



200 years of growing dates



**TUNISIAN DATE  
CROP REPORT  
2024-2025**

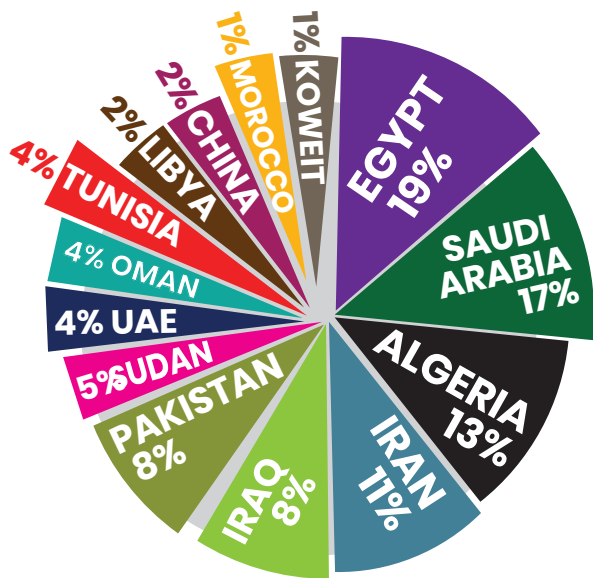
# 1- Significance of the Date Sector in Tunisia's Economy

The date industry is an indispensable part of Tunisia's economic fabric, notably enriching the southern regions of the nation. Contributing to 6% of Tunisia's total agricultural yield, the sector has carved out a significant niche within the national agricultural framework. Moreover, the industry is a pivotal element in Tunisia's export strategy, constituting over 19% of all exported agricultural products.

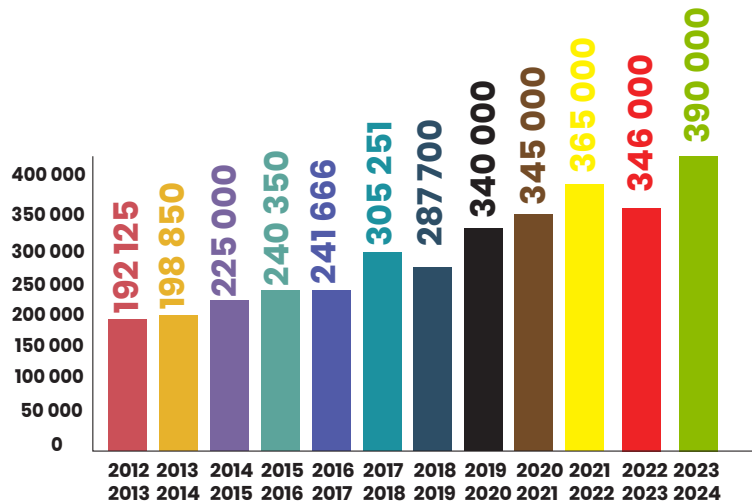
# 2- Profile of Date Production in Tunisia

Tunisia confirms its position as a leader in the date production sector, ranking among the top ten global producers according to the latest data from the United Nations Food and Agriculture Organization (FAO). A milestone was reached in the 2023-2024 season, with production levels soaring to an estimated 390.000 tons, thereby affirming a continued upward trajectory in this sector

MAIN DATES PRODUCERS IN THE WORLD



TUNISIAN DATES PRODUCTION (TONS)



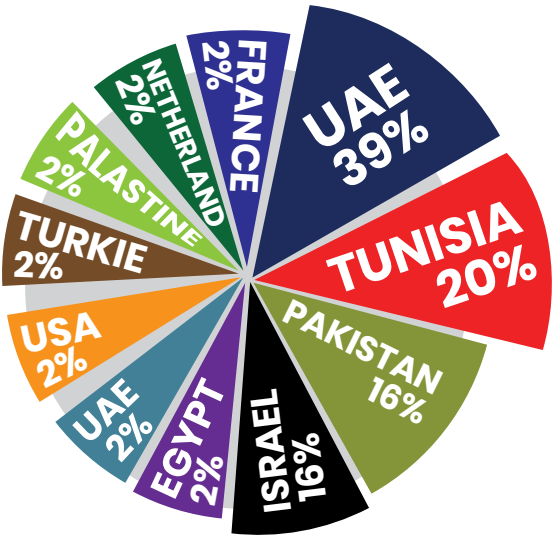
# 3- Predominant Date Varieties Cultivated

The Deglet Noor variety remains the cornerstone of Tunisian date production, comprising more than 85% of the nation's overall yield. This specific type remains dominant due to its unmatched organoleptic and nutritional characteristics, which differentiate it from other varieties grown in Tunisia.

# 4 - Export Landscape of Tunisian Dates

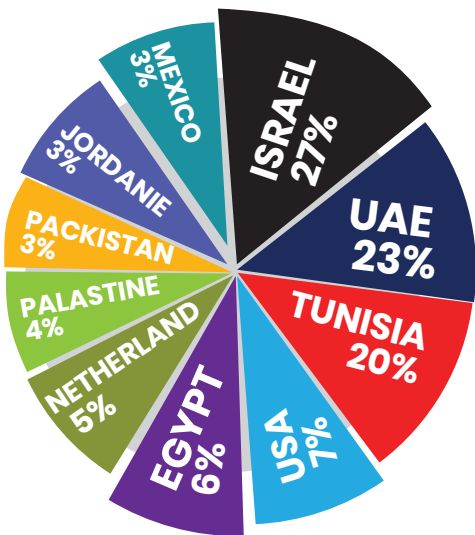
Tunisia has solidified its status as a major global exporter, coming in as the world's second largest exporter of dates. The export figures have followed a consistent annual growth of around 5%, with the 2023-2024 season witnessing the export of approximately 140,000 tons of dates.

MAIN DATES EXPORTERS IN TERM OF QUANTITY



On a monetary basis, the value of Tunisian dates exports has shown remarkable growth, surging from 150 million dollars in the 2007-2008 season to an impressive figure exceeding 290 million dollars in the 2023-2024 season, making Tunisia one of the global leaders in dates exports.

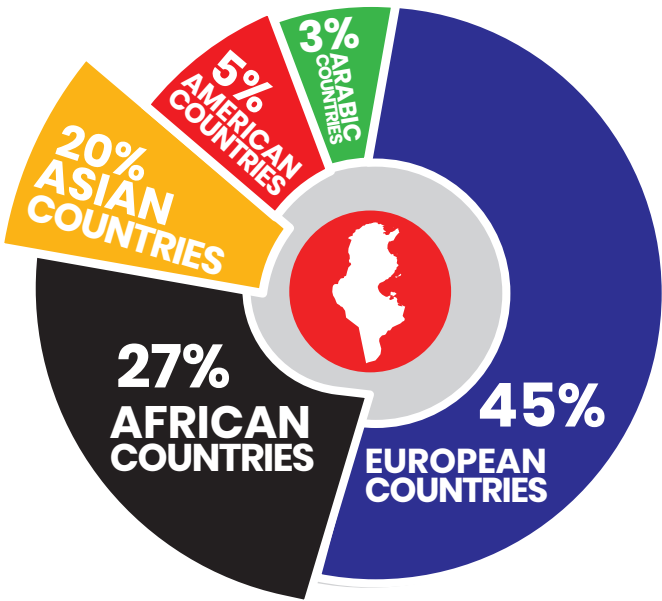
MAIN DATES EXPORTERS IN TERM OF VALUE





Tunisian dates primarily find their way to the European Union, which remains the largest destination, accounting for more than 45% of the total exported quantities. Given its flavor and quality, Tunisian dates are also very popular in Muslim countries in Asia and Africa, especially during the period of Ramadan (month of fasting among Muslims). Some new destinations have also seen a significant increase during the last ten years such as the North American markets.

MAIN DESTINATIONS OF TUNISIAN DATES



Exports of organic dates amounted to 9 thousand tons, representing a value of 35 million dollar, with an average price of 3,9 dollar per kg. These organic dates account for 5.8% of the total volume and 12.1% of the total value of Tunisian date exports.

Germany is the main market for Tunisian organic dates, absorbing 36% of the exports, followed by Belgium (14%) and the Netherlands (12%).

5 - Recap of the 2023-2024 Season

The production and export of Tunisian dates saw significant growth during the 2023/2024 season. Date production increased by 144% compared to the previous season, reaching 390 thousand tons, of which 328 thousand tons were of the 'Deglet Nour' variety. Export volumes rose by 17.6%, while the value of sales increased by 224% compared to the same period of the previous season in 2022/2023.

6 - Projections for the 2024-2025 Season

Production is expected to be 25% to 30% lower than last year, due the high production levels during the last season. In terms of quality the size of the dates is expected to improve slightly compared to last year, given the drop in production. The texture of the dates is expected to be less dry than last year. The percentage of dates affected by mites is anticipated to be lower thanks to widespread treatments. It is still unclear whether the infestation rate by the date moth will be high, however, it should also be noted that the rate of date bunch protection using mosquito nets is significantly lower compared to previous years.

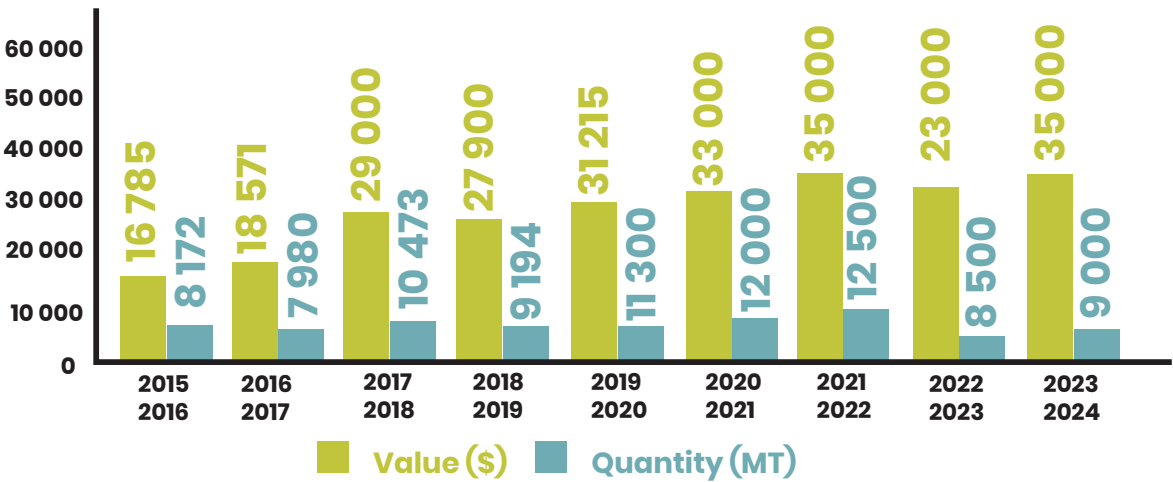
PRICE FORECAST:

Given the drop in production, early purchase prices have seen a significant increase compared to the same period last year. However, it is difficult to predict price levels for the remainder of the season, as many other factors could come into play. In the organic dates sector, prices are expected to rise due to even lower production levels in organic parcels and the continuously increasing market demand.

CHALLENGES:

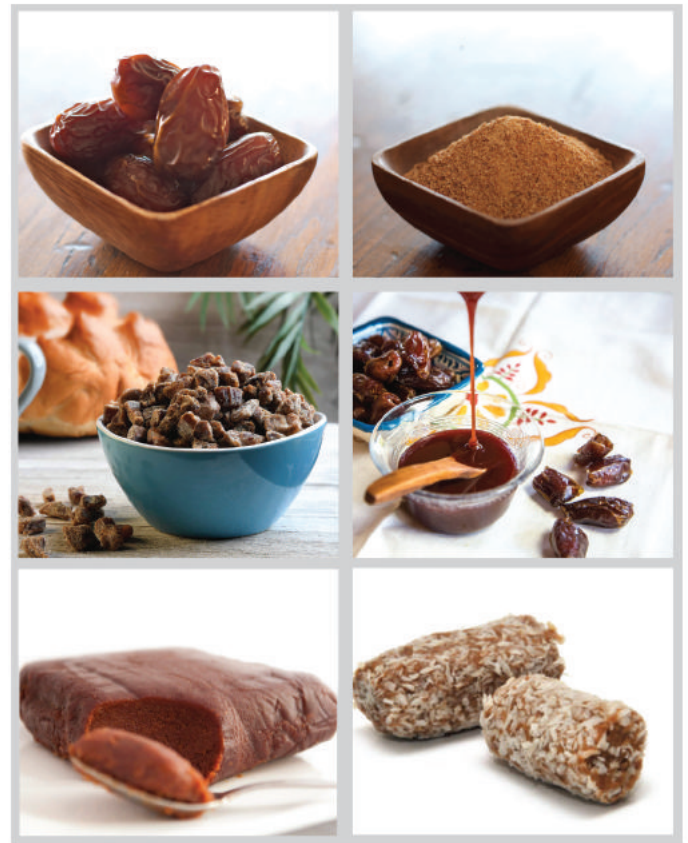
Given the depletion of industrial-use date stocks from the previous campaign, especially organic ones, exporters are expected to face challenges in fulfilling ingredient orders within projected timelines.

EVOLUTION OF ORGANIC DATES EXPORTS



## 7 - Product Diversification at Horchani Dattes

Horchani Dattes has been at the forefront of innovation with its R&D team working diligently to diversify its date-based product range. The new products, which include date sugar, date paste, date syrup, and diced dates, are emerging as promising natural sugar substitutes. Additionally, the team has developed healthy snack options combining dates with other dried fruits and nuts, such as Coconut Dates, Chocolate Date Rolls, and Date Nut Butters



## 8 - Carbon Footprint

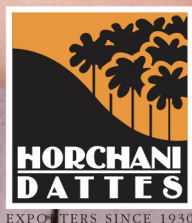
As part of its commitment to sustainability, Horchani Dattes is analyzing its carbon footprint across the value chain, including CO<sub>2</sub> emissions from production, transport, and distribution. The company is collaborating with international experts to conduct this evaluation, identifying key emission sources and developing targeted reduction strategies. The results will be published soon, reinforcing Horchani Dattes' transparency and commitment to environmental responsibility, with measurable goals for reducing emissions in the coming years.

## 9 - Global Expansion and Sustainable Sourcing

Horchani Dattes has established international collaborations to extend its product offerings. Through partnerships with Turkish farmers for organic dried figs, apricots, and raisins, as well as with Sri Lankan farmers for organic dried bananas, mangos, and coconut products, the company is not only diversifying but also reducing its carbon footprint through direct sourcing.







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