

ANNUAL REPORT 2020

Pioneers in fair Agricultural Marketing





Al Reef for Investment and Agricultural Marketing

Annual Report

2020



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Our Profile

Al Reef for Investment and Agricultural Marketing Company is a private shareholder limited company registered in Palestine. It is owned by the Agricultural Development Association (PARC) with the majority of its shares and by the Arab Agronomists Association. It was established in 1993 to provide promotional, marketing, and manufacturing services for Palestinian agricultural products, and develop their quality and open new local and international marketing horizons. The company exports its products to numerous organizations in Europe, USA, Japan, and Australia, besides the local market.

Al Reef is known by its popular name, Al-Reef Fair Trade, which produces, promotes and markets all kinds of olive oil (virgin, extra virgin, organic virgin and organic extra virgin), organic and non-organic medjoul dates, almonds, couscous (maftoul), thyme (za'tar), roasted green wheat (freekeh), olive oil soap and other agricultural products.

Al Reef Fair Trade adopted the principle of fair trade in collaboration with PARC. Our aim is to support and organize the efforts of agricultural cooperatives and small scale farmers including women. We always ensure that our products production and trade conditions are socially and economically fair, and environmentally responsible. The overall objective is that farmers and women obtain fair prices for their products; the prices that ensure a decent life for them. As a Fair trade company, we operate throughout an integrated development vision seeking the achievement of sustainable development for the marginalized groups of Palestinian farmers and women in rural areas.

Since the beginning of Al Reef's founding, we have been able to establish solid partnerships based on transparency with diverse fair trade organizations and solidarity movements. In addition, we have succeeded to obtain various quality certificates, and we have been granted Palestine Best Agricultural Exporter Award.

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Vision

Contribute to building a sustainable rural social economy.

Mission

- Providing the market with high quality and environmentally safe products, according to the fair trade principles and customers' needs to ensure their satisfaction and meet their desires, in addition to the use of eco-friendly agricultural practices.
- Providing a suitable work environment, fairly traded wages, and requirements and conditions for occupational safety, in addition to staff training and ensuring their job security.
- Adherence to local and international laws, good production practices, and to the developmental goals of our mother organization, PARC. Also, adopting gender policies and the optimum use of resources and opportunities with the highest possible efficiency.
- Creating a distinctive brand in the Palestinian market by producing new and innovative products.
- Establishing sustainable partnerships with fair trade organizations

GOALS

Strategic goals:

The long-term goals that Al Reef Fair Trade seeks to achieve, which focuses on excellence in the market and achieving a satisfactory return to producers and achieving the company's sustainability.

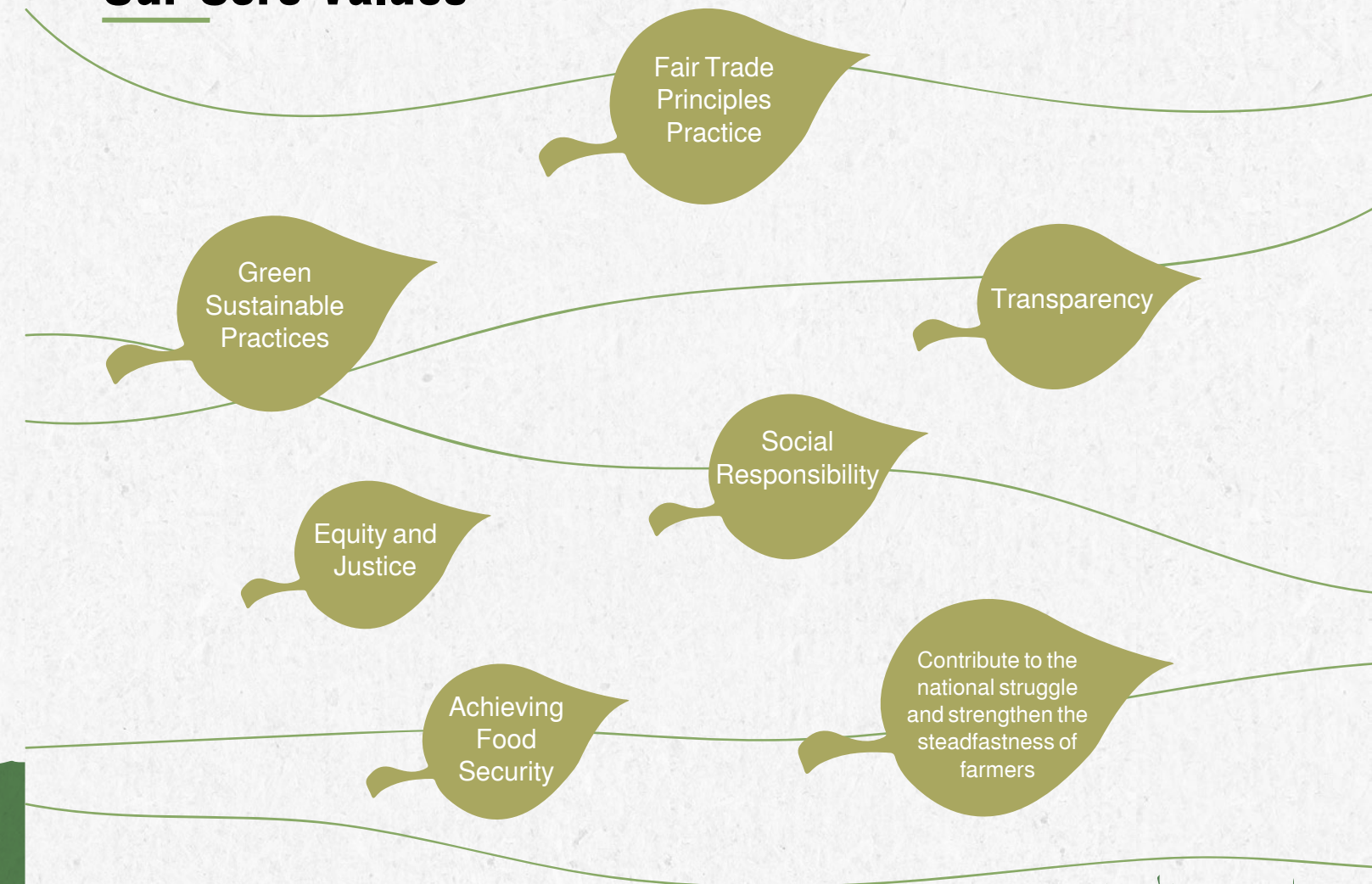
Development goals:

The short-term goals that Al Reef seeks, through achieving to develop a specific process or product within a short period of time.

Operational goals:

These goals are related to daily processes that the operations must achieve. (Examples: manufacturing products that meet the requirements of the company's customers in terms of items, quantities, quality level and food safety, and within the agreed delivery dates effectively, while ensuring the effective exploitation of the available resources and ensuring the safety of machines and equipment and reducing their malfunctions. So that they are ready to produce products according to the approved specifications and appropriate operations costs).

Our Core Values



Board of Directors

Ghassan Ghanem	Chairman
Abed Al-Rahman Tamimi	Member
Issa Al Shatleh	Member
Saher Sarsoor	Member
Ahlam Ikhdeir	Member
Ahmad Sawafta	Member



Head of Board of Directors Message

Twenty-seven years of providing fair and developmental services to Palestinian farmers.



Al Reef for Investment and Agricultural Marketing entered in 2020 its 27th anniversary with reliability, responsibility and a professional team that believes in its goals, and sticks with its mission in which it was established to support farmers, women and cooperatives by providing marketing services for their products in the local and international markets despite the COVID-19 pandemic complications. Relying on the quality development programs for the Palestinian agricultural products and good agricultural practices to align with the requirements of international markets to achieve the best financial, social and economic returns to farmers and cooperatives. And the commitment to adopt food and public safety regulations and the use of modern technology to build a social economy that is capable of contributing to building a resistant national economy.

We have believed from the beginnings that achieving these goals needed to build local and international partnerships that are compatible with our goals and values. We have succeeded during our work and our different stages of development in building strategic partnerships and rules based on trust with local community organizations and governmental institutions, and establishing an international network in more than 25 countries in Asia, Europe, America and Oceania (Australia and New Zealand) that have contributed to the sustainability of rural work and provide ongoing support to achieve their goals and mission.

Ghassan Ghanem

Our Team



Mohannad Hmidat
Production Department



Suhaib Abu Al-Rous
Manager of Finance
Department



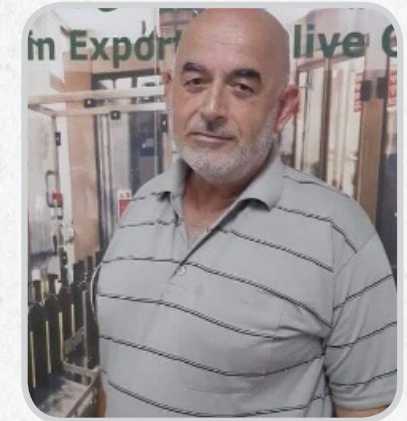
Saleem Abu Ghazaleh
General Director



Ahmad Abu Fara
Production Department



Miral Makhoulf
International Relations and
Marketing Department



Waleed Odeh
Production Department



Iman Amar
Quality Assurance
Department



Mohammed Hmidat
Manager of Quality
Assurance Department



Mohammed Jabarin
Finance Department



Mobarak Sehweil
Manager of Human Resources
Development Department



Mohammed Ihmidat
Production Department



Hakam Salawdeh
Head of Quality Division



Mutaz Heeh
Manager of Production
Department



Abdallah Abu Naser
Finance Department



Mahmoud Ghrouf
Quality Assurance
Department



Diana Sarhan
Volunteer - Birzeit
University



Nayef Al-Neser
Human Resources
Development Department



Asem Abu Hneish
Manager of Local Sales
Department

OUR PRODUCTS



Roasted Green Wheat (Freekeh)



Handmade Couscous (Maftoul)



Spiced Thyme (Za'tar)



Almonds (Om Al-Fahem Variety)



Medjoul Dates
(Conventional and
Organic)



Olive Oil (Extra Virgin
and Organic)



Olive Oil Soap

OUR CERTIFICATES



Palestine Standards
Institution (PSI)



ISO 22000 Certificate



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



Food and Drug Administration
(FDA)/ USA



World Fair Trade
Organization (WFTO)



USDA-NOP/ USA Organic
Farming



Palestine Best Agricultural
Exporter Award



FAIR TRADE FROM OUR PERSPECTIVE ...

Al Reef Fair Trade has always succeeded in achieving transparency, sustainable development and equity to marginalized groups in the Palestinian rural areas by providing its services to small-scale producers and agricultural cooperatives, and focusing on providing fairly traded incomes in order to protect and support farmers, their families and the Palestinian agricultural products.

Throughout the 27 years of commitment, hard work and prioritizing our social objectives, we have strongly increased the production capacity of producers, improved the quality of the agricultural cooperatives' products and empowered women.

Every product that we invest in and market has a story behind it. Palestinian farmers reflect their dedication, hope and hard work in every product they produce. Al Reef culture cares about applying the fair trade principles and philosophy by selling every Palestinian agricultural product domestically and internationally with a great respect of the hands behind it.



CHAPTER 2:

Social Responsibility



Campaigns

COVID-19 Pandemic:



At the beginning of the COVID-19 pandemic, Al-Reef launched a campaign “You Are Always Remembered” with cooperation with its partners in international fair trade organizations, National Emergency Committees and PARC, to support our people who lost their jobs due to the virus outbreak in Jerusalem governorate and agricultural families in Jericho city and its refugee camps by distributing 854 food parcels produced by Palestinian farmers and women cooperatives (plant and animal products, and sterilizers) at a value of \$70 per parcel. Jerusalem governorate granted Al-Reef an appreciation certificate for its efforts and success in this campaign.

In addition to supporting PARC in distributing food parcels of our products in their campaign “Take Care of Each Other” in Ramallah and Al-Bireh governorate to provide relief for its people under COVID-19 crisis.





Ramadan Holy Month Gaza Strip:

“Ramadan Dates and Oil” campaign has been launched and in support by our partners in Switzerland (Olive Oil Campaign) to supply a solidarity shipment with our people in Gaza Strip. Where 1430 kg of Medjoul dates and 1800 liters of virgin olive oil were distributed before the start of the holy month of Ramadan to the beneficiaries through PARC’s Branch in Gaza.



Public Safety and Security:

For the sake of the general safety of farmers and workers in cooperatives, the press of the Eastern Bani Zaid Cooperatives Coalition has been provided with leather floor coverings to ensure safe movements. That was in cooperation with our partner Oxfam F.T in Belgium.

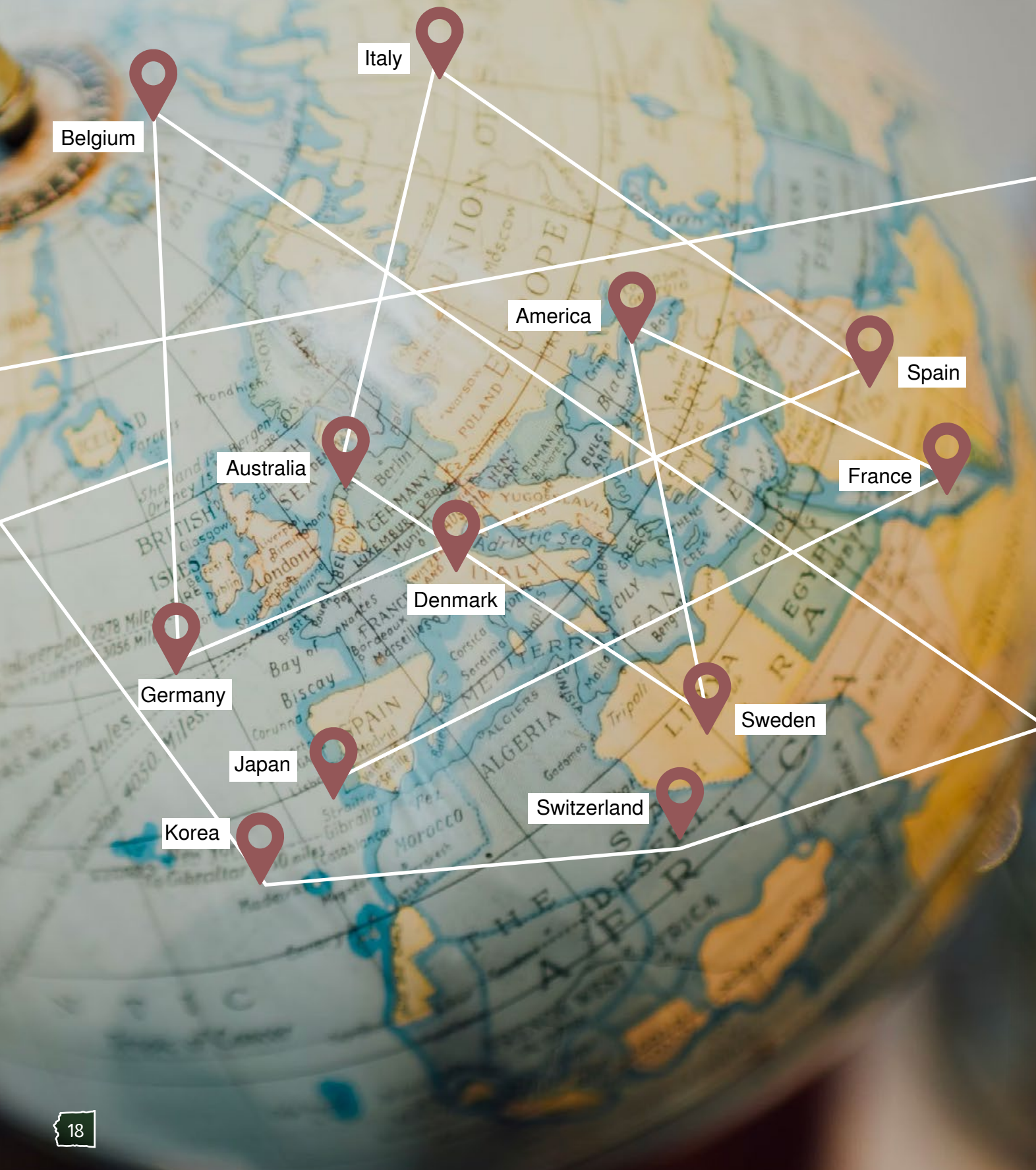


The Quality Assurance Department has developed a periodic program to sterilize the company’s facilities and production stations as a preventive measure against COVID-19 virus.



CHAPTER 3:

We Are Global



Our Worldwide Partners



WORD OF LOYALTY

We would like to express our sincere gratitude and appreciation for our long-term international partnerships, customers and friends for their solidarity with Palestinian farmers, and the rural regions, and for their continuous support, despite the epidemiological situation. We hope that we continue sharing our successes and achievements together.

Proud of your partnership!

Our Partners' Participation:

ATJ

“Palestine’s olive oil goes really well with Japanese seasoning, such as soy sauce.

I also use it when I make Italian, dressing etc. One of the reasons why I buy Palestine’s olive oil is because I could support Palestinian people through buying it. I hope I could visit Palestine some day in the future. I hope Palestine people could live in peace in near future.” Ms. Ando, Japan



CTM

«I always buy Al-Reef’s fair trade almonds because I like to support a meaningful project. Palestinian almonds are excellent and I often use them to prepare dishes that my family appreciates a lot. Good and fair!», Chiara Monteverdi – Cremona, Italy



«The almonds we can buy in Altromercato’s world shops are delicious! They can be used in lots of recipes and they’re a healthy snack. I am also happy to support a challenging and important Palestinian project « Chiara Mutinelli – Rovereto, Italy.



PFTA

This photo was taken on of the lands of the Gadigal people of the Eora Nation on the Australian continent. Always was, always will be Aboriginal and Torres Strait Islander land. This is a courtesy to the Indigenous people of Australia, whose land was invaded and occupied by the British, just as Israel has occupied Palestine. It is called «Acknowledgement of Country» and is something the Aboriginal people ask us to do.



OXFAM F.T

“For me every day is a couscous day, delicious and honestly made by our Oxfam partner Al Reef.» Tineke Beyen, Belgium.



JORD&FRIHET

We are happy and proud that Al Reef Fair Trade Palestinian products; organic extra virgin olive oil, organic medjoul dates, maftoul, thyme, freekeh and almonds were distributed and marketed in the Swedish market.



Olive Oil Campaign

This is how the volunteers and friends of Palestinian people work in their marketing campaign of the superb quality organic extra virgin olive oil in the streets of the Swiss cities. Al-Reef and Palestinian cooperatives express their thankfulness for their efforts on the occasion of their 20th anniversary of the launch of the campaign in Switzerland and their continuous solidarity with our people.



AFPS

Our partners in France shared with us their campaign of solidarity with the Palestinian people at an important tourist place in Alsace, where they distribute posters and banners to inform consumers of what is happening in Palestine, in addition to promoting and selling rural products such as olive oil, Medjoul dates and other Palestinian products. Every time AFPS has a platform to participate (about ten times a year), such posters and banners are displayed and a flyer is distributed to consumers.



Equal Exchange

«I've purchased PARC olive oil for 14 years, distributing it to churches in the Southeastern United States. The church members buy it at holiday time for gifts, and for their own home use. People love the way the oil tastes, and year after year people invariably tell me that it's the best olive oil they've ever had.» Jim Harb, USA.



La Tenda

“With the purchase of the za'tar product, we contribute to improve the living conditions of the Palestinian women cooperative who produce them, and we contribute in the fight for the eradication of gender discrimination.” Rosa Martínez González, Spain.



In cooperation with our international partners, and despite the COVID-19 epidemic in 2020, we succeeded in maintaining the stability of our activities and providing our various services to producers and cooperatives. Our external marketing services had a significant impact on the benefit of farmers who are members of cooperatives and non-members, and on more than 600 agricultural families, in addition to dozens of indirect beneficiaries.



We were able to export 13 containers (20-40 feet) of farmers and cooperatives' products of organic and extra virgin olive oil, organic Medjoul dates, almonds, organic wheat, organic sesame, thyme and other agricultural products to 12 international markets (Italy, Belgium, Spain, America, Australia, Germany, Sweden, France, Denmark, Japan, Korea, and Switzerland).



CHAPTER 4:

Networking



Local Networking

Al-Reef has always sought to be active in the community, as it has memberships in multiple sectoral development institutions:

The Palestinian Trade Center (PalTrade), Food Industries Association, National Team for Tasting the Olive Oil Quality, Palm Producers Association in Jericho and the Jordan Valley, many National Characterization Committees, Agricultural Scientific Research Projects Committees, Chamber of Commerce, Industry and Agriculture of Jericho Governorate. In addition to being a board of director's member in the Palestinian Olive Council, and the presidency and membership in the Agricultural Coordinating Council for the private sector and the Union of Palestinian Olive Companies.

Training the freshly graduated agronomists who were trainees at the Agronomists Training Program in partnership with PARC on the mechanisms of organic inspection, and manufacturing and preservation procedures of organic Medjoul dates at Al-Reef's dates factory "Moon Valley" in Jericho city, in cooperation with the Company of Organic Agriculture in Palestine (COAP) within the framework of our responsibility and keenness to convey knowledge about the organic Medjoul dates manufacturing sector.

The Quality Assurance Department team conducted field visits to an organic wheat and sesame farmer in Al Zababadeh town/ Jenin Governorate. His farm is considered the first organic wheat farm in Palestine, in which COAP has trained, audited and certified its produce. And the team followed up their supervision of the sifting process of the wheat in Aqaba Mill, which is manufactured into couscous (Maftoul) by the Women Gathering in Jericho, and gets exported in tens of tons to the markets of Italy, Belgium, and Sweden.





A scientific research tour was organized to 7 organic olive presses for the national team to taste the quality of olive oil in the center and north of the northern governorates. Where these presses provide their services to cooperatives that produce organic olive oil, which are certified by COAP. The tour included taking olive oil samples in order to do physical and chemical laboratory tests at Al-Reef's lab. Representatives of PARC, the Palestinian Standards Institution, the Palestinian Ministry of Agriculture, the Palestinian Olive Council and Al-Reef Fair Trade participated in the tour.



A meeting was held with agricultural cooperatives that produce organic extra virgin olive oil certified by COAP, at PARC's headquarters in Ramallah to develop an export plan to international markets for the season.

We participated in a specialized professional coordination meeting in the Chamber of Industry and Commerce in Jericho City and the Jordan Valley, which was organized by the Palestinian Farmers Union and the Palm Council, in the presence of legal auditors and financial managers of agricultural companies to research and develop a plan to follow up on tax refund files with the Ministry of Finance.

The head of the Quality Assurance Department at Al-Reef and some colleagues at PARC did a training program for the fresh graduates agronomists at the "Martyr Raja' Abu Amasheh" Center in Jericho city, which is owned by PARC. The program included irrigation, organic fertilization, harvesting, cooling, pollination, individualization, organic control, sterilization, packaging, automated and electronic grading, refrigerated storage, physical and quality laboratory tests of organic dates, issuance of certificates and official documents, marketing and logistical operations for export and other topics related to the dates sector.



A workshop organized by the Agricultural Cooperatives Union at the Palestinian Trade Center (PalTrade) to develop a plan for marketing agricultural cooperatives products under the new brand (Mawares) owned by the Agricultural Cooperatives Union.



Contracting small almond farmers in the villages of Tubas and Jenin governorates in order to export almonds to the Italian and Swedish markets after cracking, grading, sterilizing and packaging processes. Al-Reef pursues a unified and fair purchasing policy from farmers, after completing the approved physical and quality laboratory tests, and field follow-ups for the almonds before harvesting.



Providing manufacturing services for Palestinian medjoul dates to farmers, companies, tradesmen that include quality tests, drying, sterilizing, washing, sorting, electronic grading, filling, packing, and refrigerating at the "Moon Valley" dates factory in Jericho city/ Kitf Al-Wad.



A cooperation agreement has been signed with Al-Rehana Company's factory in Jericho for cutting and freezing potatoes. The agreement ensured that Al-Reef provides refrigerated storage services for the potatoes (tens of tons) in its refrigerators in Jericho city. The potatoes were produced by Palestinian farmers in Tubas governorate.



Al-Reef obtained a fund around EUR11000 from the Green Economy Project implemented by PalTrade, and an additional fund from Oxfam. For contributing to issue organic certifications for different products, and certifying cooperatives and Al-Reef's facilities and production lines as a manufacturer and an exporter.

The Executive Director Taher Al-Disi and the financial manager of Waqfiet Al-Quds Fund visited Al-Reef's olive oil filling factory in Al-Ram town/ Jerusalem governorate, and discussed the possibilities of adding Al-Reef's products in their food parcels for distribution for their COVID-19 pandemic campaign.



LAUNCHING A COORDINATION FRAMEWORK FOR THE AGRICULTURAL PRIVATE SECTOR:

Representatives of the agricultural private sector institutions launched a coordination framework representing their sector, which aims to coordinate between the Palestinian agricultural private sector institutions in order to highlight, develop and revitalize their role in the process of economic and social development in Palestine, and to unify their positions that are related to or affect the activity of the Palestinian agricultural private sector. Its membership includes all institutions of the private sector and agricultural producers, which are as follows: the Union of Agricultural Cooperatives, the Union of Farmers Associations, the General Union of Peasants and Palestinian Agricultural Cooperatives, Palestinian Food Industries Union, Union of Palestinian Olive Companies, Union of Dates Export Companies, Agricultural Councils, Chamber of Commerce, Industry and Agriculture of Jericho and Jordan Valley, Union of Credit Companies, and Union of Consulting Companies.

Where representatives of all institutions met in Ramallah city at the headquarters of Oxfam that worked on suggesting and bringing the idea of a coordination framework into existence. Subsequently, an internal system was adopted and an agreement was signed by all the representatives, and an agreement was made on constituting an executive body representing all institutions headed by Mr. Saleem Abu Ghazaleh the chairman of the Palestinian Olive Companies Union, and his deputy, Eng. Mahmoud Hussein who represents the Union of Palestinian Peasants and Agricultural Cooperatives, Fayyad Fayyad as Secretary of the Palestinian Olive Council, and Abbas Melhem as Secretary of the Union of Palestinian Farmers Cooperatives. Note that that the executive management will be hosted at the Union of Palestinian Peasants and Agricultural Cooperatives during the foundation stage.



International Networking:



Offering filling, bottling and quality assurance services for the virgin olive oil product for Palestinian farmers and traders through Al-Reef's production lines. The brand "Jood" is a private label which was exported to the Malaysian markets.



Al-Reef represented by its Chairman Mr. Ghassan Ghanim participated in business meetings (B2B) in Dubai to discuss new horizons for marketing the Palestinian agricultural products in the Gulf markets, which was organized by (SEC). Also, he participated in the GULFOOD, which is the most important international food exhibition organized annually in Dubai.

CHAPTER 5:

Brand-New Achievements



Passing the external audit work to renew our membership in the World Fair Trade Organization (WFTO), which lasted for several months in the office and in the field, by working with the British External Auditor Ms. Kirsty Wright. With this great achievement, Al-Reef is the only agricultural company in Palestine that has a WFTO membership, and applies the international fair trade standards, principles and philosophy and gets subjected to external audits.

Exceeding the annual external audit for over 12 years now of the food safety and the business environment followed at Al-Reef for the ISO 22000 certificate. The audit was done by the international company (Lloyd's Register EMEA) within the new and more advanced and strict standards (2018 standards). Al-Reef is considered the first Palestinian agricultural company that obtained ISO 22000 certificate for the Palestinian olive oil product.



Obtaining the quality certificate for the olive oil product from the Palestinian Standards Institution (PSI) according to the Palestinian specification (PS 188-2015), which is granted to factories that meet the requirements of the Quality Management System (PS 15-1997).

Modernizing and developing the couscous production lines to be safer, by transforming the couscous sterilization process from the traditional method (using boiled water) to a specialized room that relies on pressurized steam during the process. For that, a steam generator with a pressure of 5 bar was purchased.



Renovating the thyme (za'tar) production lines by establishing a drying room that reduces the moisture of the raw thyme and conducts a thermal sterilization process.



Opening a new foreign market in Spain in cooperation with ACCP, IDEAS, and PARC within the framework of Al-Reef's export program of farmers and women cooperatives' products. Where a shipment of organic medjoul dates, couscous, freekeh, and za'tar was exported to the Spanish markets, and they launched a promotional campaign to support the Palestinian agricultural products.



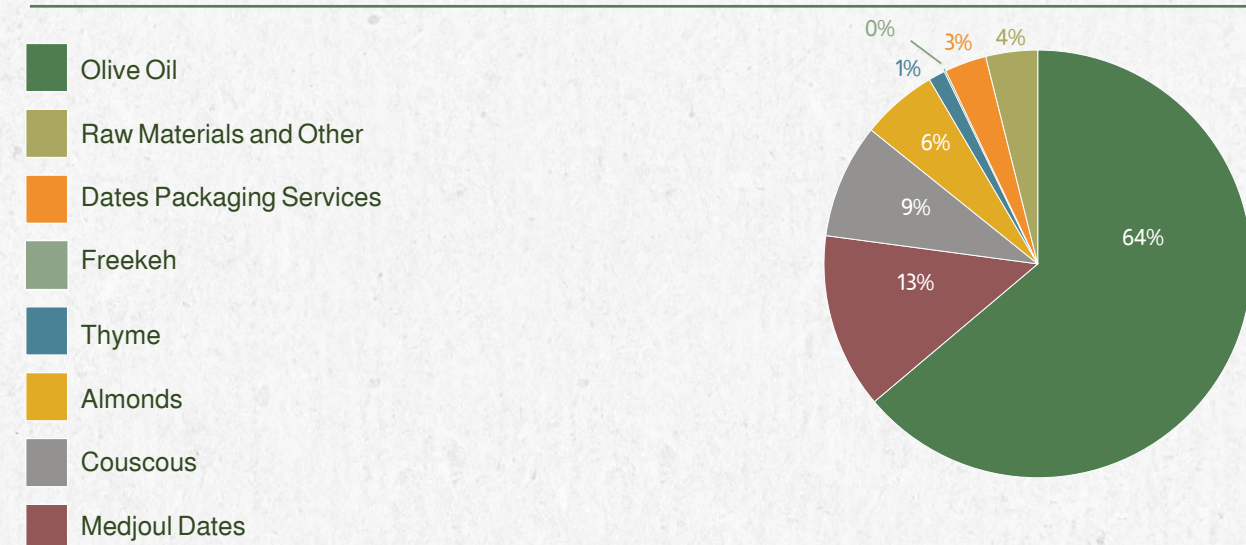
Producing organic wheat in Al-Zababdeh village in Jenin Governorate, from which organic couscous is made and gets exported to international markets. Al-Reef is considered the leader in this field in cooperation with the Company of Organic Agriculture in Palestine (COAP).



CHAPTER 6:

Financial Highlights and Human Resources Development

Local and International Sales 2020



Al-Reef's sales for the year 2020 by product, where olive oil had the highest percentage (64%), then dates by 13%.

Audited Income Statement 2020

Statement of Income and Comprehensive Income 2020	
Net Sales	5,980,010
Cost of Sales	(3,590,827)
Gross Profit	2,389,183
Expenses	
Operating Expenses	(890,792)
Marketing Expenses	(158,891)
General and Administrative Expenses	(771,340)
Financing Expenses	(11,383)
Depreciation	(178,199)
Currency Variances	(118,770)
Other Revenues	109,935
Total	(2,019,440)
Net Gain Before Tax	369,743
Income Tax	59,510))
Net Gain After Tax	310,233
Change in Fair Value of Financial Assets	(166,796)
Total Comprehensive Income for the Year	143,437

Human Resources Development Program

Mr. Mohammed Hmidat, the manager of the Quality Assurance Department was honored by the Palestinian Standard Institution, as he is a member of the national team for tasting the quality of olive oil.



Mr. Mohammed Hmidat and Dr. Nawaf Abu Khalaf who works at Khadoury University made a scientific achievement. They invented a new method based on visible and near-infrared spectroscopic sensors to measure the quality of olive oil, which is considered one of the most significant national products that has a cultural and economic heritage to support Palestinian farmers. This achievement was published in “Computer and Electronics in Agriculture” magazine.



The courses that Al-Reef’s employees participated in (2020)

Course Name/ Training/ Workshop	Employee Name	Training Body	Region
Business Enterprise Risk Management	Suhaib Abu Al-Rous	Trade Chamber/ Ramallah	Ramallah
Business Enterprise Risk Management	Mobarak Sehweil	Trade Chamber/ Ramallah	Ramallah
Risk Management	Hakam Salawdeh	Global Palestine Audit Company	Online Course
Photography	Mohannad Hmidat	Trade Chamber	Ramallah
Audit Files Building	Suhaib Abu Al-Rous	Auditors Association	Ramallah
Smart Homes Systems Design	Mutaz Heeh	Trade Chamber/ Bethlehem	Online Course
Logic Control Programming	Mutaz Heeh	Trade Chamber/ Bethlehem	Online Course
Refrigeration and Air Conditioning Systems	Mutaz Heeh	Trade Chamber/ Bethlehem	Online Course
Sales Engineering	Mutaz Heeh	Engineers Union	Online Course
Solar Energy Applications	Mutaz Heeh	Engineers Union	Online Course

Academic Qualification Program for Al-Reef’s Employees

Al-Reef’s Contribution	Employee	University	Qualification
50% Scholarship	Mohammed Hmidat	An-Najah University/ Nablus	PhD in Chemistry
50% Scholarship	Al-Quds University/ Abu Dees	Al-Quds University/ Abu Dees	Master’s Degree in Food Processing
Supporting the employee in providing her the appropriate time for studying and lectures	Iman Amar	Al-Quds University/ Abu Dees	Master’s Degree in Industrial and Applied Technology/ Pharmaceutical Industry



PICTURES OF OUR CONSUMERS AROUND THE WORLD

“SOLIDARITY WITH THE
PALESTINIAN PEOPLE”



AFPS Alsace

ISRAËL · PALESTINE

SANCTIONS CONTRE L'OCCUPATION, LA COLONISATION ET L'APARTHEID

EVACUATION DES TERRITOIRES OCCUPES - LIBERTE JUSTICE EGALITE

Association France Palestine Solidarité d'Alsace

#ThisIsApartheid

