

Lebanese Fresh

Fruits & Vegetables



Introduction

Lebanon is characterized by the diversity of its crop production. Benefiting from a Mediterranean climate, most fruits and vegetables are produced in the country. The mountainous topography and the inner fertile Bekaa valley enable not only a higher diversity of the products, but also a wide range of maturity date increasing the availability of the product on the market.

Due to Lebanon's geographical position, several crops are cultivated at their geographical and altitudinal limits, giving them a special quality in terms of flavor, sugar content, fruit texture, storage capacity and color. This is the case of Banana, Orange, Lemon, Mandarin and Clementine, Grapefruit, Cherry, Apple, Apricot, Peach and Grapes, for fruit trees, then Cucumber, Tomato, Potato, Onion, Garlic, Lettuce, Melon and Watermelon for vegetable crops.



Ministry achievements & quality control

From a Long time, Lebanese people had exported their agriculture products to foreign countries especially Arab countries.

After the big tariff cuts of 2000, Lebanon has opened its market for international competition and the ministry of agriculture decided to embrace full integration into the world economy by signing many preferential trade agreements. In order to achieve its goal, the ministry of agriculture respected the global criteria of the agriculture production and set new objectives aiming to improve both quality and quantity of the products. The most important decisions taken include: testing new varieties with better environmental adaptation the local conditions, improvement of the cultural practices and pest and disease management systems, reduction pesticide use, generating a list of banned pesticides, improvement in the postharvest handling of the product (handling, storage, packaging, shelf-life, etc, ...), improvements in the marketing strategies and testing the chemical composition and microbiological contaminants of the products to verify its compliance with various standards to ensure the safety and quality of our products.

Recently, the Minister for Agriculture, His Excellency Hussein Hajj Hassan, has launched the Strategy of Agricultural Sector Revival: a plan to be applied under his mandate (20102014-) and aiming to ensure food security and safety in the agricultural sector and to guarantee sufficient production and high productivity at reasonable cost as well as adequate prices for both consumers and farmers.





Fruit cultivation is considered a very important element in the agricultural sector; it presents 28 % of the total productive agricultural area. Our region is recognized as a regional exporter of citrus, apples, bananas, grapes and cherries.

Citrus fruit

Orange:

Main Species: Navels, Shamouti, Blood oranges and Valencia.

Orange is the major citrus crop of Lebanon. Oranges are produced on the coastal plains of the south and north, as well as on the slopes and valleys of Mount Lebanon up to 600m altitude.

Seasonal Availability: From October until July.

Lemon:

Main Species: Eureka, Lisbon, Fiminello Lemon is the most popular citrus in Lebanon since its juice is appreciated and used in most

famous Lebanese dishes. Lemon is cultivated along with other citrus crops on the coastal plains up to 600m altitude.

Seasonal Availability : almost all year round.

Mandarin and Clementine:

From the old Yusuf effendi Mandarin, originally cultivated in Tripoli and its surrounding, to the most known Clementine varieties, these fruits are popular and produced all over the coastal plains from the south to the north.

Seasonal Availability : From September till February

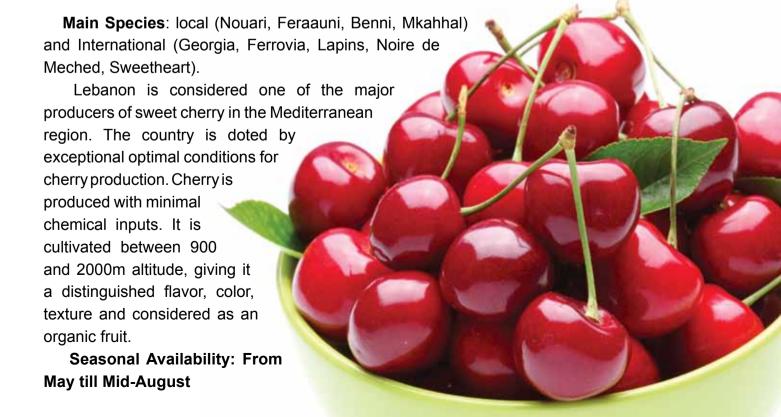


Banana

Banana has been introduced as a field crop on the coastal narrow plains in the middle of the last century. Soon the quality of the fruit gained the trust of the local consumers and banana cultivation with its different varieties conquered the plains from the southern border to Byblos (Jbeil) which is considered its northern limit. Lebanon exports a part of its production to the neighboring countries.

Seasonal Availability: Almost all year round.

Cherry



Apple

Main Species: Red delicious, Golden, Granny Smith, Gala, Early Gold.

Apple is the most prominent fruit product of Lebanon. Apple is grown in the Lebanese mountains between 700 and 2000m altitude as well as in the Bekaa valley. Such environment gives the fruit a unique quality in terms of color, sugar content, and mostly its crunchy texture and storage quality. It is anti-cancerous, rich in many vitamins and anti-oxidant.

Seasonal Availability: almost all year round.



Main Species: Aajami, Dahabi, Sendyani, Bayadi and Um Hussein. Like all Mediterranean regions, Lebanon produces apricot, with distinguished local varieties mentioned above. The northern Bekaa is the most important area of production. The fruit is also produced on the western slopes of Mount Lebanon.

Seasonal Availability: From May till early July.



Main Species: Peach yellow pulp, Peach white pulp, Nectarine yellow pulp, Nectarine white pulp.

Peach and nectarine have increased in importance since the nineties, as orchards were renovated and new varieties were introduced, including white and yellow pulp fruits from both peach and nectarine. Due to the difference in altitude between the different

area of production, fruits are more available in the market.

Seasonal Availability: From May till October.

Plums

Main Species:

-Japanese plums: Abu Riha, Shiro, Black Amber, Mariposa, Santa Rosa, Friar, Angeleno.

-European plums : Serhini, Bazenjani, Stanbouli, Reine Claude, President.

Japanese plums are mostly planted on the lower slopes of Mount Lebanon while the European Plums are mainly produced in the Bekaa Valley.

Lebanese Plums are recognized for their sugary taste and pronounced flavor. Some local varieties of plums are locally consumed acid, and harvested green before maturity.

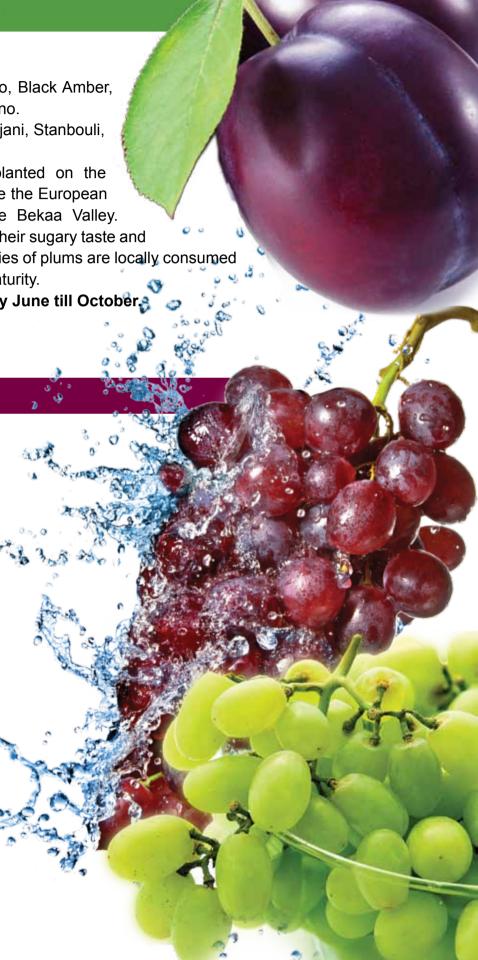
Seasonal availability: From early June till October

Grapes

Main Species: Baytamuni, Tfeifihi, Maghdushi, Jbaai, Globe seedless, Early Superior Seedless, Black Pearl and Red Globe.

Lebanon is in the center of the area of origin of grapes. Table grape is planted nationwide between the coastal area and 1600m altitude. However the most important areas of production are the Bekaa valley and Akkar. The importance of its cultivation is due to the climatic conditions including a long period of sunny days over the year, fertile soil and adequate average of rainfall which ensure the appropriate Brix degree.

Seasonal Availability: From June till February.





Lebanese Vegetables

The variability in Lebanese soils types and microclimates allow the cultivation of vegetable crops in a large area. Their cultivation is located in the coastal plains, Bekaa valley and medium elevation mountains.

Potato

Main Species: Spunta and Agria.

Potato is one of the major exportable products of the country. The different climatic zones ensure diversity in harvesting periods. Akkar and Bekaa plains constitute the major areas of production.

Nowadays, efforts are made to improve this cultivation and many improved varieties are introduced.

Seasonal availability: All year round.

Tomato

Tomato is the most produced vegetable crop in Lebanon. The bulk of the production comes from the Bekaa valley. The coastal area produces off-season under greenhouses, whereas mountain areas are famous for their local Jabaliyeh variety, distinguished by its pink color and outstanding caliber.

Seasonal availability: All year round.

Cucumber

Lebanon is distinguished by the quality and originality of its local varieties of cucumber, namely the white or snake cucumber. Cucumbers, like tomatoes are produced off season in greenhouses on the coastal areas, and open field production is essentially in the Bekaa and mountain areas.

Seasonal availability: All year round



Lettuce: Iceberg

Iceberg cultivation is becoming more and more popular in Lebanon since demand increased for both exports and local consumption. The soil fertility, the sunshine over the vear and calcareous water constitute the favourable conditions for growing a very good quality Lebanese vegetable. Iceberg is known for its sweet taste, its crunchy texture and its attractive color and shape. Iceberg is cultivated in the Bekaa valley with an adoption of drip irrigation system. Seasonal availability: From April to December.







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Calendar of fruits

Varieties	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Octr	Nov	Dec
Apples												
Cherries												
Bananas												
Apricots												
Orange (Navel)												
Orange (Valencia)												
Clementine												
Lemons												
Grapes												
Peaches												
Watermelons												
Almond												
Plums												



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Calendar of vegetables

Varieties	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Tomatoes												
Cucumbers												
Potatoes												
Lettuces (Iceberg)												
Olive oil												
Onions												
Garlic												





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