



Al'Ard

Palestinian Agri-Products Company Profile

Introduction:

Al'Ard Palestinian Agri-Products Ltd. is an innovative and dynamic rapidly growing company founded on the principles of social investment in Palestine in 2008 to bring awareness to the exquisite Palestinian Agri-Products to the world, focusing on developing, producing, and distributing of premium Palestinian products covering premium, extra ordinary, and organic & fair trade high quality extra virgin olive oil, Zaatar (thyme), dried sage, dates, and olive oil soap bars and liquid.



As a member of the International Fair Trade Association, Al'ard primary objectives lie with the welfare of the producing communities who were marginalized by modernity and isolated by the Israeli occupation policies. Our role goes beyond empowering them, to shedding light on their historical role as builders of the Palestinian

society and economy alike.



We work closely with farmers and small producers, and provide them with the tools and training they need to produce high quality premium products. Al'Ard also work and support farmers' cooperatives in the villages of Till and Sabastya, and our support to these cooperatives and producers is intensifying as the company expands.

Al'Ard is committed to provide a luxurious quality of products and services that caters for the new emerging standards of

modern lifestyle, with a keen emphasis to develop Palestine's natural resources.

Certifications:

ISO 22000

Al'Ard is the first company in the world to obtain the ISO 22000 for bottling olive oil, proving our excellence in producing and bottling of olive oil.

SA8000

Al'Ard company is SA8000 certified. Al'Ard's procedures and practices including the purchasing, testing, storage, bottling and shipping of olive oil all adhere to Social Accountability Standard policies.

Organic EU

Al'Ard olive oil is a certified organic product. Al'Ard olive oil is organically produced, and it comes directly from farmers to Al'Ard facility where it's stored and bottled under strict supervision.

Fairtrade

Al'Ard olive oil is Fairtrade certified product. Not only that we buy our olive oil from Fairtrade certified producers and cooperative, pay premium prices for farmers, and support the producers in marginalized communities, but also Al'Ard employees are paid fair wages, work in a safe and a healthy environment, and the company ensures that there is no forced or child labor.

Our Principles:



Al'Ard Palestinian Agri-Products Ltd. was established on the foundations of ethical and socially responsible investment. Social responsibility and Fair Trade is more than a practice to us; it's a tradition that Al'Ard embraces and preach in every aspect of our work.

Al'Ard is committed to creating opportunities for economically disadvantaged Palestinian farmers to enable them to move from income insecurity and poverty to economic self-sufficiency and ownership. Al'Ard trades with concern for the social and economic well-being of these communities, and does not maximize profit at their expense.

Al'Ard has a strict policy against child labour and forced labour. We also ensure that there is no forced labour in our workforce. Al'ard is also commitment to non-discrimination, gender equality, equal opportunity employment, and freedom of association.



We always seek ways to maximize the use of raw materials from sustainably managed sources in their ranges, buying locally when possible. We constantly strive to use production technologies that seek to reduce energy consumption and where possible use renewable energy technologies.

Products:

Al'Ard Extra Virgin Olive Oil

Enjoy our natural and unique homemade quality olive oil coming to you directly from the holy land - the home of olive tree, where ancient traditions and age old farming methods guarantee ideal, high quality olives known for their superior taste & aroma, to make Al'Ard one of the best produced olive oil in the world.

Al'Ard Extra Virgin Organic Olive Oil

Exquisite taste and aroma is not enough, and that's why we offer you our unique organic extra virgin olive oil, coming to you directly from the home of the olive trees, Palestine. Al'Ard extra virgin olive oil has CU 812616 certification for olive oil produced from organically grown olive trees.

Olive Oil Liquid Soap

Inspired from the traditional recipe from the ancient Nablusi culture, Al'Ard developed it's unique olive oil liquid soap, made with our Fair Trade olive oil and 100% natural and environment friendly ingredients. Al'Ard olive oil liquid soap is great for your skin as well as our planet.

Al'Ard Nablusi Soap

Al'Ard Premium Olive Oil Soap bar is the continuity of the ancient Nablusi traditions and is a reflection of the city's authentic culture - It is made from simple all-natural ingredients and fully handmade the same way the people of Levant made it back in the 10th century. Al'Ard Premium

Olive Oil Soap Bar is environment friendly, not tested on animals, and contains no animal fats at all. Al'Ard soap is your perfect choice for gentle, natural, and moisturizing cleansing.

Alard Premium Dried Sage

Meramieh (sage) is the healing herb of Palestine. Meramieh became a common healing herb in Palestine ever since Virgin Marry used it. Nowadays the people of Levant continue to use Meramieh as a healing herb against digestive disturbances, Loss of appetite, and diabetes.

Al'ard Premium Zaatar

Zaatar is an exquisite dried herb used heavily in the Middle East from mediaeval times to the present. To make our Al'Ard premium Zaater we mix toasted whole sesame seeds, sumac and oregano, with a hint of salt. Our premium Zaatar is an essential addition to your table!

Vision:

To become the leading Palestinian agricultural products company in both the local and international markets, while developing the agri-products sector in Palestine.

Mission:

Offering a variety of premium Palestinian olive oil and other agri-products for the local and international markets, while supporting Palestinian farmers, cooperatives, and marginalized producing communities to promote sustained development in marginalized communities.



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