

# The quality of agri-food products in the Mediterranean area: policy, regulation and economy for the organic and the typical products



بيوه تونس

## **TIBIO-MED** *TUNISIA organic*

Setting up a joint and multidisciplinary Working Table between experts and researchers delegated by Ministry of agriculture aimed at developing strategies and tools for the recognition, and valorisation of typical and organic products



**SAMIA MAAMER** General Director of organic Agriculture MARHP Tunisia  
CIHEAM Bari (Valenzano-Italy) - 15-16 January 2018

# HISTORICAL ...



### Framework Law Loi n°99-30 du 5 avril 1999, relative à l'agriculture biologique

#### Organization of services

- **Décret n°2010-625 du 5 avril 2010**, modifiant et complétant le décret n° 2001-420 du 13 février 2001, on the organization of the Ministry of Agriculture, in particular Article 28a (attribution of DGAB)
- **Décret n° 2010-2013 du 16 août 2010**, complétant les décrets specific organization of the Regional Commissariats for Agricultural Development.

#### Control & traceability

- **Décret n°2000-409 du 14 février 2000**, laying down the conditions for the approval of inspection and certification bodies and the control and certification procedures in the field of organic farming (amended by D / 2012-2819)
- **Décret n°2010-1547 du 21 juin 2010**, creating a logo for Tunisian organic products and laying down the conditions and procedures for its granting and withdrawal (amended by D / 2011-4801)

#### Production & Processing

- **Arrêté du MA du 28 février 2001 / approval of the Standard Specification of Plant Production according to the organic mode**
- **Arrêté du MARH du 9 juillet 2005 approval of the Standard Specification of animal production according to the organic mode**
- **Arrêté du MARH du 3 décembre 2005/ approval of the Standard Specification of processing products des produits agricoles produits selon le mode biologique**





- 1st African country having implemented a regulation in AB
- 1st organic peasant school in the world has been established in Tunisia
- The only African country that expands the recognition of equivalence with the EU and Switzerland
- 2009: Recognition of the EU
- 2011: Recognition Switzerland
- 2015: Unlimited recognition of the EU
- Exporting country of more than 60 organic products to 5 continents





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# Credibility of the Tunisian Organic

- ❖ *5 Internationally accredited inspection and certification bodies accredited by the Ministry of Agriculture*
- ❖ *The Competent Authority audits the OCCs annually and supervises at least 5% of the organic operators to verify the effectiveness of the control carried out by the OCC*
- ❖ *=> Unlimited equivalence with the European Union since June 2015*



# Development Strategy” of the “Organic ” sector by 2020



## Our Vision

*Building a Tunisian model of organic agriculture supported by better governance of the sector*

## Our values

- ✓ Protect health
- ✓ To preserve the environment
- ✓ Ensure equity throughout the value chain
- ✓ Improve the economic profitability of organic projects



# Five-year plan 2016-2020

## General objectives

✓ Contribute to boosting and diversifying the national economy through the development and enhancement of the AB sector

✓ **DEVELOPMENT**  
**objective**

- 1.20 Organic sectors
- 2.05 Bio-territories
- 3.24 Bio-tourism tours
- 4.03 Studies
- 5.05 Support Programs

✓ Design a governance process for the AB sector

✓ **GOVERNANCE**  
**Objective**

1. Capacity Building
2. Credibility of control
3. traceability
4. Veille eve
5. Evaluation and monitoring system





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# Organic Agriculture in Tunisia in figures



*Inspection bodies and certification  
approved by the Ministry of Agriculture,  
Hydraulic Resources and Fisheries  
DGAB competent authority  
in Tunisia*





✓ Ranking in Africa: 4th in cultivated area Organic Farming

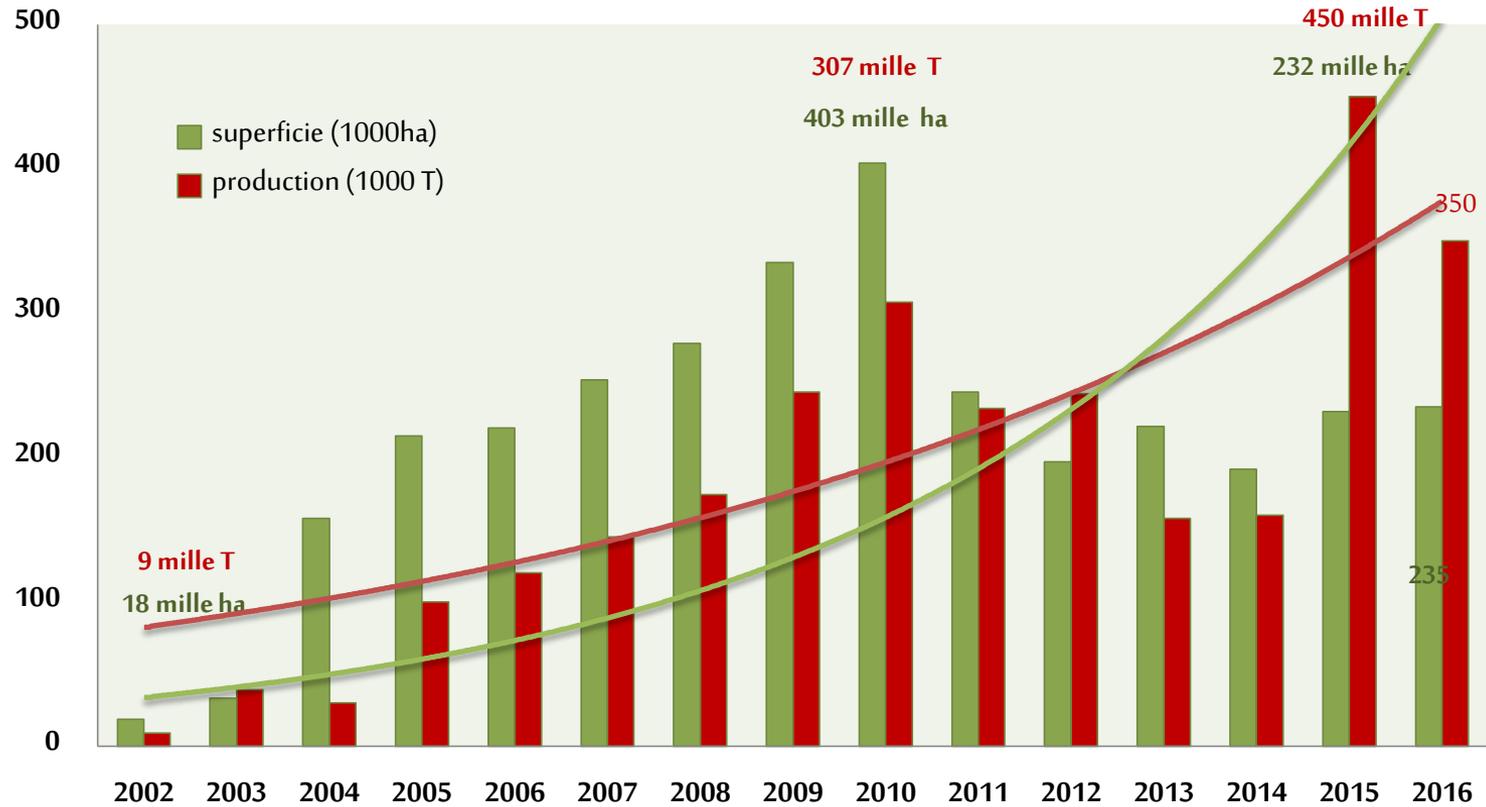
### Ranking of Tunisia in Africa

Classement	Pays	SAU (Ha)
1	Uganda	240.197
2	Tanzanie	186.537
3	Ethiopie	160.987
4	Tunisie	139.087

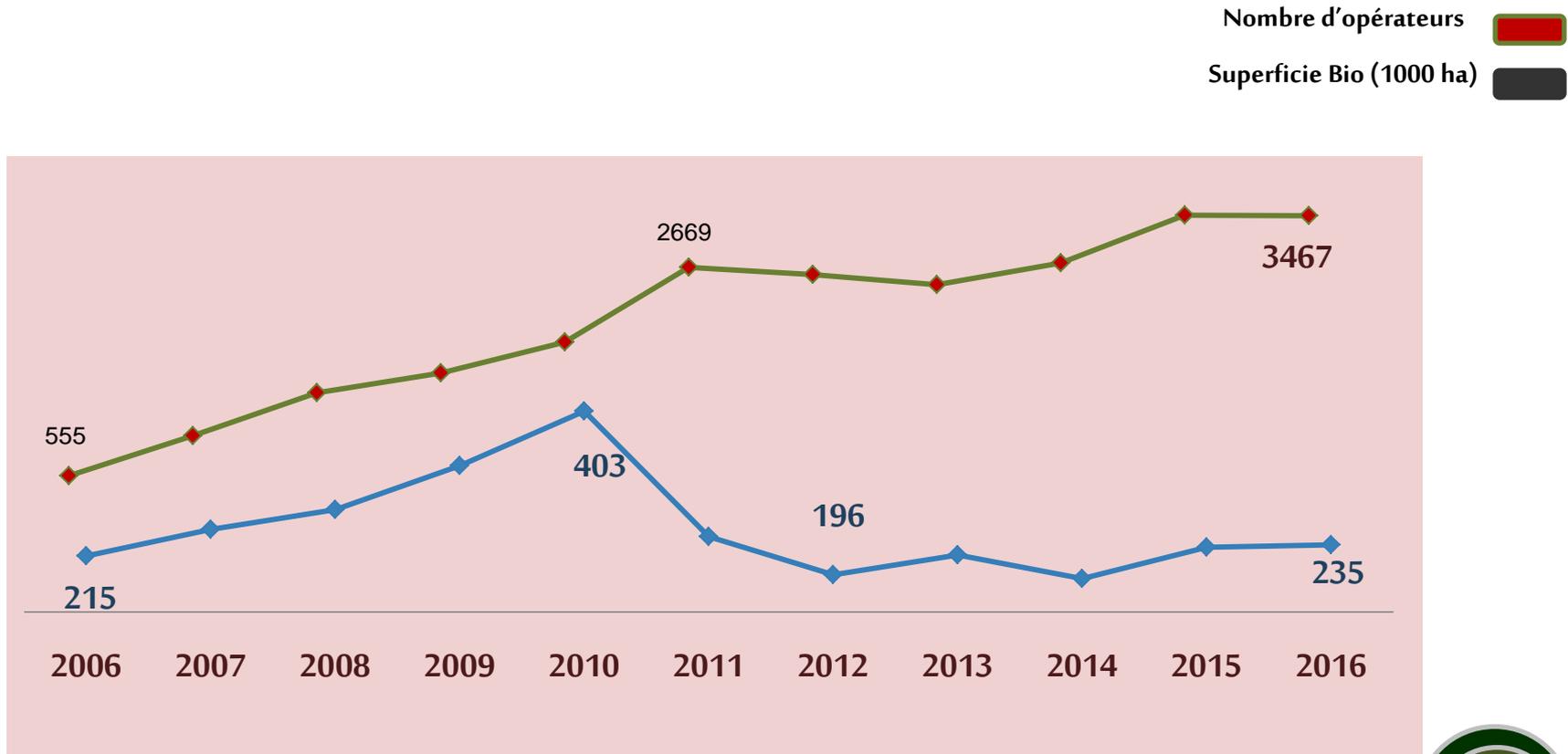
✓ Ranking in the world, 38th in cultivated area Organic Farming



## Evolution of organic areas in Tunisia (2002 - 2016)

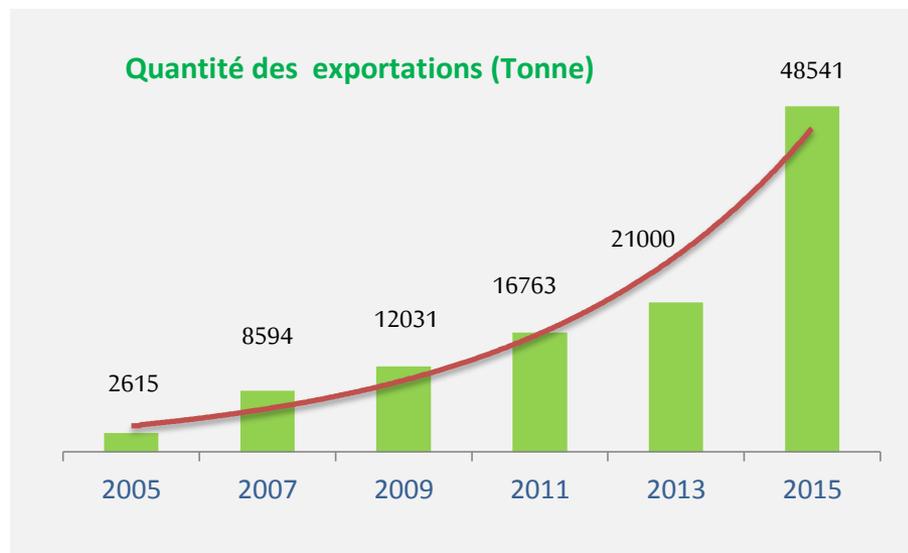
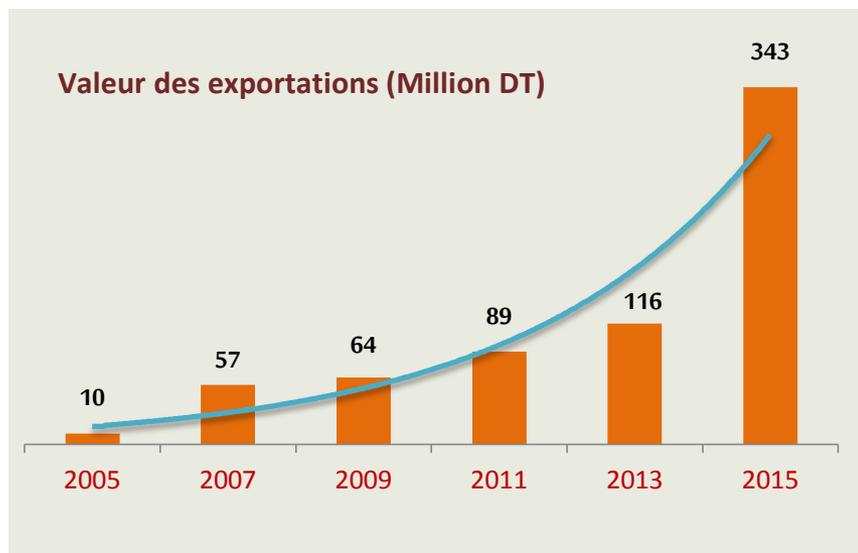


## Evolution of the number of operators aux superficies Bio(2005 - 2016)





# Evolution of exports of organic products in Tunisia (2005 - 2015)



Remarque: en 2016 la quantité exporté est de 35500 Tonne avec une valeur de 290 millions de DT.



P.P.P...



# FILM



## Tunisia: The Land of Organic YouTube

▶ 21:39

<https://www.youtube.com/watch?v=CYtage1-lwg>

10 févr. 2017 - Ajouté par  
STECIA International

**Tunisia is now a reliable  
source of supply for global  
organic distribution  
channels**





# Le train écologique : « Train la Rose des Sables »



# BIO TOURISM



Tunisie  
Cap Negro  
L'étoile du Nord

Circuits

Tourisme

Gastronomie



Cap Negro : L'étoile du Nord  
Nefza-Béjà



# BIO TOURISM

« Les pétales de l'égantier »  
Zaghouan





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PROMOTION...

PROSPECTION

MARCHÉS..... PPP

USA, CANADA, RUSSIE, CHINE,

ALLEMAGNE, SUISSE.....



The Ministry of Trade and Handicrafts, in collaboration with the Export Promotion Center, the Ministry of Agriculture (DGAB), the International Executive Service Corps (IESC), organize a seminar on the theme:  
"How to export organic products to the US market"

This seminar will take place on Wednesday, May 29, 2013 from 9:00 am to 12:00 pm at the Exporter's House - North Urban Center and will be moderated by Mrs. Nissa Pierson Expert Voluntary IESC specialized in the promotion of organic products.





# Organic Cactus Seed Oil

ORIGIN TUNISIA



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



Ministry of Agriculture,  
Hydraulic Resources  
and Fisheries



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UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# Salon Vivanness Allemagne fev 2017

## SPA TIINISIA Avril 2017

## WORLD DUBAI Mai



**Organic Cactus Seed Oil » is the brand of a national initiative for the promotion of organic and certified prickly pear oil.**

**The logo was launched by the Directorate General of Organic Agriculture of the Ministry of Agriculture of Hydraulic Resources and Fisheries in collaboration with Tunisian companies in the cosmetics organic sector**

**This initiative aims to make known the virtues of Organic Cactus Seed Oil and promote its wide range of cosmetics: creams, serums, massage oil ..**







## Seminar on "Exporting Organic Products to the Chinese Market: Perspectives and Opportunities" Monday, May 09, 2016





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# LES MATINALES DE L'EXPO OCTOBRE 2016





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# Organic Development Strategy 2020



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**Sejnene/Bizerte**

**Haouaria/ Nabeul**

**Kesra/ Siliana**

**Majel Bel  
Abbes/Kasserine**

**Hozoua /Tozeur**

**BIO TERRITOIRES**

Création de 05 Zones Pilotes  
spécialisées en AB



# *Some doctorates of research in organic in tunisia*

- Impact of organic production on the quality of agricultural and agri-food products: Case of olive oil and tomatoes
- Study of consumer behavior with regard to organic milk and derivatives and development of the organic milk sector in Tunisia
- Development strategy of the organic milk sector in Tunisia through the value chain
- Strengthening organic products consumption in tunisia
- International trade of organic agricultural products: A proposal for an equivalence between Tunisian legislation and NOP( AIAM BARI).



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# THANK YOU

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