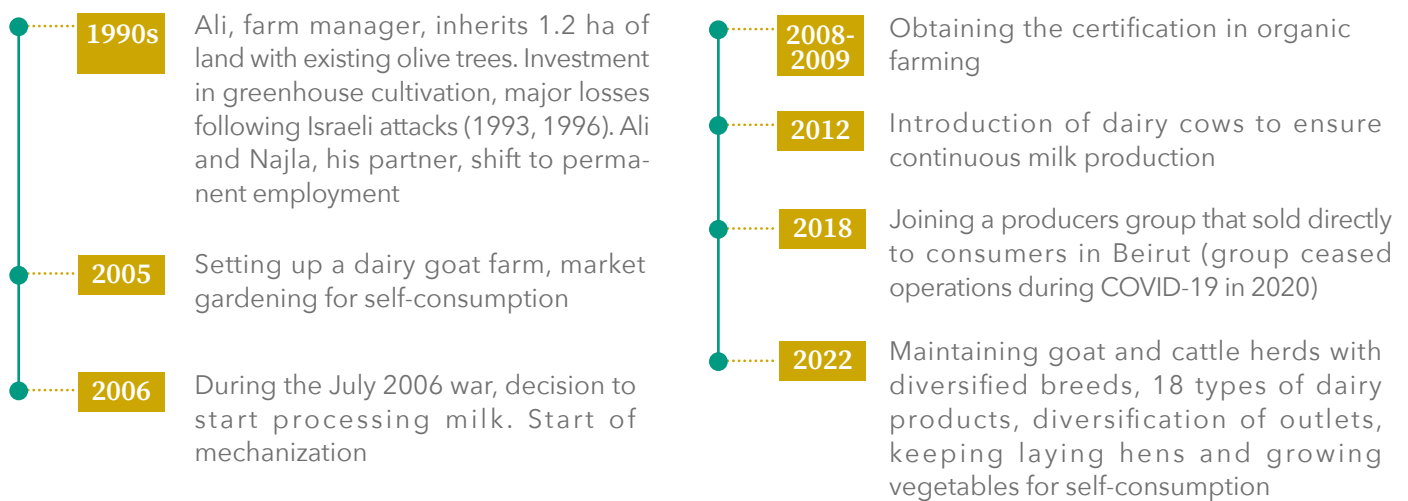


“Zad El Kheir” Farm

Lebanon, Nabatiyeh, Maifadoun | 1.2 Ha | Mixed crop-livestock

Data: 2022

Timeline



Goals

- Maintain the quality of current dairy products and develop new ones.
- Improve marketing strategies.
- Establish a healthy production system, free from pesticides and harmful substances

General Information

Legal status:
No status

Owner:
Ali - lives with his family on the farm

Team:

- 1 Farm and processing manager: Ali (owner)
- 1 Marketing and product development manager: Najla (Ali's wife)
- 2 Assistants (poultry, market gardening): Saad, Jad (sons of Ali and Najla)
- 3 Permanent workers
- 1 Seasonal worker

Link with SOILS:
SOILS met Zad El Kheir via the farmers' group “Meet the Producers” and wanted to learn more about their livestock farming practices



Strengths



- ✓ Cattle farming ensures continuous milk production.
- ✓ The climate is ideal for livestock farming and growing crops
- ✓ Neighbors are not disturbed by the farm's presence
- ✓ Labor efficiency makes work easier and faster
- ✓ High-quality dairy products, valued by customers

Constraints



- ✗ Hard, long work with little rest
- ✗ Drought issues due to the semi-arid climate in the region where the farm is located
- ✗ Rising production and processing costs due to currency devaluation

Production and Marketing

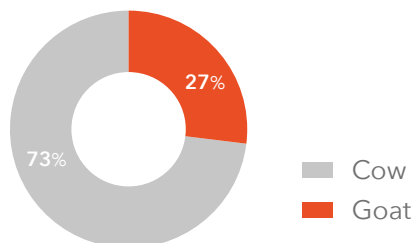
Animal production in 2022



Milk

Processing

18 dairy products (key products: kefir, butter, ghee, mozzarella, yogurt, labneh)



Marketing of animal production in 2022

Wholesale



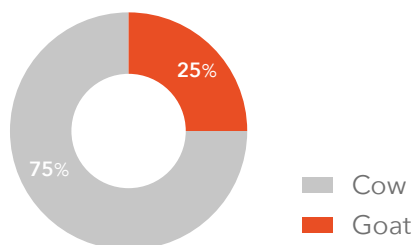
Direct sales



Self-consumption



Meat



Self-consumption



Sales (whole calves)



Total quantity of animal production

18 tons of milk
400 kg of meat



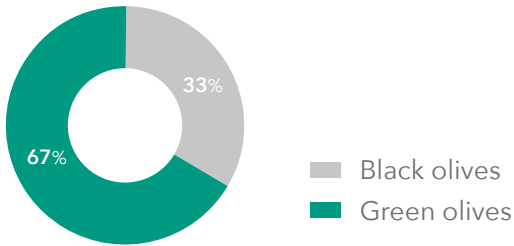
Quantity sold

~ 13 tons of processed milk
~ 300 kg of meat (whole calves)

Plant production in 2022



Olives



Marketing of plant production in 2022

Self-consumption



Direct sales



Field crops

Leguminous crops (alfalfa, vetch)
Cereals (wheat, barley, oat, corn)

Animal feed



Reused for seed



Self-consumption (wheat)



Sales



Total quantity of plant production

~500 kg of olives ~12 tons of cereals and leguminous crops

Profit and loss account

Income



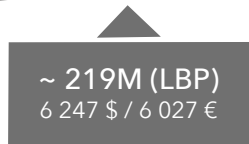
Animal and plant production (sales and self-consumption)

Direct costs



- Water
- Fuel
- Fodder - self-produced and purchased
- Veterinary services
- Casual labor

Gross margin



1\$=35 000 LBP
2022 average



Agricultural Practices

Animal production

- Livestock: 35 goats (mainly Saanen, including 14 for milking), 14 cattle (Jersey, Simmental, mixed, including 4 for milking), poultry (40, mixed)
- Facilities: 2 buildings for ruminants, 1 chicken coop, 1 processing workshop for dairy products
- Animal feed: soy-free, 60% grown on site (5 cereal species, 2 legume species), pasture
- Composting of manure
- Rainwater catchment system (400m³ tank)

Plant production

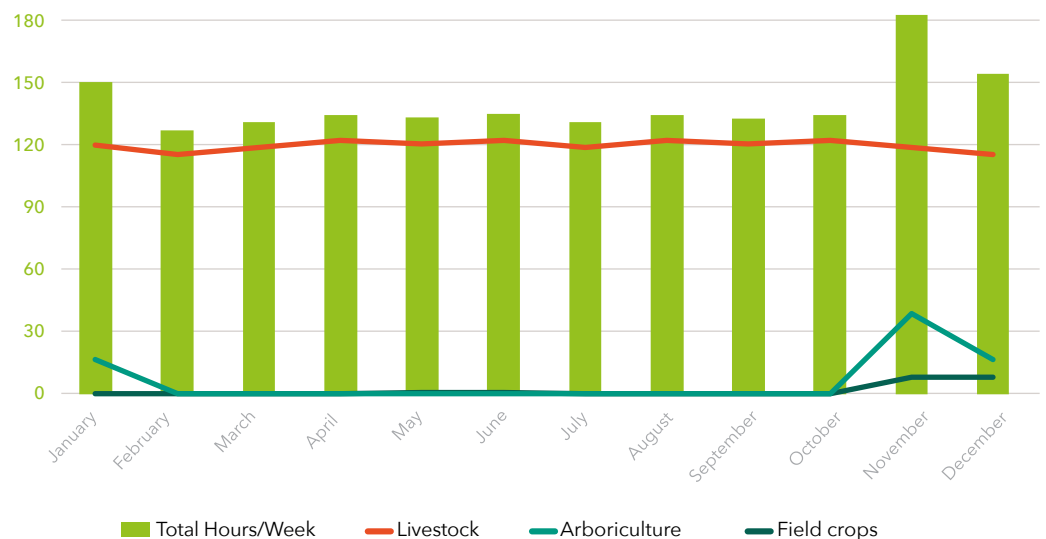
- No pesticide spraying
- Surface plowing
- Use of manure produced on site (fresh or composted)
- Sowing green manures

Organization of Work



- Family members work without pay: 1 full time, 3 part-time
- 3 workers paid monthly
- 1 worker paid daily

Average number of hours accumulated per week



Relationships and Networks



Territorial anchoring

Participation in local agricultural professional networks, sharing of knowledge with local producers



Commercial relations

Good relations with customers and suppliers, diversification of outlets locally and in Beirut



Collaborative work

The farm is almost isolated, no sharing of resources with the neighborhood, occasional hosting of visitors/volunteers

Future Plans



- Develop new products
- Enhance brand image
- Host visitors (students, interns, other producers)