

Mediterranean Herbs

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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
pushes agriculture south into North African
COUNTRIES



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 COUNTRIES

• Increase of income 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

- Mediterranean restaurants (Italian – Spanish – French)



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
- Thyme



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