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## Establishing an experimental farm for educational services to promote the value chain of the olive-growing sector in southern Tunisia

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### Abstract

Tunisia has become the North African olive grove par excellence. In fact, excluding the countries of the European Union, Tunisia is the world's largest producer of olive oil and the leading exporter, ranking second in the world in terms of surface area used for olive production. Despite this significant potential, the olive-growing sector faces a number of constraints. The average productivity of olive production in Tunisia is low, fluctuating and falling. In terms of yield per hectare, Tunisia ranks last among nine producer countries in the European Union and the Middle East-North Africa region. In fact, the high percentage of poorly maintained olive trees is a major handicap for Tunisian olive growing. In order to remedy this situation and improve the level and the stability of yields to strengthen the economic and social conditions of the most disadvantaged operator (the farmer) in the olive value chain in southern Tunisia, several recommendations can be suggested. One of the ways to achieve this is to extend the use of drip irrigation methods and to improve the Know-How in good practices. Moreover, establishing a project in the form of an experimental plot dedicated to educational services remains a fruitful and significant decision. In fact, our project involves an educational farm consisting of a plot of olive trees examining different irrigation techniques. In this olive grove, we will practice experimentally tested cultivation techniques. Our farm will also have a tasting room for olive oil tasting courses and a children's area where they can take part in activities in the form of workshops on different themes (the history of olive oil, the olive tree and science) to foster the love of the olive tree. In addition, we will offer a table d'hôte of home cooking prepared with local products. Finally, our project will be planted in Menzel El Habib, a rural area in the governorate of Gabès characterised by a strategic geographical location.

**Keywords:** Experimental parcel, know-how, olive sector in Tunisia, promote the olive value chain