Mediterranean Herbs

Prepared by

BISHARA SIRAFIM
C.E.O.

Geographical distribution of Mediterranean Herbs

- What will be the geographical distribution of Mediterranean herbs in the next 5 years
- Increasing cost in Europe is pushing agriculture south into North African countries where labor is cheaper
- Reclaiming desert and forest lands due to increase in demand for agriculture to cover the Food and Energy is attracting investors to previously uncultivated lands.



Increasing Labor cost in Europe traditionally



Algeria



Imagery ©2014 NASA, TerraMetrics, Map data ©2014 Google

Effect of Political disorder in Arab and Mediterranean countries

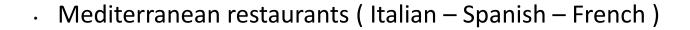
- · Population migration (religious or ethnic discrimination)
- Difficulties to grow /transport / interruptions under war conditions
- New agricultural policies subsidies for wheat and grains to have self sufficiency decreases available plantation areas for other crops including herbs
- · Arab countries support to Egyptian economy results in a Flow of funds significantly increase agricultural areas due to increase in value of agricultural lands becoming a very attractive investment.



Effect of Increasing demand of Mediterranean herbs IN HEAVILY POPULATED GOLDSTESSINE of the middle class large population in

- Asia continent like in India, China, ...
- South American continent: Brazil, Mexico, central America, ...
- Ex-East European countries: Poland, Croatia, Russia, Lituania,...
- individual growing countries South Africa

- countries change from exporters to importers / consumers
- Increase in





Benchmark price of Herbs

- High Competition between agriculture for Food versus energy (ETHANOL)
- For guidance on herb price you can use the Wheat price chart
- Farmers will only plant if the crop will give him a higher income than Wheat which is a cash low workforce crop
- Base price level for herbs is increasing
- The wheat price has increased the price level to around by about \$1/kg

Egyptian / Mediterranean crop report

- Basil
- Marjoram
- Spearmint
- Peppermint
- Parsley Flat and Curley
- . Cilantro
- Dill tips



Challenges / Threats to herb Market

- · Civilization contaminant : Plastic , Glass , Wood , etc..
- Strong Pesticide regulations
- Microbiological contamination
- Allergens



SUSTAINABILITY AND FOOD SAFETY VISION OF FUTURE OF HERB PLANTATION

- TO GIVE SUSTAINABILITY AND FOOD SAFETY THE Key to future of Herb plantation is
 - Using Mechanical equipment in all plantation steps sowing, harvesting, dryings etc..
 - Plantation on large plots to enable controls
 - Engineering and designing the entire supply chain to the smallest detail

