

INTEGRATED CROP MANAGEMENT

A HOLISTIC APPROACH TO SUSTAINABLE AGRICULTURE

NEW LAUNCH PLAN

WELCOME TO THE ICM WORLD

Debbane Agri is proud to present its strategic plan for enhancing sustainable agricultural practices through the launch of ICM Integrated Crop Management.

The plan is to meet the evolving needs of farmers and consumers.

By implementing ICM, we plan to contribute significantly to the agricultural community's wellbeing, ecological balance, and food security.

Together we can forge a greener and more prosperous future for our planet.





SAVE THE ENVIRONMENT

CONTENT TODAY

- About ICM
- The Benefits | The Challenges
- The ICM Circle
- Join the ICM Network
- ICM Launch Plan

ABOUT ICM

A PROMISE TO PROTECT THE CROP

What is ICM?

The Debbane Agri ICM program employs a holistic framework that balances prevention, monitoring, and targeted interventions to ensure the well-being of crops, ecosystems, and farmers.

With ICM, **we empower farmers** to foster new ways of working to further drive their business growth.

We support farmers to ensure efficiency, optimization & sustainability.

We create advanced protocols for **advanced crop protection**, to deliver the most suitable and safe approach for long-term benefits.





ABOUT ICM

A PROMISE TO PROTECT THE ENVIRONMENT

Debbane Agri's dedication to ICM stems from its **holistic vision for agriculture**.

It is a **commitment to address the entire spectrum of agricultural challenges**, focusing on aspects beyond pest management alone.

This includes ensuring soil health, efficient water management, and adopting sustainable practices throughout the crop production cycle.

The integration of ICM practices is essential for **promoting ecological balance, long-term productivity, and responsible resource utilization**, aligning with our commitment to sustainable and eco-friendly agriculture.



ABOUT ICM

OUR VISION

To pioneer in sustainable agriculture and harmonious ecosystems through Integrated Crop Management (ICM), ensuring a thriving future for farmers, consumers, and the environment we share. We are dedicated to restoring, preserving, and preparing our planet for generations to come.



ABOUT ICM

OUR MISSION

To empower farmers with eco-conscious solutions and practices, safeguarding consumer well-being in a balanced and resilient environment.

ABOUT ICM

THE BENEFITS

- Minimal residues with increased export potential
- Sustainable & environmentally friendly practices
- Consumer health & well-being



THE CHALLENGES



Landscape

Lebanon has been highly unstable in the past few years. Recently, the situation has been heavily deteriorating impacted mainly by Geopolitical and financial crises.



Economy

Economy is severely declining. It is recording a rocket high inflation as of 2020 when the economical crisis started. In Lebanon, the dollar market rate is the main problem affecting the agricultural sector amid the wider economic crisis.



Climate change

Already struggling with limited water resources and land degradation, farmers in Lebanon are likely to face additional challenges coping with the effects of climate change.



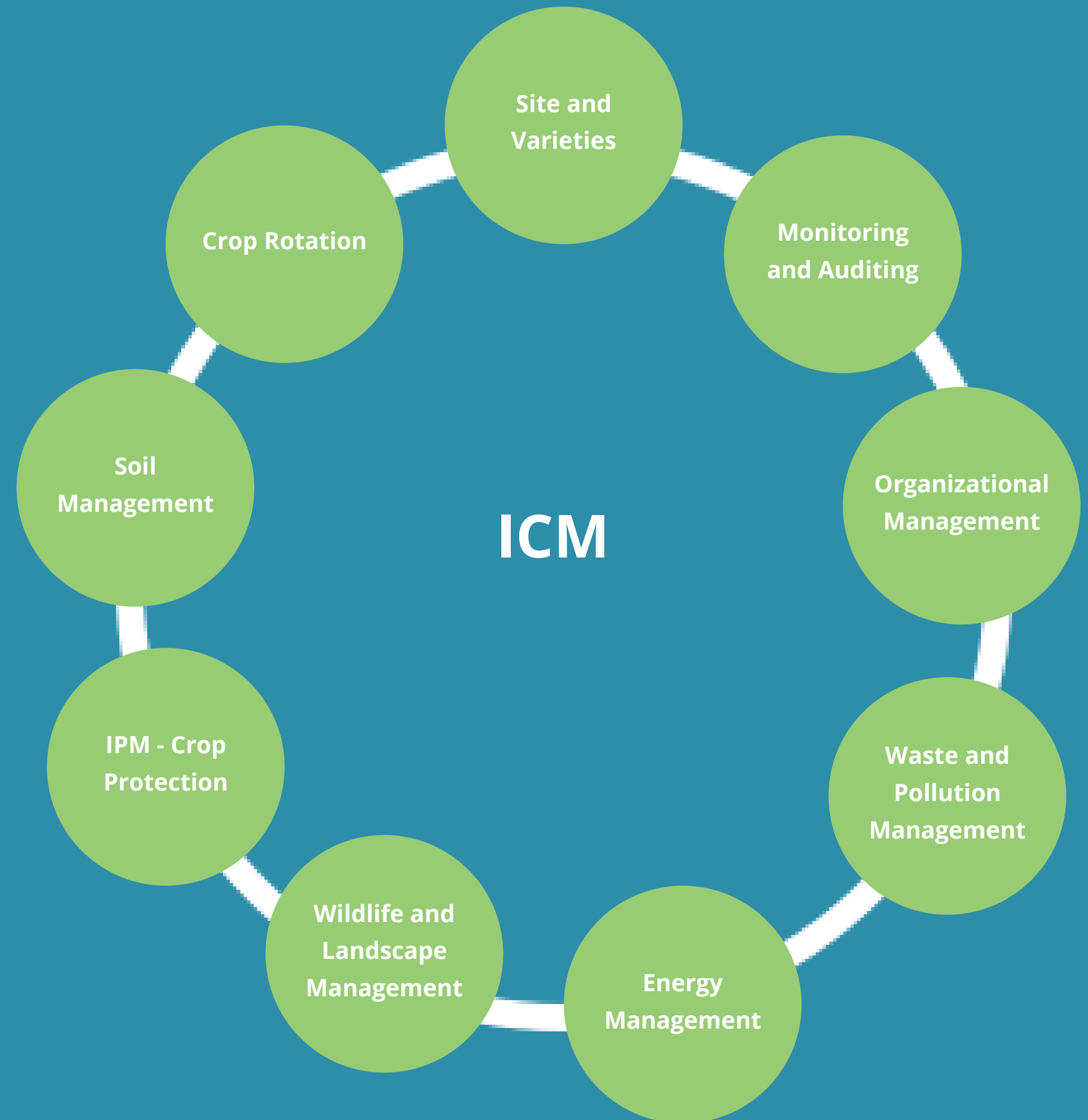
“ ”

Robert Swan

***The greatest threat to our planet is
the belief that someone else will
save it***

THE ICM CIRCLE

Integrated Crop Management (ICM) is a comprehensive agricultural approach that encompasses a wide range of practices to optimize crop production. Within ICM, Integrated Pest Management (IPM) stands as a specific category, focusing specifically on strategies to effectively manage and minimize pest-related challenges.





BECOME A KEY PARTNER

● INNOVATIVE SUSTAINABILITY

- Leverage cutting-edge developments in integrated pest and crop management.
- Stay competitive and foster growth through technological advancements.
- Invest in tomorrow's solutions today, ensuring you remain at the forefront of innovation.

● Risk Mitigation and Reputation

- Minimize risks by investing in sustainable agriculture.
- Enhance your reputation as an investor with a conscience.
- Stand out for your commitment to making a positive impact while securing your financial interests.

● GLOBAL MARKET EXPOSURE

- Partner with us to support our initiative's growth into a global network.
- Ensure compliance with international sustainability standards
- Gain entry to markets that prioritize eco-friendly and responsible agricultural practices.

● Positive Economic Impact

- Elevate your investment by nurturing prosperity.
- Fuel thriving local economies through healthier ecosystems, elevated farm productivity, and job creation.
- Generate sustainable returns that benefit both your portfolio and the communities we serve.

● POSITIVE IMPACT LEADERSHIP

- Showcase leadership that transcends profit.
- Steer industry norms toward responsible practices.
- Inspire others to follow suit, resonating with ethical investors and advocates of transformative change.

● Future-Proofing Investments

- Align with regulations and consumer preferences favoring sustainability.
- Secure investments against uncertainties and position yourself for a future where eco-conscious practices shape success.

COLLABORATIVE ENGAGEMENT

Embracing a collaborative spirit, this project engages a diverse array of partners. Together, we aim to synergize expertise, drive innovation, and achieve remarkable outcomes that transcend boundaries

Awareness and Education

FAO

UNGC

Governmental institutions

MoA

MoE

Lebanese Agricultural
Research Institute

Research and Development

Universities

Research institutes

Accreditation
institutions

Local Laboratories

Community involvement

NGOs



MEET OUR EXPERT TEAM

Our team comprises of experienced professionals in the field of agriculture.

We are committed to delivering the best integrated crop management solutions.

Our team is dedicated to supporting farmers around the world through sustainable agriculture practices.



Mounir Abi Fadel

Technical Manager



Ziad Ghanem

Product Director



Nancy Bcherrawi

Product Manager - Pesticides



Serge Medawar

Product Specialist-Bio, Central





Ajaj Freiji

Regional Product Manager – Seeds



Akel El Sayegh

Senior Product Specialist- Fertilizers –
Central



Roger Ward

Central Product Manager - Seeds



Georges Boutros

Regional Sales Manager



Chadi Riachi

Regional Sales Manager



YEAR 2023

ICM LAUNCH PLAN

Awareness

Launch event - Printed materials - Newsletter - POS - Social media coverage

Knowledge

Regional meetings with IPM experts trusted by customers & farmers

Training

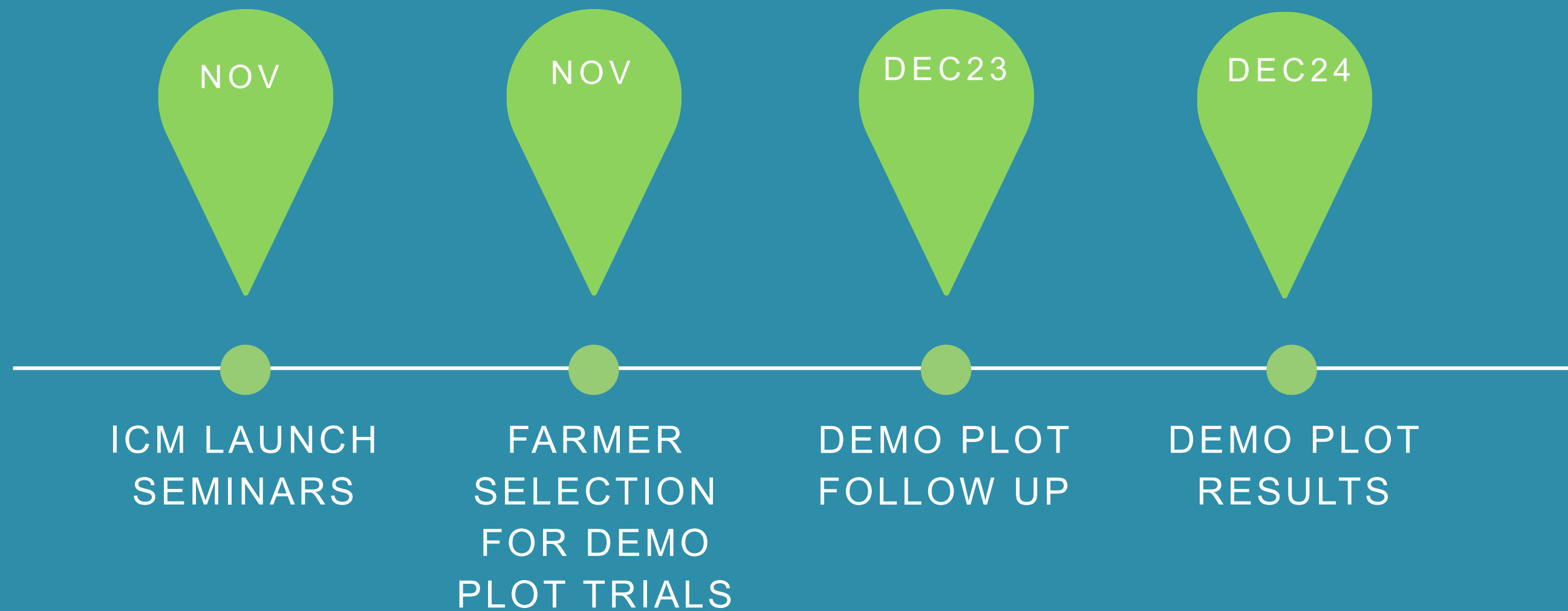
Internal (employees) & External audience (customers, farmers)

Digital presence

Social media including websites and Whatsapp Groups

2023 - 2024

ICM TIMELINE





THANK YOU