



aroma timor
kualidade no saude ba ema hotu



Peoples Trade Company

Distributed by:
Peoples Trade Company
Dili, Timor-Leste
Tel: +670 3321 577
Email: etproject1@parcic.org

"Aroma Timor"
is a brand of natural and
healthy products handmade by
Timorese women.



aroma timor
kualidade no saude ba ema hotu



PARCIC TIMOR-LESTE

aroma timor

kualidade no saude ba ema hotu

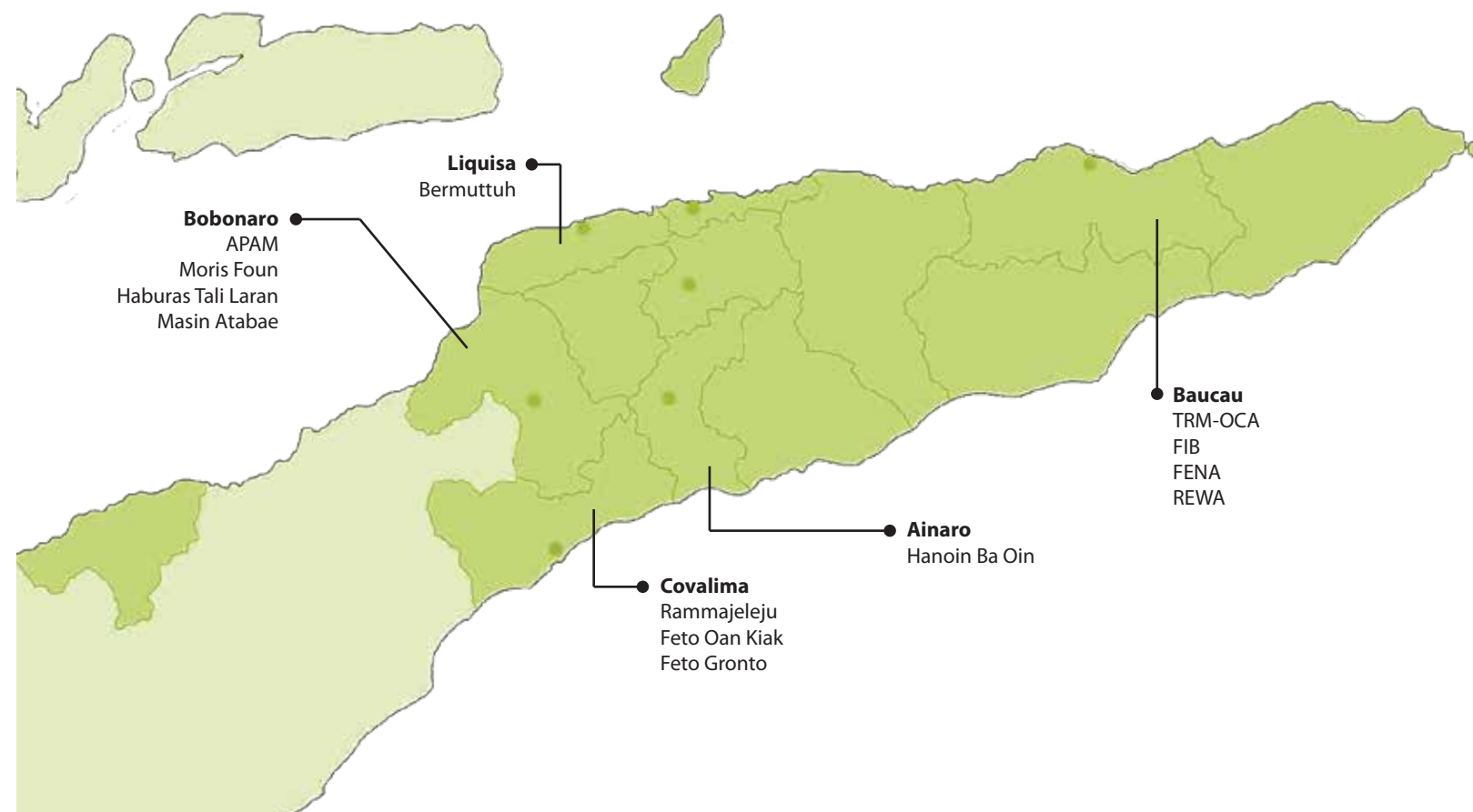


Content

- 03 Producer's location map
- 04-05 Virgin coconut oil
- 06-07 Honey
- 08-09 Strawberry jam
- 10-11 Peanut butter
- 12-13 Herbal tea
- 14-15 Basil seasoning
- 16-17 Banana chips
- 18-19 Home made Cookies
- 20-21 Corn powder Cookies
- 22-23 Introduction of network

'Aroma Timor' is a brand of natural and healthy food products handmade by women who live in rural areas of Timor-Leste. It presents you with a high quality range of products made from local resources in environment-friendly ways, and provides you a tasty and safe food variety for your every day life and wellbeing.

Producers' location map



virgin coconut oil

aroma timor

COVALIMA, LIQUISA, BOBONARO

Cold pressed virgin coconut oil

This Virgin Coconut Oil is produced from fresh coconuts using natural fermentation method. It is light in texture, sweet and coconutty in flavor. It can be taken as a dietary supplement, used in cooking, or applied directly to the skin or hair.

Net weight: 222g (300ml)

Ingredients: Coconut

Producer: Feto Gronto (Covalima), Bermuttuh (Liquisa), Masin Atabae (Bobonaro)

Shelf life: 1 year from the production date

Virgin coconut oil will solidify at 25°.



"We started producing virgin coconut oil in 2005. It is important to control the time, temperature and humidity properly in the process, and it requires technique and experience. We want to produce the best coconut oil."
Bermuttuh (Liquisa)

honey

aroma & timor

Ainaro
Bobonaro

Giant Honey Bee

100% pure honey collected from wild Giant honey bee colonies in the forest of Ainaro and Bobonaro. The sugar contents are concentrated up to 80% to stop fermenting.

Net weight: 380g (300ml)

Ingredients: Honey

Producer: Hanoin ba Oin (Ainaro), APAM (Bobonaro)

Shelf life: 1 year from the production date

Store in a cool place, do not put in refrigerator.



Ainaro

Asiatic Honey Bee

100% pure honey collected from Asiatic Honey Bee combs which are carefully built by the community in Maubisse. Enjoy its thick and fruity flavor.

Net weight: 90g

Ingredients: Honey

Producer: Hanoin ba Oin (Ainaro)

Shelf life: 1 year from the production date

Store in a cool place, do not put in refrigerator.



aroma & timor

"We buy 100% natural honey from honey hunters and process it to concentrate. After we started processing honey in 2013, we experienced many failures but we learnt through trials and errors."

Hanoin ba Oin (Ainaro)

strawberry jam

aroma timor

Natural and fresh Strawberry Jam

This strawberry jam is made from organic strawberry grown in Maubisse. Keeping sugar content less than 30%, it realizes fresh, fruity and flavorful taste.

Net weight: 345g (300ml)

Ingredients: Strawberry, Sugar, Lime

Producer: Hanoi ba Oin (Ainaro)

Shelf life: 3 months from the production date

Keep refrigerated, and consume earlier after opened



"We are planting strawberries in very small scale. The fruit is very small but has strong and fresh sour sweetness which is suitable for a jam. We hope that in the future we will present you other varieties of jam!"
Hanoi ba Oin (Ainaro)

aroma timor

peanut butter

aroma & timor

Crunchy

Crunchy Peanut Butter

This peanut butter is made from organic local peanuts grown in Bobonaro, using a traditional wooden mortar for grinding. Enjoy a sense of handmade and the full crunchy flavor!

Net weight: 280g
Ingredients: Peanut, Sugar, Salt
Producer: APAM, Haburas Tali Laran, Moris Froun (Bobonaro)
Shelf life: 4 months from the production date
Stir well before using, store in refrigerator after opened.



Creamy

Creamy Peanut Butter

This peanut butter is made from organic peanuts grown in Baucau. No sugar added. Enjoy the buttery smoothness!

Net weight: 280g
Ingredients: Peanut, Salt
Producer: FIB (Baucau)
Shelf life: 4 months from the production date
Stir well before using, store in refrigerator after opened.



aroma & timor

"Our crunchy peanut butter is totally handmade. Even a wooden mortar that we use for crushing peanut is made by one of our member's husband...!"
APAM (Bobonaro)

Herbal tea

aroma timor

Gotu Kola & Mint

Avocado & Lime

Lemon Grass

Shell Ginger

Roselle



AWAKENING & REFRESHING

Gotu Kola is good for memorising and relaxing. Enjoy with fresh mint flavor.

Net weight: 30g
Ingredients: Gotu Kola, Spearmint

Shelf life: 3 years from production date

Producers: Hanoin ba Oin (Ainaro), FENA, REWA (Baucau), APAM (Bobonaro), Feto Gronto (Covalima)

TENDER CARE FOR STOMACH

Decoction of Avocado leaves are traditionally used for anemia and stomach ache.

Net weight: 30g
Ingredients: Avocado leaves, Lime Leaves

CLEANSING & DETOXIFYING

Lemon grass has strong anti-microbial and anti-fungal action. Great for detoxifying.

Net weight: 30g
Ingredients: Lemon grass leaves

WARMING & ANTIOXIDATION

Enjoy a faint peaceful fragrance. It can warm the body and help to make the skin healthy.

Net weight: 30g
Ingredients: Shell Ginger leaves

RECOVER FROM TIREDNESS

Roselle sourness is effective for tiredness and metabolism, with sweet smell.

Net weight: 20g
Ingredients: Roselle flowers



"Every member plants some kinds of herbs in their small garden in Maubisse, Ainaro. Herbal tea definitely changed members' income. One of them produces herbal tea weekly and got her house built with the income."

Hanoin ba Oin (Ainaro)

sweet basil seasoning

aroma timor

Sweet Basil Seasoning

Sweet basil grown in Maubisse has strong aroma and sweetness. It can be taken as a tea for treating upset stomach, or used as a seasoning which goes well with other herbs and spices for cooking.

Net weight: 40g

Ingredients: Sweet basil flower and leaf

Producer: Hanoin ba Oin (Ainaro)

Shelf life: 1 year from the production date

Store in a cool, dry place



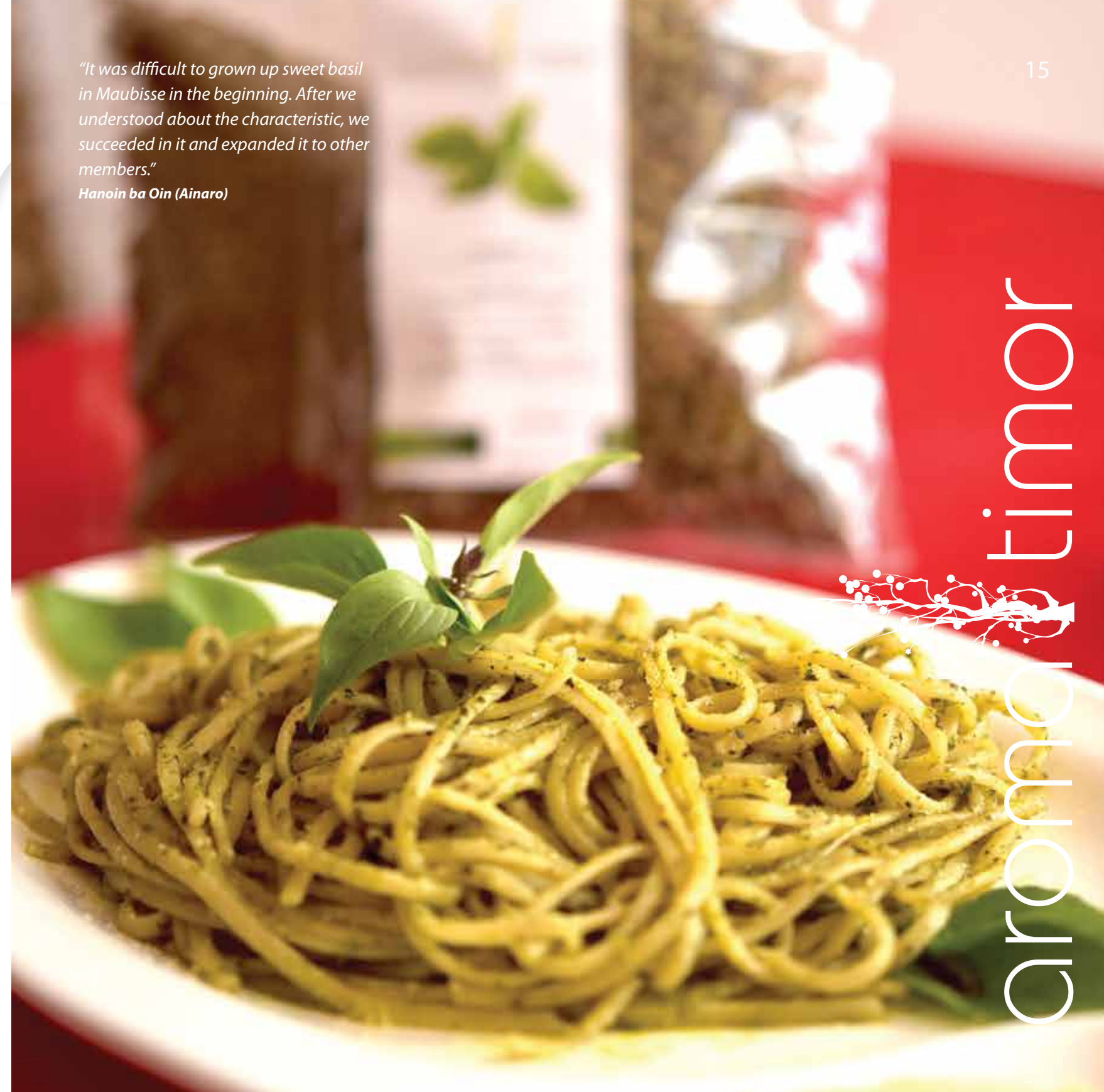
Ainaro



"It was difficult to grown up sweet basil in Maubisse in the beginning. After we understood about the characteristic, we succeeded in it and expanded it to other members."

Hanoin ba Oin (Ainaro)

aroma timor



Banana chips

aroma timor

Baucau

Thin and crispy Banana Ships

Thinly sliced and deep fried banana chips become such crispy and tasty! It is a most popular snack and a recommended souvenir from Timor Leste!

Net weight: 100g

Ingredients: Banana, Sugar, Oil, Salt

Producer: TRM-OCA (Baucau)

Shelf life: 3 months from the production date



"We revised the recipe to deliver better quality chips for customers. We are very happy to present you our proud products. We also produce chips from Taro, Jack fruits and bread fruits seasonally."

TRM-OCA (Baucau)

home made cookies

aroma & timor

Home made cookies

Very simple recipe of cookies make Timorese original materials, sago and coconut, to become new looks. Making use of their original flavor, these cookies will enrich your coffee or tea time.

Sago cookies

Net: 10 pieces
Ingredients: Sago powder, Flour, Margarine, Sugar, Salt, Egg, Vanilla essence
Producer: Rammajeleju (Covalima)
Shelf life: 3 months from the production date

Coconut cookies

Net: 10 pieces
Ingredients: Coconut milk residue, Flour, Margarine, Sugar, Salt, Egg, Vanilla essence
Producer: Rammajeleju (Covalima)
Shelf life: 3 months from the production date



"These cookies are very simple. We try to make them taking advantage of the original taste of sago and coconuts."
Rammajeleju (Covalima)



corn powder COOKIES

aroma & timor

Home made cookies

These cookies are made from local corn powder which is grounded just before produce. Enjoy their simple taste and crunchy texture in 3 different flavors.

Plain flavor

Net: 100g
Ingredients: Corn powder, Flour, Margarine, Sugar, Salt, Egg, Garlic, Chili, Pepper
Producer: Feto Oan Kiak (Covalima)
Shelf life: 3 months from the production date

Basil and Salt flavor

Net: 100g
Ingredients: Corn powder, Flour, Margarine, Basil, Sugar, Salt, Egg, Garlic, Chili, Pepper
Producer: Feto Oan Kiak (Covalima)
Shelf life: 3 months from the production date

Sesame flavor

Net: 100g
Ingredients: Corn powder, Flour, Margarine, Sesame, Sugar, Salt, Egg, Garlic, Chili, Pepper
Producer: Feto Oan Kiak (Covalima)
Shelf life: 3 months from the production date



"We use around 60% corn powder to produce corn cookies. That's why the texture is very crunchy."
Feto Oan Kiak (Covalima)



aroma timor

Presenting our Women's Producer Groups

■ **Hanoin Ba Oin** AINARO
Located in Maubisse, most of the members earn their living with coffee. As income from coffee is only available for part of the year, women organized each other by forming a group in 2008 to start producing herbal teas. Now, they have 7 groups from 7 sub-villages and produce herbal tea, honey and strawberry jam, generating additional income for household economy.

■ **FENA** BAUCAU
FENA was founded in 2009 with the purpose to become a light for women through the church's activity. They started making local products for the community such as oil sardine, fish balls, ice cream, tomato sauce and Roselle tea.

■ **FIB** BAUCAU
FIB was founded in 2010 by 11 members in Buibau, IANA village in Baucau. They were provided a series of training on production and marketing by CDC (Baucau based NGO) and started producing peanut sweets. They started producing peanut butter in 2015.

■ **REWA** BAUCAU
REWA was founded in 2008 by 10 members in Tirililo village in Baucau. REWA is skilled in production of tomato sauce and banana sweets. They started planting Roselle in large and fertile fields to produce herbal tea since 2015.

■ **TRM-OCA** BAUCAU
Originally formed for micro credit project by Tuba Rai Metin in 2002, the group's objective is to develop activities in food production, creating job opportunities for young villagers. These activities show the identity of women, linked to local land and production, while promoting women's development. TRM-OCA produces high quality banana chips since 2008 which are distributed in Baucau and Dili markets by their own effort.

■ **APAM** BOBONARO
Founded in 2011 in Kailako, Bobonaro, for the micro credit project OHM (Maliana based NGO). From the members' interest to use local resources for the benefit of the village, they started food processing activities such as chips and traditional medicine. Now they produce peanut butter, honey and Roselle.

■ **Haburas Tali Laran** BOBONARO
■ **Moris Foun** BOBONARO
The two groups were founded in 2011 in Kailako, Bobonaro, for the micro credit project OHM (Maliana based NGO). Having started with food processing with chips and traditional medicine, they now produce peanut butter with traditional wooden mortar 'lesu'.

■ **Feto Gronto** COVALIMA
Feto Gronto was founded in 2014 in Salele, Covalima, as a women's group from Gronto which is a collective farming group founded in 2003. Since this area has a large potential to harvest coconuts the whole year around, Feto Gronto started producing virgin coconut oil.

■ **Feto Oan Kiak** COVALIMA
Feto Oan Kiak was founded in December 2014 in Suai Loro where it is well-known for their traditional 'tais' weaving. Their objective is to increase their income through group work and to support each other. They produce corn powder cookies, traditional baskets and tais.

Special thanks to

PARCIC is grateful for the support and collaboration of the following companies and individuals for the development of this catalogue:

Things and Stories, Lda.: Photography equipment
João S. Ferro: Branding, design and photo editing
Yuichi Ishida: Photography
AGORA food studio: Location
Aroma's Café and Restaurant: Location

Our brand's design

Brand design, brand recognition, high quality packaging, are an important part in the process of bringing Aroma Timor Products to consumers, both national and international.

For its branding and packaging, PARCIC works in partnership with designer Joao S. Ferro, head of Communication at Things and Stories, a local brand devoted to the development and marketing of high quality timorese handicrafts from all over the country. João Ferro's design captures the essence of Aroma Timor range of natural and organic products, creating an integrated brand that reflects the high quality standards of our products.

■ **Rammajeleju** COVALIMA
Remajeleju was founded on March 29, 2012. The objective of the group is to create opportunities for women to generate income through the group's activity, and to lift women's status up in the family and in society. Remejeleju produces coconuts cookies, sago cookies, peanut cookies, crackers and chips.

■ **Masin Atabae** BOBONARO
Located in Atabae, Bobonaro, the group was founded in 2014 by 19 women traditional salt producers. Since the market for local salt was not developed enough, the members focused on producing other products, diversifying sources of income. They produce VCO and oil sardine, and are preparing to produce rice seasoning from dried fish, sea shrimp and salt.

■ **Bermuttuh** LIQUISA
Bermuttuh was founded in 2005 in Maubara, Liquisa. After being supported by NGOs such as Caritas Dili or HAFOTI, Bermuttuh developed the capacity to produce and promote local products as chips, tamarind candy, peanut products, VCO and soap.



PARCIC

This project is implemented by PARCIC and supported by JICA

