



ECONOMIC DEVELOPMENT OF THE TOWN OF JOUN: THE OLIVE OIL INDUSTRY

A GUIDE

Strategies for Developing the Olive Oil Industry in Joun



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**Economic Development Proposals for the Town
of Joun:
The Olive Oil Sector**

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This collection of proposals is the result of a shared vision and a collaborative journey, guided by the input, dedication, and insights of countless individuals who hold Joun close to their hearts. It would not have been possible without the unwavering support and contributions of community members, experts, stakeholders, and local leaders, each of whom brought their unique perspectives to the table.

First and foremost, I extend my heartfelt gratitude to the residents of Joun, whose voices, ideas, and aspirations have been the foundation of this work. Your willingness to share your thoughts and dreams for our town has been invaluable in shaping proposals that truly reflect our community's spirit and goals. Your participation in discussions, surveys, and community gatherings has been a testament to your commitment to Joun's future.

Special thanks to all whose contributions were instrumental in refining our vision.

To the local leaders and stakeholders who championed this project, your support has been a vital source of encouragement. Your leadership and understanding of Joun's unique challenges and opportunities have given depth to these proposals, grounding them in both our town's history and its potential for growth.

Finally, I would like to thank everyone who worked behind the scenes—whether gathering data, conducting research, or organizing meetings—your efforts have been crucial in bringing this work to life.

Together, we have created a roadmap for Joun's future that honors our heritage and inspires a brighter tomorrow. I am truly grateful to each of you for your contributions, enthusiasm, and dedication to this endeavor.

With sincere appreciation,

Dr Antoine J. Burkush, PhD

الشكر والتقدير

هذه المجموعة من المقترحات هي نتيجة رؤية مشتركة ورحلة تعاونية ، تسترشد بمدخلات وتفاني ورؤى عدد لا يحصى من الأفراد الذين يحملون جون قريبا من قلوبهم. لم يكن ذلك ممكنا بدون الدعم والمساهمات الثابتة من أعضاء المجتمع والخبراء وأصحاب المصلحة والقادة المحليين ، الذين قدم كل منهم وجهات نظره الفريدة إلى الطاولة.

أولا وقبل كل شيء، أعرب عن خالص امتناني لسكان جون، الذين كانت أصواتهم وأفكارهم وتطلعاتهم أساس هذا العمل. لقد كان استعدادك لمشاركة أفكارك وأحلامك لمدينتنا لا يقدر بثمن في تشكيل المقترحات التي تعكس حقا روح مجتمعنا وأهدافه. كانت مشاركتك في المناقشات والاستطلاعات والتجمعات المجتمعية شهادة على التزامك بمستقبل جون.

شكر خاص للذين كانت مساهماتهم مفيدة في صقل رؤيتنا.

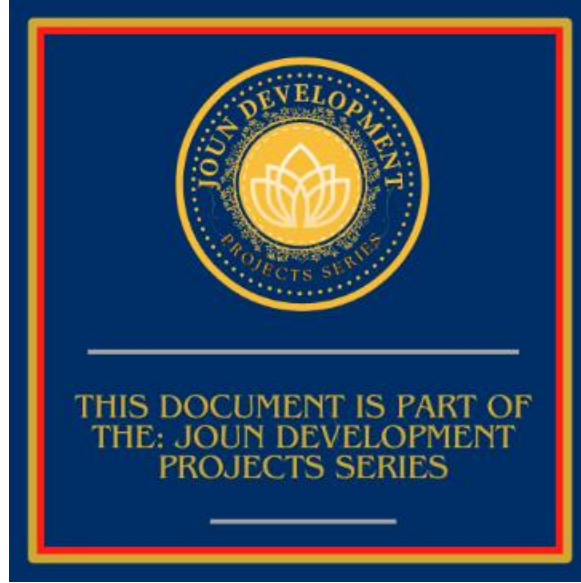
إلى القادة المحليين وأصحاب المصلحة الذين دافعوا عن هذا المشروع ، كان دعمكم مصدرا حيويا للتشجيع. لقد أعطت قيادتك وفهمك لتحديات وفرص جون الفريدة عمقا لهذه المقترحات ، مما جعلها راسخة في كل من تاريخ مدينتنا وإمكاناتها للنمو.

أخيرا ، أود أن أشكر كل من عمل وراء الكواليس - سواء في جمع البيانات أو إجراء البحوث أو تنظيم الاجتماعات - كانت جهودك حاسمة في إحياء هذا العمل.

معا ، أنشأنا خارطة طريق لمستقبل جون تكرم تراثنا وتلهم غدا أكثر إشراقا. أنا ممتن حقا لكل واحد منكم على مساهماتكم وحماسكم وتفانيكم في هذا المسعى.

مع خالص التقدير،

د. انطوان جان البرخش



مشاريع
مبادرات شخصية
"من أجل الصالح العام"

Joun Development Projects

"Pro Bono Publico"

Dr Antoine J. Burkush, PhD

رؤية واحدة، هوية واحدة، مجتمع واحد

Preface

In a world where rapid change is the new normal, the importance of strategic, sustainable, and community-centered development is paramount. Joun, with its rich cultural heritage, natural beauty, and resilient community, stands at a crossroads—one that presents both challenges and extraordinary opportunities. As we look toward Joun's future, it is essential that our plans honor the town's heritage, respond to today's needs, and set a course for future generations to thrive.

This series of proposals is the result of a deeply collaborative effort to envision Joun's path forward. Each plan reflects input from residents, local stakeholders, and community leaders, resulting in a shared vision that is both ambitious and respectful of our town's unique identity. These proposals encompass a comprehensive range of initiatives, from infrastructure and economic development to cultural preservation and environmental stewardship, with each component tailored to address Joun's specific strengths, challenges, and aspirations.

Our proposals emphasize a commitment to public infrastructure improvements, economic empowerment, environmental sustainability, and cultural continuity. From plans to enhance recreational facilities and community services to initiatives for sustainable tourism and green energy, each proposal aims to make Joun a model of progressive yet grounded development. The ultimate goal is to create a vibrant, inclusive, and resilient community—one that embodies the values, dreams, and talents of its people.

I extend my heartfelt gratitude to everyone who has contributed to this vision. Your dedication, ideas, and insight have been invaluable, illuminating the pathway to a future that aligns with Joun's core values while embracing growth and innovation. These proposals are an invitation to all residents of Joun to imagine, participate, and help build a community that harmonizes tradition with the possibilities of tomorrow.

As you review this collection, I encourage you to see not just plans, but a vision for what Joun can become. Let us move forward together, translating these ideas into action, and creating a brighter, thriving, and unified future for Joun.

With deep respect and optimism,

Dr Antoine J. Burkush, PhD

مقدمة

في عالم حيث التغيير السريع هو الوضع الطبيعي الجديد ، فإن أهمية التنمية الاستراتيجية والمستدامة التي تركز على المجتمع أمر بالغ الأهمية. تقف جون ، بتراتها الثقافي الغني وجمالها الطبيعي ومجتمعها المرن ، على مفترق طرق - مفترق طرق يمثل تحديات وفرصا غير عادية. بينما نتطلع إلى مستقبل جون ، من الضروري أن نكرم خططنا تراث المدينة ، وتستجيب لاحتياجات اليوم ، وتضع مسارا للأجيال القادمة لتزدهر.

هذه السلسلة من المقترحات هي نتيجة جهد تعاوني عميق لتصور مسار جون إلى الأمام. تعكس كل خطة مدخلات من السكان وأصحاب المصلحة المحليين وقادة المجتمع ، مما يؤدي إلى رؤية مشتركة طموحة وتحترم الهوية الفريدة لمدينتنا. تشمل هذه المقترحات مجموعة شاملة من المبادرات ، من البنية التحتية والتنمية الاقتصادية إلى الحفاظ على الثقافة والإشراف البيئي ، مع تصميم كل مكون لمعالجة نقاط القوة والتحديات والتطلعات المحددة لجون.

تؤكد مقترحاتنا على الالتزام بتحسين البنية التحتية العامة ، والتمكين الاقتصادي ، والاستدامة البيئية ، والاستمرارية الثقافية. من خطط تعزيز المرافق الترفيهية والخدمات المجتمعية إلى مبادرات السياحة المستدامة والطاقة الخضراء ، يهدف كل اقتراح إلى جعل جون نموذجا للتنمية التقدمية والمرتكزة. الهدف النهائي هو إنشاء مجتمع نابض بالحياة وشامل ومرن - مجتمع يجسد قيم وأحلام ومواهب شعبه.

وأعرب عن خالص امتناني لكل من ساهم في هذه الرؤية. لقد كان تفانيك وأفكارك ورؤيتك لا تقدر بثمن ، مما يضيء الطريق إلى مستقبل يتماشى مع القيم الأساسية لجون مع احتضان النمو والابتكار. هذه المقترحات هي دعوة لجميع سكان جون للتخيل والمشاركة والمساعدة في بناء مجتمع ينسق التقاليد مع إمكانيات الغد.

أثناء مراجعتك لهذه المجموعة ، أشجعك على رؤية ليس فقط الخطط ، ولكن رؤية لما يمكن أن يصبح عليه جون. دعونا نمضي قدما معا، ونترجم هذه الأفكار إلى أفعال، ونخلق مستقبلا أكثر إشراقا وازدهارا وموحدا لجون.

مع الاحترام العميق والتفاؤل،

د. انطوان جان البرخش

**Economic Development Proposals for the Town
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The Olive Oil Sector**

Historical Review of Olive Oil in Lebanon

The olive tree is native to Lebanon, with cultivation of the olive tree beginning in Lebanon around 6000 B.C. (8,000 years ago!). The **Phoenicians**, one of the ancient inhabitants of modern Lebanon, are also the ones to thank for **introducing the olive tree to the other countries in the Mediterranean**. As far back as 1600 B.C. the Phoenicians introduced the olive trees to Greece, Cyprus, Italy, southern France, Spain and North Africa.

In fact, the **oldest olive trees in the world**, a group of 16 olive trees named ‘**The Sisters**’ or the ‘**Sister Olive Trees of Noah**’, are located in the Northern Lebanese town of Bchaaleh. It is believed that they are 6000 years old (which would make them not only the oldest olive trees in the world, but the oldest trees in the world)!

The dominant olive variety growing in Lebanon is Souri, which is also endemic to other countries of the Middle East, including Jordan, Israel and Palestine. Considered to be one of the oldest olive cultivars in the world, it is said to have originated from the southern Lebanese city of Tyre (also known as Sour). This is a ‘dual-purpose cultivar’ used for table olives as well as olive oil, and has a high oil content.

There are close to a dozen different cultivars growing across the country, with the second most common being Baladi, while other notable ones include Ayrouni, Shami, Shetawi and Smoukmouki.

Production facts and figures

Figures shared by the Lebanese Ministry of Agriculture reveal that between 15,000 and 25,000 tonnes of olive oil are produced in Lebanon each year, of which a quarter is extra virgin olive oil. Less than ten per cent of the total production is exported to other countries. There are about 400 olive mills located across the country.

The History of Olive Oil in Joun

The history of olive oil in Joun is deeply intertwined with the broader history of olive cultivation in the Mediterranean region. Here are some key points about the historical significance and development of olive oil production in Joun:

Ancient Beginnings

- Early Cultivation: Olive trees have been cultivated in the Mediterranean for thousands of years. The practice likely spread to Joun through Phoenician and Greek colonization, which introduced olive cultivation to various parts of the region¹.
- Cultural Significance: In ancient times, olive oil was not only a staple in the diet but also used for religious ceremonies, medicinal purposes, and as a valuable trading commodity².

Historical Development

- Roman Influence: During the Roman period, olive oil production expanded significantly. The Romans introduced advanced agricultural techniques and established extensive olive groves, contributing to the prosperity of regions like Joun².
- Medieval Period: Throughout the medieval period, olive oil remained an essential part of the local economy. Monasteries and local farmers continued to cultivate olives and produce oil, maintaining traditional methods passed down through generations².

Modern Era

- Technological Advancements: In the modern era, technological advancements have improved the efficiency and quality of olive oil production. Modern presses and processing techniques have enhanced the ability to produce high-quality olive oil while preserving traditional methods³.
- Economic Impact: Today, olive oil production is a vital part of Joun's economy. The industry supports local farmers and contributes to the town's cultural heritage and tourism appeal³.

Cultural Heritage

- Traditional Practices: Many of the traditional practices of olive cultivation and oil production are still preserved in Joun. These include hand-picking olives and using stone mills for pressing, which are often showcased during local festivals and events³.

- Community Involvement: Olive oil production in Joun is a community effort, with families and local cooperatives working together to harvest and process olives. This sense of community and tradition is a significant aspect of Joun's cultural identity³.

By understanding and preserving the rich history of olive oil production, Joun can continue to celebrate its heritage while promoting its high-quality olive oil to the world.

Lebanon as an Olive Oil Producing Country

Lebanese olive oil products are considered top quality worldwide. They are cultivated in the country's ideal climate and soil varieties. A good percentage of Lebanese olive oil is extra virgin, which is the top-ranked classification category in the world. There are a lot of local varieties and tastes, including a number of organic producers which are positioning in the global high-value market with specialty and luxury oils.



Lebanese Olive oil and oleaginous products are amongst the most famous agricultural products of the country while the mainly small sized but dynamic Lebanese companies are investing time, effort, resources and creative thinking into making the best usage of their product. Using innovative farming techniques but also modern marketing tools reinforcing their product's aesthetic appeal Lebanese companies are trying to gain their position in the global market.

Apart from olive oil, olives themselves can be consumed as snack or be used in salads, breads, pies or sauces as table olives. In this case different varieties of olives. Olive oil is also used in soap manufacture as base for soap, since the antiquity. Olive oils soap is very mild, long-lasting and helps retain moisture and

elasticity even in the most sensitive skin type. Olive oil has also been used as a base for making perfumes due to its tendency to last longer on the skin.



Even the residues that are left after the olive oil extraction process in solid and liquid form like paste, pomace oil or kernel wood can be used as an animal feed supplement, natural organic fertilizer or solid biofuel for energy production. It is by no means accidental that olives are praised as a “blessed fruit”

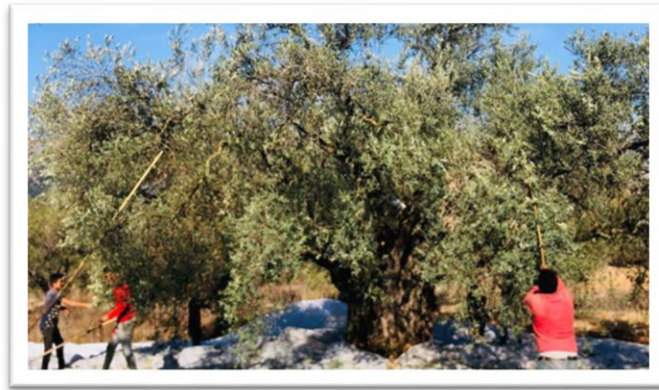
Mediterranean Diet



Lebanese olive oil is the basis of the Mediterranean Diet. As the main ingredient of every recipe found in Lebanese traditional cuisine, olive oil plays a dominant role in Lebanese nutritional habits. Lebanese olive oil is known worldwide for its purity, exceptional taste and high nutritional value. Besides, extra virgin olive oil is a superfood. Studies have shown that olive oil is the healthiest product among vegetable oils. It is loaded with antioxidants and protects from various diseases, therefore essential for a balanced diet.

The Traditional Methods of Olive Oil Production in Joun

The traditional methods of olive oil production in Joun reflect a rich heritage and time-honored practices that have been passed down through generations. Here are the key steps involved:



1. Harvesting

- **Manual Picking:** Olives are typically hand-picked to ensure that only the best quality fruit is selected. This method helps prevent damage to the olives and the trees.

- **Timing:** Harvesting usually takes place in the late autumn to early winter when the olives are at their peak ripeness.

2. Cleaning and Sorting

- **Washing:** The harvested olives are washed to remove dirt, leaves, and other debris.

- **Sorting:** Olives are sorted to separate the high-quality fruit from any damaged or unripe ones.

3. Crushing

- **Stone Mills:** Traditionally, olives are crushed using large stone mills. This process creates an olive paste by breaking down the fruit and pits.

- Animal-Powered Mills: In some cases, animal-powered or manual devices are used to crush the olives.

4. Pressing

- Esparto Mats: The olive paste is spread onto fibrous esparto mats, which are then stacked in layers.

- Hydraulic Presses: The stacked mats are pressed to extract the olive juice. This pressing process separates the oil from the solid components of the paste.

5. Decantation

- Settling Tanks: The extracted liquid is poured into settling tanks where the oil naturally separates from the water and other impurities due to differences in density.

- Skimming: The oil, which floats to the top, is carefully skimmed off.

6. Storage

- Clay Jars: Traditionally, the oil is stored in large clay jars or amphorae, which help maintain its quality and flavor.

- Cool, Dark Places: The storage area is kept cool and dark to preserve the oil's freshness and prevent oxidation.

7. Bottling

- Manual Bottling: In many traditional setups, the oil is manually bottled and sealed, often in glass bottles to maintain its purity and taste.

These traditional methods emphasize quality and craftsmanship, ensuring that the olive oil produced in Joun is of the highest standard. By preserving these practices, Joun can continue to produce olive oil that is not only delicious but also rich in cultural heritage.

Lebanese Olive Oil National Market Study

Olive Production in Lebanon

In 2018, Olive trees occupied an area of 590 km² in Lebanon, which represents around 5.6% of the country's territory, or 9% of total agricultural lands. Lebanese olive trees are on average 150 years old and are mostly rain-fed (Only 8% of the olive-cultivated area is irrigated, the rest is rain-fed). Olive production by volume reached 117,413 tons in 2018.

Over the last 45 years, olives have replaced wheat as the top crop by harvest area and demonstrated relative resilience. Around 70% of the olive trees are destined to the production of olive oil, and the remaining ones are destined to the production of table olives. Local production ranges between 80,000 tons and 180,000 tons, transformed into around 20,000 tons of olive oil and 25,000 tons of table olives. The oil productivity of the olives in Lebanon ranges from 18-25%.

Around 41% of olive oil production takes place in the North of Lebanon, followed by Nabatieh with 21% of total production, 15% in the South, 13% in the Bekaa and 10% in Mount Lebanon. (3)

Per capita consumption in Lebanon is estimated at 5.5 L of oil per year on average (i.e. 21,830 tons per 4 million people). Among oil-producing families, this figure rises to 8.7 L. The Lebanese individual consumes 5 kg of table olives (that is, 20,000 tons of olives for 4 million people).

There are around 500 olive presses and 100 oil packing units and about 60 table olive packaging units. The share of extra virgin oil has increased in the last ten years from 10% of the total oil produced to 25%, thanks to the awareness campaigns carried out by the Ministry of Agriculture in cooperation with international organizations and society

As for the most important challenges facing olive cultivation:

- Selling all the olive production of a whole year
- Inconsistent production
- Old orchards (more than 50-year-old trees represent 50% in some regions)

- Small properties
- Using obsolete production techniques
- Weak infrastructure especially for marketing services.

Olive Milling Process

Lebanese consumers do not have a high awareness of the main international olive oil quality standards or product origins, which minimizes the incentives for farmers and processors to improve their practices. (2)

There are four processing systems:

- **Press system:** In this system, the olives fruits are crushed using a hammer mill that leads to a more complete breakage of olive flesh. Then, the crushed olives are grinded for around 30 min using cylindrical millstones to obtain the olive paste. The obtained olive paste is then placed on mats, stacked one above the other and pressed using a hydraulic press at a pressure up to 400 atm. The obtained oil is then pumped to a vertical centrifuge to separate the oil from vegetable water and other impurities. (5)
- **Sinolea system (also known as cold percolation system):** In this system, the olive fruits are crushed in a hammer mill. Then, the oil is separated from the olive paste using the sinolea system consisting of a series of metal discs used to mix the paste inside a perforated semi cylindrical vat including rows of metal discs or plates that dip into the paste, and the oil wets and sticks to the metal and is removed with scrapers in a continuous process. The oil dropping down the vat by gravity is collected in stainless steel recipients. To increase the efficiency of oil extraction of this system is combined to 3-phases decanters. The oil obtained is mixed to the previously collected oil, and then separated from any remaining impurities by a vertical centrifuge. (5)
- **3-phases system:** The olive fruits are crushed also by using a hammer mill, and then they are slowly mixed in a malaxation machine at 25 to 28 degrees C in order to coalesce the small oil droplets. At the end of this process, the resulting paste is homogenous with large oil spots floating on the surface and ready for separation inside the decanter. The decanter is a horizontal centrifuge rotating at around 3000 rpm to achieve the separation of the constituents of the homogenous paste into 3 different products: (i) dry pomace; (ii) vegetable water; and (iii) oil with small

quantities of vegetable water that are removed by vertical centrifugation. In order to achieve better separation of the three phases in the decanter, 200–300 L of water per tons of olive paste are added. (5)

- 2-phases system: The 2-phases processing system is quite similar to the 3-phases system. However, the main difference is that the decanter separated the homogenous paste into only two phases: The first one is the mixture of pomace and vegetable water (wet pomace) and the second one is the oil mixed with small quantities of vegetable water. The obtained oil undergoes a vertical centrifugation to clean it. In this system, no water was added to the paste. (5)

The milling process is characterized by the below activities:

- Post-harvest handling

There is a tendency to combine harvested fruits with olives that have fallen out before taking them to the mill. Furthermore, many farmers still transport olive fruits in plastic bags to the mills where, the olives may be stored for up to 48 hours before they are pressed. This has negative effects on the oil's quality because the lack of air circulation and leads to a gradual increase in temperature and humidity and thus a deterioration in the quality of the olive fruits. (2)

- Traditional mills

A high percentage of the approximately 500 mills in Lebanon¹⁶ still operate traditionally, using stone mills crushing and pressing mechanisms to extricate the oil; thus, exposing olives to high levels of oxygen, thereby raising the level of peroxide. Mills also do not abide by rigid models of cleanliness, and this is visible at first glance by the improper sanitary conditions and inappropriate outfits worn in the mills. Nonetheless, oil produced by traditional mills remain in high demand in Lebanon, as a significant segment of Lebanese consumers tend to prefer opaque oil produced by traditional mills, despite its lower conventional quality, i.e. as determined by international olive oil quality standards. (2)

- Waste and by-products management

In most of the cases, there are no alternative plans for wastewater coming from olive mills, other than dumping them into rivers or lands. This increases the pesticide levels and pollution in the water, according to a study conducted by the Beirut Arab University¹⁸. Although this wastewater is rich in polyphenols that can be

reused as fertilizers for the olive trees (or reduced by a two-phase separating decanter like those used in modern mills), it is toxic to plants and microorganisms and has posed huge problems in various villages in Lebanon¹⁹. Wastewater from mills leads to detrimental levels of pollution in the surrounding area, and, as such, it should become the responsibility of olive mills and local authorities to ensure that they are reused carefully to ensure pollution is limited. It is important to note that modern and competitive mills create minimum waste residues, as water is stored and reused for irrigation/fertilization and remaining solid waste are stored in the form of briquette to be used for winter home heating. (2)

- Storage

After the olive oil is extracted from mills, storing them is the next step in the value chain. Many Lebanese farmers do not store the olive oil in stainless steel containers and continue using plastic, which has long been acknowledged as a dangerous alternative by the MoA. Following up with storage is particularly challenging because since most sales are on a house-to-house basis, inspecting the olive oil would require house visits that may impede privacy. (2)

Marketing Channels

While consumption of olive oil per capita is about 4.3 liters in Lebanon, it is doubled and quadrupled in Greece and Syria, where consumption is 10 and 20 liters per capita respectively. Lebanese consumers have a distinct preference for locally produced oil and tend to buy olive oil in bulk from trusted family or neighbors with whom they have an established relationship. A majority of Lebanese consumers care little about formal standards and do not distinguish between extra virgin, virgin, and pure olive oil. Rather, the key factor most consumers look for is a “trusted” and “authentic” rural connection, which is most often guaranteed by family or a personal relationship with the farmer or, failing that, with a particular olive mill. (2)

Olive Oil Categories

- Extra Virgin: Zero defects. Acidity range less than 0.8g per 100g. Peroxide content less than 20.
- Virgin: Acidity range between 0.8 and 2g per 100g, Peroxide content less than 20.

- Pure Olive Oil: Blended, virgin and refined olive oil. Acidity range between 2 and 3.3g per 100g. Peroxide content less than 15.
- Refined Oil: Acidity range between 0.3 and 2g per 100g. Peroxide content less than 5.
- Pomace Oil: Extracted from olive husk after milling. Acidity range, up to 1g per 100g. Peroxide content less than 15. Inedible oil.

Acidity: Triglycerides oils are produced inside the fruit naturally, and during the production process of olive oil, fatty acids get released, which increase its acidity level; lower acidity means that olive oil has undergone less damage during production.

Peroxide: the level of olive oil oxidation leading to rancidity

Refined oils and oils blended with refined oil have a lower peroxide content due to the refining process.

Market Access

The Lebanese olive oil market is not very diversified and its purchase is based on a person to person trust, therefore, many sales are made door to door once or twice per year. At the same time, branded sales in the retail sector are also common for smaller families and for convenience. As for the third channel, Lebanese olive oil possesses a good reputation despite some adulteration incidents, and is easy to perform due to the vast Lebanese diaspora, but remain less competitive than other olive oils.

1. Channel 1: Direct sales

This channel is the preferred one for the average local consumer, it is based on personal trust and olive oil is usually purchased once a year, during the season in a stainless steel or plastic tank of 18 Liters or 16.5 Kg.

Quality assurance relies on organoleptic test and other rudimentary quality tests without any traceability assurances. The package content is then transferred into separate gallons of 4 liters or dark bottles and placed in dark places at home to be consumed during the year.

Olive oil produced in Southern Lebanon is preferred and is more expensive, however, there are no scientific proofs or test results to back this belief, on the contrary, distributors noted that only lab tests are used to evaluate the quality and thus the price of olive oil.

Some consumers tend to buy previous year olive oil for two reasons, first is the cheaper price and the second is the sweeter taste – which reflects a decrease in quality. Consumers' choice relies more on taste preference than on actual quality.

2. Channel 2: Branded sales

The boundaries of each stakeholder in the branded sale channel are not very clear and sometimes overlapping, some distributors cover the value chain from the production to the distribution, including milling, extraction and filling and others are limited to distribution. Olive oil flow between stakeholders is always covered by quality tests, mainly peroxide and acidity.

The advantages held by large distributors is their capacity of providing customers such as retail and HoReCa with stable quantities of olive oil and possess enough room for storage. On the financial level, these distributors are capable of minimizing the effect of prices fluctuation since they have the needed financial status to sustain long term operations.

A relationship of mutual respect and dependability is established between distributors and customers based on a stable collaboration for many years. This relationship is kept stable based on frequent quality tests and quality assurances.

There is a lot of room for adulteration in this channel, since quality control is weak on the retail level due to the weak control of public authorities, since they lack the financial and the human resources support.

Olive oil units most used packages are 250 ml, 500 ml, 750 ml and 1L volumes, their prices have witnessed dramatic increase during the last few months due to the monetary devaluation, which was not the case for the channel 1 sales that took place at the beginning of the season.

3. Channel 3: Export sales

Exporters usually need an export permit for every shipment with relevant quality tests results. Usually olive oil is included with other different local productions to fill a full container.

This year, exporters were able to start competing in the regional market, especially in the UAE for they were able to match the needed 55-60 USD/tank benchmark to be able to enter the international market, due to the LBP devaluation.

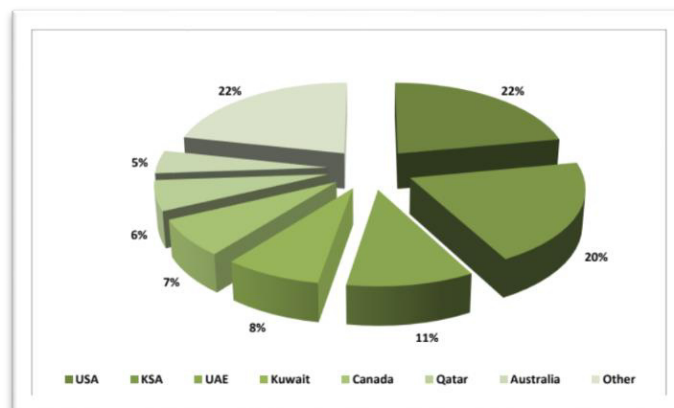
On the other hand, there is still a high competition with Syrian and Palestinian olive oils in the Arab gulf countries since their countries of origin also face financial difficulties.

Export demand decreased during the COVID-19 pandemic due to lockdowns and the decreased purchasing power worldwide.

Lebanese olive oil exports are mainly destined to North America and the Gulf. More specially, 22% of total exports of the equivalent of 915 tons are exported to the United States, 835 tons to Saudi Arabia or 20% of the total. Interestingly, there is a number of growing export partners such as Australia, New Zealand, and Latin American 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.

In 2012, Olive oil exports reached 3,238 tons of which 1,053 tons were virgin olive oil and 2,185 were Extra Virgin Olive Oil or Organic Olive Oil.

Figure: Lebanese olive oil export partners



Recommendations

1. Production

- It is a common knowledge that any intervention on agricultural value chains has a greater impact the farther it goes along the different stakeholders, especially when it targets producers. Supporting producers through input purchase, good agricultural practices, etc. would decrease the cost and increase the quality.
- Follow up of the production process to and adopt good agricultural practices including fertilizers input, pruning, harvest/post-harvest, Integrated Pest Management to get a stable production both quantitatively and qualitatively.
- Specific technical recommendations include:
 - o Applying integrated pest management which would increase production, decrease pesticides cost and decrease pesticides residues.
 - o Provide certified olive trees to avoid the spread of viruses
 - o Apply fertilization programs to increase production from 10 Kg/tree to 25 Kg/tree, when combined with previously mentioned recommendations
 - o Use mechanical harvesters or tractor harvesters.
 - o Replace the use of bags with the use of cases to improve the post-harvest activities.

2. Processing

- It is important to adopt a cooperative approach all along the value chain and share available infrastructure and equipment's services and costs, which would allow service providers to sustain their activities and decrease their cost (tractors owners, automatic pickers, etc.). Applying the same approach on millers would also be beneficial, as shown by the analysis of cooperatives owned millers where they provide discounted services (picking, gathering, milling, storage, bottling, etc.)
- Local market sourcing depend a lot on trust for consumers, and is a mix of trust and quality assurance for distributors and wholesalers; therefore, the baseline need for market entry is quality assurance through certified quality tests and

traceability scheme for olive oils. On the longer run, once the Lebanese law concerning appellation of origin is ready, it is advisable to go for an AOC (Appellation d'Origine Controlée) or an AGP (Appellation Géographique Controlée).

3. Packaging

- If the final objective is the export market, it is possible to sustain the cost of imported high quality bottles; however, for the local market, it is preferable to substitute currently used glass bottles with different cheaper cost sources.
- Large packaging units (Stainless Steel, 18L) include one opening for filling olive oil, but while emptying the tanks, users usually include a second opening to let the air in a replace the emptied olive oil, which makes the package unusable. It is possible to alter the design of the tank to include a second smaller opening with a small cap to be opened during the emptying process, which would make the package reusable and thus decrease the cost by around 2 USD. In fact, when using a one opening stainless steel gallon, the oil will be emptied through the same opening from which the air is supposed to enter and fill the emptied space, which causes discontinuity in oil spilling; therefore, users proceed to making a second opening with a knife to ease the air entry process, however, this would make the gallon unfit for a second use.
- It is advisable to provide the Hasbaya cluster with its own automatic or semi-automatic bottling line – according to its production – which would allow it to increase its plethora of customers to include filling for private labels.

4. Distribution

- It is very important to take into consideration not only the monetary devaluation, but also the monetary fluctuation, especially that most distributors pay in LBP or in checks with at least a three weeks delay for payment. It is then very important to perform the pricing using USD when possible and to make deals with the distributors at the beginning of the season to offer guarantee for both parties. Needless to say that in order to have accurate production evaluation, technical follow up needs to be made on the production level.
- A different approach needs to be adopted for each channel:
 - o For the first channel, where the consumer buys directly from the producer or the mill, they rely solely on their organoleptic preferences and the green color;

therefore, it is important to provide dark green olive oil with a slightly stinging taste which would provide - for the consumers – quality assurance. It is also important to use the name of Hasbaya when promoting the olive oil since they possess a very positive reputation at the consumers' level. Since consumers have seen their purchasing power decrease, it is important to decrease the prices as much as possible and to use the classical stainless steel gallon package (18L=16.5 Kg) with two openings to allow the reuse and decrease the prices by around 2 USD.

Reaching consumers can be done door to door although it would be difficult, since the personal trust is a very important component of the purchasing decision.

o The second marketing channel approach is completely different: first, the needed packages are smaller units, mainly bottles ranging between 250 and 1000 ml and some cases the 300 ml gallons. When dealing with distributors, Hasbaya olive oil will not have any advantage on other oils since their the buyers' decision is based on quality tests results, therefore, it is important to get the right certifications.

Another edge could be provided through the application of traceability schemes which would provide producers with more assurance. It is advisable to approach distributors with large quantities to be able to answer their supply needs and to be able to negotiate better prices.

o As for the third marketing channel, which is export, it is possible to sell through small units of 250-1000 L bottles, but some exporters also ask for larger tanks 100-500 liters, when the bottling takes place at the importing country. Traceability is a must and if a traceability system guaranteeing that the olive oil origin is from Hasbaya, it would be possible to reach the Lebanese diaspora very easily based on the excellent reputation of the olive oil. This advantage would be important when targeting Lebanese diaspora and would help competing with other olive oils from different sources; however, for other nationalities, it is important to guarantee the quality, the lowest price and the most suitable organoleptic characteristic. It is also important to access these markets through the commercial attachés present in different Lebanese embassies

- Need for quality assurance scheme and a quality assurance label to be placed on any purchased olive oil volume.
- Setting a labeling scheme with relevant label and trade mark along with quality certificates would allow the transfer of the trust from certificates to the trade mark name, keeping in mind that trust in names and in persons is a major motor behind customers behavior as shown by the carried KILs

5. Export market

- Clustering to be able to provide large quantities and thus decrease export costs and being able to fill complete containers, which decreases the cost.
- It is possible to directly open export lines with international partners through the classic channels such as exhibitions; local exhibition includes Horeca (www.Horecashow.com) where olive oil competitions are held yearly, regional exhibitions include Gulfood (www.Gulfood.com), International exhibitions include Fruit Logistics, Berlin

37(www.fruitlogistics.com), SIAL, Paris (www.sialparis.com). As for trade platforms, they include the following:

<https://www.buylebanese.com/>

<https://madeinlebanon.com/>

<https://lebanesesignature.com/>

<https://www.kwikby.com/>

<https://www.minbaladeh.world/>

<https://fromlebanon.co/>

- Once the contact is established, and related quality assurances and quantities are guaranteed, the same contracts could be renewed and updated based on international markets; however, it is always advisable to either provide large quantities of olive oil through clustering or to provide other food commodities in order to fill a full container and thus decrease shipping cost.
- External competition is fierce, despite the decreasing prices, therefore, an edge should be provided to the Hasbaya olive oil and a relation with larger importer with their own sales network could also facilitate the demand.



Lebanon Olive Oil Value Chain Assessment

1. OVERVIEW

Olive production covers over 20 percent of agricultural land in Lebanon, and accounts for over seven percent of agricultural GDP. Olive production and processing occur in all regions of Lebanon, but are concentrated in the North and South. The vast majority of olive producers operate with very small plots of land—under five dunums, although there are also a small number of large scale tracts of olive trees. Olive oil milling is conducted mainly by small-scale mills in the zones of production. These include both traditional mills and an increasing number of upgraded facilities using modern milling technology. The major differences between these types of mills is that traditional mills extract oil with hydraulic pressing while modern mills use horizontal centrifuges. Generally, modern mills with their greater mechanization produce higher quality oil and are also less labor intensive

2. VISION FOR THE OLIVE OIL VALUE CHAIN

LIVCD's intervention aims to increase the consumption and sales of Lebanese olive oil domestically and internationally through the adoption of new labeling schemes certifying quality and origin. Promotional and advertising campaigns will accompany the launch and usage of such labels—leading to improved market conditions that will raise the volume of Lebanese olive oil sold into both the domestic bottled and

3. END MARKET ANALYSIS WORLD OLIVE OIL TRADE

World production of olive oil has been trending upward since 2000. In 2010, world production was just over 3.4 million tons. Over 70 percent of this oil was produced in the Mediterranean countries of Italy and Spain. Approximately half of all total olive oil production is traded internationally. In 2011 this was equivalent to over 1.5 million

tons for a value of over \$5.5 billion. Figure 1 below presents values, volumes, average price per ton, and world market share for the largest exporters and importers of olive oil. As shown in the figure, Spain is the largest exporter of olive oil, exporting over 70 percent of production to Italy, where it is branded, and re-exported at premium prices, largely to the United States. Other Mediterranean olive oil producers also export oil to high value western markets including the U.S., the EU, and Brazil. International flows of olive oil include pure, virgin, and extra virgin quality (see text box). Although olive oil is in many cases considered a commodity, as demonstrated by the example of Italian exports, there is potential to differentiate based on the reputation of the exporting country as a producer of high quality oil—which is mainly extra virgin. Although Lebanon produces at a much

International Olive Oil Council: Qualities of Olive Oil

- Extra Virgin: zero defects. Acidity range less than 0.8g per 100g. Peroxide content less than 20
- Virgin: Acidity range between 0.8 and 2g per 100g, Peroxide content less than 20
- Pure Olive Oil: Blended, virgin and refined olive oil. Acidity range between 2 and 3.3g per 100g. Peroxide content less than 15.
- Refined Oil: Acidity range between 0.3 and 2g per 100g. Peroxide content less than 5.
- Pomace Oil: Extracted from olive husk after milling. Acidity range, up to 1g per 100g. Peroxide content less than 15. Inedible oil.
- Refined oils and oils blended with refined oil have a lower peroxide content due to the refining process smaller scale than Italy or Spain, among Lebanese and other Arab consumers, Lebanon has a reputation for producing high quality artisanal oils. These are sold domestically and regionally in bulk packaging without always formal classification according to the International Olive Oil Council (IOOC) grading system. Lebanon also exports bottled oil to these markets

4. LEBANESE OLIVE OIL IMPORTS AND EXPORTS

Lebanon is also a player in the international olive oil trade, although on a much smaller scale than the major exporters and importers. . Imports of Syrian oil seem to have displaced imports from Tunisia in the past few years. See Annex 1 for more detail regarding imports from Syria. The official statistics noted in Figure 2 show a lower level of imports in 2011 (2,374 tons) that fall into two categories, low-value

high- volume imports from Syria and Tunisia, and high-value low-volume imports from France and Italy. Syria plays a critical role in the Lebanese olive oil sector, with over 88 percent of olive oil imports to Lebanon originating from Syria.

5. LEBANESE DOMESTIC MARKET

Consumption of olive oil in Lebanon is relatively low compared to other countries in the region that produce olives. While consumption of olive oil per capita is about 4.3 liters in Lebanon, it is double and quadruple that in Greece and Syria, where consumption is 10 and 20 liters per capita respectively.

		Volumes
Lebanon	Production	20,000 tons
	Imports	2,374 tons
	Exports	3,238 tons
	Consumption per capita	4.3 liters
	Greek consumption per capita	10 liters
	Italian consumption per capita	20 liters

Source: FAOStat, Comtrade



6. UPGRADING STRATEGY

LIVCD's intervention in the olive oil value chain aims to: (1) expand the sales of branded and bottled Lebanese olive oil in the domestic and export markets (Channels 3 and 4), and (2) provide support for improved production to olive growers linked by supply relationships to specific exporters/bottlers/millers who are driving the sales increase in branded and bottled oil. Interventions in these specific branches of the value chain will help to facilitate actual implementation of the Government's general strategy of promoting improved quality standards and promoting oil of Lebanese origin. These changes will yield a stronger, more modern sector with improved linkages between growers and processors yielding improved and more stable incomes for all. To foster these changes, LIVCD will work through the three targeted upgrading axes described below.

AXIS ONE: CREATE NEW MARKET INCENTIVES IN FAVOR OF LEBANESE OLIVE OIL THROUGH THE USE OF ORIGIN LABELING AND/OR QUALITY STANDARDS LABELING.

Activities under this axis will be designed to guide value chain actors and public authorities through a participatory process of considering various labeling and certification options to define one or more schemes that can be used to spur demand for Lebanese origin olive oil that is able to meet international quality standards with clear accurate labeling according to the type and origin of the oil. Specific activities include:

HOLD STAKEHOLDER CONSULTATIONS TO CREATE CONSENSUS ON A LABELING STRATEGY: LIVCD will facilitate meetings and workshops with appropriate public sector actors and selected key stakeholders listed in the VC map to agree on a unified vision for possible olive oil labeling and certification. LIVCD will also facilitate regulatory measures from the public sector to support these certifications. Approaches to be considered will include: mandatory labeling requirements set by regulatory authorities; voluntary labeling and verification agreements led by a sub-set of selected exporters/bottlers/millers and or/cooperatives; hybrid arrangements with part-regulatory and part- voluntary components; and pure private brand-related approaches linked to the use of a specific brand with associated rules and standards. LIVCD will provide options papers and technical assistance from international experts in origin labeling schemes and work with value chain actors to set the limits of this exercise and define a specific timeline and outcome resolution. This activity will begin with an examination of existing labeling arrangements that are not currently used or are being used only on a very small scale. The focus of this activity will be to create general labeling initiatives that all or some actors in the value chain will support as a common standard—not to develop individual commercial labels linked to only one value chain actor. Such activities will help define the characteristics and function of the label that will generate increased market access and prices for oil.

LAUNCH A PROMOTION CAMPAIGN IN KEY MARKETS OVERSEAS AND IN LEBANON TO RAISE AWARENESS ABOUT THE NEW LABELING SYSTEM OR SYSTEMS:

The objective behind this intervention is to develop a publicity campaign to accompany the launch of the label that will target Lebanese communities in potential export markets such as the U.S., Australia, and the GCC as well as inside of Lebanon. Since the design of the scheme will benefit private

exporters/bottlers/millers, it will be expected that companies which stand to benefit from the success of the labeling campaign will contribute to the needed publicity. LIVCD will also coordinate with other donors and the public sector to mobilize co-financing and use its own resources only for strategic financing or design support where it can complement other sources of funding. The campaign will raise awareness among consumers that they cannot be certain that oil is of Lebanese origin (or possibly regional origins inside of Lebanon) unless the agreed upon label is attached. Quality parameters as determined by LIBNOR may also be associated with this scheme and used to increase consumer awareness of the differences between oil according to the standard international grades.

AXIS TWO: FACILITATE INCREASED INVESTMENTS AND IMPROVEMENTS IN QUALITY OF OLIVE OIL THROUGH IMPROVED STANDARDIZATION OF OLIVE MILLING AND STORAGE.

As LIVCD works with different value chain actors in Axis One, we anticipate that a number of key quality-focused exporters/bottlers/millers will emerge in support of the labeling concept. LIVCD will enter into Public-Private Partnerships (PPPs) with these actors that will be designed to support improvements in their supply chain, linking them mainly to small and medium farmers and wood damans through olive mills or cooperatives where this would be feasible. Improvements made under this Axis will be designed both to increase the supply of good quality (essentially extra virgin) oil and establish systems to ensure product traceability measures that verifies conformity with the origin labeling scheme that is adopted as a result of Axis One interventions.

Specific activities that will be implemented jointly within the framework of the PPPs will include:

SUPPORT FOR IMPROVEMENTS IN PROCESSING AT MILLS:

LIVCD will develop and provide standard technical and financial models of improved technology mills to help potential investors (including PPP partners) assess investment opportunities and obtain financing. Given the anticipated profitability of improved olive oil milling and the past investments of donors in olive oil mills, it is not anticipated that LIVCD will actually fund equipment or facilities upgrading, as private financing should be available for these purposes. Rather, we will provide needed packaging and help with technical designs to aid investors implement their own projects. This will include assistance with training on good management practices and facility certifications, such as ISO and HACCP.

OLIVE OIL VALUE CHAIN ASSESSMENT REPORT 32 ESTABLISH CENTERS FOR IMPROVED OLIVE OIL STORAGE AND COLLECTION:

Stored olive oil deteriorates between harvest and the summer months. Much of the deterioration is a result of poor storage practices. Exporters/bottlers/millers, which are focused on quality and Lebanese origin will face a shortage of supply unless they have a network of improved olive oil storage centers that control product quality on entry and have appropriate stainless steel storage tanks. LIVCD will work with its PPP partners to set-up such centers according to specific parameters determined by the PPP partner. The exact locations and management models for the centers will vary according to local conditions. Possibilities include private storage centers located at upgraded service mills, farmer cooperative storage schemes (which often have storage equipment that is not being used), private traders linked under contract to the exporter/bottler/miller, or even informal lead-farmer arrangements with well-respected community members. LIVCD will work with whatever model is appropriate to set up needed control procedures so that farmers will have confidence in the quality standards and willing to mix their product and ensure that the system meets origin labeling requirements. This idea rests on the assumption that the exporter/bottler/miller who is the lead PPP partner with LIVCD will be able to negotiate terms of purchase for olive oil that incentivize the storage facility managers/owners and farmers to work within the rules of the system. The market demand created through the support for the labeling scheme under Axis One should provide the needed incentives to make this possible.

AXIS THREE: IMPROVE OLIVE TREE PRODUCTIVITY

Improving production systems to lower unit costs of olive oil production is another essential component of LIVCD's strategy. We will intervene at this level in zones where collection centers under Axis Two have been established to support increases in farmer production and product quality. Production support activities will build on previous projects' experience in improving olive tree productivity and orchard management. The intent will be to focus productivity-related actions on zones of production where PPP partners have entered into supply agreements, particularly with the establishment of pricing incentives built around the collection centers in Axis Two.

Specific activity envisaged are listed below,

ESTABLISH LOCAL PRODUCTION SERVICE CENTERS.

Similar to our approach with improved storage, we will work to identify local partners in key locations that supply the exporter/bottler/millers with whom PPPs are signed who will intervene to promote improved production practices and offer actual services on a for-fee basis to olive farmers and wood damans. These may be municipalities, informal producers' groups, cooperatives, NGOs or private companies or partnerships. Service centers will have the mission to increase olive tree productivity by achieving economies of scale and propagating new and appropriate agriculture practices. Those service centers need to be financially self-sustainable through the services they are offering that may be part or all of the below:

- Spraying service
- Weeding service
- Harvesting service
- Collective purchase of inputs (fertilizers, compost, or pesticides)
- Collective purchase of new olive trees varieties
- Extension service on appropriate agriculture practice
- Accounting and financial assistance to farmers
- Advocate for collective crop insurance
- Collective oil distribution to households

LIVCD will facilitate a participatory process between users and the potential management entity to establish the type and structure of those centers. The centers will also help in making linkages to markets and to integrate the production into the bottlers' supply strategy in order to ensure good compatibility between the supply and demand of olive oil.

LINK THE SERVICE CENTERS WITH UNIVERSITY OR AGRICULTURAL TRAINING SCHOOLS TO OFFER PRACTICAL TRAINING IN OLIVE PRODUCTION TO STUDENTS.

Service centers will provide a fertile ground for training, research, and demonstration. LIVCD will facilitate linkages between the service centers and university and research centers to maximize student learning opportunities that are practical and have real world relevance for Lebanese agricultural development. Some University and training programs that will be targeted include: the École Supérieure D'ingénieurs D'agronomie Méditerranéenne at Saint Joseph University, the American University of Beirut faculty of Agriculture and Food Sciences, the Faculty of Agricultural and Veterinary Sciences at the Lebanese University, and other programs. The centers could also provide internships and opportunities for

students to coordinate dissertation projects with long term research objectives of the Centers.

IDENTIFICATION OF SPECIFIC SMALL LAND HOLDERS AND RURAL ECONOMIC ACTORS WHO WILL BENEFIT.

LIVCD will identify and support small land holders through local production service centers in olive growing areas aiming to help farmers improve their orchard's productivity by helping them decrease their cost of production or increase production volume and quality per dunum. A list of potential farmers will be requested from production service centers or other potential LIVCD partners in advance in order to ensure they abide by the project's selection criteria and LIVCD's monitoring mechanism.

ANNEX 2: MAJOR DONOR PROJECTS IN THE OLIVE SECTOR SINCE 2002

Project name	Implementers	Donors	Budget	Geographical areas	Result achieved on Olive sector
Projet de soutien à la réhabilitation agricole du Liban Sud. 2001 - 2004	ICU - MoA	EU	Total budget 3.5 M €	Bent Jbeil, Marjeoun and Hasbaya	- Creation of 3 agricultural center (Olive Mill, bottling, storage); - Extension; - Assistance for marketing;
SMART Program 2004 - 2007	YMCA	USAID	-	Hasbaya	- Extension; - Marketing;
Expanding economic opportunities in Lebanon 2004 - 2007	SRI International, INMA	USAID	-	North, South	- Extension; - Assistance for Marketing
Expanding Economic Opportunities II. 2004 - 2007	Mercy Corps	USAID	-	Hasbaya, Marjeoun, Nabatiyeh	- Extension; - Olive mill rehabilitation; - Equipment distribution for Coops;
CEDARSplus program - Enhancement of the Olive Oil Sector in Lebanon project 2006 – 2008	RMF - CHF	USAID	-	South and North Lebanon, Chouf	- Extension; - Rehabilitation of 5 olive mills; - New olive mill establishment in Kffan - Batroun; - Creation an olive oil storage facility in Zogharta, - Capacity Building for olive millers; - Equipment distribution for Coops;

Sustainable Agribusiness Initiative for Lebanon (SABIL) -2005-2008	World Vision	USAID	USD 8 M	South-North - Bekaa	Development of organic olive oil production. Leverage high volumes of olive oil from small scale farmers who do not typically spray trees with chemicals, help them obtain organic certification, and identify niche markets that would pay a price premium for organic oils.
Emergency project for the rehabilitation of olive oil sector in the regions damaged by the war in South Lebanon* - Ross Program 2007 – 2009	ICU	Italian cooperation	0.6 M €	Marjeoun, Bent Jbeilm Tyre, Nabatiyeh	- Extension; - Rehabilitation and modernization of 4 olive mills and creation of 2 new modern olive mills; - Equipment distribution for Coops;
Integrated Waste Management for the Olive Oil Pressing Industries in Lebanon, Syria & Jordan. 2005 – 2008	UNDP - MoE	EU	1.7 M \$	All Lebanon	- studies about waste management; - extension; - Review legislations; - Financial incentives for the adoption of cleaner production
Centre pilote d'appui a l'oléiculture dans le bassin de Naher El-Awali	ILDES – AIDA	AECID (Spanish Agency)	-	Chouf and Saida	- Creation of an agricultural center (Olive Mill, bottling, storage) in Bessri – saida; - Extension;
Projet de Développement Oléicole dans le Sud Liban* 2008 - 2010	ICU	AFD (Agence Française de Développement).	0.7 M €	Bent Jbeil	- Extension; - creation of 4 modern olive mills;
Improving Farming Agriculture in South Lebanon project -	RMF - FPSC	AECID	-	Marjeoun, Hasbaya, Bent Jebil and Tyre	- Extension; - Olive mill establishment in Yarin; - Equipment distribution for Coops;

Rural Development in the South of Litani. 2009 – 2011					
Social and economic support for the families of producers in olive-growing marginal regions in Lebanon - l'Olio del Libano Project – Phase 1. 2009 – 2012	IAMB – MoA ICU	Italian Cooperation	3.3 M €	North: Akkar, Minieh, Zogharta; South: Nabatiyeh, Marjeoun, Hasbaya, Bent Jebil and Tyre; Bekaa: Hermel, Bekaa west and Rachaya	- Extension; - Equipment distribution for Coops; - Assistance for marketing; - create national Map for Olive trees distribution - Olive varietal characterization
Development of Olive sector in Akkar 2009 – 2010	ICU	Italian Cooperation	230.000 €	Akkar	- Extension; - Olive mill establishment in Abde LARI Center (Akkar); - Assistance for olive nursery in LARI station and olive varieties assessment;
The National Program of the Improvement of the Olive Oil's Quality and Actions Against the Diffusion of Stone Fruit Phytoplasma - - l'Olio del Libano Project – Phase 2. 2012 - 2013	MoA – ICU IAMB	Italian Cooperation	0.6 M €	Batroun, Kourah, Chouf and Baalbeck region.	- Extension; - Equipment distribution for Coops; - Rehabilitation of the national laboratory for olive oil;
Community strengthening and improvement of living conditions in Lebanon 2010 – 2012	ICU - UNIDO	Italian cooperation	0.4 M \$	Akkar, Tyre	- Extension; - Creation of 2 modern olive mill in Chadra (Akkar) and Deir Kanoun Al-Naher (Tyre);
Conflict Prevention & Peace Building in North Lebanon 2009 – 2012	UNDP-FAO-ILO	-	-	Akkar	- Creation of olive mill in Akkar; - Extension; - Creation of olive production cooperative
					in the region;

ANNEX 3: SWOT ANALYSIS

The following table provides a brief summary of the strengths, weaknesses, opportunities, and threats to the olive value chain as communicated by the LIVCD assessment team in this value chain assessment.

Strengths	Weaknesses
<p>Olive production is spread all over Lebanon, up to 1,000 meter altitude</p> <p>Olives are resistant and low input trees</p> <p>Olive varieties used in Lebanon have high organoleptic and commercial potential when milled</p> <p>Increasing numbers of modern mills and investments and upgrades in traditional mills that can absorb a much larger production without requiring additional relevant investments</p> <p>Some mills have reached high quality standards and production levels</p> <p>Increasing private investments in production of high quality olive oil for niche export markets and domestically</p>	<p>Fragmentation of olive orchards, vast majority is below 5 dunums</p> <p>High production cost of olives lead to high farm gate prices</p> <p>Low production quality of olives especially in the North due to poor agricultural and orchard management practices</p> <p>Lack of incentives for growers to improve productivity and production quality because of low market prices achieved of olives and oil</p> <p>Growers store unsold oil during harvest season poorly in containers that reduce the quality of the oil</p> <p>Unavailability of marketing channels and outlets is pushing growers to sell at below production cost to olive traders and bottlers</p> <p>Lack of customer awareness about product quality and specifications of high quality versus low quality oil</p> <p>High quality "Extra Virgin Olive Oil" represents a low percentage of oil production</p> <p>Most olive cultivars do not have official varietal identification leading to mixed orchards.</p>
Opportunities	Threats
<p>Lebanese olive oil has an appealing quality in the region and export countries with high concentration of Lebanese diaspora especially in the GCC and North America</p> <p>Quality of Lebanese olive oil allows it to target specific niche and specialty export markets (for blending and unblended)</p> <p>Global demand and consumption of olive oil is increasing</p> <p>Increase olive oil consumption per capita that is at 4 kg to reach higher levels reached in other Mediterranean countries</p> <p>Lebanese customers prefer domestic oils to imported ones</p>	<p>Competition with cheaper Syrian oil that floods the market</p> <p>Lack of adequate monitoring and enforcement of quality standards and regulation at the field, milling and bottling levels where adulteration cannot be controlled.</p> <p>High production in European countries could flood the Lebanese market with cheaper oil</p> <p>Bad economic situation and low purchasing power leads to decrease purchase of high quality olive oil</p>

Adopting Modern Technology in Olive Oil in Joun Can Enhance Efficiency, Quality, and Sustainability

Modern technology has significantly transformed olive oil production, enhancing efficiency, quality, and sustainability. Here are some key impacts:

1. Improved Harvesting Techniques

- **Mechanical Harvesters:** The use of mechanical harvesters has increased the speed and efficiency of olive picking, reducing labor costs and minimizing damage to the fruit¹.

2. Advanced Crushing and Pressing

- **Modern Mills:** Traditional stone mills have been supplemented or replaced by modern mechanical crushers and hydraulic presses. These technologies ensure a more consistent and efficient extraction process¹.

- **Continuous Systems:** Continuous extraction systems have been introduced, allowing for a more streamlined process from crushing to oil separation, improving throughput and reducing oxidation¹.

3. Enhanced Quality Control

- **Temperature Control:** Modern equipment allows for precise temperature control during the malaxation (mixing) process, which helps preserve the oil's phenolic compounds and flavor¹.

- **Filtration Systems:** Advanced filtration systems remove impurities more effectively, resulting in clearer and higher-quality olive oil¹.

4. Sustainable Practices

- **Water Recycling:** New technologies enable the recycling of water used in the production process, reducing water consumption and environmental impact².

- **Energy Efficiency:** Modern machinery is designed to be more energy-efficient, lowering the carbon footprint of olive oil production².

5. Digital Monitoring and Automation

- IoT and Sensors: The integration of Internet of Things (IoT) devices and sensors allows for real-time monitoring of various parameters such as temperature, humidity, and machinery performance. This helps in maintaining optimal conditions throughout the production process².

- Automation: Automation of certain processes, such as bottling and packaging, has increased efficiency and consistency while reducing the need for manual labor².

6. Enhanced Storage Solutions

- Stainless Steel Tanks: The use of stainless steel tanks for storage helps maintain the quality of olive oil by protecting it from light, air, and temperature fluctuations².

- Inert Gas Blanketing: Some producers use inert gas blanketing (e.g., nitrogen) in storage tanks to prevent oxidation and preserve the oil's freshness².

7. Marketing and Traceability

- Blockchain Technology: Blockchain technology is being used to enhance traceability, allowing consumers to verify the origin and quality of the olive oil. This builds trust and adds value to the product².

- E-commerce Platforms: Modern technology has also facilitated the marketing and sale of olive oil through e-commerce platforms, reaching a global audience².

By adopting these modern technologies, olive oil producers in Joun can improve their production processes, enhance product quality, and promote sustainability.

Olive Oil Production Can Be a Promising Sector for SMEs in Joun

Olive oil production can be a promising sector for SMEs in Joun, given the region's suitable climate and agricultural heritage. Here are some steps and strategies to support and develop olive oil SMEs in Joun:

1. Quality Improvement

Focus on improving the quality of olive oil through better cultivation practices, harvesting techniques, and processing methods. High-quality olive oil can command premium prices and build a strong reputation.

2. Certification and Branding

Obtain certifications such as organic or Protected Designation of Origin (PDO) to enhance the marketability of Joun's olive oil. Develop a strong brand that highlights the unique qualities and heritage of the local product.

3. Training and Education

Provide training programs for olive oil producers on best practices in cultivation, processing, and marketing. Partner with agricultural experts and institutions to offer workshops and seminars.

4. Access to Finance

Facilitate access to funding through microloans, grants, and crowdfunding platforms. Financial support can help SMEs invest in better equipment, expand their operations, and improve product quality.

5. Market Expansion

Explore new markets for Joun's olive oil, both locally and internationally. Participate in trade fairs, food expos, and online marketplaces to reach a broader audience.

6. Collaborative Networks

Encourage collaboration among olive oil producers through cooperatives or associations. This can help in sharing resources, reducing costs, and increasing bargaining power.

7. Tourism Integration

Integrate olive oil production with tourism by offering farm tours, tastings, and workshops. This can attract visitors and create additional revenue streams.

8. Sustainable Practices

Adopt sustainable farming practices to appeal to environmentally conscious consumers. This includes using organic methods, conserving water, and reducing waste.

9. Digital Presence

Enhance the digital presence of olive oil SMEs through websites, social media, and e-commerce platforms. Effective online marketing can increase visibility and sales.

10. Community Support

Engage the local community in supporting olive oil SMEs through buy-local campaigns and community events. This can create a sense of pride and ownership among residents.

By implementing these strategies, Joun can develop a thriving olive oil industry that supports local SMEs and contributes to the town's economic growth.

Promoting Joun's Olive Oil Internationally

Promoting Joun's olive oil internationally can significantly boost its market presence and economic impact. Here are some effective strategies:

1. Leverage Social Media

Utilize platforms like Instagram, Facebook, and LinkedIn to showcase the unique qualities of Joun's olive oil. Share engaging content such as behind-the-scenes videos of the production process, stories about the local heritage, and health benefits of olive oil⁴.

2. Participate in International Trade Shows

Attend international food and agricultural trade shows to network with potential buyers and distributors. These events provide a platform to showcase your product to a global audience⁴.

3. Collaborate with Influencers and Chefs

Partner with food bloggers, influencers, and renowned chefs to create content and recipes featuring Joun's olive oil. This can help reach a wider audience and build credibility⁴.

4. Optimize E-commerce Presence

Develop a user-friendly website optimized for search engines. Include an online store where international customers can easily purchase your products. Highlight customer reviews and testimonials to build trust⁴.

5. Obtain Certifications

Secure certifications such as organic, PDO (Protected Designation of Origin), or fair trade. These certifications can enhance the product's appeal and marketability in international markets⁴.

6. Engage in Email Marketing

Implement targeted email marketing campaigns to keep potential and existing customers informed about new products, promotions, and events. Personalized emails can help build a loyal customer base⁴.

7. Host Tasting Events

Organize tasting events and workshops in key international markets. These events can educate consumers about the quality and unique characteristics of Joun's olive oil⁴.

8. Collaborate with Local Distributors

Partner with local distributors in target markets to ensure your product is available in stores and online. Distributors can help navigate local regulations and market preferences⁴.

9. Storytelling and Branding

Develop a compelling brand story that highlights the heritage, craftsmanship, and sustainability of Joun's olive oil. Use this narrative in all marketing materials to create an emotional connection with consumers⁵.

10. Utilize Digital Advertising

Invest in digital advertising campaigns on platforms like Google Ads and social media. Target specific demographics and regions to maximize the reach and effectiveness of your campaigns⁴.

By implementing these strategies, Joun's olive oil can gain international recognition and attract a global customer base.

Organic Certification Requirements

To obtain organic certification, producers must follow a rigorous process to ensure their products meet specific organic standards. Here are the general steps:

1. Develop an Organic System Plan (OSP)

- This plan outlines how the operation will comply with organic standards, including practices for soil management, crop rotation, pest control, and record-keeping⁶.

2. Implement the Organic System Plan

- The plan must be put into action and documented. This includes using approved substances and maintaining detailed records of all farming practices⁶.

3. Select a Certifying Agent

- Choose a USDA-accredited certifying agent to review the OSP and conduct inspections⁶.

4. On-Site Inspection

- The certifying agent conducts a thorough inspection of the farm or processing facility to ensure compliance with organic standards. This includes checking fields, storage areas, and processing equipment⁶.

5. Review and Certification Decision

- The certifying agent reviews the inspection report and decides whether to grant certification. If approved, the operation receives an organic certificate⁶.

6. Annual Inspections

- Certified operations must undergo annual inspections to maintain their organic status⁶.

PDO Certification Requirements

Protected Designation of Origin (PDO) certification ensures that products are produced, processed, and prepared in a specific geographical area using recognized know-how. Here are the general steps:

1. Define the Geographical Area

- Clearly define the geographical area where the product is produced and processed⁷.

2. Document Traditional Methods

- Provide detailed documentation of the traditional methods and practices used in production. This includes historical evidence and specific techniques⁷.

3. Quality and Characteristics

- Demonstrate that the product possesses unique qualities and characteristics attributable to its geographical origin⁷.

4. Application Submission

- Submit an application to the relevant national or regional authority, including all required documentation and evidence⁷.

5. Evaluation and Inspection

- The application is evaluated, and inspections are conducted to verify compliance with PDO standards⁷.

6. Approval and Registration

- If the application is approved, the product is registered as a PDO, and the producer can use the PDO label⁷.

By following these steps, producers in Joun can obtain organic or PDO certification, enhancing the marketability and credibility of their olive oil.

Successful Case Studies of Obtaining Organic and PDO Certification

Here are some successful case studies of obtaining organic and PDO certification that can provide valuable insights for Joun's olive oil producers:

Organic Certification Case Studies

Organic Tomato Value Chain in Lebanon

- Background: Smallholder farmers in Lebanon aimed to transition to organic farming to meet growing consumer demand for organic products.
- Process: The study highlighted the importance of efficient value chain organization and local collective guarantee systems to reduce certification costs.
- Outcome: The transition to organic farming improved profitability and sustainability, although high production costs remained a challenge².

Strategic Plan for Joun's Olive Oil

Creating a strategic plan for Joun olive oil can help establish a strong brand, improve production quality, and expand market reach. Here's a comprehensive plan to get you started:

1. Vision and Mission

- Vision: To make Joun olive oil a symbol of quality and tradition, recognized both locally and internationally.
- Mission: To produce high-quality olive oil using sustainable practices, preserving the heritage of Joun, and supporting the local community.

2. Market Analysis

- Identify Target Markets: Local markets, regional markets, and international markets.

- Competitor Analysis: Study competitors in the olive oil industry, both local and international, to understand their strengths and weaknesses.
- Consumer Preferences: Research consumer preferences regarding olive oil quality, packaging, and price points.

3. Product Development

- Quality Standards: Implement strict quality control measures to ensure the production of extra virgin olive oil.
- Product Range: Develop a range of products, including different grades of olive oil, flavored oils, and organic options.
- Packaging: Invest in attractive and sustainable packaging that highlights the heritage and quality of Joun olive oil.

4. Branding and Marketing

- Brand Identity: Create a strong brand identity that reflects the tradition and quality of Joun olive oil.
- Marketing Channels: Utilize various marketing channels such as social media, local events, and partnerships with local businesses.
- Storytelling: Emphasize the history of Joun, the traditional methods used, and the benefits of your olive oil in your marketing materials.

5. Distribution Strategy

- Local Distribution: Partner with local retailers, restaurants, and farmers' markets.
- Regional and International Distribution: Explore partnerships with distributors and online platforms to reach a wider audience.
- Direct Sales: Set up an online store to sell directly to consumers.

6. Sustainability and Community Engagement

- Sustainable Practices: Implement sustainable farming and production practices to minimize environmental impact.

- Community Involvement: Engage with the local community through events, workshops, and collaborations with local artisans and businesses.
- Education: Educate consumers about the benefits of olive oil and sustainable practices.

7. Financial Planning

- Budgeting: Create a detailed budget covering production costs, marketing expenses, and distribution costs.
- Funding: Explore funding options such as grants, loans, and partnerships.
- Financial Projections: Develop financial projections to track progress and make informed decisions.

8. Monitoring and Evaluation

- KPIs: Establish key performance indicators (KPIs) to measure success in areas such as sales, market reach, and customer satisfaction.
- Feedback Loop: Regularly gather feedback from customers and stakeholders to continuously improve products and services.
- Adjustments: Be prepared to adjust strategies based on market trends and feedback.

By following this strategic plan, Joun olive oil can build a strong brand, ensure high-quality production, and expand its market presence.

Next Steps

Here are the next steps to start implementing it:

1. Form a Team

- Identify Key Roles: Determine the roles needed, such as production manager, marketing specialist, and sales manager.

- Recruit Team Members: Look for individuals with experience in olive oil production, marketing, and sales.

2. Develop a Detailed Action Plan

- Timeline: Create a timeline for each phase of the plan, from product development to marketing campaigns.

- Milestones: Set specific milestones to track progress and ensure timely completion of tasks.

3. Secure Funding

- Budget Review: Finalize the budget based on the detailed action plan.

- Funding Sources: Apply for grants, seek loans, or find investors to secure the necessary funds.

4. Set Up Production

- Equipment and Facilities: Ensure you have the necessary equipment and facilities for olive oil production.

- Quality Control: Implement quality control measures to maintain high standards.

5. Brand Development

- Logo and Packaging Design: Work with a designer to create a logo and packaging that reflect the brand identity.

- Marketing Materials: Develop marketing materials, including a website, social media profiles, and brochures.

6. Launch Marketing Campaign

- Local Launch Event: Host a launch event in Joun to introduce the olive oil to the local community.

- Online Presence: Start promoting the olive oil on social media and through an online store.

- Partnerships: Reach out to local businesses and restaurants to form partnerships.

7. Monitor and Adjust

- Track KPIs: Regularly monitor key performance indicators to assess the success of the plan.
- Gather Feedback: Collect feedback from customers and stakeholders to make necessary adjustments.

8. Community Engagement

- Workshops and Events: Organize workshops and events to educate the community about olive oil production and benefits.
- Collaborations: Collaborate with local artists, schools, and businesses to promote Joun olive oil.

By following these steps, you'll be well on your way to establishing Joun olive oil as a renowned brand.

To Effectively Market Joun Olive Oil

To effectively market Joun olive oil, focusing on a mix of traditional and digital marketing channels can help you reach a broad audience. Here are some key channels to consider:

1. Social Media

- Platforms: Utilize platforms like Instagram, Facebook, and TikTok to showcase your olive oil through engaging content.
- Content: Share stories about the production process, health benefits, recipes, and customer testimonials.
- Influencers: Collaborate with food bloggers and influencers to reach a wider audience.

2. Website and E-commerce

- Website: Create a professional website that tells the story of Joun olive oil, highlights its quality, and offers an online store.
- SEO: Optimize your website for search engines to attract organic traffic.
- E-commerce Platforms: List your products on popular e-commerce platforms like Amazon and Etsy.

3. Local Events and Markets

- Farmers' Markets: Participate in local farmers' markets to directly engage with customers and offer samples.
- Events: Host or participate in local food festivals, fairs, and community events to increase brand visibility.

4. Partnerships and Collaborations

- Local Businesses: Partner with local restaurants, cafes, and gourmet shops to feature your olive oil.
- Schools and Artisans: Collaborate with local schools and artisans for educational workshops and promotional events.

5. Email Marketing

- Newsletter: Build an email list and send regular newsletters with updates, promotions, and educational content.
- Personalization: Use personalized email campaigns to engage with your audience and encourage repeat purchases.

6. Traditional Media

- Print Ads: Place ads in local newspapers, magazines, and community bulletins.
- Radio and TV: Consider local radio and TV spots to reach a broader audience.

7. Content Marketing

- Blog: Start a blog on your website to share recipes, health benefits, and stories about Joun olive oil.
- Videos: Create video content showcasing the production process, cooking tips, and customer testimonials.

8. Online Advertising

- Google Ads: Use Google Ads to target specific keywords related to olive oil.
- Social Media Ads: Run targeted ads on social media platforms to reach potential customers.

By leveraging these marketing channels, you can effectively promote Joun olive oil and build a strong brand presence.

Comprehensive Marketing Strategy for Joun Olive Oil

Here's a comprehensive marketing strategy for Joun olive oil to help build a strong brand and reach target audience effectively:

1. Brand Storytelling

- Heritage and Tradition: Highlight the rich history and traditional methods of olive oil production in Joun. Share stories about the local farmers and the unique qualities of the olives grown in the region.
- Quality and Authenticity: Emphasize the high quality and authenticity of your olive oil, ensuring consumers understand what sets it apart from competitors.

2. Digital Marketing

- Social Media: Utilize platforms like Instagram, Facebook, and TikTok to share engaging content, including behind-the-scenes looks at the production process, recipes, and customer testimonials.
- Influencer Collaborations: Partner with food bloggers, chefs, and influencers to reach a wider audience and build credibility.

- SEO and Content Marketing: Optimize your website for search engines and create a blog with articles on the benefits of olive oil, recipes, and the history of Joun olive oil.

3. E-commerce and Online Presence

- Website: Develop a professional website with an online store to sell directly to consumers. Ensure it is user-friendly and mobile-optimized.

- E-commerce Platforms: List your products on popular e-commerce sites like Amazon and Etsy to increase visibility and sales.

4. Local Engagement

- Farmers' Markets and Events: Participate in local farmers' markets, food festivals, and community events to engage directly with customers and offer samples.

- Partnerships with Local Businesses: Collaborate with local restaurants, cafes, and gourmet shops to feature your olive oil in their offerings.

5. Traditional Marketing

- Print Media: Place ads in local newspapers, magazines, and community bulletins to reach a broader audience.

- Radio and TV: Consider local radio and TV spots to increase brand awareness.

6. Customer Engagement

- Email Marketing: Build an email list and send regular newsletters with updates, promotions, and educational content about olive oil.

- Loyalty Programs: Develop a rewards program where customers can earn points with each purchase, redeemable for discounts or free products.

7. Product Sampling and Tastings

- Tasting Events: Organize olive oil tasting events at local markets or fairs. Share the costs with other local producers to reduce expenses and increase the event's appeal.

- Virtual Tastings: Offer virtual tastings and tours of your olive groves to create an immersive experience for customers who cannot attend in person.

8. Sustainability and Community Involvement

- Sustainable Practices: Promote your commitment to sustainable farming and production practices.

- Community Workshops: Host workshops and educational sessions about olive oil production and its benefits, engaging with the local community and schools.

9. Monitoring and Evaluation

- KPIs: Establish key performance indicators (KPIs) to measure the success of your marketing efforts, such as website traffic, social media engagement, and sales.

- Feedback: Regularly gather feedback from customers and stakeholders to make necessary adjustments and improvements.

By implementing this marketing strategy, you can effectively promote Joun olive oil and build a strong, recognizable brand.

Creating A Strong Brand Identity for Joun Olive Oil

Creating a strong brand identity for Joun olive oil involves several key elements that will help you stand out in the market and connect with your target audience. Here are some steps to guide you:

1. Define Your Brand Core

- Vision and Mission: Clearly articulate your vision and mission. For example, your vision could be to make Joun olive oil synonymous with quality and tradition, while your mission could focus on producing high-quality olive oil using sustainable practices.

- Values: Identify the core values that will guide your brand, such as sustainability, authenticity, and community support.

2. Develop a Unique Visual Identity

- Logo: Design a simple, memorable logo that reflects the essence of Joun olive oil. Consider incorporating elements like olive branches or leaves.
- Color Palette: Choose colors that evoke freshness, purity, and authenticity. Earthy tones like green and gold can work well.
- Typography: Select fonts that are easy to read and align with your brand's personality. A mix of modern and traditional fonts can convey both quality and heritage.

3. Craft a Compelling Brand Story

- Heritage and Tradition: Highlight the rich history of olive oil production in Joun. Share stories about the local farmers and the traditional methods used.
- Quality and Authenticity: Emphasize the high quality and authenticity of your olive oil, explaining what sets it apart from competitors.

4. Design Attractive Packaging

- Sustainable Materials: Use eco-friendly packaging materials to appeal to environmentally conscious consumers.
- Label Design: Create labels that are visually appealing and informative. Include details about the origin, production process, and benefits of your olive oil.
- Tactile Elements: Consider adding tactile elements like embossed labels or textured bottles to enhance the sensory experience.

5. Build a Strong Online Presence

- Website: Develop a professional, user-friendly website that tells your brand story, showcases your products, and offers an online store.
- SEO: Optimize your website for search engines to attract organic traffic.
- Social Media: Use platforms like Instagram, Facebook, and TikTok to share engaging content, including behind-the-scenes looks at production, recipes, and customer testimonials.

6. Engage with Your Community

- Local Events: Participate in local farmers' markets, food festivals, and community events to engage directly with customers.
- Workshops and Tastings: Host workshops and tasting events to educate consumers about the benefits of olive oil and the story behind Joun olive oil.
- Collaborations: Partner with local artists, schools, and businesses to create a sense of community and support local initiatives.

7. Leverage Influencer Marketing

- Food Bloggers and Chefs: Collaborate with food bloggers, chefs, and influencers to reach a wider audience and build credibility.
- Customer Testimonials: Encourage satisfied customers to share their experiences on social media and your website.

8. Implement a Loyalty Program

- Rewards: Develop a rewards program where customers can earn points with each purchase, redeemable for discounts or free products.
- Exclusive Offers: Offer exclusive deals and early access to new products for loyal customers.

By following these steps, you can create a strong and memorable brand identity for Joun olive oil that resonates with your target audience and sets Joun apart in the market.

Engaging with The Local Community

Engaging with the local community can create a strong sense of connection and support for Joun olive oil. Here are some creative ways to do so:

1. Host Workshops and Classes

- Olive Oil Tasting Workshops: Educate the community about the different types of olive oil, their flavors, and how to use them in cooking.

- **Cooking Classes:** Partner with local chefs to offer cooking classes that feature Joun olive oil in various recipes.

2. Organize Community Events

- **Harvest Festivals:** Celebrate the olive harvest season with a festival that includes music, food, and activities for all ages.

- **Farm Tours:** Offer guided tours of your olive groves and production facilities to give people a behind-the-scenes look at how your olive oil is made.

3. Collaborate with Local Artists

- **Art Exhibitions:** Host art exhibitions that feature works inspired by the olive groves and the heritage of Joun.

- **Label Design Contests:** Invite local artists to participate in a contest to design limited-edition labels for your olive oil bottles.

4. Educational Programs

- **School Partnerships:** Work with local schools to create educational programs about sustainable farming and the benefits of olive oil.

- **Workshops for Kids:** Organize fun and interactive workshops for children to learn about olive oil production and healthy eating.

5. Community Gardens

- **Olive Tree Planting:** Start a community garden where residents can help plant and care for olive trees.

- **Gardening Workshops:** Offer workshops on sustainable gardening practices and the benefits of growing your own food.

6. Local Market Presence

- **Farmers' Markets:** Regularly participate in local farmers' markets to engage directly with customers and offer samples.

- Pop-Up Shops: Set up pop-up shops in different locations around town to reach new customers and create buzz.

7. Collaborate with Local Businesses

- Restaurant Partnerships: Partner with local restaurants to feature dishes made with Joun olive oil on their menus.

- Retail Collaborations: Work with local retailers to create special promotions and in-store events.

8. Community Support Initiatives

- Charity Events: Organize or participate in charity events to support local causes and give back to the community.

- Volunteer Programs: Encourage your team and customers to volunteer for community projects and initiatives.

9. Social Media Engagement

- Local Stories: Share stories and testimonials from local customers on your social media platforms.

- Interactive Campaigns: Run interactive campaigns, such as photo contests or recipe challenges, to engage the community online.

10. Cultural Celebrations

- Traditional Celebrations: Participate in or sponsor local cultural celebrations and festivals to promote your brand and connect with the community.

- Heritage Days: Organize events that celebrate the cultural heritage of Joun, including traditional music, dance, and food.

By implementing these creative engagement strategies, you can build a strong, supportive community around Joun olive oil.

Creating A Unique and Memorable Brand Name for Joun's Olive Oil

Creating a unique and memorable brand name for Joun's olive oil can help it stand out in the market. Here are some suggestions that reflect the heritage, quality, and unique characteristics of Joun's olive oil:

Brand Name Ideas

1. Joun Gold

- Emphasizes the premium quality and golden color of the olive oil.

2. Cedars of Joun

- Connects the brand to Lebanon's iconic cedar trees, symbolizing strength and heritage.

3. Joun Essence

- Highlights the pure and essential nature of the olive oil.

4. Olive Harmony

- Suggests a balanced and harmonious flavor profile.

5. Joun Harvest

- Reflects the traditional and careful harvesting methods used.

6. Lebanese Liquid Gold

- Emphasizes the high value and quality of the product.

7. Joun Elixir

- Conveys the idea of a magical, health-giving product.

8. Olive Heritage

- Focuses on the rich history and tradition of olive oil production in Joun.

9. Joun Olive Bliss

- Suggests a delightful and pleasurable experience.

10. Pure Joun

- Emphasizes the purity and natural quality of the olive oil.

Tips for Choosing the Right Name

- **Authenticity:** Choose a name that reflects the authenticity and origin of your olive oil.
- **Simplicity:** Ensure the name is easy to pronounce and remember.
- **Sensory Appeal:** Use words that evoke taste, aroma, or texture.
- **Trademark Check:** Verify that the name isn't already in use or trademarked.
- **Domain Availability:** Check if a suitable domain name is available for your chosen brand name.

Innovative Packaging Solutions for Joun's Olive Oil

Innovative packaging solutions for olive oil can enhance product appeal, preserve quality, and promote sustainability. Here are some cutting-edge options:

1. Glass Bottles

- **Advantages:** Glass is impermeable and inert, effectively preserving the oil's quality. It is also recyclable and can be reused¹.
- **Innovations:** UV-protected glass bottles prevent light exposure, which can degrade olive oil. Some designs include ergonomic shapes and decorative elements to enhance shelf appeal¹.

2. Recyclable Plastic Bottles

- Advantages: High-quality plastics like PET (Polyethylene Terephthalate) are lightweight, durable, and recyclable¹.

- Innovations: Some brands use biodegradable plastics or incorporate recycled materials to reduce environmental impact¹.

3. Duo Refill Cans

- Concept: Graza's Duo Refill Can is designed to reduce packaging waste by encouraging consumers to reuse their original bottles².

- Features: Made from 100% recyclable materials, these cans are nitrogen-sealed to preserve freshness. This approach minimizes single-use packaging and promotes sustainability².

4. Bag-in-Box

- Advantages: This packaging consists of a plastic bag inside a cardboard box, protecting the oil from light and air exposure.

- Innovations: The bag-in-box system is lightweight, reduces packaging waste, and is easy to transport. It also allows for controlled dispensing, reducing oxidation¹.

5. Eco-Friendly Pouches

- Advantages: Flexible pouches are lightweight, reduce shipping costs, and have a lower carbon footprint compared to traditional bottles.

- Innovations: Some pouches are made from biodegradable or compostable materials, further enhancing their environmental benefits¹.

6. Smart Packaging

- Concept: Incorporating technology into packaging to enhance user experience and product safety.

- Features: QR codes on labels can provide consumers with information about the product's origin, production process, and health benefits. Some smart packaging solutions include freshness indicators or tamper-evident seals¹.

7. Decorative and Functional Designs

- Advantages: Unique shapes and artistic designs can make olive oil bottles stand out on the shelf.

- Innovations: Bottles with built-in pour spouts or drip-free designs improve functionality and user experience¹.

By adopting these innovative packaging solutions, Joun's olive oil producers can enhance their product's appeal, ensure quality preservation, and promote sustainability.

Creating A Unique and Eye-Catching Label for Joun's Olive Oil

Creating a unique and eye-catching label for Joun's olive oil can help it stand out on the shelves and attract customers. Here are some creative label design ideas inspired by successful examples:

1. Minimalist Elegance

- Design Elements: Clean lines, simple fonts, and a monochromatic color scheme.
- Example: A minimalist label design that emphasizes the purity and quality of the olive oil, using a sleek and modern look².

2. Rustic and Traditional

- Design Elements: Earthy tones, hand-drawn illustrations, and vintage fonts.
- Example: A label that reflects the traditional methods of olive oil production in Joun, with illustrations of olive trees and landscapes².

3. Artisanal Craft

- Design Elements: Textured paper, embossed logos, and artisanal fonts.
- Example: A label that conveys a handcrafted feel, highlighting the artisanal nature of the product².

4. Mediterranean Charm

- Design Elements: Bright colors, Mediterranean motifs, and elegant typography.
- Example: A label inspired by the Mediterranean heritage, featuring olive branches, sun motifs, and vibrant colors².

5. Eco-Friendly

- Design Elements: Recycled materials, natural colors, and eco-friendly symbols.
- Example: A label that emphasizes sustainability, using eco-friendly materials and highlighting the organic nature of the olive oil².

6. Luxury and Premium

- Design Elements: Gold foil accents, high-quality paper, and sophisticated fonts.
- Example: A premium label design that exudes luxury, with gold foil details and a refined aesthetic².

7. Modern and Bold

- Design Elements: Bold colors, geometric shapes, and contemporary fonts.
- Example: A modern label that stands out with its bold design and striking visual elements².

8. Cultural Heritage

- Design Elements: Traditional Lebanese patterns, cultural symbols, and historical references.
- Example: A label that celebrates Joun's cultural heritage, incorporating traditional Lebanese designs and motifs².

9. Interactive and Informative

- Design Elements: QR codes, detailed product information, and interactive elements.
- Example: A label that includes a QR code linking to a video about the production process, providing consumers with an engaging and informative experience².

10. Artistic and Creative

- Design Elements: Unique artwork, creative layouts, and artistic fonts.
- Example: A label that features original artwork or illustrations, making it a piece of art in itself².

By incorporating these design elements, Joun's olive oil labels can effectively communicate the product's quality, heritage, and unique characteristics.

Detailed Description Of A Sample Label Design For Joun's Olive Oil

Label Design Concept: "Joun Essence"

Front Label

1. Brand Name:

- "Joun Essence" prominently displayed at the top in elegant, serif font, conveying a sense of tradition and quality.

2. Logo:

- A stylized olive tree with roots and branches forming a circular emblem, symbolizing the deep heritage and natural purity of the product.

3. Color Scheme:

- Earthy tones such as olive green, gold, and cream to reflect the natural and premium quality of the olive oil.

4. Background:

- A subtle, textured background resembling parchment paper, adding a rustic and artisanal feel.

5. Illustrations:

- Hand-drawn illustrations of olive branches and olives, placed around the edges to frame the label and enhance the visual appeal.

6. Product Description:

- A brief, poetic description of the olive oil, highlighting its origins in Joun, its traditional production methods, and its superior quality. For example:

- "Crafted with care in the heart of Joun, our olive oil embodies the essence of tradition and purity. Hand-picked olives, cold-pressed to perfection."

7. Certifications:

- Icons for organic certification and PDO (Protected Designation of Origin) prominently displayed to assure quality and authenticity.

Back Label

1. Detailed Product Information:

- Information about the production process, health benefits, and suggested uses. For example:

- "Our olive oil is cold-pressed from the finest olives, ensuring a rich, robust flavor. Ideal for drizzling over salads, dipping bread, or enhancing your favorite dishes."

2. Nutritional Information:

- A clear and concise nutritional facts panel.

3. QR Code:

- A QR code that consumers can scan to learn more about the product, watch a video about the production process, or access recipes.

4. Contact Information:

- Company contact details, including a website and social media handles, encouraging consumers to connect and engage with the brand.

5. Sustainability Message:

- A brief note about the brand's commitment to sustainability and eco-friendly practices.

This design combines traditional elements with modern touches, creating a label that is both visually appealing and informative. It reflects the rich heritage of Joun's olive oil while appealing to contemporary consumers.

Creating A Visual Identity for Joun Olive Oil

Creating a visual identity for Joun olive oil involves several key elements to ensure your brand stands out and resonates with your target audience. Here's a comprehensive guide to help you develop a strong and memorable visual identity:

1. Logo Design

- **Concept:** The logo should reflect the heritage and quality of Joun olive oil. Consider incorporating elements like olive branches, leaves, or a traditional olive press.

- **Style:** Aim for a rustic and traditional look, with a weathered and aged feel to emphasize authenticity and heritage.

- **Typography:** Use fonts that are easy to read and align with your brand's personality. A mix of modern and traditional fonts can convey both quality and heritage.

2. Color Palette

- **Primary Colors:** Earthy tones like green, brown, and gold to evoke nature, health, and quality.

- **Accent Colors:** Use complementary colors to highlight key elements and create visual interest.

3. Packaging Design

- **Materials:** Use eco-friendly packaging materials to appeal to environmentally conscious consumers.

- Label Design: Create labels that are visually appealing and informative. Include details about the origin, production process, and benefits of your olive oil.
- Tactile Elements: Consider adding tactile elements like embossed labels or textured bottles to enhance the sensory experience.

4. Brand Story

- Heritage and Tradition: Highlight the rich history of olive oil production in Joun. Share stories about the local farmers and the traditional methods used.
- Quality and Authenticity: Emphasize the high quality and authenticity of your olive oil, explaining what sets it apart from competitors.

5. Visual Elements

- Imagery: Use high-quality images of olive groves, the production process, and the local landscape to create a strong visual connection with your audience.
- Graphics: Incorporate traditional patterns and motifs that reflect the cultural heritage of Joun.

6. Online Presence

- Website: Develop a professional, user-friendly website that tells your brand story, showcases your products, and offers an online store.
- Social Media: Use platforms like Instagram, Facebook, and TikTok to share engaging content, including behind-the-scenes looks at production, recipes, and customer testimonials.

Strategic Marketing Plan to Develop and Promote Joun Olive Oil

Here's a strategic marketing plan to develop and promote Joun olive oil:

1. Market Research and Analysis

- Target Market: Identify and segment your target market. Potential segments include health-conscious consumers, gourmet food enthusiasts, and environmentally conscious buyers.

- Competitive Analysis: Study competitors in the olive oil market to understand their strengths and weaknesses. This will help you identify opportunities and threats.

2. Product Development

- Product Range: Develop a range of olive oil products such as extra virgin, flavored oils, and premium blends.

- Quality Assurance: Ensure high-quality standards in production. Highlight the nutritional benefits and superior quality of Joun olive oil.

3. Branding and Packaging

- Brand Identity: Create a strong brand identity that reflects the heritage and quality of Joun olive oil. Use rustic and traditional elements in your branding to emphasize authenticity.

- Packaging Design: Design attractive and eco-friendly packaging that stands out on shelves and appeals to your target market.

4. Marketing Strategy

- Digital Marketing: Utilize social media platforms like Instagram, Facebook, and TikTok to share engaging content about Joun olive oil. Use SEO and content marketing to drive traffic to your website.

- Influencer Collaborations: Partner with food bloggers and chefs to promote your products and reach a wider audience.

- Local Events: Participate in local farmers' markets, food festivals, and community events to engage directly with customers and offer samples.

5. Sales and Distribution

- E-commerce: Set up an online store on your website and list your products on popular e-commerce platforms like Amazon and Etsy.

- Retail Partnerships: Collaborate with local health food stores, gourmet shops, and supermarkets to stock your products.
- Export Opportunities: Explore opportunities to export Joun olive oil to international markets, especially in regions with high demand for premium olive oil.

6. Community Engagement

- Educational Workshops: Host workshops and events to educate the community about the benefits of olive oil and how to use it in cooking.
- Collaborations: Partner with local schools, artists, and businesses to promote Joun olive oil and support community initiatives.

7. Sustainability and Social Responsibility

- Sustainable Practices: Implement sustainable farming and production practices to minimize environmental impact.
- Community Support: Support local farmers and contribute to community development projects.

8. Monitoring and Evaluation

- KPIs: Establish key performance indicators (KPIs) to measure the success of your strategy, such as sales growth, market share, and customer satisfaction.
- Feedback: Regularly gather feedback from customers and stakeholders to make necessary adjustments and improvements.

By following this strategic plan, you can effectively develop and promote Joun olive oil, creating a strong brand presence and driving growth.

Summary

Few things are more Lebanese than olive oil. Homer called it “the golden liquid,” and Hippocrates, the famous doctor of ancient Greece, gave olive oil to his patients. Today, olive oil is still a large part of Lebanese daily life, is one of Lebanon’s largest exports, and is always a part of a traditional home meal in Lebanese villages.

Summary of Benefits of Olive Oil

Olive Oil is ideal for roasting, frying, baking, or sautéing, and it's famous for its antioxidants and healthy fats. It has been studied for its many health benefits:

Extra virgin olive oil also is less processed than other oils and contains both Vitamin E and Vitamin K. Vitamin E is an antioxidant and Vitamin K is healthy for the bones, the blood, and the heart.



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