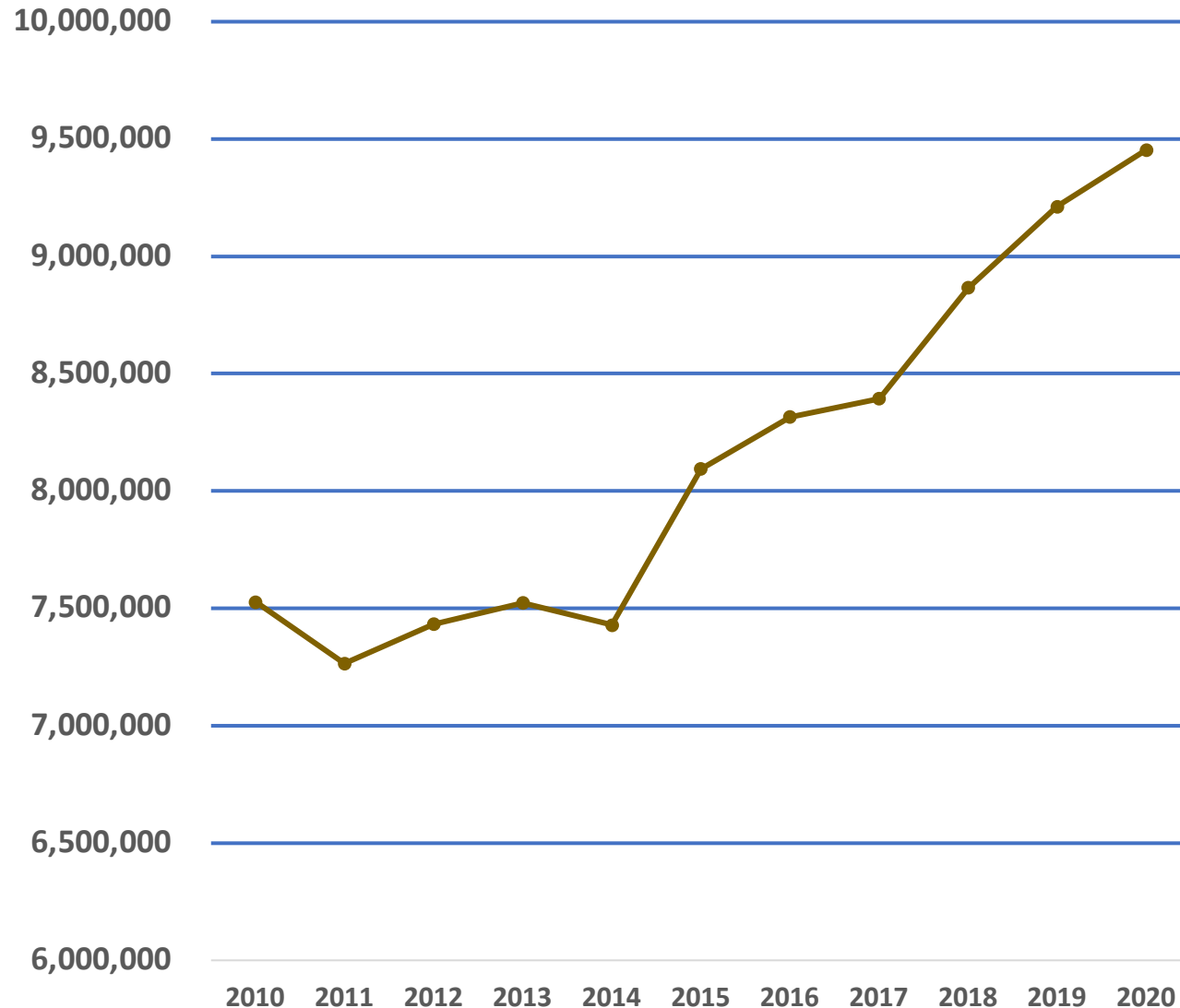




Regional and international marketing of Mejhoul dates

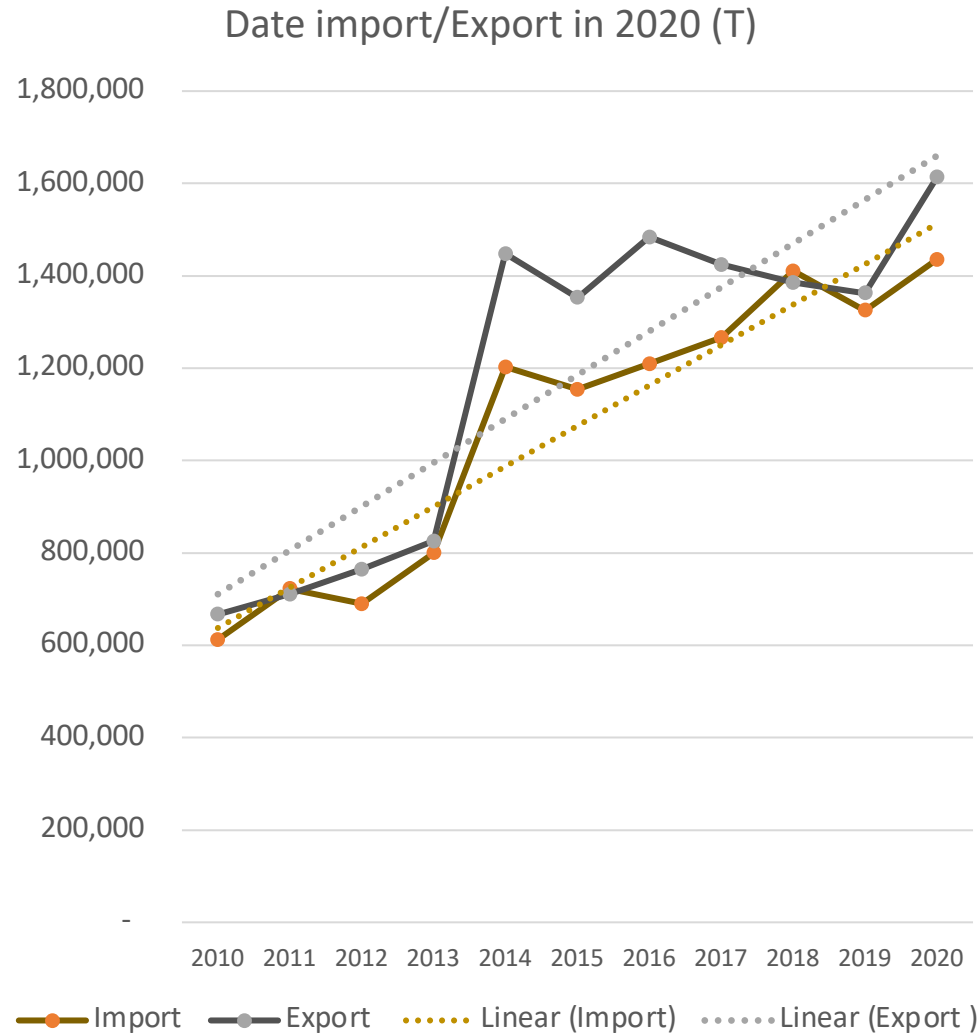
— Prof. Abdallah Oihabi and Prof. Abdelouahhab Zaid —

Dates world production (MT)



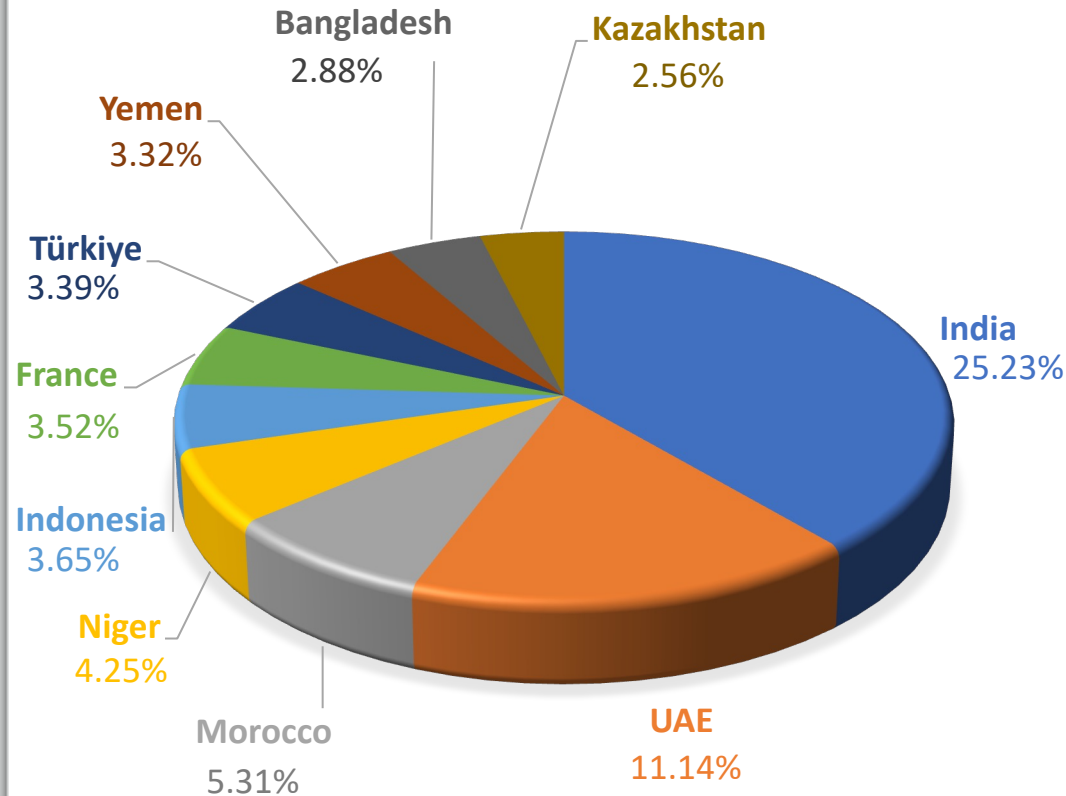
During the last decade, the global date is progressing steadily mainly since 2014 passing from 7,43 tons in 2010 to 9.45 million tons in 2021. The main date producing countries are Egypt (1,690,959 T), Saudi Arabia (1,541,769 T), Iran (1,283,499 T) and Algeria (1,151,909 T)

Progress of the date export during 2010 - 2020



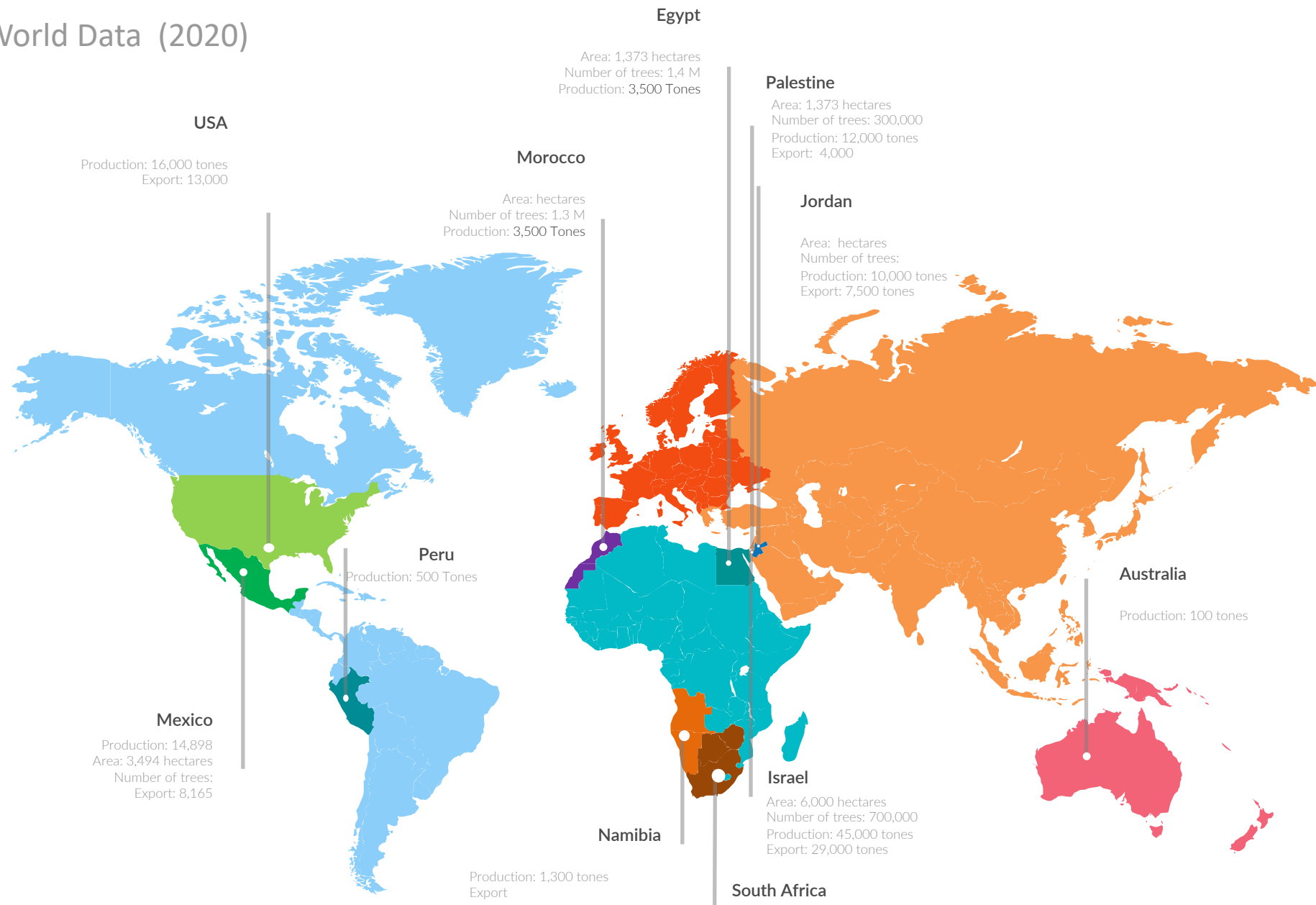
- The volume of dates handled on the international market has increased by 142% during the period 2010 – 2020. Despite this important progress the quantity of exported dates represented only 17% of the total dates produced at global level in 2020.
- The remaining 83% goes to the local consumption and waste which represents up to 40% of the total production in some countries.

Main dates importing countries, 2020



- There are around 200 countries importing dates but only few are getting the most important share.
- The top 10 date importing countries represented in this chart are importing 65% of the total of dates handled at the international market.
- Most of these countries (India, Bangladesh Yemen...) are mostly focusing on volumes rather than quality

Mejhoul World Data (2020)



Promotions only work as well as the marketing, to get your company's.

Innrernational Mejhoul Marketing

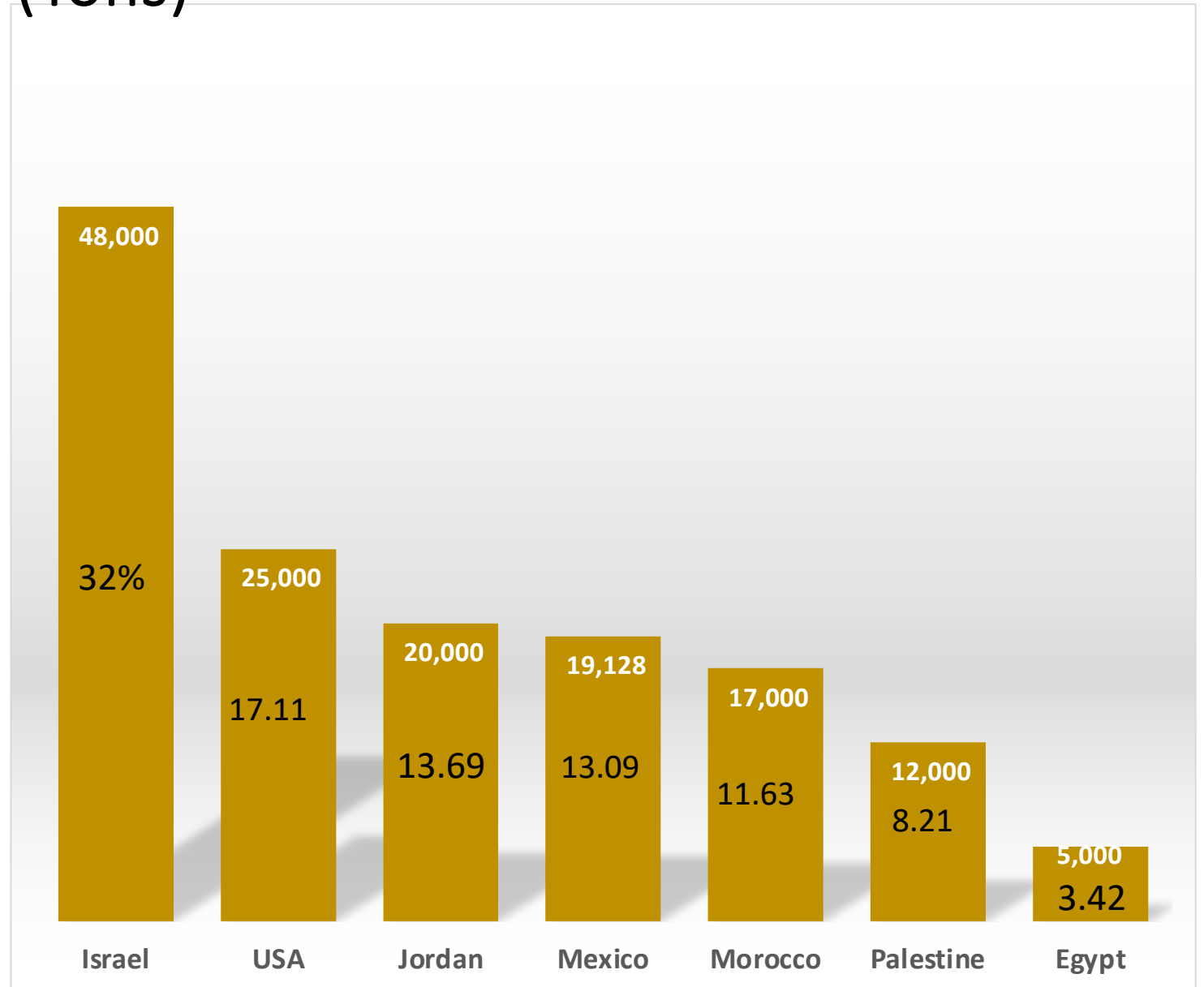


The available data provided by international organisations about dates production and international marketing does not specify the share of specific date varieties. Therefore, it is impossible to distinguish the relative weighting of different date varieties.

The data provided here has been gathered with the most appreciated cooperation of the members of specialized agencies and research centers in the main Mejhoul date-producing countries

Country	Mejhoul production (tons)	Mejhoul export (tonnes)	Mejhoul as % of export/production
Israel	48,000	30,000	62.50
USA	25,000	13,262	82.88
Mexico	19,128	9,860	51.55
Morocco	17,000		
Jordan	15,000	9,000	60
Palestine	12,000	7,000	58.33
Egypt	5,000	500	10
Others	500	--	--
Total/average	141,628	69,622	54.21

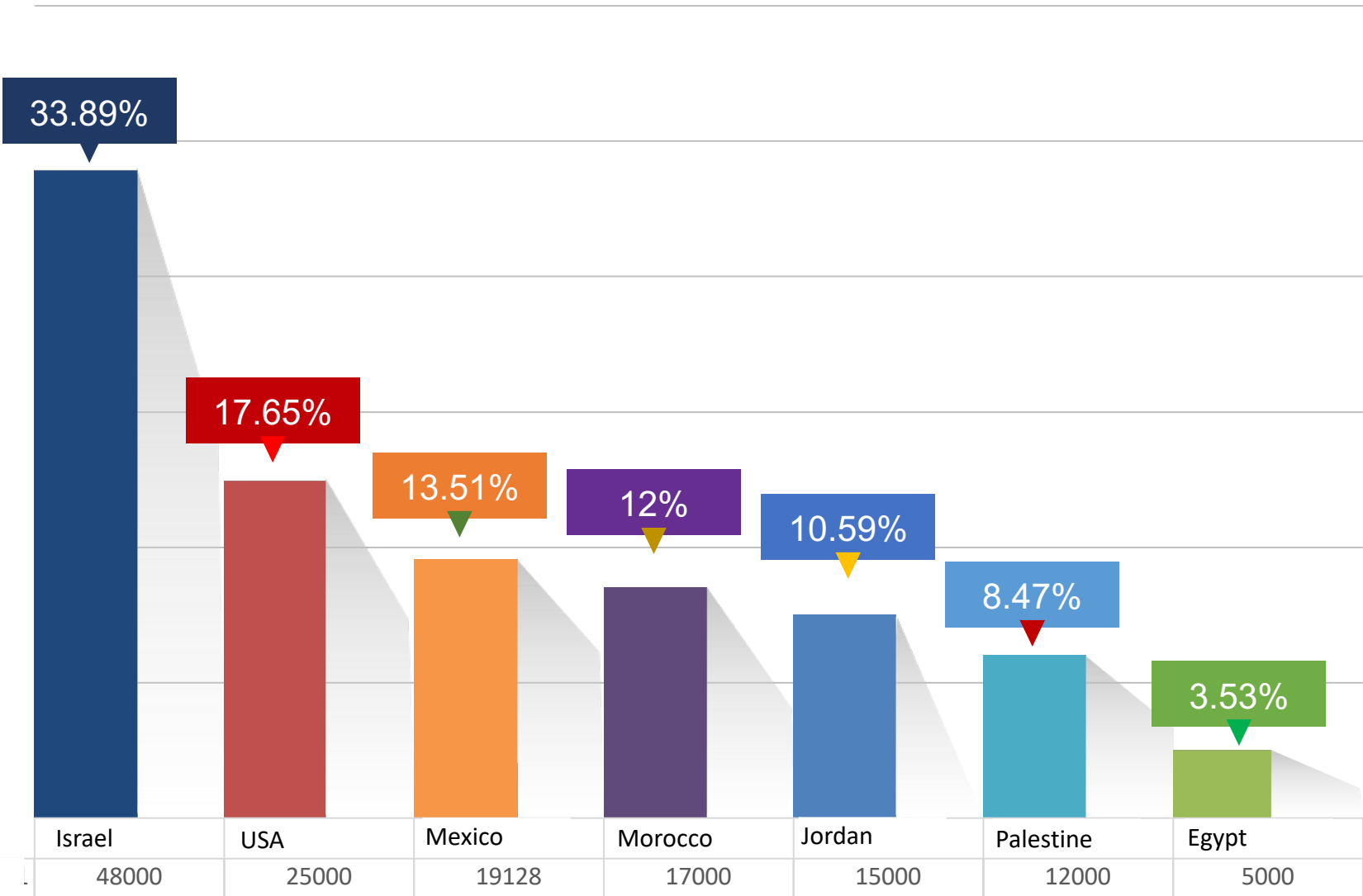
Global Mejhoul production in 2021 (Tons)



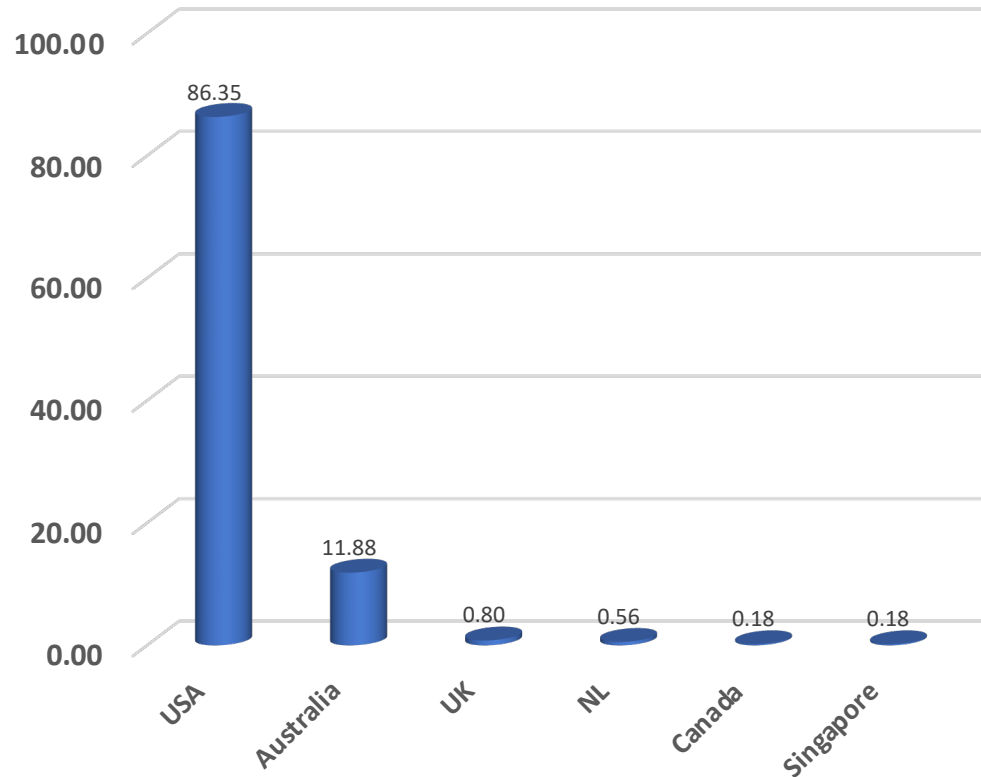
N.B. Moroccan and USA data is for 2020



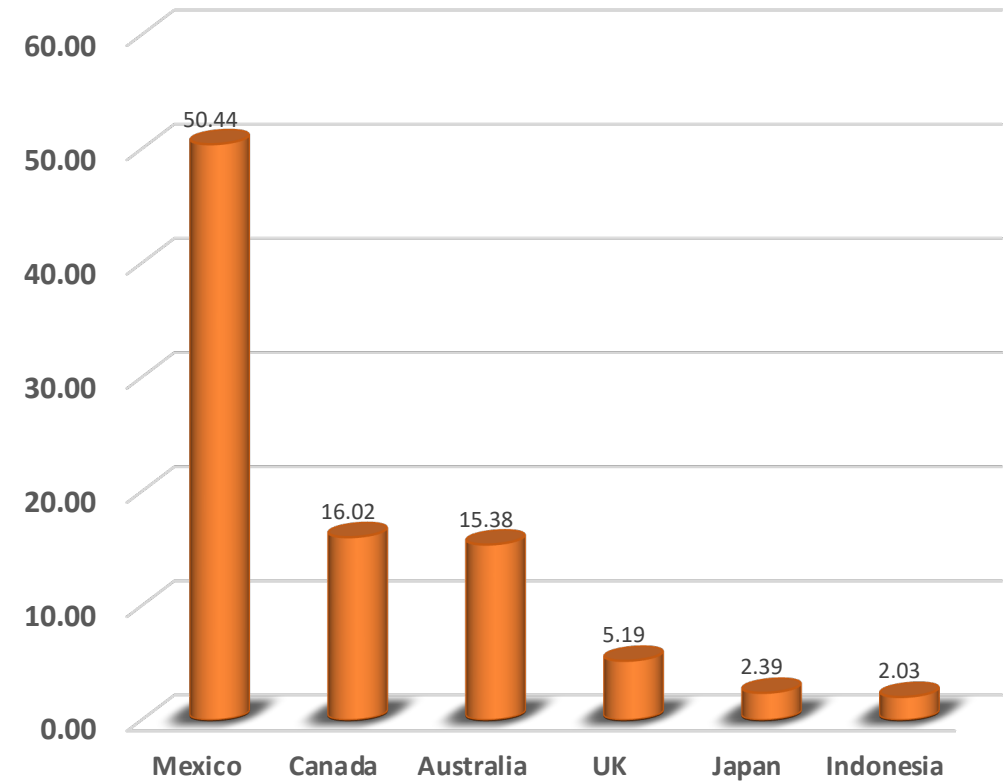
Global Mejhoul production in 2021 (Tons)



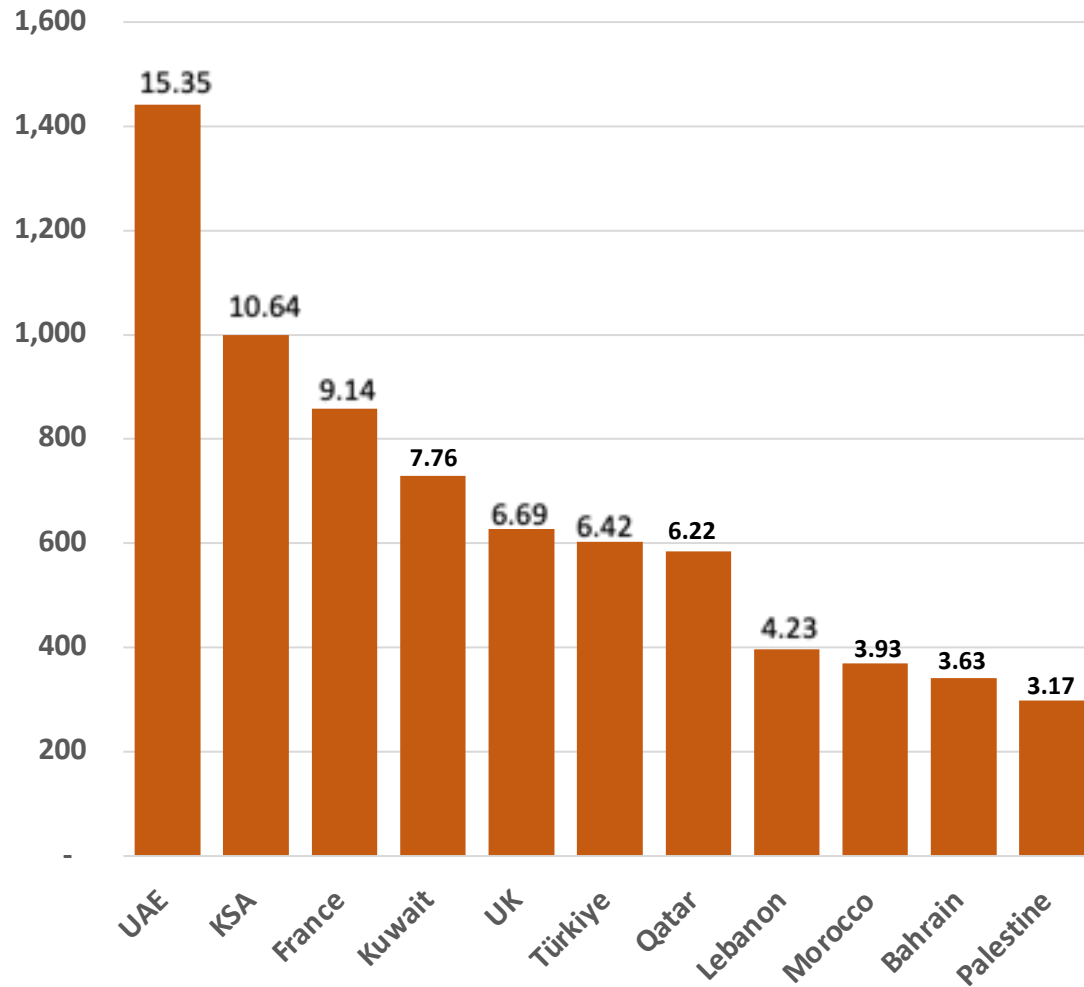
Main destinations of the Mexico dates during 2019 (%)



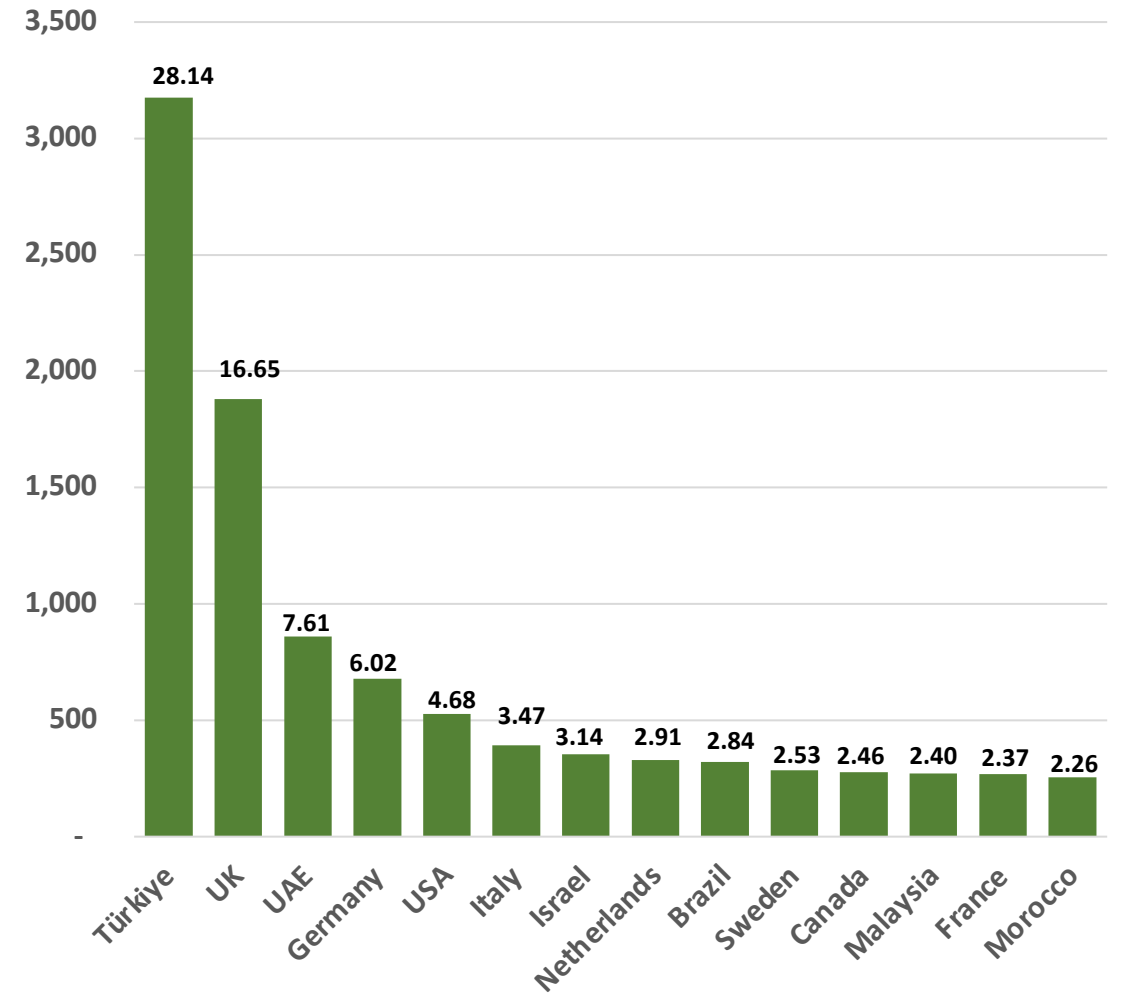
Main destinations of the USA dates during 2019 (%)



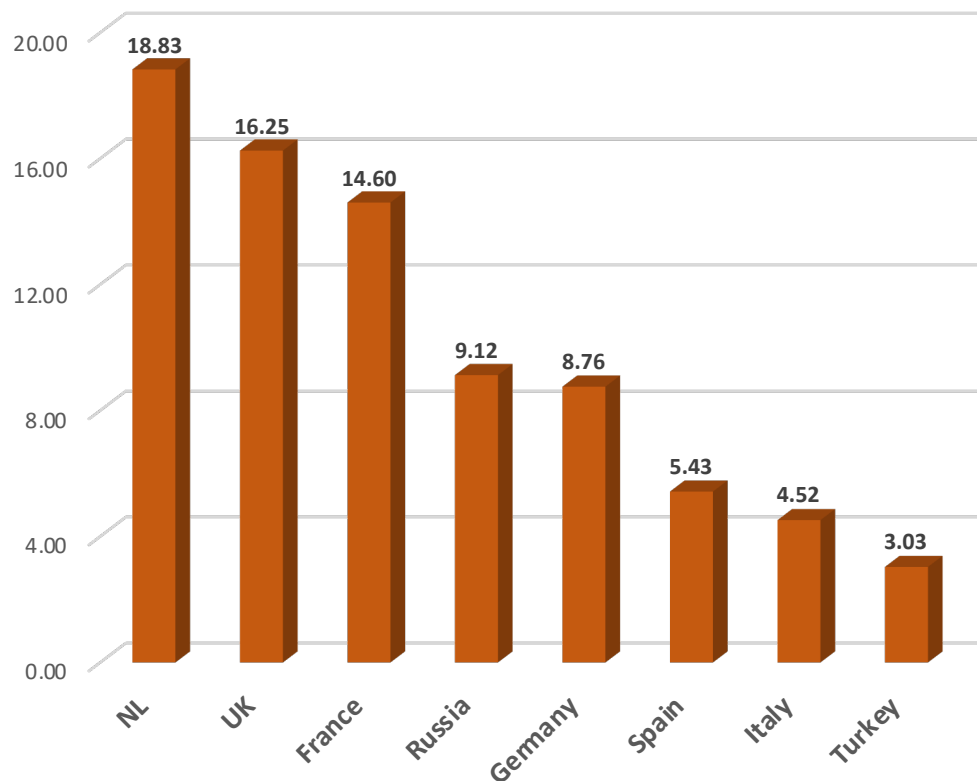
Main destinations of the Jordan dates during 2020 (%)



Main destinations of the Palestinian dates during 2020 (%)



Main destinations of Israel dates during 2019 (%)



Summary of the Mejhoul dates destinations

The dates produced by the main Mejhoul producing countries (Israel, USA, Mexico, Jordan, Palestine) are directed to different destinations around the world, although the UK is a common partner to the five countries, there is a specific geographical distribution depending on the origin of the Mejhoul dates.

This distribution can be summarised as follows:

*The **US and Mexico** mainly trade with Australia, USA and Mexico.*

***Jordan** mainly deals with Arab countries in addition to France.
Israel focuses on European countries such as the Netherlands, France, the UK and Germany.*

***Palestine's** main trading partners are the UAE, Turkey and the UK.*

Sammury of the Mejhoul dates destinations

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- ***Palestine**'s main trading partners are the UAE, Turkey and the UK.*

Forecast

Information and statistics provided above are expected to change within the next five years, due to the important increase in the areas planted with Mejhoul variety in several countries:

Morocco: *(more than 1 millions Mejhoul DP)*

- *Green Morocco 2008 -2020 programme, plantation of more than three million date palms, where Mejhoul is the main cultivar;*
- *Generation Green 2020-2030 programme will continue planting date palm trees with a special focus on Mejhoul cultivar*

Egypt: *(around 1 million Mejhoul DP)*

- *started a very ambitious programme of planting several million date palms, with Mejhoul as the main variety*

Other countries:

Many other countries in the NENA region are implementing Mejhoul plantations such as Iraq, Iran, etc.

The entrance in production of all these newly planted date palms should make Morocco and Egypt the main Mejhoul world producers



The [European Union](#) Farm to Fork strategy, an initiative designed to cut food waste, preserve biodiversity, reduce the spread of disease

Marketing dates means matching with the client's requirements

Example: EU

- Sustainability
- Less pesticides
- More organic products
- Sustainable packing (biobased and recyclable)
- New labeling (food information for consumers including nutritional profile), clear indication of origin
- More certification

Most popular certifications in EU



Main Mejhoul marketing challenges

Low date consumption

Date consumption is very low in most of the date producing countries as well as as in main date importing countries

Climate change

Date palm is growing in fragile areas where the impact of climate change may seriously impact negatively the date production

Lack of coordination

There is a total lack of coordination among Mejhoul producing countries



Lack of official data

Available data concerns only dates in general all varieties included

Low knowledge of GAP

In most of the date producing countries there is a low know-how of GAP applied to Mejhoul

No common marketing standards

Each Mejhoul producing country is applying its own standards

Mejhoul marketing Standards (weight)



Super Jambo

27+ gr

25+ gr



Jambo

23 – 27 gr

22 – 24 gr



Large

18 - 23 gr

17 – 21 gr

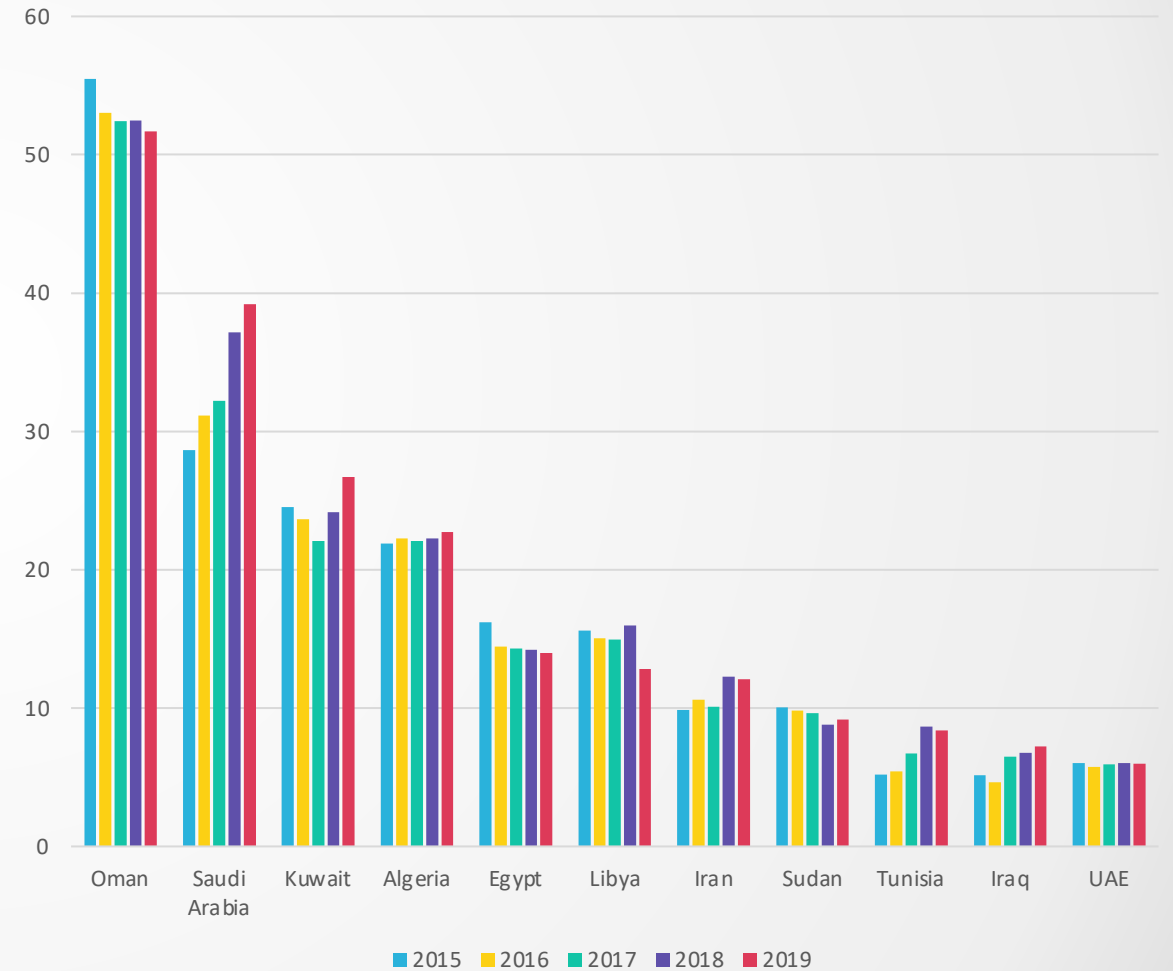
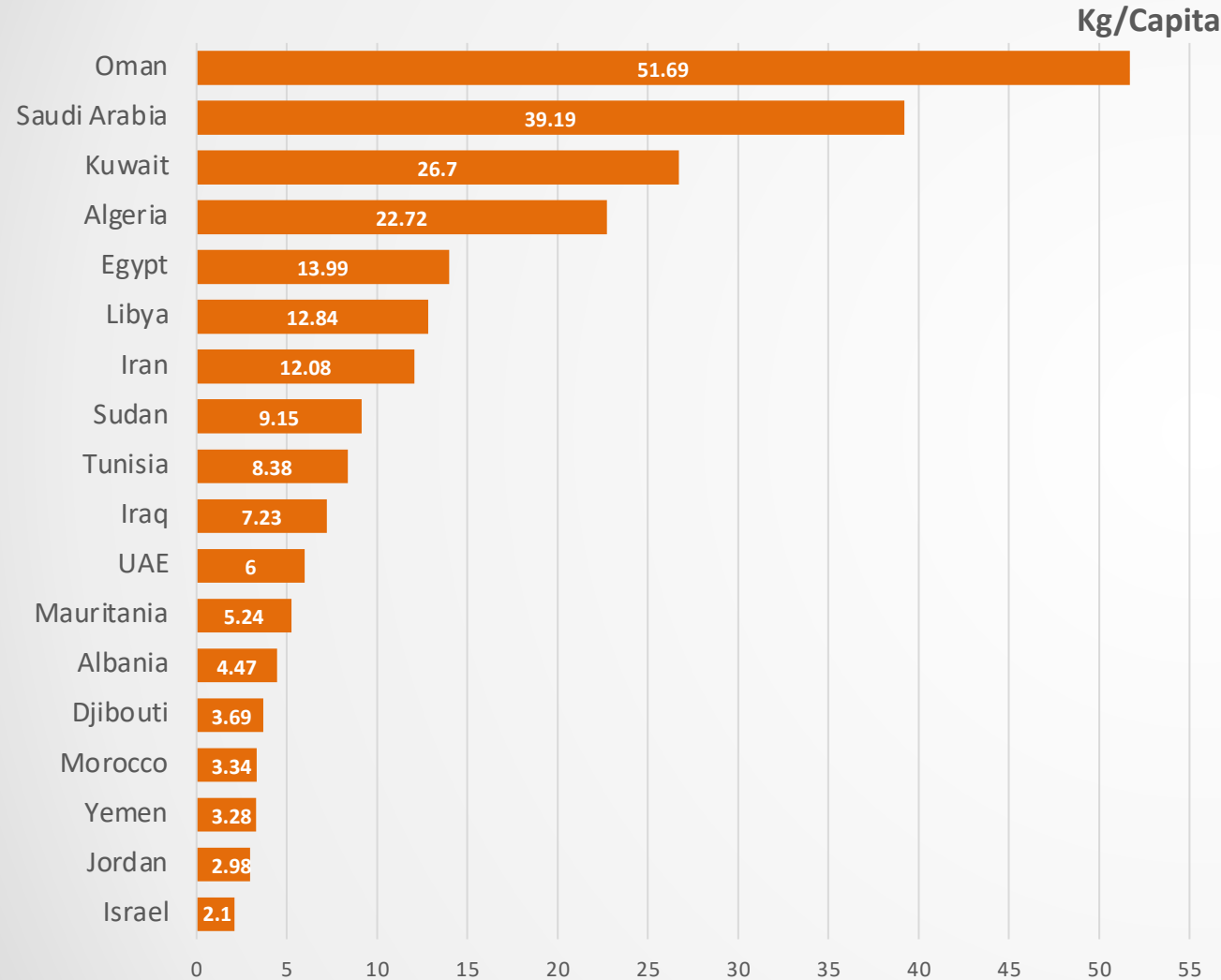


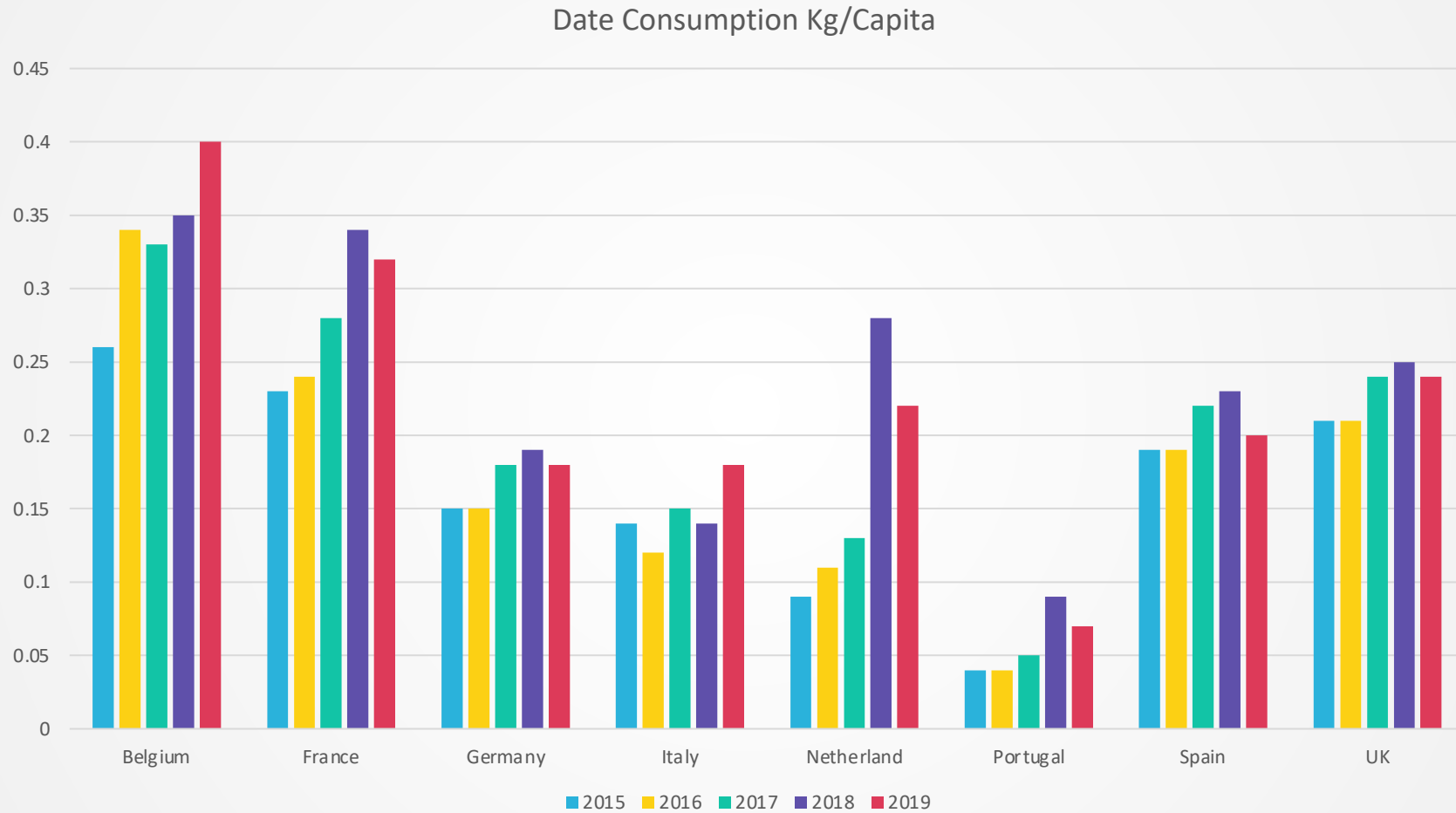
Medium

15 - 18 gr

14 - 16 gr

Date consumption during 2019





Recommendations

04

International coordination

Create a network including the Mejhoul date producing countries in order to coordinate among these countries in all matters related to Mejhoul cultivation and marketing

01

Capacity building

Train farmers and their workers on good agricultural practices applied to DP. Encourage the exchange of expertise among the concerned countries

Date consumption

Date producing countries should seize the opportunity of the increasing importance given to healthy and natural food at international level and collaborate in developing a strategy aiming at promoting date consumption

03

Marketing standards

Develop common Mejhoul marketing standards for a better marketing organization

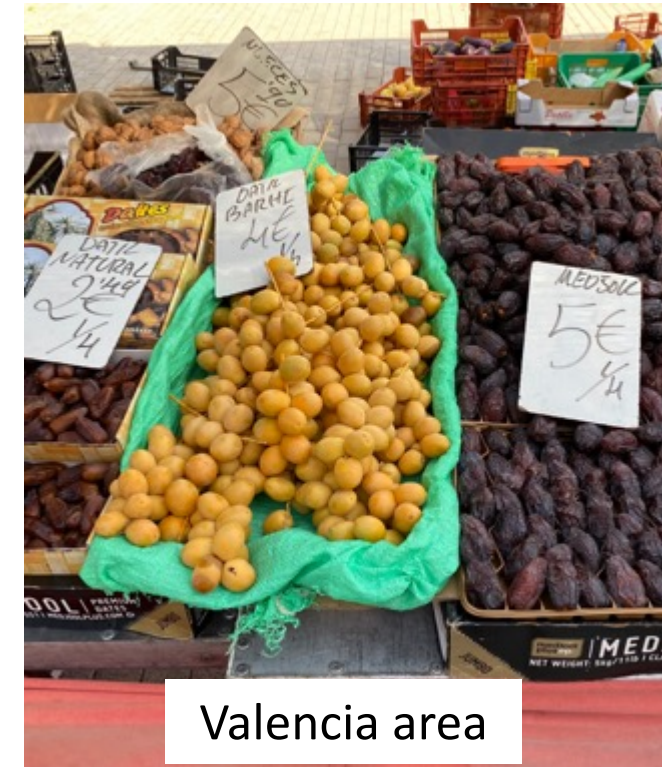
02



Marseille



Rabat



Valencia area

Examples of Mejhoul pricing at different locations

Different aspects of Mejhoul dates depending on the origin

Price of Mejhoul dates vs Barhee and Deglet Nour

Opportunities for date marketing

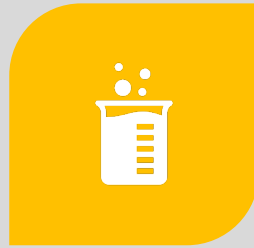
The increasing interest at international level for healthy food is an important opportunity for promoting date consumption as a product matching with the requirements of this tendency in the way that it can be used for the following:



SUGAR REPLACEMENT
(CONTAINS MAINLY
FRUCTOSE AND
GLUCOSE)



HEALTH SNACKING
(MAINLY FOR ATHLETES)



HIGH LEVEL OF FIBERS,
POTASSIUM,
PHOSPHORUS AND
ANTIOXIDANT



FOOD INDUSTRY USE
(FRUIT SNACKS,
ENERGETIC BARS, ETC.)



Contain vitamin B6
(IMPORTANT FOR
CENTRAL NERVOUS
SYSTEM)

Thank You!

