REPUBLIC
OF TUNISIA

MINISTRY OF AGRICULTURE
WATER RESOURCES AND FISHERIES

NATIONAL OLIVE OIL OFFICE OF TUNISIA

NATIONAL OLIVE OIL OFFICE

THE PILLAR FOR DEVELOPMENT OF OLIVE OIL SECTOR IN TUNISIA

10th Meeting of the COMCEC Agriculture Working Group

September 28th , 2017 (ANKARA)

Mr. Ben Amor Moez
Commercial Director
National Olive Oil Office
ONH/TUNISIA

KEY FIGURES OF OLIVE OIL SECTOR IN TUNISIA

88 Million olive trees

more than 8 olive trees per Tunisian

Olive growing is millenary in Tunisia. Olive trees are cultivated from the North to the South of the Country on a total area of 1,8 million hectares.

1/3 agricultural land

Second Olive grove surface area in the World

Tunisia is ranked second after Spain with about 18% of world surface areas dedicated to the olive tree.

More than 1700 oil mills

More than 70% of olive oil produced is Extra Virgin

1 million employment in Olive oil sector

40% of agri-food exports

Fourth world Olive oil producer

Second after Europeen Union

180000 tons of olive oil on average per annum in the last five years.

Tunisia is the fourth producer in the world after Spain, Italy and Greece.

Second world Olive oil exporter

after Europeen Union

Tunisia exports about 80 % of its olive oil production.

150000 tons of olive oil on average per annum in the last five years allow Tunisia to occupy a chosen position in the world olive oil market.

Olive oil Exports

90% in Bulk

10% Bottled

↶ 2% in 2007

LEADING ROLE OF « ONH » IN THE DEVELOPMENT OF OLIVE OIL SECTOR IN TUNISIA

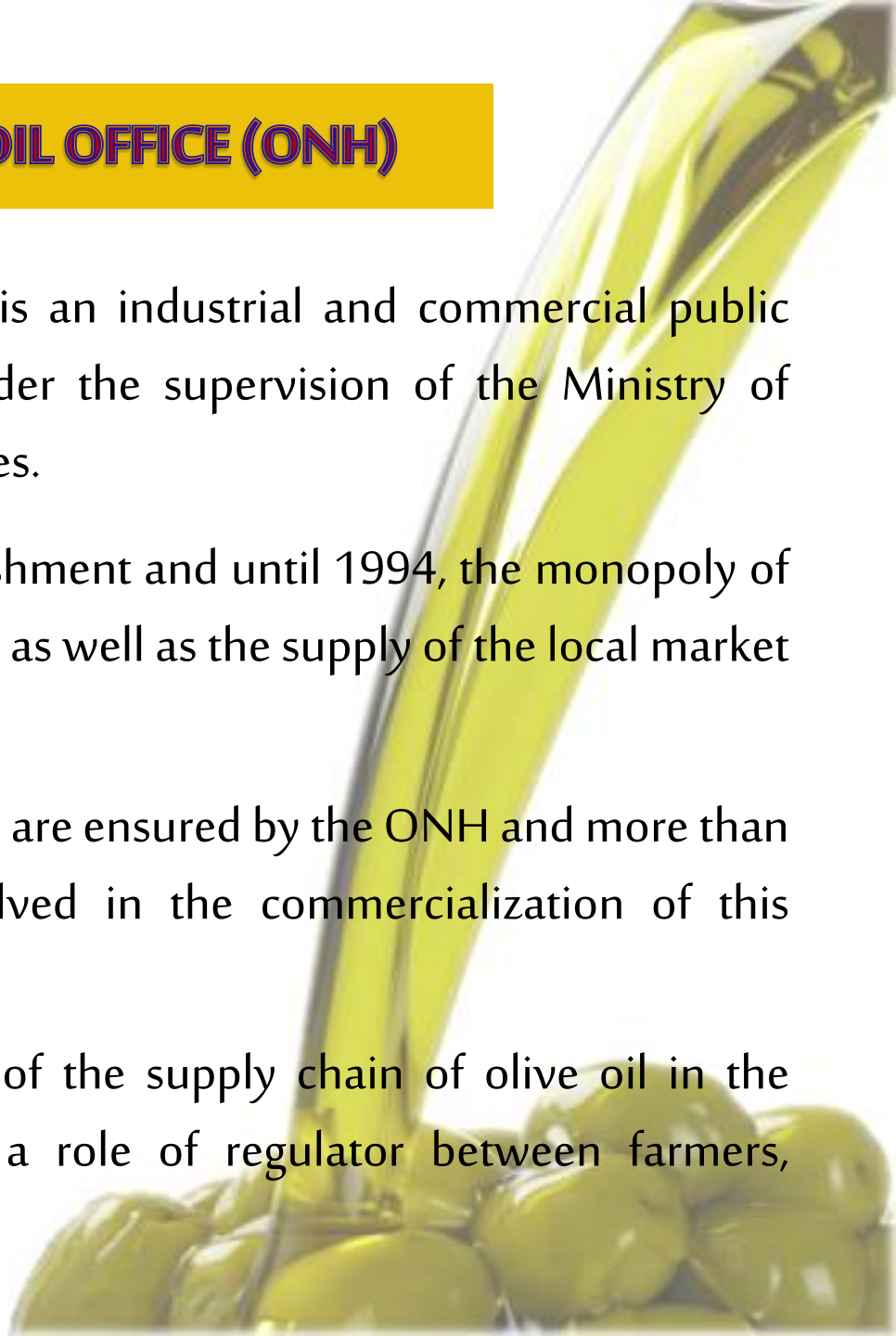
NATIONAL OLIVE OIL OFFICE (ONH)

The National Olive oil Office (ONH) is an industrial and commercial public establishment created since 1962 under the supervision of the Ministry of Agriculture, water resources and fisheries.

ONH had for 32 years, since its establishment and until 1994, the monopoly of the collection and the export of olive oil as well as the supply of the local market in edible oil subsidized by the State.

Since 1994, exports of Tunisian olive oil are ensured by the ONH and more than 200 private exporters who are involved in the commercialization of this product.

The ONH is involved in all the links of the supply chain of olive oil in the upstream to downstream and plays a role of regulator between farmers, producers and exporters.



Olive oil supply chain

Support structures and coaching of Olive oil sector

Ministry of Agriculture Water Resources and Fisheries

-Central Departments

-Regional Structures

- Institutes of research

Ministry of Industry

Packtec

(technical center for packaging and promotion of Tunisian olive oil)

UTAP

(Tunisian Union of Agriculture and Fishery)

UTICA

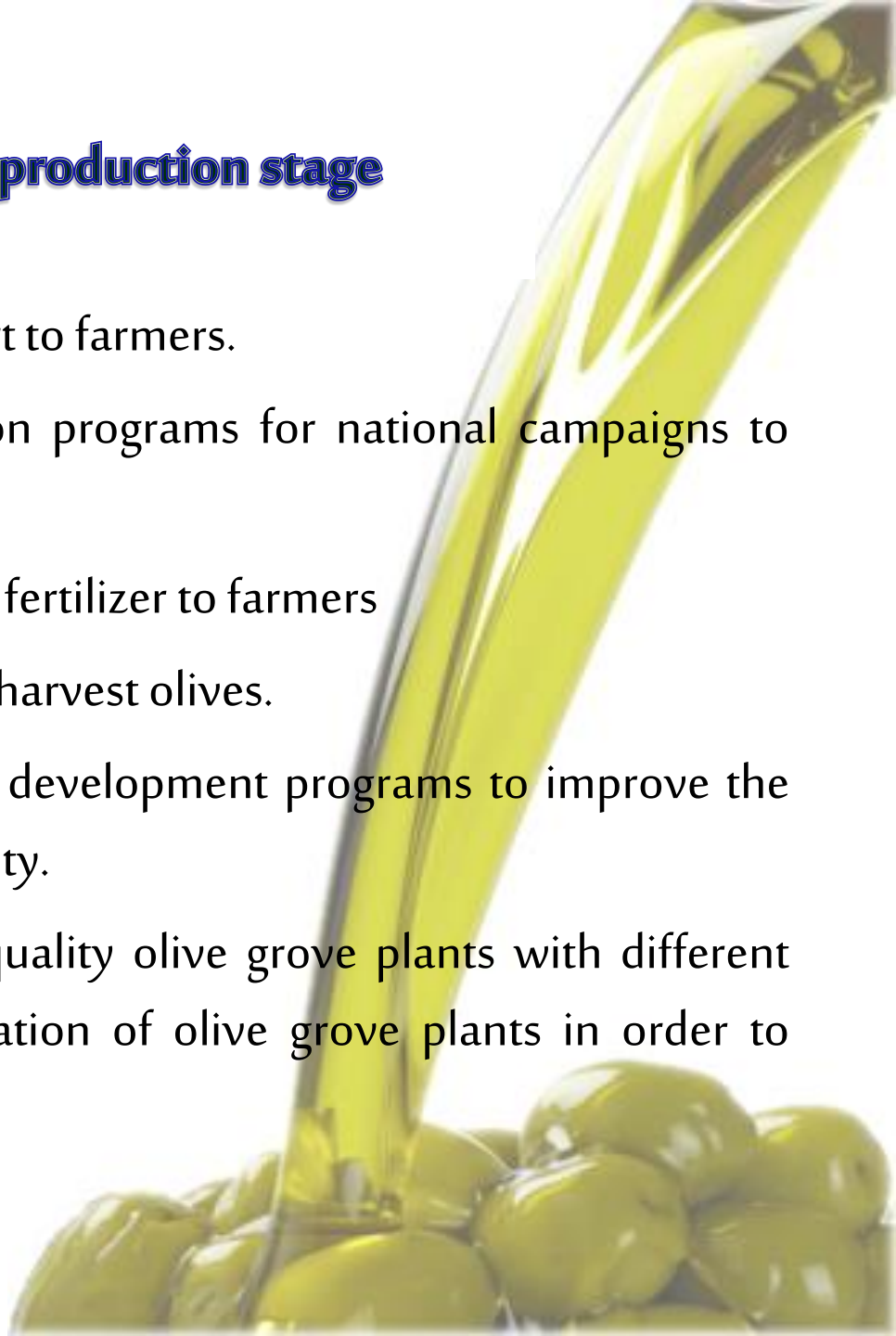
(Tunisian Union of Industry Commerce and handicrafts)

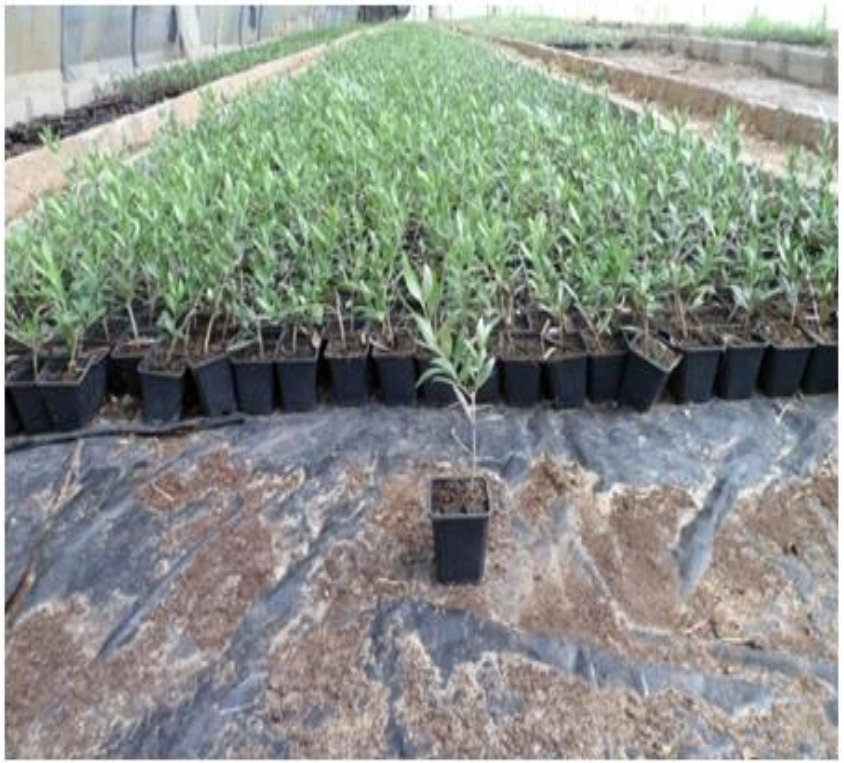
National Olive Oil Office (ONH)

Services and activities provided by ONH

Role of ONH in the production stage

- Provide technical training and support to farmers.
- Prepare and execute the intervention programs for national campaigns to combat pests of trees.
- Control the distribution of subsidized fertilizer to farmers
- Support of mechanical equipment to harvest olives.
- Follow-up to the implementation of development programs to improve the care of olive trees and raising productivity.
- Product and provide farmers good quality olive grove plants with different varieties by own Center for multiplication of olive grove plants in order to improve national production level.





ONH / Center for multiplication of olive grove plants in Bejaoua - Tunis

Role of ONH in the processing stage

- Follow-up to the quality of the oils produced during agricultural seasons.
- Control quality of olive oil on the export level through own laboratories accredited by International Olive Council.
- Participate through its experts to the development of specifications and methods for the physical and chemical analysis and also the tasting of olive oil.
- Collect and disseminate technical news related to quality of olive oil to help for best practices on transport, storage and processing of olives.
- Organize and coordinate training courses in cooperation with the International Olive Council.
- Support the participation of private producers exporting Tunisian Olive Oil in international competitions to choose the best olive oil..

Role of ONH in the promotion of olive oil

- Participate on policy making and developing specific rules and regulations to boost export of olive oil in package.

- Participate on generic promotion campaigns of Tunisian olive oil at the global market level.

ONH
www.onh.com.tn
Tunisian
Olive Oil
Just try it
www.onh.com.tn
ONH

اليوم العالمي للزيتونة
تحت شعار "ديمومة الزيتونة"
الاربعاء 30 نوفمبر 2016
Journée Mondiale de l'Olivier
Sous le thème "Durabilité de l'Olivier"
Mercredi 30 novembre 2016

Role of ONH in the communication

- Follow-up to the global market indicators of olive oil and the evolution of prices in the production and export.

- Coordinate between the parties interfering on olive oil sector and discuss issues on different subjects.

Role of ONH in market regulation

- Regulate national market mainly for account of small scale producers to ensure suitable conditions for commercialization of olive oil during campaigns.

- Participate in the national export of olive oil with a little share from 5 up to 10%.

Role of ONH in the international scale

- Contribute in the international olive council to the development of olive oil activities in producing and consuming countries.

- Participate on the development of international olive oil standards and methods of analysis through its experts.

Objectives in short and medium terms
Tunisian olive oil sector

- Sustainable growth of olive oil production and productivity to improve competitiveness.

- Continue to improve product quality.

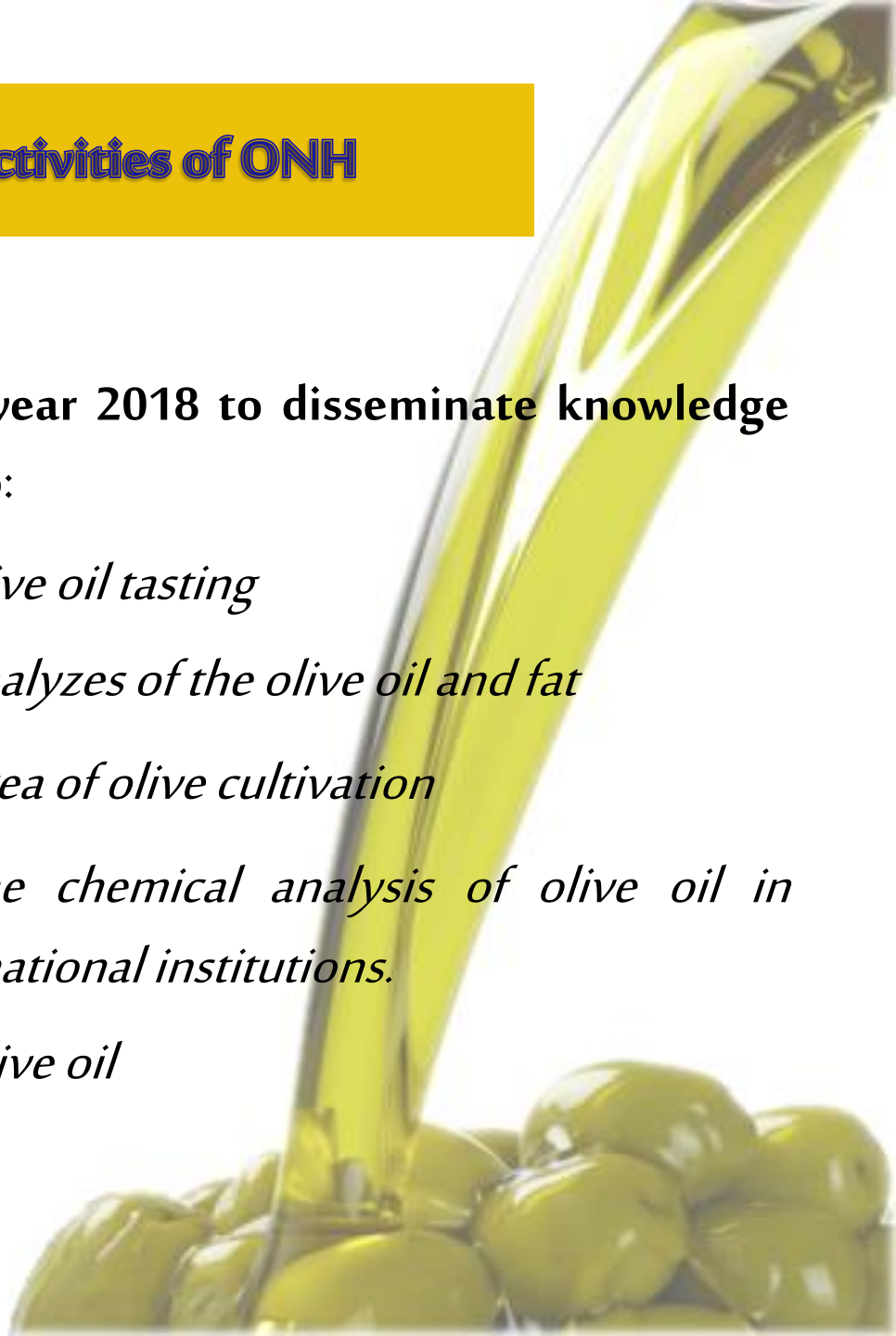
- Develop promotion activities and packaging to help more access to world markets and expand bottled olive oil exports.

- Promote investments in olive oil sector and develop public-private partnership.

Main future activities of ONH

- **Creation of training center next year 2018 to disseminate knowledge skills in olive oil value chain** mainly to:

- *Train tasters and heads of jury of olive oil tasting*
- *Train technicians in the chemical analyzes of the olive oil and fat*
- *Organize technical courses in the area of olive cultivation*
- *Experiment new methods for the chemical analysis of olive oil in collaboration with national and international institutions.*
- *Conduct studies on the quality of olive oil*



- Conducting national programs and projects for development of productivity and production to allow more competitiveness of Tunisian olive oil in the worldwide market.

- Improve business partnerships in selected supply chain to increase value addition.

THANK YOU

FOR YOUR ATTENTION

http://www.onh.com.tn