



# The origin and geographical distribution of the Mejhoul date variety

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# Mejhoul Date

مجهول



- attractive appearance,
- large size,
- brownish colour,
- succulent and juicy flesh,
- and excellent taste due to its maple syrup-like flavour

*Medjoul*    *Medjhool*

مدجول

*Medjool*

*Majhoul*

مجدول

*Mejhool*

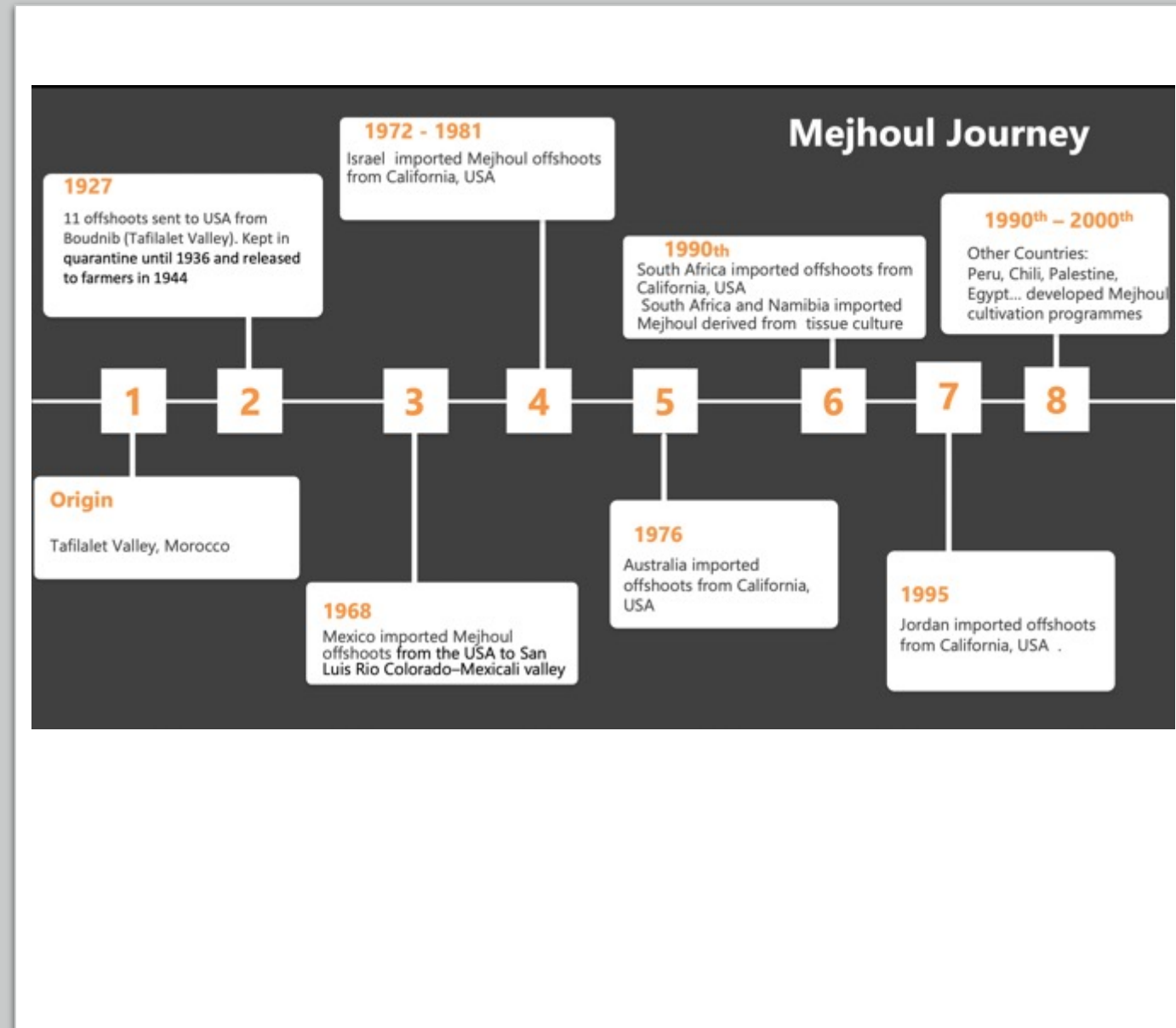
Mejhoul means unknown in both arabic and berber languages

- *There is consensus that the Mejhoul variety originates from the Tafilalet Oasis in the south of Morocco.*
- *Tafilalet is the largest oasis in Morocco and a place of ancient date growing.*
- *According to the recent date palm atlas of Morocco, Tafilalet is home to one-third of the date palm varieties recorded, 151 of 453 (INRA Morocco 2011).*

*In his landmark study of palms, Martius (1823–1853) states that the most famous date fruit in Morocco was of the Mejhoul variety, this representing the first clear reference to it by name.*



- Mejhoul cultivar is originated from the Tafilalet Valley in Morocco
- Its Journey was initiated by *Walter Swingle in 1927*, it started from Boudnib (Tafilalet Valley)





01

May 1927, Eleven(11) Mejhoul offshoots transported from Boudnib (Tafilalet, Morocco) transported to USA and quarantined in Nevada

02

1936 nine (9) offshoots survived and produced 64 new offshoots

03

1936 transfer of all offshoots to USDA research station at INDIO

04

1944 distribution of offshoots to growers at California and Arizona

05

1968 start of the distribution of Mejhoul offshoots at international level.

06

Currently more than 10 countries are producing around 108,000 tones of Mejhoul dates

07

Several other countries are planting Mejhoul cultivars in important quantities

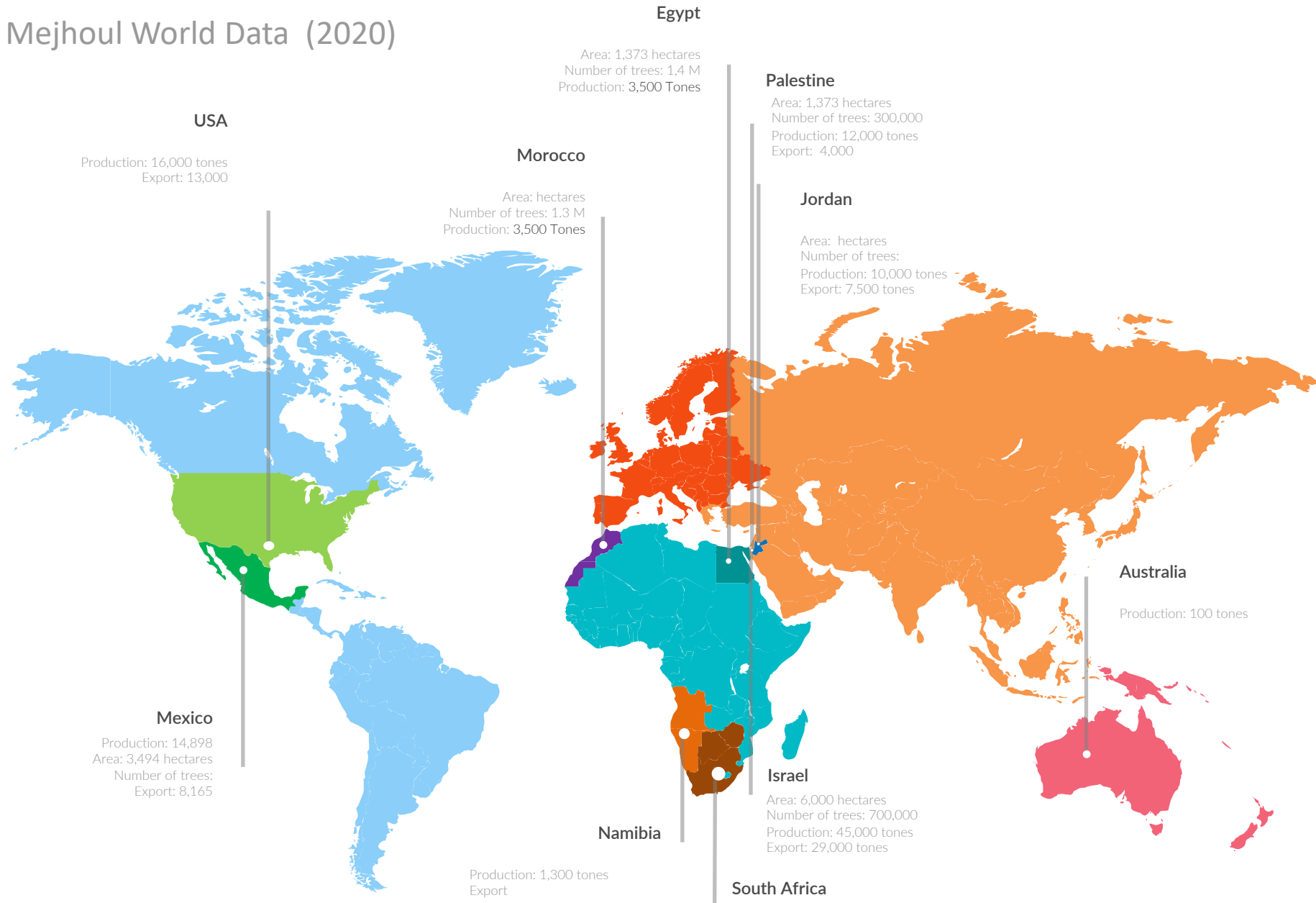


*The Mejhoul date palm from which offshoots were collected by Walter Swingle in 1927, in the Boudenib/Tafilalet region, South of Morocco. Courtesy of Dr. M. A. Elhoumaizi*

*Based on the above, it is worth noting that the US Mejhoul industry, as well as the Mejhoul industry of several other countries (including Namibia, Republic of South Africa, Israel, Australia and Jordan) originated from the 1927 Mejhoul importation from Morocco.*



# Estimated Mejhoul World Data (2020)



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



# Mejhoul production 2020

Mejhoul production represents approximately 1.14% of the world dates production

**N.B.** Other countries are producing Mejhoul small quantities of Mejhoul but their data is not available

	Country	Quantity (tonnes)	Share (%)
1	Israel	45,000	41.48
2	USA	16,000	14.75
3	Mexico	14,898	13.73
4	Palestine	12,000	11.06
5	Jordan	10,000	9.22
6	Morocco	3,500	3.23
7	SA & Namibia	3,000	2.77
8	Egypt	3,000	2.77
9	Peru	500	0.46
10	Australia	100	0.09
	Others	500	0.46
	Total	108,498	100.00

Source: (B. Glasner, R. Salomon, A. Haddad, M. Al Banna, personal communication2021).

# Global Mejhoul production

*Currently Mejhoul dates represent:*

- *94% of the total dates produced in Mexico,*
- *85% of the total dates produced in Israel*
- *70% of the total dates produced in Jordan*
  
- *Its share of the date production in Morocco and Egypt is increasing progressively*



**Mejhoul date production is expected to increase enormously during the forthcoming years, due to:**

- Entrance in production of an important number of young date palms planted during the last five years in many Mejhoul producing countries**
- Plantation of several million of Mejhoul date palms in new large areas mainly in Morocco and Egypt.**

# Main characteristics of the Mejhoul sector at global level

C

## No common marketing standards

Each Mejhoul producing country is applying its own standards

B

## Low knowledge of GAP

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



D

## Lack of coordinatio

There is a total lack of coordination among Mejhoul producing countries

A

## Lack of official data

Available data concern dates in general all varieties included

**Thank You!**

