

CONTEXT

More and more consumers are searching for authenticity and are willing to pay higher prices for typical food products that are deeply rooted in the culture and tradition of their territories of origin. For small-scale rural producers, this new trend signifies a major opportunity. It frees them from having to compete on price with standardized products in commodity markets and rewards them for the maintenance of biodiversity and cultural heritage in niche markets.

STRATEGY

UNIDO is implementing a project in Tunisia with funding from the State Secretariat for Economic Affairs (SECO) of the Swiss Government. Launched in 2013, the "Projet d'accès aux marchés des produits agroalimentaires et de terroir" (PAMPAT) aims at improving the performance, market access and socio-economic conditions of harissa, the fig of Djebba and the prickly pear value chains in Tunisia.

UNIDO is strengthening the organization and governance of the selected value chains, improving the productivity, quality compliance and product development of small-scale rural producers, and enhancing their position in both domestic and export markets. UNIDO is also helping to ensure that the products comply with the requirements of recently introduced geographical indication and other quality labels, in order to position them in higher niche markets and allow the producers to obtain a premium price and higher revenues. PAMPAT will also improve the environmental sustainability of the value chains.

The project has been designed and is being implemented in close cooperation with the Tunisian Ministry of Industry, the Ministry of Agriculture and local stakeholders. Special attention is placed on supporting young entrepreneurs, women and producers from disadvantaged regions.

The traditional products are deeply rooted in local rural communities. By adding value along the entire value chain the project offers promising prospects in terms of improving livelihoods, creating jobs and promoting sustainable and inclusive local economic development.

A twin project, also financed by SECO, is being implemented in Morocco, where the argan oil and the prickly pear value chains have been selected.

KEY INFORMATION

Project Objective

To improve the market access and socio-economic conditions of producers in selected value chains

Harissa Value Chain Beneficiaries

8 processing enterprises, 10 collection centres, 2.000 producers of chili peppers, 100 women involved in artisan Harissa production

Fig of Djebba Value Chain Beneficiaries

2 agricultural development groups consisting of 800 farmers

Prickly Pear Value Chain Beneficiaries

200 farmers in Kasserine with a focus on organic production, 1 cooling facility, 5 Tunisian enterprises involved in cactus and prickly pear processing

Implementing Agency

United Nations Industrial Development Organization (UNIDO)

Donor

State Secretariat for Economic Affairs (SECO)

National Counterparts

Ministry of Industry, Ministry of Agriculture

Project Duration

4 years (September 2013 - August 2017)

Budget

4.216.760 EUR

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