



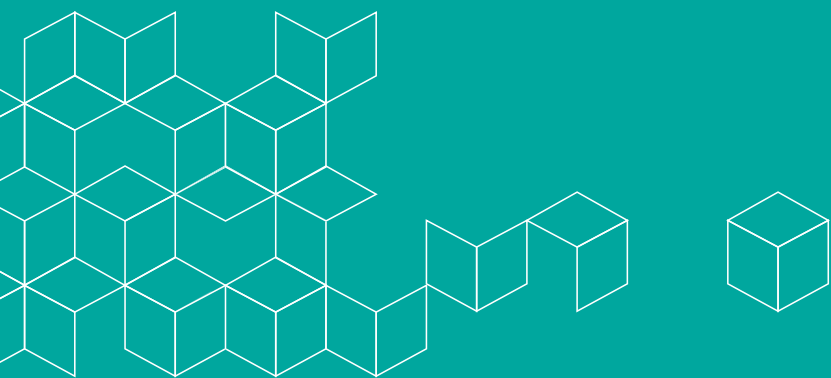
OLIVE OIL INDUSTRY IN LEBANON

➤ 2017 FACTSHEET



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SECTOR OVERVIEW

MAIN GEOGRAPHICAL FEATURES

Olive oil is amongst the most prominent Lebanese signature agro-industrial products, and a proud part of the country's history and culinary tradition. Lebanon's diverse topography, fertile soil, microclimates, and olive varieties allow farmers to produce uniquely flavored products.

Lebanese olive trees are on average

150 years old



and are mostly rain fed

563 km²

is occupied by olive trees

This represents
5.4%

of the Lebanese territory

Or
8%

of total agriculture lands in Lebanon



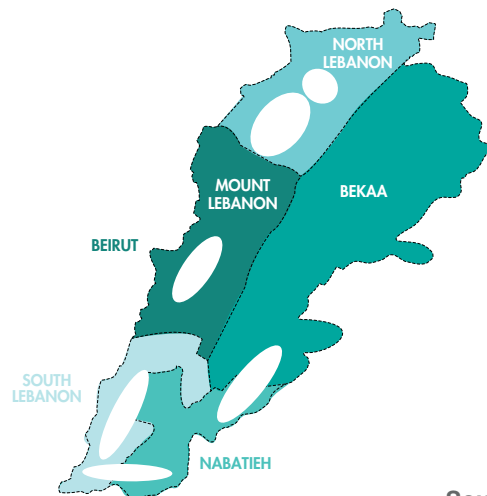
Around 563 km² of land or 56300 ha¹ is occupied by olive trees, which accounts for 5.4% of the Lebanese territory, or 8% of total agricultural lands in Lebanon.

Olive groves are grown in six major regions extending from North to South: Batroun, Koura, Zgharta, Akkar, Rashaya El Foukhar, and Hasbaya, in addition to several other subordinate areas (Figure 1).

Each region offers its produce a special taste, native to the specifics of its land.

Lebanese olive trees are on average 150 years old, and are mostly rain fed (Only 8% of the olives cultivated area is irrigated, the rest is rain fed). Rainfall is relatively abundant in the country at an average of **2.2 billion m³ per year**, significantly higher than the regional average, and greatly beneficial for the growth of olive trees.

Figure 1: Mapping of Olive Groves in Lebanon



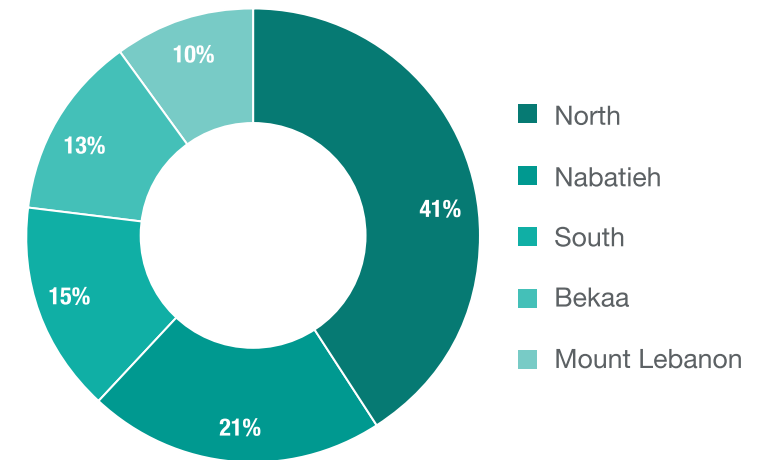
: Olive Groves

Source: Ministry of Agriculture

More specifically, around 41% of olive oil production takes place in the North, of which 18% in Akkar, followed by Nabatiyeh where 21% of the production is located,

15% in the South, 13% in the Bekaa with more than 9% in the caza of Tyre, and 10% in Mount Lebanon (Figure 2).

Figure 2: Distribution of Olive Oil Trees in Lebanon by harvested area | 2010



Source: Ministry of Agriculture

OLIVE OIL PRODUCTION

Olive oil production varies from one year to another, due to the variability of productivity by nature of the crop, as well as the current practices of farmers (Table 1). Productivity varies between 3 to 3.5 tons per hectare in high production years, and between 1.3 to 1.5 tons in low production years. It is to note that around 16% of all olive orchards are less than 10

years old, and that 36% are more than 50 years old.

Around 70% of olive trees are destined to the production of olive oil, and the remaining ones are destined to the production of table olives. The oil productivity of olives ranges between 18 and 25%.

Table 1: Olives harvested area and yield | 2008 - 2012

	2008	2009	2010	2011	2012
Area Harvested (Ha)	56,000	57,800	53,647	56,529	56,529
Yield (Hg /Ha) Fc	14,521	15,000	15,099	15,975	15,975

Source: FAO

¹ Based on latest FAO Statistics

In 2011, olive production was estimated at 90,307 tons, while olive oil production reached 11,300 tons, growing consistently by a CAGR of 6.5% since 2000. Around 30 % of total production consisted of extra virgin olive oil, the most refined type of olive oil, while the remaining served as regular virgin olive oil (**Table 2**). Based on figures released by the Ministry of

Agriculture, there are some 170,000 olive farmers and growers in Lebanon.

It is important to note that this number does not necessarily encompass full-time farmers. Many families, in fact, own a small piece of land of at least 1,000 sqm, and use it to cultivate olives for extra revenues.

Around 77% of olive oil producers in Lebanon are small growers, managing olive orchards of 5000 sqm or less, meanwhile large growers (fields greater than 10,000

sqm) represent 9% of the Lebanese olive oil farms and are owned by large families, religious institutions or major oil bottlers and traders.

Table 2: Olive & Olive Oil Production in Lebanon **Net Weight Tons | 2007 - 2011**

	2007	2008	2009	2010	2011
Olives	76,200	83,000	86,700	81,000	90,307
Olive Oil	7,500	11,000	11,000	10,000	11,300
Virgin Olive Oil*	5,250	7,700	7,700	7,000	7,910
Extra Virgin Olive Oil*	2,250	3,300	3,300	3,000	3,390

* Based on IDAL's estimate that 30% of total production is destined for extra virgin olive oil.

Source: FAO

Around **30%**



of total production consisted of extra virgin olive oil, the most refined type of olive oil

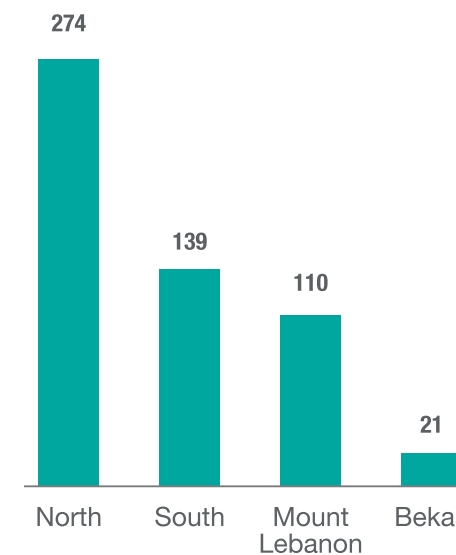
There are some **170,000** olive farmers and growers in Lebanon



OLIVE OIL MILLS

Lebanon has about 544 registered oil mills distributed throughout its regions with the highest concentration in the North, as follows (**Figure 3**):

Figure 3: Existing Mills by Region | 2010



Source: Ministry of Environment

TRADE STATISTICS

EXPORT PERFORMANCE

Exports of olive oil have been on an upward trend since 2014, growing at a CAGR of 29.8%, and reaching 10,013 tons in 2016. Equally noticeable was the predominance of extra virgin olive oil amongst total exports. Indeed, this high-end product

is increasingly being used by Lebanese export partners for its exceptional quality. Despite the export orientation of olive oil, Lebanon remains import dependent, with national consumption estimated at 20,000 tons per year by the Ministry of Agriculture.

Table 3: Lebanese Olive Oil Exports Net Weight Tons | 2012-2016

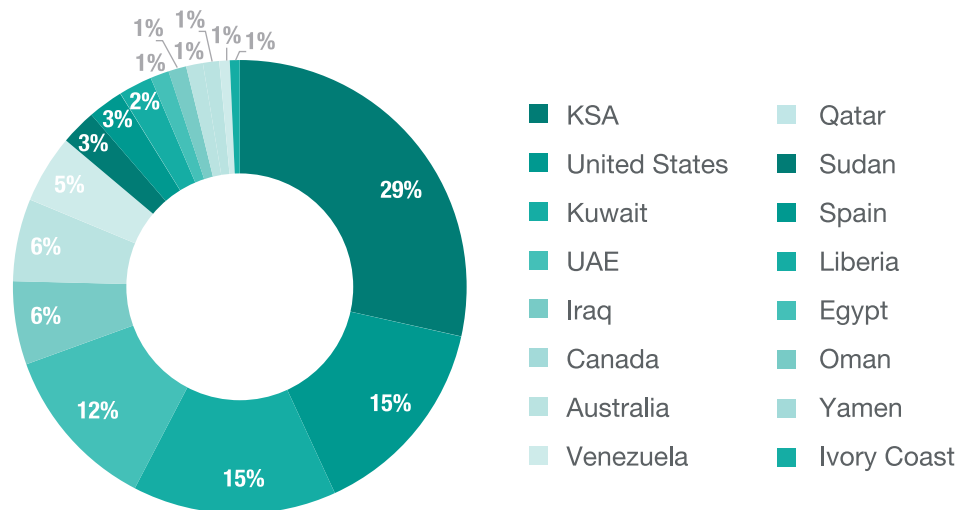
	2012	2013	2014	2015	2016
Virgin Olive Oil	1,756	3,391	2,704	3,114	3,929
Other	2,406	3,694	3,240	4,407	6,085
Total	4,162	7,085	5,944	7,521	10,013

Source: Lebanese Customs

Lebanese olive oil exports are mainly destined to the Gulf and North America. More specifically, 26.3% of total exports or the equivalent of 2,635 tons are exported to the Saudi Arabia, and 1,351 tons to the United States or 13.5% of the total. Inter-

estingly, there is a number of **growing export partners** such as Australia, Venezuela, and African countries. In fact, olive oil exports to these parts of the globe have been on the rise in recent years due to the presence of a large Lebanese diaspora.

Figure 4: Lebanese Olive Oil Export Partners | 2016



Source: Lebanese Customs

EXPORT PARTNERS

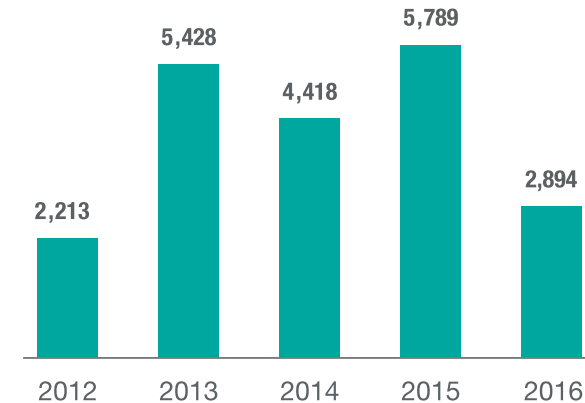


IMPORT TRENDS

Imports of olive oil to Lebanon have been greatly impacted by the civil unrest in Syria, which is Lebanon's leading importer with 2,894 tons of imported olive oil. However, slightly higher prices have allowed this

sector to survive according to experts. In fact, the average selling price of the 500 mL bottle of extra virgin oil in the Lebanese market is USD 4.5, while the 750 mL is sold for USD 6.5.

Figure 5: Evolution of Olive Oil Imports Tons | 2012 - 2016



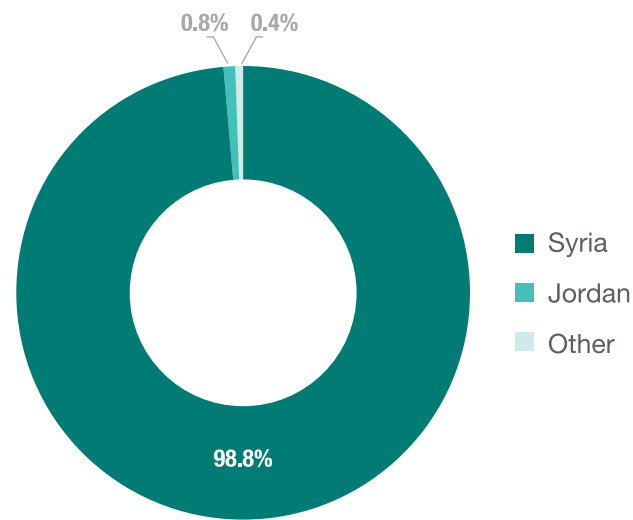
Source: Lebanese Customs

IMPORT PARTNERS

Lebanon's main import partners are from the MENA region representing more than 99.6% of total olive oil imports to Lebanon

with Italy and France contributing to minimal yearly shares.

Figure 4: Main Olive Oil Import Partners % | 2016



Source: Lebanese Customs

PACKAGING HOUSES

Below is a list of the packaging houses operating in Lebanon and registered at IDAL. It would be interesting to note that

owners of packaging houses are also producers, but not all producers have their packaging houses.

Table 4: List of packaging houses registered at IDAL

CONTACT PERSON	LOCATION	EMAIL
Mitindustry	North Lebanon	info@mitindustry.com
Said Saifan	North Lebanon	s-saifan@inco.com.lb
Boulos Olive Oil, ATYAB	Mount Lebanon	atyab@atyab-lb.com
Kobayter Brothers	North Lebanon	kobayter@destination.com.lb
Antoine Halim el Lakkis	North Lebanon	-
Tabarak	Bekaa	alyakout_2009@hotmail.com
Bechara Joseph Chakr	Bekaa	besharas@hotmail.com
Al Wadi Al Akhdar	North Lebanon	pios.coussa@alwadi-alakhdar.com
Willani	North Lebanon	info@willani.com
Industrial Kingdom	North Lebanon	basel.rafi@gmail.com
Olive Trade	North Lebanon	youssef.fares@olivetrade.com



INVESTMENTS IN THE SECTOR

INVESTMENT TRENDS

As Lebanese olive oil gains more ground and recognition in both domestic and international markets, a number of local producers have sought to specialize specifically in the production of **extra virgin olive oil**, which has a growing export potential. While competition with more prominent countries remains fierce, Lebanese producers are working on strengthening the packaging and labeling of their bottles, perfecting the quality of their oil through rigorous testing, and diversifying the flavors of their products. These efforts have generated very positive results in recent years.

On another note, **organic olive oil** is becoming more popular, with some 300 ha of land currently dedicated to this field. Furthermore, a program led by the Ministry of Agriculture (MOA) put in place in 2012, is designed to provide assistance to producers by encouraging them to work with cooperatives as well as the creation of cooperative unions in line with the standards and specifications that are established beforehand by MOA. Thereafter, the oil is pressed marketed by the Cooperative Union. The purpose of this program is to reduce production costs and therefore the price of olive oil. It should be noted that the project Olio del Libano performed several activities in this area.

INVESTMENT OPPORTUNITIES

Overall, the olive oil market in Lebanon is a very promising one, whose full potential hasn't yet been reached. Presently, demand far exceeds supply in the country, and Lebanese consumers sometimes rely on imported products. This leaves room for various investment opportunities. As mentioned, production of extra virgin olive oil, flavored or not, and organic olive oil, both hold favorable prospects. At the same time, exporters can benefit from government support, part of IDAL's Agri Plus program.

The program provides support for packaging, and assists Lebanese producers in tapping foreign markets by organizing training sessions, and participating in food fairs around the world. Finally, other factors such as skilled labor, devoted research (eight agricultural colleges and various laboratories for testing across Lebanon), and a number of public and private support initiatives, also make investments in olive oil highly attractive.

SUPPORT TO THE SECTOR

FINANCING

IDAL

IDAL provides local and foreign investors in the agro-food sector with a set of financial incentives that can range up to 100% exemption on paying corporate income tax for a period of 10 years if certain criteria are met. To learn more about the incentives you can obtain from IDAL please check our [website](#).

KAFALAT

Kafalat is a loan guarantee financial institutions that provides guarantees to loans in productive sector including agriculture and agro food. Kafalat Agriculture is a scheme implemented in the framework of the ARDP (Agricultural and Rural Development Programme) funded by the European Union which finances activities related to agriculture business in all its aspects. Other schemes can be found on Kafalat's [website](#).

TECHNICAL ASSISTANCE

IDAL

IDAL is mandated as per Investment Law No. 360 to assist in the support, promotion and marketing of Lebanese products, especially agricultural and agro-industrial products including olive oil. As a result, IDAL has signed a protocol of cooperation in 2004 with the Syndicate of Agro Food industries (the AGROMAP protocol), whereby it committed to actively promote the export of agro-food products, mainly through its co-sponsorship of Lebanese pavilions in international food fairs. As of today, IDAL has managed to subsidize the organization of 9 regional and international fairs, disbursing an estimated value of USD 414,000 and enabling the showcase of Lebanese products of at least 30 producers.

MINISTRY OF AGRICULTURE

The Ministry of Agriculture created in 2010 a national committee for olive and olive oil in order to engage sector stakeholders to development of the olive and olive oils value chain. The Ministry issued a number of decisions to improve the quality of olive oil, including that the registration of olive oil mills take place at the Ministry of Agriculture needs to comply with health and hygiene requirements and performing official controls (MoA decision 657 July 20 2011).

The Ministry is equally working on establishing a union of marketing cooperatives and the establishment of a national laboratory for the certification of high quality olive oil.

APPENDIX LISTS

List of Main Olive Oil Brands & Sellers in Lebanon

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Achkar Trading Est.	Mr. Albert Achkar	Sahel Alma, Kesrouane	09 830 196	www.achkarfoods.com
Al Dayaa Proucts	Mr. Fadi Tanous	Amioun Al Koura Kfarakka P.O.Box: 12 Amioun	06 952 838 03 303 962 06 952 828	aldayaa@hotmail.com www.aldayaa.com
Al Rabih	Mr. Samir Nasraoui	Dbayeh P.O.Box 70070 Dbayeh	04 541 207 03 543 737 04 541 209	sonaco@alrabih.com.lb www.alrabih.com.lb
Al Wadi Al Akhdar	Mr. Georges Obaji Mrs. Angela Karam	Zalka, Amaret Chalhoub P.O.Box: 11-2652, Beirut, Lebnon	09 920 361 01 892 035 01 898 974	info@alwadi-alakhdar.com angela.karam@ocph.com www.alwadi-alakhdar.com
Bechara Jospheh Chakr	Mr. Joseph Chakr	Aitanit	03 322 478 08 650 058	chakrbesharas@hotmail.com
Boulos Olive Oil ATYAB	Mr. Tony Maroun	Mount Lebanon P.O.Box 1646 Jounieh	09 918 525 09 910 090	atyab@atyab-lb.com www.zeitboulos.com

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Boutros Msallem for General Trade	Mr. Wissam Msallem	Bziza, Al Koura, North Lebanon	70 799 799	wmsallem@hotmail.com www.msallem.net
Cortas	Mr. Raja Cortas	Cortas Building, Dora,Beirut P.O.Box: 11-2652, Beirut, Lebanon	01 257 171 03 342 811 01 257 272	rcortas@cortas.net sales@cortas.com.lb www.cortasfood.com
Daher Foods	Mr. Andre El Hajj	Bourj Al Mou-louk, South of Lebanon	03 716 939	www.daherfoods.com
Ahmed M.S Al Dirani & Bro	Mr. Samir Al Dirani	Ksarnaba, Bekaa, Lebanon	03 276 534	www.ahmaddirani.com
Gardenia	Mr. Nicolas Bou Khater	Gardenia Center, GF, Ksara, Zahleh, Bekaa	08 814 897 03 322 550 08 818 661	info@gardeniaspices.com export@gardeniaspices.com www.gardeniaspices.com
Golden Star Industry S.A.L	Mrs Rose Achkar	Mina Jadida, Kesrouane	06 831 234	www.goldenstarlb.com

List of Main Olive Oil Brands & Sellers in Lebanon

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Industrial Kingdom	Mr. Basel Rafii	Al Baddawi, Industrial Area, Tripoli	06 384 389 03 832 200	info@industrialkingdom.com www.industrialkingdom.com
Khater Brothers	Mr. Bahij Khater Mr. Jamil Khater	Hamad Bldg., Mama Str., Tallat el Khayyat, Beirut	01 815 136 01 815 137 03 828 562	
Kobayter Brothers	Mr. Hossam Kobayter	North Lebanon	06 400 550 06 400 785	kobayter@destination.com.lb
Lakkis	Mr. Antoine Halim El Lakkis	Kfarzina, Zgharta North Lebanon	06 555 777 03 686 644	
LEBOLIVE	Cheikh Farouk Al Khalil Mr. Joseph Al Gharib	Beirut, Lebanon	01 739 895 01 340 800 03 486 417 01 340 800	joseghar@hotmail.com joseph@time-ltd.com
Local International Company	Mr. Jean Saad	Beirut, Lebanon	04 542 144 07 555 678 03 611 706	jeansaad@hotmail.com
Le Potager Sarl	Mr Gabriel Khoury	Hazmieh, Lebanon	03 242 469	www.lepotager-lb.com

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Maalouf Industry for Trading	Mr. Ibrahim Maalouf	Koura, North Lebanon	06 651 009 03 341 970	info@mitindustry.com www.maaloufoliveoil.com
Nafez FARAH	Mr. Nafez Farah	Kfar-akka, Koura, North Lebanon	03 702 792	
Olive Harvest	Mr. Chafic Maalouf	North Lebanon		chafic@oliveharvest.com www.oliveharvest.com
Olive Trade	Mr. Youssef Fares	Mount Lebanon	09 936 265 09 936 265	youssef.fares@olivetrade.com info@olivetrade.com www.olivetrade.com
Oliveco Sarl	Mr. Salim Ghannam	Baakline, Chouf, Lebanon	05 306 035 03 256 451	olivcosoap@gmail.com www.olivcosarl.com
Olivera Ilc	Mr. Najib Greije	Kfaraqqa, El Koura, North Lebanon	06 951 290 03 178 550	www.olivera-leb.com
Said Saifan Est.	Mr. Sami Saifan	Kfarsaroun, Amioun, North Lebanon	06 950 258	s-saifan@inco.com.lb www.saifanest.com
Second House Products	Mr. François Rizk	Mazraat Yachouh, Industrial Zone, Maten	04 915 391 03 660 350 04 922 350	shp@cyberia.net.lb shp@secondhouseprod.com www.secondhouseprod.com
Societe Libanaise De Boisson	Mr Nabil Mechaalany	Mreijat, Zahle, Lebanon	08 545 929 08 542 383	www.mechaalany.com

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Tabarak	Mr. Samir Dirani	Qsarnaba, Bekaa, Lebanon	08 911 322 03 276 534	alyakout_2009@hotmail.com
Wadi el Kheir Foods	Mr. Fadi Jamal	Al Mouhaiatha, Bekaa, Lebanon	08 591 383 08 231 951 08 561 555	fadi-jamal@wadielkheirfoods.com info@wadielkheirfoods.com www.wadielkheirfoods.com
Willani	Mr. Joseph Al Khoury	Zgharta, Lebanon	05 555 552 03 228 849	info@willani.com
Yamama	Mr. Adnan Ataya	Mazraa, Beirut P.O.Box 14-5445	05 600 006 05 600 346	adnanataya@yamama-lb.com www.yamama-lb.com
Zeytouna Foundation	Mr. Nabil Mouawad Mr. Roland Andari	Zgharta, North Lebanon	06 720 078 06 666 093 03 270 137 03 590 920	can.rmf@hotmail.com roland_and@hotmail.com

List of Main Coop of Olive Oil in Lebanon

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Cooperative of Olive Farmers in Chouf	Mr. Ziad Abou Ajram Mr. Hassib Haydar	Chouf, Mount Lebanon	05 300 988 05 303 304 03 726 780	amine_bou_mattar@yahoo.com
Cooperative of Olive Farmers in Nabatiyeh	Mr. Hassan Salameh	Nabatiyeh, South Lebanon	07 435 366	
Cooperative of Olive Producers in Zgharta	Mr. Sleiman Daher	Zgharta, North Lebanon	06 550 122 06 550 252	dahersc@hotmail.com
General Cooperative of Hasbaya	Mr. Rashid Zowayhed	Hasbaya, South Lebanon	03 499 361	

List of Main Organic Olive Oil Sellers in Lebanon

FIRM NAME	CONTACT PERSON	ADDRESS	PHONE NUMBER	EMAIL AND WEBSITE
Bio Gourmet	Mr. Guy Khoury	Zouk, Keserwan, Mount Lebanon	03 559 911 70 597 053 09 225 125	guykhoury@gmail.com
Green Pack	Mr. Serge Fadel	Barti, East Saida, South Lebanon	03 538 837	sergefadel@hotmail.com info@greenpacklb.com www.greenpacklb.com

USEFUL ADDRESSES & CONTACTS

Various public and private actors play a major role in shaping the agro-industrial sector; these main stakeholders are listed below.

Ministry of Agriculture-MoA
www.agriculture.gov.lb

Industrial Research Institute-IRI
www.iri.org.lb

Ministry of Economy & Trade-MoET
www.economy.gov.lb

Quality Programme-QUALEB
www.qualeb.org

Investment Development Authority
of Lebanon-IDAL
www.investinlebanon.gov.lb

Lebanese Standards
Institution-LIBNOR
www.libnor.org

The Federation of the Chambers of
Commerce Industry and Agriculture
in Lebanon
www.cci-fed.org.lb

National Council for Scientific
Research Lebanon
www.cnrs.edu.lb

▶ Beirut and Mount Lebanon
www.ccib.org.lb

KAFALAT s.a.l
Loan guarantee company
www.kafalat.com.lb

▶ Tripoli and North Lebanon
www.cciat.org.lb

▶ Saida and South Lebanon
www.ccias.org.lb

▶ Zahleh and the Bekaa
www.cciaz.org.lb



CONTACT US

If you require any further information on investing in Lebanon or on the services IDAL can offer you, please do not hesitate to contact us at the following:

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