

Company Profile

Name	RENE MOAWAD FOUNDATION
Address	MEJDLAYA _ ZGHARTA -BUILDING RENE MOAWAD FOUNDATION
City	ZGHARTA
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Website	www.zeytouna.com
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Description	<p>The program aims to improve the quality of olive oil in the region and foster its commercialization in both the local and international markets. The project consists of training and workshops, an olive oil press in Kfifane, a bottling line, a laboratory, a liquid waste treatment plant, and a marketing mechanism.</p> <p>A cooperative assembling the olive oil growers of the region was founded in 2002 to manage the project. It monitors every stage of the production process, from cultivation to bottling.</p> <p>Olive growers involved in the project benefit from the technical assistance of the press's engineers who guide them through each stage, from the maintenance of trees to the harvesting and storing of olives.</p> <p>At each stage, the use of methods that preserve the environment is encouraged. Agricultural machinery and fertilizers are provided to the farmers at a reduced price.</p> <p>Since 2003, the extra virgin olive oil has been exported to Europe and the United States. Locally, the olive is sold under the Zeytouna label.</p>
Brand name	ZEYTOUNA
Products	Extra Virgin Olive Oil