

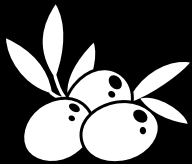


TUNISIA

Guest of Honour

expoliva 2023

JAÉN : 10 AU 13 MAY 2023



TUNISIAN OLIVE OIL

Beyond flavors...



Together, for successful projects

Historical Overview

Tunisia, direct heiress of ancient Carthage, owes the Carthaginians the first olive plantations in the country, on the island of Cyraunis (now Kerkena), Cap Bon, Byzacène and more particularly near Hadrumète (Sousse). Driven by the desire to make Africa an olive oil producing region, the Roman emperors promulgated laws encouraging the expansion of olive groves and giving bonuses to farmers who planted olive trees on uncultivated land or uprooted them to replant new trees. In short, the olive oil trade has always been a source of wealth for all civilizations that marked the history of Tunisia .



AUTOCHTHON OLIVE VARIETIES

Tunisia is the repository of a rich varietal heritage ; thanks to its geographical location, at the crossroads of many civilizations, at the crossroads of trade routes between the East, Africa and Europe, and thanks to the migrations of Andalusian populations.

Nevertheless, two varieties, the Chemlali and the Chetoui, are the main varieties grown in Tunisia, although there are others, called secondary, more specific to small regions like the Oueslati, the Chemchali, the Zalmati, the Zarrazi, Gerbouï and Sayali, and many other varieties grown in smaller areas.



CHEMLALI

This variety is cultivated in hot coastal zone and in the lower steppe. It is present in nearly 85% of olive plantations and participates in more than 80% of the national production of olive oil. It dominates the olive groves of the Center and the South.

The Chemlali olive from Sfax gives at the beginning of maturity a very fruity oil, not very bitter and not very spicy, with mainly aromas of green almond, grass fresh and rarely apple.



CHETOUI

Cultivated in the coastal region, valleys and in the North height plateaus, this variety populates the largest part of the northern olive groves. It produces an unfixable and fruity oil with intense aromas of green almond, accompanied with a

bitter and pungent taste perceived with intense medium to strong. The intensity of bitterness decreases during maturation but still remains noticeable.

This oil is highly valued for its content of phenolic compounds and antioxidants.



Oueslati

This variety is grown in the Kairouan region. The extracted oil is very balanced and fruity, slightly bitter with a flavor reminiscent of fresh almonds.



Zarrazi

Cultivated in the South, mainly in the oases, sometimes presenting some local variations, this variety, in addition to the production of excellent table olives, is highly valued for its high oil content, despite its productivity is alternating.

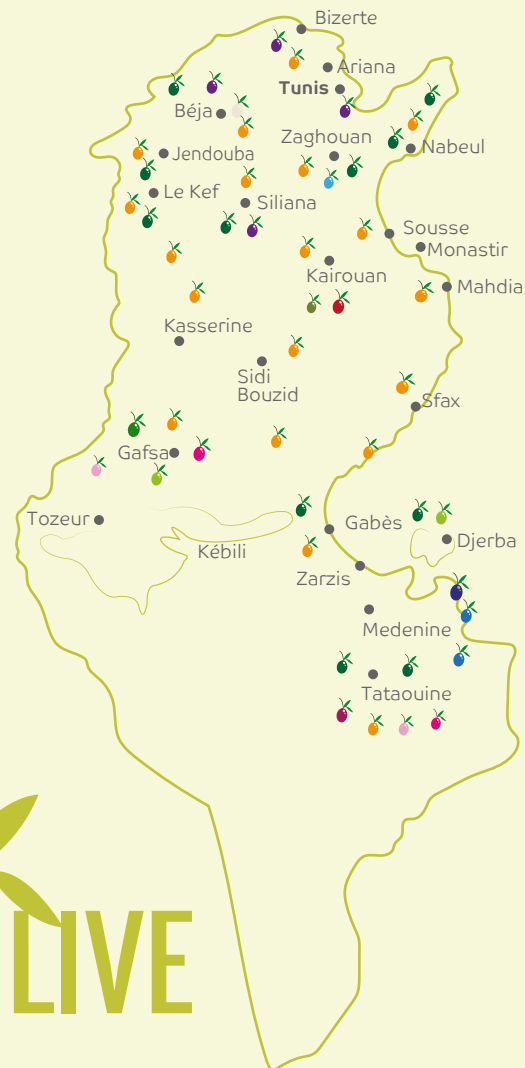
At the sensory level, Zarrazi olives from the South gives a slightly bitter, slightly spicy fruity oil and slightly sweet, with notably aromas of fig and sometimes a scent of apple and grass.

In addition, there are table varieties such than the **Meski, Sayali, Tounsi, Besbessi, Marsaline, Beldi and Fouji** whose crops are essentially extensive.

AUTOCHTHON OLIVE VARIETIES AND LOCAL TYPES OF TUNISIA

-  Besbessi
-  Chemléli
-  Chemléli Djerba
-  Chemléli Sfax
-  Chemléli Tataouine
-  Chemléli Zarzis
-  Chetoui
-  El Horr
-  Fakkhari
-  Fouji
-  Jemri Bouchouka

-  Jemri Dhokkar
-  Jerboui
-  Marsaline
-  Meski
-  Oueslati
-  Sahli Mguargueb
-  Toffehi
-  Tounsi
-  Zlmati
-  Zarrazi
-  Zarrazi Gafsa



Tunisian Olive Oil Sector In Figures

Indicators	Value (2021/2022)	
Olive-growing area	2 Million Ha	
Olive area/ tree-growing area	82.4%	
Olive growing area/ Tillable area	46.5%	
Number of olive Trees	107 Million Trees	
Olive Oil Production	240 Million Tons	
Age Structure of Olive Trees	Young Plantations (1 to 20 years)	18%
	In full Production (20 to 70 years)	75%
	Old Plantation (more than 70 years old)	7%
World Ranking	3rd Producer of olive oil 3rd Exporter of olive oil	
Export Olive Oil	206 Thousand Tons	
The main destinations of Tunisian Olive Oil	62 Countries Spain 34.2% , Italy 24.3% , USA 17.4% Canada 5% , France 3.3 % , UK 1.3 % Saudi arabia 1,3% , Portugal 1,1%	



Organic Tunisian Olive Oil Sector In Figures

Indicators	Value (2021/2022)
Olive-growing area	256.173 Ha
Quantity Exported	51783 Tons
Number of Exporters	50
The share of Organic olive oil in Exportation	25%
World Ranking	1st In Organic olive-growing area 1st Exporter of Organic Olive Oil
The main destinations of Organic Tunisian Olive Oil	28 Countries Italy 52% , Spain 24% , 9% France



Winners and Finalists of the 2023 Mario Solinas Prize



INTERNATIONAL
OLIVE
COUNCIL

WINNERS :

● Silver Medal	Ferme Ali Sfar Zaghouan - Tunisia <i>Delicate Green</i>
● Bronze Medal	Barhoumi Olive Oil Kairouan - Tunisia <i>Ripe</i>


FINALIST GRADUATES :

● 1st Finalist	Domaine Um Aljanna Oil Mill Bashir Jarraya Ghezala - Tunisia	
● 2nd Finalist	Matarnis Oil Olive Oil Ben Chaabane Bizerte - Tunisia	Tazmurt Mezghani Omar sfax - Tunisia
● 3rd Finalist	Olissey Oliveraie Boubaker Manouba - Tunisia	





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Agence de Promotion des Investissements Agricoles (APIA)

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, fisheries, 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 agricultural sector and to strengthen the industry's positive image in the world market. APIA very much welcomes the opportunity to introduce international importers to profitable new opportunities with Tunisian actors at the Tunisian Country Pavilion at EXPOLIVA 2023 .



Together, for **successful** projects

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PACKTEC - TUNISIAN OLIVE OIL

FACTS & FIGURES

The packaging and printing sector occupies a crucial position in the Tunisian industry. With 400 active companies throughout Tunisia, generating more than 25,000 jobs, it presents an annual growth of more than 10% and contributes 4% to the national Gross Domestic Product (GDP).

The agri-food sector alone accounts for 66% of packaging consumption in Tunisia. The remaining 34% is distributed among other manufacturing sectors: electronics, chemicals, pharmaceuticals and textiles.

MISSION & VISION

Tunisian Packaging Technical Center, PACKTEC, placed under the guardianship of the Ministry of Industry, Mines and Energy, and works as a technical partner with all companies concerned with packaging and printing : manufacturers, converters, end users, printers, recyclers, distributors and exporters.

PACKTEC aims to support and promote the Tunisian product in particular for export through the improvement of the Tunisian packaging industry.

The Center provides a wide range of services in order to enhance and to improve the competitiveness of the Tunisian packaging and printing industries, as well as promote Tunisian products, particularly for export:

- Testing services

- Consulting services and market reports
- Packaging design
- Research & development
- Training
- Strategic monitoring
- Sector Promotion and events

The Ministry of Industry Mines and Energy has entrusted the PACKTEC with the co-management of the Generic Promotion Program for Packaged Olive Oil via the Fund for the Promotion of Packaged Olive Oil.

Thus, PACKTEC assists the involved companies in their brand promotion through its participation in promotional events' organization on an international scale.



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ONH - TUNISIAN OLIVE OIL

FACTS & FIGURES

Olive oil represents an economic activity of considerable importance for Tunisia in addition of its great cultural, social and environmental significance.

During last ten years, Tunisia produced an annual average of 211 thousand tons of olive oil of which 80% extra virgin olive oil. It represent about 7% of the world olive oil production. At the international level, Tunisia is ranked the second world producer of olive oil after the European Union and the fourth exporter behind Spain, Italy and Greece with an annual average of 180 thousand tons.

Since 2007, Tunisia made in place an active promotion policy to expand packed olive oil and succeed to diversify markets and develop exported quantities which reach 30 thousand tons mostly under Tunisian brands.

MISSION & VISION

The National Olive Oil Office (ONH), placed under the guardianship of the Ministry of Agriculture, water Ressources and Fisheries, assumes the following missions:

- Securing all interventions for the benefit of the olive sector, related mainly to the implementation of national campaigns against pests harmful to olives, training of specialized manpower and encouraging scientific agronomic research.
- Valuation of Tunisian olive oil through specialized training sessions on quality control and tasting qualifications.

- Production and sale of olive plants .
- Intervention to regulate the olive oil market and preserve the interests of stakeholders in the olive sector.
- Securing the purchase of olive oil at the production and its commercialization,
- Securing local market supply of subsidized vegetable oils.

The National Olive Oil Office's vision consists mainly on the improvement of the productivity on the olive sector and to continue to keep improving quality of olive oil.



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