

## PAMPAT Project Achievements & Future Prospects



بيوه تونس



## PAMPAT APPROACH & SDGs

Consumers are increasingly looking for and willing to spend more on authentic traditional quality products. Hence, this trend represents a major opportunity for Tunisia.

Enhancing the value of regional and traditional agrofood products provides an opportunity for local development while protecting the gastronomic heritage and biodiversity. During recent years, Tunisian institutions have endeavored to bring regional agrofood products into the spotlight and strengthen their position in the market.

Traditional agrofood products can play a key role in achieving sustainable development goals (SDGs).



### SUSTAINABLE DEVELOPMENT GOALS AND TRADITIONAL AGROFOOD PRODUCTS.

The 17 Sustainable Development Goals (SDGs) for 2030 have been approved by the United Nations General Assembly. Several SDGs have a direct link with regional food products.

#### SDG 1: No Poverty + SDG 5: Gender Equality + SDG 11: Reduced Inequality:

Origin-linked agrofood products are considered to be assets rooted in each region of the country and are often produced by populations with modest incomes. Traditional recipes are generally passed on from mothers to daughters, making women the guardians of traditional know-how (e.g. Zaghuan's rosehip water).

#### SDG 14/SDG 15: Protection of Aquatic and Land Life + SDG: 13 Combating Climate Change.

Traditional agrofood products are synonymous with the protection of biodiversity and the environment. They can be often found in areas where intensive and mechanized agriculture is not easy (e.g. Prickly pear plantations, which prevent desertification, are particularly widespread in Kasserine, where the arid climate and sandy soil make farming difficult).

#### SDG 8: Decent Work and Economic Growth + SDG 9: Inclusive and Sustainable industrialization.

Adding value to regional products provides an opportunity to promote traditional production, increase productivity, create jobs, connect people to their land, strengthen the feeling of belonging to the region and to position local products beyond national borders. (Example: Olive Oil, Deglet Nour dates and Tunisian Harissa are exported all over the world).

## PAMPAT 1

Between 2013 and 2019, the United Nations Industrial Development Organization (UNIDO), in collaboration with the Tunisian Ministries of Industry and Agriculture, implemented the first phase of the Project for Market Access of Typical Agrofood Products (PAMPAT 1). The project had a budget of 5 million CHF and was funded by the State Secretariat for Economic Affairs of the Swiss Confederation (SECO).

The PAMPAT approach focuses on the development of agro-industrial value chains, the promotion of origin-linked quality labels and the implementation of a collective communication and marketing plan in order to ensure sales of regional products both on national and international markets.

In Tunisia, PAMPAT 1 has played a pioneering role in several fields related to regional products. Activities have focused particularly on the valorization and marketing of Tunisian harissa with the Food Quality Label Tunisia, the Djebba Fig with a protected geographical indication and the organic prickly pear, as well as on the set-up of the biannual Tunisian Contest of Typical Food Products.



## HARISSA with Food Quality Label Tunisia



The Food Quality Label is a distinctive sign owned by the Ministry of Industry to promote products with a specific higher quality such as harissa. When the PAMPAT 1 project started, no product in Tunisia was certified. UNIDO has supported the Ministry of Industry as well as the Tunisian Canned Food Industries Group (GICA) to set up the management and control system for harissa with Food Quality Label Tunisia.

UNIDO has also supported harissa companies and over 300 chili pepper suppliers to comply with the label's product specifications. Today, 9 brands representing 50% of the national production are certified in Tunisia. These companies are audited by the National Institute for Standardization and Industrial Property (INNORPI), which will soon be the first accredited body in Tunisia for the certification of labeled harissa.



At the same time, a promotional program for "Tunisian Harissa" has been set up with GICA and certified companies to make harissa known to the general public in several European countries and the USA. In this framework several collaborations with gastronomic associations of well-known Tunisian and foreign chef cooks have been established and have been able to generate increased media interest from

different channels such as France 24, Euronews and Al Arabia. Today, harissa and olive oil are the only agro-food products in Tunisia around which a collective promotional program for improved market access has been developed.



The various promotional activities carried out internationally have enabled labeled harissa companies to increase the number of export markets by five. The approach has also had an impact on farmers, who have seen prices for their high-quality peppers rise by up to 25%.

The growing interest in Tunisian harissa has prompted institutions to take further steps to promote the valorization of this Tunisian flagship product. Thus, with the support of PAMPAT, GICA has equipped its laboratory and started the analyses of capsaicin, the active component of chili pepper, which allows to define the level of spiciness of harissa. Manufacturers will thus be able to diversify their product range and to develop harissa with different levels of spiciness in order to better position the product on foreign markets. In this framework PAMPAT has supported GICA to set up a panel of expert tasters for harissa. Tasting panels already existed for internationally prized products such as olive oil, but this is a first for harissa.

The Tunisian flagship product will soon reach further momentum. With the support of PAMPAT,

the National Heritage Institute is currently managing the process to ensure that the Tunisian know-how around harissa production can be registered in the UNESCO list of intangible cultural heritage of humanity. This international recognition of harissa will be a great asset to further promote typical Tunisian food products on international markets.

Link :

<https://www.youtube.com/watch?v=Ju7b4YkAYfw&t=21s>

Website : [www.tunisian-harissa.tn](http://www.tunisian-harissa.tn)

## HARISSA Supporting rural women

Le PAMPAT 1 has also developed targeted activities to add value to ancestral harissa production practices by supporting three groups of rural women that produce harissa in a traditional way.

The cooperative (SMSA) Tahadi, which groups 164 women in the governorate of Kairouan, is now considered a success story. This cooperative went into production in 2015 with UNIDO's support and started producing harissa "ERRIM". Tahadi markets its products in Tunisia and has exported to Switzerland and France. Since 2018, the cooperative is producing certified organic harissa to meet market demand.

- 9 FQL certified harissa brands
- 25% increase in the price of chilli peppers
- 5 times more export markets

## DJEBBA FIG with geographical indication



In 2012, the Djebba fig became the first fruit in Tunisia to be protected by a geographical indication (GI). The Bouhouli fig variety is indeed unique in the world and only grows in Djebba, a mountain village in the governorate of Beja from where it draws all its authenticity and typicality.

When the PAMPAT 1 project started, the GI was not yet implemented and no farmer was labeling the figs.

UNIDO has collaborated with the Ministry of Agriculture and the Inter-professional Fruits Group (GIFRUILS) to train farmers on respecting the product specifications and to encourage labeling.

The Djebba fig has thus become the first product with a geographical indication in Tunisia to be certified through an external audit process carried out by INNORPI. In 2018 a local association in Djebba has been designated for the first time in Tunisia by law to be responsible for the promotion and management of the GI.

Today 25% of eligible local fig production is certified with the GI. In order to promote the marketing of the GI Djebba fig, the PAMPAT project has provided support to the producers of the region regarding technical, logistical and marketing issues. Moreover, under the leadership of GIFRUILS, a public-private promotional program has been set up to make the certified fruit known to Tunisian and foreign consumers through tasting days in supermarkets or gastronomic, cultural and touristic events around the GI Djebba fig. During the production season, the GI figs are sold to supermarket chains and are exported to the Gulf countries and Canada. The commercial success of the Djebba figs has doubled sales prices for farmers. In order to generate income outside the agricultural season, PAMPAT has supported several rural women groups in Djebba to start the production of processed fig products, including dried figs, jams, pastries and juices.



The number of visitors has increased by 150 % between 2015 and 2019. Today the inhabitants of Djebba are embracing new ways to further strengthen the link between the flagship product and the region in order to attract even more tourists.

Link : <https://www.youtube.com/watch?v=-5NSG2jEiK8>  
Website : [www.aoc-figuedjebba.com](http://www.aoc-figuedjebba.com)



- 25% of the production is GI certified
- 100% increase of fig prices
- 150% more tourists visiting Djebba

## Organic PRICKLY PEARS



At the beginning of the PAMPAT 1 project, the organic prickly pear processing sector in Tunisia counted only five companies. In order to develop this value chain, UNIDO in collaboration with the Ministry of Agriculture initiated a training program for young entrepreneurs to support them in setting up their businesses and to obtain the organic certification. Over the last three years, the number of operators has increased by 6.

34 companies as well as 14 young people with new investment ideas are currently supported by the PAMPAT project. In the governorate of Kasserine, the national production center for prickly pears, the development has been particularly striking. In 2014 only one company was processing prickly pears; today, the number has reached 14. Since PAMPAT project start investments in this sector have amounted to 15 million Tunisian dinars; and about 1,000 permanent and seasonal jobs have been created, mainly for women. Furthermore, several start-ups have received national awards, such as the "Woman Entrepreneur of the Year" prize.



The sector has also experienced a great diversification of the product range. At the very beginning, the value chain focused almost exclusively on organic prickly pear seed oil, a demanded anti-aging cosmetic product. Today, companies also offer gels, creams, soaps, shampoos, deodorants and many other products with more added value. Moreover, enterprises have also developed a wide range of agrofood products, including food supplements, vinegar, jam, syrup, juice, honey, coffee or enriched couscous.

In order to support companies' market access, the Ministry of Agriculture with the support of the PAMPAT 1 project has launched in 2017, the promotional program "Organic Cactus Seed Oil - Origin Tunisia", which aims at positioning organic prickly pear seed oil on niche markets. This national program is the only institutional promotion initiative in the Tunisian cosmetics sector. Organic cactus seed oil companies have participated together in collective stands at trade fairs in Germany, France and the United Arab Emirates and at different events and shows in Tunisia. A successful media campaign has also been run. Today, prickly pear products occupy the 5th place in the ranking of Tunisian organic exports.



To further structure this growing sector, companies have been supported by PAMPAT to establish in 2018 the National Association for Cactus Development (ANADEC), which groups the majority of Tunisian enterprises.

ANADEC is in charge of the promotion of the entire sector and organizes collective company stands at different events and trade fairs. In 2019, ANADEC



organized, for the first time, the annual prickly pear festival in Kasserine.

Entrepreneurship development in the cosmetics and agro-food sector has also had a positive impact on the demand for certified organic agricultural produce. The cactus fields of more than 600 farmers have certified with the support of the PAMPAT project; organic prickly pears are 50% more expensive than the conventional fruits. Thanks to the increase in industrial demand, farmers can now sell out-graded fruits that could not be sold on consumer fresh markets. This dynamic sector will continue to be supported under PAMPAT 2.

Link : <https://www.youtube.com/watch?v=1pr8IMMeyos>  
Website : [www.anadectunisie.com](http://www.anadectunisie.com)

- 30 new companies established
- 1000 new jobs created
- 15 Million TND of investments made

## THE TUNISIAN CONTEST OF TYPICAL FOOD PRODUCTS & THE NATIONAL MAPPING



The first step for the organization of the Tunisian Contest of Typical Food Products consisted in the elaboration of a mapping of Tunisian local food products. With the support of PAMPAT 1, more than 200 representatives of the public and private sectors from 24 governorates contributed to the preparation of this analysis. 220 products were finally selected and included in the mapping, which was presented at the end of 2016. The list has now become a reference document for the Ministry of Agriculture.

The first edition of the Tunisian Contest of Typical Food Products, which draws inspiration from the Swiss model, was launched in November 2017 with the support of PAMPAT 1. This national event was organized by the Agricultural Investment Promotion Agency (APIA) under the Ministry of Agriculture and in collaboration with the Ministry of Industry and the Ministry of Tourism and Handicrafts and the City of Science of Tunis.

During the Contest, hundreds of tasters evaluated more than 200 typically Tunisian products and awarded more than 70 medals.

The encouraging results obtained during the first contest were largely exceeded during the second edition in 2019. The number of participants and medals almost tripled.

645 products such as couscous, bsissa, meloukhia, prickly pear syrup, harissa, floral waters, honey and olive oil were competing and were tasted by 237 tasters.

In total, 196 medals, including 66 gold, 59 silver and 71 bronze medals, were awarded to 115 producers. The contest has an undeniable impact on the dynamism of the regional food products sector. The medal-winning products have been able to record an increase in sales of 30 to 50%. The great success of the Tunisian Contest of Typical Food Products was possible thanks to a large media campaign, which gave the event a nationwide visibility. Furthermore, a national public-private promotion program for the



medal-winning products was set up in 2018 with the support of the PAMPAT project. In this framework, two retail chains have become partners and sponsors of the Contest and do promote the medal-winning products on their shop shelves. The National Radio channel has dedicated a weekly program to the flagship products of the contest, while higher education



institutions teaching tourism, design and food engineering have organized national events and training activities to add value to the medal-winning products. A collaboration with the National Chamber of Women Entrepreneurs has been established to showcase the contest's products to the Diplomatic Corps accredited in Tunisia during targeted events. Thanks to the commitment of several institutions such as APIA, GIFRUIITS, CEPEX, the Ministry of Women Affairs, INNORPI, several Tunisian Embassies abroad or different chef cook associations, the medal-winning products have also participated at several food fairs and culinary events in Tunisia, France, Switzerland and Morocco.

The methodology of the Tunisian Contest draws its inspiration from the Swiss Local Food Competition. This event served also as a model for the set-up of the Moroccan Contest, which was supported by UNIDO and the Interjurassic Rural Foundation (FRI). Today, the Tunisian Contest is part of the International Contests Network and has in turn become a model to be followed. Representatives from six countries participated in the 2<sup>nd</sup> edition of the contest to draw inspiration from the Tunisian experience. Egypt and Georgia will set up their own contests with the support of PAMPAT 2.

As announced by APIA, the third edition of the Tunisian Contest of Typical Food Products will be held in 2021.

Link : [www.youtube.com/watch?v=NkK0fwXTCqQ](https://www.youtube.com/watch?v=NkK0fwXTCqQ)  
Tunisian Contest of Typical Food Products: [www.concours-terroir.tn](http://www.concours-terroir.tn)  
International Contests Network: [www.concours-terroir.org](http://www.concours-terroir.org)

- o 645 tasted products
- o 196 awarded medals
- o 30 to 50% increase in sales of medal-winning products

## PAMPAT 2 NEW ORIENTATIONS

The phase 2 of the PAMPAT project will start in 2020. The project will last 5 years and will continue promoting Tunisian local food products with an overall budget of 4.1 million Swiss francs.

PAMPAT 2 will maintain its support to the prickly pear value chain and will assist three new sectors, namely processed dates, dried tomatoes and pomegranates. The legal framework for the development of geographical indications will be strengthened and a national strategy for the promotion of local food products will be developed and implemented in two pilot regions of Tunisia. The biannual organization of the Tunisian Contest of Typical Food Products will also continue and the Tunisian experience will help to replicate the set-up of local food contests in other countries with the support of PAMPAT 2.

The PAMPAT 2 project is funded by the State Secretariat for Economic Affairs of the Swiss Confederation (SECO) and is implemented by UNIDO in close cooperation with the Ministries of Economy, Industry and Agriculture. The PAMPAT project foresees partnerships with the Swiss Federal Institute of Intellectual Property (IPI), the Swiss Import Promotion Program (SIPPO) and the Interjurassic Rural Foundation (FRI).

Facebook: [pampat.tn](https://www.facebook.com/pampat.tn)  
Website : [www.pampat.tn](http://www.pampat.tn)

POMEGRANATE

DRIED TOMATO

PRICKLY PEAR

LOCAL PRODUCTS

PROCESSED DATES

### Our partners

- > Ministry of Economy, Finances and Investment Support
- > Ministry of Industry and SMEs - DGIA
- > Ministry of Agriculture, Hydraulic Ressources and Fisheries - DGPA
- > Agricultural Investment Promotion Agency - APIA
- > Centre for Export Promotion - CEPEX
- > Canned Food Industry Group – GICA
- > Interprofessionnel Dates Group –GIDATTES
- > Interprofessionnel Fruits Group – GIFRUIES

# PAMPAT<sup>2</sup>

## 2020 - 2024

### Second phase of the PAMPAT project



Email: [pampattunis@unido.org](mailto:pampattunis@unido.org) - Facebook: [pampat.tn](https://www.facebook.com/pampat.tn) - Website : [www.pampat.tn](http://www.pampat.tn)