



# Bioorigin Fruits Tunisia

COMPANY PROFILE PRESENTATION



**BIOORIGIN**  
FRUITS TUNISIA

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- ▶ Bioorigin Fruits, created in 2019 does the packaging of agricultural products including the variety of Tunisia 's organic dates 'Deglet Nour' and dried Fruits. This variety originates from organic oases of the Jerid and Nefzewa regions, produced by Small Farmers (1 ha max).
- ▶ Since its creation in 2020, Bioorigin Fruits is committed to promoting organic farming, the socio-economic development of these regions and protection of the environment. It focuses on fair trade as a means to encourage these farmers to better engage in organic farming and trust this mode of production.
- ▶ These farmers are registered in associations that have been certified "organic" and "Fairtrade".
- ▶ During these years, Bioorigin Fruits remains not just a packaging unit but a partner with these farmers in sustainable development

# Bioorigin fruits Goals:

“ Bioorigin Fruits main objective is to be the leader in the production, distribution and valorization of all these productions of organic palm groves, thanks to a partnership strategy with stakeholders in the sector.

This growth was established as part of an economic model advocating the distribution of wealth equitably across all segments of the agro-industrial sector:

- Namely farmers
- Processors of raw materials
- The commercial distribution network
- End consumers.

”



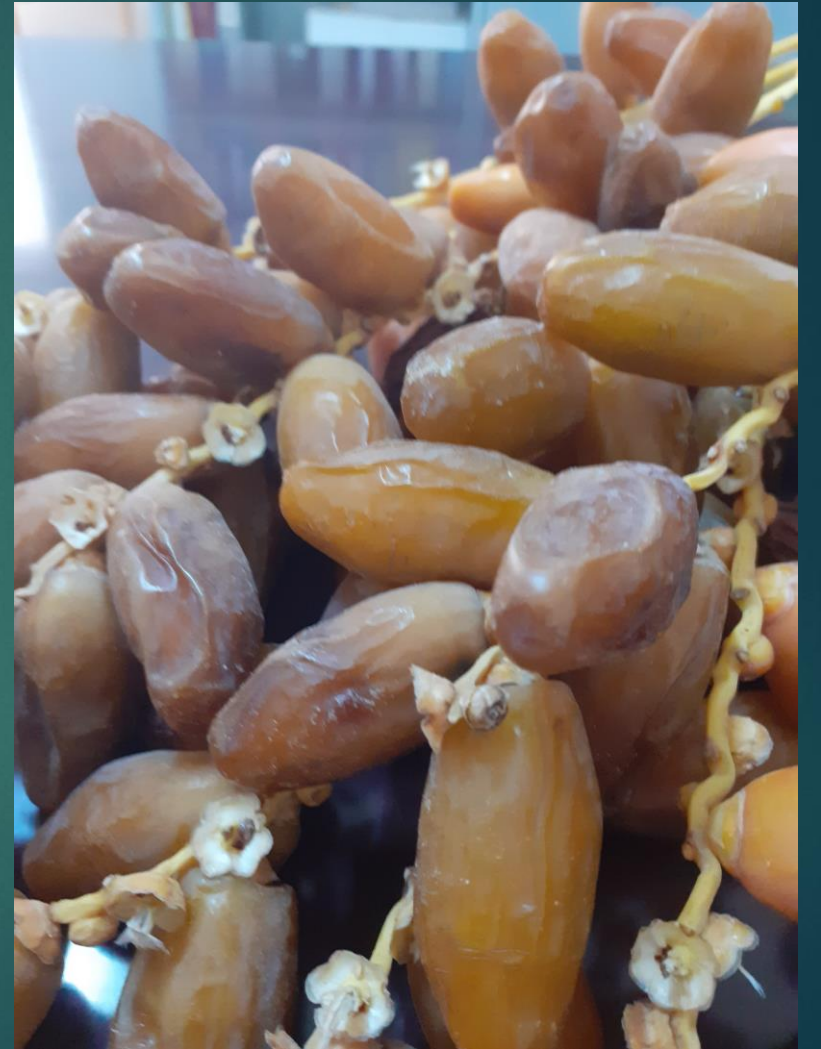




# Biorigin Fruits Our vision

- ▶ It is the promotion of oasis systems by the knowledge economy, the respect for the balance of nature while practicing an extensive organic farming using innovative technologies and new cultural practices.
- ▶ It is the technological acquisitions and improvements of knowledge to improve the quality of the end product coming from oases and thus provide consumers with safe and healthy products.
- ▶ It is the integration of the date palm in globalization instead of undergoing the movement of marginalization, with a business model based on fair partnership and trust between stakeholders in the sector including the farmer, collector and the industrial.
- ▶ Effectively contributing to food safety thanks to our quality approach aiming at the expansion of organic farming in the oases and in the development of a modern and unique plant, thus satisfying our customers.









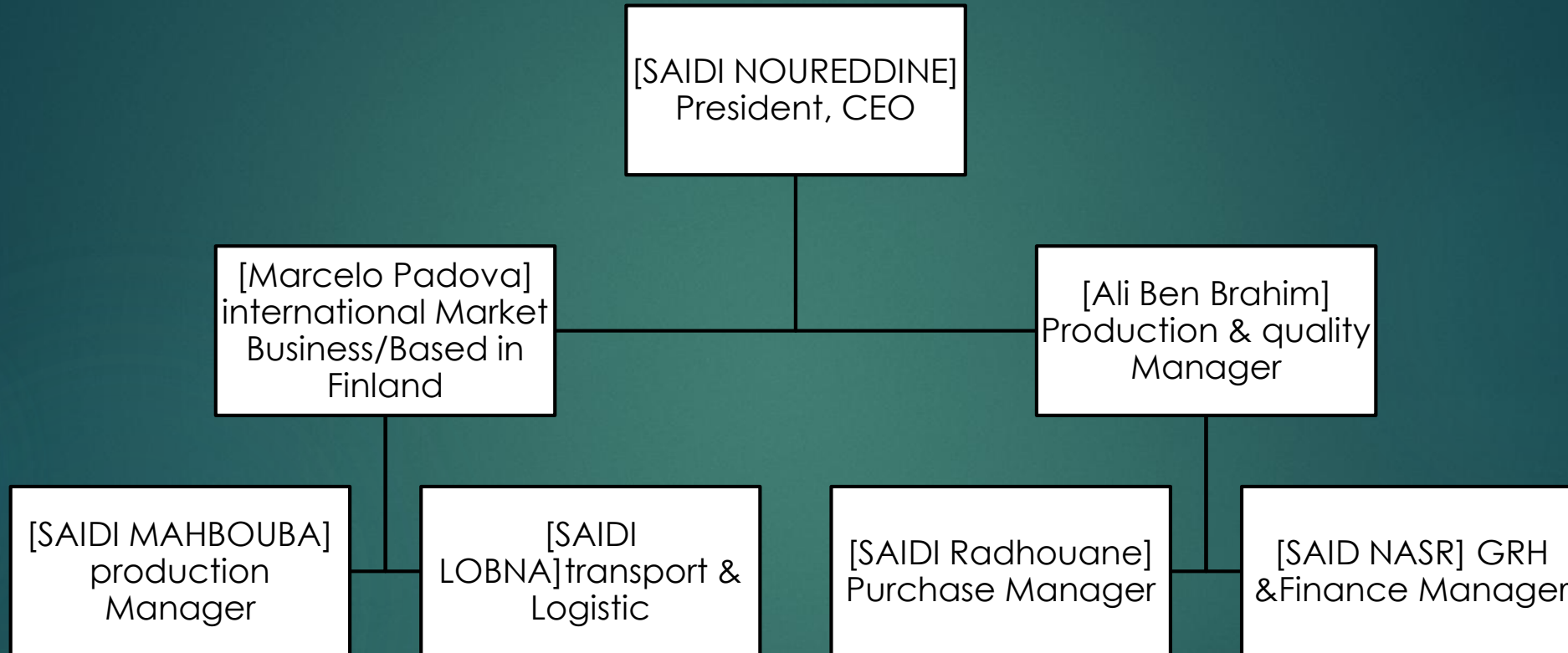


# Biorigin fruits Our values:

- ▶ They are carried by the date palm himself: " The palm tree lives with its feet in the water and head in the sun "
- ▶ **Generosity** in the number of calories (one kilogram of dates is equivalent to 3150 calories) which represents the energy needs of an entire day.
- ▶ **Flexibility** as it demonstrates its perfect adaptation to the semi-desert environment by developing techniques to protect itself from heat and external aggressions such as insects.
- ▶ Exceptional resistance facing the hazards of nature, drought and lack of water.
- ▶
- ▶ The three following values: the **generosity** in building an equitable model between date palms' partners, the **flexibility** in the renewal of the supply of products from the palm groves and the resistance in the construction of our production network dedicated only to improve the quality and sustainability of the sector, mark the **biorigin Fruits hallmark**.



# The Team Organization Chart





# Bioorigin fruits Our missions:

- ▶ Given that quality begins from the groves, and begins in the gathering process, the company has implemented since its birth an internal monitoring service whose role is to work with the Quality Department for the development of a program to be a leader in this sector.
- ▶ This application is accompanied by a vision which is as follows:
- ▶ Encourage small farmers to better engage in organic farming and convince them of its benefits for health and environment.
- ▶ Benefit more from their parcels of land and become more profitable
- ▶ Provide technical assistance and share the information needed to improve the overall quality
- ▶ Be a true solidary partner and have confidence in the project of sustainable development of these regions.



# Biorigin Fruits Products:





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# Bioorigin Fruits Harvest:

- ▶ Collaboration between the Quality and Production Departments to ensure good quality management during harvest (classification, supply, logistics and inventory management).









# Bioorigin Fruits Quality Policy:

- ▶ Bioorigin Fruits Management Department is committed to defining a policy based on quality, safety and hygiene of foodstuffs.
- ▶ The quality and safety of our products is a requirement for our company that guarantees its customers a range of products that ensures the health and well-being of consumers. Therefore, control of food risks is based on the HACCP methodology defined by the Codex Alimentarius.
- ▶ The company is working to comply with the international standard ISO 22000 and FSSC scheme to ensure proper management of its working methods and organization and, implicitly, to meet the expectations and needs of its customers.
- ▶ Continuous improvement is one of Bioorigin Fruits priorities. For this purpose, the monitoring of performance and objectives helps ensure the evolution of its quality management system.
- ▶ Bioorigin Fruits Company has therefore set itself the goal of ensuring the Quality and Food Safety of Products to its clients. These rules apply to all company activities: agricultural production, sourcing, laboratory, purchasing, transportation, management, in accordance with the regulations. In particular the standards of organic agriculture (Bio EU, Fairtrade, NOP)
- ▶ Our program for continuous improvement is a cumulative experience of over 17 years, our job is to integrate four different development programs: after the harvest, before the harvest, preparations for harvesting and harvesting.
- ▶ With our producers our duty is to apply the rules of organic farming, not to mention that from here begins our quality and our work on food security.
- ▶ In markets increasingly competitive, quality is one of the elements that allow us to maintain our position and grow.



# Bioorigin Fruits Quality Procedures

- ▶ Preserving the quality of dates and dried fruits improving farmers' incomes and protecting the oases ecosystem remain a fundamental axis of the Bioorigin Fruits Sustainable Development Policy.
- ▶ For Bioorigin Fruits, quality is an ongoing and daily commitment of each participant in the chain:
- ▶ First maintaining a fair and trustworthy relationship with our farmers while ensuring that they comply with the implementation of good agricultural practices in organic farming, fair trade and agri-confidence.
- ▶ In parallel with the establishment of a traceability system as well as constant monitoring throughout the production process guarantees our customers a very high level of food safety, all activities from the selection of dates to marketing are ISO 22000 and incorporate the HACCP Approach and integrating other FSSC approaches to our new business strategy.



# Biorigin Fruits process & manufacture:





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# Bioorigin Fruits process & manufacture:

- ▶ Bioorigin Fruits remains a modern plant that reflects the level of quality growth that we occupy in the international market in order to meet the expectations of our consumers.
- ▶ Our process ensures the continuous improvement of the quality of our products throughout the manufacturing steps.
- ▶ At all levels of the production process, Bioorigin Fruits applies quality control instructions in accordance with the standards and regulatory requirements, aiming at ensuring that at the end of each of the different operations of the production process, the product retains all its natural features namely its nutritional quality, microbiological quality and sensory characteristics to offer the consumer a high quality product.
- ▶ The valorization of palm groves and dried fruits problems is a favorable element for quality improvement. We seek to benefit the best from palm, almonds and pistachios products through their transformations thanks to more advanced technologies offering our customers various products.

# Project Agricultural Diversification and Industrial Project:

- ▶ Being an innovative company, it is a concern that begins with our diversification programs, starting to pay special attention to gathering methods that are more suitable and sustainable in our oases based not only on the cultivation of date palms or cultivation almonds and pistachios.
- ▶ Such an approach will allow not only to improve the incomes of our farmers but also tie people to their land, to protect the ecosystem by the diversification of cultivars in our oases mainly based on the ' Water Efficiency Project ', on organic farming and fair trade in our oases and this will result in the introduction of new range of quality products, allowing the participation in the establishment of a new type of food industry for oases products.



# Project Agricultural Diversification and Industrial Project:

- ▶ **Project Water Efficiency Project & water management:**
- ▶ "The palm tree lives with its feet in the water and head in the sun" and despite this resistance to climatic vagaries, the date fruit, the pistachios and almonds are fragiles, unpredictable and perishables.
- ▶ These conditions, especially water depletion and droughts have led in recent years to enormous quality problems especially the increase in the rate of dry dates, reducing the rate of half fat dates as well as various pest diseases.
- ▶ Aware that water is the solution to all problems, Bioorigin Fruits Tunisia engages with its partners in a "water saving" project for the preservation of the quality of dates and protection of ecosystems in the oases which remains the fundamental axis of the Bioorigin Fruits sustainable development policy.

# Project Water Efficiency Project & water management:





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# Project Development of harvesting techniques Program:

- ▶ "Quality starts at the groves". It is our belief that made us develop a program which makes available to the persons involved the best and special methods from gathering until the reception.
- ▶ The passion for excellence, the pursuit of quality, sustainability, trust, continuity, fair relations, with the focus on the person and the environment, an awareness that should result in the registration of Bioorigin Fruits Brand Name is our goal.



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# Biorigin Fruits & small producers:

- ▶ Based on Organic Agriculture, our production has 3 certified oases (Biopalma El Faouar, Biooasis Hazoua, Biocontinental Rjim Maatoug) for the moment, in areas of Djérid and Nefzewa, this will guarantee the ability to meet the quality standards required by our consumers.
- ▶ Our conviction that quality is a must, each year the harvest of our producers is the subject of a control and special monitoring to ensure optimal selection of dates and dried fruits. The caliber, appearance, freshness, humidity and bacteriological values are checked by our quality service to ensure that only compliant dates are integrated into the production process.
- ▶ In this context we seek to develop a plan to manage the quality at entry of the 150 farms with 200 small producers.



# Biorigin Fruits certification:





# Biorigin Fruits Markets:

- ▶ With 400 T of organic dates deglet nour, 100 T dates deglet nour conventional ; Biorigin fruits Tunisia work with their partners to integrate UK Market, Germany market , Netherlands Market and nordic Market (Norway, Sweden, Finlande & Danemark) with a range of quality products.



# MARKET PROSPECTION



## Export Market Orientation Mission



**GET TO KNOW THE EU MARKET AND ESTABLISH FIRST CONTACTS  
PREPARATION FOR TRADE FAIR PARTICIPATION**

- + Preparation for first contacts with potential buyers at a trade fair
- + Preparation workshops online and onsite before the fair
- + Visit of the trade fair, including talks, market analysis and product comparison
- + Visit to importers and other institutions outside the trade fair



# SUPPORT PROGRAM



## Tunisia JOBS

Jobs, Opportunities  
& Business Success







# Contacts & adress

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