

“Oleacare” a Start-up for Producing parasitoid for Olive fruit fly pest management in Tunisia

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Introduction

Tunisia is the most important African country in the field of olive-oil production and export after EU.

However: Unit prices of olive-oil are largely unfavorable to Tunisia compared to its main competitors.

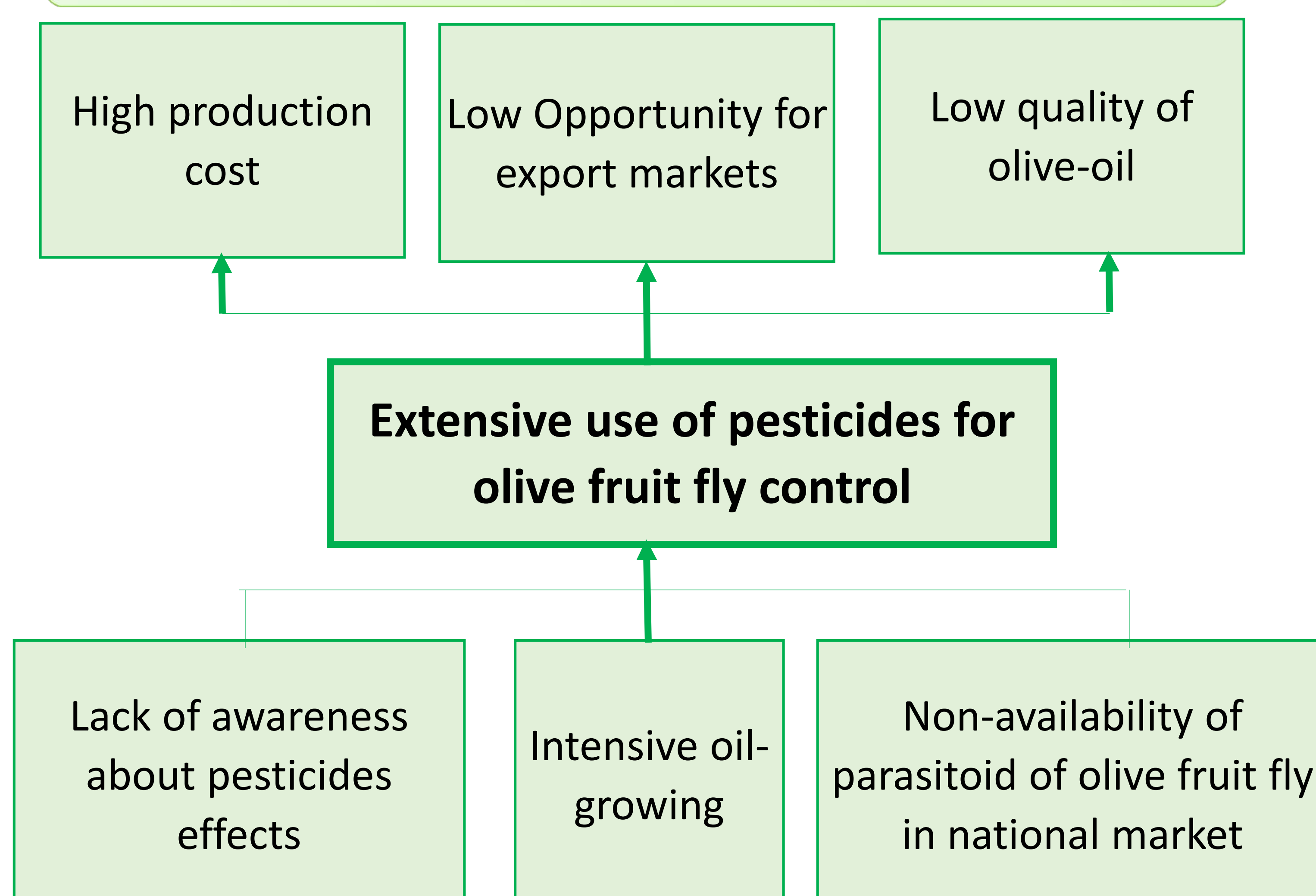
Main obstacle in creating value in the export sector: Residues of pesticides in Tunisian olive-oil

→ the start-up “*Oleacare*” offers an eco-friendly method to manage the most serious olive tree pest (*Bactrocera oleae*) through inoculative releases of the parasitoid *Eupelmus urozonus*

Objectives

- Reduce reliance on pesticides in Olive-growing sector
- Improve Biological control techniques of olive fruit fly
- To contribute to the development of organic olive-oil Value chain

Problem Tree



Possible Risks

- Difficulty to transport parasitoid to the place of intervention
- Difficulty of storage of parasitoid
- High variability in the parasitism rate of *Eupelmus urozonus*



Implementation steps

1. Evaluate Organic olive-growing market
2. Choose a co-founder
3. Develop a Business-plan
4. Pick a workplace
5. Find a mentor
6. Raise capital
7. Start-up launch



Expected Outcomes

- Tunisian government’s commitment to promote biological control for olive fruit fly management.
- A growing importance for organic olive production across the country
- The majority of organic land in Tunisia is dedicated for growing olives
- A law on organic farming was enacted and the "Bio Tunisia" label created