



Iraqi Date Industry Marketing and Post-harvest Issues

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Objectives of the Assignment

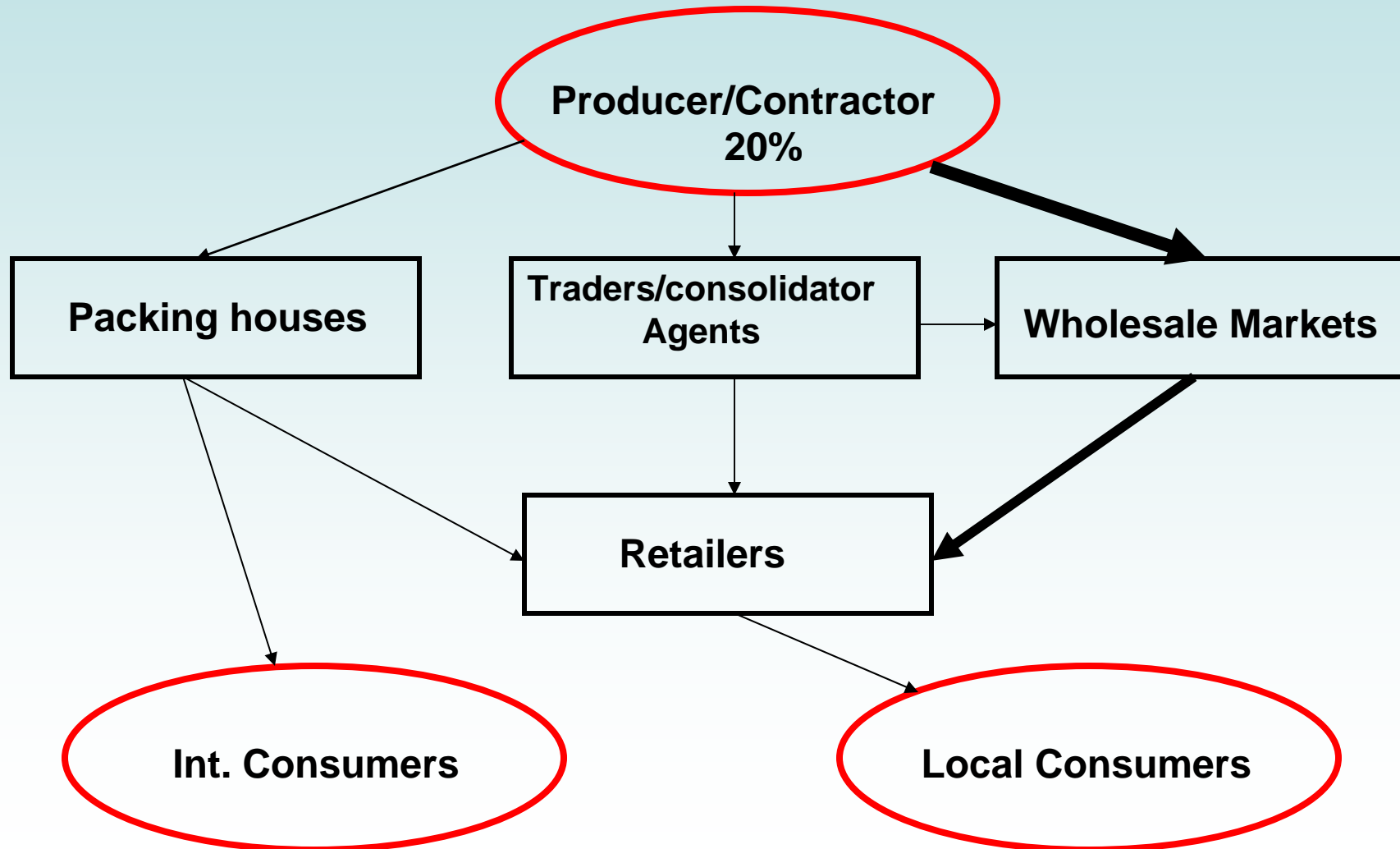
- Review the current production, processing techniques and technologies dominant in the date industry of Iraq.
- Recommend improvements and investments needed to produce dates that can compete in sophisticated markets.
 - handling, storage and shipping;
 - processing techniques;
 - potential investments in equipment;
 - new and attractive packaging, and
 - determine the best sources for packaging material.
- Recommend and plan specific marketing interventions to reintroduce Iraqi dates into selected export markets.

Objective 1

Review the current production, processing techniques and technologies dominant in the date industry of Iraq

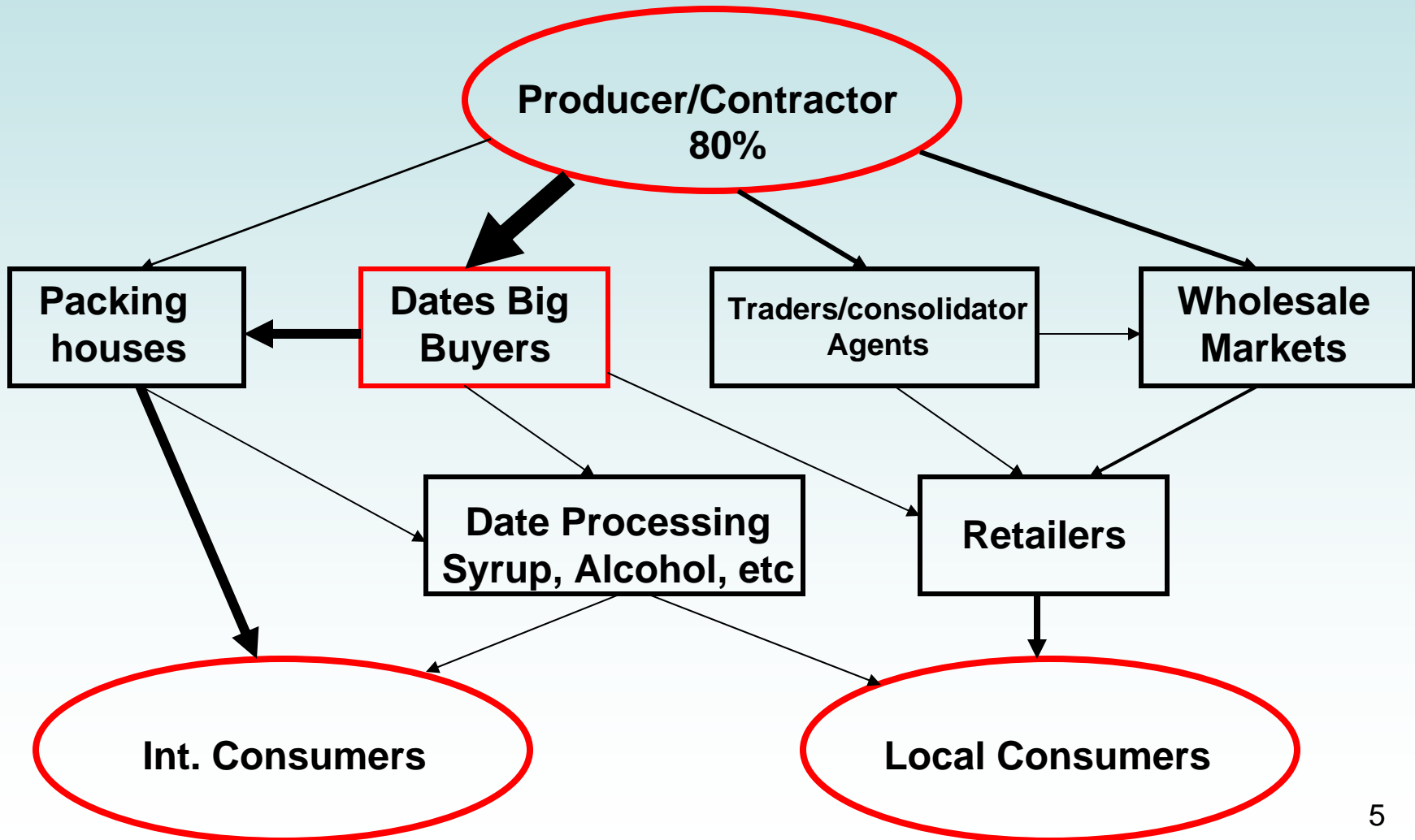
Review the current situation of date industry of Iraq

Marketing channels of fresh dates (Khalal)



Review the current situation of date industry of Iraq

Marketing channels of Dried dates (Tamer)



Overview: Date Production (1)

Date palm trees, production and productivity by governorate in 2001

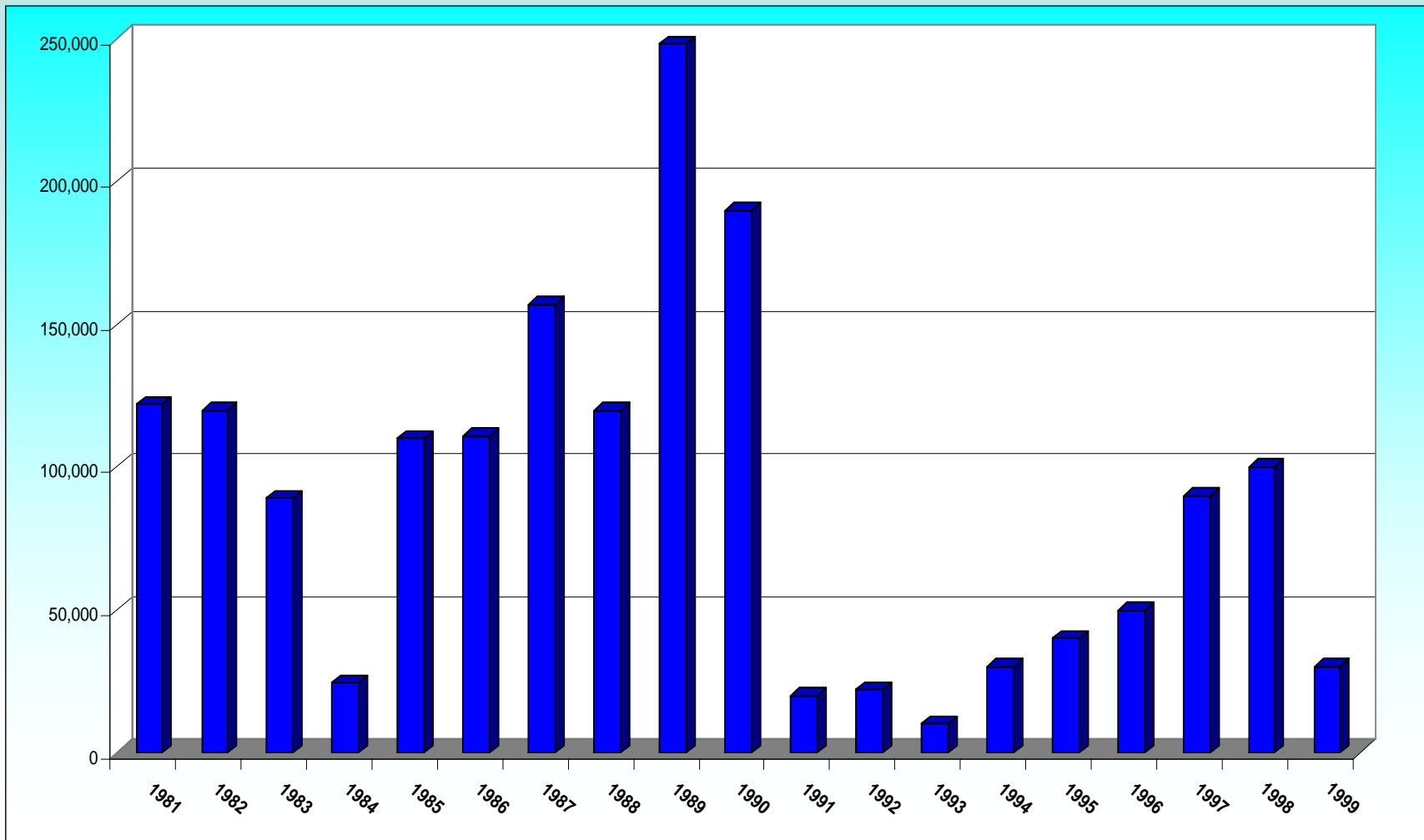
Governorate	Tot. No. of trees	No of Fruiting trees	Production (tons)	Yields Kg/tree
Tameem	400	-		
Diyala	1,982,400	1,710,300	123,670	72.3
Anbar	680,600	634,400	50,990	80.4
Baghdad	1,506,900	1,347,700	108,830	80.8
Babylon	3,370,800	3,012,500	227,060	75.4
Kerbala	2,079,500	1,894,000	128,840	68.0
Wassit	640,900	540,000	39,600	73.3
Salah Al-din	273,900	231,800	17,160	74.0
Najaf	626,300	604,300	24,170	40.0
Qadissya	822,400	765,300	49,650	64.9
Muthanna	219,800	154,800	7,720	49.9
Thi-Qar	814,500	770,600	47,050	61.1
Missan	194,800	168,700	8,770	52.0
Basrah	2,697,600	2,108,600	73,280	34.8
TOTAL	15,910,800	13,943,000	906,790	65.0

Overview: Date Production (2)

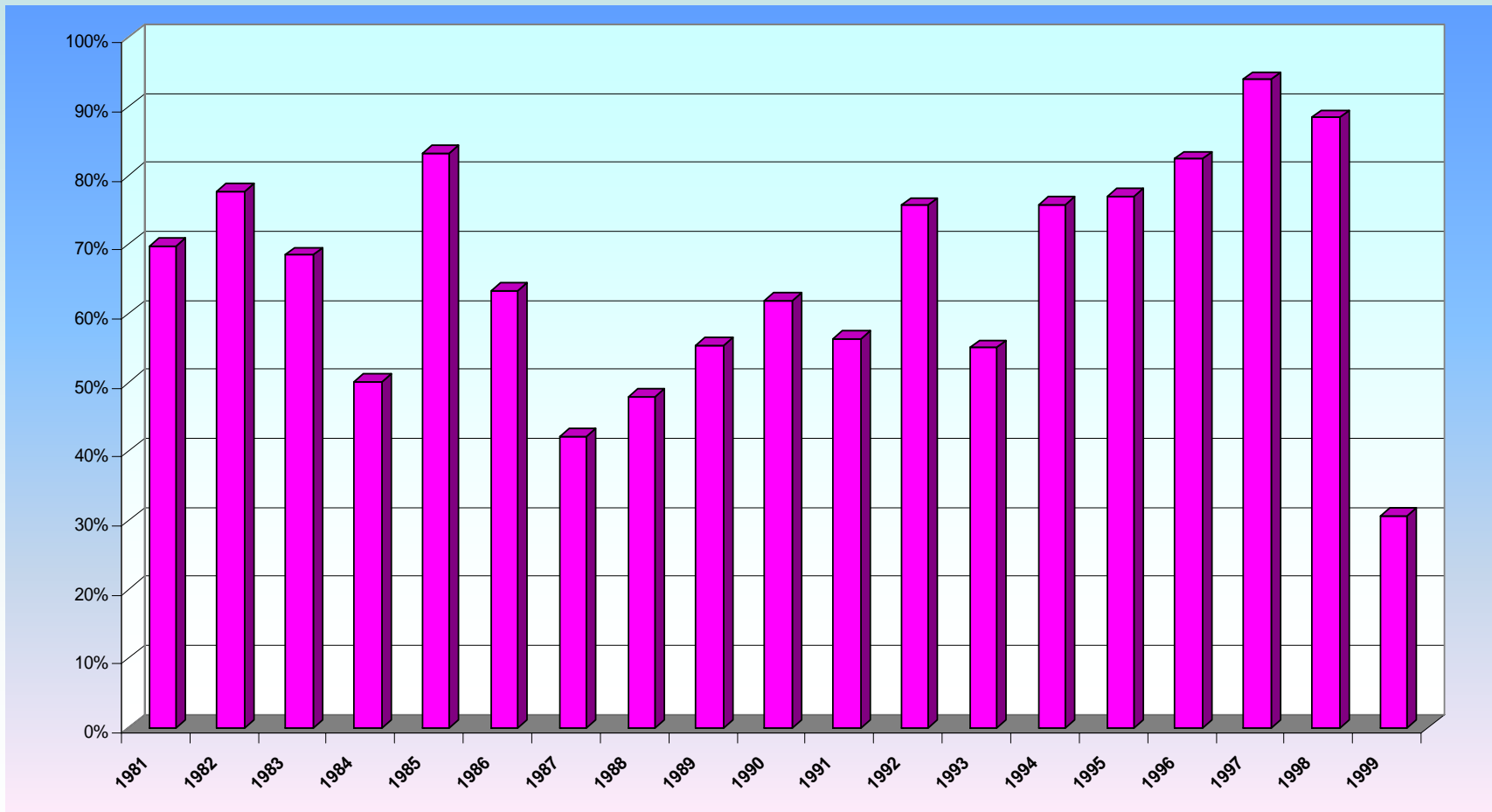
Date palm trees, production and productivity by variety in 2001

Variety	No. of Palms	Total number		Production (Tons)	Relative Importance %
		Bearing	Non-bearing		
Zahdee	10,309,500	9,412,600	121,000	654,240	72.1%
Khestawi	1,285,400	1,047,300	38,900	63,310	7.0%
Sayer	957,200	864,000	56,700	31,780	3.5%
Khadrawi	666,800	584,000	29,400	24,800	2.7%
Hallawi	829,100	721,000	90,100	22,300	2.5%
Dayeri	289,400	84,800	192,700	5,800	0.6%
Other varieties	1,573,400	1,229,300	141,300	104,560	11.5%
total	15,910,800	13,943,000	670,100	906,790	100.0%

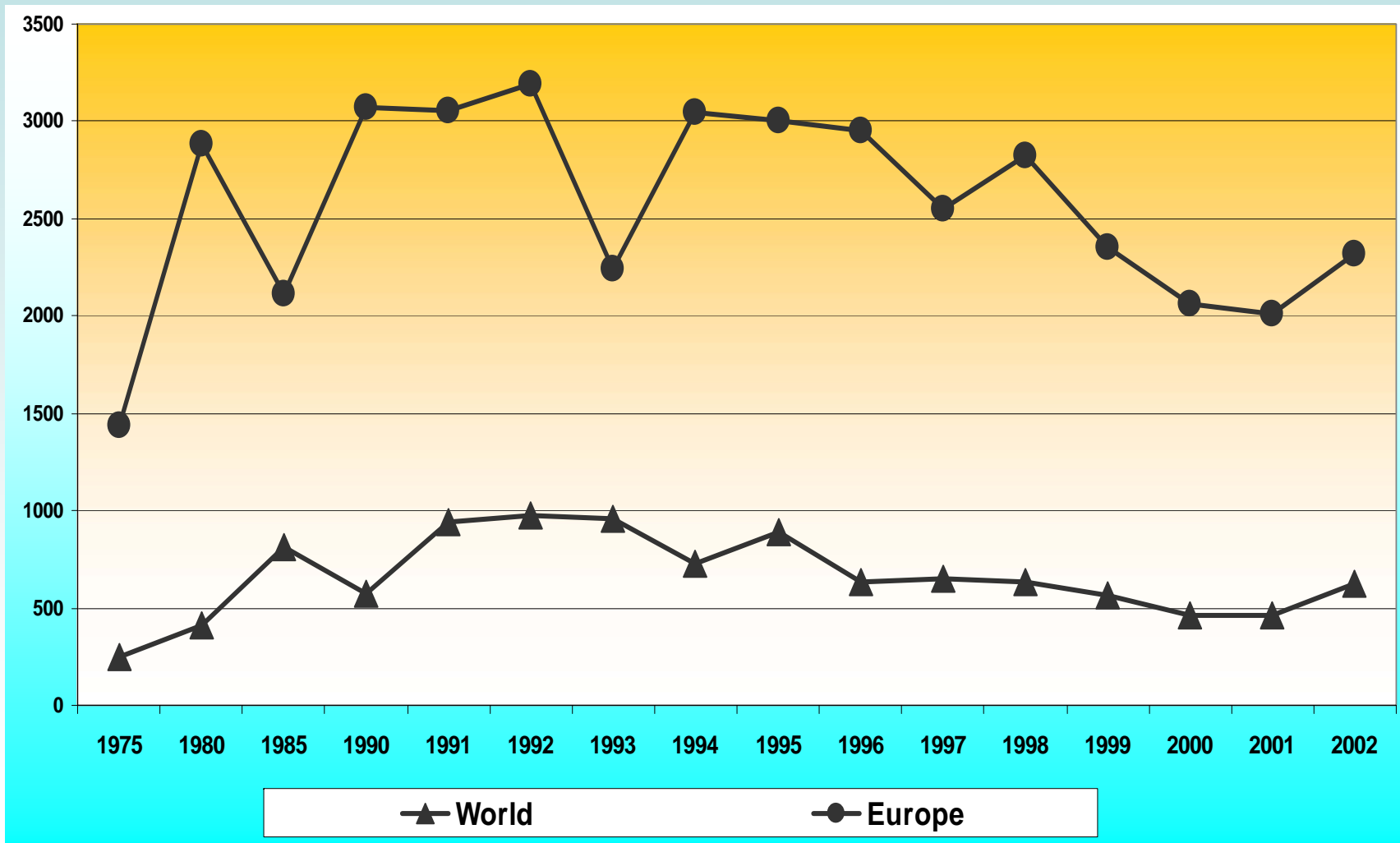
Iraqi Date Exports (Tons) 1981-1999



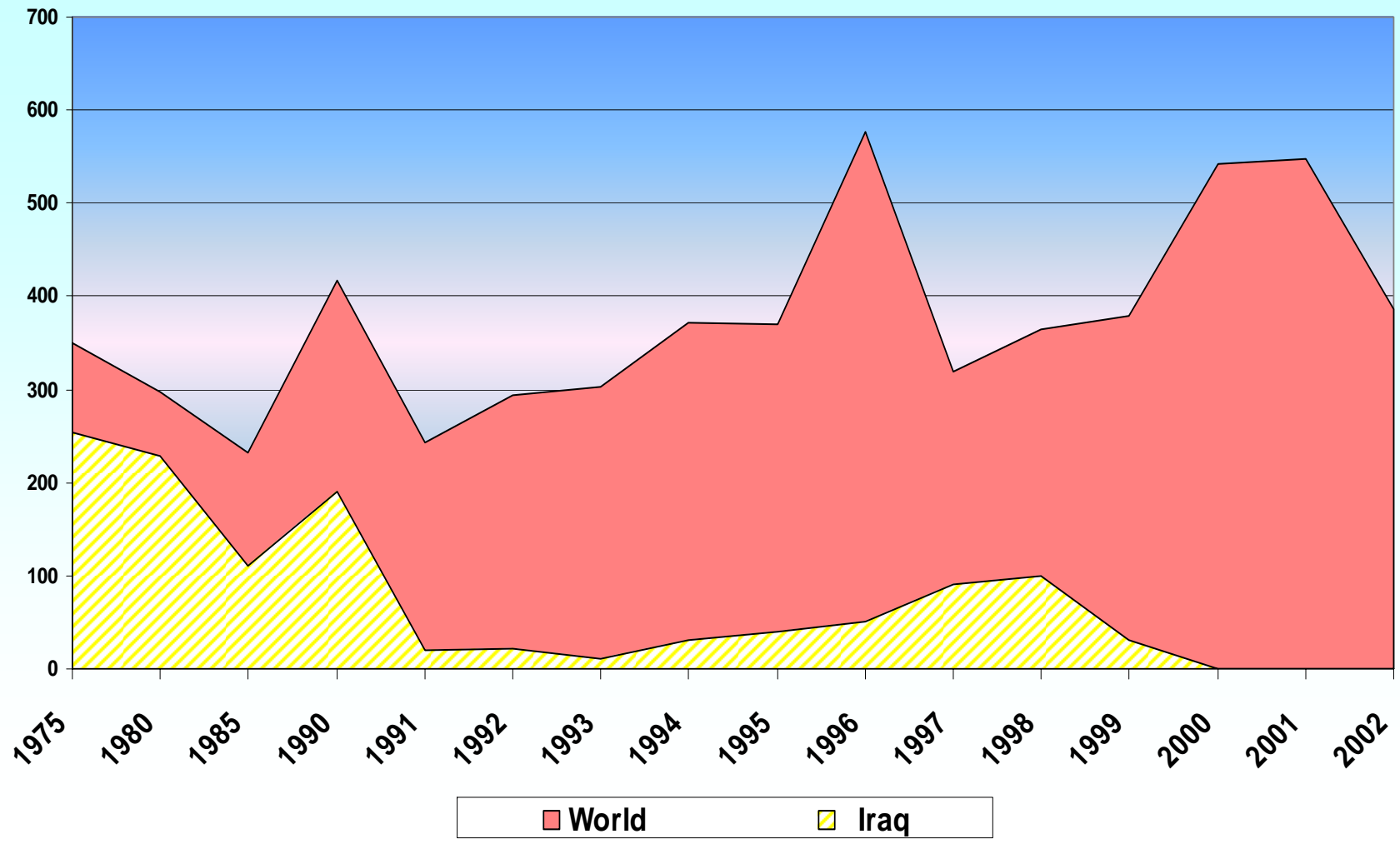
Share of dates exports to total agricultural exports (%) 1981-99



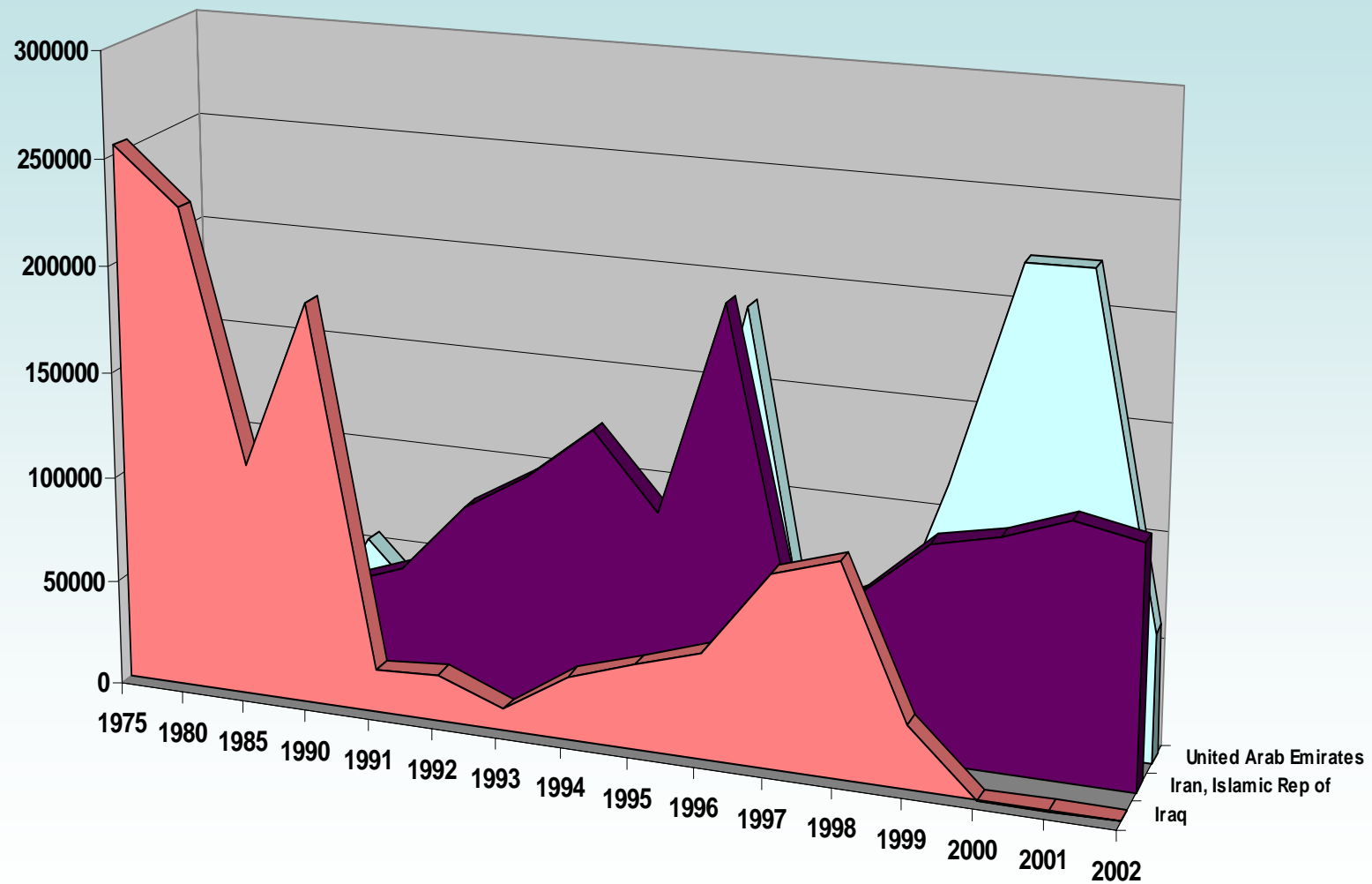
Unit Value of Export Dates to World Market VS EU market (US\$/ton)



World VS Iraq Date Exports (75-99) (1000 Tons)



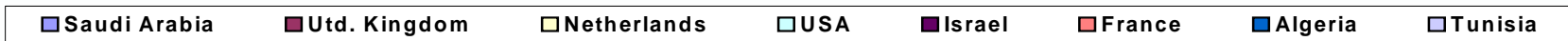
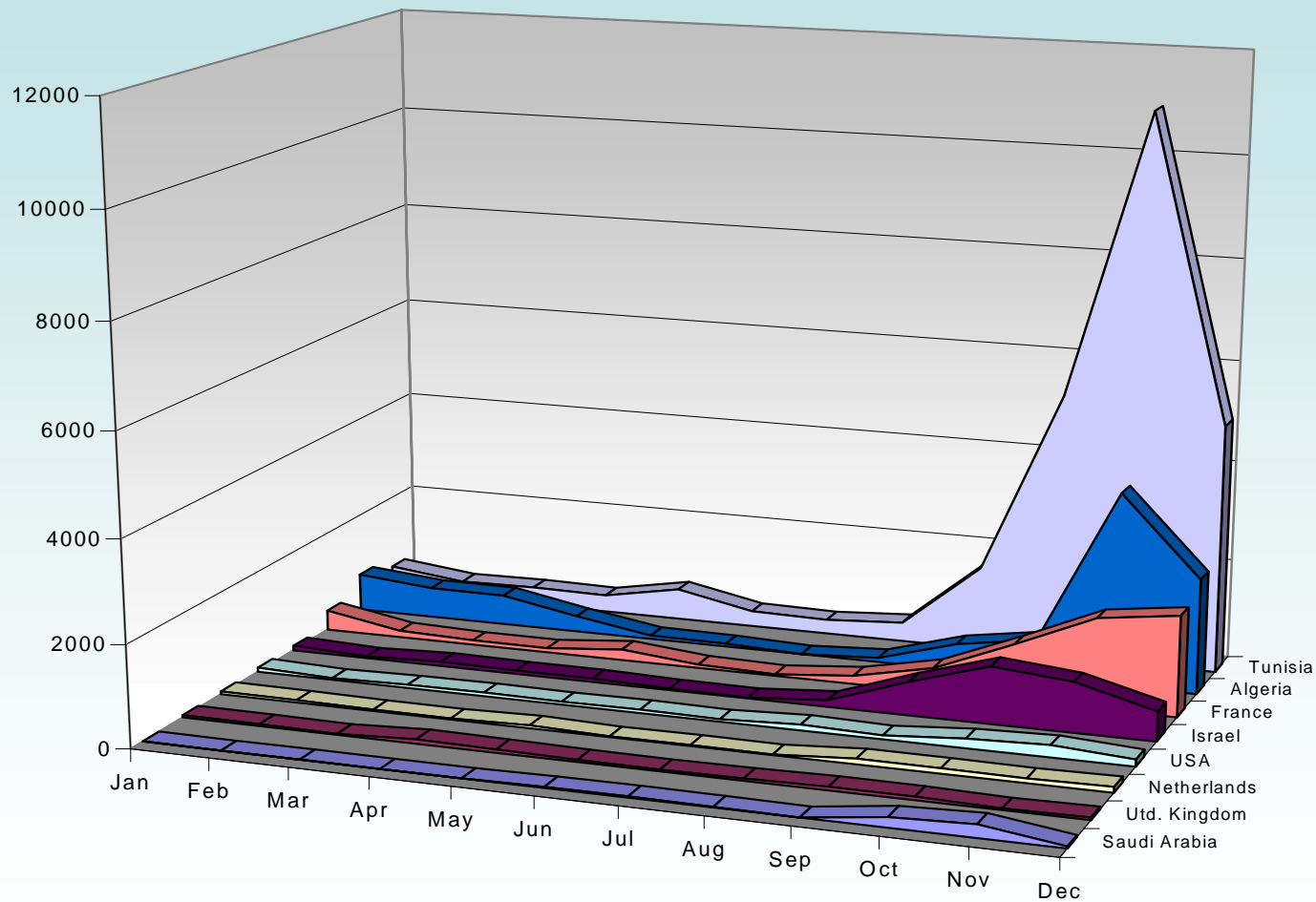
Major Date World Exporters (Tons) 1975-2002



Competitiveness of Iraqi Dates Industry
Estimated monthly profitable demand (tons) in 4 key EU markets

Month	UK	Germany	France	Netherlands	Total
Jan	1579	544	757	133	3,012
Feb	1653	568	1810	195	4,225
Mar	1508	928	1598	242	4,276
Apr	1429	904	1598	308	4,239
May	1877	908	1715	310	4,810
Jun	0	962	1783	262	3,006
Jul	1697	1019	1780	254	4,750
Aug	1929	898	1981	249	5,056
Sep	1735	538	1923	118	4,313
Oct	1192	630	1365	201	3,388
Nov	1491	95	0	192	1,778
Dec	967	280	0	330	1,577
Total	17,057	8,268	16,310	2,795	44,430

Major suppliers to EU markets (Tons)



Domestic Resource Cost Coefficient (DRC)

- The Domestic Resource Coefficient (DRC) is used to determine if the production of a specific crop makes efficient use of the domestic resources. The DRC is calculated by dividing the factor costs used in cultivating one dunum of Palms by the value added of that dunum evaluated in economic (social) prices.
- A DRC value greater than one indicates that the value of domestic resources used to produce the commodity is greater than the contribution of its value added at economic prices, in other words comparative disadvantage exists. However, a DRC value less than one indicates that the country has a comparative advantage in producing that commodity.
- The DRC for date palms in Iraq is estimated at 0.16 which means that for every 16 cents spent on domestic resources (labor, land and water) a value of one dollar is added to the national economy. This implies that Iraq enjoys a high level of comparative advantage in producing and exports dates.

Other Competitiveness Indicators of Iraqi Dates Industry

Competitiveness Indicator	Competitiveness Indicators for		IF Yield is improved by 50%
	Existing Orchard (full production) no sunk costs (Sunk costs are not considered)	Newly established Orchards (sunk cost Considered (Annuity))	
Financial (private) profits (ID) /dunum	534,275	-694,710	-610,740
Economic (Social) profits (ID) /dunum	2,184,275	-162,827	105,877
Economic (Social) value added (ID)/dunum	2,615,775	1,007,807	1,366,080
Domestic Resource Coefficient (DRC)	0.16	1.16	0.92
Employment man/month/dunum	2.6	2.6	2.6
Cultivated area (dunum) (2001)	375,000		
Total Production in (tons) (2001)	906,000		
Dates Industry Impact @ Production Level			
Total Economic (social) value added (US\$)	564,898,707		
Total employment (full-time jobs)	81,250		
Economic (Social) value added per US\$/ton	623		

Difficulties and bottlenecks

Basic factors @ production level

- High establishment, husbandry and picking costs (mainly labor cost)
- Increased water and soil salinity and water logging in some of the southern locations
- Inadequate drainage system which affects the quality of the produce
- Cultural and social practices (high intensity of trees in old orchards, no thinning...etc);
- Aged orchards (many of existing orchards exceeded 100 years) with little efforts for renewal due to high cost of establishment
- Property rights and land fragmentation (Small farm VS economics of scale)
- Lack of advanced practices (minimal application of fertilizers)
- Share cropping and other legal arrangements such as inheritance laws; and
- High infestation rate due to lack of spraying (aerial spraying)

Difficulties and bottlenecks

Advanced factors @ production level

- Mechanization husbandry practices (pollination, pruning, spraying, and harvesting) due to high cost of manual labor and non-attractiveness to the old generations;
- Improved grading, packing and other post-harvest practices
- Vocational training needed for all stages in production and marketing stages;
- New production and propagation techniques such as establishing tissue culture labs;
- Research and development in production and marketing

Difficulties and bottlenecks

Advanced factors @ marketing level

- Inadequate marketing facilities (pre-cooling, cold storage, sorting, pitting, packaging...etc)
- Low quality of packaging material compared to what is needed in international markets. High quality packing and packaging industry does not exist;
- Iraq has lost its traditional markets to other competitors;
- Mechanization of date processing is limited to pressing dates and in some cases seed removal. Further, more advanced processing and refining is significantly needed to produce high-value brands of dates and dates byproducts (alcohol, syrup, past,...etc)
- Local demand is not sophisticated
- Low efficiency of the date marketing system in terms of promotional activities at the local and international level;
- Absence of private sector organizational structure in terms of specialized associations, cooperatives, and shareholding companies;
- In conclusion, “a modern dates industry in Iraq” does not exist. Lots of organizational efforts will be needed to re-establish lost markets, given the tough international competition and the new high quality-sophisticated date suppliers in the international markets.

Difficulties and bottlenecks

Strategic issues

- Gaining access to international markets
- Limited role of wholesalers, intermediaries and exporters.
- High marketing margins as a result of the huge difference between retail price and farm-gate price received by dates producers.
- Limited diversification and specialization in producing and exporting dates and date's byproducts
- Absence of quality control and standards (limited role performed by the Iraqi state company for dates processing and exports). The company is still the sole party responsible for issuing quality control certificates for exported dates.
- Marketing facilities, inventories and health promotions

Objective 2

- Recommend improvements and investments needed to produce dates that can compete in sophisticated markets.
 - handling, storage and shipping;
 - processing techniques;
 - potential investments in equipment;
 - new and attractive packaging, and
 - determine the best sources for packaging material.

Handling, storage and shipping

Post-Harvest Handling

- Utilization of the available technical requirements for post-harvest handling developed by other international institutions (ex: UC-Davis)
- Abiding to technical regulations issued by international organizations such as (FAO- CODEX STANDARD FOR DATES CODEX STAN 143-1985 (1), WTO-SPS agreement); EU regulations, and European Good Agricultural Practices (Euro-GAP) developed by chain-stores associations in Europe.
- Utilization of instructions required by shipping organizations, forwarders and insurance companies (Transport Information Services (TIS))

Recommended post-harvest practices for Maintaining Dates Quality (UC-Davis)(1)

- **Maturity Indices**
- **Quality Indices** Fruit size, color, texture, cleanliness, and freedom from defects
- **Optimum Temperature** 0°C (32°F) for 6-12 months, depending on cultivar;
- **Optimum Relative Humidity** 70-75%;
- **Rates of Respiration** 5ml/kg·hr for "Khalal" stage dates; [<1 ml/kg · hr for "Rutab" and "Tamar" stage dates kept at 20°C (68°F).

Recommended post-harvest practices for Maintaining Dates Quality (UC-Davis) (2)

- Rates of Ethylene Production
- Responses to Ethylene
- Physiological and Physical Disorders
 - Darkening;
 - Souring;
 - Sugar Spotting
- Pathological Disorders and Control Strategies
- Insect Infestations

Recommended post-harvest practices for Maintaining Dates Quality (UC-Davis)(3)

- **Insect Infestations**

- Dates can be infested with some of the stored-products insects and must be fumigated with an ***approved fumigant for disinfestations*** followed by packaging in insect-proof containers.
- "Organic" dates may be treated with ***100% carbon dioxide for 1-2 days since chemical fumigants (such as methyl bromide) cannot be used.***
- Storage below 13°C (55°F) will prevent insect feeding damage and reproduction. Storage at 5°C (41°F) or below will control insect infestation.

International Requirements

CODEX STANDARD FOR DATES CODEX STAN 143-1985 (1)

- Information from the Codex Alimentarius Commission includes food standards, guidelines and related texts such as codes of practice as established by the Codex Alimentarius Commission, which is a part of the Joint FAO/WHO Food Standards Program.
- Prepared by the International Portal on Food Safety, Animal & Plant Health version 1.0! Developed by FAO, in association with the organizations responsible for international standard setting in sanitary and phytosanitary matters, this portal provides a single access point for authorized official international and national information across the sectors of food safety, animal and plant health.

Transport Information Services (TIS) GDV

- General Information:
 - Product information
 - Packaging
 - Transport
 - Container transport
 - Cargo securing
- Risk factors and loss prevention:
 - Temperature
 - Odor
 - Humidity/Moisture
 - Contamination
 - Ventilation
 - Mechanical influences
 - Biotic activity
 - Toxicity / Hazards to health
 - Gases Shrinkage/Shortage
 - Insect infestation / Diseases

Processing techniques and potential investments in equipment;

- In addition to the serious problems at the production level, the Iraqi dates industry faces other serious bottlenecks at the processing level that hinders the penetration of this industry to penetrate to the high-end markets.
- There are several international firms who are specialized in supplying the know-how and the needed equipments for the dates industry. Such as the **“Agha Pack company” located in Sharjah-UAE.**

Contact Information

**(Headquarter)
Agha Pack USA
656 Wilmington Ct.
Chula Vista, CA 91914
Fax: (619) 482-2110
E-Mail: Sales@aghapack.com**

**P. O. Box 23680. SHARJAH, United Arab Emirates
Telephone
(971) 6-532-7242
Mobile
(971)050-626-3516**

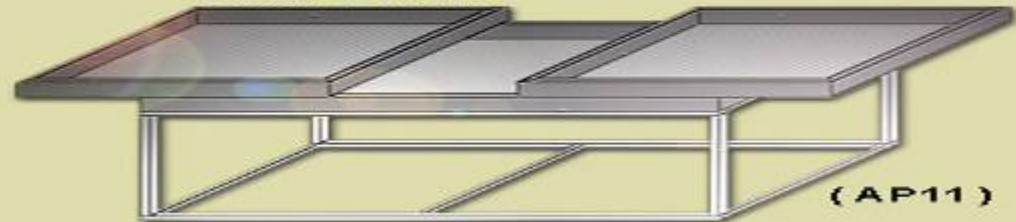
P.O.Box 6558 Aleppo, Syria

Dates Processing Machines

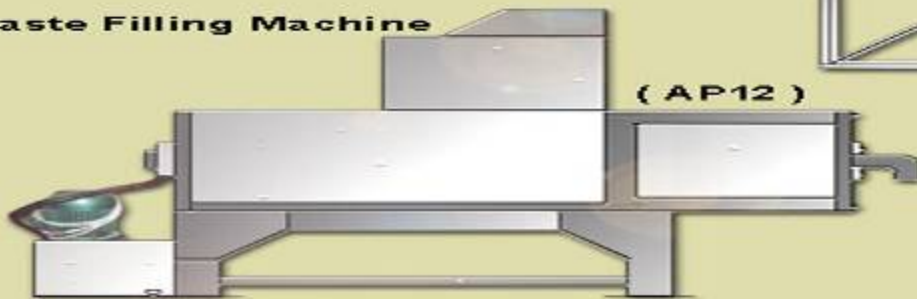


Dates Processing Machines

Scatter Table



Paste Filling Machine



Conveyer Line



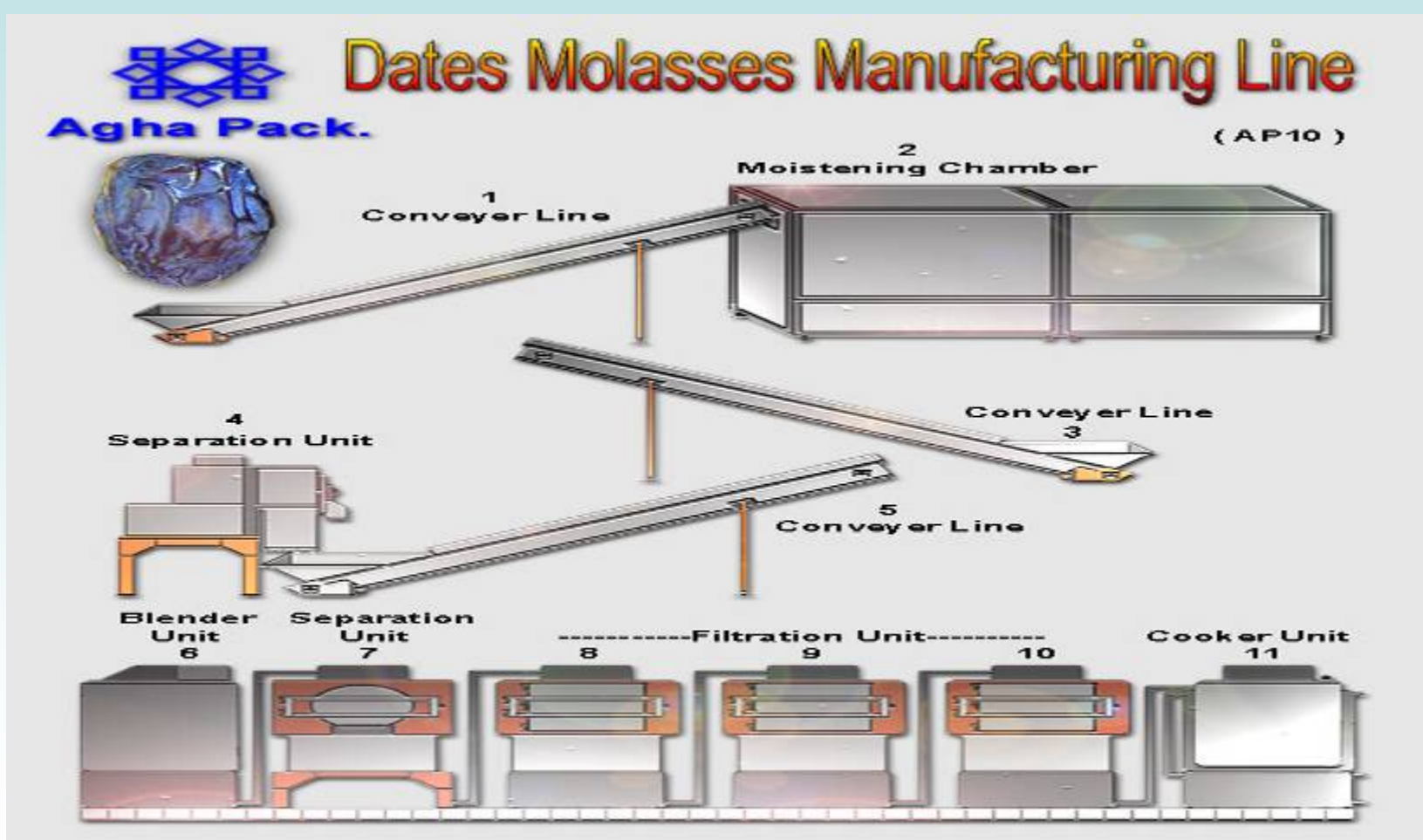
Conveyer Line



Sorting Line



Dates Molasses Manufacturing Line



Dates Pitter Machines



Dates Pitter Machines

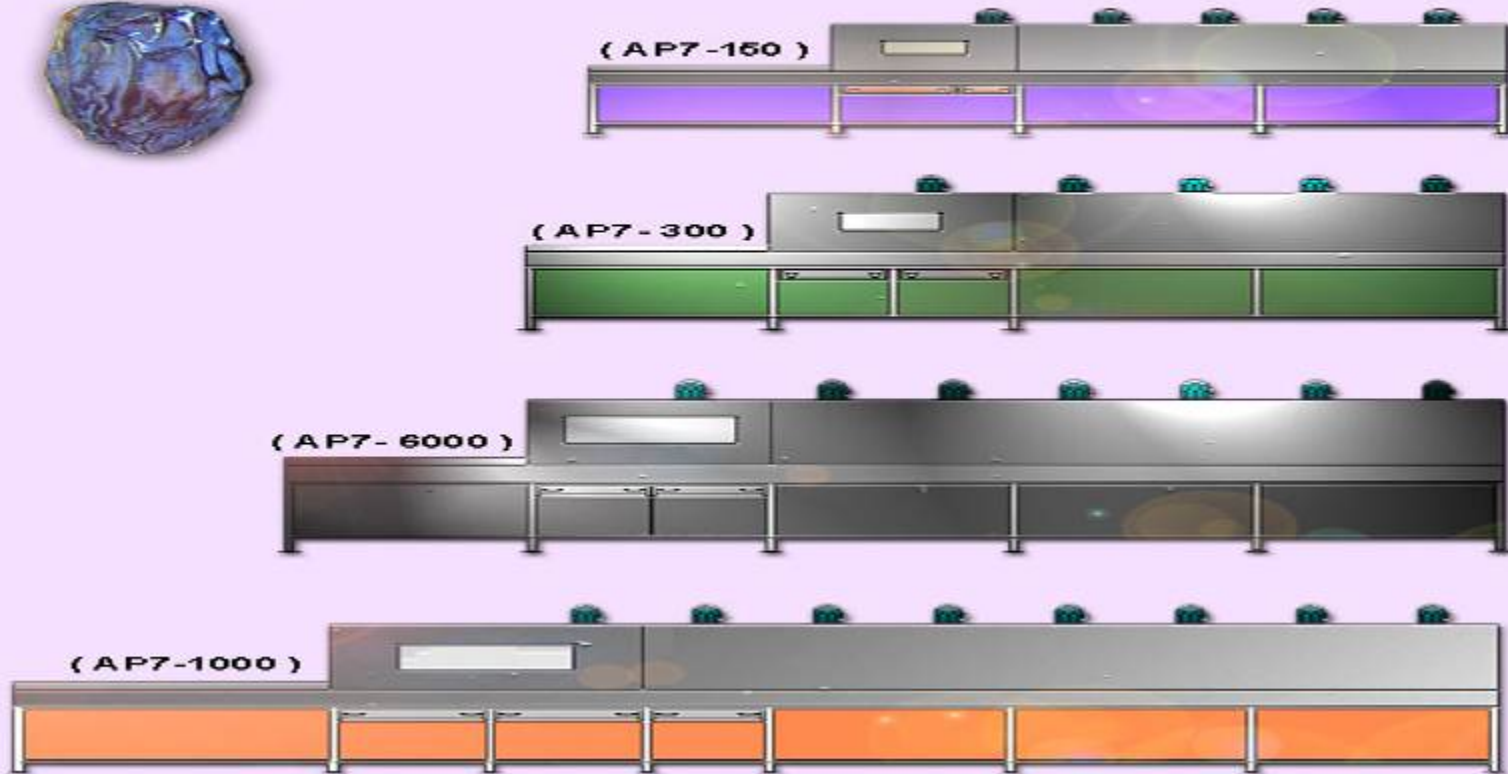


AP3- 150	: H 80 X W 35 X L 75 cm.	150 kg. / 1h.
AP3- 400	: H 95 X W 45 X L 95 cm.	400 kg. / 1h.
AP3- 750	: H 105 X W 75 X L 120 cm.	750 kg. / 1h.
AP3-1000	: H 105 X W 90 X L 130 cm.	1000 kg. / 1h.

Dates Washing Machines



Dates Washing Lines



Hydraulic Press Machines



Hydraulic Press Machines



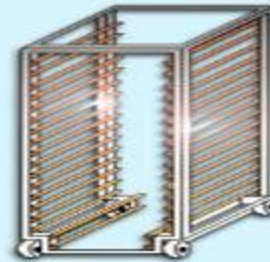
Moistening & Drying Machines



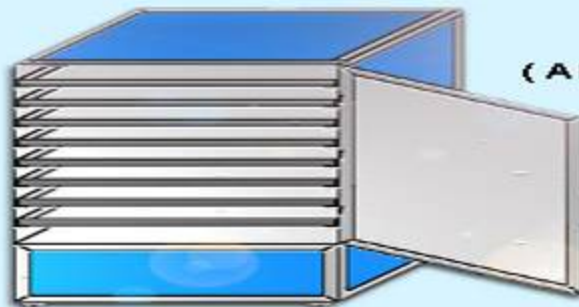
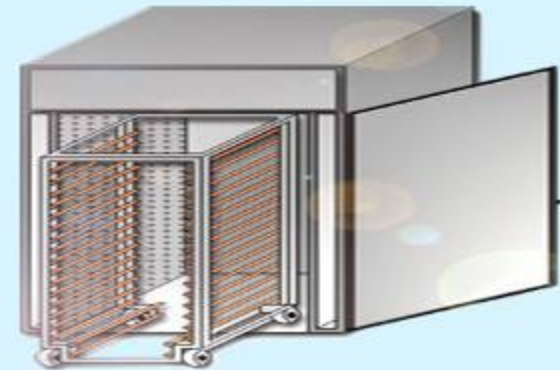
Moistening & Drying Machines



(AP9-CHAMBER)



(AP9-720)



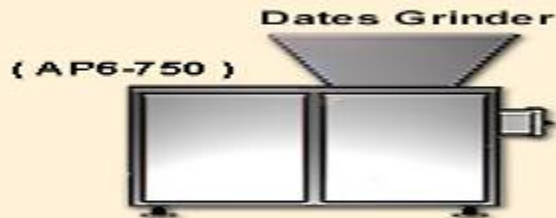
(AP9-160)



Super Grinder Machines



Super Grinder Machines



Vacuum Machines



Aga Pack.

Vacuum Machines



Vacuum - Double

(AP34)



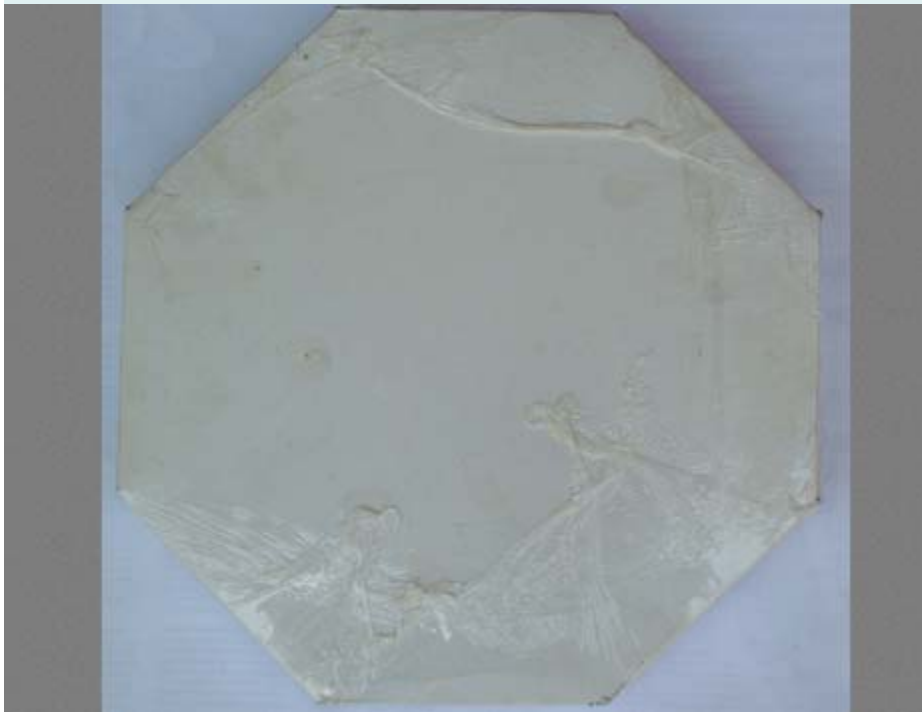
Vacuum - Single

(AP35)

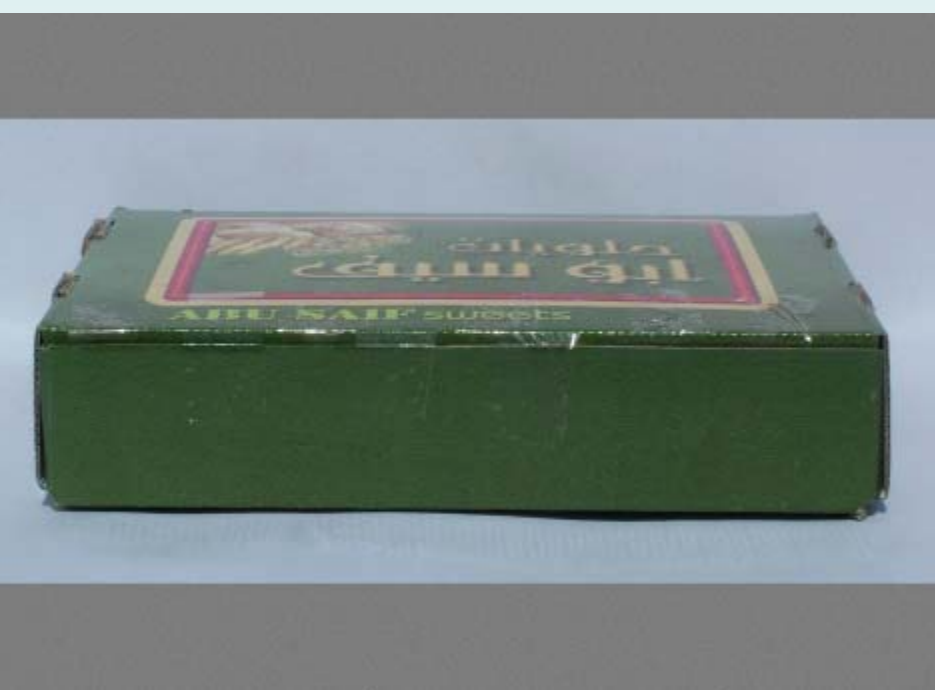
New and attractive packaging

Best sources for packaging material

- The current available packaging material used in the local markets do not match with those used by other competitors in the international markets
- The main source of the currently used packaging material is the local market. However, the packaging material used by the Iraqi dates company (state company).
- The following slides show samples of the poor quality of marketed dates and packaging material in the local markets.









Dates in International Markets

- Sophisticated fresh and dried dates are marketed in the world markets through chain stores, specialized stores and on the Internet. Tens of different dates varieties, date products and byproducts can be obtained in the world markets at very high prices compared to local prices.
- The following slides demonstrate samples of dates and dates products marketed in the EU markets and on the Internet. These slides show clearly the high potential of dates products in the high end markets which require high quality fruits, processing, packaging and marketing skills.

Dates in Paris

Selling @ 18 Euro = US\$ 22 (ID 32,000) /kg



Five major different products of dates marketed on the Internet

The screenshot displays the Aldoukan.com website interface. The browser window title is "Aldoukan.com: Browsing Dates - Avant Browser". The address bar shows the URL: <http://www.aldoukan.com/acb/category.cfm?CatID=23&DID=>. The website header includes the logo "Aldoukan.com" with the tagline "if it's lebanese it's here". Navigation links include "VIEW CART", "CONTACT US", "HOW TO BUY", and "SITE HELP". A search bar is present with the text "powered by YAHOO! search".

The main navigation menu includes: Handcrafts, Bakery, Books, Home decor, Mosaic, Arabic Food, Body Care, Music, Welcome, Confectionery, Chocolate, Coffee, Movies, WaterPipes, Sweets, Dates, and Nuts. The "Dates" category is selected, showing sub-categories: More Dates, Chocolate, Dates Variety, Dates Jams, Gift Boxes, and Rhutab Dates.

The product display area features five items:

- Chocolate Dates
- Dates Variety
- Rhutab Dates
- Debs, Jams, ...
- Gift Boxes

On the right side, there is a "Login" section with fields for "Email:" and "Password:", a "New Member? Sign Up" link, and a "My Basket" section stating "Your basket is empty."

A sidebar on the left contains a search bar, a "SHIPPING PRICES" section with a "Click Here" link, and contact information for phone orders: "لنطلب عبر الهاتف For Phone Order Call 24h/7d".

At the bottom, there is a "What's New" section with a "Maamoul Diet" product. The description reads: "Description: Maamoul Bateel are made from Bateel natural dates, no sugar added, no preservatives, no chemicals."

The browser's taskbar at the bottom shows the Start button, several open applications (including Yahoo! Messenger and Avant Browser), and the system clock displaying "10:42 PM".

Stuffed dates with roasted almonds selling at US\$ 65 (ID 95,000)/Kg

Aldoukan.com: Browsing Dates Offer - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help Download secure 1-click password manager/forms filler plug-in...

Address: http://www.aldoukan.com/acb/showdetl.cfm?&User_ID=1536 Search: powered by YAHOO! search Search Web Search Site Find Highlight

Arabic Food Bakery Books Mosaic Music Movies Body Care Handcrafts
Welcome Confectionery Chocolate Coffee Dates WaterPipes Sweets Home decor Nuts

Gifts >> Lebanese food Lebanese Artisanat Dates Gift Boxes Soap Gifts Flowers

Search Aldoukan.com
Go
-> Choose a Supplier <->

VERY LOW
Click Here

How to list your products
Become a partner?
Click here

للتطلب عبر الهاتف
For Phone Order Call
24h/7d

USA TOLL FREE
1-866-300-7353
International orders
+961 3 222715
Africa orders
+27825542488
Mexico orders
+55 58080878
Australia
+61 0403277905
United Kingdom
08702039518

aldoukan.com accepts

Checkout



Dates Offer

Description: The box is filled with a mixture of the best Arabian dates, such as Soukari, Seghi, Khidri, Stuffed dates(roasted almond or Lemon and Orange Peels)and others presented with silk ribbons gift-wrapping. Dates are known as the fruit of life ir the bread of the desert and symbol of hospitality. Dates are rich in Vitamine A and C .

Savings: Order 4.5 Kg of the highest selected dates in the world and save 20 Usd .

Shipping: The Worldwide shipping prices are included in the Offer Price.

Weight: 0 Kg

Price: \$130.00

Quantity: 1 Add to basket

Login
Email:
Password:
New Member? [Sign Up](#) Go

My Basket
Your basket is empty.

Start | Aldoukan.com: Brows... | 30. 13 رجوع... | Yahoo! Mess... | Avant Bro... | Document1 -... | Microsoft Po... | EN | 10:36 PM

Extra premium Khidri dates selling @US\$ 44 (ID 64,000)/kg

Aldoukan.com: Browsing Khidri (Extra Premium Large) - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help | Download secure 1-click password manager/forms filler plug-in...

Address: http://www.aldoukan.com/acb/showdetl.cfm?&DID=7&Producl | Search: powered by YAHOO! search

Go | --> Choose a Supplier <-- | CHECKOUT


VERY LOW
Click Here

How to list your products
Become a partner?
Click here

لنطلب عبر الهاتف
For Phone Order Call
24h/7d

USA TOLL FREE
1-866-300-7353
International orders
+961 3 222715
Africa orders
+27825542488
Mexico orders
+55 58080878
Australia
+61 0403277905
United Kingdom
08702039518

aldoukan.com accepts
VISA MasterCard



Khidri (Extra Premium Large)

Description: They don't contain sucrose sugars, but fructose which is favored from a health standpoint.
Try it! They are rich in potassium, Iron, Vitamin A, B1, B2, B3, phosphorus, calcium, and fiber.

Weight: 2 Kg
Price: \$44.00
Quantity: 1 | Add to basket

Email:
Password:
New Member? [Sign Up](#) Go

My Basket
Your basket is empty.

Start | 1. 00 صيردي ... | Yahoo! Mess... | Avant Bro... | Document1 -... | Microsoft Po... | EN | 10:44 PM

Khidri dates selling @ US\$ 31 (ID 45,000)/kg

Aldoukan.com: Browsing Khidri With Almond Celophen - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help | Download secure 1-click password manager/forms filler plug-in...

Address: http://www.aldoukan.com/acb/showdetl.cfm?&DID=7&Producl | Search: powered by YAHOO! search

Go | --> Choose a Supplier <--

SHIPPING PRICES
Click Here

How to list your products
Become a partner?
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Africa orders
+27825542488
Mexico orders
+55 58080878
Australia
+61 0403277905
United Kingdom
08702039518


aldoukan.com accepts

VISA MasterCard

CKEOUT

Email:
Password:
New Member? [Sign Up](#) Go

My Basket
Your basket is empty.



Khidri With Almond Celophen

Description: They don't contain sucrose sugars, but fructose which is favored from a health standpoint.
Try it! They are rich in potassium, Iron, Vitamin A, B1, B2, B3, phosphorus, calcium, and fiber. Covered with cellophan paper.

Weight: 2 Kg
Price: \$61.00
Quantity: 1 | Add to basket

Start | 4. 03 حبيبي... | Yahoo! Mess... | Avant Bro... | Document1 -... | Microsoft Po... | EN | 10:57 PM

Rutab Barhi selling @US\$ 32 (ID 46,700)/kg

Aldoukan.com: Browsing Rhutab Barhi - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help

Address: <http://www.aldoukan.com/acb/showdetl.cfm?&DID=7&Product>

Search: powered by YAHOO! search

Go

Choose a Supplier

VERY LOW
Click Here

How to list your products
Become a partner
Click here


للتطلب عبر الهاتف
For Phone Order Call
24h/7d

USA TOLL FREE
1-866-300-7353
International orders
+961 3 222715
Africa orders
+27825542488
Mexico orders
+55 58080878
Australia
+61 0403277905
United Kingdom
08702039518

aldoukan.com accepts

VISA MasterCard

Checkout



Rhutab Barhi

Description: In this form, dates are semi ripe, not fully ripened. It often contains more moisture than the Tamer. Rhutab is normally seasonal. Bateel offers Rhutab frozen all year long.

Storage: Can be kept outside the freezer for 1 month, not more.

Weight: 3 Kg

Price: \$97.50

Quantity: Add to basket

My Basket
Your basket is empty.

Aldoukan.com Home Page Go

Done

Aldoukan.com: Brows...

Start

2. 01 س... Yahoo! Mess... Avant Bro... Document1 -... Microsoft Po... EN

10:47 PM

Rutab Soukari selling @ US\$ 35 (ID 51,000)/kg

Aldoukan.com: Browsing Rhutab Soukari - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help

Address: http://www.aldoukan.com/acb/showdetl.cfm?&DID=7&Product

Search: powered by YAHOO! search

Handcrafts Bakery Books Home decor Mosaic Arabic Food Body Care Music
Welcome Confectionery Chocolate Coffee Movies WaterPipes Sweets Dates Nuts

More Dates >> Chocolate Dates Variety Dates Jams Gift Boxes Rhutab Dates

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Rhutab Soukari

Description: In this form, dates are semi ripe, not fully ripened. It often contains more moisture than the Tamer. Rhutab is normally seasonal. Bateel offers Rhutab frozen all year long.

Storage: Can be kept outside the freezer for 1 month, not more.

Weight: 3 Kg
Price: \$105.00
Quantity: 1

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2. 01 س كل...

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10:49 PM

Mixed dates selling @ US\$ 52 (ID 76,000)/Kg

Aldoukan.com: Browsing Basket 96517.Mixture of Dates - Avant Browser

File Edit View Navigation Groups Favorites Tools Windows Help | Download secure 1-click password manager/forms filler plug-in...

Address: http://www.aldoukan.com/acb/showdetl.cfm?User_ID=1536 | Search: powered by YAHOO! search

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Basket 96517.Mixture of Dates

Weight: 1.5 Kg

Price: \$79.00

Quantity: 1 Add to basket

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Done

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Start | 1.00 صبري ... | Yahoo! Mess... | Avant Bro... | Document1 -... | Microsoft Po... | EN | 10:40 PM

Stuffed dates with almonds and orange peels selling @ US\$ 66 (ID 96,000)/kg

The screenshot shows a web browser window displaying the Aldoukan.com website. The browser's address bar shows the URL: http://www.aldoukan.com/acb/showdetl.cfm?&User_ID=1536. The website header includes the Aldoukan.com logo with the tagline "if it's lebanese it's here" and navigation links for "VIEW CART", "CONTACT US", "HOW TO BUY", and "SITE HELP". A search bar is located in the top right corner, powered by YAHOO! search.

The main content area features a product listing for "Velvet Green Tree Box With Dates". The product image shows a round, dark green box decorated with white ribbons and greenery. The product description states: "The box is filled with a mixture of the best Arabian saudi dates such as the Seghi, Stuffed dates (roasted almond or lemon and orange peels)and others presented with a silk ribbons gift_wrapping.;;;The box is filled with a mixture of the best Arabian saudi dates such as the Seghi, Stuffed dates (roasted almond or lemon and orange peels)and others presented with a silk ribbons gift_wrapping." The weight is listed as 1.5 Kg, and the price is \$99.00. A quantity selector is set to 1, and there is an "Add to basket" button. A "CHECKOUT" button is also visible.

On the left side of the page, there is a sidebar with a search bar, a "SHIPPING PRICES" section with a "Click Here" link, and a "Become a partner?" section with a "Click here" link. Below this, there is a section for phone orders with contact numbers for USA, International, Africa, Mexico, Australia, and United Kingdom.

On the right side, there is a "Login" section with fields for "Email:" and "Password:", a "New Member? Sign Up" link, and a "My Basket" section stating "Your basket is empty."

The browser's taskbar at the bottom shows the Start button, several open applications including "Aldoukan.com: Brows...", "Yahoo! Mess...", "Avant Bro...", "Document1 -...", and "Microsoft Po...", and the system clock showing 10:38 PM.


Date Jam selling @ US\$ 12 (ID 18,000)/kg

Aldoukan.com: Browsing Date Jam With Orange - Avant Browser

Address: <http://www.aldoukan.com/acb/showdetl.cfm?&DID=7&Product>

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Date Jam With Orange
A healthy and delicious juice.
Ingredients: Premium dates, sugar, water, diced sugared orange peel, glucose syrup, concentrated orange puree, pectin, natural flavors, citric acid. Contains at least 50% fruit pieces.
Storage: Keep the bottle refrigerated after opening and use within 3 weeks from opening.

My Basket
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/acb/showprod.cfm?&DID=7&CATID=23&ObjectGroup_ID=143

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Start | 3. 02 بخاف... | Yahoo! Mess... | Avant Bro... | Document1 -... | Microsoft Po... | EN | 10:53 PM

Date Molasses (Dibes) selling @ US\$ 21.25 (ID 32,000)/kg

Aldoukan.com: Browsing Date With Dibs - Avant Browser

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Back Forward Stop Home Search powered by YAHOO! Search Search Web Search Site Find Highlight

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Start 4. 03 حبيبي... Yahoo! Mess... Avant Bro... Document1 -... Microsoft Po... EN 10:55 PM

Date With Dibs



A date molasses that is delicious in cookies and on bread with butter.

Weight: 1 Kg

Price: \$21.25

Quantity: 1 Add to basket

Aldoukan.com Home Page Go

My Basket
Your basket is empty.

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Objective 3

- The following section contains recommend specific marketing interventions to reintroduce Iraqi dates into selected export markets. These recommendations are classified as :
 - Short-run actions (to be implemented within one year);
 - Medium and long run actions which takes more than one year to be implemented

Short-run action (1)

- Improve packaging material quality and attractiveness. The following information should be printed on all packaging material for exports as required by many of the international organizations as well as importing countries:
 - net weight;
 - country of origin;
 - grown and packed by (address);
 - product and variety; and
 - category (class 1 or grade 1).

Short-run action (2)

- Establishing a specialized date exporters and processors Associations. In order for such an association to become a legally sanctioned entity with the right to function as an organization, it must comply with the laws of the country. The proposed association is expected to play a major role in establishing the needed enabled environment for regaining the lost dates world markets and to penetrate new markets.

Short-run action (3)

- Conducting study tours to show Iraqi exporters, processors and producers the proper ways of handling and marketing dates for export markets. Study tours should be organized to visit countries that have achieved real successes in penetrating world markets and establishing good world reputations such as Tunisia and UAE.

Short-run action (4)

- MoA and the private sector to follow up on the issue of palms aerial spraying especially for those areas that were not sprayed last year; and
- Obtain technical assistance to find efficient ways to replace the use of Methyl Bromide in date fumigation. Recent research by University of California at Davis showed dates could be treated with 100% carbon dioxide for 1-2 days to avoid Methyl Bromide fumigant.

Medium and long run actions related to Production Practices (1)

- Expand the cultivated area with date palm varieties that are highly demanded in the international markets such as Barhi, Majhool, Khalas..etc;
- Advise date palm producers and new investors to follow the modern production techniques such as spacing, use of fertilizers and integrated pest management programs (IPM);

Medium and long run actions related to Production Practices (2)

- Establish a database on date palm production in Iraq that contains all technical information such as varieties, production areas, cost of production, diseases, ...etc. This database should be linked to a website that can be accessed by all kinds of users such as researchers, producers and exporters; and
- Conduct feasibility studies on utilizing dates and date residuals in extracting food additives and other materials that can be used in food stuffs and as well as animal feed.

Medium and long run actions related to Marketing Practices (1)

- Establishing the needed marketing infrastructure to improve the quality of Iraqi dates through the whole marketing chain, from producer until domestic or international consumers;
- Conduct “market-specific” assessment studies to determine the specific needs of the potential markets such as the EU, south eastern Asian, and former Iraqi traditional markets;
- Establish a marketing information system accessible by stakeholders and researchers; and 4) Join the specialized regional and international date-palm networks

Medium and long run actions related to Marketing Practices (2)

- Join the specialized regional and international date-palm networks. The first date-palm network was established with the help of Iraqi institutions as early as 1995.
- Provide enough funding for market research and marketing extension.
- Organize and conduct international promotional campaigns to promote high quality Iraqi dates in potential markets. Such companies may include media and participating in international specialized fairs and exhibitions.

A sample of a specialized Website for Medjool date in the US

Western Date Ranches, L.P.

Mini-Cart

Name	Size	Price
Subtotal : \$		

[Edit Cart](#) | [Checkout](#)

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Secure Online Store

Update: Organic Dates Now Available

Our online store now offers an organic option for each of the four grades that we produce.

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[click here to view our CCOF Organic Certificate](#)

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Hand Selected

Natures Candy has been used to describe this delectable fruit... but it

Western Date Ranch...
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Start | 10... | Av... | Pre... | Dat... | Micr... | Doc... | Yah... | Ira... | Dat... | EN | 11:48 AM