



UNCTAD /CAMS Workshop for Dates Farmers and Stakeholders

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Increasing Omani Dates Export Value: Tariffs, Non- tariff Measures, Certification and Labeling options

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Presentation outline

1. Tariffs and their impact on date exports
2. Non-tariff measures: Key market requirements
3. Relevant market trends in the area of Voluntary Sustainability Standards
4. Organic and fair trade certification
5. Possible options for Oman



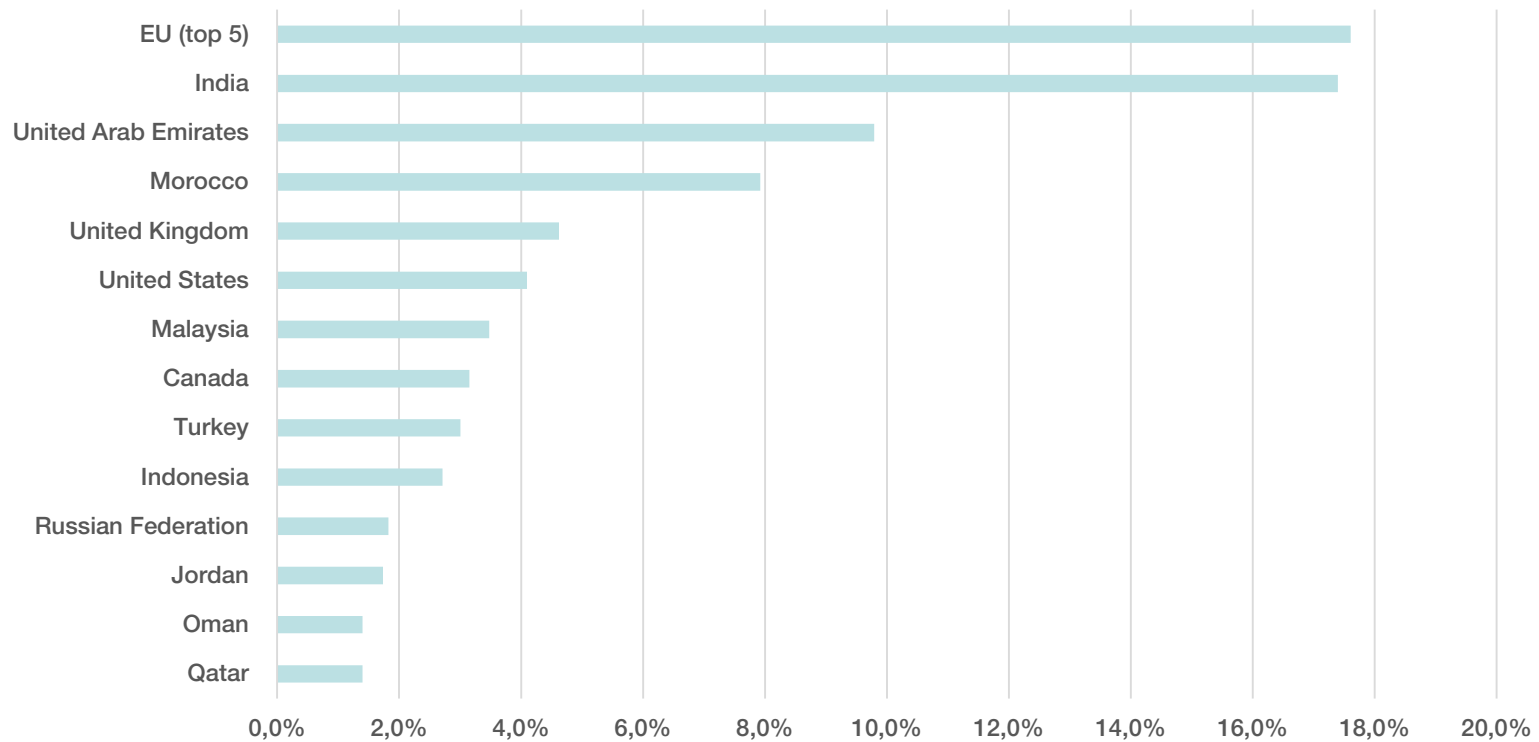
1. Tariffs and their impact on date exports

- Tariffs Definition: *"Customs duties on merchandise imports are called tariffs. Tariffs give a price advantage to locally-produced goods over similar goods which are imported, and they raise revenues for governments."* (WTO) → **Tariffs = monetary market access requirement**
- Oman is a member of the World Trade Organisation since 2009 → Trading partners apply Most-Favoured-Nation (MFN) tariffs to Omani products
- Only free trade agreements and GSP allow for a more preferential treatment



1. Tariffs and their impact on date exports

Share of global dates import by country (2017)



Global import value (2017) > 1.2 USD Billion

1. Tariffs and their impact on date exports

Comparing major producers and exporters shows that some countries specialize in exporting while other focus on supplying their domestic market

Date production in tonnes

	2'015	2'016
Egypt	1'684'917	1'694'813
Iran	1'050'000	1'065'704
Algeria	990'377	1'029'596
Saudi Arabia	891'683	964'536
Iraq	602'348	615'211
UAE	587'542	671'891
Pakistan	467'756	494'601
Sudan	439'100	439'120
Oman	344'690	348'642
Tunisia	223'000	241'000
Libya	171'720	173'546

Date exports in USD millions

	2015	2016
Tunisia	227	227
Israel	139	142
Saudi Arabia	130	-
UAE	100	97
Pakistan	83	103
USA	50	53
Algeria	35	38
France	34	38
Egypt	33	41
Oman	12	13
Occ.Pal.Terr	12	15

1. Tariffs and their impact on date exports

Reporter	Year	MFN Applied Tariff		Duty Free TL (%)
		Minimum AV Duty	Maximum AV Duty	
European Union	2017	7.7	7.7	0.0
India	2016	20	30	0.0
Indonesia	2016	5	5	0.0
Malaysia	2016	0	0	100.0
Morocco	2017	40	40	0.0
Turkey	2015	25	25	0.0
United Arab Emirates	2015	0	0	100.0
United States of America	2017	29.8	29.8	0.0

Preferential Tariffs

EU: Algeria, Israel, Jordan, Morocco, OPT, Tunisia, Turkey, Egypt (100% exemption)

USA: Israel, Jordan, Morocco (100% exemption) and Oman (50% duty free import and average rate of 9.93 in 2017)

Morocco: Arab League members + FTA with UAE



1. Tariffs and their impact on date exports

- Less favorable access to EU and US
- Same access conditions in UAE, Morocco,

« Generally, it is how dates are produced, harvested, sorted, graded, processed, packaged and transported that determines their final market price and hence value. In other words, it is the efficiency, safety and quality management of date marketing channels that ultimately determine the final market value of the dates. »

Msafiri Daudi Mbagi; Date Marketing; in Dates: Production, Processing, Food, and Medicinal Values (2012)



2. Non-tariff measures: Key market requirements

- As opposed to Tariffs, Non Tariff Measures (NTMs) determine the access to export markets based on **technical, not monetary, requirements**
- Both Regulatory (public) and Voluntary (private) product and process requirements play a major role in shaping the ability of economic actors to access international markets → Non compliance may result in trade losses.
- Mandatory requirements include Sanitary and Phytosanitary Standards and Technical Barriers to Trade (TBT) which are part of the WTO agreements
- SPS and TBT standards prevent import of non complying products. They relate to:
 - Safety, health and environment (SPS and TBT)
 - Labeling (TBT)
 - Packaging (TBT)



2. Non-tariff measures: Key market requirements

SPS → To protect humans, animals or plants from disease or disease causing substance and organisms (strong food safety implications)

Types of TBTs (source WTO)

Technical regulations	Standards	Conformity assessment procedures
<p>Technical regulations lay down product characteristics or their related processes and production methods. Compliance is <i>mandatory</i>. They may also deal with terminology, symbols, packaging, marking and labelling requirements.</p>	<p>Standards are approved by a recognized body which is responsible for establishing rules, guidelines or characteristics for products or related processes and production methods. Compliance is <i>not mandatory</i>. They may also deal with terminology, symbols, packaging, marking and labelling requirements.</p>	<p>Conformity assessment procedures are used to determine that relevant requirements in technical regulations or standards are fulfilled.</p> <p>They include procedures for sampling, testing and inspection; evaluation, verification and assurance of conformity; and registration, accreditation and approval.</p>



2. Non-tariff measures: Key market requirements

Example of specific requirements for the date sector (apply to dates intended for direct consumption)

- Global Standard; Codex Alimentarius Standard for Dates (CODEX STAN 143-1985) sets the minimum requirements for date producers
- EU requirements (complementary to the Codex Alimentarius); General Marketing Standards for Fruit & Vegetables according to Commission Implementing Regulation (EU) No. 543/2011 + UNECE Standards for Dry and Dried Produce (UNECE Standard DDP-08) specifically applicable to dried dates



2. Non-tariff measures: Key market requirements

Exemple of specific requirements for the date sector

Codex Alimentarius Standard for Dates (CODEX STAN 143-1985)

- Quality requirements → Moisture content (max 26-30%), Minimum size (4 g), Mineral impurities (max 1 g/kg)
- Definition and allowance of defects (blemishes, unripped dates, dirt, insects and mites damage, decay) → Max 1% to 7% depending on the type of defect (ex. 1% for decay)
- Food additives (Glycerol and Sorbitol) and Labelling (essentially name of the food)

EU requirement (UNECE Standard DDP-08)

- Free from blemishes affecting an area > 7 mm in diameter
- Free of unripped fruit
- Labeling provisions (List of ingredients, Ingredients or processing aids causing allergies or intolerances, Name and address of business, Nutrition information)

2. Non-tariff measures: Key market requirements

Example of EU compliant Labeling

المكونات، تمر عالي الجودة مع نواة
 Ingredients: High Quality Unpitted Dates / Ingrediënten: Premium dadels met pit
 Zutaten: Hohe qualität datteln mit kern / Ingrédients: Haute qualité dates / Ingredientes: Alta calidad datiles
 Ingredienser: Høy kvalitet datoer / ingrediente: De înaltă calitate data / ingredienti: Date di alta qualità

Nutritional Value / Noedingswaarde / Nährwert / Valeur nutritionnelle Valor nutricional / Valoarea nutritiva / Valore nutritivo / 100g	القيمة الغذائية في 100 غ
Protein / eiwit / protéine / protein / البروتين / proteina / proteina / proteină	2.02g
Fat/vet / graisse / Fett / الدهن / grasso / grasa / fedt / gräsme	0.5g
Fiber / fibre / Faser / fiber / الألياف / Fibra / Fibră	2.5g
Sugar/ Suiker / Sucre / Zucker / socker / السكريات / Zucchero / Azúcar / Sukker / Zahăr	72.5g
Calcium / Kalzium / kalcium / الكالسيوم / Calcio / Calciu / Calcium / Calcium	59.0mg
Phosphorus / Fosfor / Phosphor / الفوسفور / Fosforo / Fósforo / Fosfor	63.0mg
Iron / Ijzer / Fer / Eisen / järn / الحديد / Ferro / Hierro / Jern / Fier	3.0mg
Sodium / Natrium / natrium / الصوديوم / Sodio / Sodiu	1.0mg
Potassium / Kalium / الكالسيوم / Potassio / Potasio / Potasiu	648mg
Energy / energie / énergie/ Energie / الطاقة / energetico / energivaerdi / energetică	274Kcal
Vitamin A / Vitamine A / فيتامين أ / Vitamina A / Vitamină A	50.0units
Vitamin B1 / Vitamine B1 / فيتامين ب1 / Vitamina B1 / Vitamină B1	0.09mg
Vitamin B2 / Vitamine B2 / فيتامين ب2 / Vitamina B1 / Vitamină B2	0.10mg

خضري
Khodari

Best Before / تاريخ الاستهلاك قبل تاريخ
 Ten minste houdbaar tot
 Mindestens haltbar bis
 à consommer de préférence avant le
 consumir preferentemente antes del
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 Da consumarsi preferibilmente entro il

10-JAN-2018

Net wt.: 900g



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Imported By: / Geïmporteerd door: / Hergestellt für / Importés par / المستورد /
 Importado por / Importert av / Importeret af / Importate de / Importati da

Tema Fine Foods BV
www.temafinefoods.com



3. Relevant market trends in the area of Voluntary Sustainability Standards (VSS)

VSS: voluntary schemes which guide agricultural production towards better practices in exchange for a seal or certification of standard-compliant production.
(from ITC, the state of sustainable markets 2017)

Market trends for VSS:

- Market for sustainable agricultural products, certified with internationally recognized standards, are growing faster than markets for conventional products.
- Still only cover a fraction of total agricultural production: Ex. Organic, less than 1.1% of total agricultural land in 2015
- Major importance in some sectors ex. 16% world cocoa area is certified or 25% for coffee (can even become a condition to enter some markets)



4. Organic and fair trade certification

"Organic Agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects" (IFOAM)

Health: Sustain and enhance the health of ecosystems and (...) human beings.
➔ It should avoid the use of fertilizers, pesticides, animal drugs and food additives that may have adverse health effects. (IFOAM)

On international market, organic production requires a third party certification



4. Organic and fair trade certification

Region	Retail sales [Million €]
Africa	17*
Asia	6'255
Europe	29'781
Latin America	31
North America	38'539
Oceania	1'085
World	75'709

Source FiBL and IFOAM

- Share of organic sales: USA: 47% Germany 11%, France 7%, China 6%, Canada and UK 4% (8 countries total 85% of reported sales)

- *In Germany, retail prices for organic Deglet Nour dates are around €1.00 to €1.40 per 100 grams. Non-organic, unpitted Deglet Nour dates are also sold in discount supermarkets for prices as low as €0.35 per 100 grams. (CBI)*



4. Organic and fair trade certification



Anna and Sarah Organic California Medjool Dates in Resealable Bag, 2 Lbs

by Anna and Sarah

\$18⁹⁹ (\$9.49/Pound)

✓prime

FREE Shipping on eligible orders

★★★★☆ ▾ 441

Product Features

... ORGANIC & FRESH HARVESTED California Medjool Dates in resealable bag. ...



NUTS U.S. - Organic California Medjool Dates (5 LBS)

by NUTS U.S.

\$39⁹⁵ (\$7.99/Pound)

✓prime

FREE Shipping on eligible orders

★★★★★ ▾ 4

Product Features

Organic California Medjool Dates!!!



Terrasoul Superfoods Organic Deglet Noor Dates (Pitted), 2 Pounds

by Terrasoul Superfoods

\$17⁹⁹ (\$8.99/Pound)

✓prime

FREE Shipping on eligible orders

★★★★☆ ▾ 486

Product Features

... Our Deglet Noor dates are grown in California on organic farms and have ...



4. Organic and fair trade certification



Dole California Chopped Dates, 8 Ounce

by Dole

\$2⁹⁵ (\$0.37/Ounce)

prime pantry

Exclusively for Prime Members

★★★★☆ ▾ 41



4. Organic and fair trade certification

- Available data indicate a limited development of organic production (and sales?) in Oman and in the date sector in general

Table 33: Tropical and subtropical fruit: Organic area by crop 2015

Main crop	Area [ha]	Organic share [%]
Fruit, tropical and subtropical, no details	75'223	-
Avocados	125'488	24.2%
Bananas	62'586	0.6%
Camu camu	140	-
Carobs	392	0.5%
Dates	8'749	0.8%
Figs	15'551	4.3%



4. Organic and fair trade certification








Country	Organic share
Burundi	0.01%
Malaysia	0.01%
Puerto Rico	0.01%
Nigeria	0.01%
Zimbabwe	0.01%
Cameroon	0.004%
Malawi	0.004%
Algeria	0.003%
Oman	0.003%
Mauritius	0.002%
Iraq	0.001%

Source FiBL and IFOAM



4. Organic and fair trade certification

ESTIMATED VOLUME OF PRODUCTS SOLD BY FAIRTRADE PRODUCERS IN 2016

PRODUCT	VOLUME	UNIT	GROWTH	CONVENTIONAL	ORGANIC
 Bananas	579,081	MT	↑ 5%	42%	58%
 Cocoa (Cocoa bean)	136,743	MT	↑ 34%	83%	17%
 Coffee (Green bean)	185,819	MT	↑ 3%	43%	57%
 Cotton (Cotton lint)*	8,125	MT	↓ -4%		
 Flowers and Plants	829,101	1,000 Items	↑ 5%	100%	
 Sugar (Cane sugar)	166,560	MT	↑ 7%	76%	24%
 Tea (<i>Camellia sinensis</i>)	12,123	MT	↑ 5%	77%	23%

- Global sales of Fairtrade products in 2016: €7.88 billion (2016)
- Estimated premium 2016 : €150 million paid to 1.6 million farmers and workers (sustainability or training initiatives, community education or health resources...)
- Major markets (monitored) EU, US, Canada, South Africa, Australia, Japan

(Source FairTrade International)



5. Possible options for Oman

- Preparing and adopting a comprehensive export strategy for dates
 - Seek to reduce tariffs on Omani dates in UE and USA
 - Ensure full compatibility between domestic standards and targeted export markets' standards
 - Develop the organic market
 - Creating or strengthening a national organic agriculture coordinating institution
 - Adopting national organic agriculture regulations
 - Link farmers to markets (contractual agriculture) and support certification and transition to OA
 - Strengthen domestic market

Thank You

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