

ANNUAL REPORT

Al Reef for Investment &
Agricultural Marketing

2022

Pioneers in Fair
Agricultural Marketing

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CHAPTER

1

Who Are We?



• Al-Reef's Profile

Al-Reef for Investment and Agricultural Marketing is a private shareholder limited company registered in Palestine. It is owned by the Palestinian Agricultural Relief Committee (PARC) (Agricultural Development Association) with most of its shares, and the Arab Agronomists Association (AAA). It was established in 1993 in an attempt to provide promotional, marketing, and manufacturing services for Palestinian agricultural products to develop their quality and to expand their marketing potential in local and international markets. The company exports its products to Europe, USA, Japan and Australia, in addition to the local Palestinian market.

Al-Reef is known for its popular name “**Al-Reef Fair Trade**”. It produces, promotes and markets all varieties of olive oil (virgin, extra virgin, organic virgin and organic extra virgin), medjoul dates, organic medjoul dates, almonds, couscous (Maftoul), roasted green wheat (freekeh), spiced thyme (Za'tar), olive oil soap and other agricultural products.

Al Reef adopted the principles of fair trade in cooperation with PARC. Accordingly, it aims at organizing the efforts of agricultural cooperatives for farmers and women, while ensuring that production and the trade of products are economically and socially fair and environmentally responsible. Driven by its “fair trade” identity, **Al-Reef's** overall objective is that farmers and women will obtain fair prices for their products to ensure a decent life for them.

Al-Reef also strives to achieve sustainable development for marginalized groups of Palestinian farmers and women in rural areas through a developmental vision that conforms with the goals of fair trade and the Palestinian Agricultural Relief Committee (PARC).

Since its foundation, **Al Reef** successfully established solid partnerships based on transparency with numerous Fair Trade Organizations and Solidarity movements around the world. It also obtained many certifications including the ISO 22000 Certificate, Quality Certificate from the Palestine Standards Institution (PSI) and Organic Certificates for 3 of its products. Al-Reef is also a member in the World Fair Trade Organization (WFTO).

• Vision

Building a sustainable rural social economy.

• Mission

Al-Reef Fair Trade is a social enterprise that operates according to the principles of fair trade and the environmentally friendly agricultural practices in pursuance of supplying the local and international markets with high quality and environmentally safe products. It also aims to create an outstanding trademark in the Palestinian market by producing fresh and innovative products and establishing sustainable partnerships with local and international fair-trade organizations; with the purpose of attaining social and economic development for Palestinian small-scale farmers and cooperatives.

• Our Certificates



* Quality Certificate from Palestine Standards Institution.



* Company of Organic Agriculture in Palestine (COAP)/ EU Organic Farming



* World Fair Trade Organization (WFTO)



Food and Drug Administration (FDA)/ USA



* Best Palestinian Agricultural Exporter Award



* USDA - National Organic Program (NOP)



* (ISO 22000) Certificate

• Our Products



* **Olive Oil**
(Extra Virgin, Organic Extra Virgin, Virgin, Organic Virgin)



* **Medjoul Dates**
(Organic and Non-Organic)



* **Handmade Couscous**
(Organic and Non-Organic)



* **Spiced Thyme**
(Za'atar)



* **Green Roasted Wheat**
(Freekeh)



* **Olive Oil Soap**

• Lament of the Board Chairman

Palestine - With deep sadness and grieving hearts, Al-Reef and the Palestinian Agricultural Relief Committee (PARC) mourned the passing of Al-Reef's Board Chairman, Mr. Ghassan Ghanem at age 55 in 24\12\2022, after a relentless battle with illness.

Mr. Ghassan Ghanem is from Dayr Al-Ghusun village in Tulkarm Governorate. He was a volunteer at the Palestinian Agricultural Relief Committee (PARC) for more than 35 years. He served in many volunteering positions in his life at the agricultural volunteer committees in his village and in Tulkarm. He was also a member of PARC's General Assembly, a volunteering member in PARC's Board of Directors for many years, a member and a chairman of Al-Reef's Board of Directors for years and a member of PARC's Oversight Committee, in addition to many other volunteering positions.

Mr. Ghassan has always been a dedicated supporter to serving and developing the conditions of small-scale Palestinian farmers and agricultural cooperatives. He was also a determined fighter against the Israeli occupation's practices against farmers and their lands, and an advocate for freedom and social justice in Palestine and all over the world.

Al-Reef, PARC and the Palestinian voluntary and trade union movement have lost a great leader. He will be missed more than words can express. May Allah rest his soul in peace.



* **Ghassan Ghanem**
(Dayr Al-Ghusun – Tulkarm)

- His last letter to Al-Reef's employees in 1\12\2022...

“

Dear colleagues at Al-Reef Fair Trade,

The Board of Directors would like to express deepest gratitude and appreciation for your respectable efforts in the success of the mejdoul dates export season and the significant impact of that on supporting our fellow Palestinian farmers, therefore achieving the company's mission and goals.

These days, **Al-Reef** will start preparing for one of its most vital goals which is the export of olive oil to various international and supportive countries. Accordingly, **Al-Reef's Board of Directors** hopes for motivation and work in solidarity to make this process successful.

May you and your work continue to achieve the goals that unite us together.

-The Chairman and the Members of the Board of Directors.



*** Ghassan Ghanem**
(Dayr Al-Ghusun – Tulkarm)

”

• Members of the Board of Directors



* Dr. Abdulrahman Al-Tamimi
(Ramallah)



* Eng. Issa Shatleh
(Bethlehem)



* Ahlam Khdeir
(Jammain-Nablus)



* Ahmad Sawafta
(Tubas)



* Saher Sarsour
(Salfit)

• Social Responsibility

Within the framework of Al-Reef's patriotic responsibility towards Palestinians and to support marketing farmers' products in the West Bank, a solidarity shipment was sent to Palestinians in the Gaza Strip with the support of **Kampagne Olivenöl aus Palästina (Olive Oil Campaign)** in Switzerland; **920 bottles** of olive oil - 3Liters each - were distributed across **920 families**. The distribution was handled by the **Agricultural Relief Committee (PARC)** branch in the Gaza Strip.



Al-Reef Fair Trade distributed medjoul dates to cancer patients and their companions in hospitals in the occupied territories of historical Palestine. This activity was conducted during Ramadan and was a part of an annual tradition in cooperation with Inma'a Association for Democracy and Capacity Building.



CHAPTER

2

Farmers, Producers and Agricultural Cooperatives



• Success Story

My beginnings in farming...

"I am the farmer **Zaidan Mohammed Inouz**. I am 56 years old with 10 sons and daughters and 5 grandsons and granddaughters. I own a medjoul dates farm in my village, Jiftlik which is a Palestinian village that's located 30km north of Jericho city. The village is situated on the border with the Jordan Valley and it is within the lands that were occupied in 1967.

My sons, daughters and I work in this farm, but during the dates season female workers work in the initial stages. There are also sheep and fish in the farm.





I started work in agriculture in 1994. I planted 5 dunams with seedless grapes which I was the first to plant in my village. Grape farming was very feasible and after 2 years the area expanded to 45 dunams of grapes.

However, in 1998, the occupation started increasingly harassing me and claimed that my house and farm are not licensed, thus, they demolished my home. In 1999, the struggle with water shortage in the well started to increase due to the occupation's prevention of access to groundwater whereas only surface water is allowed. Surface water is highly saline which negatively impacts agricultural crops, seedless grapes in particular.

This issue continued to escalate until 2010 when I started cutting off the seedless grapes because water declined more and more until 2015 when it became 150 cubic meters only”

My Journey with Palm Trees...

“After my struggle with water shortage and increased salinity in the well because of the occupation's unfair policies, I started considering replacing seedless grapes with some high quality products that require low water consumption. Consequently, I planted 5 dunams with 95 palm trees in 2001, and then I started cutting off grape trees to replace them with medjoul dates which is a process that lasted until 2020. By then, I didn't have any more grape trees and my land was planted with 710 palm trees in a land of around 70 dunams”.

My Belief in Organic Farming...

“I have never accepted the idea of chemicals in soil or crops. I have always believed that not using chemicals is the best choice. In 2017, I started studying Sustainable Agriculture at Young Men's Christian Association (YMCA) which is a specialization that focuses on organic farming and distance from chemicals.

My study strengthened the idea that I have always believed in, therefore, I started organic farming in 2019. The audits and inspections on proper agricultural practices lasted for 3 years until I obtained the certificate in 2022 which is still valid until now”.



“Converting from conventional farming to organic farming helped me enhance the quality, purity and taste of the product and significantly increased my financial income”.

Challenges I Face as a Farmer...

"The most predominant struggle Palestinian farmers face is the Israeli occupation, and my biggest struggle is with water. Water is life! Why are they allowed to acquire groundwater but only surface water for us!

Not to mention the limitation on drinking water too, and their attempts to harass us as palm farmers by imposing high and expensive taxes. For instance, if we put palm branches in certain places we'd be charged with violation payments as high as 50,000 shekels. They also confiscate farmers' tractors and excavators, and if I try to dig my land or farm they immediately disturb and oppose us; They have arrested and imprisoned me twice.

The second biggest struggle we face is the "Palm weevil", but thank god I solved this problem using modern technology, so now each of my palm trees has a sensor connected by Bluetooth to its nearby tree, and all of the farm is connected to a device in the filling room on a SIM card for me to get daily messages on my phone to report any injury in any tree and if there is a suspected harm to the integrity of any tree. This procedure solved a major issue for me and minimized efforts and risks for my sons, daughters and I".

My Advice...

"I advise other farmers to think more seriously about chemicals and the damage they cause to soil, farming, surface water and the environment as a whole. I also advise everyone to convert to organic farming to preserve the environment, enjoy organic products and to enhance the competitiveness of Palestinian medjoul dates in local and international markets".

My Relation with Al-Reef...

“Ever since Al-Reef knew about my conversion to organic farming, they started contacting me to market my medjoul dates in my farm for more than a fair price. The price I get from Al-Reef is better than any other price that I may get from another buyer. The company works in fair trade where justice and transparency are prioritized. They always check up on us, unlike other traders who control us”.



• Agricultural Cooperatives



* Farkha Cooperative for Organic Olive Oil Production and Marketing.

The cooperative was established in 2003, and it is headed by **Mr. Baker Hammad**. It consists of 18 members who work in olive farming and organic extra virgin olive oil production which is certified by the Company of Organic Agriculture in Palestine (**COAP**).

It is located in Farkha which is an agricultural village in Salfit Governorate which is the first Palestinian ecovillage to join the "Global Ecovillage Network".

The cooperative contributes to the Farkha annual festival; 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.

* Al-Yamoun Agricultural Cooperative.

It was established in 2008 and consists of 70 members headed by **Mr. Khaled Khamayseh**. The work of this cooperative is centered around olive farming and extra virgin olive oil production, along with operating an olive press owned by the cooperative.

Other than olive oil, the cooperative members work in production of vegetables, fruits, crops and flowers. They mainly aim to fulfill the needs of the cooperative members to enhance their economic, social and environmental situation.



The cooperative is located in **Al-Yamoun** village in Jenin Governorate. The area of the village is estimated to be around 20,361 dunams largely covered by olive trees in comparison with other crops such as grains, vegetables and almonds; agriculture in this village depends on rain water and spring water.

* Mas'ha Cooperative for Agricultural Development.



The cooperative was established in 2005 and it's headed by **Mr. Sadeq Oudeh**. It consists of 20 members who work in the production of organic extra virgin olive oil certified according to the National Organic Program (NOP) in the U.S.

The cooperative is located in **Mas'ha** village west of Salfit Governorate in Northern West Bank. The village has an area of 12,000 dunams and the inhabitants are highly dependent on rain-fed and irrigated agriculture. Mas'ha was subjected to Israeli settlement projects that aim to expand the Elkana settlement at the expense of its lands.



* East Bani Zaid Cooperative for Organic Olive Oil Production.



The cooperative was established in 2005, and it is headed by **Mr. Mahmoud Qadi**. It consists of 28 members who work in the production of organic olive oil which is certified according to the EU regulations for organic farming by the Company of Organic Agriculture in Palestine (COAP). Their olives are pressed in the East Bani Zaid cooperatives coalition press that includes a number of neighboring villages.

The cooperative is located in Mazari' Nubani village in the East Bani Zaid area, north of Ramallah and Al-Bireh Governorate. The village has 10,000 dunams of agricultural lands of which **90%** are planted with olive trees.



* Kufur Qaddum Cooperative for Agricultural Development.

The cooperative was established in 2007, and it is headed by **Mr. Fayyad Jum'ah**. It consists of 31 members who work in organic olive oil and organic compost production.

It is located in **Kufur Qaddum** village in Qalqilyah Governorate which has an area of 18,900 dunams. The occupation confiscated a part of the village's lands for the benefit of Kdumim settlement which was built in 1975 and continued to expand on Kufur Qaddum's lands, therefore, the number of settlers increased.

The economy in this village mainly relies on the olive sector, despite farmers' struggle with land confiscation and shortage of water resources.

* Fruitful Trees Cooperative.

The cooperative was established in 2004. It is headed by **Mr. Sufyan Zuyud**, has 122 members of which 15 are women, and they work in producing organic olive oil, olive spread and olive pomace.

The cooperative is located in **Silat Al-Harithiya** village in Jenin Governorate. The village has an area of 8,931 dunams and is known for olive production since fruitful olive trees cover large areas of its land in addition to other agricultural products such as vegetables and almonds.

The agricultural sector in the village faced many challenges as a result of losing a major part of its lands to the Israeli occupation and water shortage due to the occupation's seizure of groundwater and prohibition of building artesian wells.





* Al-Zawiyah Agricultural Cooperative.

The cooperative was established in 2008, and it consists of 18 members who are headed by **Mr. Baker Hammad** and who mainly work in olive farming and organic olive oil production.

It is located in **Al-Zawiyah** Town in Salfit Governorate. The town has an area of 22,000 dunams, and around 8,000 dunams of its agricultural lands were isolated behind the Israeli apartheid wall which prevents many farmers from reaching their lands.

Additionally, olive farms in the town were exposed multiple times to burning and attacks by Israeli settlers from the Elkana settlement that was established on the lands of Al-Zawiyah and Mas'ha villages in 1978.

* Qarawat Bani Zaid Agricultural Cooperative.

The cooperative was established in 2008. It is headed by **Mr. Zuhdi Irrar** and consists of 16 members who work in the production of organic olive oil which is certified according to the EU regulations for organic farming by the Company of Organic Agriculture in Palestine (COAP).

Qarawat Bani Zaid Agricultural Cooperative is located in Qarawat Bani Zaid village, northwest of Ramallah and Al-Bireh Governorate. The village has an area of 5100 dunams of which 780 dunams are covered with olive trees, and its inhabitants work in agriculture, handicrafts and industry.



* Deir Ballut Agricultural Cooperative.

The cooperative was established in 2013. It is headed by **Mr. Ismail Hammoudeh** and consists of 8 members who work in organic olive oil production.

The cooperative is located in **Deir Ballut** Town west of Salfit Governorate which has an area of 14,800 dunams where grains, vegetables, olives, fruits and figs are planted. The occupation confiscated significant areas of Deir Ballut and the nearby towns to establish the Pedu'el and Leshem settlements besides the apartheid wall.



* Anza Agricultural Cooperative.

Anza Agricultural Cooperative was established in 2013, and it consists of 172 members of which 49 are women. It has an elected Board of Directors constituted of 8 members headed by **Mr. Moaath Obaid**. The members mainly work in olive farming and organic extra virgin olive oil production which is certified by the Company of Organic Agriculture in Palestine (COAP).

The cooperative owns and operates an olive press also certified organic by COAP. Besides that, they also work in food production, olive oil soap and beeswax.

Al-Reef exported around 10 tons of extra virgin and organic olive oil from the 2022 season which were sourced from Anza Cooperative for fair prices to France and Switzerland.

The cooperative is located in Anza Village which is situated 18 km away from Jenin Governorate. It has an area of 4,740 dunams of which one-quarter is covered with olive trees. Anza is an agricultural village where the agricultural economy has been based on the cultivation of traditional crops, mainly lentil.



• Developing Methods of Production

Purchase of a modern grain mill for organic wheat

A stainless steel grain mill for organic wheat to produce high quality organic flour suitable for organic couscous processing. The mill was made in China, and it has a productivity of **400kg** of coarse flour per hour and 150kg of powdered flour per hour.

It was purchased within the Agroecology project in cooperation with **Oxfam Fair Trade** in Belgium with the aim of encouraging the organic farming system at the Women Gathering for Organic Couscous Production in **Jericho**. Oxfam contributed with financing 72% of the price of the grain mill which will be registered among the Woman Gathering's owned assets, whereas Al-Reef covered the rest of the price (28%).

The revenues earned from generating the mill will be distributed with 72% for the members of the Women Gathering which is Oxfam's financing percentage, and 28% for Al-Reef.

The purchase of the mill was accompanied by a renovation process of the Women Gathering for Organic Couscous Production and building a warehouse for the wheat to improve the working space for members, strengthen the sustainability of the gathering by creating additional income for members and to provide the local community and bedouins with milling services for suitable prices.



CHAPTER

3

Our Developmental Partnerships



Al-Reef's Partners Profile:

Palestine Fair Trade Australia (PFTA)

A non-profit organization and charity in Sydney, Australia, run by volunteers who aim to support farmers and Palestinian artisans to preserve their heritage, culture and land. PFTA imports a variety of Palestinian products including organic olive oil, za'atar, couscous, and freekeh from Al-Reef since 2020. They market the products in Australia and New Zealand, along with other handicrafts.



Playgrounds for Palestine

A non-profit solidarity organization in Pennsylvania, U.S that was established in 2001 by Susan Abulhawa with the objective of funding the construction of playgrounds in Palestine for children. Since 2018, Playgrounds for Palestine has been importing through Al-Reef organic extra virgin olive oil which is organically certified according to the National Organic Program (NOP) in the U.S. All their revenues are used to support Palestinians in different projects and building playgrounds in many Palestinian villages, refugee camps and cities, in addition to Palestinian refugee camps in Lebanon.



Oxfam Fair Trade

Oxfam Fair Trade was established in 1971 in Belgium. Since its establishment, the organization has been working with many farmers and producers around the world by purchasing their products and marketing them in Belgium and other European countries. Oxfam has been importing organic Palestinian products through Al-Reef since 1994 including organic extra virgin olive oil, organic couscous and organic medjoul dates. It also contributes to supporting Palestinians in sustainable development projects, as an example, it contributed to purchasing a wheat mill for the Women Gathering for Organic Couscous Production in Jericho.





Equal Exchange

A fair-trade organization established in 1986 and situated in Massachusetts in the United States. Equal Exchange sells fair trade products sourced from small-scale farmers all around the world and has been supporting Palestinian farmers and marketing their produce of organic extra virgin olive oil and medjoul dates through a long-term partnership that started in 2012.

Kampagne Olivenöl aus Palästina (Olive Oil Campaign)

In the wake of the second Intifada in the West Bank, the Olive Oil Campaign was founded in Switzerland in 2001 as a non-profit, solidarity and voluntary movement to support Palestinians amidst the deteriorating economic and political situations because of the second Intifada. The campaign annually cooperates with Gebana AG in Switzerland in marketing tons of Palestinian olive oil and za'atar, and their revenues are re-invested in supporting Palestinian small-scale farmers and contributing to different relief projects. They also take part in raising awareness about the complex political situation in Palestine through multiple events and selling Palestinian products in stalls, streets and church communities.



JORD&FRIHET

Jord & Frihet

A non-profit solidarity organization established in the early 1980s in Stockholm, Sweden. It mainly works in importing various Palestinian products such as organic extra virgin olive oil, organic couscous, medjoul dates, za'atar, freekeh and almonds through Al Reef since 2010 to market and distribute them to several regions in Sweden and neighboring countries such as Denmark. Their principles are based on solidarity, voluntary work, and support for Palestinians through various projects.

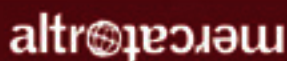
La Coopérative Andines

One of the most prominent solidarity activists with Palestinians. Andines was established in Paris, France in 1987 and works for a fair economy that respects people and nature. They import and distribute agricultural and craft products including organic extra virgin olive oil, organic medjoul dates, freekeh, za'atar and couscous through Al-Reef; this sustainable partnership between both organizations dates to 2003.

The logo for Andines, featuring the word "ANDINES" in a bold, sans-serif font, with a small globe icon integrated into the letter "O". The logo is set against a dark background with a white border.

CTM Altromercato

One of the largest fair-trade organizations in Italy, CTM Altromercato was founded in 1988 in Bolzano, Italy and includes more than 118 institutions and cooperatives that distribute their products in shops throughout Italy. They sell a large range of fair-trade products, including organic extra virgin olive oil, organic medjoul dates, almonds, organic couscous, and za'atar that they have been importing from Al Reef since 1998.

The logo for Altromercato, featuring the word "altromercato" in a lowercase, sans-serif font, with a small globe icon integrated into the letter "o". The logo is set against a dark background with a white border.

Gebana AG

Pioneers in fair trade since 1998. the company is located in Zurich, Switzerland, and has subsidiaries in other countries with the aim of supporting farmers all over the world and training in various domains to develop their products. This organization is committed to sustainability, social and environmental values and investments in food production. Since 2002, Gebana has been a longtime partner of Al-Reef to import small farmers' agricultural products such as organic extra virgin olive oil and za'atar to market them in Switzerland and Europe.

The logo for Gebana, featuring the word "gebana" in a lowercase, sans-serif font, with a small globe icon integrated into the letter "o". The logo is set against a dark background with a white border.

Marché paysan mondial

The logo for Alter Trade Japan (ATJ), featuring the letters "ATJ" in a bold, sans-serif font, with a small globe icon integrated into the letter "A". The logo is set against a dark background with a white border.

Alter Trade Japan (ATJ)

ATJ was founded in 1987 in Tokyo, Japan by joint investments shared between consumer cooperatives, organic products trade groups and citizen groups in an effort to pursue alternative trade (fair trade) that emphasizes on supporting small-scale farmers. The organization's efforts are focused on selling agricultural products sourced from marginalized farmers and producers such as bananas, coffee and olive oil that has been imported from Al-Reef since 2004 until now.

• International Solidarity with Palestinians

Playgrounds for Palestine

Playgrounds for Palestine was established in the U.S to support “the Right to Play” enshrined in the [United Nations Convention on the Rights of the Child](#), and to support many child-centered projects that seek entertainment, sports, health development and creative expression for children.

This organization is keen to support Palestinian people which is considered the main goal they work to achieve by [building playgrounds for Palestinian children](#) in various Palestinian villages, cities and refugee camps such as Aida Refugee Camp, in addition to Palestinian refugee camps in Lebanon. Many of the playgrounds are designed locally, and if they're designed externally, the parts are shipped to Palestine and assembled by local labor.





The organization successfully conducted more than 55 projects and positively influenced more than 58,046 Palestinian children who play in the playgrounds for free. Playgrounds for Palestine's first project was in Bethlehem Governorate in Southern West Bank in 2002; the playground parts were acquired from the American Playground Corporation and sent to Bethlehem, and they are still available till this day for local children in Bethlehem to play in for free.



Playgrounds for Palestine imports organic extra virgin olive oil from Al-Reef to distribute it and sell in online shops using their brand "AIDA". The entirety of their revenues and profits go in their projects of building playgrounds for Palestinian children.

Kampagne Olivenöl aus Palästina

In the wake of the second Intifada in the West Bank, Kampagne Olivenöl aus Palästina (Olive Oil Campaign) was founded in Switzerland in 2001 as a non-profit, solidarity and voluntary movement to support Palestinians amidst the deteriorating economic and political situations that resulted from the second Intifada. They annually import tons of olive oil and za'atar from Al-Reef to support Palestinian small-scale farmers with fair prices.

The process of importing olive oil happens through the campaign's partnership with Gebana AG in Zurich in Switzerland who imports the products from Al-Reef in bulk quantities. Then, olive oil is transferred to BEWO which is a factory with workshops where people with a slight disability (physical or mental) work on filling and bottling olive oil to prepare it for marketing and distribution.





Around **400 volunteers** are the primary factor that contributes to the success of the campaign. They work in conducting different projects and activities such as selling products in stalls, public spaces, neighborhoods and church communities and much more. Those activities also include speaking to customers about the political situation in Palestine and spreading awareness among Swiss people about the Palestinian struggle, which is the main aim of the campaign since their mission is to support and to stand in solidarity with Palestinians. Moreover, their revenues and profits from selling the products are re-invested in their projects.

The campaign successfully conducted various solidarity projects along the years, most notably distributing food parcels to refugee Palestinian families in the Gaza Strip during the Coronavirus pandemic, in addition to rural development projects such as a solar electrification plan in Southern Hebron which spread out to include Area (C) habitations, and other various projects that support women, children and young people. Besides that, the campaign also financed the Quality+ project to support Palestinian farmers in converting to organic farming.

CHAPTER

4

Networking



• Connection with the Local and International Community

January

- * Al-Reef Fair Trade participated with the Palestine Standards Institution (PSI) in the announcement of the results of the Golden Olive Oil competition in 2021 “the third cycle”. This competition encouraged farmers to improve the quality of their products, and the results revealed that Palestine is heading towards a gradual improvement of agriculture.



February

- * Al-Reef's Quality Assurance Department conducted a series of field trip to check up on almond farmers and the organic wheat farmer in their production sites in Jenin and Tubas Governorates.



March

- * **Al-Reef** exported a shipment of extra virgin olive oil to American markets, and a shipment of organic couscous certified by the Company of Organic Agriculture in Palestine (COAP) to Italian markets.



April

- * **Al-Reef** exported a 20ft container of organic couscous to Italian markets and a 20ft container of extra virgin olive oil and medjoul dates to France.



May

- * The International Olive Council (IOC) selected Dr. Mohammed Hmidat, **Al-Reef's** Quality Assurance Department Manager, as a Palestine International judge to examine the quality of olive oil at the International competition for olive oil held in Istanbul in Turkey. The event was organized by the International Olive Council (IOC).

- * **Al-Reef's** team went on a tour to visit farmers to discuss the organic wheat agreements – which is used to produce organic couscous - in Al-Zababdeh in Jenin Governorate. The tour also included Aqqaba village in Tubas Governorate for almonds agreements, in addition to cooperatives that work in olive oil, honey and za'atar production in Tubas, Jenin and Qalqilyah to market their products to local and international markets.



June

- * **Al-Reef's** General Director, Mr. Saleem Abu Ghazalah, the Palestinian Olive Oil Council's Vice President and the member of the Advisory Board of the International Olive Council participated in the International Olive Council (IOC) meeting "115th cycle" and the Council's Advisory Committee meeting in the Jordanian capital with the attendance of 17 olive countries and the EU. The Palestinian delegation was headed by the Minister of Agriculture, Mr. Riyad Atari and a number of experts in the Palestinian olive sector. The delegation presented suggestions to transfer knowledge and modern technology to develop the Palestinian olive sector, and they shed light on the occupation's violations on the olive sector in Palestine.



- * **Al-Reef** hosted a solidarity delegation from the Association France Palestine Solidarite (AFPS) in France who annually import organic extra virgin olive oil from Al-Reef at the Women Gathering for Organic Couscous Production in Jericho.



- * A regulatory visit by **Al-Reef's** Quality Assurance Manager, Dr. Mohammed Hmidat to examine the quality of the organic wheat farms in Al-Zababdeh Town in Jenin Governorate.



- * Al-Reef exported a 40ft container of extra virgin olive oil to American markets.



July

- * Al-Reef exported a 20ft container of organic couscous to Italy and a container of extra virgin olive oil to American markets.



- * Al-Reef's staff conducted field visits to farmers of organic medjoul dates, organic wheat and almonds in their production sites in Jenin, Tubas and Jericho Governorates to discuss the agricultural seasons and the export plan of their products to international markets.



- * Al-Reef's technical staff checked the quality and productivity of Al-Reef's organically certified medjoul dates farm.



- * Al-Reef participated in the "Palestinian Rural Products" exhibition organized by the Palestinian Agricultural Relief Committee (PARC) where a range of Al-Reef's products were sold, such as medjoul dates, virgin olive oil, couscous, za'atar, honey and olive oil soap.



August

- * Within Al-Reef's awareness-raising plan of the principles and philosophy of fair trade, agricultural export procedures and pricing policies, a training session was held in the Martyr Naim Khader Training Centre for Agronomists in Al-Zababdeh Town for cooperative members, newly graduated agronomists and Al-Reef's Palestinian Employment Fund trainees.



- * Al-Reef held a meeting with Anza Agricultural Cooperative for Organic Olive Oil Production and the Company of Organic Agriculture in Palestine (COAP) in light of networking and improving cooperation with Palestinian Agricultural Cooperatives. The meeting included a visit to the olive oil filling station and Al-Reef's laboratories in Al-Ram in preparation for the olive season.



September

* **Al-Reef** hosted a French delegation from the Association France Palestine Solidarite (AFPS) who effectively contribute to marketing and promoting big quantities of organic medjoul dates and organic olive oil in French markets and to European solidarity movements. Moreover, various meetings and tours were conducted across the West Bank with producers, farmers and cooperative members, in addition to visiting olive presses, Palestinian agricultural experts, filling and packing stations for agricultural products. Al-Reef signed a memorandum of understanding (MOU) with them to export large quantities of high quality organic extra virgin olive oil and medjoul dates.



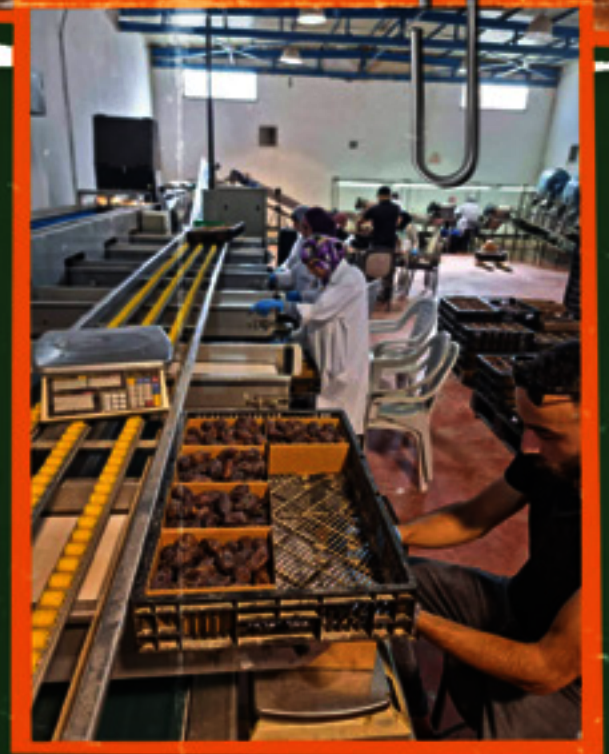
* **Al-Reef's** staff hosted the Vice Chairman of the Agricultural Development Association (PARC) Mr. Mohammed Al-Naqa from Gaza City on a tour around the company's administrative and technical facilities, the olive oil filling station, the quality assurance laboratories in Al-Ram, the dates filling factory, refrigerators, the modern grain mill, drying station and the newly graduated agronomists training centre in Jericho.



October

* **Al-Reef** hosted a French delegation for an educative meeting with the Quality Assurance Manager, Dr. Mohammed Hmidat who explained to them the relation between **Al-Reef** and the Agricultural Development Association (PARC), the history of Al-Reef's establishment and the operations of export and production it practices.

* **Al-Reef** began operating the dates factory in Jericho and importing medjoul dates from Palestinian farmers. It also started conducting inspections and audits for organic medjoul dates in partnership with the Company of Organic Agriculture in Palestine (COAP).



* The Board Chairman of the Palestinian Olive Council, Eng. Mahmoud Hussein, Board Chairman of the Economic & Social Development Center of Palestine (ESDC) and the Palestinian Olive Council General Manager, Mr Fayyad Fayyad visited **Al-Reef's** Moon Valley Dates Factory in Jericho. They had an overview of the factory, the process of receiving medjoul dates from Palestinian farmers and the operations of filling, packing, processing and preparing the product for international markets.



* **Al-Reef** started the program of exporting organic medjoul dates to international markets and exported a shipment of organic dates and organic couscous to Belgian markets.



* In cooperation with the Agricultural Development Association (PARC), **Al-Reef** hosted a delegation of human rights activists and consumers of **Al-Reef's** products in Belgian markets from the Enabel Belgian development agency at the Moon Valley dates factory in Jericho.



* **Al-Reef** hosted Mr. Tom Feyaerts from Oxfam Fair Trade in Belgium who went on visits to farmers, cooperatives, the cooperatives' coalition olive press in Mazari Nubani Village and the Moon Valley dates factory in Jericho. Throughout the tour, agreements were made to export multiple containers of organic extra virgin olive oil, organic couscous and organic dates to Belgium.



November

- * **Al-Reef's** General Director, Mr. Saleem Abu Ghazalah and PARC's General Manager, Mr. Monjed Abu Jeish participated in a meeting with the Palestinian Minister of Agriculture Mr. Riyad Atari and the cooperatives and companies that work in the olive sector to discuss and determine the minimum purchase prices of olive oil for the 2022 season.



- * **Al-Reef** hosted its partner Jord & Frihet from Sweden who markets organic extra virgin olive oil, medjoul dates, organic couscous, za'atar, freekeh and olive oil soap in Swedish markets and neighboring countries such as Denmark. They conducted a tour to visit farmers, cooperatives and the cooperatives' coalition olive press in Mazari Nubani Village and the Moon Valley dates factory in Jericho.



- * **Al-Reef** exported a container of organic medjoul dates and organic couscous to Italian markets, and a shipment of high quality organic medjoul dates to French markets.



December

* **Al-Reef** participated in the 13th General Assembly for The Asian People's Fund for Mutual Benefit (APF) held in Indonesia where 13 countries participated from south, central and east Asia. **Al-Reef** was represented by the member of the Board of Directors, Eng. Issa El-Shatleh and the General Director, Mr. Saleem Abu Ghazaleh. Al-Reef has been a founding member of (APF) since 2009 and has been exporting Palestinian farmers' products for more than 15 years to the APF members, in addition to exchanging agricultural technical expertise and developmental experiences with them.



* A delegation of 44 Christian pilgrims and members of the Catholic Church in the USA visited the Women Gathering for Couscous Production in Jericho. This delegation buys **Al-Reef's** products of organic extra virgin olive oil and medjoul dates from Al-Reef's partner Equal Exchange in the USA. During their visit to the cooperative, they had a couscous meal and learned about the gathering's activities and the role of the Palestinian Agricultural Development Association (PARC) in developing the women cooperatives movement, in addition to Al-Reef's role in marketing and enhancing the quality of Palestinian agricultural products and opening international markets for them.



- * **Al-Reef** exported a shipment of medjoul dates to the U.S, a shipment of organic couscous and medjoul dates to Italy and shipments of extra virgin olive oil and za'atar to Switzerland, France and Japan.



CHAPTER

5



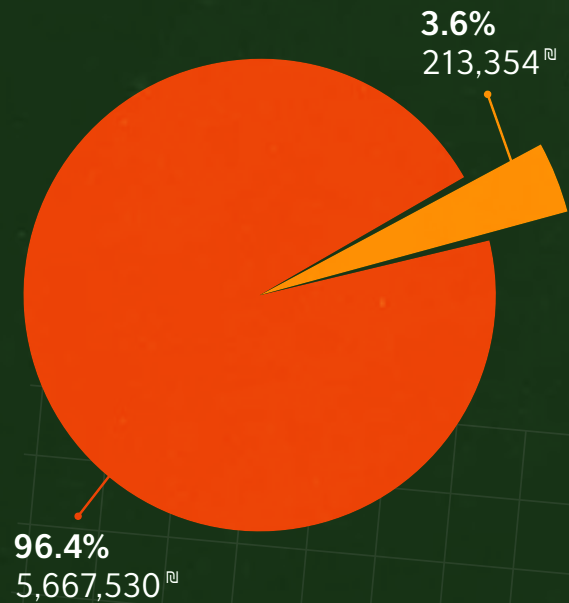
Financial Overview and Workforce Development



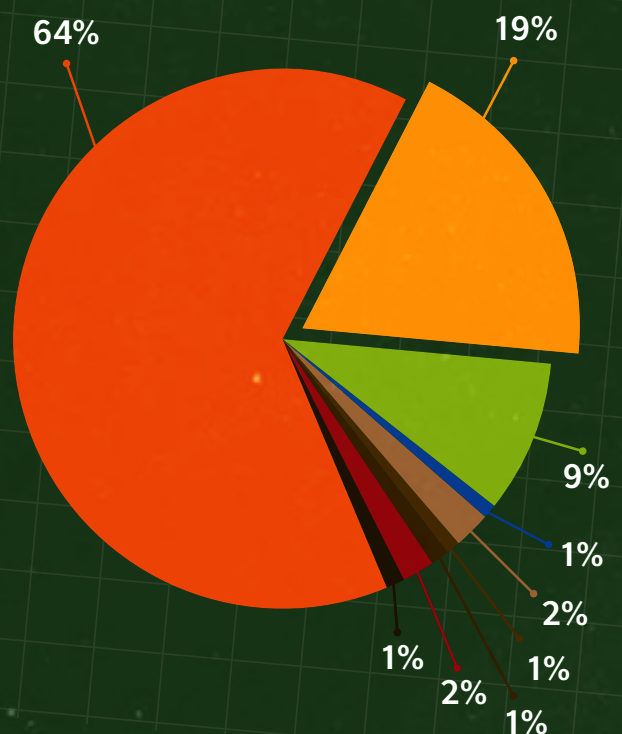
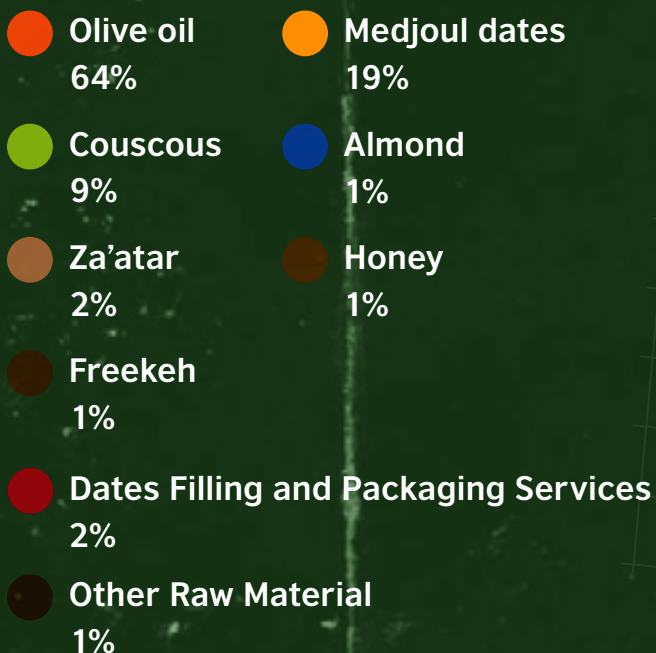
Local and Export Sales

the company's sales report for 2022:

The illustration shows the company's export sales in 2022 which amounted to ILS 5,667,530, therefore making up 96.4% of the company's total sales. The local sales amounted to ILS 213,354 which makes up 3.6% of the company's sales.



The illustration demonstrates Al-Reef's 2022 sales according to items. It shows that olive oil leads with 64% of the company's total sales, followed by medjoul dates with 19%.



Income Statement -2022-

Audited statement of Income and Comprehensive Income for 2022 in ILS

Net Sales	5,880,084
Cost of Sales	(3,325,498)
Gross Profit	2,554,586
Expenses	
Operating Expenses	(913,225)
Marketing Expenses	(100,910)
General and Administrative Expenses	(1,001,706)
Financing Expenses	(8,245)
Doubtful Debts	0
Depreciation	(177,552)
Currency Variances	(115,627)
Other Revenues	78,579
Total Expenses	(2,238,686)
Net Gain Before Tax	315,900
Income Tax	(36,960)
Net Gain After Tax	278,940
Change in Fair Value of Financial Assets	111,212
Total Comprehensive Income for the Year	390,152

Human Resources Development Program

Participant Name	Session Name	Training Provider
Iman Amar	Human Resources Standards and Strategy	Ramallah and Al-Bireh Chamber of Commerce and Industry
Abrar Khdeir	Human Resources Standards and Strategy	Ramallah and Al-Bireh Chamber of Commerce and Industry
Mubarak Sehweil	Human Resources Standards and Strategy	Ramallah and Al-Bireh Chamber of Commerce and Industry
Iman Amar	Fumigation & Storage Foundations for Agricultural & Food Crops	Sunbula Environmental Solutions Co.\ Jenin
Iman Amar	Trade Facilitation and Customs Support	Tasdeer Project
Mubarak Sehweil	Labor Market Qualification	Ramallah and Al-Bireh Chamber of Commerce and Industry
Abrar Khdeir	My First Job Project	Ramallah and Al-Bireh Chamber of Commerce and Industry
Abdullah Abu Naser	Small Companies' Financial Performance Development	UNIDO
Hala Hamza	My First Job Project	Ramallah and Al-Bireh Chamber of Commerce and Industry
Salman Al-khatib	My First Job Project	Ramallah and Al-Bireh Chamber of Commerce and Industry
Suhaib Abulrous	Small Companies' Financial Performance Development	UNIDO

Exhibitions

Exhibition
Name

Region

Spring Exhibition (Khadouri University)

Tulkarm

Palestinian Rural Products Exhibition

Ramallah Cultural Center

Palestinian Agricultural & Food Industries
Exhibition (Our Food 2022)

Nablus



• Al-Reef Family



* Abdullah Abu Naser
Finance Department



* Diana Sarhan
Fair Trade and International
Relations Department



* Mobarak Sehweil
Human Resources Development
Department Manager



* Eng. Iman Amar
Quality Assurance Department



* Mohammed Jabarin
Finance Department



* Dr. Mohammed Hmidat
Quality Assurance
Department Manager



* Salman Al-Khatib
Quality Assurance Department



* Suhaib Abulrous
Finance Department Manager



* Hala Hamza
Fair Trade and International
Relations Department



* **Saleem Abu Ghazalah**
General Director



* **Abrar Khdeir**
Human Resources
Development Department



* **Nayef Al-Neser**
Human Resources
Development Department



* **Eng. Mutaz Heeh**
Production Manager



* **Mohammed Ihmidat**
Production Department



* **Ahmad Abu Fara**
Production Department



* **Waleed Odeh**
Production Department



* **Mohannad Hmidat**
Production Department