



Joint Workshop Organized by UNCTAD and CAMS for Dates Farmers and Stakeholders

March 19 to 21, 2018

Sultan Qaboos University, Muscat Oman

Benefits to Omani farmers of Developing Dates as a Green Export Commodity

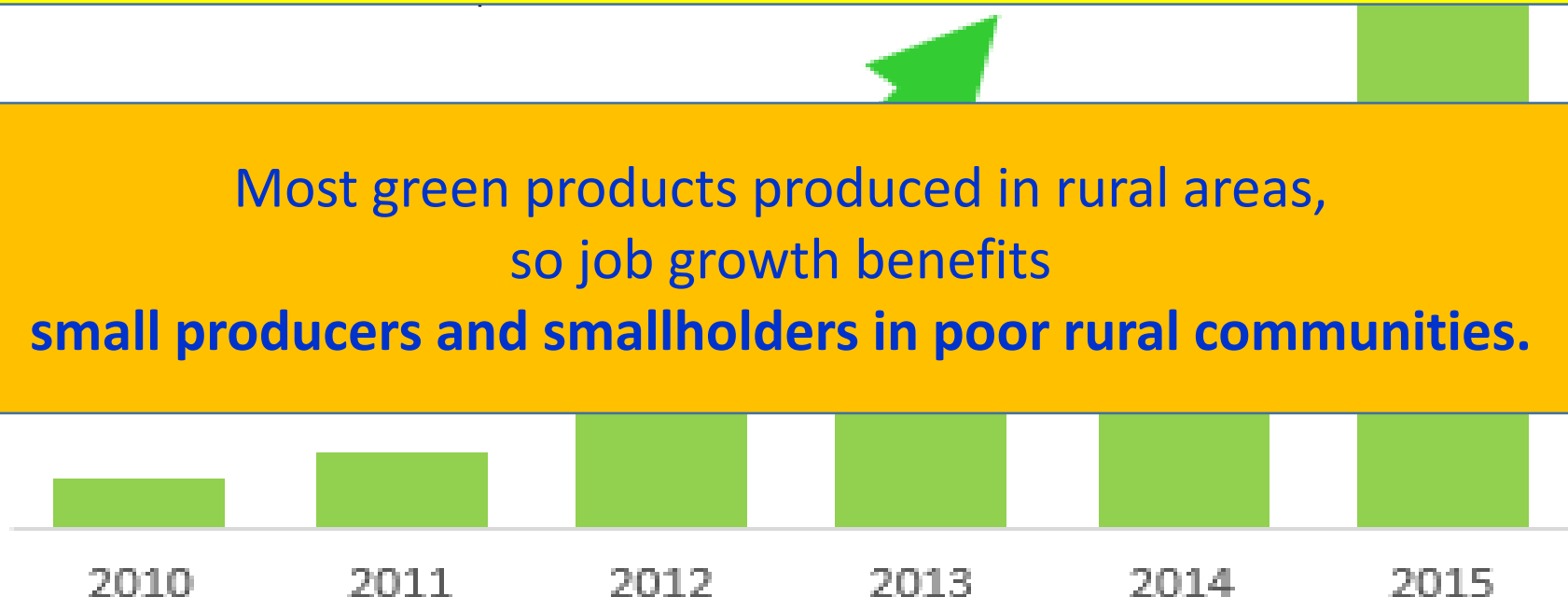
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An important UNCTAD objective:
**Help interested developing countries to
seize new green export opportunities**

Green Market Timeline

The global market for green products is very diverse, and although it remains relatively small, accounting for 15 to 20 per cent of the traditional market for any given product, it is **growing rapidly and significantly faster than world trade.**

Most green products produced in rural areas,
so job growth benefits
small producers and smallholders in poor rural communities.

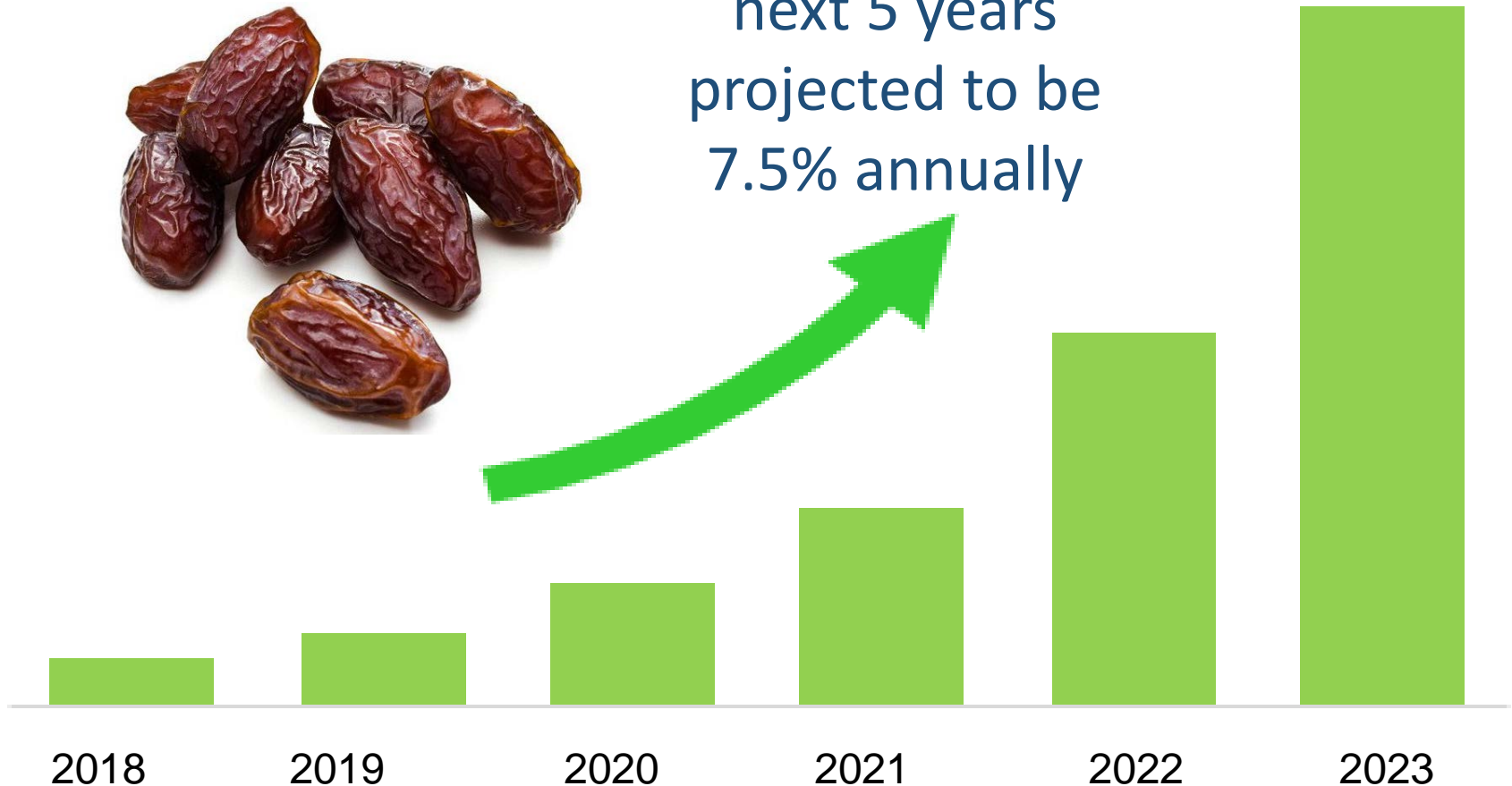
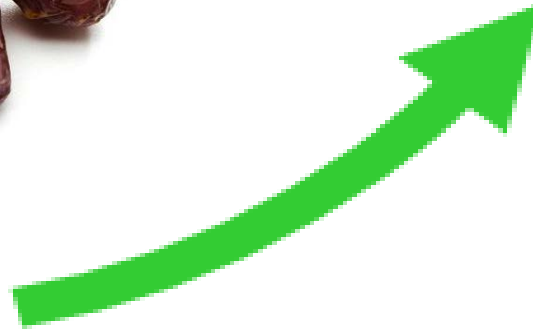


Green Market Timeline

World Date Market



Growth over the
next 5 years
projected to be
7.5% annually



**Over the past 2 years UNCTAD and Oman
have been cooperating on a
National Green Export Review project (NGER)**

NGERs at UNCTAD ...

- Support public and private stakeholders to build capacity in production and export of green products
- Involve a set of country-owned activities
- Generate consensus on an action plan defining the way forward



Countries with NGERs...

UNCTAD is currently supporting

- Ecuador (*fish, cocoa*)
- Vanuatu (*coconut, cocoa, essential oils*)
- Morocco (*aromatic & medicinal plants, olives*)
- **Oman** (*tourism, fish, **dates***)
- Ethiopia (*sesame, natural leather*)
- Lebanon (*natural oils and soaps, ecotourism*)
- Madagascar (*vanilla, cocoa, coffee, essential oils*)
- Moldova (*honey, walnuts and cereals*)
- Senegal (*mangos, cashews and natural cosmetics*)



Oman NGER: why focus on dates ?...

- Only about 2% of Oman's arable land area) that is currently cultivated.
- Large potential to boost national agricultural production in the future, and provide employment options for Omanis interested in farming.
- Date farms occupy nearly 50% of cultivated land and generate 80% of total fruit production in Oman.
- Consumption by the domestic population accounts for about 50% of total date production in Oman.



Oman NGER: why focus on dates ?...

- Oman is an internationally competitive producer of dates with high export potential.
- But exports account for only 3 to 4 % of total production.
- Dates remain a major source of income for farmers, particularly in rural areas.
- By increasing production levels and quality farmers can earn significant additional income thorough increased date exports.

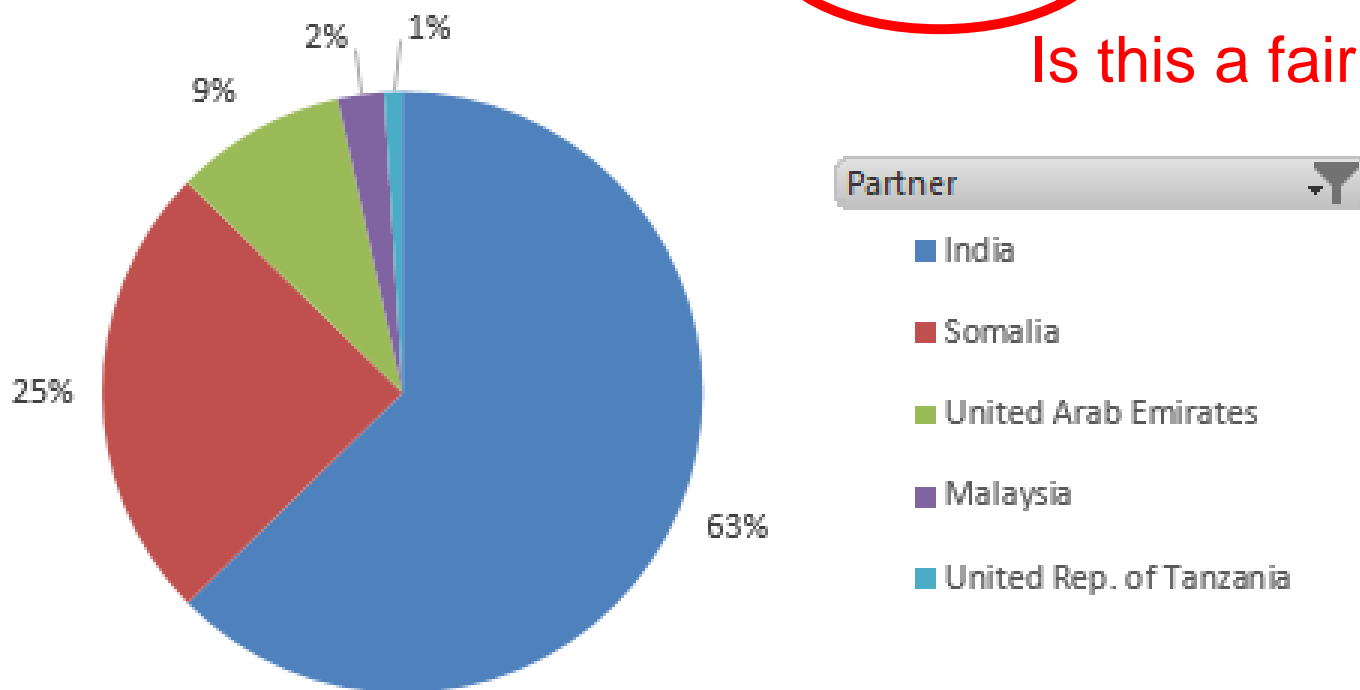


Where are exports going ?

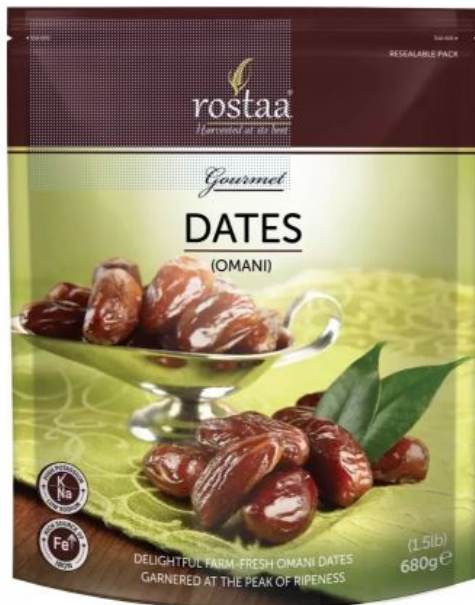
Oman Date Exports 2016

Total = \$12.65 million, Total weight = 15 million kg
price per kg = 85 cents = 0.33 OMR

Is this a fair price?



What consumers pay for Omani dates in foreign markets: **The case of India**



Price/kg
2.7 OMR



Price/kg
2.3 OMR



Price/kg
1.2 OMR

Omani dates sell for
5 to 10 times their farmgate price in India

What consumers pay for dates in foreign markets: The case of Switzerland



Price/kg
4 OMR




Price/kg
5 OMR



Price/kg
6 OMR

**Tunisian dates sell for
12 to 20 times their farmgate price in Switzerland**

 **Improved quality dates
can be sold to higher paying markets
at higher prices**

**Shifting exports from India towards Europe
should bring more money to Omani farmers**

What consumers pay for VA dates in foreign markets: The case of Switzerland



Price/kg
4.5 OMR



Price/kg
8 OMR



Price/kg
9.2 OMR

MIGROS

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Thank You

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