

Working Document

Business model identification in the selected value chains in the North West of Tunisia: Case of Kef and Siliana

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The CGIAR initiative Transformational Agroecology across Food, Land and Water Systems develops and scales agroecological innovations with small-scale farmers and other food system actors in seven low- and middle-income countries. It is one of 32 initiatives of CGIAR, a global research partnership for a food-secure future, dedicated to transforming food, land, and water systems in a climate crisis.

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The objective of WP3 is to identify the potential for co-developing/upgrading business models in the selected value chains through the integration of HLPE's agroecological principles. To reach this objective, a rapid value chains analysis and an agroecological assessment were used on the main agricultural and food value chains in the North-West of Tunisia. In addition, a participatory approach was adopted through 4 focus group discussions at the community level (3 living labs in Siliana and 1 in el Kef) and with all the relevant stakeholders at the value chain level through the organization of two workshops in Kef and Siliana.

Based on secondary data and on the participatory approach, the main value chains selected according to economic, social and environmental aspects were olive oil, cereals, sheep, fig tree and honey for Siliana and Olive oil, sheep, cereals, honey and medicinal and aromatic plants for Kef. The two workshops conducted with the main stakeholders in Kef and Siliana have identified the olive oil VC as the main value chain with great opportunities to integrate agroecological principles.

Compared to other VC, the olive oil value VC has a high potential to improve resource efficiency by the reduction of inputs use (water, chemical inputs, etc.) and the recycling opportunities for the by-products (margin, leaves and branches). Indeed, olive oil VC contributes to strengthen the resilience in improving soil fertility (soil erosion control), biodiversity (enhance functional agro-biodiversity), synergy (recycle olive by-products for animal feed) and economic diversification (different uses of the product and by-products). In terms of social equity/responsibility, olive oil VC has social values and diets in considering the olive oil by all stakeholders as a noble product with a very long tradition. Public and private institutions, development institutions and research institutions are involved in the olive oil VC to share knowledge to olive producers grouped into associations to promote an olive oil product with a high quality.

Tunisia had always been known as one of the leader in the olive oil production worldwide, unfortunately most of the olive oil is exported in bulk without any differentiation. There is a great potential in creating a label for the olive oil from the North-West of Tunisia which will contribute in the creation of a positive territorial, socioeconomic and cultural externalities. Labelling the olive oil will improve the connectivity in ensuring the proximity and confidence between olive producers and consumers. This label could be organic or a designation of origin like the Protected Denomination of Origin whose qualitative characteristics are essentially or exclusively dependent on the geographic setting in which they are produced.

The business model proposed based on the participatory approach with the main stakeholders in both locations is **olive oil labellization**. The objective of the business model is to encourage the olive producers of SMSA to produce a labellized olive oil in order to improve their revenues, enhance livelihoods and create a system of values that includes land (terroir).