

# **The Lebanese Mouneh Heritage: Toward the Modernization of Traditions**

**November 15, 2017**

**Registration: 9:00 a.m. – 9:30 a.m.**

**Opening Ceremony: 9:30 a.m. – 10:30 a.m.**

- Lebanese Anthem
- Welcome Speech by Dr. Marc Bou Zeidan, Head of Food Sciences Department – Faculty of Agricultural and Food Sciences - USEK
- Address by Dr. Lara Hanna-Wakim, Dean of the Faculty of Agricultural and Food Sciences - USEK
- Address by Mr. Alex Schein, Deputy UNICEF Lebanon Representative
- Address by Fr. Professor Georges Hobeika, President of the Holy Spirit University of Kaslik
- Address by H.E. Dr. Hussein Hajj Hassan, Lebanese Minister of Industry
- Address by H.E. Mr. Ghazi Zeaiter, Lebanese Minister of Agriculture

**Coffee Break and Mouneh Exhibition Opening: 10:30 – 11:00**

**Introductory Session: 11:00 a.m. – 11:30 a.m. Mouneh for Social Development**

- Ing. May Mezher, NOWARA coordinator, Ministry of Agriculture – *Agriculture as an indispensable tool for rural development and mouneh production*
- Dr. Marina Molino Lova, Deputy Country Representative AVSI Lebanon – *Mouneh as a Tool for Sustainable Development - Strategies and Approaches.*
- Mrs. Joanne Bijjali, Head of Biladi NGO – *Mouneh in the Core of Lebanese Heritage.*
- Mrs. Barbara Abdeni Massaad, Cookbook Author and Food Consultant - *Mouneh as a Lifestyle – Social Dynamics, Mouneh Varieties and Seasons.*

**Session 1: 11:30 a.m. – 1:00 p.m. Insights into the Lebanese Laws and Regulations Related to Mouneh**

- Mrs. Mimo Ishak, Ministry of Industry, - *Mouneh in Numbers: Laws and Regulation of Mouneh Production in Local Cooperatives.*
- Mrs. Tania Abi el Hissen, Ministry of Economy and Trade, - *Mouneh in Numbers: Exports/Potential Markets/PDO /Labeling.*
- Mrs. Chantal Abou Jaoudeh, LIBNOR-- *Lebanese Norms for Mouneh Products vs International Norms; Amendments to be Applied.*
- Mr. Joe Abi Harb, Fair Trade Lebanon – - *Market Obstacles Encountered by Fair Traders.*
- Questions and Answers

**Lunch Break: 1:00 p.m. – 2:00 p.m.**

**Session 2: 2:00 p.m. – 3:30 p.m. Traditional vs Industrial Production Methods; Standard Procedures and Quality Control Measures**

- Dr. Georges Frenn, USAID *LIVCD – Success Stories and Challenges.*
- Mrs. Joelle Gharib, Senior Food Safety Consultant, Boecker – *Making Food Safety part of our Tradition too! – Implementing food safety programs in the Traditional food production.*
- Dr. Wilma Zakkour - *Small Steps for Big Impacts; Small Details for Hygienic and Standard Products*
- Rural Delights (Atayeb Al Rif) Cooperative - *Defies in Dealing with Rural Communities Producing Mouneh.*
- Mr. Adib Abou Khalil, Quality control officer, Crown Flour Mills - *Standard Procedures and Quality Control Measures as a Guarantee for Products Success.*
- Questions and Answers

**Practical session 1: 2:00 p.m. – 3:30 p.m. Pickles Production**

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**Session 3: 9:00 a.m. – 10:30 a.m. Preserving the Traditional Taste and Merging Innovative Products**

- Lebanese Maronite Order, Adyar - *Monks as Custodians of Mouneh Culture.*
- Chef Maroun Chedid - *Mouneh Between Fusion Cuisines and Global Trends.*
- Mr. Kamal Mouzawak, Founder of Souk el Tayeb – *Preservation of a Culture in a Refined and Innovative Manners.*
- Mr. Georges Nasrawi, CEO Al Rabih – *The Industrialization of Mouneh; The Right Balance Between Traditions and Technologies.*
- Eng. Fady Daou, CEO Adonis Valley – *The challenge of merging authenticity, organic and quality in a Food product.*
- Father Charbel Fayad, The Lebanese Maronite Order, Adyar – *Monks as Custodians of the Mouneh Culture*
- Questions and Answers

**Coffee Break: 10:30 a.m. – 11:00 a.m.**

**Session 4: 11:00 a.m. – 12:30 p.m. Youth Entrepreneurial Skills Empowerment and Mouneh Production**

- Mr. Leon Chamamah, Senior Livelihood and Local Economic Development Coordinator, UNDP – *Economic Empowerment of Youth and Women with Emphasis on Agri-food Sector, as a Tool for Rural Development and Women Empowerment.*

- Mr. Fadi Naffah, Program Manager, Agritech – *Youth Empowerment and Entrepreneurship in the Field of Food and Mouneh Production.*
- Mr. Elias Abou Fadel, Asher Center for Innovation and Entrepreneurship – *The need for innovation in the Mouneh sector and the role of academic institutions and youth.*
- Partner manager of herbatica - *Agropreneurs and their roles in the empowerment of the Lebanese economy.*
- Questions and Answers

**Practical session 2: 10:30 a.m. – 12:30 p.m. Dairy Products Production**

**Roundtable and Closing Session: 12:30 p.m. – 1:00 p.m.**

- Recommendations, future perspectives and strategies