



Al Doha

Address: Hammara street, Kabeh neighborhood, Kfar Sir, Nabatiyeh Phone: 00961-71-383076

Al Kasir

Address: Khelleh neighborhood, next to women's huseiniyeh, Deir Qanoun En Nahr—South Lebanon
Phone: 00961-(0)3-851140 or 00961-(0)7-400744

Al Nour for Ghar

Address: Aita Ech Chaab public road, Aita Ech Chaab— Bint Jbeil Phone: 00961-(0)3-261923

Hirfa Wa Tourath

Address: Aarsal main street, next to Forn Al Barakah, Aarsal—northern Bekaa Phone: 00961-(0)3-110802

Organica

Address: Kfar Roummane public road, Kfar Roummane—Nabatiyeh Phone: 00961-70-062903

Productive Agricultural Cooperative in Adchit

Address: Nabatiyeh public road, Adchit—Nabatiyeh Phone: 00961-(0)7-541044

Za'afaran Loubnan

Address: Hasanen area, Hermel—northern Bekaa Phone: 00961-79-142517 or 00961-(0)8-200493

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Women Entrepreneurs in Lebanese rural areas supported by NOWARA



NOWARA - The National Observatory for Women in Agriculture and Rural Areas is a national program established in 2008 and it aims to develop rural territories through valorizing women entrepreneurship and creating innovative dynamics in the work and employment of Lebanese women in the agricultural, agro food and rural fields. NOWARA targets marginalized groups in both formal and informal sectors; monitors legal and social realities of women in the rural environment and promotes awareness towards equality and recognition of their role targeting the youth and local communities. NOWARA aims to enhance quality production and marketing by spreading knowledge and good practices.

Reference Project:

“Socio-economic development of the rural population of Southern Lebanon”
(AID 9323/CTM/LBN)



Al Kasir

A Lebanese brand founded in 2011 by Fatima Kasir, a Lebanese woman from Deir Qanoun En Nahr in South Lebanon. Mrs Kasir is a food processing trainer and had also attended courses organized by NOWARA and Friends of Environment, receiving many certifications and a support from the project, and she had participated in ARDI exhibition in 2012. She makes at home her products and she is well-known for the handmade Fig Jam in her village.

Al Kasir is primarily specialized in Fig Jam then Olives (Olive salad with nuts and vegetables; salted olives), Chili peppers sauce, Eggplants Makdous, Kebbbeh and stuffed Grape leaves. During HORECA, the brand will present the Fig Jam, a Lebanese handmade product, free of genetically modified ingredients, and 100% natural. It contains dried figs, water, sugar, walnuts, almonds, sesame, anise, mastic and natural lemon juice.



Al Nour for Ghar

A Lebanese brand established in 2005 by Wajiha Nassar, a Lebanese woman from Aita Ech Chaab in southern Lebanon. Ms. Nassar is famous for the preparation of natural laurel soap and oil, and her main objective is to introduce people to the importance and the benefits of laurel oil for human's skin and body. She had attended a training program organized by NOWARA and CTM Onlus, receiving a certification in Marketing, Bookkeeping and Management, and she had also participated in expositions in southern Lebanon such as Chakra in 2012.

Al Nour for Ghar produces 100% natural laurel soap, which will be presented during HORECA, and contains laurel oil extracted from laurel grains, caustic soda and water. It is a Lebanese handmade product, prepared and packaged in Aita Ech Chaab, and free of any additives or artificial perfumes.



Hirfa Wa Tourath

A brand name of a group of women working in handicraft in Aarsal—Bekaa since 1972. The group is managed by Mrs. Halimah Houjeiri, a Lebanese handicraft trainer who had given trainings in various schools and associations in Beirut, Bekaa, Nabatiyeh and southern Lebanon, and aims to ameliorate the socio-economic condition of its members. It had participated in a plenty of expositions in Lebanon - Mission culturelle française in Mathaf, Ministry of Tourism, Solidere in Downtown Beirut, Zouk Mikayel expo, South Festivals in southern Lebanon - and abroad in Spain, UAE

Women Cooperatives and Entrepreneurs in HORECA 2014

NOWARA observatory supports leading economic initiatives through “NOWARA Award”, granted annually since 2011 to “the best economic initiative in agriculture carried out by women in rural areas in Lebanon”, and offers the opportunity for rural women to participate in training programs and to present their business plan in order to receive a technical and financial support for their project from NOWARA and CTM Onlus. This year, a group of 7 NOWARA beneficiaries, who previously participated in NOWARA programs and received appropriate backing, is participating in HORECA exhibition in order to enhance their entrepreneurial skills and provide opportunities in marketing, networking and exchange of experiences. The women participating in HORECA represent a small group of women beneficiaries of NOWARA’s activities in the various Lebanese regions.

The participation to HORECA is in the framework of the project “Socio-economic development of the rural population of Southern Lebanon”, promoted by the Italian NGO C.T.M. Onlus, in partnership with the Lebanese Ministry of Agriculture. The project is co-funded by the Italian Development Cooperation.



Cooperatives

Productive Agricultural Cooperative in Adchit

A women's cooperative formed in 2001 and located in Adchit, Nabatiyeh; it works in food processing and traditional food, and its main objective is to improve the socio-economic condition of its members. The cooperative had participated in a training program for the preparation of jams and distillates organized by YMCA (Young Men's Christian Association), receiving a certification in food processing and development, as well as it had attended a NOWARA training in Marketing and Book-keeping. The cooperative is well-known for its za'atar products provided to clients in Africa, France, Germany and Canada, and it had also taken part in several exhibitions in Beirut, Nabatiyeh and Tyre.

The Cooperative brand name—**Al Ared Al Tayiba**—is specialized in producing a wide spectrum of jams and distillates free of additional additives, and traditional food as za'atar (thymus), toasted green wheat (frik), sumac, bulgur and kishik. During HORECA, it will present the ordinary za'atar mix which contains za'atar, sumac, sesame and salt, as well as the za'atar mix with olive oil, a specialty of the cooperative, which contains za'atar, olive oil, sumac, sesame, lemon juice and salt. The za'atar is 100% natural and doesn't contain any additives, and it is a Lebanese handmade product from Adchit.

Entrepreneurs

Al Doha

A Lebanese brand established in 2004 by Fatima Badreddine, a Lebanese woman from Kfar Sir in Nabatiyeh, working in traditional food processing. Mrs. Badreddine's objective is to improve her socio-economic condition and reach many exhibitions and markets with her homemade products. She had participated in many expositions, such as ARDI since 2004, Saida in 2013, Nabatiyeh, Sarafand and Ansar, and had attended training courses at YMCA in 2004 and NOWARA in 2012, obtaining successfully a technical and financial support from the project.

Al Doha is specialized in producing traditional food as Kebbeh spices and Kishik, and many food processing products such as Apple vinegar, Distillates (Thyme and Sage), Olives, Makdous and Jams (Bitter Orange, Strawberry, Fig, Pumpkin, Apricot). During HORECA, the brand will be presenting the Apple vinegar, one of its famous specialties. It is a 100% Lebanese handmade vinegar produced in Kfar Sir with natural apples, and free of artificial additives.



and Qatar. The group had attended many NOWARA's training programs and others organized by the Lebanese Ministry of Social Affairs, receiving a plenty of awards and certifications.

Hirfa Wa Tourath is specialized in carpets, rugs, beads, crochet, laces, textiles and many other artisanal products that can be delivered in all Lebanese regions. It will exhibit during HORECA many samples of their Lebanese handmade carpets produced exclusively by the group in Aarsal.



Organica

A Lebanese brand founded in 2013 by Elham Chakaroun, a Lebanese woman from Kfar Roummane in Nabatiyeh. Ms Chakaroun is passionate about organic agriculture so she had decided to cultivate organic wheat, aiming at promoting organic cultivation and enhancing the living and socio-economic conditions of agricultural workers in her region. She had participated in expositions in Beirut, and she had the opportunity to attend NOWARA's training programs in Marketing, Book-keeping and Management.

Organica is specialized in organic wheat, which will be presented during HORECA. It is a certified organic product and the grains are 100% Lebanese, cultivated and harvested in Kfar Roummane.



Za'afaran Loubnan

A Lebanese brand established in 2000 by Mariam Mourtada, a Lebanese woman from Hermel in northern Bekaa, who works in saffron cultivation and in food processing. Mrs. Mourtada's objective is to promote saffron among Lebanese people due to its important health benefits and stunning taste. She had participated in many expositions - such as ARDI, since 2004, and Al Tayba in 2009 and 2010 - and has a certificate in the preparation of dairy products. She had attended training programs organized by YMCA, Jihad Al Bina'a, CRTD, and lately NOWARA in 2013 and 2014.

Za'afaran Loubnan is specialized in producing saffron (stigmas or threads, bulbs, plants), dairy products and traditional food as dried mallow, dried okra, kishik, dried mint, pomegranate molasses, eggplants makdous. During HORECA, the brand will be presenting its main specialty, saffron, which is a Lebanese handmade product and contains 100% natural saffron, free of artificial additives, cultivated and harvested in Hermel.

