



terre
verte

trusted
connections
for growth

Terre Verte is an entity born out of the LOVE for the LAND, the origins of agriculture, the beauty of heritage, history, and the ambition of getting people closer to experiencing it all.



Terre Verte LLC is a multi-layered consultancy and solution provider entity that leverages the vast agricultural heritage of Lebanon and Middle East region to deliver high quality practices in a multi-dimension business model.

At Terre Verte we get people closer to the land through:



PRODUCTS

KNOW-
HOW

EXPERIENCE

our team



Rayan A. Haidar

CISCM, CISCC, Senior Consultant Supply Chain, Operational Excellence and Agribusiness - Lebanon Office

An experienced managing director and senior consultant with demonstrated success in launching businesses in various settings across multiple countries and markets. Observant professional with more than 28 years of experience in Supply Chain management, Operation, FMCG, QSR business & Agriculture.

Certified International Supply Chain Consultant & Lecturer in Supply Chain and Procurement with Saber Middle East in cooperation with the IPSCMI Institute in Delaware.

For 21 years, he covered Europe, Middle East & Africa with top companies such as AL Munajem Group, Berkshire Hathaway (Dairy Queen), BNB Groupe and Groupe SNS.

Advisor for the Environment, Sustainable Development Unit (ESDU) at the Faculty of Agriculture and Food Science (American University of Beirut)

Member of the Advisory Board of Ardi Ardak
Currently pursuing his post doctorate studies in food security

our team



Demian Arenas

Food R&D /Innovation/Quality Executive- MADRID office

More than 27 years of global expertise in the Food Industry across geographies including North America, Latin America, Europe, Middle East and Asia.

Demian has been recognized as a leading Research & Development, Quality, Innovation executive. He worked in global companies including Frito Lay, Pfizer, Pillsbury, General Mills, as well as the QSR environment as a Director for International Dairy Queen.

Co Founder & Managing Partner of Food Forward Snacks. His innovative Hungry Monkey Fresh Fruit Snacks won the 2023 Gold Award in London Food Show & the 2024 Gold Award for the Mediterranean Taste Show

Demian has an MBA in International Management from the University of Minnesota and a BS in Food Engineering from the Universidad Nacional Autónoma de México

Demian is currently based in Madrid, Spain.

our team



Rabih F. Mattar

Micro-finance executive/ Agri-business Senior Consultant -Lebanon Office

Senior developmental specialist/economist with more than 28-years' experience working with multilateral, regional and bilateral developmental institutions, G20, UN agencies, EU, Islamic Bank and governments worldwide.

Proven track record in project financing, fundraising and community driven initiatives with focus on Microfinance and private equity funding.

Rabih is an Agriculture Engineer, with both an MBA and a Masters degree in Agriculture Economics & Development.

He is also a lecturer at the faculty of Agriculture and Food Science (American University of Beirut).

He has several publications related to social and economical issues.

our team



Tom L. Healey

Food Industry executive/ Supply Chain & Product Development-Georgia/USA

Tom Healey served as a Senior Executive in the protein and food ingredient sectors. He held pivotal roles including Global Supply Chain Management, International Business Development, Global R&D and Quality Assurance, International Sales and Commodity Insights in a variety of Fortune 100 Companies.

Tom earned a BS in Animal Science, and an MS in Genetics and Food Science providing him with a unique background that complements his work experience spanning 33 years in the food industry.

During his career, Tom served on MICA (Meat Import Council of America) and the Cattleman's Beef Board.

Tom has been an organizer for 17 years for Mississippi State University's Marination 101 short course helping industry professionals learn more about current information and technical applications regarding marinated meats.

Tom continues to assist the industry through consulting, and project management with various prestigious organizations.

our team



Patricia Kebbe

Senior Consultant, Coach and Trainer

Patricia is a subject matter expert and Certified Mentor in Sustainable Business Development, Marketing, Product Innovation, Business Modeling, E-Commerce and Branding Trainer.

With over 25 years, Patricia has spent most of her career with major multinational companies and agencies, holding several senior strategic and management positions in marketing and offline/online communications. During that time, she has worked with such well-known multinational brands as Unilever, Nestlé, L'Oréal and Johnson & Johnson.

She played pivotal roles in QOOT Agri-cluster development, The ESDU unit at the American University of Beirut, Berytech, Fair Trade Lebanon and currently supports Rayan Agriculture & Trading in addition to Terre Verte LLC as a senior consultant for special projects.

She is a member of several international associations such ITC certified international E-commerce advisor for SMEs, Associate Member of Qoot Cluster, Growthweel certified advisor, Prequalified Consultants for SMEs with EBRD.com.

our team



Nadia A. Haidar

**Post Harvest specialist /Agribusiness/ Operation Manager
Lebanon office**

Nadia graduated from USJ (Université Saint Joseph) with a High Studies Diploma (Diplôme d'Etudes Supérieures) in Agriculture Engineering.

Nadia is a catalyst for change capable of achieving positive revenue in any business by ensuring proper focus on set objectives while training the team effectively on different aspects of the operation.

Over 13 years of experience covering Packaging production, Agri & Agro-business, Quality Control, Food Safety, Export, Procurement, Logistics in addition to Data Analysis & Market Studies.

Nadia is an Internal Auditor. With the ability to implement International standardization protocol covering Global Gap – HACCP – ISO 22000 – BRC - GRASP - SMETA.

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Our Mission

We leverage our deep expertise, know-how and trusted networks to enable world class supply chain, Agri-Businesses and product development solutions that nurture and grow our clients' potentials.

Our Services

**General
Consultancy
with Focus on
SC & FMCG**

**Farm
Management
& Sustainable
initiatives**

**Agri & Agro
Tourism**

1. General Consultancy

Our services:

1. Business development & market expansion. We leverage our vast connections with key players/distributors in EMEA markets.
2. Supply Chain end to end solution including turnkey Warehouse set-up and digital solution.
3. Restaurant Concept development covering design, Operation, Supply chain, Product sourcing and approvals.
4. R&D, innovation, manufacturing and project management.
5. Terre Verte is not a broker firm; our role is to provide end to end tailored solutions and support equally both suppliers, customers, and Farmers.

Terre Verte has initiated cooperation with several companies across EMEA region to assist in market penetration & research.



RDC Supply Chain Transformation Project

Change management strategy is a plan for how to make something different. In business, a change management strategy describes specific ways in which an organization will address such things as changes in the supply chain, inventory requirements, scheduling or project scope.”

Over a span of 2 years with Kin Marche (BNB Groupe), the focus was on change management and operational excellence which enabled us to make the successful transition from a traditional warehouse to a state-of-the-art vertical warehouse with the implementation of WMS.

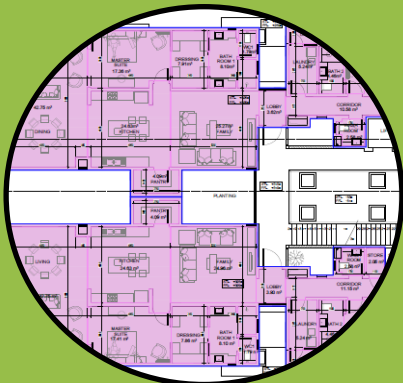


Terre Verte is cooperating with several digital solution providers covering Farm Management solution, Warehouse Management with implementation support.

We also partnered with **Retail Detailz** to provide turnkey projects covering complete design, material and construction for Malls, Food concepts, warehouses, and manufacturing in addition to drone technology



Design



Concept design

- Once Topography plans received from client, Our Design team works and share initial concept layout for approval and further detail working



Architectural

- Post concept approval from Client, our design team starts working on detail architectural drawings in a phase wise manner depending on size of project



Structural

- Post Architectural drawings, structural drawings are released to commence civil constructions or Pre-Engineered Building (PEB) works at site



MEPF

- We also release MEPF [Mechanical, Electrical, Plumbing and Fire Fighting drawings] phase wise



Interior & 3D

- Interiors and 3D Drawings – Post structural work, our design team release Interiors and renders

Retail & Food Concept rendering



**Commercial
& Retail full
design**



**Warehouse
set-up**



**Food
concepts**



Structural Material



PEB – Pre-Engineered Building

- We are experts in PEB design and fabrication.
So far, we have designed and fabricated 100+ big warehouse in India and overseas.



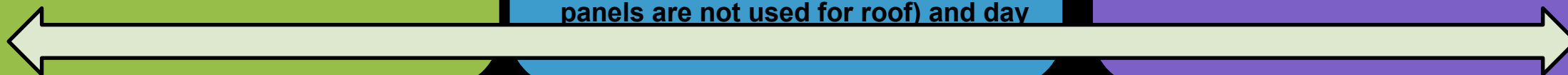
Sandwich –PUF/PIR Panel

- For all PEB structure we design and fabricate Sandwich (PIR) panel for roof and wall. Thickness range between 40 MM to 80 MM
- Poly carbonated sheets for lighting system, Turbo Ventilator for exhausting system (where Sandwich panels are not used for roof) and day

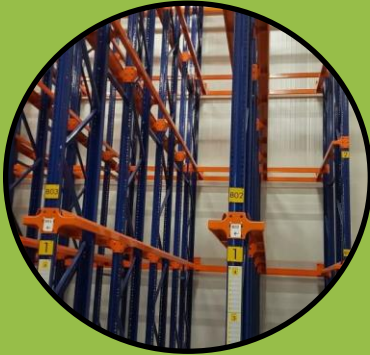


MEPF

- MEPF – Apart from design – we also supply Mechanical, Electrical, Plumbing and Fire fighting materials



Racking and MHE



Racking

- For warehouse we have different types of racks that can be designed and fabricated as per requirement such as: HDS (Heavy Duty single tier Racks) ,DD (Double Deep Racks), Drive in racks for Dry/Cold room area, Radio Shuttle Racks & Cantilever Racks .



Radio Shuttle & Plastic Pallets

- Radio Shuttle is very effective in reducing operational cost and time
- We have a wide of range of products, Plastic Pallets is essential for the same have supplied



MHE & CONVEYOR

- MHE – A large range of MHE covering all applications. For Racking (Reach Truck/ Stacker), for Container (Forklift) and for internal shifting of palletized materials (BOPT and HPT) in addition to conveyor to shift materials from Ground floor to multiple floor



Artificial Intelligence (AI) & Drones



MHE WITH AI TECHNOLOGY

- AI technology is helping to reduce time, improving operation functions and increasing efficiency
- We have a facility for Prototyping and Manufacturing of Various Robotic system – includes 1000+ robots, MHE, Lifting, conveyor.



DRONES WITH AI TECHNOLOGY

- We are investors in one of leading company in drone manufacturing in India. Providing complete solution - UAV, Hardware, software and service solution
- Covering all major Industries – Topography survey, Agriculture, Urban Planning, security, forest, Mining, entertainment, All type of Industry, underwater asset inspection, oil & Gas and many more



Consultancy Services & ERP implementation



Consultancy

- We offer a full business assessment in addition to Gap analysis with future process module
- Our work covers all aspects of Supply Chain, Operation, FMCG, Food concept & Agri-business with best tailored solutions



Project Management

- Provide support and supervision of project set-up and implementation to ensure optimum results



ERP Implementation

- Implementation of ERP systems covering Supply Chain, Warehouse Management system, Route optimization, In addition Digital Farm Management Solutions.



2. Farm Management & Sustainable initiatives

The ideal microclimate conditions of Lebanon from Beqaa valley to its mountains and coastal areas provides a wide range of fruits from Grapes, Apples and Stone Fruits to Citrus, Avocado, and Bananas, among many others.

With several projects under its consultancy, Terre Verte has developed a capacity to market more than 1000 M Tons/year of fruits & vegetables. It all started in H. Farmlands & Rayan Agri.



H farmlands was founded in 1958 by the Late Dr. Adnan Haydar in Labweh village (Northern side of the Beqaa Valley) producing around 200 MT of fruits (Apricots, peaches, apples, plums) over 50 hectares in addition to extra virgin Olive Oil.

Faithfull to his heritage, it is still a 3rd generation family-owned farm managed by his son Eng. Rayan Haidar

H. farmlands is also one of the Live labs of the ESDU unit at the faculty of Agriculture & Food Science (American University of Beirut)



R&D WORK COVERING SUSTAINABLE INITIATIVES & CIRCULAR ECONOMY

Eco-friendly Pesticides &
Fertilizers trials and
sales with the support of
Agritek



Intercropping
Initiatives with
Ardi Ardak
covering
vegetables and
Aromatic plants



ECO-FRIENDLY PRODUCTS



Agridis

Eco-friendly pesticides
& fertilizers



Distani

Dairy & animal
health care products



Ozone
generation
machines

Patent system for
treating water



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R&D WORK AND NEW PRODUCTS
DEVELOPMENT INITIATIVE WITH
ARDI ARDAK ALREADY IN STORES



Our fruit offer spans across categories, leveraging our unique position in microclimates and locations, such as:



Table
grape



Apple



Stone
fruits



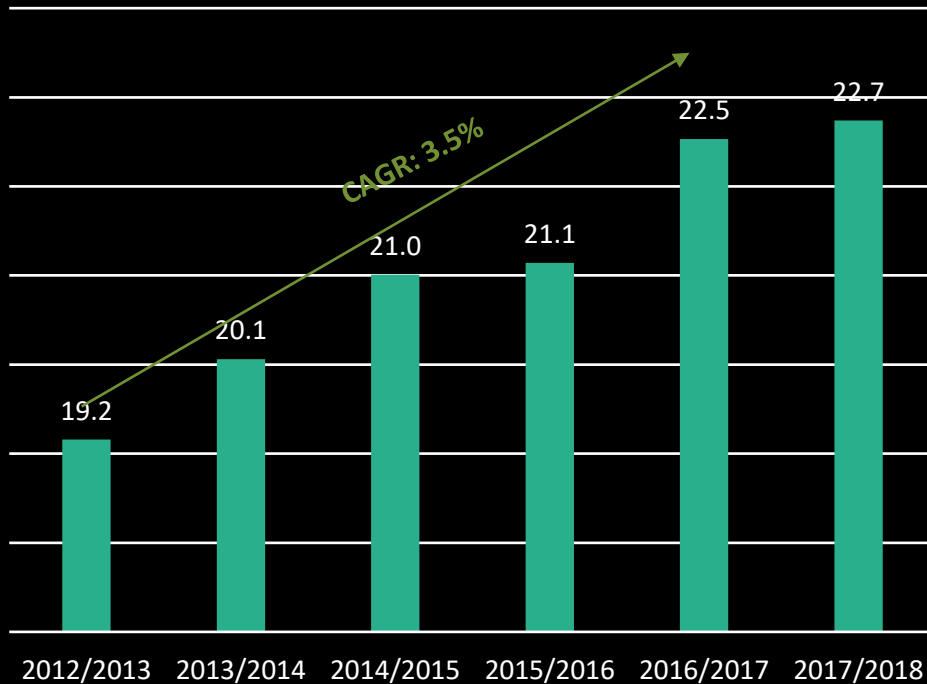
Some of our Grapes varieties



CROP	VARIETY	FEATURES	VOLUMES/M TONS	HARVEST TIME	STORAGE 1.4 TO 2.2 DEGREE CELSIUS	ESTIMATED DELIVERY
GRAPE	BLACK MAGIC	BLACK SEEDED	25	Week 25-26	4-6 weeks	Week 29-30
GRAPE	EARLY SUPERIOR	WHITE SEEDLESS	30	Week 25-26	4-6 weeks	Week 29-30
GRAPE	CRIMSON	RED SEEDLESS	30	Week 26-27	4-6 weeks	Week 30-31
GRAPE	SUPERIOR SEEDLESS	WHITE SEEDLESS	70	Week 27-28	4-6 weeks	Week 31-32
GRAPE	ATTIKI	BLACK SEEDLESS	30	Week 27-28	4-6 weeks	Week 31-32
GRAPE	CENTENIAL SEEDLESS	WHITE SEEDLESS	100	Week 30	4-6 weeks	Week 33-34
GRAPE	MUSCAT D'ITALIE	WHITE SEEDED	30	Week 30	4-6 weeks	Week 33-34
GRAPE	RED GLOBE	RED SEEDED	30	Week 33-34	4-6 weeks	Week 36-37

Global Grape Growth Trends

Table Grape Production Worldwide from 2012/2013 to 2017/2018 ⁽¹⁾ (Production in Million Metric Tons)



GLOBAL TABLE GRAPES
CONSUMPTION BREAKDOWN 2017

A healthy lifestyle movement has changed eating patterns with an emphasis towards wellness, driving greater Fruit consumption globally

Improved varieties and unique attributes of taste, size, affordability, and convenience in Grapes have increased preference and consumption in multiple eating occasions, driving steady per-capita consumption growth

The snacking trend continues to drive consumption preferences, favoring fresh fruit and grapes consumption

The world's fresh table grape production is to rise by 1.2 to 27.4 million in 2022-23 according to a recent USDA report. This represents a 7% increase year-on-year.

Our Heritage apricot varieties that deliver a unique taste profile and a point of difference to drive incrementally through high consumer's appeal



Local Varieties	Notes	Beginning of the season	End of the season
Dehabe Asfar	Late season variety, big size, good firmness and excellent for processing.	Mid June	End June
Ajami	Excellent taste, medium size, low production and slow growth habit	Mid May	End May
Bandouk Al Ajami	Good flavor, slow growth habit and medium size.	Mid May	End May
Biady	Light color, sweet flavor and low firmness.	Mid May	End May
Dehabe Ahmar	Late season variety, big size, good for processing and dark orange color.	Mid June	End June
Moubaker	Early season variety, big size and acidic flavor.	Early May	End May
Frensewe	Low firmness and good taste	Mid June	End June
Telyani	Low firmness and good taste	Mid June	End June

One of the most exquisite indigenous variety is the “Ajami” or Persian know for its more yellowish color and sweet honeylike taste



- The history of this variety goes back to Armenia during ancient times and has been cultivated there for so long that it is often thought to have originated there.
- An archaeological excavation at Garni in Armenia found apricot seeds in a Chalcolithic-era site
- It was then incorporated in Persia and moved to Lebanon during Persian Empire reign and occupation of Lebanon around 330 BC

Apricots are delicate and require shipping by air for ensuring freshness and premium quality



CROP	VARIETY	FEATURES	PRODUCTION (TONS)	HARVEST TIME	STORAGE 1.4 TO 2.2 DEGREE CELSIUS	DELIVERY
APRICOT	BIG RED	ITALIAN	60	Week 18-19	2 weeks	Week 20
APRICOT	BAYADI	Indigenous	40	Week 22-23	1-2 weeks	Week 24
APRICOT	DAHABI	Indigenous	20	Week 29-30	2 weeks	Week 30
APRICOT	Bandouk Ajami	Indigenous	10	Week 25-26	2 weeks	Week 26
APRICOT	AJAMI*	Indigenous	10	Week 24-25	2 weeks	Week 25

A wide range of Apples varieties with one indigenous to our region



CROP	VARIETY	FEATURES	PRODUCTION IN (TONS)	HARVEST TIME	STORAGE 1.4 TO 2.2 DEGREE CELSIUS	DELIVERY
APPLE	TAMOUZI	Early Gold	10	Week 28-29	2-4 weeks	Week 30
APPLE	GALA	GALA Star	60	Week 28-29	4 months	Week 32
APPLE	Golden	G. Delicious	120	Week 34-39	4-6 months	Week 40
APPLE	Granny Smith	Granny Smith	25	Week 38-39	4-6 month	Week 42
APPLE	Lady Pink	Lady Pink	25	Week 38-39	4 Month	Week 42

We also produce peaches, Nectarines, Plums & olives (mainly for Olive oil production)



CROP	VARIETY	FEATURES	PRODUCTION PER M TONS	HARVEST TIME	STORAGE 1.4 TO 2.2 DEGREE CELSIUS	DELIVERY
PLUMS	Black Diamond	Black Diamond	10	Week 31-32	2-4 Month	Week 33
PEACH	Dexy Red	Dexy Red	20	Week 24-25	2 Weeks	Week 25
NECTARINE	Nectaross	Nectaross	20	Week 29-30	4 weeks	Week 32



More than 5000 planted Olive trees
producing Extra Virgin Olive Oil sold in
both local and international market

At Terre Verte we believe in nurturing the land and communities we operate within by driving sustainable practices and efforts that benefit small farmers, rural families, water supply, and the environment at scale, in addition of promotion of eco-friendly pesticides & fertilizers.



Supporting the initiative led by Italy to help small producers of fruits in Beqaa valley.




Working on initiatives for better water management and optimizing land usage & production.



Developing new Agri & Agro-touristic initiative with focus on women empowerment, farmer's training in addition to an R&D center.



Terre Verte focus on
sustainable solutions &
production optimization
from farm to fork

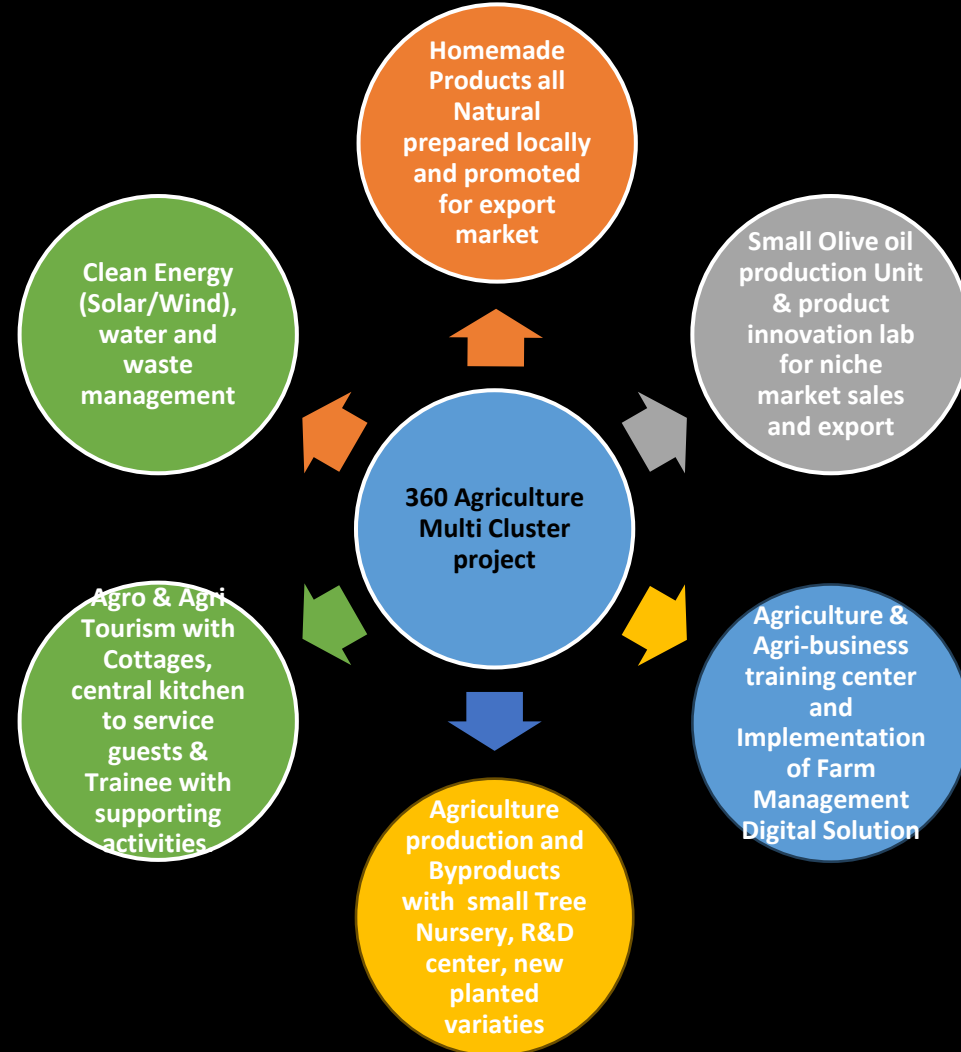


The Beqaa Valley is a fertile valley in east Lebanon. It is home to exceptional wineries and vineyards and serves as an important farming center in the country.

In the highly dynamic Lebanese agribusiness, small and medium-sized enterprises (SMEs) play a vital role in the development of the local economic fabric.

Over 23 hectares of prime Land in Lebanon we want to connect people with nature, improve wellness and develop a unique multi-cluster project within selected value chains of Horizontal Agriculture, Agro & Agri tourism

3. Agri & Agro- tourism, getting People closer to the land and its origin



3. agritourism, getting people closer to the land and the origin

Private Equity funding option to be part of this amazing project.

- Training center and R&D facility with a Nursery & a complete digital farm management solution to engage and support local communities & Farmers.
- Redefining the new varieties of planted trees and ensuring more sustainable initiatives including intercropping, Agroforestry, reduction of pesticides & fertilizers usage.
- Central Kitchen for organic made products (all-natural no preservatives) & a small pressing line for extra virgin olive oil and its byproducts.
- Small cottages with a restaurant serving local food in an oasis over 130,000 square meters
- Private equity funding option



Lebanon has a rich and diverse cultural heritage inherited from many civilizations that existed in succession on its territory. This cultural diversity is reflected in the many layers of tangible and intangible heritage that reveal themselves through the country's various festivals, music, cuisine, and architecture—including through its world-renowned heritage sites and in its historic urban cores.





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