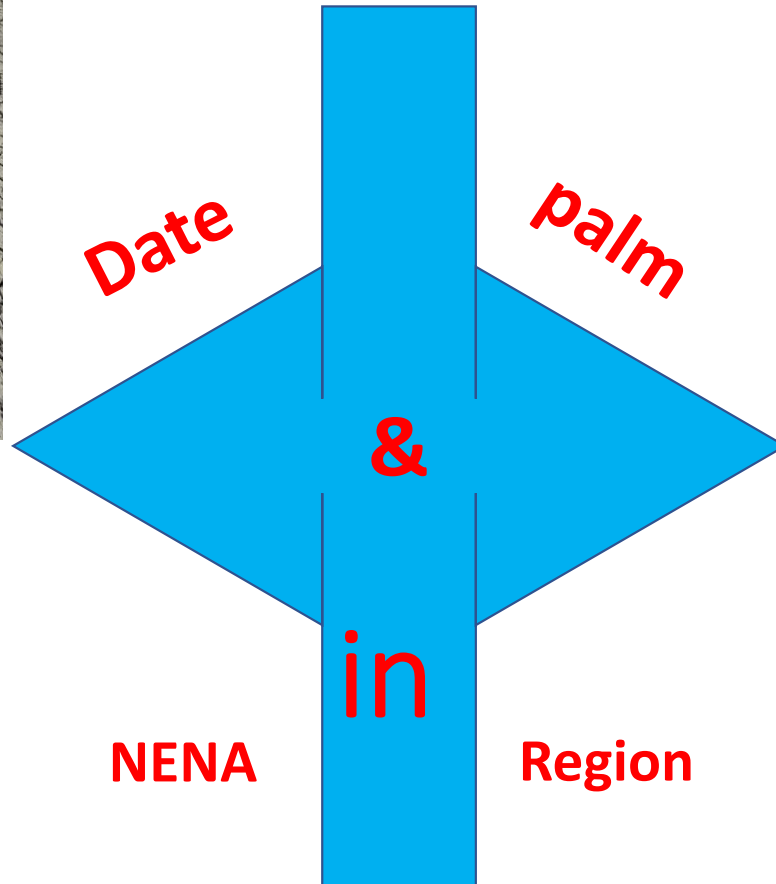




Challenges



opportunities

By

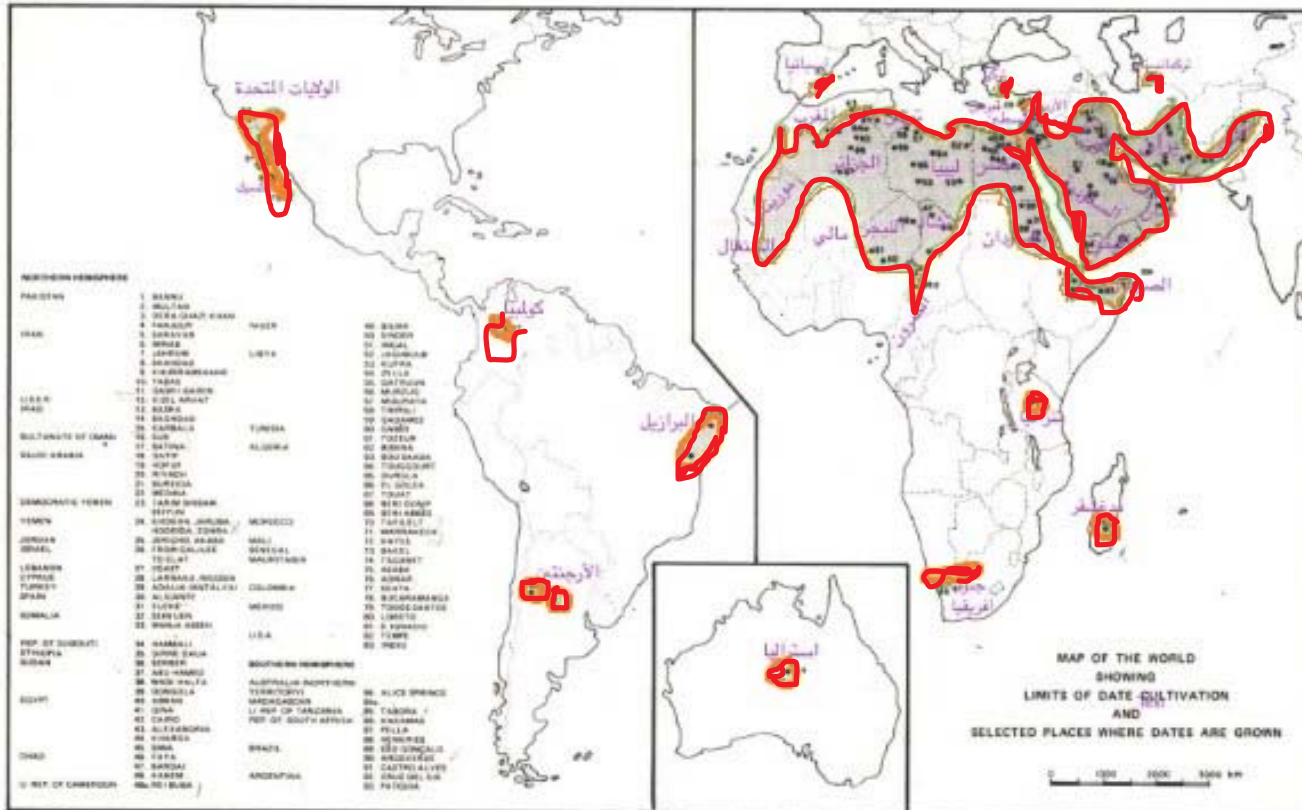
Eng. Anwar Haddad

Chairman of Jordan dates association

"تحديات وفرص نخيل التمر في
منطقة الشرق الأدنى وشمال إفريقيا"

Distribution of commercial palm plantations Among the world

63



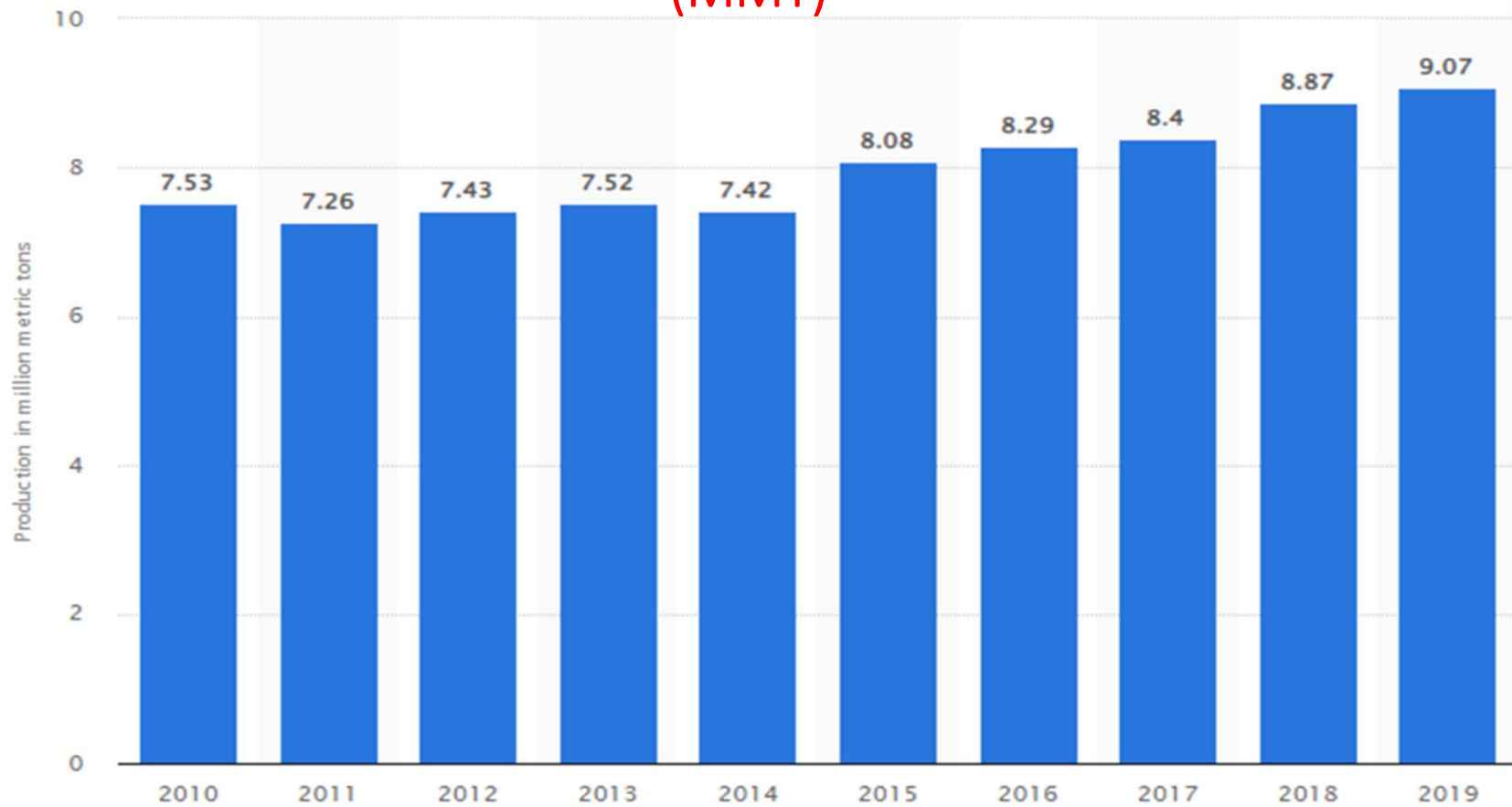
شكل (1) التوزيع الجغرافي لمزارع نخلة التمر التجارية في القارات الخمس - يلاحظ أن معظم مناطق الإنتاج تتركز في قارتي آسيا وإفريقيا (2، 4) - الكتابة على الخريطة والتلوين تمت من قبل المؤلف.

Global date palm production and cultivation information's

According to (FAO

- **1.09** million hectares cultivated with 160million date palm trees producing more than **8.5** million tons annually,
- About **5,000** varieties of date palms around the world.
- Palm cultivation globally concentrated in Asia region(**56**) percent and Africa(**43**) percent of global production.
- The Arab region holds more than **77%** of the global production of dates.

Development of dates Production worldwide During (2010 -2019) (MMT)

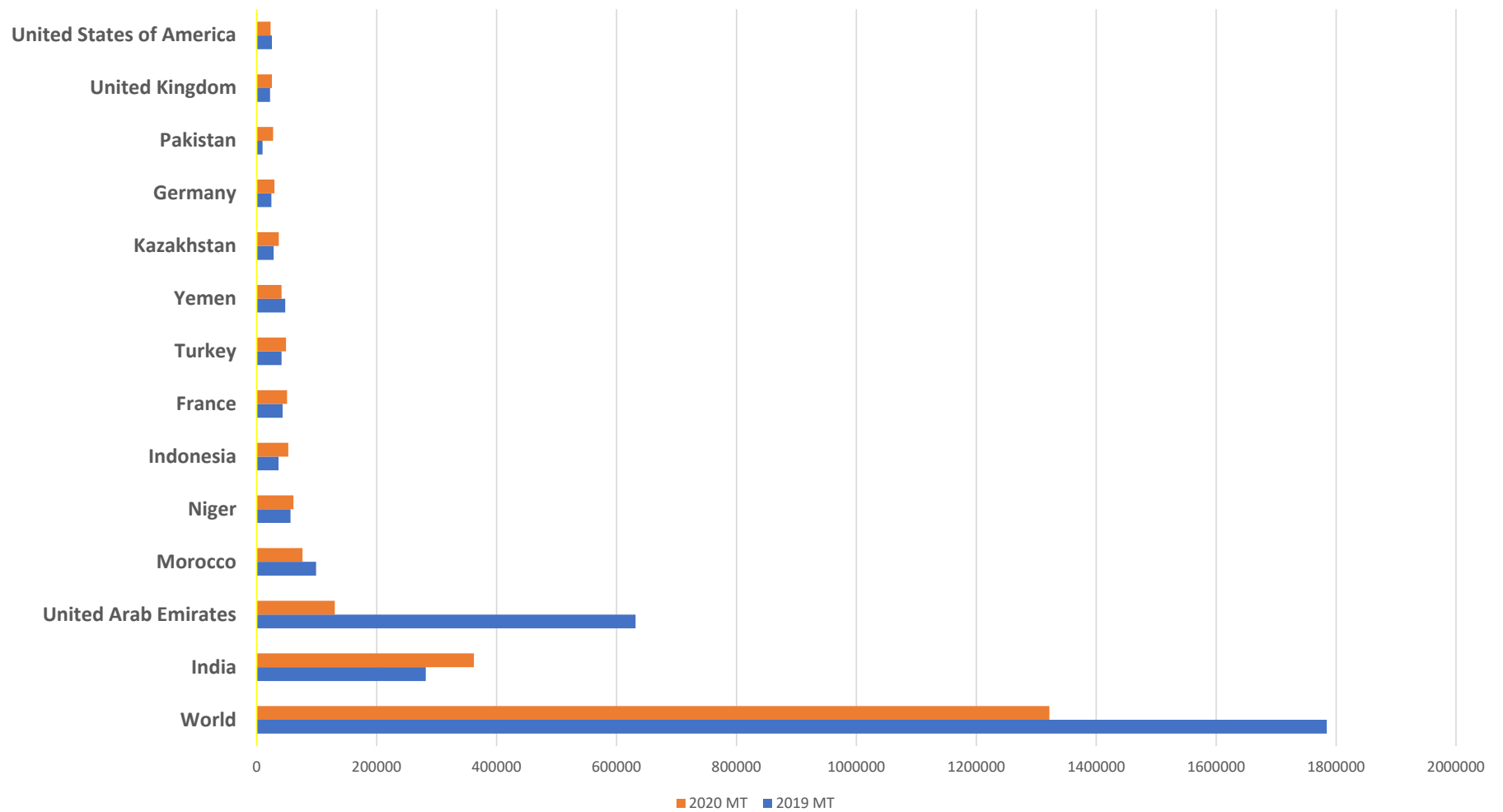


Top 10 Date worldwide producing countries

Annual Production of Fresh Dates in MT (2019)

Egypt	1603762
Saudi Arabia	1539756
Iran	1307908
Algeria	1136025
Iraq	639315
Pakistan	483071
Sudan	438700
Oman	372572
United Arab Emirates	323478
Tunisia	288700

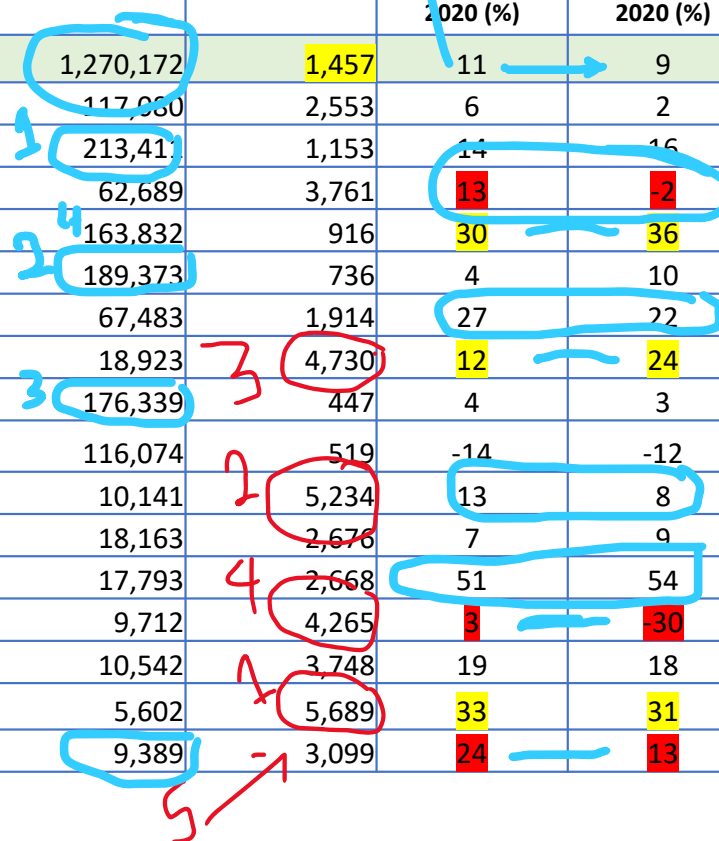
Dates imports by leading countries world wide in 2019-2020



Countries that export the most dates in the world in terms of value

Ranking	Exporters	Value exported in 2020 (USD Million)	Trade balance in 2020 (USD Million)	Quantity exported in 2020	Unit value (USD/unit)	Annual growth in value between 2016-2020 (%)	Annual growth in quantity between 2016-2020 (%)
	World	1,851	214	1,270,172	1,457	11	9
1	Tunisia	299	295	117,080	2,553	6	2
2	Saudi Arabia	246	238	213,411	1,153	14	16
3	Israel	236	236	62,689	3,761	13	-2
4	United Arab Emirates	150	58	163,832	916	30	36
5	Iran, Islamic Republic of	139	139	189,373	736	4	10
6	Algeria	129	129	67,483	1,914	27	22
7	United States of America	90	23	18,923	4,730	12	24
8	Iraq	79	78	176,339	447	4	3
9	Pakistan	60	48	116,074	519	-14	-12
10	Netherlands	53	(13)	10,141	5,234	13	8
11	France	49	(65)	18,163	2,676	7	9
12	South Africa	47	39	17,793	2,668	51	54
13	Egypt	41	36	9,712	4,265	3	-30
14	Germany	40	(42)	10,542	3,748	19	18
15	Palestine, State of	32	32	5,602	5,689	33	31
16	Jordan	29	12	9,389	3,099	24	13

Source: ITC-UN TradeMap



AVERAGE DATES CONSUMPTION KG/YEAR /CAPITA2019

Country	Average dates consumption Kg/ year per Capita 2019	Region
Oman	60	Arabic - OIC
Iraq	45	Arabic - OIC
KSA	34.8	Arabic - OIC
UAE	17.7	Arabic - OIC
Libya	15.5	Arabic - OIC
Algeria	14.6	Arabic - OIC
Egypt	13.8	Arabic - OIC
Morocco	12	Arabic - OIC
Sudan	8.9	Arabic - OIC
Tunisia	5.5	Arabic - OIC
Yemen	2.5	Arabic - OIC
Jordan	3.3	Arabic - OIC
Palestine	0.7	Arabic - OIC
Russia	0.1	EEU
UK	0.5	EU
Germany	0.9	EU
Malta	0.4	EU
France	0.2	EU
USA	0.3 - 1	America
Iran	9.8	OIC
Pakistan	3.6	OIC
Far East countries	0.5 – 1	Far East

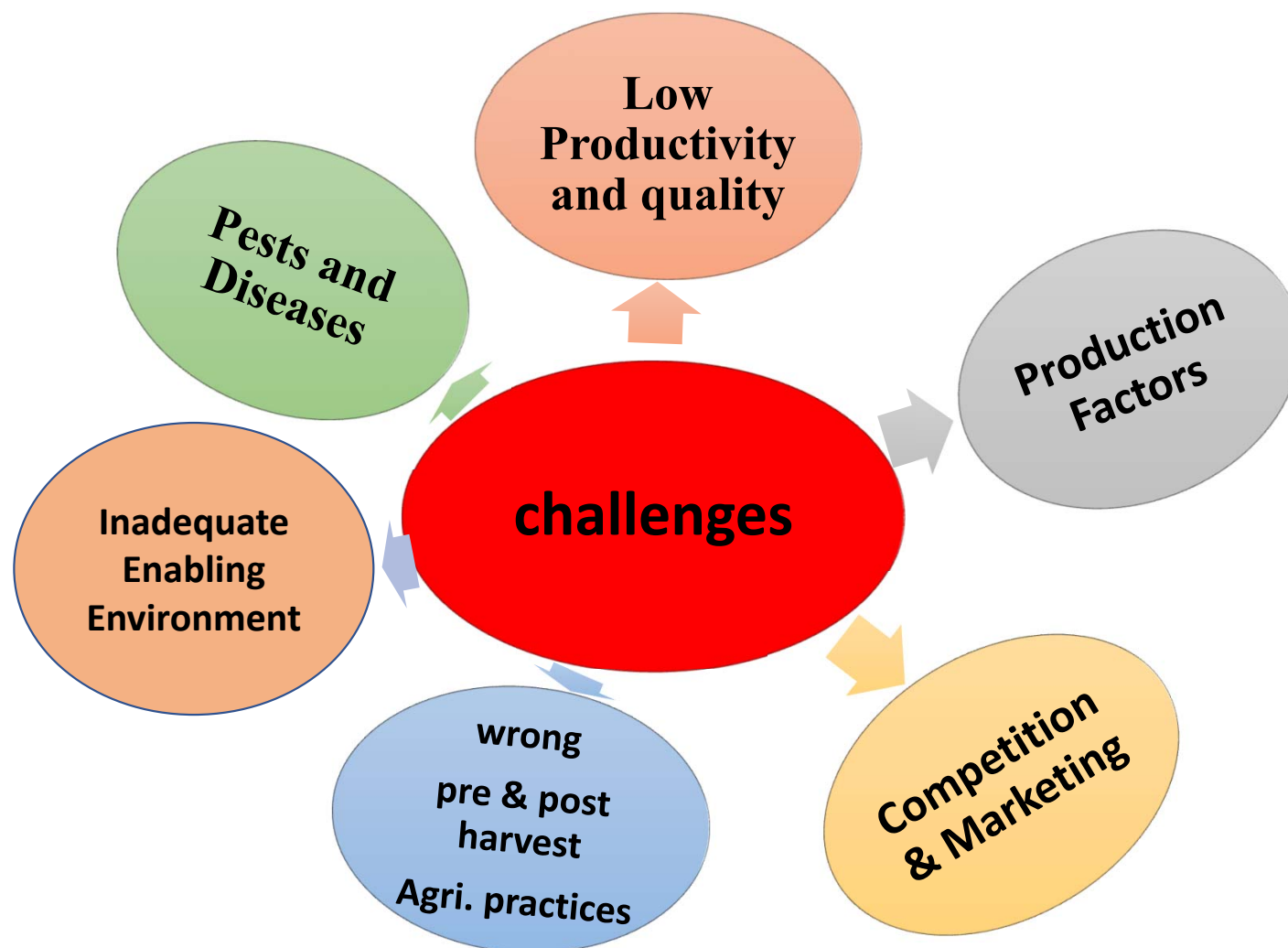
NENA Region Date production and Exports

% expo Of Prod.	% of exp.	Exports	% of prod.	production	country	Region
0.02	0.07	28236	0.40	1603762	EYGEPT	Al Meshreq
0.00	0.00	215	0.11	438700	SUDAN	
0.01	0.00	23	0.00	3567	SYRIA	
0.27	0.02	6205	0.01	23375	JORDAN	
0.80	0.02	6210	0.00	7729	PALESTINE	
0.12	0.42	162045	0.32	1307908	IRAN	
0.29	0.47	182279	0.16	639315	IRAQ	
0.10	0.40	385213	0.50	4024356	Subtotal	
0.01	0.01	1729	0.10	174850	Libya	North Africa
0.00	0.00	2	0.01	21926	Mauritania	
0.01	0.01	1054	0.06	101537	Morocco	
0.39	0.67	113887	0.17	288700	Tunisia	
0.05	0.32	54185	0.66	1136025	Algeria	
0.10	0.18	170857	0.21	1723038	SubTotal	
0.01	0.00	69	0.01	13000	Bahrain	GCC & Yemen
0.00	0.00	0	0.01	25843	Qatar	
0.12	0.19	182317	0.66	1539756	Saudi Arabia	
0.03	0.01	12856	0.16	372572	Oman	
0.66	0.22	212831	0.14	323478	UAE	
0.00	0.00	2	0.03	64375	Yemen	
1.00	0.00	3669	0.00	3669	Kuwait	
0.18	0.43	411744	0.29	2342693	SubTotal	
0.12		967814		8090087	Total	NENA

Date production and Exports in NENA region countries



Challenges Facing Date Palm sector in the NENA Region



MAIN CHALLENGES

❖ Low Productivity

- a) Conventional Varieties & Farming System
- b) Plant production and transplanting
- c) Production inputs & poor cultural practices
- d) Land fragmentation

❖ Production Factors

- a) Land (Water availability, quality, Water misuse)
- b) Climate change
- c) Labor
- d) Capital
- e) Research & technology transfer

❖ Pests and Diseases

❖ Wrong pre and post harvest agricultural practices

- a) Low produce quality & safety
- b) High pre & post harvest losses

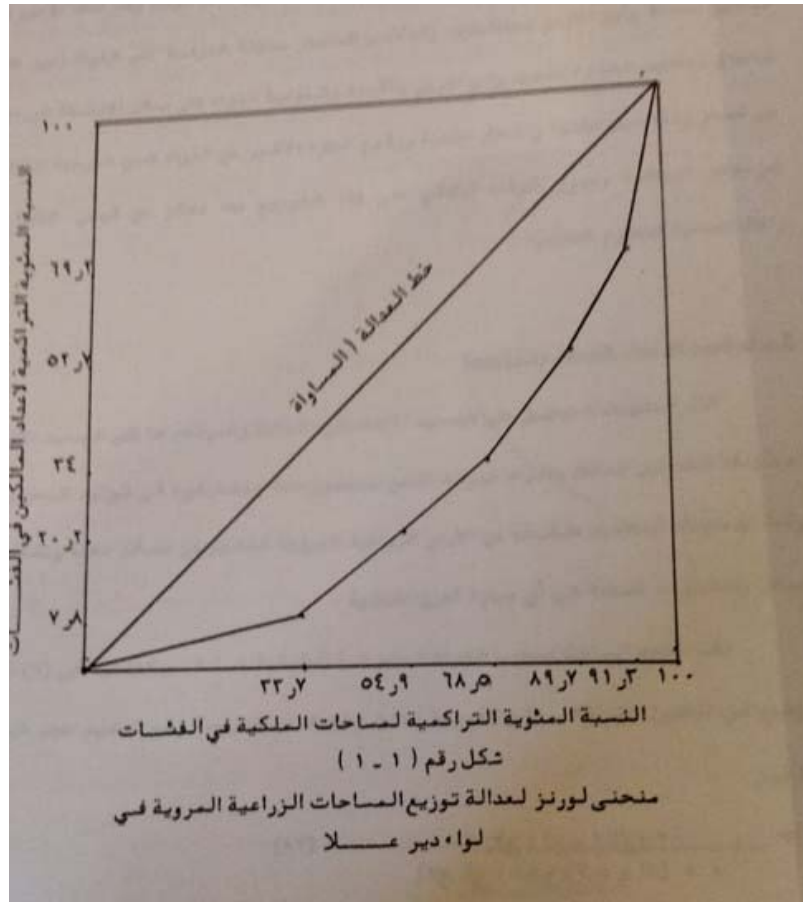
❖ Competition, Marketing and Trade

- a) Outreach new markets & Internal Marketing and consumers
- b) Consumers Behavior & trade
- c) Cost of production and marketing

❖ Inadequate Enabling Environment

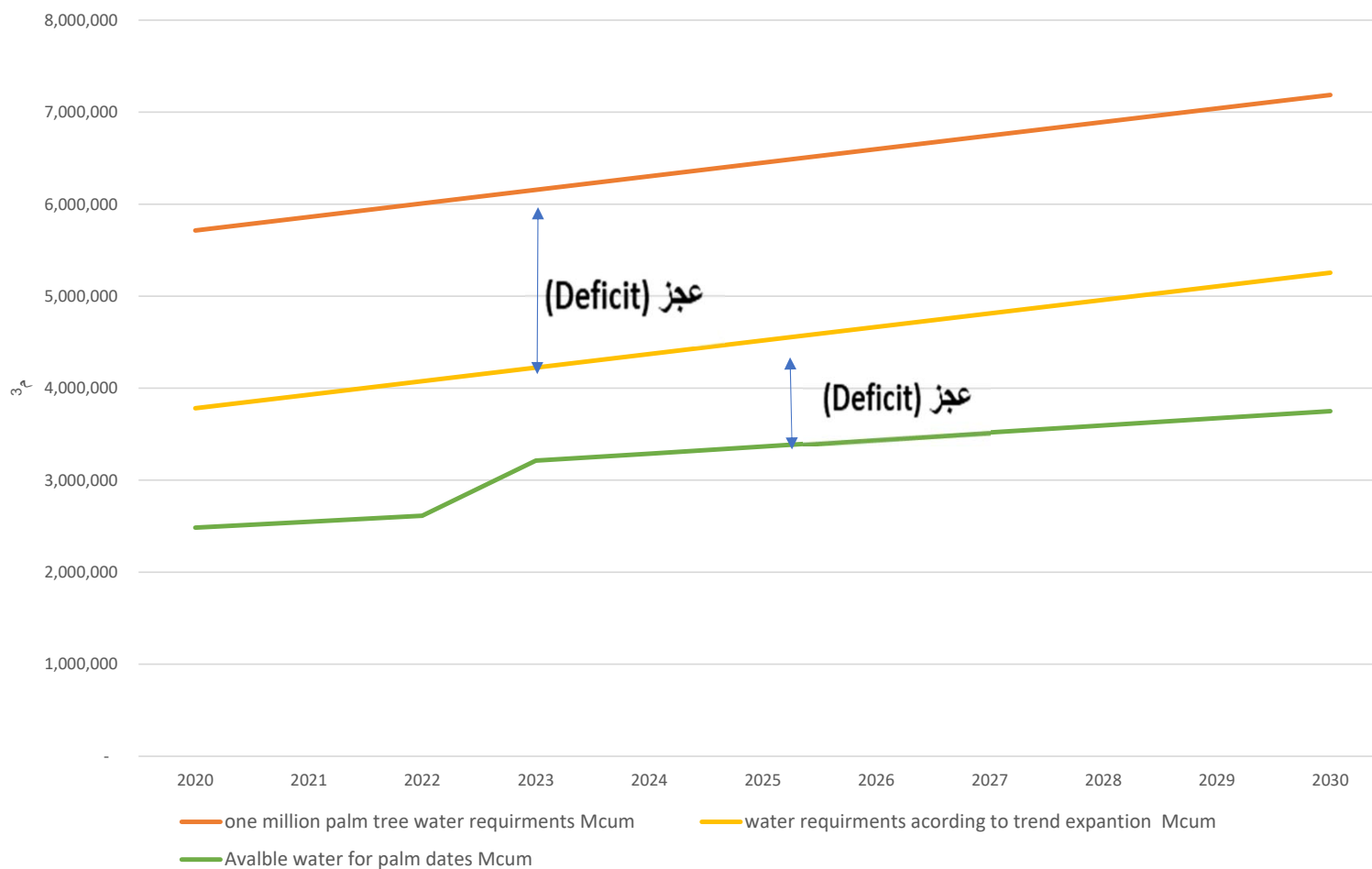
- a) Lack of Information & research & lack of cooperation locally and among the region
- b) Unstable Agricultural & Economic policies affecting investment, finance, trade, etc.

Land Fragmentation Indicator in one of Date palm Areas in Jordan



Expansion in date palm planting area and water limitations

North Ghore



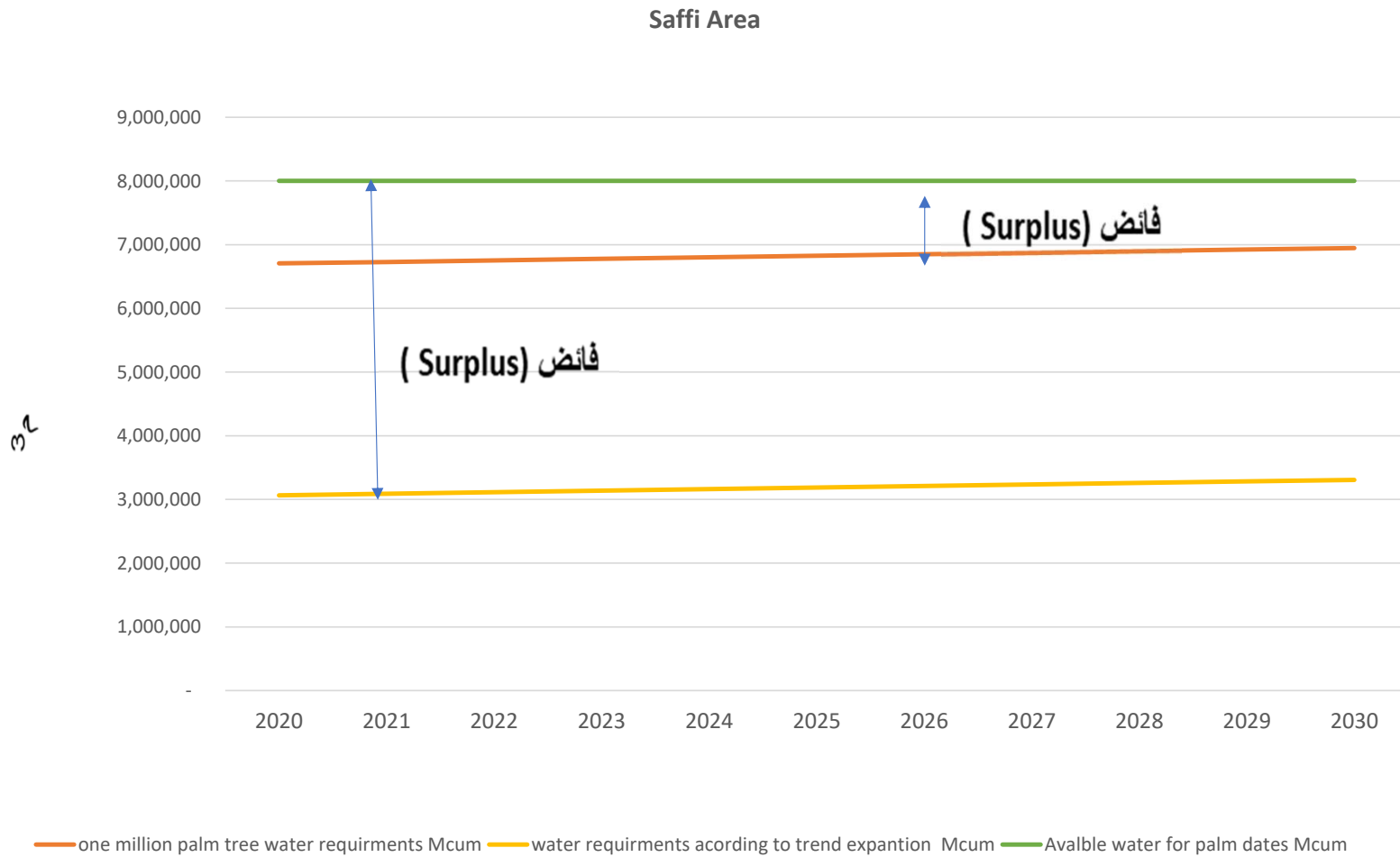
Expansion in date palm planting area and water limitations

Ah5

middle Ghore



Expansion in date palm planting area and water limitations



Facts and figures about the water situation in the NENA countries

1. Water resources in the NENA countries are among the lowest in the world: they have declined by two-thirds over the past 40 years and are expected to decline by more than 50 percent by 2050.
2. 90 percent of the region's total land area is in arid, semi-arid, dry, and low-humidity areas, and 45 percent of all agricultural land is subject to salinization, soil nutrient depletion, and wind and water erosion.
3. Agriculture in the region consumes about 85 percent of the total available freshwater.
4. More than 60 percent of the region's water resources originate from outside national and regional borders.

Recommendations to mitigate the effects of climate change on water scarcity in NENA region

1. Renew and development of irrigation systems
2. Water desalination
3. Develop new sources of water, such as water harvesting
4. soil salinity treatment
5. water recycling
6. Use of deep water
7. Stop wasting water and repair irrigation systems
8. Expand in the use of renewable energy

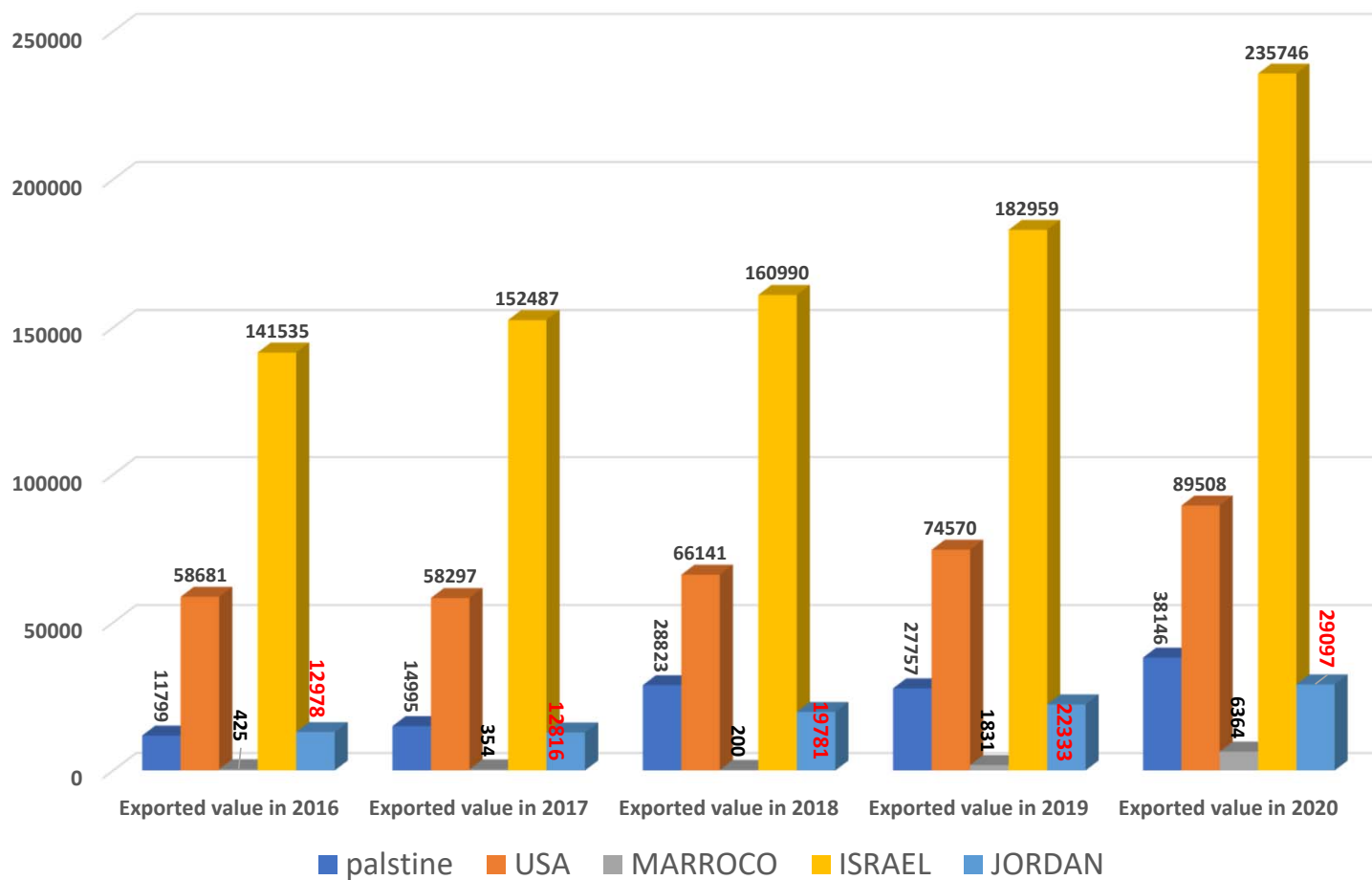
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Source: ITC-UN TradeMap

Jordan exports compared to the 5 top countries in exporting Medjoul to the world \$(000)

المنافسون الرئيسيون بالقيمة



% Markets Importance and Jordanian Date Competitiveness

Market Importance				
Competitiveness	%	LOW	Medium	High
	LOW	<ul style="list-style-type: none"> Don't Enter S9 - Indonesia/Jakarta Adults (16 – 65) 	<ul style="list-style-type: none"> Don't Enter S6 - Russia Adults (16 – 65) 	<ul style="list-style-type: none"> Enter later S11– EU non Islamic Kids (0 – 15)
	Medium	<ul style="list-style-type: none"> Don't Enter S7 – India Adults (16 – 65) 	<ul style="list-style-type: none"> Enter later S10 – EU – Islamic Adults (16 – 65) 	<ul style="list-style-type: none"> Enter first S5 – EU – Islamic Kids (0 – 15)
	High	<ul style="list-style-type: none"> Enter Latter S-12 – EU non - Islamic Adults (16 – 65) 	<ul style="list-style-type: none"> Enter first S8 - MENA &Turkey Adults (16 – 65) 	<ul style="list-style-type: none"> Enter first S3 - MENA &Turkey Kids (0 – 15)

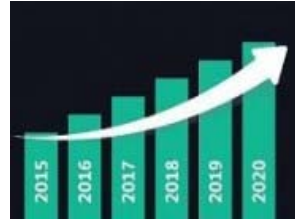
World's import vs. Jordan's export unit price of dates

اين نحن من معدل السعر العالمي للتمور





Increasing global awareness of the nutritional value of dates



Increase of Demand on Dates and organic produce in the Global Market



Fourth Industrial Revolution and Impact on G.A.P of Dates



Increase of interest in sustainable agriculture alternative and solar Energy

opportunities



Rapid development in modern technology and Techniques



Global concern for food security



Awareness of Climate Change and consumers attitudes
Recycled water & Replacement of non economic verities & other crop species

Opportunities(1)

- **Fourth Industrial Revolution and Impacts on G.A.P for Dates**

1. This will affect the cost of production positively, for example thinning of date fruits , pruning ,picking, packing ,packaging and grading
2. It will to upgrade the quality of work and reduce the time needed to do the job like pollination and spraying
3. Will help in reducing the effect of diseases and pests like RED- W.
4. Will Improve the quality of dates
5. Helps in improving water quality and availability and water requirements
6. Rapid development in the communications and transportation means

- **Global concern for food security**

1. More demand on dates
2. More investment on sector
3. Processing & storage attitudes and techniques

- **Awareness of climate change**

1. Replacement of different species and varieties
2. More use of treated water – Date palm is one of the non restricted crops
3. Some date varieties will be more adapted to the new setup

Opportunities(2)

- **Increasing global awareness of the nutritional value of dates**

1. Dates have become part of diet programs and Athletes are becoming more interested in dates
2. We started seeing dates as an alternative to candies for children and new recipes
3. There is a trend of demand for dates in new markets, which was not part of their food culture

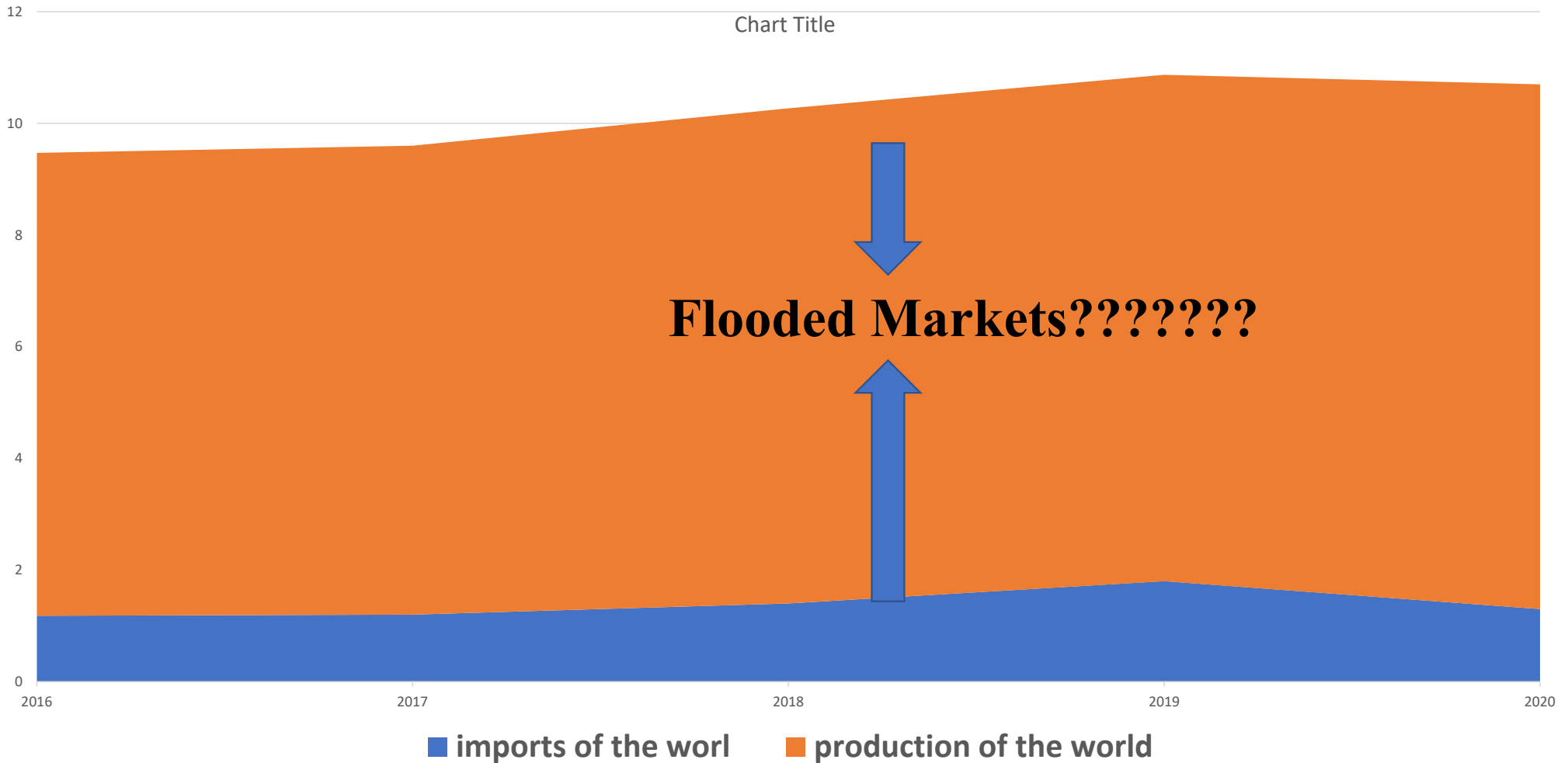
- **The Increase of new kind of Demand on Dates in the Global Market**

1. Organic, smart and functional products – dates could be one of these
2. Jordan exports of dates increased more than 25% last year This season we notice there is higher demand
3. Increasing the annual per capita consumption of dates, for example in Jordan, from 1.5 to 3 kg in less than 5 years
4. World imports trend is increasing (from 1.2 million ton in 2017 to 1.7 million ton in 2019)

- **Increase of interest in sustainable agriculture**

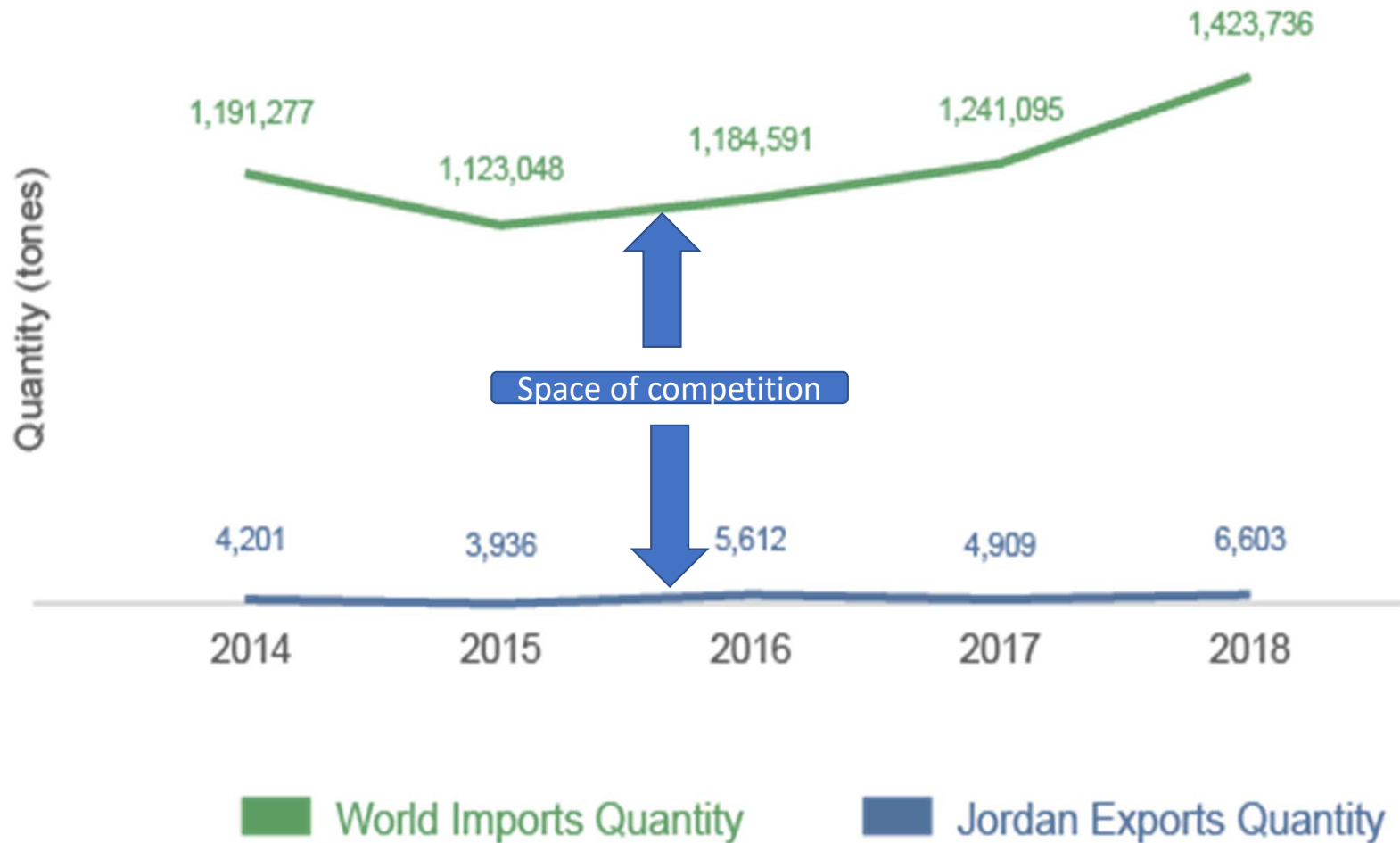
1. Alternative and solar Energy will reduce the cost of production and water availability
2. Date palm water efficiency is the highest

World's import vs. World's export Quantities of dates



World's import vs. Jordan's export quantities of dates

اين نحن من احتياجات العالم ومستورداته من التمور بالكمية





Many Thanks

شكراً جزيلاً