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International
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中国供销合作社
CHINA CO-OP

**ICA-AP / ANGKASA / ACFSMC Workshop on -
“Cooperative to Cooperative Trade – Enhancing
Business Opportunities in Top 5
Cooperative Products”**

DORSETT GRAND SUBANG HOTEL

27th – 30 March 2016

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ICA

PRESENTATION PAPERS

MR. BIMAL KUMAR MISHRA

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INDIA




MR. BIMAL KUMAR MISHRA



C2C Workshop

(Trade Potential of FISHCOPFED)

B.K. Mishra
Managing Director
National Federation of Fishers Cooperatives Ltd. (FISHCOPFED)
New Delhi (INDIA)



NATIONAL FEDERATION OF FISHERS COOPERATIVES


Genesis & Evolution:
National Federation of Fishers Cooperatives Ltd. – (popularly known as FISHCOPFED) is an Apex level Fisheries Cooperative Federation in India which represents all fishermen and fisheries cooperative organizations/ societies in the country.

It is the global spokesman of Indian Fisheries Cooperative Movement.

Objectives: To promote and develop the fishery cooperative movement in India, to educate, guide and assist fishers in their efforts to build up and expand the fishery cooperative sector and serve as an exponent of cooperative opinion in accordance with cooperative principles.

It was established in 1980 as All India Federation of Fishermen Cooperatives and was rechristened as National Federation of Fishermen's Cooperatives Ltd. in 1981.

It is registered under the Multi-State Cooperative Societies Act 1984.



OBJECTIVES

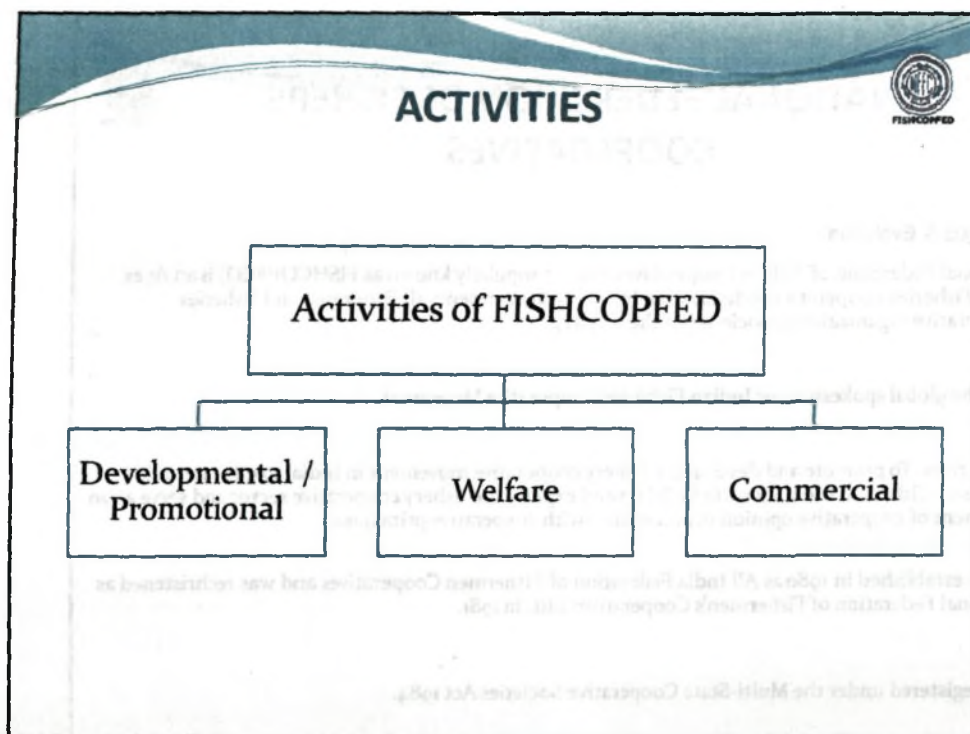
The objectives of FISHCOPFED are far reaching and comprehensive.

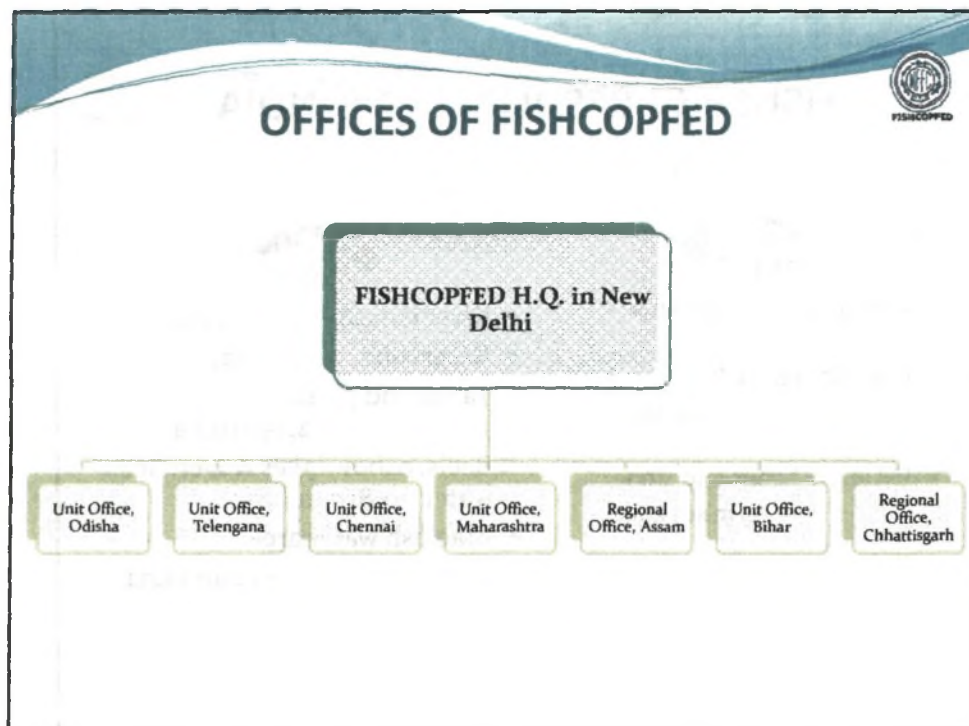
Its motto is to:

“facilitate, coordinate and promote fishing industry in the country through cooperatives

and for this purpose

to undertake, organize and develop production, processing, storage and marketing of fish and fish products and to manufacture and distribute machinery, implements and other inputs required by the fishing industry.






INTERNATIONAL RELATIONS

- FISHCOPFED is a member of:
 - International Cooperative Alliance (ICA)
 - International Cooperative Fisheries Organisation (ICFO)
 - Network for the Development of Agricultural Cooperatives in Asia & Pacific (NEDAC)

The first photograph shows a group of people sitting around a table in a meeting. The second photograph shows three people standing in front of a banner for 'The 3rd KNFC International Fisheries Symposium'.

Export of Other Fishery Products



Fish Medicine-CEX (To improve the quality of inland water and fish)

Outlets Also Available (An instrument installed on the vessel, boat to take water in the lake of inland fishery)


• Thank you ...

Boying House agent


FISHOPFB also acts as buying house agent for foreign buyers and can assist in various fish products including quality inspection, documentation, etc. for foreign buyers.

FISHOPFB is also the agent for fish from Bangladesh and fish feed.

We have various services related to fisheries and inland water.



Export of Other Services



We have specialized training and technical assistance cover in various areas of fishery. You can obtain services in foreign agencies which can help you in such services.

We can also give training extension services to any foreign delegate on related to any fishery field.



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IRAN



MR. ZAKARIA MOTEVALLI



STATUS OF SOME MAIN AGRICULTURAL PRODUCTS IN IRAN



APPRECIATION

First of all let me appreciate ICA and ICA-ROAP secretariat for inviting me and providing this opportunity to explain briefly about Iranian main products.

Thank you!

ICC AT A GLANCE

- Iran Central Chamber of Cooperatives as the highest level non-governmental people-based organization of the cooperative movement in Iran will give all its efforts for an overwhelming qualitative and quantitative development of the cooperative sector activities in different fields and especially will contribute fulfillment of increasing the cooperative sector's shares in the national economy up to 25%.
- To be present in all macro-economic decision making and decision taking processes of the country, pursuing the legal claims of the cooperative sector and stabilizing the situation of this people-based organization, by virtue of the current laws of the country ICC is a member of high councils and assemblies, to which some of them are mentioned:

IRANIAN COOPERATIVE MOVEMENT & ICC

- By virtue of the Principles 43 and 44 of the Iranian Constitution, Iranian national economy is based on three sectors: governmental, cooperative and private.
- Cooperative sector of the Iranian national economy was established aiming at balancing the economic activities and governmental economy, preventing capital centralization in the hand of some certain people, promoting public participation and ownership, creating a dynamic society in which talented and capable people can pool their capabilities, properties and capitals and take loans from the government- based on the paragraph 2 of the Principle 43 of the Constitution the government is obliged to support financially and grant loans to the entrepreneur cooperative enterprises who take action to establish SMEs.
- Member cooperatives of ICC are active in different sectors such as housing, consumer, agriculture, transportation, industries, mining handicrafts, etc. Cooperative sector consists of 180000 cooperatives which are under the umbrella of provincial chambers of cooperatives and finally of Iran Chamber of Cooperative (ICC) and provincial chambers.



IOC'S VISION TOWARDS 2020

- Like other ICA member cooperative organizations in the world, Iran Central Chamber of Cooperatives also has a plan for the future of cooperative movement in Iran to upgrade, promote and empower this sector.
- The strategy of ICC and generally cooperative movement of Iran led by ICC as the apex non-Governmental cooperative organization of Iran, towards 2020 is based on 4 items which should be fulfilled:
- In 2020, young leaders will manage future Iranian cooperatives
- Cooperative leaders in 2020 will be of educated and experts of new sciences
- Cooperative will benefit from participation of both men and women cooperators
- The work basis of cooperative will be on IT, modern technologies, e-commerce and e-business
- In 2020, Iranian cooperative will be more careful about environmental issues

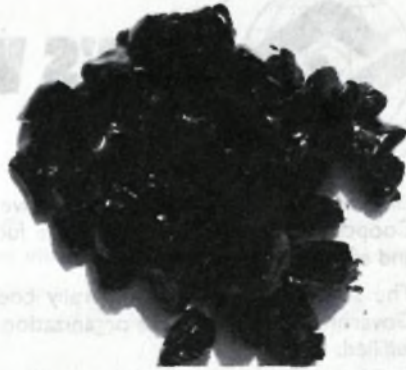
PETROLEUM PRODUCTS

- Petroleum products are widely used materials derived from crude oil (petroleum) as it is processed in oil refineries. The majority of petroleum products is used for producing energy.
- For example, Mazut, gasoline, are products are used as energy. The main by-products of crude oil are as followed:
- Diesel
- Mazuts
- Gasoline
- Kerosene
- LPG
- Paraffin
- Bitumen



WHAT IS BITUMEN?

- Bitumen is a sticky, black and highly viscous liquid or semi-solid form of petroleum which is used for waterproofing and road construction. There are different types of bitumen, and each type is for a certain usage. Bitumen is an oil-deprived product and is often produced in refineries.



TYPES OF BITUMEN

- The extracted bitumen from petroleum or special ores is called pure bitumen which is categorized according to the origin of the bitumen.
- In order for the pure bitumen gain the required characteristics for different usages, subject to other process as below:
 - Air blowing bitumen
 - Liquid bitumen
 - Emulsion bitumen
 - Polymerized bitumen and etc.
- Bitumen is used in asphalt concrete pavement of the roads, highways, airport runways, streets, insulation of buildings.

BITUMEN PRODUCTION AMOUNT IN IRAN

- At the present time, with annually 5 million tons of bitumen production, Iran is the second bitumen exporter of bitumen in Asia and first in Middle East and fourth in the world.
- **Bitumen Export amount in Iran**
- Exporting half of bitumen production, Iran is the 4th largest exporter in the world.
- **Statistical comparison about bitumen in the world**
- There are about 100 tons bitumen produces in the world. According to below chart, based on latest statistics provided by FactFish international institution, in 2013, among 20 largest asphalt bitumen producing countries of the world, Iran ranks 7th.



Below is the ranking of the first 20 asphalt bitumen producing countries in 2013:

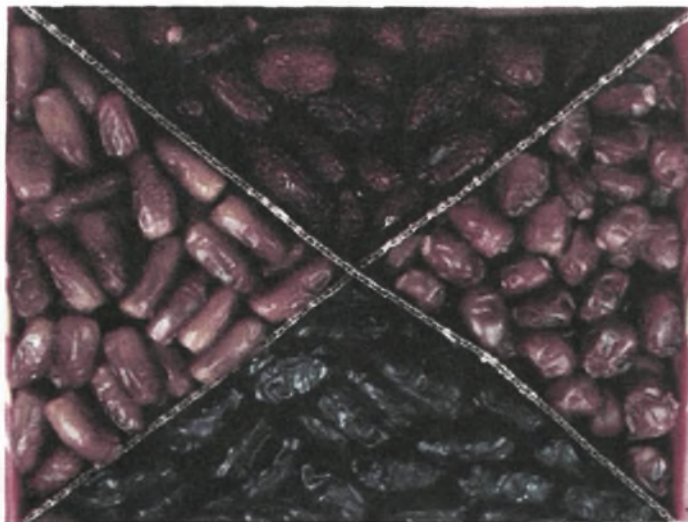
N	Name of Country	Amount (Million Tons)
1	USA	22.971
2	China	19.639
3	Russia	4.778
4	Canada	4.470
5	Japan	4.369
6	Italy	4.114
7	Iran	3.816
8	South Korea	3.660
9	Germany	3.402
10	Brazil	2.767
11	India	2.632
12	Spain	2.617
13	Turkey	2.496
14	France	2.461
15	KSA	2.082
16	Singapore	1.883
17	Poland	1.567
18	Mexico	1.486
19	Belgium	1.294
20	England	1.276

AND....

- Annual demand of bitumen in the world is about 120 Million tons. Due to the production, demand and supply conditions price of bitumen is variable.
- Iranian bitumen is high quality and low price in comparison to bitumen produced by other countries, even Persian Gulf countries (Bahrain bitumen price).



Dates



ABOUT DATES

Dates are the fruits grow on the palm tree with a rich nutritional value. Due to high sugar (70%), in addition to oral administration, dates are used in industries. Dates are of the important agricultural products in Iran, and because of the special type and amount has a good situation in the world.



- According to the statistics provided by FAO, in 2012, about 7.5 million tons dates from 1.1 million of hectares in the world (6834 kg/hectare) were produced.
- Egypt with highest amount of dates production and Algeria with highest cultivation area are top countries in the world
- Iran ranks 2nd in production and 3rd in cultivation area in the world.
- Average dates production tonnage of Iran equals to world.
- According to FAO, in 2011, world trades of dates amount is 1.4 million tons. India, with 38% of total world imports of dates ranks first among date importer countries.
- Iraq, Pakistan, Iran, Tunisia, KSA, Egypt and Algeria are main dates exporter countries.
- Dates cultivation area including scattered trees in 2010 is about 267000 hectares, of which 1054000 tons dates produced.
- About one third of dates of Iran is produced in Kerman province.
- Annually 120000 tons dates produced in Iran is exported and remaining is used domestically.
- Mazafati dates is the most exported Iranian dates



Dates Import in the world and main importer countries in 2000 and 2011

2011				2000				Country
Share from world export %	Average Price Import (Ton/\$)	Value (thous \$)	weight (thous)	Share from world export %	Average Price import (Ton/\$)	Value (thous \$)	weight (thous)	
31	8793	542	559	35	4320	300	1700	Guatemala
28	3384	4323	2424	47	1394	4251	2300	France
17.8	5479	14713	2522	30	257	4184	14374	India
3	1221	3345	2742	36	32	336	1245	Switzerland
24	2182	343	1225	22	87	126	1706	Malaysia
49	3384	7328	3743	11	1124	338	543	Sierra Leone
28	1227	230	1827	17	34.3	81	832	Spain
10	301	330	1335	19	1394	272	2642	Poland
29	1308	2788	1814	18	1782	154	854	Brazil
01	1495	140	180	34	3822	632	1243	Italy
23	894	148	1046	11	1384	127	834	Turkey
07	1206	327	486	37	1795	733	4400	Germany
24	2522	3692	1385	21	1987	1099	1303	UK
22	1458	2385	2038	23	1261	474	467	USA
45	424	1471	3354	23	486	124	1267	China
100	1292	7028	2775	100	524	20840	10237	World
7.9	14.9	2.7		Annual Average Growth Rate				

تحليل بازار خرما در جهان و ايران

جدول 9- صادرات خرما در جهان و کشورهای عمده صادر کننده در سالهای 2000 و 2011

2011				2000				Country
Share in world export (%)	Average Export Price (Ton/\$)	Production (Ton/Hectare)	Cultivation (1000 Hectare)	Share in world export (%)	Average Export Price (Ton/\$)	Production (Ton/Hectare)	Cultivation (1000 Hectare)	
4	901.6	25374	26143	2	1367.7	14748	10783	Spain
3.3	1185.7	28211	23792	0.5	662	1767	2669	Egypt
15.8	1430.4	181251	112030	19.9	239.6	25845	107847	Iran
19.5	328.4	48361	138437	5.5	200	6000	30000	Iran
1.6	2522	33083	11322	1.8	1957.8	18748	9576	France
1.6	995.3	64081	113368	14.5	377.4	29688	78661	Poland
11	1109.2	86238	77795	5.2	649.5	18320	26248	USA
12.2	2433	21461	88910	4.1	1721.9	39990	22411	Turkey
7.2	605.3	31001	51214	4.1	270.2	60000	222300	Germany
100	1270	902201	710394	100	464.7	251922	542073	World
9.6	12.3	2.5		Annual Average Growth				

Source: FAO Official Website

Table4: Dates cultivation area and production during 2001-2012

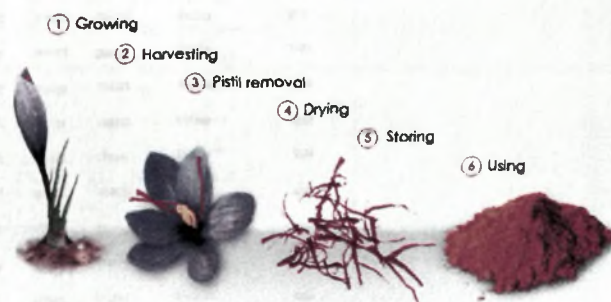
Production Kg/hectares	Production (Ton)	Cultivation area (hectares)			Year
		Flower	Fertile	sapling	
4774	874985	215456	163289	35189	2002
4778	876816	221596	163678	37628	2002
5047	964683	229962	191145	38817	2003
5078	909626	222987	194979	38606	2004
5037	996776	226881	199072	39789	2005
4822	988823	244860	205090	39790	2006
5034	1053666	253836	209332	44604	2007
4893	961574	244430	204075	39654	2008
4477	983661	262816	219762	42634	2009
4480	1006665	287216	224718	42258	2010
4451	1029988	272103	231425	40678	2011
4686	1053671	266877	228714	38182	2012
-	1.7	1.6	2	0.7	Average growth

Source: Ministry of Agriculture of Iran

Saffron



- Saffron is a small, perennial with 10-30 cm height plant. Saffron petals are colorful. The usable part of saffron is the trifid tail end style and stigma which is so-called saffron which is aromatic and slightly bitter taste.
- Regions in Iran which saffron is cultivated
- Saffron in Iran is cultivated in Khorasan (Ghaenat, Birjand and Gonabad), Yazd, Kerman, Guilan, and Mazandaran provinces.



ANNUAL SAFFRON PRODUCTION IN IRAN

- Annually 230 tons saffron production, places Iran on the top of the list of saffron producers and exporter countries of the world. At present, over 35 countries are main continuous buyers of saffron.
- Pakistan, China, Spain, Emirates, India, South Africa, Taiwan, Singapore and Malaysia are among the main buyers of Iranian saffron.
- Saffron price ranges from \$2000 and higher, but Spain saffron price, which is Iranian saffron and some additives, ranges from \$4000- \$5000.

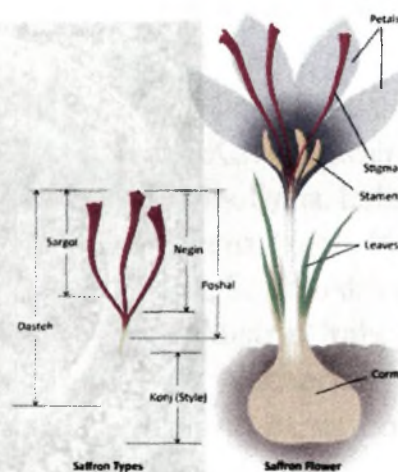


SAFFRON PRODUCTION VOLUME IN THE WORLD

- Annually about 250 tons saffron produces in the world, of which 230 tons is produced in Iran. With over 90% annual production of saffron in the world, Iran ranks first in the world both in quantity and quality.
- 200 tons of saffron produces by Iran is exported to other countries including Spain, Italy, Germany, France, Emirates, China and KSA and about 30 tons is used domestically.
- Torbat Heidariyeh and Mahvelat are two cities in Khorasan province, with more than 75 tons saffron production rank first in Iran both in quantity and quality

EXPORT VOLUME OF DIFFERENT TYPES OF SAFFRON

- About 60% of the Iranian saffron is Sargol saffron, 30% is Negin saffron and 10% is Poushal saffron.



Handicrafts



Handicraft is a set of arts and crafts to produce some products generally with local raw materials by hand and hand tools. Artistic taste can be seen in all handicrafts products and this is the main distinction feature of handicrafts with same machine made products.



IRANIAN HANDICRAFTS CLASSIFICATION

- Traditional designing and miniature
- Metal arts
- Sewing and knitwear
- Pottery and ceramics
- Wood arts
- Stone and engraving arts
- Scaffold Tissues
- Dying and traditional printing
- Mat weaving
- Traditional textile
- Book binding
- Leather products
- Glass works



EXPORT 

Nowadays, Iranian handicrafts are exported to KSA, Kuwait, Emirates, Qatar, Yemen, Turkey, Syria, Lebanon, Malaysia, South Korea, Japan, Morocco, Egypt, Libya, Kenya, South Africa, Germany, France, Austria, Italy, Denmark, Sweden, Netherlands, Canada, and USA and other countries.



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IRAN



MR. AHMAD BALAN



Central Union of Rural and Agricultural Cooperatives of Iran
(CURACI)

ICA-AP, ANGKASA and ACFSMC joint workshop on “Cooperative to Cooperative Trade – Enhancing Business Opportunities in Top 5 Cooperative Products”,

Kuala Lumpur, March 27 to 30, 2016



Central Union of Rural and Agricultural Cooperatives of Iran
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Foreword:

I. R. of Iran deserves 1,648,000 km² area of which, 14.5 m. ha lies under forests, 84.5 m. ha. goes to rangelands, 32.5 m. ha covered by deserts and 2.5 m. ha extends as bush. They totally account for 83 m. ha over the entire area of the country. There seen 9 different climatic zones in Iran and hence, seems an authentic environment for growing varying staples for domestic as well as export demands.

The wide range of temperature fluctuation in different parts of the country and the multiplicity of climatic zones make it possible to cultivate a diverse variety of crops, including cereals (wheat, barley, rice, and maize (corn)), fruits (dates, figs, pomegranates, melons, and grapes), vegetables, cotton, sugar beets, sugarcane and pistachios (World's largest producer with 40% of the world's output, nuts, olives, spices e.g. saffron (World's largest producer with 81% of the world's total output), raisin (world's third largest producer & second largest exporter), tea, tobacco, Barberries (world's largest producer) and medicinal herbs. More than 2,000 plant species are grown in Iran but only 100 of which are being used in pharmaceutical industries. The land covered by Iran's natural flora is four times that of Europe.

Wheat, rice, and barley are the country's major crops. The Iranian grain sector is highly regulated. Producers receive subsidized access to input costs such as fertilizer and pesticides, as well as a guaranteed support price for their crops.

Iranian agriculture enjoys 4 distinct seasons and in fact, deserves 4 specific levels of comparative advantage, all in favor of sustainable development of national macro and micro economy.

Iran has also secured 1st to 10th global ranks for producing over 25 quality crops but yet faces severe challenging stagnations in export markets.

Iranian delegation composed of stakeholders of the CORC and CURACI, while welcoming the Workshop scopes, enforces all its efforts to introduce reputed commodities, bearing Comparative Advantage, to the panel. The idea mainly focuses on few Dried Nuts / Fruits with promising records in export markets including Pistachios, Saffron, Dates,

Raisin and Caviar followed by other items having good position and revenue in foreign trade.

Comparative Advantages in agro-products

A glance at non-oil export commodities over the past 4 decades shows 40% shares of agriculture sector which relates to comparative advantage of its performance and the value chain created at economic scale.

List of production and exporting capacities of selected commodities

quoted by the Ministry of Agriculture

Product	Production quantity (Ton)	Export capacity (Ton)
Citrus fruits	4,400,000	600,000
Kiwi fruits	300,000	150,000
Apples	3,700,000	450,000
Dates	1,050,000	300,000
Figs	73,000	16,000
Grapes	2,650,000	300,000
Raisin	155,000	130,000
Medicinal plants	125,000	10,000
Pistachios	200,000	180,000
Pomegranate	700,000	150,000
Almond	120,000	15,000
Saffron	200	150
Apricot	340,000	15,000
Cherry	220,000	56,000
Peaches	750,000	160,000

Exportable products in Iran

Many products including Pistachios, Saffron, Dates, Dried-nuts, Citrus Fruits, Kiwifruits, Pomegranate, etc. are amid commodities which have

secured premium ranks in the export markets and scored a mean share of say 15% at global scale.



Dried nuts pose a cultural symbol in Iran and inspire unique perception in traditional ceremonies as " Nowrooz" and "Yalda"



Iranian dried nuts occupy a reputable position among exportable commodities

Based on an appraisal recently published by FAO, the comparative commodities which are being produced in Iran can meet all requirements demanded by Persian Gulf countries. This premium blinks as a noble opportunity for Iranian policy-makers and practitioners to adopt due means and mechanisms as to tap existing potentials and respond the needs at regional and international markets.

The following is the Iranian products listed according to the largest global producer rankings:

<u>World Ranking</u>	<u>Commodity; (Source: FAO)</u>
1 st	<u>Pistachio, Berberis (Zereshk), Caviar, Saffron, Stone fruits, Berries</u>
2 nd	<u>Dates, Apricots</u>
3 rd	<u>Watermelons, Cherries, Cantaloupes & other melons, Apples, Figs, Gherkins</u>
4 th	<u>Sheep Stocks (Flocks), Fresh Fruits, Quinces, Wool, Almonds, Walnuts</u>
5 th	<u>Anise, Badian, Fennel, Corian, Chickpeas, Silk worm cocoons</u>
6 th	<u>Hazelnut, Buffalo milk, Tomatoes</u>
7 th	<u>Grapes, Onions, Sour cherries, Sheep milk, Kiwifruit</u>
8 th	<u>Spices, Peach, Nectarines, Tangerine, Mandarin orange, Clementines, Lemons & Limes, Oranges, Goat milk, Pumpkins, Squash & Gourds</u>
9 th	<u>Lentils</u>
10 th	<u>Persimmons, Tea, Natural honey</u>

- 11th Hempseed
- 12th Citrus fruits, Wheat, Plum and sloes
- 13th Melon-seeds, Hen eggs, Eggplants (Aubergines)
- 14th Sugar beet, Fresh vegetables, Barley, Potatoes
- 15th Safflower seed, Artichoke

Five Premium

Products

Being Supplied by

the Coop. Network

under CURACI

Leadership in Iran



History of date in Iran

According to the archaeological evidences, palm planting in Iran near the former Shoosh at the time of Ilami civilization, was prevalent for about 6000 years. At the time of Sassanid era, date palm was found abundantly in the southern areas of Iran.

The first date tree mentioned in Baluchistan called Gedrosie which was taken by Alexander corp to India in 327 BC, and used within the famine years which may caused the dates available in India.

In second century BC, Chinese emperor Wu-Ti dispatched a scientist of his court named Chiang-Kien to the western neighbor countries for collection of suitable plants whose report was referring to palm planting in Iran.

The ancient Ilamis (4th millennium BC) carved the image of palm on their "Seal and Signature" indicating the palm holiness and honor of that seal and as the symbol of peace and friendship.

During 7th century, Ghazan Khan, the Timurid king, agriculture was developed with all types of fruit trees and vegetables planted across the country so that all fruits used to be exported from Esfahan to India and Asia Minor and from Kerman to other countries.

"**Khorma**" is a genius Persian terminology which over the time, has influenced into other languages of East and Western countries. At present, dates are grown by top 10 countries including Egypt, Iran, Saudi Arabia, UAE, Pakistan, Algeria, Iraq, Sudan, Oman and Libya with a total output of say 7 m. tons per annum.



Types of dates

About 400 varieties of dates are cultivated in Iran, but only some of them, as mentioned below, pose market demands mainly due to their tastes and nutrition value:

Sayer Date :

This semi-dried date grows in the Khuzestan province. The coloring of this kind is dark brown and is purchased by many countries.



Piarom Date (piyarom):

This semi-dried grows in Hormozgan province. The coloring of this kind is dark brown and it has a unique taste. The skin of Piarom date is thin and bearing a kind of sugar which is acceptable for diabetic people.



Zahedi Dates

This dried date grows in Fars and Khuzestan provinces. The coloring of this variety is yellow. The Zahedi date is used for industrial purpose because of its high sugar content.



Kabkab Date:

This fresh date grows in Fars province whose color is black and its taste is very delicious.



Mazafati Date:

This fresh date grows in Kerman province with black color and its taste is very desirable.



Other kinds such as Rabbi and Shahani are also grown in dates prone locations of Iran.



Iranian dates have stabilized their competitive position in marketplace

Export of Iranian dates

Despite a long experience of being in trading business of dates in foreign markets, but however, Iran has witnessed certain fluctuations mainly due to poor management and failure of its processing industries. Dates are normally grown with no chemical fertilizer used and so, the fruits are purely organic, safe and nutritious. Besides, ***Iranian dates*** deserve comparative advantage with special taste and nutrition value and hence, are well known and widely demanded even by date-producing countries, e.g. Iraq, Pakistan, UAE, etc.



According to the past decade's statistics, Iran has produced around 1 m. tons of various dates for domestic use and exporting to target markets (almost 80 countries) starting from 120,000 tons in 2001 with a gradual increase up to 160,000 tons in 2014 leading to say, 250 m.usd exchange revenue.

Given the latest statistics and global dates export analysis, roughly 1 m. tons of various dates are being exported to consuming markets, of which Iran hits 160,000 tons share or say, 16% of total markets.

As elaborated earlier, Iranian dates have different prices in foreign markets depending their cultivars, ranging from less than a usd/kg for cheapest and topped by Piarom as 4-5 usd /kg.

Major countries imported Iranian dates during the last farming year

No.	Country	Weight	Price	Share of total%
		×1000 ton	× m. usd	
1	UAE	31	38	17.2
2	Pakistan	19	21	9.7
3	Turkey	16	21	9.5
4	Afghanistan	17	20	9.1
5	India	11	19	8.7
6	Iraq	8	14	6.3
7	Kazakhstan	11	12	5.7
8	Malaysia	4	9	4.2
9	Russia	5	8	3.7
10	Azerbaijan	4	7	3.4
11	Others	37	50	22.6
Total		162	219	100

Iranian Pistachios

Iranian Pistachios with few renowned varieties have for long been posing "*comparative advantage*" and growing demands in many regional and international markets.

This commodity is being produced in quite a few provinces namely Kerman, Yazd, Southern Khorasan and Semnan with least synthetic fertilizer application and hence, believed to be safe and nutritious at local and global scales.

There are quite a few pistachio varieties depend on cultivars bearing different taste and size, and so are supplied with varying prices in the markets. The latest statistics show an annual bulk of say 200,000 tons pistachios production a remarkable export to as many as 80 countries leading to 1.3 b. usd gain in 2014-15. The growing perspective anticipates a rather commending future for this widely-demanded commercial item in the years ahead.

I. R. Iran and the US have been competing in production and marketing scores over the past years substantially due to certain natural incidences and deficiencies in Iran, but the effort so far made, hopefully generates a blooming records to resume its market niche.



Many Iranian households rely on Pistachios farming

Major target markets for Iranian Pistachios and their share during last year

No.	Country	Weight	Price	Share of total%
		×1000 ton	×m. usd	
1	Hong Kong	65	521	32.1
2	UAE	19	193	12
3	Vietnam	21	163	10
4	Turkey	14	141	8.7
5	Germany	9	107	6.6
6	Kazakhstan	9	78	4.8
7	Iraq	7	70	4.3
8	India	6	67	4.1
9	Lebanon	3	36	2.2
10	Pakistan	4	30	1.8
11	Others	23	217	13.4
Total		180	1623	100



Pistachio fruit really inspires a "Blessing of God" form farm to table

Iranian Pistachios



Pistachio kernels play nutritious role in varying foodstuffs and confections



Pistachio trees

Pistachios grow on trees in grape-like clusters and are encased in an outer skin, or hull. When pistachios ripen, the hull turns rosy and the shell within splits naturally, indicating they are ready for harvest, usually in September.

Pistachio Grading varieties:

1. Round Pistachio

Fandugi



This is one of the main commercial type of pistachio .It is more famous & compatible with all pistachio producing areas. Its leaves are of compound type each having 3 leaflets .The end leaflet is usually larger than the rest .it flowers in middle period & it can be harvested between August 23 & September 1.

2. Jumbo Pistachio

Kalleghoochi



The large size of this hazelnut-shaped fruit & its nice performance has brought great fame & good name to it .This type of pistachio is sensitive to shortage of water & nutrients & its leaves are of compound type each having 5 leaflets. The end leaflet is usually larger than the rest .This type of pistachio flowers very soon & is therefore, most exposed to the risk of late cold of spring. This product may be harvested between September & for that it is classified among medium ripening types.

3. Long pistachio

Akbari



This is one of the commercial types of pistachio which has the highest economic value. Its fruits are Almond - shaped ,long & big .Some of its features are its high growth rate , compressed leaves ,wide surface of leaves ,plenty of fruits & late flowering . This type is harvested between September 11 & September 22.

4. Long Pistachio

Badami Pistachio





This type of pistachio is similar to almond, small & dagger-like. It has an opaque black color. Its birth place was in the old orchards of Zarand region in Kerman province. Most of its leaves consist of 5 leaflets. It flowers quickly & can be harvested between July 23 & August 6. This type is a quick ripening one.

5. Long Pistachio Ahmad Aghayee








The large size of this Almond-shaped fruit & its white bonny shell has brought great fame & good name to it. It leaves are of compound type each having 3 leaflets. It flowers in middle period, it can be harvested between August 23 & September 1. This type is a quick ripening one.

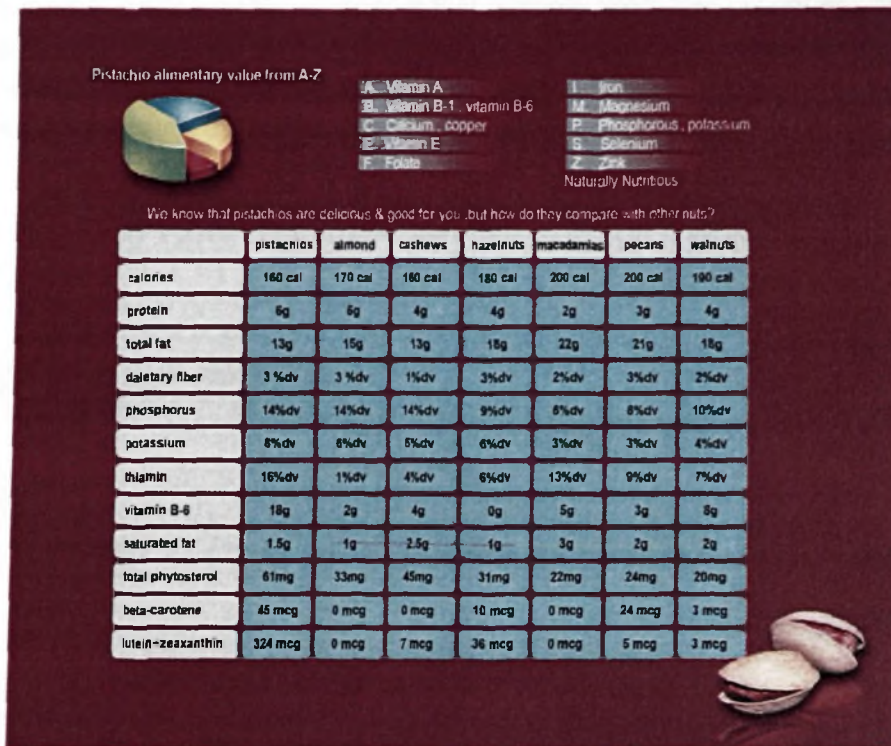
Pistachio Kernels



The most important pistachios of Khorasan Razavi (Iran) which is usual for export purpose are as follows:

				
Kalleh Ghouchi Pistachio (Jumbo)	Fandoghi Pistachio (Round)	Akbari Pistachio (Long)	Ahmad Aghaei Pistachio (Long)	Badami Pistachio (Long)
Size:	Size:	Size:	Size:	Size:
20-22 22-24	28-30 30-32	18-20 20-22	22-24 24-26	28-30 30-32
24-26	32-34	22-24	26-28	32-34

Comparison of different ingredients amid famous nuts (topped by Pistachio)



Pistachio poses wide usages as food, refreshment or even medicinal stuff

Iranian Raisins

Iran is the third largest exporter of raisin in the world by exporting more than 150,000 MT (27% global Consumption) of raisins worth around 250 million dollars annually. There are different varieties of Iranian Raisins; Sultana Raisins (superior quality, dark color), Sultana raisin (light color - Malayer), Golden raisins, Black raisins and Green raisins.

The advantage of Iranian raisins is principally due to their price, mineral value and different methods of processing, and that's the reason why Iranian Raisins are amongst the finest raisins demanded in the world.



Iranian raisins are supplied with varying prices ranging 2-3 usd/kg in foreign markets

Iranian raisins varieties are divided into Seeded, Unseeded, Green, rice raisins and Currants. Green raisins and rice raisins are obtained from seedless grapes and Currant is produced from variety of seeded grapes. These names are directly related to raisins preparation method as well as the kind of grapes used in raisins production. In Iran over 200 varieties of grapes have been identified and named in different languages and locations.

Iranian traders focus on exporting 5 major kinds of Raisins:

- Golden Angori Raisins
- Golden Kashmary Raisins
- Sultana Raisins
- Malayer Raisins
- Sun-Dried Raisins

GOLDEN ANGORI RAISINS

Golden Raisin is sun-processed raisin grown in the most parts of Iran, so they are golden amber in color with a naturally sweet and fruity flavor. Golden seedless raisins come from quality Thompson Seedless Raisins that are treated with sulphur dioxide to retain their golden color.

These sweet and chewy raisins are delicious snack on their own, but can also be added to trail mixes, baked goods and granolas for extra healthy snack.



KASHMARY RAISINS

Kashmary raisin is also known as long raisin and produced from local type Iranian raisins. This kind is famous for its special sweet and sour taste and its long length shape. Long raisin like golden raisins are processed under sulfur fumigation and shade

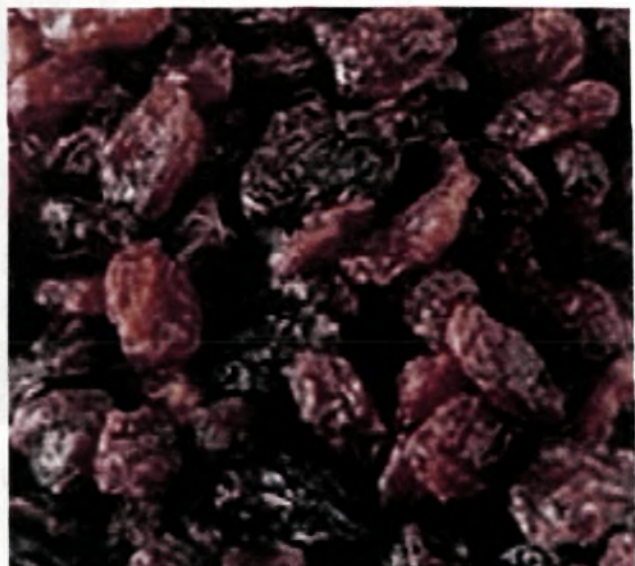


dried so they are pale green in color.

This type is popular for those who dislike the extreme sweet flavor of other raisins types. Like other types, Kashmar raisins are dried, coated with vegetable oil, stemmed, mechanically cleaned, laser and hand-sorted then undergo hygienic detection to meet legal and safety requirements and customers' specifications.

SULTANA RAISINS

Sultana is made of the best seedless grapes bearing desired quality which are washed and sorted twice in each process and then dipped in edible oil and left for drying. Iranian Sultana raisins are available in two color; light brown and dark brown and tend to be sweeter with delicate and unique flavor.



MALAYER RAISINS

This variety has pure fructose offering quick energy to the consumers. These fat-free Malayer raisins are excellent source of fibers and antioxidants. These are cultivated and harvested in a natural and hygienic way with no use of chemicals. They are extensively used in varying dishes and cuisines.

Features:

- Rich aroma
- High nutritional content
- Affordable prices
- Wide application in food items



SUN-DRIED RAISINS

They are directly dried under sun and no additives are added to them and the result is a dark color and sweet grains.



The history of raisin

Raisin was discovered accidentally many years before Christ. People ate

grapes but did not know if they were to dry the grape, it would become more useful and delicious. Historians claim that the Phoenicians and Armenians were the first nations to produce raisins. Phoenicians established grape fields in Spain and Greece that were prone for cultivating raisins and the Armenians created their farms in Iran, Turkey and Iraq. The Greeks and Romans had a high demand for raisins followed by other countries started to use raisins as well.

Botany of the grape

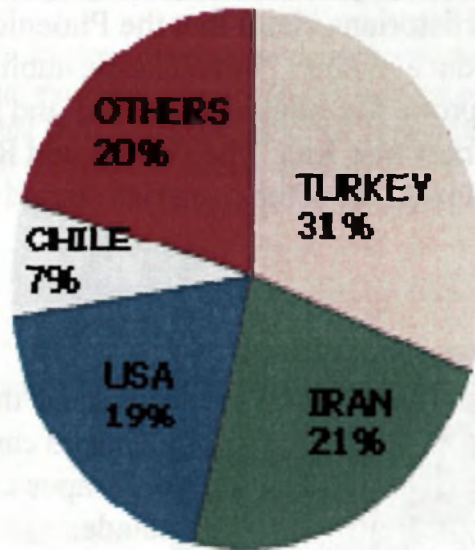
Grape is belongs to vitaceae family and has more than 800 varieties whose most common variety is known as vinifera. Grapes can have different colors, such as green, black, red, purple and yellow. Grapes can be eaten when fresh or processed into raisins, fruit juice and marmalade.

The nutritional value of raisins

100 grams of raisins contains about 300 calories and is composed of approximately 75% carbohydrates, 5.3% fiber, 2.8% protein, 0-4% fat and rich in potassium.

Trading trend

According to FAO statistics, Iran is renowned as one of the major exporters of raisins in recent years for abundant export to many countries. Based on official sources, Iran is annually exporting 130,000 tons of varying raisins against 300 m. usd revenue for its economy. The following diagram, based on FAO statistics, shows the five major raisin producing countries including Iran bearing world 2nd rank and their estimated percentage of production.



Iranian raisins are exported to many countries but UAE (18%), Russia (16%), Iraq (16%), Ukrain (8%), Turkey (7%), Pakistan (4%) and Germany (3%) are the major targets of this commodity.

SUN-DRYED RAISINS

Introduction of Saffron

Saffron cultivation in Iran dates back to 3000 years ago and due to its authentic taste, color and flavor, is used to be called as “Red Gold” and deserves many applications in foodstuff, chemical and industrial fields. Currently, over 93% of total world Saffron (200-300 tons per annum) is organically produced in Iranian provinces e.g. , Razavi, Southern and Northern Khorasans, Esfahan, Fars and Kerman.

There are thousands of Iranian farmers and their households receiving Saffron experience as precious heritage from their ancestors and hence, essentially rely on this business and its outcome. This feature plus comparative advantage of Saffron commits the government and private firms to facilitate processing task and commercial transaction with Saffron consumers across the world.



Processed Saffron yield is quite low (1 kg out of 250 kg picked leaves) but worth to grow



Saffron price is almost 2000 usd/kg in the world markets



A hard group endeavor in Saffron cultivation supports its market revenue

Major target markets for Iranian Saffron and their share in 2014-15

No.	Country	Weight	Price	Share of total%
		×1000 ton	×m. usd	
1	UAE	70	105	46.5
2	Spain	38	50	22.1
3	Saudi Arabia	14	18	7.7
4	China	9	14	6.3
5	India	4	7	2.9
6	Hong Kong	4	6	2.7
7	Italy	3	5	2.2
8	Afghanistan	3	4	1.8
9	Qatar	2	3	1.3
10	Germany	1	2	1
11	Others	9	12	5.5
Total		158	227	100



Nowadays, Saffron is contemporaneous to Iranian brand having genius flavor, taste and impacts both as spice and medicinal herb

During the recent years, Iran market share in Saffron has reached to almost 240 tons in contrast to a cumulative bulk of only 18 tons produced by other suppliers including Greece, Morocco, India, and else.

The history of Saffron

Research and documentation show that the foothills of the Zagros Mountains in Iran are the native lands of Saffron. The oldest records about the usage of Saffron come from the period referred to as the Achaemenid era where all the food products that used in the palace kitchen in that time are inscribed on a pillar. According to these inscriptions, one kilogram of Saffron was used each day in the palace kitchen.

The botany and composition of Saffron

The scientific name for saffron is *crocus sativus*. It is both a bulbous and herbal plant. The lifespan of the saffron plant is 7 to 10 years. The brown bulb of the Saffron plant belongs to the corm family.

Each bulb grows into 6 to 9 thin, herbal leaves. In the autumn, one or two pink or purple colored flowers bloom from each corm. The pistil of the saffron flower is in the center and contains the ovary and the thin, yellow style growing inside. Saffron flowers have bright, red stigmas that are 20 to 30 mm in length. The stigma is the edible and commercial part of saffron. The stigma has many chemical components, such as: carbohydrates, minerals, vitamins, pigment (especially crocin), essence (especially safranal) and flavorings (especially picrocin).



The Uses of Saffron

Saffron is used as a spice in many culinary products:

- Food products such as margarine, sausages, cake powder, and many desserts.
- Dairy products such as butter and cheese.
- Saffron is also used in other products such as sweets, candy, ice cream, jelly, beverages, chicken, rice, seafood, soup, bread, and cake.

The primary users of Saffron

Arabs use Saffron for preparing a kind of tea named after it and Arabic coffee.

Indians use Saffron for the preparation of a dish called Biryani.

Italians and the Swiss use Saffron for the preparation of a dish with rice called Risotto.

Spaniards use Saffron for the preparation of a dish called Paella.

Germans and the English use Saffron for the preparation of saffron cake.

Other applications for Saffron

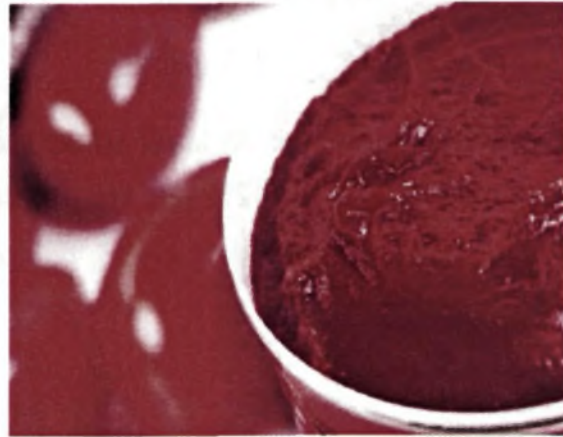
Due to its other properties, Saffron can also be used for medical purposes such as:

- Helps with digestion; strengthens the stomach and is anti-tympanites.
- Rouses sexual desire
- Is analgesic, especially for colicky pains and combats gingivitis
- Helps to fight tumors and collections of free radicals (thus reacting against cancerous cells).

Iranian Tomato Paste.

Tomato paste is a thick paste that is made by cooking tomatoes for several hours to reduce moisture, straining them to remove the seeds and skin, and cooking them again to reduce them to a thick and rich concentrate.

It was traditionally made in parts of Sicily, southern Italy and Malta by spreading out a much-reduced tomato sauce on wooden boards. The boards are set outdoors under the hot August sun to dry the paste until it is thick enough, when scraped up, to hold together in a richly colored, dark ball.



Quality paste is produced from fresh tomatoes harvested and made ready for cooking in the factory. Relying on more than 5.5 m. tons of tomato being cultivated in Iran, it is assumed that tremendous bulk of paste is manufactured to meet domestic as well as foreign markets requirements.

CURACI is having its own manufacturers under cooperatives domain and is capable in provision of huge bulk of tomato paste in the country.



Different Iranian brands and manufacturers but all deserving premium quality

According to official statements, Iranian tomato paste has experienced a leap over the past decade and seems to keep on rising in foreign markets. This is learnt by export indicators of the first half of the current year showing 60,000 tons sent to 26 countries proving 10% rise compared to previous year.

Many countries in Asia, Europe, Africa and Middle East are demanding our tomato paste topped by Iraq, Russia, Afghanistan, UAE and so forth.

Market price: 1.5 usd/kg.

Exporting capacity: At least 10,000 tons of canned or aseptic pastes bearing brisk rate of 27% and 2% salt are annually manufactured in the CURACI plants.

**Other agro- products having
Comparative Advantage
and
widely known and demanded
in global markets**



Chickpea

Chickpea or **chick pea** (*Cicer arietinum*) is a legume of the family Fabaceae, subfamily Faboideae. It is also known as **gram**, or **Bengal gram**, **garbanzo** or **garbanzo bean**, and sometimes known as **hummus**, **Egyptian pea**, *ceci*, *cece* or *chana*, or *Kabuli chana* (particularly in northern India). Its seeds are high in protein. It is one of the earliest cultivated legumes: 7,500-year-old remains have been found in the Middle East.



Human consumption

Chickpeas are usually rapidly boiled for 10 minutes and then simmered for a longer period. Dried chickpeas need a long cooking time (1–2 hours) but will easily fall apart when cooked longer. If soaked for 12–24 hours before use, cooking time can be shortened by around 30 minutes. Chickpeas can also be pressure cooked or *sous vide* cooked at 90 °C (194 °F).

In Iran, few provinces including Kermanshah, Lorestan and East-Azərbayjan have the major farms for chickpea production covering about 600,000 ha. for say, 300,000 tons of the yield.

Top Chickpea Producing Countries

(in metric tons)

Rank (2013)	Country	2010	2011	2012	2013
1	India	7,480,000	8,220,000	7,700,000	8,832,500
2	Australia	602,000	513,338	673,371	813,300
3	Pakistan	561,500	496,000	291,000	751,000
4	Turkey	530,634	487,477	518,000	506,000
5	Myanmar	441,493	473,102	500,000	490,000
6	Ethiopia	284,640	322,839	409,733	249,465
7	Iran	267,768	290,243	315,000	295,000
8	Mexico	131,895	72,143	271,894	209,941
9	Canada	128,300	90,800	161,400	169,400

Top Chickpea Producing Countries

(in metric tons)

Rank (2013)	Country	2010	2011	2012	2013
10	United States	87,952	99,881	151,137	157,351
—	World	10,897,040	11,497,054	11,613,037	13,102,023

Export details:

Based on statistics revealed on the export performance over the past decade, more than 45,000 tons of Iranian Chickpea used to be delivered to many markets abroad.

However, due to many reasons, recent years export encountered a dramatic fall in bulk and only 20,000 tons were exported to India, Pakistan, Japan, Azerbaijan, Germany, Armenia, Australia, Iraq and Turkey as the main bazaars of Iranian Chickpea.

Also, available information shows 1.5-2 usd/kg is the current price of the commodity for foreign customers.

Dried Figs

Iran is the world 2nd exporter of dried figs having invaluable minerals and incredible impacts on health care and treatment. Fresh figs are pretty soft and fleshy with low lifespan and hence, drying or pulping is the only alternative to preserve the fruits for longer period.





Figs are of different varieties each bearing specific properties and impacts

Over the past decade, there seen varying records for exporting dried figs to target markets ranging from 8000 tons in 2004 with a frequent fall and rise up to 10,000 tons by 2013. Iran and in fact its Fars province, stands on 3rd place after Portugal and Turkey for orchard area(over 50,000 ha.) and huge production of rain fed figs bearing a desired taste and quality.

Importing countries: Vietnam, China, Germany, UAE, Romania and Hong Kong

Production capacity: Over 40,000 tons

Export price: 6-10 usd/kg depending on qualities



Figs and its contents are known as effective nutrition and medicinal fruit



Apricot

Apricot is nearly ball shape with a hole at the top. The skin is yellow to orange and looks soft and shiny and flat. Apricot appearance is similar to nectarine and peach, but those fruits skin color usually is near to red. Like other common fruits, apricot has several different varieties, but only one or two types of apricot are popular in market.

Considering various health benefits of the apricot, it is a magic diet food, presenting a large healthful nutrition quantity as well as reducing caloric gathering compared to other fruits (each 3 apricots have only 45 calories)!

Fresh apricot is rich of various vitamins like A, C, E, potassium and iron. 3 pieces of apricots supply about 50% of your body needed vitamin A.



Experts recommend to use apricot as an excellent choice of serving fruits in a day and also for dieters.

According to the FAO report, Iran is the **second country after Turkey** in the world for huge production of Apricot fruit (mainly in East Azarbaijan province) which has recorded around 280,000 tons over the recent farming years.

Dried apricot is very delicious and highly requested by local or foreign consumers topped by Russia, England, Germany and France. Based on available data, about 1000 tons of Iranian dried apricot has been delivered to foreign customers in 2015.

Market price is around 4 usd/kg.



Jujube

This fruit is quite special and cultivated in 7 provinces of Iran with long plantation history and mostly used as fresh or dried fruits.

Jujube is widely used as herbal tea, sauce, juice and extracts for its medicinal properties.

The area under Jujube farming reaches to 2750 ha. for growing 4200 tons of Jujube fruit followed by another orchard planned by the next 2 years bearing 50,000 trees as collection of existing cultivars in the region.

Jujube production involves almost 6800 households in related provinces with remarkable revenue.

Jujube production in Iran: Nearly 4,200 tons and mainly in S. Khorasan province.



Target markets abroad: N. America, Europe, Persian Gulf region, China and India

Exported quantity in last year: 125 tons worth 410,000 usd (roughly 4 usd/kg)





Walnut

The largest walnut orchard with an area equal to 750 ha. was established in Semnan province of Iran.

The major walnut producing countries in 2012 (FAOSTAT)

China	1,700,000 Tons
I.R. Iran	450,000
The USA	426,000
Turkey	194,000
Mexico	110,000



Iran has long been exporting walnuts to foreign markets and the statistics display a growing quantity of say 2500 tons to major consumers including Azerbaijan, Germany, UAE, Iraq, Qatar and else. Turkey is the biggest int'l buyer of walnuts for further processing and re-exporting.

Market share: Less than 5%

Market Price: 15 usd/kg

Iranian Caviar

Caviar (From Persian خاویار : Xāviār) is a delicacy consisting of salt-cured fish-eggs of the Acipenseridae family. The roe can be "fresh" (non-pasteurized) or pasteurized, with pasteurization reducing its culinary and economic value.

In 2009, Iran was the world's largest producer and exporter of caviar, with annual exports of more than 300 tons, followed by Russia, while the current exporting capacity has dramatically reduced to less than 2 tons with an expensive price of say 2500 usd/kg. Major customers are very rare but England, France and Spain are the usual markets of Iranian caviar.



Highly expensive but nutritive and tasty !

Iranian caviar varieties

A. Karaburun Ossetra caviar is a variety of Iranian Ossetra caviar which boasts a nutty, creamy roe. The flavor can only be described as a perfect balance of salt and butter undertones. The texture is silky yet separate eggs hold together well in a mass.



B. Considered the most flavorful and elite caviar by some critics, **Iranian Ossetra** (sometimes also spelled Osetra or Asetra) is one of the most desired types of caviar in the world. It can look, smell, and taste a little different each time you try it due to abundant varieties.



C. This Caspian Sea caviar consists of smaller roe than that of the other two main caviar varieties. However, what it lacks in size, the **Iranian Sevruga** more than makes up in its intense flavor. Sevruga caviar (*acipenser stellatus*) is saltier and richer in taste, which is why it is often referred to as the "Strong Sturgeon".





Iranian Barberry:

Specifications and Characteristics:

Barberry as a fairly large shrub, is organically grown in Iran (predominantly in S. Khorasan province) and constitutes about 95% of the world farms(14,250 ha). The area poses a yield of say 15,000 tons of dried barberries per annum giving the 1st world rank to the country leading to reliance of 55000 households' livelihoods in Iran.



First rank for production in the world

Ruby is the name given to a seedless barberry which is cultivated in Iran (Qaenat district) and emerges from an erect shrub of 1.5-2 meters tall. The leaves are small oval which are borne in clusters besides thorns. The fruit is an oblong red berry 7-10mm long and 3mm broad, ripening in annual branches and resists water shortage, drought and salinity.

Medicinal Uses:

For many years barberry has been in domestic use as an effective medicine. Because of its organic acids, the plant is a remedy that reduces blood bile and ejects bile out of the liver. The dried fruit of *Berberis vulgaris* is used in herbal medicine. The chemical constituents include isoquinolone alkaloids, especially berberine.



Barberry is exploring its place as food and medicine in the world markets

Statistics show a bulk of 82 tons of dried barberries exported last year gaining 550,000 usd for nation and anticipates more quantities and performance in the current year.

As per the local markets, it seems that Iranian barberries shall cost 4-5 usd/kg for export to various destinations including UAE, Germany, Iraq, Canada, Kuwait, Russia, Europe and Australia.

Pomegranates

Pomegranate has been one of the **most popular** fruits among different cultures for many years and has been thought to be a plant from heaven. The fruit owes the popularity not only to its look, taste and nutritional value, but also to the medical properties attributed to it.



I. R. Iran with 1 m. tons production is known as the biggest producer of pomegranate in the world

"Aphrodite" the goddess of love, beauty and sexuality of ancient Greek- was associated with some fruits including apple, lime and pomegranate. According to legends she cultivated pomegranate in Greece which led to affluence in the land. Pomegranate is also mentioned in many ancient texts such as Quran, the Book of Exodus, the Homeric Hymns and the Babylonian texts.

Believing in **pomegranate's properties** is reinforced through recent researches which show antiviral, antibacterial and antioxidant properties of pomegranate. Although the results restricted to laboratory tests, they have increased the possibility of pomegranate's effective role in treatment of some diseases.



Organic cultivation plus appropriate climatic features are underlying comparative advantage of Iranian pomegranates

Pomegranate Exports

Pomegranate export as many other agricultural products deals with its own problems including transportation difficulties and growers and exporters' unfamiliarity with scientific methods of harvest and conservation which leads to **loss of products**.

However, the problem could be solved through adoption of proper approach of marketing, growing relevant **pomegranate types** in specific climates and a rich knowledge of people's relish of destination country.

Among all the other exporting countries, **Iran** takes the first place owing to 80,000 hectares under **pomegranate cultivation in different provinces**.

According to the statistics presented by the Ministry of Agriculture-Jahad, there is an exporting potential of say, 30,000 tons of pomegranates to target markets abroad.

In recent years, many countries as Iraq, Russia, Turkmenistan, UAE, The Netherlands, Germany, Sweden, Kuwait, France and Swiss were the major markets requesting Iranian pomegranates with estimated annual demands of over 15,000 tons.



Pomegranates markets are progressively expanding .

Given the existence of over 80,000 ha under organic pomegranate orchards in Iran, production of say, 1 m. tons of different varieties is optimistic estimation in the current year.

Compared to almost 1.5 m. tons as total world pomegranates production, there seems a promising opportunity for influencing into the export markets and delivering some of the best varieties of fresh as well as processed pomegranates in terms of juice, pastes, nectars, etc.



Almonds

Almond History

Almond is botanically a stone fruit related to the cherry, the plum, and the peach. Almonds are mentioned as far back in history as the Bible. They were a prized ingredient in breads served to Egypt's pharos. Their exact ancestry is unknown, but almonds are thought to have originated in China and Central Asia. Explorers ate almonds while traveling the "Silk Road" between Asia and the Mediterranean.

Types of almonds

The almond is technically the seed of almond fruit which is oval in shape, and buttery in taste. As one of the most popular nuts, almond is not only well known in modern times, but throughout history.



There are three forms of almond plant, producing sweet, bitter and Mamra almond respectively. Sweet almonds are eaten and most almond related stuffs utilize the variety. Bitter almonds contain trace amounts of lethal acid that is used as flavor. Mamra almond is distinguished by its very unique texture and appearance.

Almonds are nutritional powerhouses and contain calcium, folic acid, magnesium, potassium, and many vitamins and minerals.

The nutritional value of almonds

100 grams of almond kernels contains about 600 calories in composed of 54% fat, 20% carbohydrates and 19% protein.

Uses of almonds

Sweet almonds are used in candies, baked products and confectioneries, while bitter almonds are used for medical purpose and in production of perfume.



Almonds have long cultivation and exporting background in Iran

Export data:

No doubt, almond lies among quality commodities with almost 150,000 tons production in the country and is currently exported to the world markets namely Ukraine, UAE, India, Pakistan, Germany, Kenya, Iraq and Hong Kong.

Iran has negligible share in the world markets (2%), but potentially poses enough capacities to realize by encouraging investment in its processing plants.

Kiwi fruit



The **kiwifruit** or **Chinese gooseberry** (sometimes shortened to **kiwi**) is the edible berry of a woody vine in the genus *Actinidia*.^{[1][2]} The most common cultivar group of kiwifruit ('Hayward')^[3] is oval, about the size of a large hen's egg (5–8 cm / 2.0–3.1 in) in length and 4.5–5.5 cm (1.8–2.2 in) in diameter). It has a fibrous, dull greenish-brown skin and bright green or golden flesh with rows of tiny, black, edible seeds. The fruit has a soft texture and a sweet but unique flavor. It is a commercial crop in several countries, such as Italy, New Zealand, Chile, Greece, and France.

In New Zealand the word **kiwi** usually refers to the kiwi bird or the people of New Zealand, so it is seldom used to refer to the fruit.

Cultivars

The genus *Actinidia* contains around 60 species. Though most kiwifruit are easily recognized as kiwifruit (due to basic shape) their fruit is quite variable. The skin of the fruit can vary in size, shape, hairiness, and color. The flesh can vary in color, juiciness, texture, and taste. Some fruits are unpalatable while others taste considerably better than the majority of the commercial varieties.

The most common kiwifruit is the fuzzy kiwifruit, from the species *A. deliciosa*. Other species that are commonly eaten include golden kiwifruit (*A. chinensis*), Chinese egg gooseberry (*A. coriacea*), baby kiwifruit (*A. arguta*), Arctic kiwifruit (*A. kolomikta*), red kiwifruit (*A. melanandra*), silver vine (*A. polygama*), purple kiwifruit (*A. purpurea*).



Export and production data in Iran:

Annually about 200,000 tons of Kiwi fruits are harvested in two provinces of Iran e.g. Mazandaran and Gilan and hence, gains the 4th or 5th place in the world.

Turkey, Russia and Azerbaijan are the main targets for exporting 50% of our Kiwis followed by Iraq, UAE and others.

Medicinal Plants in Iran

Medicinal plants have greatly attracted Iranians' attention from ancient times. Great Iranian physicians believed that there is no pain without an herbal therapy. A part of Avesta (the holy Book of Merian – ancient Iranian religion) related to medical therapy art. According to the book, Serita was the first Iranian expert in medicine and Ahura Mazda (God) developed ten thousand herbals for him. Maads (the Kurds' ancestors) founded medicinal knowledge of herbal plants about 9150 years ago. A great center of learning medicine was founded at Gondi Sapor University in the 4th century AD, which had a large hospital and an academy, and the first international medical congress was held there.

After Islam appearance (1400 years ago), Iranian medical scientists had two distinct stages in participation in advancement of medical sciences: a) the age of translation, from 750-900 AD, when many graduates of Gondi Sapor translated the corpus of Galenic and Hippocratic works; and b) The golden age of creativity, from 900-1100 AD, that was the era of Iranian world stars in pharmacology and pharmacy such as Rhazes (850-932) and Avicenna (980-1037). In their period about forty different pharmaceutical dosage forms were used and different kinds of extraction and preparing herbal medicines were developed. They cared different types of diseases such as cancer by means of herbal therapy.

Iran is among the most geographically diverse countries in the world and can be divided into 12 separate geographic environments bearing 5 major climates. No wonder Iran is so diverse when it refers to wide natural herbal remedies it produces and hosts more than 7500 species of plants--around 1800 of which are used in medicine. Many of Iran's most precious herbal treasures are plants found nowhere else in the world.

Many cooperatives are currently producing medicinal plants in Iran while government obligates them to strictly abide with quality standards as pharmaceutical drugs. Below are few of them:

Frankincense

Its Persian name is kondor but you know it as frankincense. Many of the world's major religions include frankincense in their rituals but frankincense is also considered a medicinal plant.

Traditional Iranian herbalists regarded frankincense as "disinfectant" and science is proving them correct. Frankincense has proven itself anti-inflammatory, antibacterial, and chemopreventive.



Sandalwood

Also known simply as sandal, sandalwood was once equally respected as a religious aromatic and a medicinal disinfectant. Today, sandalwood is still considered a sacred herb and still prized for its potential use in natural medicine. Studies proved sandalwood essential oil effective against herpes simplex virus type 1.



Calendula

You can hardly open a magazine these days without seeing at least one story on calendula. Also known simply as marigold, calendula is a tremendously significant herb that traditional Iranian physicians used extensively for various skin conditions. And this use continues today. Calendula is among the most popular herbal remedies for acne, eczema, rashes and other skin problems.



Pomegranate

High in antioxidants, **pomegranate**--or Anar, as Persian physicians referred to it--has been the subject of numerous scientific studies in recent years. Traditional Iranian healers regarded pomegranate mainly as a disinfectant; today, we know that this "apple of many seeds" has both antioxidant and antimicrobial properties. Pomegranate is also anti malarial and may even help some men reduce their need for prostate medications.



Iran's Culinary Herbs

In addition to its medicinal herbs, Iran is also a country rich in culinary herbs like basil, Saffron, Barberry, Thyme, lemon balm, etc. many of which were used for medicinal purposes. Basil and thyme both have long histories as digestive aids and lemon balm is widely believed to be a safe herbal sedative.



Basil



Barberry



Saffron



Thyme

Truly, Iran is an herbal gift to the mankind world. Who knows what potential healing plants are yet to be discovered in this ancient land so full of history !



A brief Introduction on:

CENTRAL UNION OF RURAL AND AGRICULTURAL COOPERATIVES OF IRAN (CURACI)

NETWORK, COMMITMENTS, IMPACTS & PERSPECTIVES



Foreword:

As far as the mission and vision concern, **Central Union of Rural and Agricultural Cooperatives of Iran (CURACI)** appeared as an **APEX** level organization in 1977, and was committed to policy making, supporting, guiding and supervision on its subordinate Network. Nowadays, CURACI is big enough to cover 2846 coop. societies, 332 unions,

over 10000 shops, 11000 fuel distribution stands and 4 million members (composing roughly 20 millions (98%) of rural population) nationwide. In addition, there exist 4 economically viable complexes namely **JIROFT**, **AIDA**, **SHAHID RAJAEI** and **NAVID BAR** establishments having wide ranges of productions and services to their target beneficiaries. To-date, the **Union**, whose performance is being fully audited by government, deserves the largest and most impressive Network to hold up and forward public plans and policy at national down to field level tiers.

Soon after the Great Islamic Revolution in Iran, there seen wide ranges of gaps and requirements especially at field levels where major production used to occur while were suffering from vulnerable status and poor supportive mechanisms. This was a basic challenge ever since confronted but however, intensified by the imposed war (1980s) and its impacts on vulnerable societies i.e. rural and agricultural fields which were taken into account by new policy makers and stakeholders. **CURACI** seemed the best alternative as to undertake varying govt. commitments and missions to serve folk communities and organizations.

GOALS:

Right after registration, **CURACI** became operational using an initial start-up capital amounted 5000 usd with a predefined scopes and objectives articulated in its by-laws including but not limited to the followings :

- Policy making, supporting, guiding and supervising the operations by addressing national developmental strategy over the Network;
- Rendering infrastructural assistance and on-farm services to the farmers and practitioners of the Network as to reorganize and enhance their farming, processing or marketing businesses towards a sustainable production and income generation
- Supplying all needed inputs e.g. chemicals, fertilizers, seeds, saplings, machinery, spare parts, home appliances, foodstuffs, and else, supported by forwarding technical training/advices and executive guidelines;
- Marketing surplus products in local markets or abroad,



Good Agricultural Practices remark for Sustainable Production and Growth

Among the different kinds of existing producer firms, either private, governmental or cooperative sector, **Central Union of Rural and Agricultural Cooperatives of Iran (CURACI)** poses authentic aspects both in shape and context.

Inputs supplying and distribution:

The idea behind **CURACI** creation was to enforce proper policy, generate synergy and coordination, integrate operations, provide investment and enabling bed for productive activities as well as due supplying farmers requirements through the local and foreign markets with least interference of middlemen, users or future purchasers into their agribusiness affairs.

CURACI commitment extends to other significant areas including fertilizers and machinery provision and dispersion relying on huge storing and maintenance capabilities and supports over its Network domain. This potential shall, however, be subject to wider maneuver if backed by due bank credits and guarantees.



Sh. Rajae Complex poses critical production in self-sufficiency enhancement

Seeds production and supplying:

CURACI is now capable to produce various seeds, seedlings and saplings in two different complexes i.e. **Jiroft** and **Shahid Rajae Agroindustrial Complexes** using foreign know-how to meet major portion of local needs as well as export demands.

In addition to above aspects, **CURACI** has focused on a Road Map by adopting all necessary attempts and coordination, within the Network, to promote exporting various products of its members to many target markets abroad. The tasks so far performed in this respect, had provided a chance for **CURACI** to receive 2 Appreciation Certificates in 2 successive years proving the Union as one of the “**Sample Exporter**” in agriculture sector.



Mechanization and workmanship are reliable bed for cooperative movement

Below furnishes some brief description related to **CURACI** products and affiliated food processing industries.

FOOD PROCESSING INDUSTRIES:

CURACI has different processing plants such as the following enterprises which are quite impressive in food security improvement, diversification of incomes, entrepreneurship and productivity enhancement:

AIDA Agrofood Complex:



- **AIDA** Agro food Company dates back to half a century in the arena of foodstuff production but re-engineered its diverse activities in 2003 supported by remarkable investment while enjoying the state of the arts of technology. The Complex has now hired 200 personnel and is capable to annually receive 100000 tons tomato, various fruits e.g. apples, pears, apricot etc. for processing and fruit powders production.



The Complex encompasses 7 ha. facilities including workshops, labs, stores, refinery & recycling plants, amphitheater, R&D sector, administration and guest-house for due economic activities. As far as **QUALITY** concerns, AIDA inspires a crucial task to realize it through wisdom, hard-working, monitoring and evaluation of its entire production lines to

satisfy customers and to maintain its position in progressive markets of Estahan and else.



AIDA represents a viable Brand in local and overseas markets

oo

Given the growing population as well as demanding markets both locally and abroad, there inspired a commending horizon for supplying new foodstuffs. To this end, **AIDA** is equipping and streamlining its upmost potential towards meeting future requirements and opportunities on a win-win basis and competition.



It seems quite renowned industry bearing diverse brands of quality products as **AIDA** tomato paste, various type s of **AIDA** Jam, mineral water, kinds of canned fruits, beverages, conserves and pickles, etc. The Complex has also secured ISO-22000 on QC and Food Safety as a platform to diversify its quality products for foreign markets based on comparative advantage and reputation of Iranian agro crops.

Meanwhile, **AIDA** has been awarded many certificates including “**Green Industry**” , “**R & D Integrator**” , etc. confirming its prosperities as environment friend, hygienic producer and agro-industrial sample unit.

Jiroft Agroindustrial Company:



Jiroft Agro industrial Complex seems a fruitful enterprise with diverse yields

This Complex, as a modern farming system, established in 1977 in south of Kerman province and paved all necessary infrastructures/facilities for its broad intentions by focusing its productions in major fields of Agribusiness and animal farming. The enterprise, right after the Great Islamic Revolution, revised its By-laws and reformed operational scenario by relying on 350 technical personnel towards the new shareholders' scopes and intension.



A renowned farm for growing grains and pulses

The premise currently comprises about 4500 ha. fertile land supported by 52 water wells which are equipped by pressure irrigation to grow quality vegetables, summer crops, dates, citrus fruits, etc. JAC greatly relies on annual production of say, 25000 tons of Citrus Fruits proving it as the largest producer at national level. Besides, there are other major crops as

dates, potato, tomato, vegetables, grapes, etc. which are mainly processed for demanding markets.



Citrus Fruits are the core products in Jiroft Complex

Moreover, **CURACI** foresees an ambitious initiative by generating a 1000-ha **Green House Facilities** in Jiroft Company over the next five-year schedule. The idea focuses its studies on seeking and introducing updated global technology and skill in favor of qualitative production. This initiative, if well-executed, would rank the first but the unique agro field plot in Iran with incredible productivity, income and employment whereby coping with harsh environment and water deficiency in the region, too.

Shahid Rajaee Agroindustrial Company:

This Complex also appeared in 1970 covering 5100 ha. mechanized land under Dez Dam and its integral irrigation system around Dezful district, north Khuzestan province. The field, later in 2010, restructured its strategy and became operational for say 17000 tons/year of irrigated crops under **CURACI** policy and guidelines. Given the existence of tailor-made machinery and vicinity to Persian Gulf and its neighboring states, there seems commending potential for export horizons and marketing opportunities to absorb customers and demands.

Similar to Jiroft Company, the idea here is also taking leaps towards developing a modern “**Green House Farm**” bearing 1000 ha productive unit within the Complex premise to generate wider occupations and to tackle with severe scarcity of water resources and regional drought incidence in Iran.



Again Citrus Fruits but in Sh. Rajae orchard fields

The Complex is now heading to grow huge bulks of seeds and saplings and hence, supplies 50% of total national cultivation requirements in this concern.





Besides, there are other crops including wheat, maize, sugar beets, soybeans, rapeseeds, Valencia orange, lemon, grapefruits, tangerine, etc.

Navid Bar-e-Keshavarz Transportation Fleet Co.

(عکس چند دستگاه از این ناوگان ضروری است. یوسفی)

Facilitating a sustainable and due attendance in local or remote market places, both in terms of reduction of loss and retaining the markets, there needed a dynamic transportation arm to handle the captioned products and services. To this end, **CURACI** has shaped and equipped its affiliated transportation fleet with modern heavy trucks named as **Navid Bar-e-Keshavarz** to serve as logistic career across the country. This would enable the UNION to rely on its own facilities and to enforce a good management practice on its time and asset.

OTHER PRODUCTS:

DRIED FRUITS:

Including dried varieties of pistachios, saffron, hazelnut, walnut, almonds, almond kernel, walnut kernel, figs, raisins, apricots, green cumin seeds, barberry, coriander seeds, pumpkin seeds, sunflower seeds and watermelon seeds, etc.

HANDICRAFTS INDUSTRY:

Including fine/coarse-knot carpets, coarse blanket, earthen wares, inlaid works, enamel works, carving on wood and metal, needling and various types of baskets and Giveh (a light cotton summer shoe)

FRUITS AND VEGETABLES:

Including citrus fruits, dates, watermelon, melon, muskmelon ,pomegranate, red and yellow apples, grapes, potato, tomato, onion, garlic, carrot, eggplant, pumpkin, cucumber,

cauliflower, pepper (small and large), lettuce, celery, turnip, beet and fresh vegetables having reputation in most of the world markets.

PULSES:

Including kidney bean, lentil, chick pea and green mung bean, etc.

PERSPECTIVE POLICY:

Nowadays, socio-economic and political stresses imposed by illegal US/EU sanctions are slowing down and Iran is experiencing a turning point towards glooming its economic niche at world scale. **CURACI** with its wide spread Network throughout the country, has undertaken vital commitments from government in such status and, to realize the goals, has to insist on the following pinpoints:

- Addressing technical know-how employed in every farm, plant and process to improve productivity and value chain based on mandatory standards and growing customer demands;
- Generating sustainable initiative for wider job opportunities (totally 55000 jobs over a 5-year planning and operation of existing farms plus developing 2 big green-houses) and food security enhancement;
- Heading to direct and operate its commodity transactions via "**National Stock Markets**" to ensure higher safety, transparency and confidence in economic interactions;
- Stressing on quality and quantity of production based on market demand;
- Employing the state-of-the arts of technology and workmanship; and
- Focussing on more investment and commercialization in view to emerging economic opportunities in target markets locally and abroad.



**ICA-AP / ANGKASA / ACFSMC Workshop on -
“Cooperative to Cooperative Trade – Enhancing
Business Opportunities in Top 5
Cooperative Products”**

KOREA

icoop

MRS. KIM SUMIN

iccoop

ICCOOP (I)

**2016 ICA-AP/ANGKASA/ ACFSMC Workshop
-Co-operative to Co-operative Trade-**

COOPERATIVE TO COOPERATING TRADE
SOCIETY (C2C) / ANNA (C2C) / ANNA (C2C)
<Index>

1) About iCOOP

2) TOP 5 PRODUCTS

3) C2Cs

iCOOP is a

'consumer co-operative'

icoop KOREA'S Today

KRW 939,248,179

KRW 719,248,179

KRW 220,000,000

2,234 persons

115,046 persons

32,503 persons

Ethical consumption, it all starts from small actions!

Ethical consumption is not something to start from buying eco-friendly products but to do not affect our Earth and the trade products without ethical labor and labor exploitation to supporting it freely. Korea values what that contributes to countries of production during winter.

Each's single one of these trade practices is a valuable consumption that considers animals, workers and the environment.

Local consumption, that's not just a product, it's a contract. Shared consumption, that's not just a product, it's a contract. Shared consumption, that's not just a product, it's a contract.

Ethical consumption starts with iCOOP KOREA.

KRW 483.4 billion

40 corporations

2,328 employees

158 stores

KRW 395,837,600

KRW 3,360,704,394

KRW 1,474,115,979

24

452

KRW 38,981,315,472

80 members

218,585 persons

Members who pay monthly membership fees: 179,183 persons

Business

- Turnover
- Group structure
- Employment
- Nature: Dream store
- Stores to operation fund (collect)
- Price investment (collected)
- Price investment (input)
- Independently certified products
- Total investment
- Consumer member
- Producer member

Activity

- Member co-ops
- Membership
- Committees and active members
- Directors of member co-ops
- Members' gatherings
- Participating members in Responsible investment
- Participating members in Member-loan for domestic grains fund
- Education participants
- Supporting of external groups
- Education participants
- Social contribution

as of Dec. 31, 2014

KRW 483.4 billion

40 organizations

(19 consumption parts, 16 production parts,
5 related (investing) companies)

2,328 employees

158 stores



Turnover

Group structure

Employment

Natural Dream store

BU

Price investment

Independently certified products

Total investment

Member co-ops

Price investment (collected)

KRW 3,360,204,394

Price investment (input)

KRW 1,474,115,979

24 processed products

452 agro and livestock producers

KRW 38,981,315,472

Consumers KRW 35,973,225,472

Producers KRW 3,008,090,000

80 member co-ops

Food safety

- consumption of safe foods
- campaigns for food safety system


Respect for people and labor

- human-based business by members' needs
- against labor exploitation

Ethical consumerism

Agriculture and the environment

- urban-rural solidarity, reducing fossil fuel usage
- grocery bag campaign, consumption of Korean native wheat



Product standards of iCOOP KOREA

iCOOP KOREA's product standards are different

iCOOP KOREA produces all products from mothers' viewpoints, who select safe foods to feed their families. Product activity department in iCOOP Consumer Activities set the product standards and members nationwide screen and select the products.

Selection and development of products by members' participation

First - carefully selected and made from members' viewpoint

Second - priority on information transparency

Third - raising social standards on food safety

Fourth - contributing to members' daily life

Communication with producers

Circularity The goals of Differentiation the certification system

Sustainability Independence

- 1 Consumers' trust can be earned through differentiated certification and management system of iCOOP KOREA
- 2 Nature-circulating organic agriculture where future generations can consume safe foods is pursued through the circulation of ecosystems and sustainable production practices.
- 3 Sustainable agriculture led by producers should be realized.

"A Mark" Independent certification

10 producers of 24 processed products
452 agro and livestock producers



Food safety, circularity, biodiversity (animal welfare), credibility and sustainability

According to the five criteria, products are evaluated and graded into A, AA and AAA



Quality enhancement: fungal toxin

After the hearing held in 2013, the inspection of fungal toxin was reinforced from 2014. 350 raw materials and products including grains, fried fruits, sauces, etc. are subject to intensified inspection.



	2013	2014
Inspections	365	1,051
Detected	0	21

Fungal toxin inspections in 2014

Strengthening quality management: quality management department established

In order to enhance the quality management of primary products, Quality management department was established in 2013 August. As a result, in 2014, the number of returned fruits and vegetables reduced by half from the number of 2013. (81% decreased compared to 2013). Focus on quality management of primary products contributes to reducing inconvenience and complaints from members.

Transparent information disclosure is fundamental to gain members' trust and autonomous operation

In 2014, a total of 17,018 product safety inspections were carried out and the results were disclosed on the online shopping website regularly. This has been the basis for earning members' trust. And it practices the ethical values of co-operatives by taking responsibilities of the problem that could be occurred during the process.

Complaints on products and unsatisfying comments on the online shipping website decreased 22% and 4.2% respectively



2014	Pesticide residues	Radioactivity	Antibiotic	GMO	Quality	Others	9 Nutrition	Total
Inspections	3,477	9,747	335	18	781	2,556	104	17,018

Inspections on heavy metal, benzopyrene, fungai toxin, acrylamide, melamine, food poisoning, food additives and diaxin tests are conducted in accordance with the product standards and members' opinions



(Unit : a package unit)

Year	Supply	Returned	% Returned
2013	20,682,182	62,068	0.30%
2014	21,153,939	35,060	0.17%
Growth	471,757	27,008	0.13%
%	2.3%	43.5%	



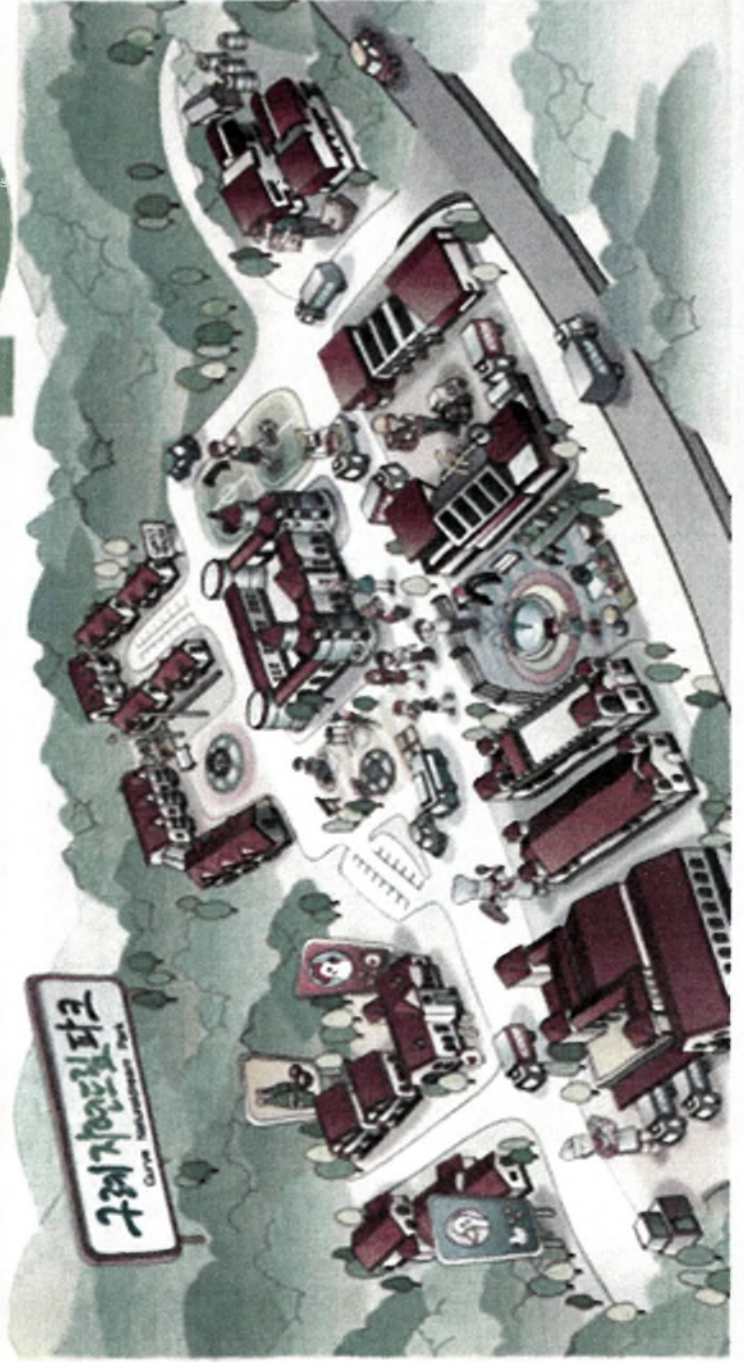
FOOD CLUSTERS

Gurye, Geosan



in Gurye' 1.16
A new probe launched
MOKEV
1974 10 10 10:00b

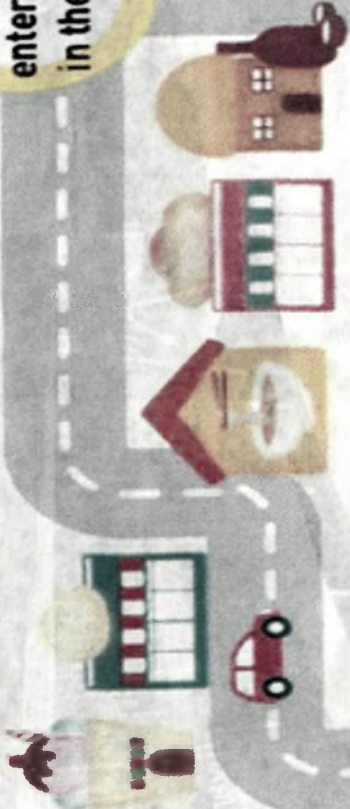
○ **New challenges and innovations in iCOOP KOREA**
A new hope launched in Gurye, Gurye Natural Dream Park



15 co-operative enterprises in 2014

Products
noodle, snack, dumpling,
kimchi, rice wine, bakery and
meat products

Co-operative enterprises in the Park



2013 256
2014 360

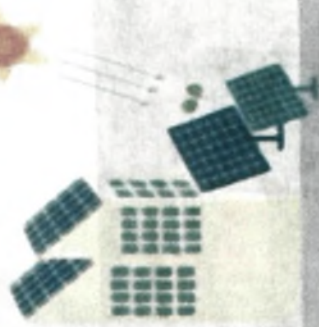
Married female immigrants 26

New graduates from local high schools 30



Employment High quality job creation

Eco-friendly energy that operates Gurye Natural Dream Park



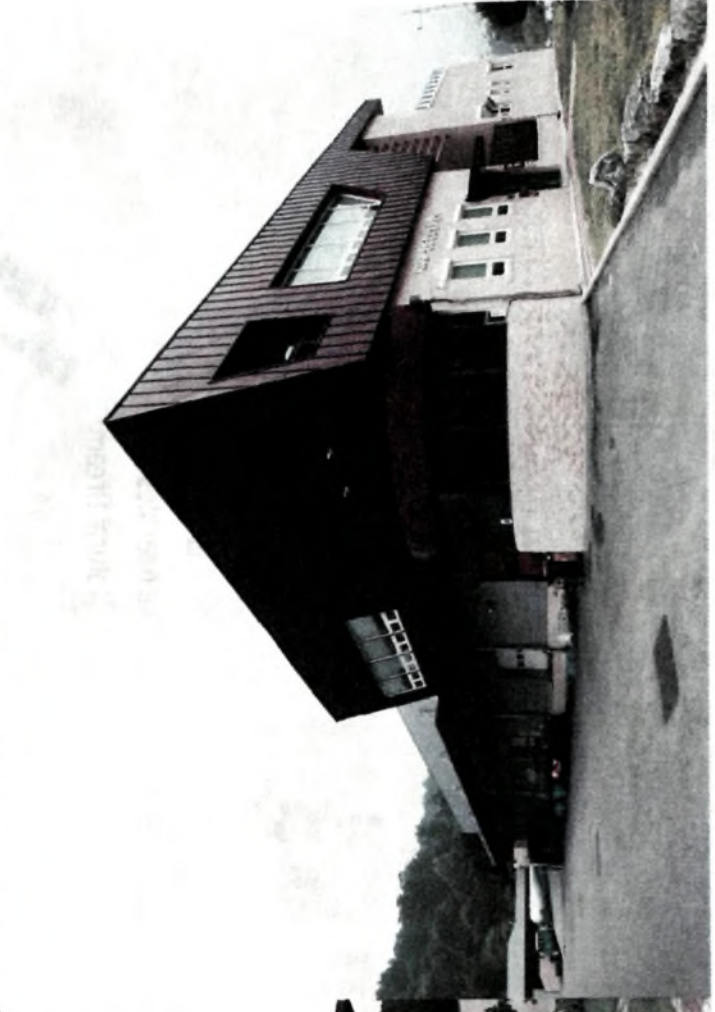
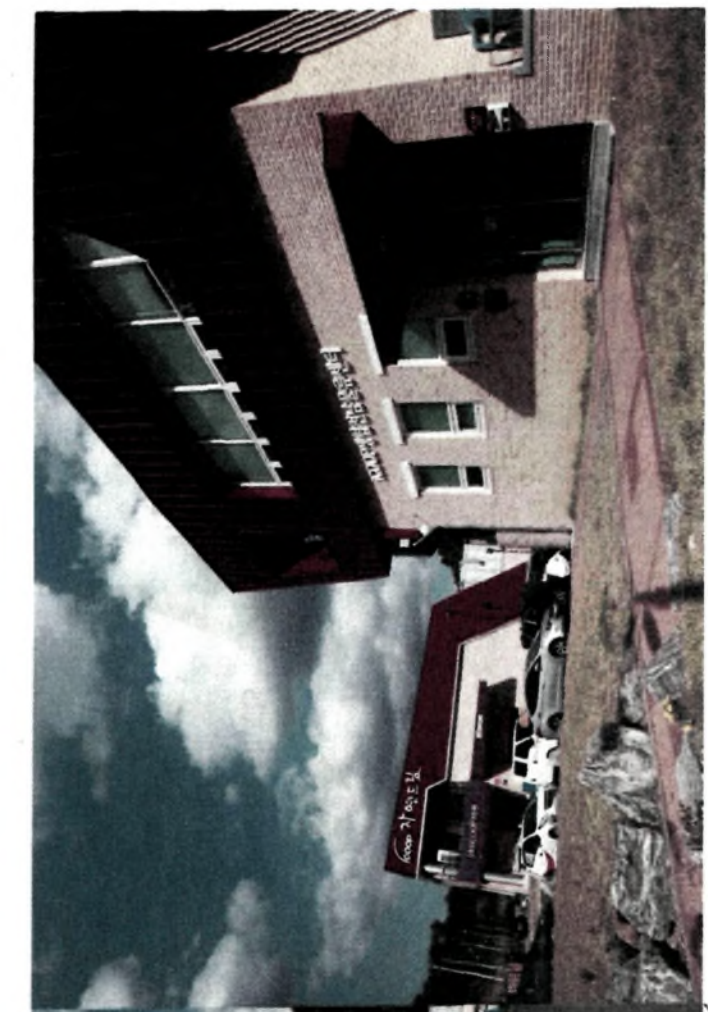
Solar energy 200kw
+ Geothermal energy 677kw
= Total 877kw



Economic effects of Natural Dream Park

2013 KRW25billion
2014 KRW37billion





TOP 5 PROCUTS

COOP REMEN



스프링
세우, 용입
분말 함유



만오의 국내산
분말로 우려낸
진한 국물 맛

분말스프링
사발용 분말
45.1% 함유



원재
유기농채소를 으려서 만든
회화삼가
제조일로부터 최대 3주 이내
iCOOP생협 아이몰점중 AAA 등급
원재료 수급, 재료가까지 iCOOP생협이 관리



깔끔한 매운맛
스프링을 더한 오우더와 사발용
분말을 75%이상 함유하여
끓일 수 있습니다.

국내 최초 아이몰상점에서
직접 생산하는 우리말 국물만 사용으로
속부터 다들 좋 것함
사발용 분말은, 국, 우육탕니 같은 국물만을 사용할때
면발의 시간이 1시간도 불균형이 생기지 않는 분말용
국물용 분말을 사용해서 국물맛을 높여줍니다. (국물용
분말용 분말입니다.)

제리도리

조리법

HAPPY FRUITS

Non-GMO 국산 콩을 직접 갈아 만든
소이타임 하얀콩

아이들이 먹기 편한
120ml 용량

Non-GMO
국산콩으로 만든
두유액 93% 이상 함유

합성첨가물 무첨가

과산자연드림파크 음료공장에서 만든

포도한모금



포도과즙
40% 함유



과산자연드림파크 음료공장에서 만든

사과한모금

사과과즙
55% 함유



COOP DOUGH



유기 채소 만두

채식을 하는 분들도 드실 수 있습니다.

유기농 고기 만두

유기인증을 받은 돈육



COOP DOUGH

푸짐하고 달짝지근한 정겨운 먹거리

포슬쫄빵

- 부드러운 찰떡 속에 국산 팥으로 만든 달짝지근한 팥소가 듬뿍 들어 있습니다.
- 국산밀가루, 국산팥, 유기농설탕 등 엄선된 재료로 만들어 만들 수 있는 안심먹거리입니다.
- 찬바람 불 때 더욱 생각나는 따뜻한 찰떡빵입니다.



푸짐하고 달짝지근한 정겨운 먹거리

흑미쫄빵

- 속미를 더해 더욱 쫄득한 찰떡 속에 국산 팥으로 만든 달짝지근한 팥소가 듬뿍 들어 있습니다.
- 국산밀가루, 국산흑미, 국산팥, 유기농설탕 등 엄선된 재료로 만들어 만들 수 있는 안심먹거리입니다.
- 찬바람 불 때 더욱 생각나는 따뜻한 흑미찰떡빵입니다.



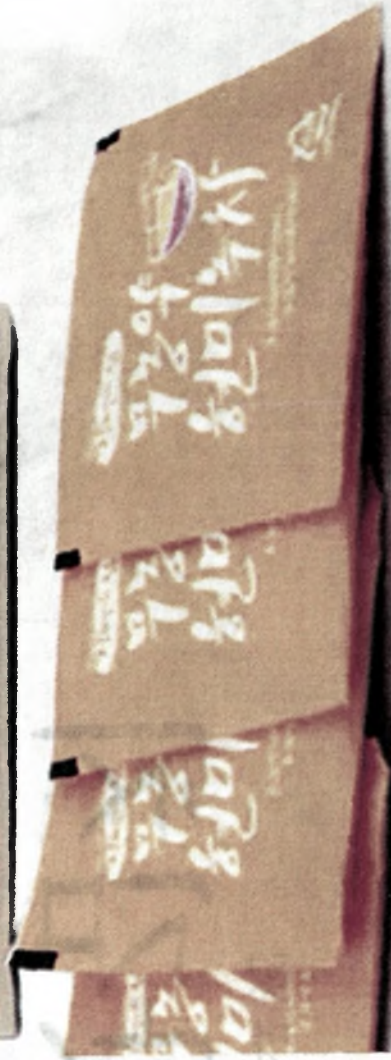
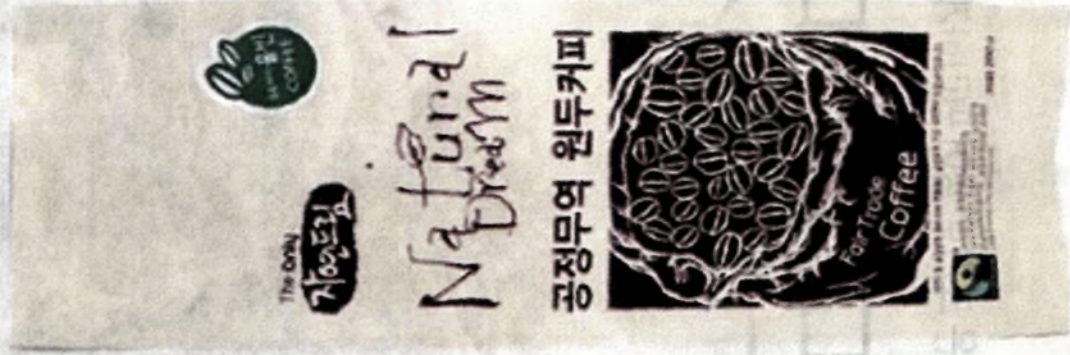
COOP KIMCHI

먹기 좋은 크기로 썰어 편리하게 소포장한

자연드림 맛김치



ECO FOOD



C2C EXPERIENCE



**Fair trade
products**

● **CUBA**

· organic sugar

● **COLOMBIA**

· instant coffee

· 58% dark chocolate

cocoa powder

● **PERU**

· banana

● **BRAZIL**

· coffee bean

● **SOUTH AFRICA**

· wine

● **PALESTINE**

· extra virgin

olive oil

● **INDIA**

· black pepper

· turmeric

● **THAILAND**

· banana

● **THE PHILIPPINES**

· mascobado sugar

● **EAST TIMOR**

· coffee bean

● **INDONESIA**

· coffee bean



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2016 ICA-AP/ANGKASA/ ACFSMC Workshop

-Co-operative to Co-operative Trade-

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THANK YOU

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-Co-operative to Co-operative Trade-**



International
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**ICA-AP / ANGKASA / ACFSMC Workshop on -
“Cooperative to Cooperative Trade – Enhancing
Business Opportunities in Top 5
Cooperative Products”**

MALDIVES



MALDIVES

MR. ABDULLA SHAKIR MOHAMED

MALDIVES FISHERMEN'S ASSOCIATION



MALDIVES

The Maldives Fishermen's Association is aimed to develop the Maldivian fishing industry through educating, providing incentives, facilitating market options, and gathering and disseminating information about new technologies to the fishers in the country. Maldives Fishermen's Association (MFA) was formed on 8 April 1993 as a non-governmental organization.

The Association works alongside fishermen to encourage and help the growth of local fishers and develop a sustainable fishing industry in the Maldives. And support the development of the economic well-being of the fishing communities. MFA gives priority to preserve indigenous knowledge, create awareness and understanding about fishery by hosting workshops within the country to educate, help acquire skills, facilitate alternative methods like aqua/marine culture and introduce advancements in fisheries to fishermen.

The Association participates in government projects and assists the policy makers by providing the on-ground information from the local fishers through consultative mechanisms.

The Association also works in close collaboration with international and regional fishery associations and intergovernmental bodies.

Our Vision

To make every fisher folk an integral part of the development of the fisheries industry, educated with the best knowledge of technological and managerial skills.

Our Mission

To empower local fishers to play a vital role in the development of fisheries industry of the Maldives through increased participation in policy and technical level, and to assist fishers to develop mutually beneficial relationships with the new management and technological developments in the fisheries sector while improving their social well-being

Cooperative Products from Maldives

The cooperative society concept in the Maldives was started very recently. Not many cooperatives have been established and much lesser cooperatives are fully engaged in business as of today. The Main cooperative businesses developed in the Maldives are from Fisheries and Agriculture related.

There are fully functional 4 cooperatives who MFA are in close relation with. The main products from the coops are as follows:

Processed Fish Products

The value-added fish products production came about under the "Fisheries and Agriculture Diversification Program (FADiP)" initiated by the International Fund for Agriculture Development (IFAD) and Ministry of Fisheries and Agriculture. The aim of this program is to encourage a culture of integrated farming and operation of cooperative societies to improve productivity and efficiency through value addition and establishing successful value chains whereby empowering grass-root communities and strengthening small-medium entrepreneurs in local fisheries and agriculture sector.

Today, this project is being driven GA Gemanafushi Cooperative Society (GAGCS) based in Gemanafushi in cooperation with its members, a large percentage consisting of women, improving their livelihoods, contributing to women's empowerment, creating local employment and marketing of local produce. Additionally, the project provides for authentic Maldivian products in the shelves of our shop fronts that are of local flavor and taste.



The product: Traditionally, "Rihaakuru" or Tuna paste is part of our diet, even today a popular item that adds flavor and enhances our dining experience, especially among local folks. Rihaakuru is carefully cooked from fresh Tuna caught by Gemanafushi fishermen and tastefully packaged under strict hygiene standards and quality into a range of products. Apart from Tuna paste, several value-added products ranging from packaged smoked Tuna, frozen Tuna of different cuts and value-added by-products such as production of fishmeal are in the pipeline. The brand "Ratu Raha" is a 100% Maldivian owned, fair-trade product range and complemented by local women's and fisher folks.

Local Delicacies of Naifaru

The value-added local delicacy production came about under the “Fisheries and Agriculture Diversification Program (FADiP)” initiated by the International Fund for Agriculture Development (IFAD) and Ministry of Fisheries and Agriculture. The aim of this program is to encourage a culture of integrated farming and operation of cooperative societies to improve productivity and efficiency through value addition and establishing successful value chains. Today, this project is being driven by Naifaru Cooperative Society (NCS) based in Lh.Naifaru in cooperation with its members, the majority percentage comprising women. The project aims to improve their livelihoods, contributing to women’s empowerment, creating local employment in fisheries and agriculture sector; and assist in marketing these products. Additionally, the project addresses to promote the production of authentic Maldivian products that are of local flavor and taste.

Product background

The Maldives has a rich variety of traditional cuisine which varies considerably between the atolls. Being an archipelago of islands with limiting arable land, it is not surprising that a wide variety of fish and fish by-products should form an integral part of the Maldivian diet. Maldivian culture and tradition comprise numerous events and occasions that involve traditional culinary experiences in the celebrations. For instance, the naming ceremony of a newborn is always marked with local traditional sweet and spicy meat dishes. On Eid, a religious occasion celebrated twice a year, each household prepares elaborate lunches with a number of modern and traditional dishes. Inviting family, friends and neighbors and sending parcels of food for those who could not join in.

Another traditional event is the “*Bodumaaloodhu*”, which involves prayers and feasting that go on for several days where the whole population of the island and guests from nearby islands take part. Traditional dishes are prepared by each and every household and brought to a special function hall called “*Haruge*” where it is served in traditional style. However, this is a tradition that had disappeared over time and is not marked at all due to religious controversy. The circumcision ceremony of young boys is another local event marked with entertainment and feasting that continues for a week. It is common practice that each household in the island to prepare a wide range of local delicacies prior to these festivities, and often involves items that can be stored for longer periods so that they can have time to spend with family and take part in the festivities.



NCS aims to revitalize the dying tradition of local delicacies under the brand name “*Chameeryey*” through value-addition and market these products in the domestic market with potential future expansion into tourist market. The products are made in accordance with national food safety standard under the supervision of Ministry of Fisheries and agriculture.

Taro Chips

The Taro Chips production came about under the “Fisheries and Agriculture Diversification Program (FADiP)” initiated by the International Fund for Agriculture Development (IFAD) and Ministry of Fisheries and Agriculture. The aim of this program is to encourage a culture of integrated farming and operation of cooperative societies to improve productivity and efficiency through value addition and establishing successful value chains whereby empowering grass-root communities and strengthening small-medium entrepreneurs in local fisheries and agriculture sector.

Today, the project is being driven by Funaadu Development Cooperative Society based in Fuvahmulah in cooperation with its members, mainly consisting of women, improving their livelihoods, contributing to women’s empowerment, creating local employment and supporting ethical and environmentally friendly produce. Additionally, the product provides a unique “ORGANIC” Maldivian souvenir attractive to the environmentally and ethically aware tourist.

The product: Taro “*Colocasia esculenta*” locally called “Olhu Ala” is popular tropical crop in Southern Maldives. Island of Fuvahmulah has been known to cultivate Taro for generations. Organically home-grown and nutritionally rich with a distinct local flavor, Taro is the main staple for locals of Fuvahmulah with every household owning at least one Taro plantation.

Taro Chips is a 100% Maldivian fair-trade product and grown by local women’s providing a better income to local growers and FDCS members. Taro Chips are tastefully processed and packaged for the resort market.



Our Participation in C2C

Maldives Fishermen’s Association neither any cooperatives from Maldives have participated in the C2C workshop before. Our participation on this workshop is mainly for the purpose of learning and getting to know more about the cooperative products and their economic development so that we can help to develop and promote our very young cooperative societies.

MFA would like to build a close relationship with the cooperative societies around the world and contribute as much as we can for the development of cooperative principles in Maldives and share our activities with other coops.

Contact us:

MALDIVES FISHERME'S ASSOCIATION

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Business Opportunities in Top 5
Cooperative Products”**

MONGOLIA



MR. MUNKHJARGAL AVIRMED



Top Products Offered by Mongolian Co-operatives

Mongolian National Co-operative Association (MNCA)

A.Munkhjargal (Muugii), Executive Director

M.Zoljargal (Zolo), International Relations Officer



27-30 March 2016

mnca@mongolia.coop

1

Mongolia



- Territory - 1564.1 thousand km²
- Population - 3.0 million
- Location - Landlocked between Russia and China

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2

Mongolian National Co-operative Association (MNCA)

Background

Based on the resolutions and recommendations of the National Co-operators Assembly-I in 2007, MNCA was established in 2008. MNCA provides leadership for co-operatives and stakeholders for sustainable development of the national co-operative movement.

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3

Mongolia-The home of natural products

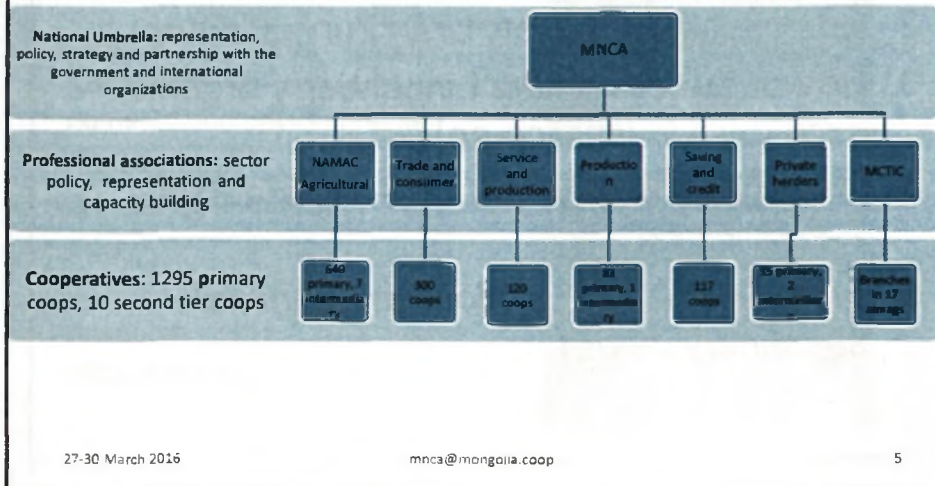
- Mongolia is known for its pure natural and organic products such as meat, dairy products from grass-fed livestock.
- Mongolian livestock grazes on the steppe year around and herders do not use any chemicals.
- Using these organic products supports the nomadic herders' economy, and subsequent healthy nutrition.

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4

Mongolian Co-operative System



Products Made by Mongolian Co-ops



Top 5 Products Offered by Mongolian Co-ops

1. Honey (by '*Buman Zugii*' secondary co-op)
2. Sea buckthorn oil (by '*Uran Zurvas*' co-op)
3. Sea buckthorn and/or Lingonberry organic juice (by '*Ur Jims*' co-op)
4. Dried meat (Jerky) (by '*Kh.A.N Jargalant Khovd*' co-op)
5. Wool/Felt crafts (by '*Nooson Zangilaa*' secondary co-op)

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7

1. Honey

100% organic product made by honey bees. The healthy natural sweetener offers many nutritional benefits

Honey has anti-inflammatory effects and ability to soothe allergy symptoms, coughs and colds.

This natural sugar — fructose and glucose — quickly boosts body energy.

Its antioxidants that may help prevent cellular damage and loss within the brain

Honey can increase insulin produced and releases serotonin — which further improves mood and happiness and helps humans to sleep

Packaging:

0,2-1 kg (in jar)

Price:

1kg – 20 USD

Amount:

5,000-10,000kg



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8

2. Seabuckthorn Oil

It's the only plant source that contains omega 3, 6, 9, and 7. It is rich in vitamin C, carotenoids, vitamin E and vitamin K. Additionally, it contains over 190 nutrients and phytonutrients.



Packaging:

0.1 -0.2 kg (in bottle)

Price:

0.1 kg – 10 USD

Amount:

3000-5000 kg



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9

Sea buckthorn oil

Usage: The oil can be taken internally or used topically.

Benefits:

Promotes skin health

Helps relieve cold and flu

Helps prevent dementia and Alzheimer's disease

Promotes healing of ulcers and gastro esophageal reflux disease

Relieves dry eyes

Prevents liver damage

It also has healing and rejuvenating effects on the skin, as it is a great natural cleanser and exfoliator. It helps relieve cough, promotes blood circulation, aids digestion, and alleviates pain. It also helps heal burns, cuts, wounds, sunburn, rashes, and other types of skin problems.

Using sea buckthorn oil daily helps slow down the signs of aging by nourishing the tissues in your skin and body.



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10

3. Seabuckthorn Juice (Concentrate)

Sea buckthorn's vitamin C content is 12 times higher than that of an orange.

It also contains vitamins A and E; beta-carotene and minerals such as copper, iron, selenium, and manganese and antioxidants, making it a powerful drink.



Package size:

0.5 L (in plastic bottle)

Price:

0.5 L- 3.0 USD

Amount:

20,000- 30,000 L,

Sea buckthorn juice

Sea buckthorn juice has vitamins, flavonoids, minerals, phytonutrients and antioxidants.

One of the most important, and unique, components of sea buckthorn is its impressive array of every essential fatty acid. It contains Omega 3, 6, and 9, as well as the rare Omega-7 which helps tremendously with inflammation response.

4. Dried meat (Jerky)

Beef and/or horse meat jerky is ready-to-eat food which is smoked and dried by traditional techniques and seasoned with all-natural ingredients.

Package size:

0.2-0.5 kg (in plastic bag)

Price:

0.2 kg - 10 USD

Amount:

10,000 – 30,000 kg



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13

5. Natural Wool/felt Crafts

Хонины цэвэр ноосоор гар аргаар бэлэг дурсгалын болон хэрэглээний 20 гаруй нэр төрлийн бүтээгдэхүүн үйлдвэрлэдэг. Бэлэг дурсгалын бүтээгдэхүүн

Size:

0.05-0.1 kg

Price:

1 unit -

Amount: By order



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14

100% handmade felt (purified wool) products.

The co-ops produce about 20 different types of 800 designs using primarily processed fine and semi fine wool, angora, cashmere and camel wool and selling them through “Tsagaan Alt” wool shop. They also export the products in the international market such as Norway, New Zealand, Germany, France, Japan, USA and China.

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15

Wool crafts



Beele baby boot 115-6094



Bags and purses, pencil holders, slippers/shoes, socks, brooches, belts, hats and scarves, jackets and coats, jewelries and accessories, cushion covers, Christmas gifts, decorations, and souvenirs

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16

Excellence and special characteristics of our products

Pure natural products made of:

- ✓ 100% fine and semi fine wool,
- ✓ Cashmere and angora,
- ✓ No negative effect to human body
- ✓ Completely handmade
- ✓ High quality conforming
- ✓ Soft, warm and light characteristics which always delight our customers



Green purse 109-1025



Heet purse 114-1004



Purse 102-5101



Halqama purse 111-3002

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17

Wool crafts



- Natural products such as yarn, horn, wood and other natural items are used as accessories

*** Products can be produced according to the customers' needs and specific design, color and size!

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18

What we are interested in?

We are looking for following products:

1. High quality sugar (powdered/granulated)
2. High quality rice (long and/or medium grain rice)
3. High quality tea
4. Small and medium scale production technologies such as processing equipment and machineries (for agricultural production)
5. Wood barrels/buckets/bowls for food storage



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19

More business partnership opportunities with Mongolian co-ops

1. Tourism
2. Semi/processed sheep wool and cashmere
3. Tropical fruits
4. Coffee
5. Silk

Thank you for your attention!



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20



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Cooperative Products”**

NEPAL



MR. MADAN KUMAR DAHAL

SMALL FARMERS AGRICULTURE COOPERATIVE LIMITED(SFACL), NEPAL

Est. 1996 AD

**PRESENTED BY:
MR. HARI PRASAD POUDEL
MR. MADAN KUMAR DAHAL**

Introduction

Small Farmers Agriculture cooperative Limited (SFACL), was registered as a co-operative organization in 1996 AD in accordance with the "Co-operative Act 1992 AD"

As per the act **Agricultural Development Bank Limited (ADBL), Nepal**, hand over full authority for management, governance, operation to this organization in the year 1998 AD. Since it has gone to the members to ran it as **Sana Kishan Bikash Bank (Small Farmers' Development Bank)**.

Our Top Products

Green Vegetables

Our farmers grow two different types of green vegetables: Seasonal and Off Seasonal.

Seasonal Vegetables

- Cauliflower
- Capsicum
- Beans

Off-Seasonal Vegetables

- Tomato
- Mushroom



Cauliflowers are usually planted from **September – October** and are harvested from **November – February**.

Farmers grow both the hybrid and local breeds of cauliflower and the average **weight** of each cauliflower is **1.2 Kilograms**.

It is cultivated approximately in an area of **50 hectares** of land and **3 tons** of cauliflower are produced per hectare.



- ❑ Capsicum are planted from September to October and are harvested from December to April.
- ❑ The average weight of capsicum is 100 gm.
- ❑ It is cultivate in an area of 90 hectors and 4 tons of capsicum are produced per hector




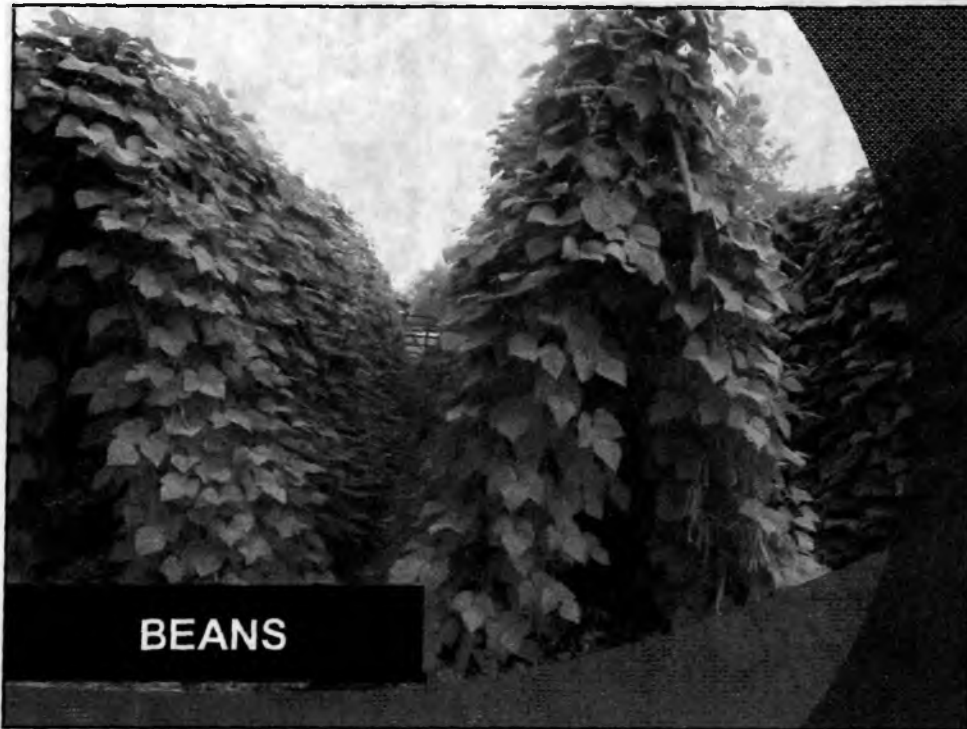


Farmers grow tomato as both seasonal and off seasonal. They are planted from September to October (seasonal) and from January to February (off seasonal).

Usually, Farmers grow both hybrid and local breeds of tomato but hybrid tomato are grown in the off seasons

It is cultivated almost in 180 hectares of land and 7 tons per hectare tomato are produced.





Farmers plant beans from October to November and can be harvested from March to June.

It is cultivated in an area of 60 hectors of land and 4.5 tons of beans are produced per hector.



Why are these our top Products?

The Land and climate areas are suitable for these products.

They are environment-friendly

They are cash crops

They can be easily sold in the market

Weight, Price and Market

All our products are in standard size example 1.5 kg cauliflower. They are sold at reasonable price, seasonal Rs. 20 per Kg and off seasonal Rs. 50-100 per Kg

65% of our products are sold in the local markets and 35% in the markets of Kathmandu. Our aim is to reach to the international market as like Chinese, Indian and other markets.





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PALESTINE



MR. AKRAM Y. T. YOSEF



المركز الفلسطيني للتنمية الاقتصادية والاجتماعية
Economic & Social Development
Center of Palestine

Economic & Social Development Centre of Palestine -
ESDC
Sustainable Social Economy in Palestine
Cooperatives Business Growth
Capacity Production Smart



Vision
A Palestinian cooperative society that is economically independent and socially just.

Mission
Eventuating Integrated Development in Palestine through Economic & Social Empowerment for the target groups.

Values

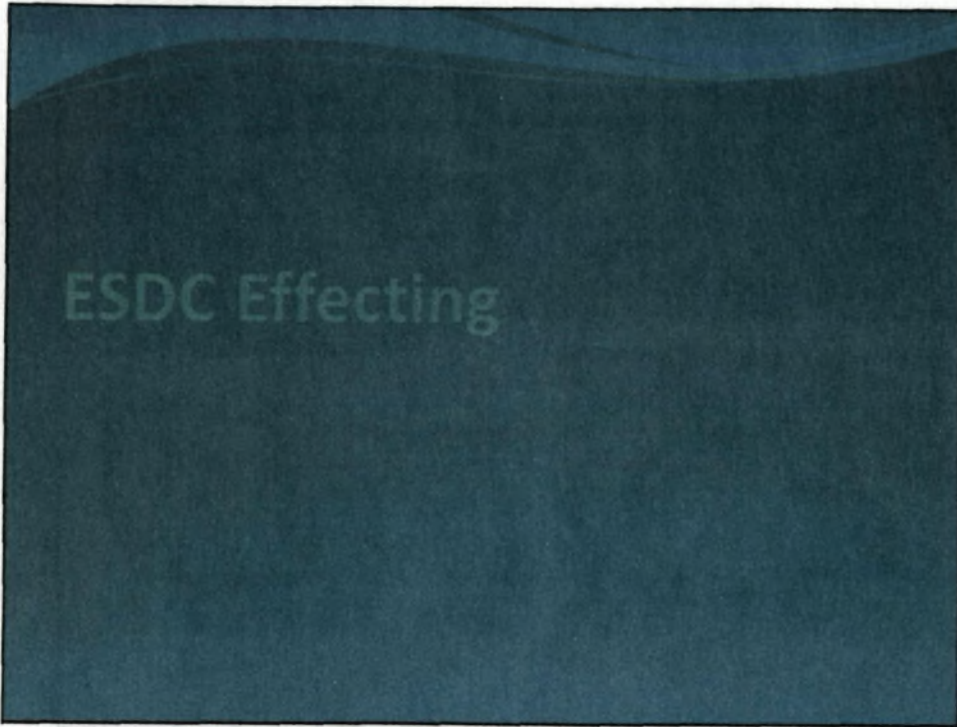
ESDC continues to align its organizational values with the internationally-accepted co-operative principles.

It also upholds the values of transparency, integrity and accountability, social justice, and peace.




ESDC recognizes itself as a member of civil society in Palestine.

Its stated Strategic Objectives within the development program are:

- 1- To contribute in the national endeavors in improving the livelihood & food Security for the target groups.
- 2- To Increase the capacities of civil society organization, including cooperatives in providing relevant services to their members & communities.
- 3- To reinforce the gender equity in ESDC's operations & activities.
- 4- To build the capacities of ESDC to be more efficient and effective in management & supervision.

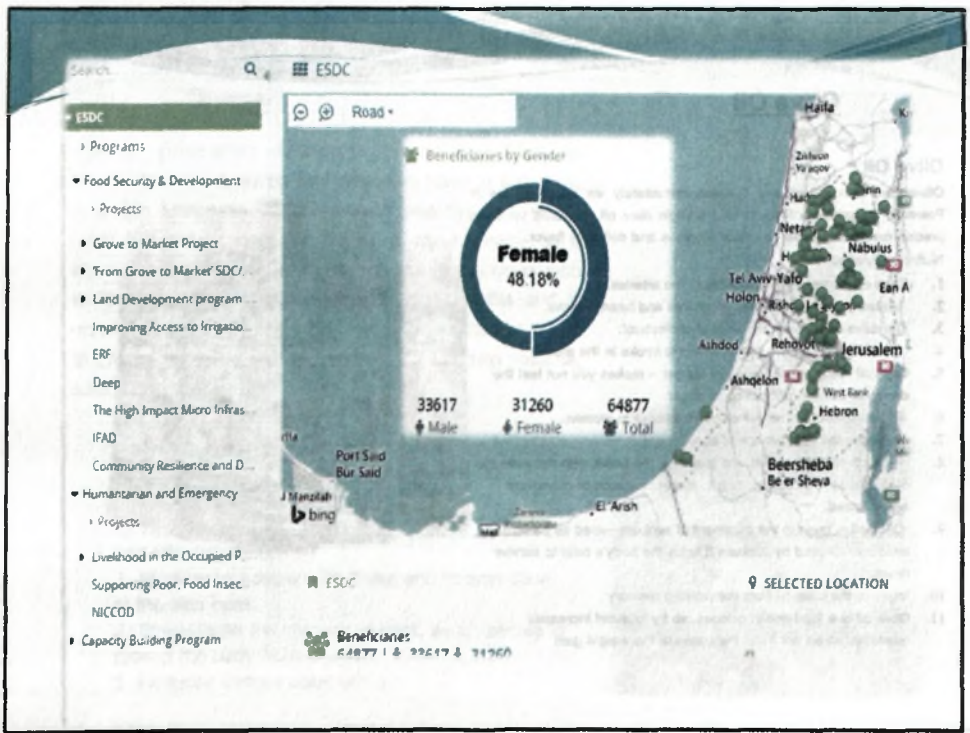


ESDC supports farmer groups to remediate depleted soils through land reclamation, land rehabilitation, opening agriculture roads, terracing, rain water harvesting better management practices and innovative technologies.



ESDC supported skeptical olive farmers to see the benefits of better techniques to recover soil fertility, control weeds, and lessen erosion and water loss.





Five Top Products

Olive Oil

Olive Oil :

Olives are handpicked and pressed immediately via small groups in Palestine cooperative associations; a virgin olive oil produced by using precise methods in order to create a unique and delicious flavor.

Nutrition Value:

1. Olive oil increases the flexibility of the arteries.
2. Makes you more resistant to strokes and heart attacks.
3. The olive oil reduces the level of cholesterol.
4. Olive oil reduces the risk of ischemic stroke in the elderly
5. Olive oil reduces the feeling of hunger - makes you not feel the desire to eat and not having to sugar.
6. Olive oil reduces the risk of heart disease in women.
7. Reduces the appearance of acne.
8. Protects red blood cells and thus also the heart, with the passage of time oxidized cells, leading to the appearance of premature aging raised.
9. Olive oil is used in the treatment of sunburn -used as balsam to treat pain caused by sunburn It helps the body's cells to survive moist.
10. Improve the olive oil from the working memory
11. Olive oil is a food rich in calories, so try to avoid increased quantities so as not to be the cause of the weight gain



Labanah with Olive Oil

Labanah : its the product manufactured form fresh raw and full cream milk from cows or goats or mix of both , then it pasteurized and fermented by a culture . Then the separation of whey of yogurt by pressing in suitable conditions with adding a quantity of salt to labanah after derange of the liquid

Labanah in olive oil : it's a rigid labanah has a ball shape conserve it in olive oil and filled in suitable containers

Labanah in olive oil with flavor : it's a rigid labanah has a ball shape conserve it in olive oil , a quantity of dried thyme or dried mint or chili was added for it and filled in suitable containers

Culture : is a mixture of Lactic Streptococcus and Lactobacillus Bulgaricus bacteria as a new manufactured yogurt or as dried shape.

Homogenize : is the process by which molecules of fat milk are submitting to get rid of the smashing of the state that are emulsifying at 60 degree Celsius by homogenizer



Thyme

Thyme (Grandma Mixture): Thyme or Daqa as Palestinians call it, which no Palestinian home is without it, is a dish known to enter into each breakfast and dinner meal alongside a dish of olive oil. It can be eaten as a dip, sandwich or made into pastries independently or with white cheese for instance. It has many benefits and is considered the meal of every person without discrimination to poor or rich. The company makes it by adding sesame, sumac and special herbal spices to it.

Nutrition Value:

1. Thyme contains many antioxidants and vitamins such as vitamin C, and a high percentage of elemental calcium and iron.
2. Maintain a healthy heart from clogged arteries and intransigence.
3. Working to address the throat and inflammation of the skin burn.
4. Strengthens the immune system, which serves to protect the body from disease.
5. Reduces various body pains.



Herbs

Herbs:

There are many different types of herbs with different forms, sizes and colors. Each type of these herbs has different properties from the other. Herbs can be distinguished through flavor and smell. It has been known since ancient times. It is known by its benefits which are useful for the human body. Herbs are used in the pharmaceutical industry and alternative medicine also used in cosmetics. It is used for hair care and skin care industry. It is also used in the soap industry. It is used for the treatment of diseases. It is considered as medicine. Each type of herbs works to treat certain type of disease.

Nutrition value:

1. Reduces fatigue and calms the pain.
2. Used for the treatment of emphysema, colon, liver enzymes fit,
3. Diuretic.
4. The treatment of boils and abscesses
5. The treatment of cracked skin treatment
6. Helps in the treatment of diabetes
7. Treat infections of lung
8. treatment of skin infections and wounds
9. treat cough and hoarseness
10. Works on the open trachea, bronchi
11. Treat inflamed eyelids
12. Treat swelling and inflammation of the ear



Maftool

Maftoul (The dish of Arab Mashriq and Maghreb Countries):

The Palestinian Maftoul or couscous as the Arab Maghreb Countries call it consists of sun-dried, hand rolled and shaped organic semolina wheat. However, since Maftoul is very hard to make and needs much time and effort for a delicious result we, therefore, provide it for you once again in its old flavor without dyes or preservatives to enjoy with tomato sauce, onions, bean chickpeas and boiled chicken.

Nutrition Value: Maftoul is rich with carbohydrates and provide the body with the required energy.

Nutrition Value:

Maftool food is rich in carbohydrates and provides the body with the energy required.



Success Story

Dora Cooperative for Agricultural Processing
" A Model of Rural Women Enterprise" .
Production of Maftoul

Level 1: Formulation level

- Members capacity building
- Institutionalization
- Equipment Support
- Supporting sustainable production cycle



Agri-value chain - ESDC

Level 2: Institutional Level

- Systemization
- HR/ members Capacities
- Capitalization & Equipment Support
- Strategic & Business Planning
- Operating the business plan



Agri-value chain - ESDC

Level 3 : Development & Maturity

- Build the Self reliance & Sustainable operations & services
- Good Governance
- Business Development
- Quality control
- Marketing & networking

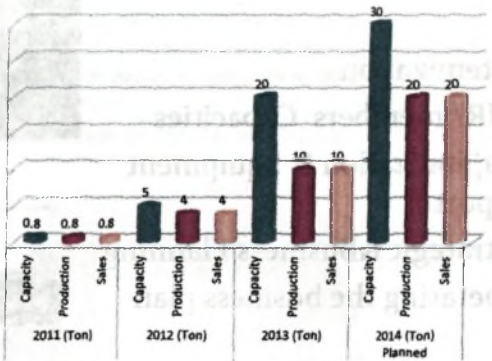


Agri-value chain - ESDC

Impact on members livelihood:

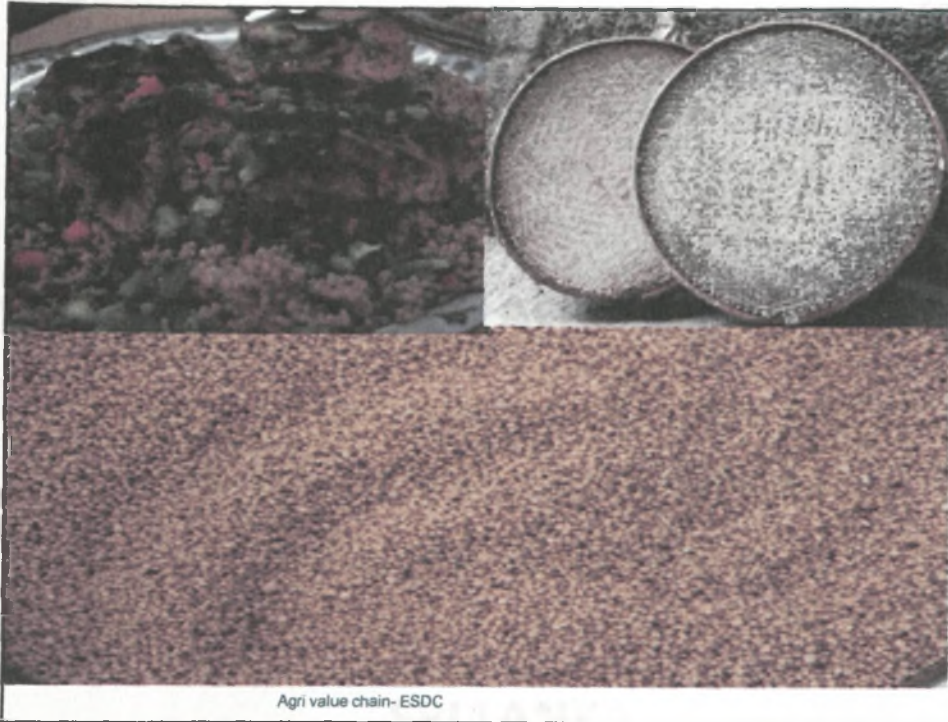
- Income generation for 45 members through distribution the gained net profit.
- increasing the offered working opportunities from 3 to 13 at part-time bases.
- In 2013 the net profit was 40,000NIS

Maftoul Enterprise Development in Dora Cooperative



Year	Capacity (Ton)	Production (Ton)	Sales (Ton)
2011	0.8	0.8	0.8
2012	5	4	4
2013	20	10	10
2014 (Planned)	30	20	20

Agri-value chain - ESDC- Feb 2014



ESDC Thanks
All of You



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SRI LANKA



MR. SILVA

18/3/2016

Topographical map of Sri Lanka
Cooperative To Cooperative Trade
Enhancing Business Opportunities in
Top 5 Cooperative Products 27 to 30

Welcome

M



**Cooperative To Cooperative Trade
Enhancing Business Opportunities in
Top 5 Cooperative Products 27 to 30
March 2016 in Kuala Lumpur**

Presentation

Mr. W Lalith A Peiris, Chairman, NCC

Dr. Sunil Silva, CEO, NCC

SRI LANKA

Sri Lanka is a magnificent island southeast of India. With palm trees blowing in the wind along beautiful white beaches, it has been considered a tourist paradise. Today it is a ravaged country, wounded by a long civil war and demolished by the tsunami in 2004, which was convinced & committed to enlightened by COOPERATIVE strategy in a sustainable manner. The Cooperative sector is technically business oriented as a context of community empowerment role & process in depth through a community driven approach.

Topographical map of Sri Lanka



GENERAL BACKGROUND

GENERAL FEATURE AND ECONOMY

SRI LANKA

Pearl of the Indian Ocean

Granary of the East

COLOMBO
Mount Lavinia
Moratuwa



- Longitude : 79° - 82°
- Area : 65,610 sq.kms.
- Length : 432 Km
- Breadth : 224 Km.
- Rainfall : Around 2020 mm.
- Temperature : Around 21 – 30 C
- Latitude : 5.55' & 9.50' North

LOCATION & CLIMATE

Some Events and Feature : Interesting Places



Ancient Sri Lanka



'Sigiriya' The Palace & Fortress in The Sky



Kandy



Peradeniya University



Horton Plains



World Trade Centre



TEA



Mosque



Lord Buddha Statue



Hindu Temple



Supreme Court





Technically Sound Cooperative Business Orientation

- Community based business orientation
- Use of local resources with technology involvement
- Technical transformation to rural poverty
- Work together with in-depth inspiration
- Transparency and accountable innovation
- Promotion of Gender equality

TEA Produces Cooperatives




CEYLON TEA
VIEW PRODUCTS >
COOP Products

The coverage of 23% of Gross National Products

The advertisement features a central image of a cup of tea on the left and a tea plant on the right, with a Ceylon Tea logo in the center. The background is a blurred landscape of tea fields. The text is overlaid on the image.

Coconuts Produces Cooperatives



Different use of environmentally sound Cooperative business

The advertisement shows a large, close-up photograph of many coconuts, some whole and some cut open to show the white flesh. The text is overlaid on the image.

Minor Crop COOP Industries Societies



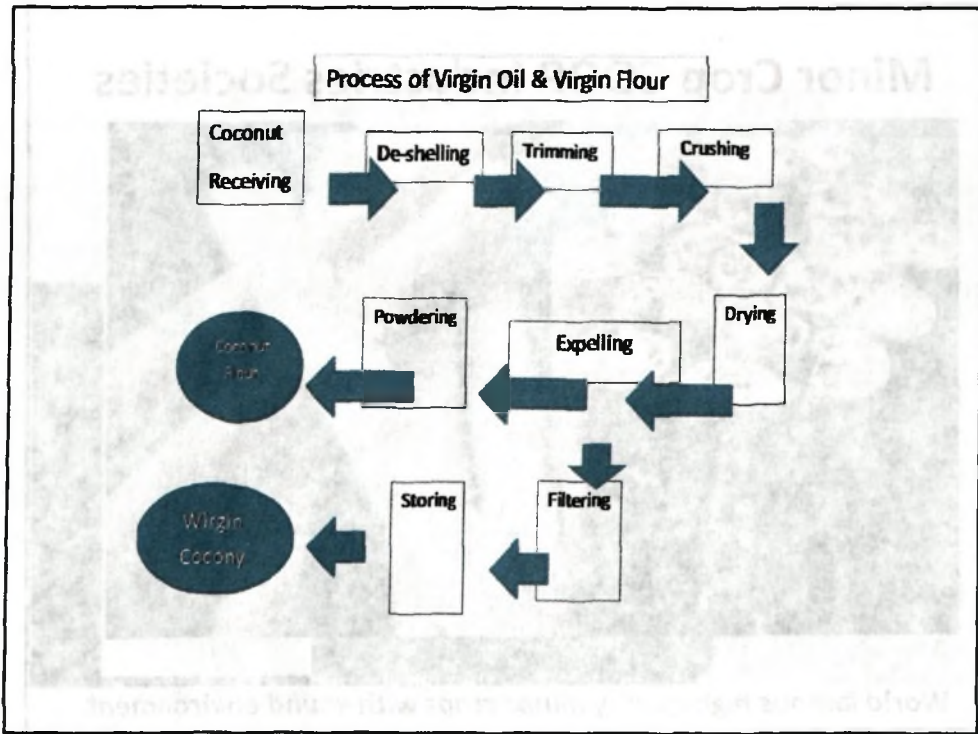
World famous high quality minor crops with sound environment

Organic Virgin Coconut OIL

Manufacturing of organic virgin coconut oil
and coconut flour



Certified to the USDA organic regulation





Ceir Fiber COOP Products
Produce By Sri Lanka Cooperative Industries Union

Ceyesta
MEDIBED

Healthy comfortable care of natural resources for strengthening of human life

Technical Based Natural Business Innovation



Thank You
GOOD NIGHT
Ceyesta
MEDIBED



International
Co-operative
Alliance
Asia-Pacific



**ICA-AP / ANGKASA / ACFSMC Workshop on -
“Cooperative to Cooperative Trade – Enhancing
Business Opportunities in Top 5
Cooperative Products”**

VANUATU





MR. RIDLEY M. JOSEPH



Challenges and Opportunities for Agricultural Co-operatives in Vanuatu

Ridley M Joseph
Director and Registrar
Office of the Registrar of Cooperatives and Small
Business Development Services
Vanuatu

Email: rjoseph@vanuatu.gov.vu Website: www.cooperative.gov.vu



Who are we?

- Population 252,763
- 83 islands that stretch
- Language English, French, Bislama
- GDP – Composition by sector of origin
 - Agriculture 25.1%
 - Industry 10.8%
 - Services 64.1%

Agriculture products: Copra, Coconuts, cocoa, taro, yams, vegetables, beef, fish

- Labour force Agriculture 65%, industry 5%, services 30%
- Administrative division: 6 provinces

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Current Status – Key Indicators (2009 – 2015)

- Rise in active Cooperatives {240 to 424}
- Membership {6,370 to 16,079}
- Employment of 789
- 228 Savings and Loans {>144million VT}
- Turnover {>525 million to >726 million VT}
- Profits of > 64 million VT
- Dividends > 43 million VT

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Top 5 cooperative Products to trade

1. Kava
2. Coconut (Copra, Virgin Oil, etc..)
3. Cocoa
4. Beef/Fish
5. Organic Fruits

Why Top 5



- Copra, Cocoa, kava and beef accounts for more than 60% of Vanuatu export
- Copra is making up more than 35% of Vanuatu's export followed by beef, cocoa, kava and fruits vegetables
- Local Kava Market – 500 to 800 Vatu per kilo
- Copra price 32,000 VT (US\$331)per tonne



Opportunities

- IFC studies
- Comparative advantages (Land & natural resources)
- EDF 11 (3 value chain)
- Membership increase thus increasing cooperative shares and market sector
- Government support through projects
- Increasing Tourism Market

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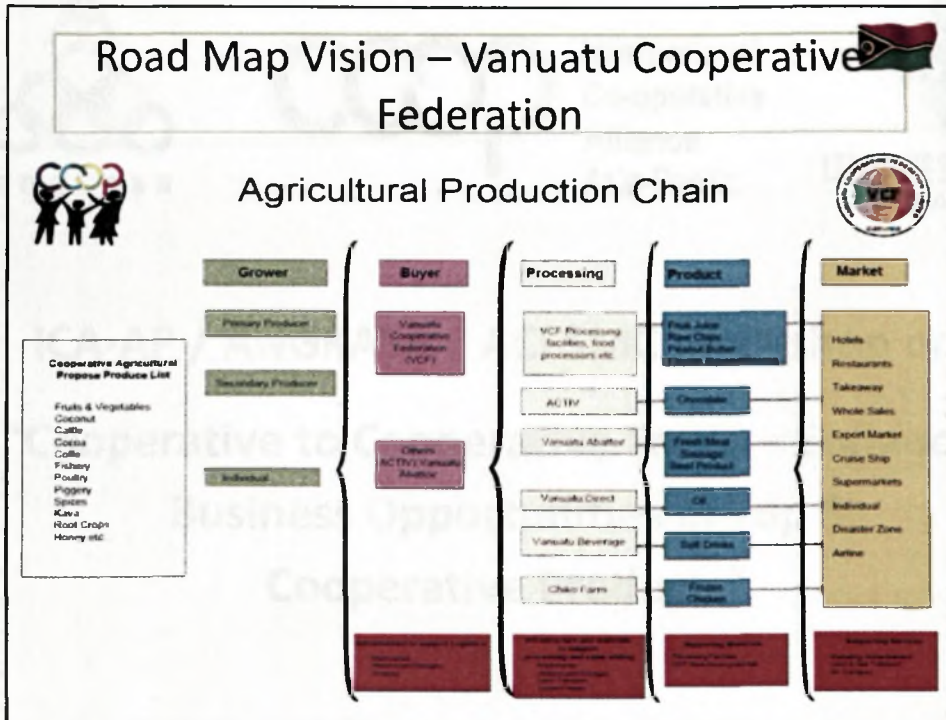


Specific Needs

- Capacity building (Staff & Cooperative Managers)
- By-laws
- Financial Model
- Organizational Structure
- Linkage of Value Chain
- Training Materials
- Insurance for cooperatives
- Capacity to venture to other potential cooperative business sectors (diversification)
- Funds to enable our road map to fully be functional

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Thank you

MR. NGUYEN THE PHUONG

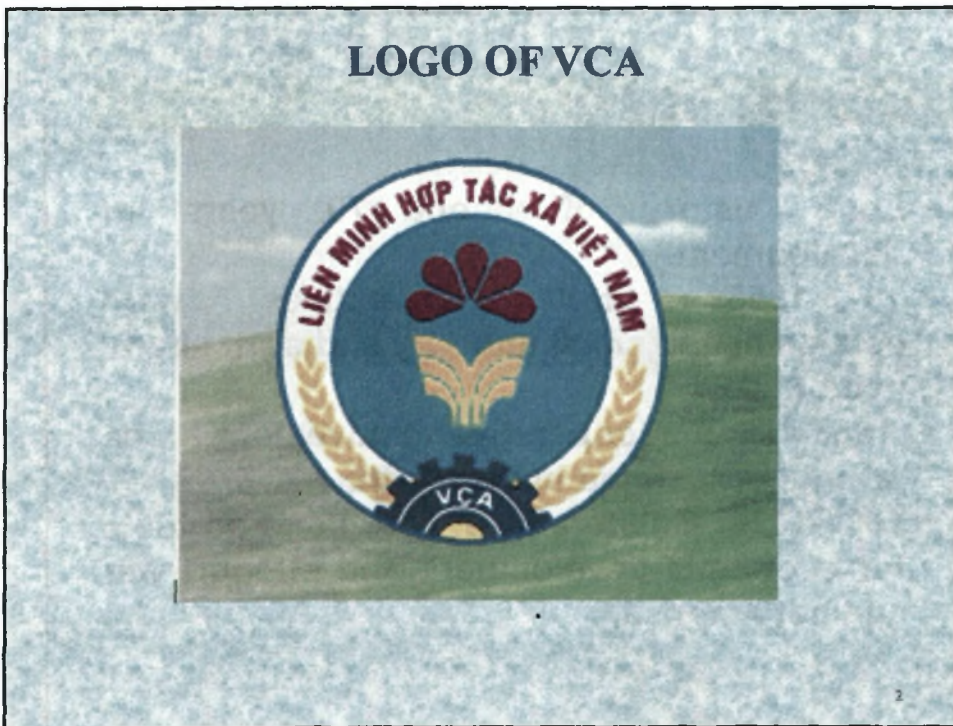


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VIETNAM



MR. NGUYEN THE PHUONG



COOPERATIVE MOVEMENT OF VIETNAM



OUR MOVEMENT

- ☛ Long history of about 70 years of development.
- ☛ 1945-1955: first cooperatives were established in small industry and agricultural sector.
- ☛ 1955-1960: cooperative movement was strongly promoted in the North.
- ☛ 1961-1975: Cooperatives were used as tools for economic development and support war against America.

OUR MOVEMENT (cont)

- ☛ 1975-1986: cooperatives strongly developed in all sector all over the country.
- ☛ 1986-1996: cooperative movement came into the crisis period when Vietnam shifting to market economy.
- ☛ 1996-present: cooperative movement has started period of strengthening, rehabilitating and making new development steps.

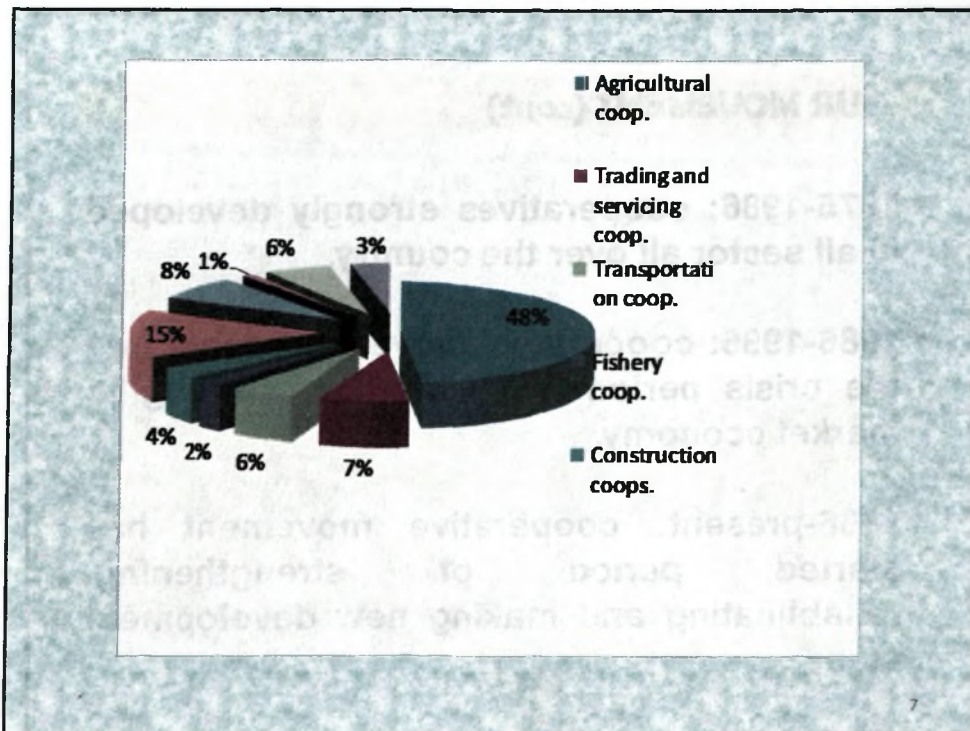
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OUR MOVEMENT (cont)

As 30/12/2015: 18,041 coops and 146,658 cooperation groups with 13 millions of members and labourers, including:

- 10,123 agricultural, forestry and fishery coops
- 1,536 trading and service coops
- 1,011 transportation coops
- 828 construction coops
- 2,254 small industrial, handicraft coops
- 1,146 people credit funds (credit coops)
- 408 electricity and water service coops
- 735 other coops





7

OUR MOVEMENT (cont)

- 53 COOPERATIVE FEDERATION, IN WHICH:
 - TRADING : 13 (BIGGEST COOP IS SAIGONCOOP)
 - TRASPORATION: 11
 - AGRICULTURE: 2
 - OTHERS ARE MULTIPURPOSE COOP FEDERATIONS
 - COOPERATIVE GROUPS: 390.000, IN WHICH AGRICULTURAL COOP GROUPS ARE 190.000
- ATTRACTING ABOUT 13,5 MILLIONS MEMBERS AND LABOURERS

8

OUR ORGANIZATION

- In 1955: the Management Committee for Supplying and Marketing of Cooperatives of Vietnam (MCSMC).
- In 1961, the Union of Small Handicraft Industry Cooperatives of Vietnam (USIC)
- In 1991, the Central Council of Non – State Enterprises of Vietnam (VICOOPSME) formed by integrating MCSMC and USIC.

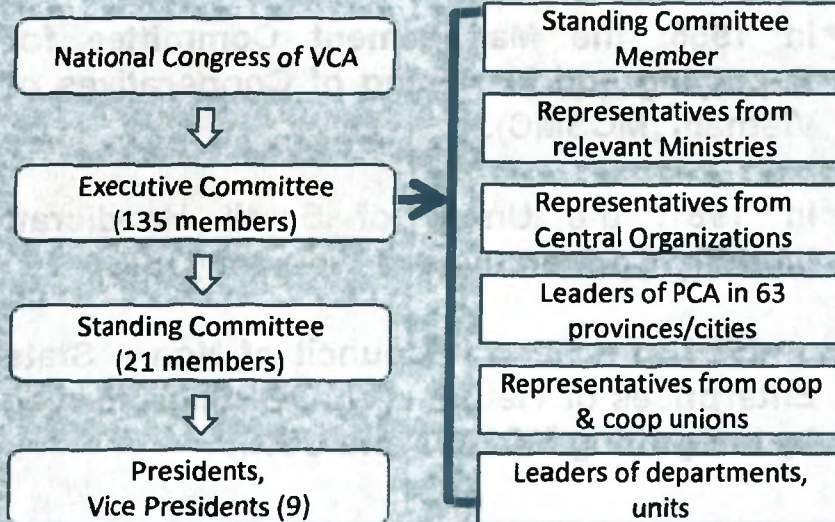
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OUR ORGANIZATION (cont)

- in October 1993, the First National Representative Congress of Cooperative was held (VICOOPSME).
- In 1996, Law on cooperative was passed by the National Assembly; changed VCA.
- In January 2000, the Second National Representative Congress of VCA.
- in January 2005, the Third National Representative Congress of VCA.
- In August 2010, the Fourth National Representative Congress of VCA.

10

OUR ORGANIZATION (cont)



11

VIETNAM COOPERATIVE ALLIANCE

OUR VISION

National apex organization rendering professional support services to the cooperatives as well as implementing viable and effective economic activities to steer and uplift the movement

It hopes to develop strongly and sustainably for the nation a strong socio-economic structure of cooperation, solidarity, and community development without poverty.

12

VIETNAM COOPERATIVE ALLIANCE

OUR MISSIONS

- Promoting socio-economic development, poverty alleviation and sustainable job creation to upgrade the economic well-being of the community;
- Promoting training and educational activities, improving qualification level, business management and production skills and capacity of the people;
- Improving the standards of living and quality of lifestyle to meet the diversified socio-economic needs of the people;

13

VIETNAM COOPERATIVE ALLIANCE

OUR MISSIONS (CONT)

- Promoting community development, environmental protection, and preventing against the social evils.
- Promoting greater gender equality, the social coherence, democracy and harmony; supporting the disadvantage groups to integrate with the community.
- Building up international cooperation and relations for the mutual benefit of the cooperative movement.

14

Functions and tasks of VCA

1. Represent and protect the legal rights and interests of their members
2. Propagandize and promote the development of the coops and cooperative federations
3. Advise, support and provide services, train and improve human resources serving for establishment and development of coops and cooperative federations

15

Functions and tasks (cont)

4. Implement programs, projects and public services to support the assigned coops
5. Participant in development of policies and law on coops and cooperative federations
6. Represent their members in coordination activities with foreign and local organization in accordance with the relevant legislation

16

OUR DEPARTMENTS AND AFFILIATES

- Administration Department;
- Cooperative development and Policy Department
- Planning and Supporting Department
- Propaganda and Information Department
- International Cooperation Department
- Personnel and Organization Department
- Inspection Department
- Bureau of Emulation and Reward Council
- Enterprises Management Division
- Representative Office in the Southern of Vietnam
- Representative Office in the Central and Highland
- Investment Projects Management Department

17

5 TOP AGRICULTURAL PRODUCTS OF VIETNAM

- **COCOA:** Cocoa in Vietnam is grown in the Southeast and Central Highlands Region with the area of over 25,000 ha, the output of over 4000-5000 tons/year, Vietnam is striving to become cocoa cultivation and processing countries as Indonesia.

VCA's President Vo Kim Cu visits workshop of Cocoa finished products, Nam Truong Son Company



Con't

- **COFFEE**

Currently, Vietnam has over 600,000 hectares of coffee, distribution from the North to the South of Vietnam with estimated output of 2 million tons per year; become the key product of Vietnam to export many countries around the world.



Con't

- **DRAGON FRUIT:** At present, blue dragon fruits is cultivated many in Binh Thuan and Long An provinces. The area in the whole country now is 28,700 hectares, the output is estimated of 520,000 tons/year. This fruit has the great advantage potential for the exportation.
- **President of VCA – Mr. VO KIM CU visits Tam Vu Dragon Fruit Cooperative**



Con't

- **Seedless lemon:** The seedless lemon fruits can have the productivity of 150 – 200 kilos/year/a plant. This kind of plant also has the high ability to protect against the diseases, especially it can protect against the yellow leaf and vein diseases as other kinds of tree with segment. At present, there are over 46,000 hectares planting seedless lemon. This is the agricultural product with the competitive advantage in the exportation.
Mr. Vo Kim Cu, President of VCA, attending the Trade Fair of Agricultural products in the South of Vietnam



Con't

- **Green skin pomelo:** Currently, Vietnam has more than 20,000 hectares of green grapefruit concentrated mainly in Ben Tre, Binh Duong, Binh Phuoc ... The markets such as Germany, Japan, the United States are targeting on this Vietnamese fruits.



