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

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<th>Price/kg</th>
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<td>Price/kg</td>
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<td>Price/kg</td>
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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
5 OMR
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
8 OMR
9.2 OMR
For more info
Google : UNCTAD NGER

Thank You

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