“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

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

Problem Tree

High production cost

Low Opportunity for export markets

Low quality of olive-oil

Extensive use of pesticides for olive fruit fly control

Lack of awareness about pesticides effects

Intensive oil-growing

Non-availability of parasitoid of olive fruit fly in national market

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