



ssnup

Smallholder Sustainability
Upscaling Programme

IMPROVING MARKET OPPORTUNITIES FOR WOMEN SMALLHOLDER PRODUCERS IN LEBANON BY EXPANDING THE SALES NETWORK



Africa



Latin America



Asia



Financial services delivery



Capacity building for end beneficiaries



Market access and product development



Management systems improvement

CONTEXT

Lebanon is facing a multidimensional crisis (economic, political, health and migration-related) which is particularly affecting rural areas dependent on agriculture. The conflicts of 2024–2025, and the new war in 2026, have exacerbated these vulnerabilities, causing losses of over 700 million USD in the agricultural and agri-food sectors, affecting crops, livestock, infrastructure and 1.7 million people. Against this backdrop, agriculture remains both a vital pillar and a driver of recovery, although it is hampered by underinvestment from the public sector, fragmented land ownership, limited access to finance, the disruption of sales channels and the effects of climate change. Cooperatives, whilst essential, lack resources, recognition and organisational structure.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Fair Trade Tourism Lebanon (FTTL) is a development company established in 2011 that sells processed products made from local production such as sesame, aubergine and chickpeas. Its mission is to promote a social and solidarity-based economy in Lebanon by supporting small-scale producers, cooperatives and local agri-food SMEs, and by opening up opportunities for them in international markets. FTTL and its ecosystem (women's cooperatives, producer suppliers, etc.) have managed to survive in a very challenging environment. Despite its resilience, FTTL faces a problem of scale. Current sales, driven mainly by long-standing fair-trade buyers, are not sufficient to cover operating costs whilst ensuring suppliers receive a fair wage.

OBJECTIVE OF THE PROJECT

The aim of the project is to improve the internal organisation of FTTL's operations and to generate an increase in turnover through access to untapped markets.

The expected results of the project are:

- Adapt sales strategy of the organisation to enter new market.
- Establish a sustainable structure for the marketing and operations function to ensuring the long-term viability of the sales function within the organisation.
- Develop strategic partnerships with 5 new major clients.

PRIORITY TOPICS

Environment and climate change



Food security and improved nutrition



Gender equality



Fair agrifood systems



IMPACT INVESTOR

Sidi

Solidarité Internationale
pour le Développement
et l'Investissement

BENEFICIARY ORGANISATION

FTTL (agri-SME) – Lebanon

TARGET

120 smallholder farmers

AGRICULTURAL VALUE CHAIN
Multiple

STARTING DATE

May 2026

DURATION

9 months

TOTAL TA BUDGET

€29,000
Including €24,500 (84%)
contribution from SSNUP



SSNUP c/o ADA asbl | 39, rue Glesener | L-1631 Luxembourg
T. +352 45 68 68 | www.ssnup.org | ssnup@adaimpact.lu