



ssnup

Smallholder Safety Net
Upscaling Programme

SUPPORTING THE COMMERCIALISATION OF DATES IN TUNISIA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

In Tunisia, the agricultural sector used to be the main economic driver however this has changed substantially with the diversification of the economy to other sectors. Nevertheless, the agricultural sector still plays a significant role and still employs 16% of the workforce and contributes to 14% of the GDP. The Covid-19 pandemic has had a detrimental effect on agricultural sector in general at various levels: production delays, delayed shipments, pricing volatility, and buyers sourcing more cautiously and more reluctant to buy more expensive certified products, reflecting the low and volatile prices in the date market.

CURRENT STATUS OF THE INVESTEE

BENI GHREB S.A.R.L. is a company that specialises in the packaging and exporting of dates of the Deglet Nour organic Tunisia variety. This variety originates from the biodynamic and organic oasis of the region of Hazoua, which is located about 500 kms southwest from Tunis. BENI GHREB was created in 2002 by a group of date producers (GDABD - Development Group of Biodynamic Agriculture) who have been committed to promoting organic agriculture and socio-economic development in parallel to protecting the environment. BENI GHREB have benefited from a previous [SSNUP project](#) which aimed at improving the processing and production of dates through the implementation of a date production monitoring software.

OBJECTIVE OF THE PROJECT

The project aims to mitigate the market risks and price volatility with support for an improved commercialisation strategy. It will contribute to the sustainability of BENI GHREB and the improvement of its financial performance.

The main expected outcomes are:

- Strengthened marketing strategy and vending process.
- Increased sale of production and growth of the network of buyers.
- Increased investor confidence with renewed commitment to fund campaigns.
- Improved internal capacity on marketing and commercialisation.
- Improved financial performance of BENI GHREB.

IMPACT INVESTOR



AGGREGATOR / INVESTEE

BENI GHREB S.A.R.L. (SME) – Tunisia

TARGETED N° OF FARMERS

121 organic and Fair Trade certified farmers

AGRICULTURAL VALUE CHAIN

Dates

STARTING DATE

November 2022

DURATION

13 months

TOTAL TA BUDGET

€ 64,500
Including € 51,600 (80%)
contribution from SSNUP



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