

PAMPAT 2

- Project for Market Access of Typical Agro-Food Products
- **Country :** Tunisia
- **Implementing agency :** UNIDO
- **Donor :** State Secretariat for Economic Affairs of the Swiss Confederation
- **Budget :** 3 740 000 EURO
- **Duration :** January 2020 – June 2026
- **Main Counterparts :** Ministry of Industry, Ministry of Agriculture, Ministry of Economy

CONTEXT

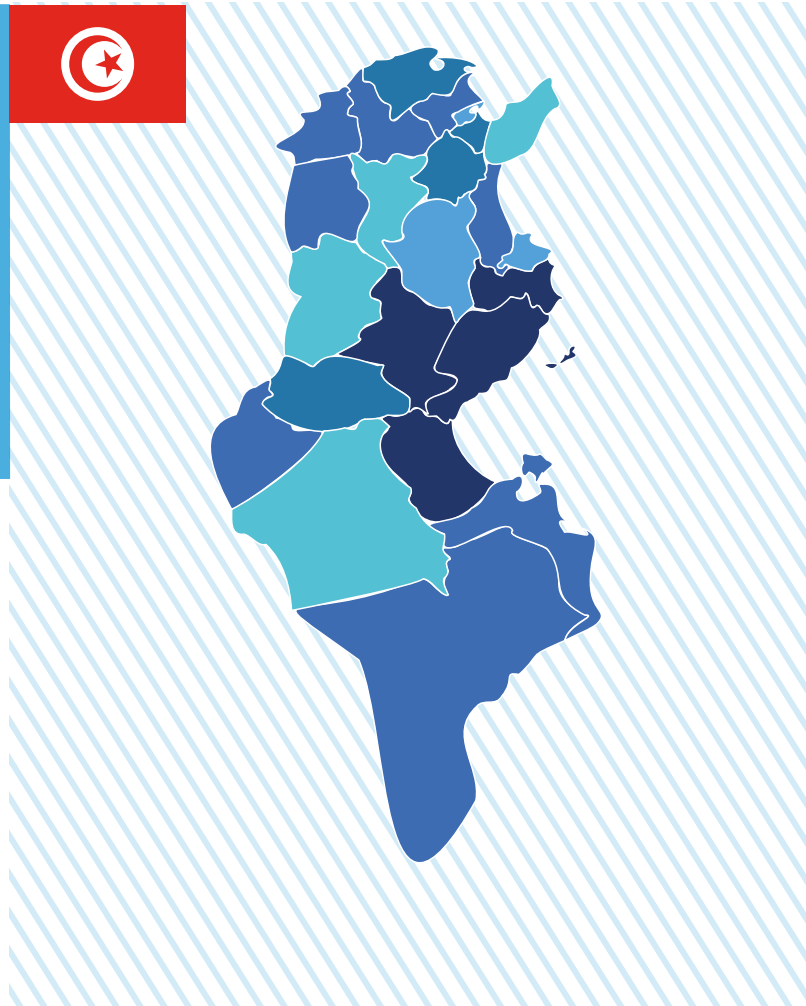
Phase 2 of the Project for Market Access of Typical Agro-Food Products (PAMPAT 2) builds on the achievements of phase 1 (2013–2019). The independent final evaluation of PAMPAT 1 highlighted the project's pioneering role in introducing the value chain approach in Tunisia and promoting the concept of typical origin-based products, particularly through the development of the country's first mapping of traditional products of regional origin.

PAMPAT 2 aims to enhance the strategic and institutional significance of the local products sub-sector as a driver of economic growth.

OBJECTIVE

The PAMPAT 2 project aims to promote the valorization and commercialization of typical Tunisian products in both domestic and international markets, while also fostering the development of related economic activities such as gastronomic tourism.

The multisectoral valorization of regional products holds significant potential for generating added value, creating jobs, attracting investment, empowering women, and reducing rural exodus.



APPROACH

In order to contribute to the institutionalization of the typical products sub-sector, UNIDO has supported Tunisian institutions in developing the first national strategy for the promotion of local products. Since then, UNIDO has assisted public and private sector representatives in implementing the strategy in two pilot governorates - Nabeul and Kairouan - by enhancing the value of regional flagship products such as rose, olive oil, prickly pear, orange blossom water, and harissa.

PAMPAT 2 supports agro-food and cosmetics producers, tourism and gastronomy MSMEs, artisans in handicraft and culture-related actors to develop new business models as well as tourism and gastronomic experiences centered on these local flagship products.

Additionally, UNIDO continues to support the biennial Tunisian local food contest, a major national event

targeting all categories of typical Tunisian agro-food products.

In parallel, the project works on the development of four national value chains - prickly pear, pomegranate, dried tomatoes, and date-based products - using a holistic approach that spans the entire chain, from farmers to international markets.

UNIDO strengthens the governance of value chains (agro-food and cosmetics), improves productivity, compliance and quality, encourages diversification, promotes geographical indications, supports entrepreneurship, and facilitates market access.

The project also collaborates with public institutions to improve the regulatory framework and promote local products.

Project components

I. INSTITUTIONALIZATION OF THE TYPICAL PRODUCTS SUB-SECTOR AS A DRIVER OF LOCAL DEVELOPMENT AND ALTERNATIVE TOURISM :

- Development of the first national strategy for the valorization and promotion of local products (in collaboration with 7 ministries)
- Implementation of the national strategy in two pilot governorates, focusing on gastronomic tourism, territorial marketing, and multisectoral valorization of local products
- Biennial organization of the Tunisian local food contest

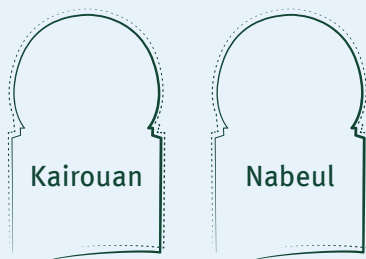
II. STRENGTHENING OF FOUR AGRO-FOOD AND COSMETIC VALUE CHAINS AND SUPPORT FOR MARKET ACCESS:

- Support to four national value chains: prickly pear, pomegranate, dried tomatoes, and date-based products

PAMPAT 2 COMPONENTS

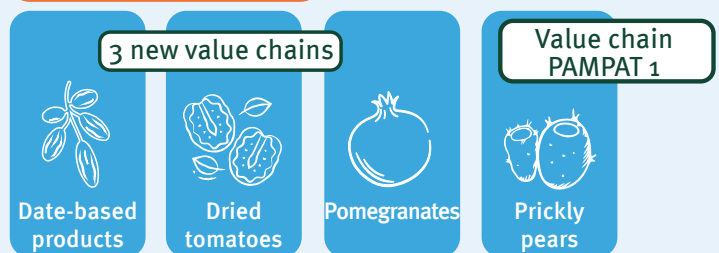
I - National Strategy for the Valorization of Local Products

Implementation of the Strategy:
Tourism and Territorial Marketing



Tunisian Local Food Contest

II - Sectoral Support



RESULTS AND IMPACT (2020-2025)



Tunisian strategy for the valorization and promotion of local products

The first Tunisian strategy for the valorization and promotion of local products was launched by the Minister of Agriculture in 2022, following a long participatory public-private process led by the PAMPAT project. The strategy aims to promote multisectoral regional development around local products and to position Tunisia as a gourmet tourism destination.

overseen by a steering committee composed of seven ministries - Agriculture, Industry, Economy, Tourism, Culture, Trade, and Environment - along with three major business organizations. The initiative is promoted through the national brand "Terroirs de nos Régions" ("Flavors of our regions").



For this reason, the implementation of the strategy is

A first : Inter-ministerial collaboration to promote local products across production, tourism, culture, and commerce.



Immersive tourism and local development around local products

Since 2022, the PAMPAT project has been supporting public and private stakeholders in Kairouan and Nabeul in implementing a multisectoral approach to add value to local products, as set out in the strategy. Thanks to the diversification of the product range and the launch of new immersive experiences initiated by the project, tourists can now discover flagship products in diverse and engaging ways. Restaurants, pastry shops, and ice cream parlors showcase new gastronomic creations featuring these flagship products. Agri-food and cosmetic companies reimagine their offerings as gift items for tourists or host hands-on workshops for making local specialties. Hotels and guesthouses integrate the flagship products into their menus and decoration themes. Hospitality schools partner with renowned chefs to put traditional specialties under the spotlight. Artisans create artistic souvenirs inspired by local flagship products, while cultural associations organize themed competitions and festivals.

group of operators from various sectors in launching the thematic Pomegranate Route, known as "Romana Tour in Testour." Thanks to this new approach, local flagship products are not only becoming tourist attractions but also key drivers of local socio-economic development, extending well beyond the agri-food sector.



PAMPAT has applied a similar territorial marketing and gastronomic tourism approach in Testour, supporting a

IMPACT ON TOURISM SINCE 2022



- 383 beneficiaries across various sectors (Kairouan, Nabeul, and Testour)



- 52 MSMEs now offering new immersive tourist experiences



- 10908 tourists have benefited from the new tourism offer



- Collaboration with the Ministry of Tourism to promote the new tourism initiatives to national and international travel agencies



Tunisian Local Food Contest :

The Tunisian Local Food Contest has been organized since 2017 by the Agricultural Investment Promotion Agency (APIA) under the auspices of the Ministry of Agriculture, with the support of the PAMPAT project. The competition, which will celebrate its 5th edition in 2025, has had a significant impact on the development of the local products sector and laid the foundation for the development of

the national strategy for the promotion of local products.

The Tunisian contest is based on the methodology of the Swiss Local Food Contest, which also served as a model for the establishment of similar competitions in Morocco, Egypt, and Cameroon, with the support of PAMPAT and the Interjurassian Rural Foundation.



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2025 - 5th edition of the Tunisian Local Food Contest



- 539 local products in competition



- 165 medals awarded to 119 companies, 74% of which are managed by women



- Increase in sales of medal-winning products: 30-50%



Development of 4 national agro-food and cosmetic value chains :



PRICKLY PEAR :

The prickly pear value chain, supported since 2013 by PAMPAT 1, has demonstrated strong momentum, driven by entrepreneurial growth and the expansion of a range of certified, high-quality cosmetic products. The number of companies in the sector grew from 35 to 75 between 2020 and 2025. The Tunisian Export Promotion Center now considers the sector a strategic priority and, with PAMPAT's support, has begun organizing international promotion and matchmaking activities for the cosmetics industry. In 2021, Tunisia became the first country in the world to publish a technical standard for prickly pear seed oil.





DATE- BASED PRODUCTS :

For many years, the considerable potential to add value to dates remained largely untapped in Tunisia's agri-food industry. Today, however, a growing number of businesses are investing in this thriving sector. Over the past five years, the number of companies has more than doubled. PAMPAT's support has focused on product diversification, marketing development, and market access. A partnership was also established with public institutions to launch a promotion program for date-based products and to strengthen the institutional and regulatory support framework. These initiatives have contributed to a **tripling** of the sector's exports.



Grenades de Tunisie

POMEGRANATES :

Support from the PAMPAT project has resulted in a **fourfold** increase in the number of companies active in pomegranate processing. The regions of Testour and Gabes, once known exclusively for the agricultural production of pomegranates, are now turning to innovative products such as pasteurized juice, vinegar, peel powder, and cosmetic pomegranate seed oil. With continued support from PAMPAT, both regions are also working to establish geographical indications and to strengthen the cultural and tourism-based valorization of the local flagship products, particularly through initiatives like the Pomegranate Route in Testour.



DRIED TOMATOES :

Dried tomatoes are the third most important product in Tunisia's canned food sector. PAMPAT interventions have focused on diversifying both sales channels and the product range to reduce the dominance of bulk sales. As a result, 26 beneficiary companies have launched new dried tomato products and accessed new markets in the HORECA sector (hotels, restaurants, catering) as well as in large-scale retail. International promotional efforts and B2B matchmaking events have contributed to a **138%** increase in turnover for dried tomato enterprises.



IMPACT ON THE 4 VALUE CHAINS SINCE 2020



- 248 beneficiary companies and over 1,000 farmers supported



- + 566 new products launched on the market



- Over 3,593 new jobs created (90% for women)



- +194% increase in exports



- 57 new companies created with project support



- €8.8 million invested by companies

IMPACT OF PAMPAT 1

- **Harissa inscribed on UNESCO's intangible cultural heritage list**

The PAMPAT project (phases 1 and 2) supported the Ministry of Cultural Affairs, the Ministry of Industry, and civil society organizations in achieving the inscription of the traditional knowledge and practices related to Tunisian harissa on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity in December 2022. This international recognition celebrates Tunisia's rich culinary traditions and underscores the cultural significance of harissa production as a unifying element of national identity.



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