Reef has also purchased a distribution car, in addition to distributing promotional stands to be used in the supermarkets. This marketing campaign aims to increase the sales of cooperatives' products which in return will improve the economic situation of the cooperatives and provide Palestinian consumers with high quality food products. 2017 will be the year of expanding Al Reef's market share in the local market.

The new packaging



The distribution car



Al Reef Family

✿ Al Reef Family's Message

➔ **Mohammed Hmidat - Quality Assurance Manager:**

"I started working at Al Reef in 1996, as a manager of the jam factory in Jericho and with the development of the company's work, I became the Quality Assurance Manager and the filling Station Manager. In 2008, I contributed to the development of the Food Safety Management system ISO 22000 and building a Palestinian quality system for the olive oil product. Al Reef has funded my master degree and now I am working on obtaining a doctoral degree in olive oil chemistry with 50% funding from Al Reef, in addition to paid study hours. The best thing about my work at Al Reef is working together as one family".



➔ **Mobarak Sehweil - Human Resources Manager:**



"I started working in Al Reef in the beginning of its establishment where over the years I had several positions with the company according to the requirements of work at each stage. Now I am the Human Resources Department manager and after nearly more than twenty years of hard work and commitment to Al Reef, I am very proud to be an active member of this developmental pioneering institution".

➔ **Suhaib Abul Rous - Financial Manager:**

"I started working in Al Reef in August 2010 as a financial manager. I had the honor to submit a financial and administrative system proposal in harmony with the reality of the company's work, and with the applicable laws and regulations. My work at Al Reef has enabled me to gain strong experience and knowledge in the community development work and this is one of the fantastic benefits for working at Al Reef".



➔ **Mutaz Al Heeh - Production Manager:**

"I am an industrial electro-mechanic engineer and I'm the production manager at Al Reef. I started working at Al Reef in 2007 and I'm proud to have contributed to shifting the production process from manual to mechanic, especially in the area of the olive oil filling and dates grading. Al Reef provided me with a scholarship to obtain my master degree. The best thing about my work is the diversity in work and the continuous learning".



➔ **Asem Abu Hanish - Purchasing and Warehouses Manager:**

"I am the Purchasing and Warehouses Department Manager and I started working at Al Reef in 2005 and I am responsible for providing all the needed inputs and for the receipt and arrangements of all raw materials through a computerized program. In addition, one of my main tasks is to guarantee sustainable relationships with the cooperatives because the farmer is the most precious asset to us".



➔ **Shadi Mahmoud - Head of International Relations:**

"Working in fair trade is different. It is an inspiration and a noble mission. Throughout my work as Head of External Relations, I enjoy promoting Palestinian products on the international level and conveying the real image of the situation that Palestinian farmers go through".



➔ **Nawras Ateeq - International Relations and Promotion Officer:**

"I started working at Al Reef in July 2016 and I am the International Relations and Promotion Officer. I am responsible for developing newsletters, promotional materials and managing the digital channels of Al Reef. The best thing about my work at Al Reef is having the opportunity to learn everything and develop myself, in addition to the work variety between office, field visits and welcoming external delegations and getting to know people from different cultures. What I love the most about my job is the message and story that I am able to communicate to the world because farmers are the heroes of our story".



➔ **Hakam Salawdah - Head of the Quality Section:**

"I started working at Al Reef in the end of 2007 in the quality laboratory and I participated in the development of the Food Safety Management system ISO 22000. Now I am the Head of the Quality Section. I enjoy my job because it entails a lot of field work and direct contact with small farmers; which makes me happy to have the feeling that you can provide assistance to these small farmers".



➔ **Mohanad Hmidat - Head Officer of the Filtration Section:**

"I started working at Al Reef in 2005 as a labor supervisor and in 2008 I became the Head Officer of the Filtration Section within the production department. I am also the Site Officer at the Women's Couscous Cooperative in Jericho. Al Reef has provided me with a scholarship to obtain a diploma in Food Production. Happiness and psychological comfort at the work environment are necessary for the quality of work, employees' performance, productivity and the development of their abilities. Love what you do to do what you love".



➔ **Majdoleen Hamad - Laboratory Technician:**



"I am the laboratory technician and I conduct laboratory testing for Al Reef's products including thyme, dried tomatoes, almonds, medjoul dates, roasted green wheat (freekeh) and couscous, in addition to chemical testing for olive oil to ensure their quality and suitability for consumption. I am also a quality supervisor for the reception of raw materials until they become final products. I enjoy the opportunity to learn and gain professional skills and experiences to develop myself".

➔ **Mohammed Jabarin - Warehouse Employee:**

"I am a warehouse employee and I started working at Al Reef in 2009. I am responsible for the reception of raw materials, arranging them in order, placing the product card and ensuring hygiene and cleanliness inside the warehouses. I am also responsible for the reception of final products from the Production Department and make the needed preparation for the export stage. I enjoy the tasks of my work which contribute to decrease the costs, effort, time and damage".



➔ **Mahmoud Ghrouf - Site Management Employee:**



"I am a Site Management employee for Al Reef locations in Jericho, and I am responsible for all technical needs in these locations. I love the diversity in my work; each season is a special experience".