



TUNISIA^{AT}



FRUIT
LOGISTICA

FRUIT LOGIS TICA 2024

07-09 FEBRUARY- BERLIN

Hall 22 stand F10



Together, for successful projects

TUNISIA IN FIGURES

Geographic data

Area: 163,610 Km²

Location : North Africa, 140 km from Italy, 1300 km of coastline on the Mediterranean.

Climate: Mediterranean, 12°C in winter and 29°C in summer.

Time: GMT + 1

Capital: Tunis (2.5 million inhabitants including suburbs)

Main cities: Sfax, Sousse, Bizerte, Nabeul, Gabès, Kairouan, Jendouba, Béja

Langages

Official: Arabic

Working languages: french, English, Italian

Population

Population (2022) : 11.803 million inhabitants

Growth rate (2022) : 0,76%

Working population (2022): 38,36% of the total population

Urbanization rate: 70,21%

The currency

Tunisian dinar (TND): 1 TND = 1000 millimes

Exchange rate (Average year 2022):

1 TND = 0,322 USD

1 TND = 0,306 EURO

1 TND = 0,042 JPY



ECONOMIC INDICATORS OF AGRICULTURE IN TUNISIA

The sector participate

8,5% GDP

18% work force

500 000 farmers

10% investments in the economy

10% of the value of exports

Main agricultural sectors

Cereal growing, market gardening, olive growing, citrus growing and fishing.

Main exported products

Olive oil, dates, citrus fruits, vegetables, seafood.

Total agricultural area

More than 10 M. ha : 5,2 M. ha cultivated area, 4,8 M. ha nature trails and permanent grasslands, 1,6 M. ha forests.

THE FRUIT SECTOR

Fruit trees cover more than 2 million hectares of land in Tunisia. The most important part is in the center of the country. Olive trees are planted throughout the country, while grapes and citrus fruits are mainly located in the north. Dates, almond and fig trees are grown in the south.

CITRUS

There are around 500,000 citrus trees on over 28,500 hectares. The average annual production is about 416,000 T. Maltese of Tunisia is the most important variety; it represents 57% of total production and more than 90% of citrus exports. The annual exported quantity is around 26,000T. The main varieties produced in Tunisia are: Maltese, mandarin, Clementine, grapefruit, orange, Thomson, Valencia orange, lemon and bergamot.

DATES

The total exploited area is approximately 58,000 hectares. The annual production of dates is about 365,000 T of which 120,000T are exported.

APRICOTS

The total area is 9,200 hectares producing an average of 37,000 T per year. Tunisian apricots are exported from the end of April and the campaign continues until the beginning of June.



POMEGRANATE

In Tunisia, pomegranates are produced from September to December and are characterized by variety diversity, with more than 15 varieties, an average sugar rate of 150 g/litre and a juice percentage between 75% and 80%. This fruit is known especially in the region of Gabes. The production is estimated at 100,000 T per year.

PEACHES

With an area of 17,200 hectares, the production of peaches has increased to reach an average of 147,000T/ year.

TABLE GRAPES

The average annual production of table grapes is approximately 145,000 T on 11,500 hectares.



THE VEGETABLE SECTOR

In Tunisia, the vegetable sector covers an area of 147,000 ha. Average production is around 4.1 million tones. This production is characterized by the diversity of species, the main ones are: Tomato, Potato, onion, pepper artichoke..., These products are intended for supplying the local market, for processing and for export. France, Italy, Libya and the Netherlands are among the most important export destinations.

Tunisia has a number of specificities that encourage partnership and investment in the vegetable sector. It has a strategic geographical location due to its proximity to some African and European countries. It has a Mediterranean climate allowing early production, soil and water that give our products a high taste quality.

POTATOES: 20 miles 350 ha , 420 miles tones.

In Tunisia, potato production comes from 4 crops seasons: late season, extra-primer, primer and season. Potato exports come mainly from early and off-crops. Tunisia benefits from privileged access to the European market for a quota of 20,000 T of potatoes with exemption from customs duties. The gap between the allocated quota and the level of current exports leaves a great opportunity for the development of production intended for the European market.



TOMATOES 20 miles ha 1,260 million tones

20 000 hectares are planted every year. Annual average production reaches 1,260 million tons. Production increase should result from yield improvement, through better techniques and plant production. Sunny weather that characterizes harvest period in Tunisia allows natural drying of tomatoes which quality is well appreciated.

Tunisian exports of fresh tomatoes are mainly from geothermal crops which are characterized by a specific taste quality due in particular to the mineral composition of the water and the microclimate of southern Tunisia.

ARTICHOKES 2200 ha 1900 tons

Tunisian production of artichokes is estimated at around 1900 tons and cultivated on 2200 ha. Under a mild Mediterranean climate and on well-drained, fertile and rich soil, the regions of the lower valley of the Medjerda, are well known for the production of very good quality fresh artichokes during the period which is spread over 8 months.

Possibilities of improving yields are real and constitute opportunities to be taken up by partners in possession of advanced technologies of intensive cropping.



SALADS 2900 ha 89000 Tons

The production of the lettuce is spread over the whole year thanks to a wide range of varieties used (frisé chicory escarole, chicory, batavia, iceberg, butter lettuce, romaine, etc.). It is a new species that is being developed for export.

Agricultural Investment Promotion Agency (APIA)

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FACTS & FIGURES

Established in 1982, the Agence de Promotion des Investissements Agricoles (APIA) is a Tunisian public institution run by the Ministry of Agriculture that was created to promote private investment in the fields of agriculture, fisherie, and related services. Based on its dedicated expertise, APIA supports its members in successfully implementing their respective projects. In this context, APIA offers diverse services such as obtaining financial and tax benefits, assisting promoters in the compilation of investment and managerial records, matching Tunisian operators with potential foreign counterparts, and the participation in trade fairs and exhibitions in Tunisia and abroad.

MISSION & VISION

APIA's vision is to improve the competitive advantages of the sector and to strengthen the industry's positive image in the world market. APIA very much welcomes the opportunity to introduce German and European importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Fruitlogistica 2024.



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GROUPEMENT INTERPROFESSIONNEL DES FRUITS GIFRUIT



Company Presentation

Interprofessional Group of fruit is a structure of the state which acting in promoting the fruits supply chains in Tunisia, it helps operators in fruits fields in all their activities from harvest to post harvest (selling, exporting and valorizing)

Specialist In

Promotion of fruits supply chains

Product Range

MAIN PRODUCT : Fruits

ADDITIONAL PRODUCT: Fruit derivatives

Key Customers

Tunisia local market
and external fruit markets .

International Certifications

Global –Gap
Bio
IGs (AOC-IP)



CONTACT

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POSITION OF CONTACT PERSON :

Managing director :

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GIDATTES



Company Presentation

The Interprofessional Groupement of Dates is a public institution provided of a moral personality and financial independence. Those physical and moral entities, which are involved in farming or processing industry or exporters in the date sector, are entitled to subscribe in the groupement and to benefit from its services.

General missions:

- Assures a link between the different steps of the supply chain.
- Facilitates the co-operation between professionals and public administration in order to define the objectives of the fresh date chain.
- Contributes to balance the market by employing different mechanism in collaboration and co-ordination with professional and public administration organization.
- Contributes to the improvement of product quality and marketing and assists professionals to integrate scientific and technology evolution.
- Assures the promotion of exports in collaboration and coordination with professional and public administration organization.
- Collects, analyzes and classifies information, sets up data bases related to dates and date derivatives on the national and international situation and the forecasts.

Specialist In

Dates and date derivatives



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Groupement Interprofessionnel des Légumes

The Vegetables Interprofessional Group (V.I.G) was created on August 10th, 1973. The members of V.I.G are organizations and individuals having the quality of agricultural producers, packers, processors or exporters of agricultural products.

The Vegetables Interprofessional Group (V.I.G) is in charge of Vegetables exports promotion, Vegetables quality improvement, local market regulation...

Specialist in

The Vegetables Interprofessional Group is in charge of Vegetables exports promotion, Vegetables quality improvement, local market regulation...

The members of The Vegetables Interprofessional Group are organizations and individuals having the quality of agricultural producers, packers, processors or exporters of agricultural products.

Product Range

MAIN PRODUCT: The main products are Tomatoes, Potatoes, Artichoke, Salads, Melon...



CONTACT

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General Manager

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ROSE DE SABLE

Company Presentation

Rose de Sable is a grower, processor and exporter of "Deglet Nour Dates". The company was founded in January 2007 by the Belaifa family, from the region of Nefta in the south of Tunisia. Being implemented in Nefta near the farms, Rose de Sable has a very close collaboration with farmers, providing them with expertise and controlling their crops and their dates production throughout the year. The company has launched the certification process since 2008, it is certified according to the international food safety and organic agriculture standards: BRCGS, IFS, FSSC 22000, Organic (NOP, CE, JAS, BIOSUISSE) GLOBAL GAP, Fair Trade (Max Havelaar and FairTSA) and Kosher.

Specialist In

Growing, processing and exportation of Deglet Nour Dates and Dates Derivatives

Compagny size

400 employees

Product Range

- MAIN PRODUCT: Organic and conventional Deglet Nour Dates (branched, pitted, unpitted).
- ADDITIONAL PRODUCT: Dates derivatives (diced dates, chopped dates, date paste, date powder, date sugar, etc.).

Key Customers

Europe, America, Asia

Domestic/Export Split (in %)

Exportsplit: EU: 90%; Other than :10% EU

Brand/Private Split (in %)

Own Brand: 15%

Private label: 85%

USPs

- Over 2 centuries in the cultivation of Deglet Nour dates;
- Know-how in palm-dates farming;
- One of the most certified dates producer according to international food safety, quality, organic agriculture and fair trade standards.
- Having a very close collaboration with farmers, providing them with expertise and controlling their crops regularly.
- Having a very developed quality system that ensures total traceability of product from farms to final product.
- Supporting clean and green farming by using organic agriculture and modern agriculture techniques;
- Supporting fair trade practices, by helping disadvantaged producers and helping them improve their life quality.

International Certifications

IFS, BRCGS Grade A, FSSC 22000, Global GAP, Kosher, Organic (EU, NOP, JAS Organic, Biosuisse Organic), Fair Trade (Max Havelaar, Fair TSA)



CONTACT

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AFRIMEX TRADING



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Company Presentation

is a Tunisian active company specialized in processing, packing and exporting date's fruit products.

With a great know-how in export, we are operating on many countries such as Germany (Market share 15%), Italy (Market share 15%), The Netherlands, The United Kingdom, Russia, Denmark, Norway, Sweden, Austria, Slovakia, Poland, Bosnia and Herzegovina, Switzerland, France, Canada, Brazil, UAE, India, Indonesia and many other regions. With a 5,000 sqm, our plant facility (ECODATTES) meets the most stringent requirements in terms of food standards. Equipped with all new processing machines for sorting, treatment and packaging and a big capacity of cold rooms storage for the preservation of the product's quality. With our products, we place a high status on price & quality. We operate with the highest standards regarding our employees, the environment, our customers and the final consumers.

The guidelines and policies, statements and standards we respect, define what we expect of ourselves, and our business partners, as we operate with integrity throughout all the chain production.

Specialist In

DATES PROCESSING & EXPORT

Company Size

+ 400 Employees

Product Range

MAIN PRODUCT : DEGLET NOUR DATES
REGULAR + ORGANIC

ADDITIONAL PRODUCT : DATE'S PASTE //
PITTED DATES // STUFFED DATES

Key Customers

Supermarkets (Edeka, Rewe, Aldi)
Whole salers
Industrials
Importers

Domestic/Export Split (in%)

100% EXPORT

Brand/Private Split (in %)

USPS

Best Price for the Best Quality and Service

International Certifications

IFS // BRC // GLOBAL GAP // ORGANIC // HALAL

THE HOUSE OF DATES COMPAGNY

Company Presentation

The House of Dates Company, Grower, Packer and exporter, is a reference company in Tunisia in processing and exporting high-quality fresh and dried Deglet nour dates.

Specialist in

Processing and exporting Tunisian Deglet Nour Dates

Compagny Size

Around 120 employees

Product Range

MAIN PRODUCT Deglet Nour Dates and its varieties :Alig, Khouat alig and Kenta

ADDITIONAL PRODUCT Date paste, Date Powder, chopped Dates, Industrial Dates

Key Customers

Dates buyer in all around the world

Domestic/ Export Split (in %)

15% Europe
20% Asie
10 % Amérique du Nord
15 % Amérique du Sud
25% Africa
15 % Middle East

Brand/ Private Split (in %)

15% Europe
20% Asie
10 % Amérique du Nord
15 % Amérique du Sud
25% Africa
15 % Middle East

USPs

Our company, the house of dates, consolidates the activities of Tunisia's largest and most advanced date producers, including quality control, administration marketing, sales and export activities. Our company has also succeeded in creating partnerships with different manufacturers in order to satisfy our customers.

International Certifications

Iso 22000, Halal



CONTACT

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HORCHANI DATTES

Company Presentation

Horchani Dattes, the first private grower of dates in Tunisia, is indeed a real pioneer in the field of exporting and one of its prime leaders since 1930's. And so it happens that every year, in October, 3000 tons of sweet and pleasantly aromatic dates, exquisite fruits of modern ecological cultivations are collected by Horchani Dattes. Today, Horchani Dattes exports to more than 50 countries in all five continents. As a company, Horchani Dattes reputation relies primarily on the ultra modern equipment of its industrial processing facilities allowing treatment and exportation of about 9500 tons of dates every year.

These dates come in four trademarks well known all over the world: Palm fruit, Kartago, Eden Sultan and Nour. Our well-deserved reputation is also the result of the hard uncompromising and rigorous work methods adopted by Horchani Dattes at the factories in the production and distribution line, thus guaranteeing the highest possible quality of products. Thanks to the various processes used within the processing unit, being certified ISO 9001, HACCP, BRC/IFS, Kosher, Organic (CE, BIO SUISSE and NOP), Fair Trade, Sedex Member, Horchani Dattes is specialized in the production of "Ready to Eat" Dates (whole dates, pitted dates, dates on branch), "dates for industrial use", the Dates Ingredients (Chopped dates, date paste, date syrup, date powder/ sugar) and "Dates Snacks" (coconut date rolls, Choconut Date Rolls, sesame date balls, hazelnut date balls).

Specialist in

Grower, Packer and exporter of Tunisian dates and dates derivatives.

Compagny Size

500 employees

Product Range

DATES (Deglet Nour, Allig, Khout Allig, kenta) organic and conventional ; DATES DERIVATIVES (Date Paste, Chopped/Diced dates, Date powder, Date Syrup) and Dates snack (Coconut Dates Rolls, hazelnuts date Pops, Choconut date pops, sesame date pops).

Key Customers

Retailers, distributors, packers

Domestic/Export Split (in %)

100% export

Brand/Private Split (in %)

70% own brand
30% private label

USPs

HORCHANI DATTES has always been committed to premium quality. We operate under strict hygienic international regulations for food processing and respect of social criteria of employers. All the production stages are under control and the productions conform to a strict specifications book as defined by international certification offices.

International Certifications

BRC, IFS, ISO22000, ISO9001, KOSHER, HALAL, GLOBAL GAP, ORGANIC (TN, CE, NOP, BIOSUISSE), SMETA, SEDEX Member:



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International Agricultural Investment and Technology Fair

02 **30** October
November

Kram Exhibition Center
TUNIS - TUNISIA

Agricultural
Investment
Promotion
Agency



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