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

March 19 to 21, 2018
Sultan Qaboos University, Muscat Oman

How to Increase Exports of Omani Dates through Direct Exports to US and European Markets and through Tourism

Robert Hamwey
Division on International Trade
UNCTAD
Targeting new markets
Why?

- Higher income consumers
- Export of high quality dates
- Higher income for date farmers
- These markets consume VA date products e.g., date bars, date cookies, date syrup etc…
- Exports possibility for food processing industry
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
What consumers pay for dates in foreign markets: The case of Switzerland

Price/kg
4 OMR

Price/kg
5 OMR

Price/kg
6 OMR

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

<table>
<thead>
<tr>
<th>Price/kg</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5 OMR</td>
<td>MIGROS</td>
</tr>
<tr>
<td>8 OMR</td>
<td>Coop</td>
</tr>
<tr>
<td>9.2 OMR</td>
<td>Coop</td>
</tr>
</tbody>
</table>
Challenges…

- Quality improvements
- Handling, storing, packaging, shipping
- Tariffs
- Strict Non-Tariff Measures HACCP, SPS, TBT
- Packaging and labelling
- “Organic” or “All Natural”
- Voluntary Sustainability Standards
Challenges…

• Pricing
• Distribution
• Advertising
• Ability to meet demand
• Ability to maintain quality standards
Targeting tourists
Why?  

Same reasons, same benefits

- Higher income consumers
- Export of high quality dates
- Higher income for date farmers
- These markets consume VA date products e.g., date bars, date cookies, date syrup etc…
- Exports possibility for food processing industry
Challenges…

• Quality improvements
• Handling, storing, packaging, shipping
• Tariffs
• Strict Non-Tariff Measures HACCP, SPS, TBT
• Packaging and labelling
• “Organic” or “All Natural”
• Voluntary Sustainability Standards
Challenges…

• Pricing
• Distribution
• Advertising - Positioning, free samples
• Ability to meet demand
• Ability to maintain quality standards
Actors...

- Farmers
- Packaging companies
- Transport (Airport, OmanAir, Mwasalat)
- Hotels
- Gift shops, supermarkets, restaurants
For more info
Google : UNCTAD NGER

Thank You

www.unctad.org