

# Herbs & Seeds 2013 Crop Report

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**Onion &  
Garlic**

**Black Pepper**

**Seeds**

**Spice Industry**

**Capsicums**

**Tropical  
Spices**

**Herbs**

# Spice Industry

**Seeds**

**Tropical  
Spices**

**Herbs**

# Spice Industry



**Seeds**



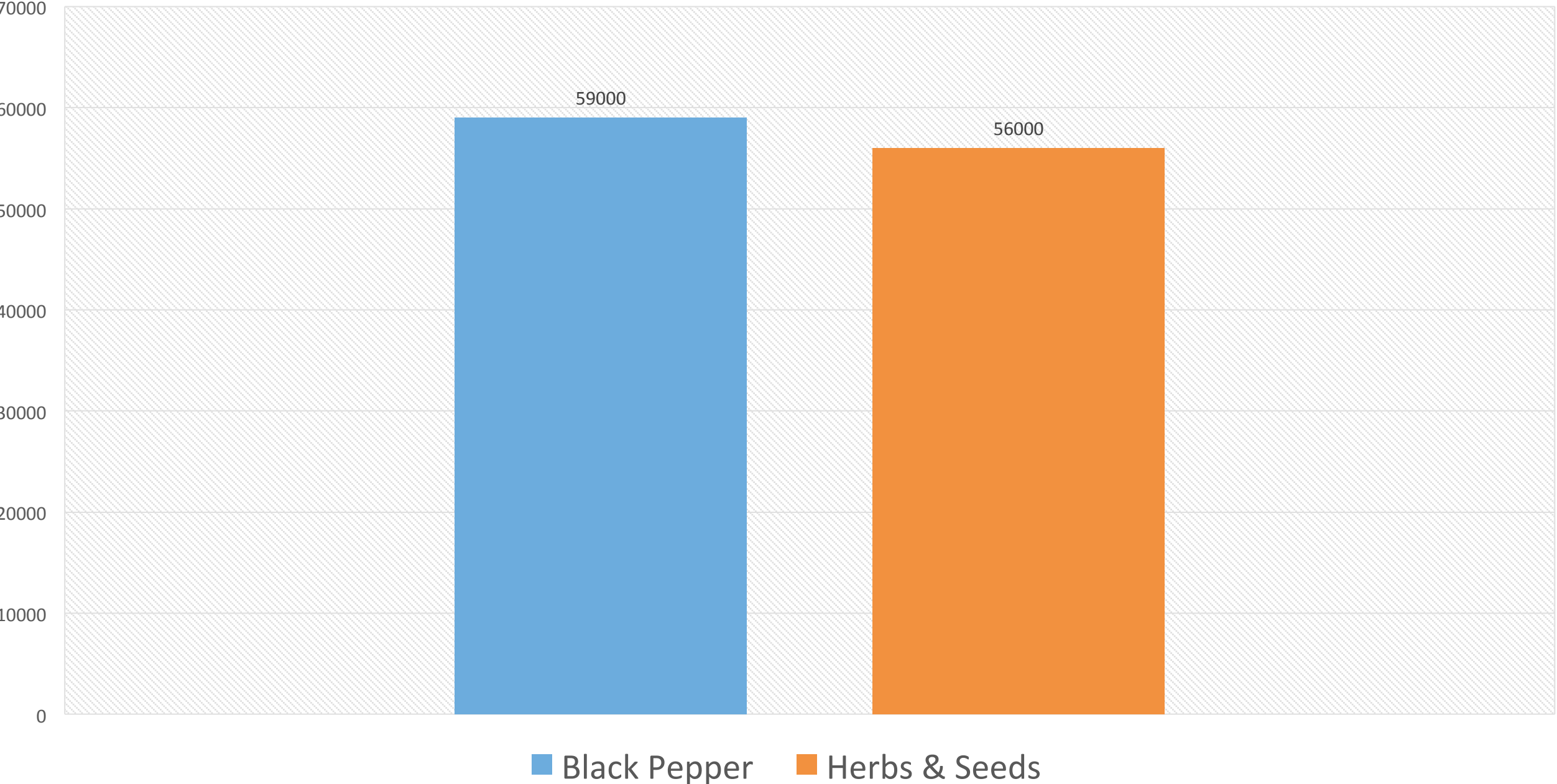
**Herbs**

- Absinth
- Angelica
- Balm
- Basil
- Bay Leaf
- Bergamot
- Borage
- Celery
- Chervil
- Chives
- Cicely
- Cilantro
- Cress
- Curry Leaf
- Dill
- Fenugreek
- Lavender
- Lemongrass
- Lovage
- Marjoram
- Mint
- Myrtle
- Oregano
- Parsley
- Peppermint
- Rosemary
- Sage
- Savory
- Shallot
- Sorrel
- Spearmint
- Stevia (sugar leaf)
- Tarragon
- Thyme
- Wormwood
- Za'atar
- Anise
- Black Cumin
- Caraway
- Chamomile
- Coriander
- Cumin
- Fennel
- Hibiscus
- Mustard
- Saffron
- Star Anise
- Poppy

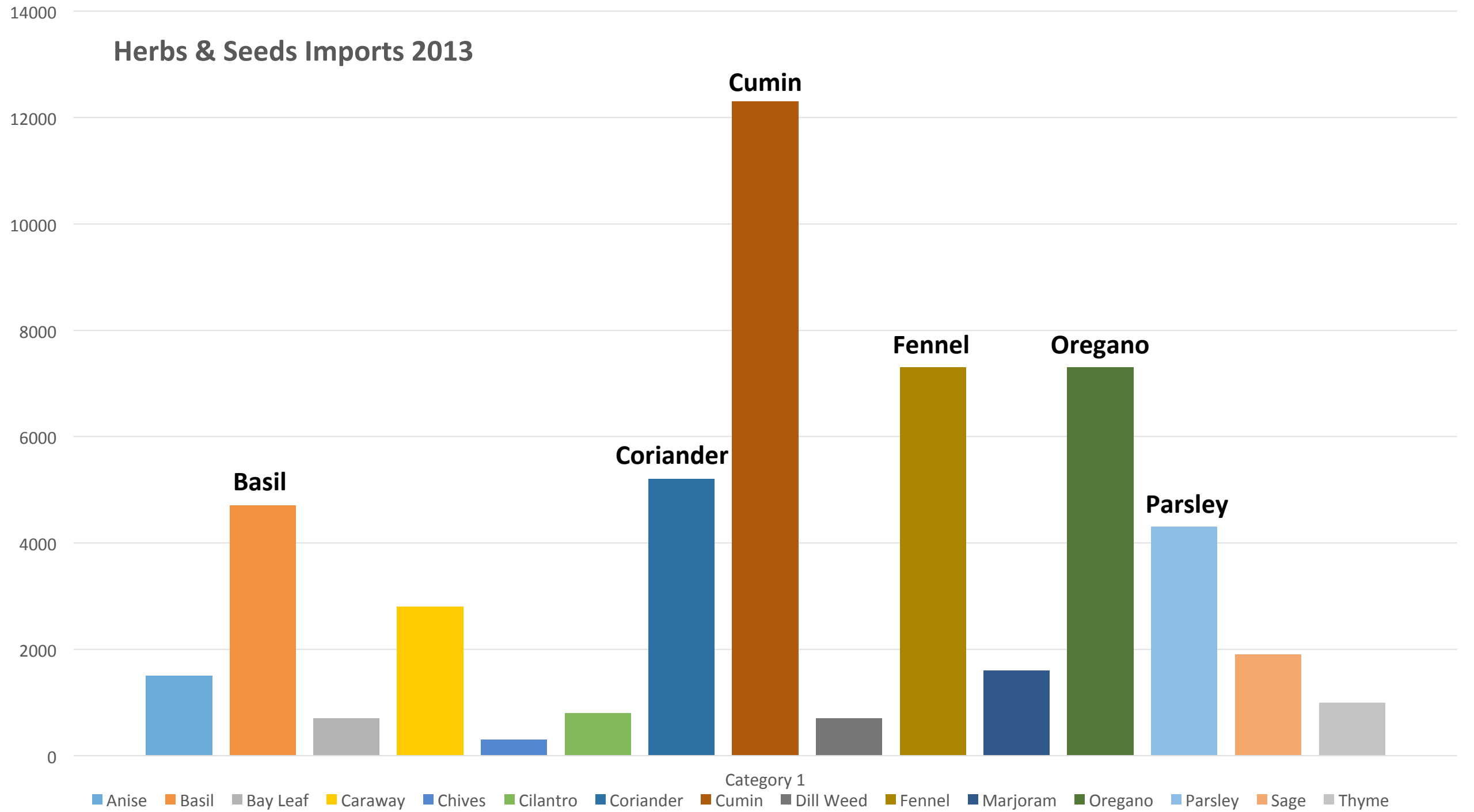
## What's special about Herbs & Seeds Group ?

- Very quick life cycle (annual plants)
- Grown in Mediterranean countries
- Dispersed among many producing countries
- Require extensive planning and operations
- Labor intensive
- A bank for the largest variety of flavors and active materials

# Comparison between Black Pepper and Herbs & Seeds Volumes



# Herbs & Seeds Imports 2013





# Bay Leaf

## TURKEY

Harvest : August to April

Sundried vs. Oven-Dried

Bottleneck : Oven / Mechanical drying

Huge variance in price : FAQ vs. Hand Picked

Expected exports to US from 700 to 900 tons

2014 Volumes same as 2013

Prices same ( + yearly inflation)

# Oregano

## TURKEY

Very little rain in winter

May & June rainfall levels in West Turkey

No carryover

Expected exports to US from 6000 to 7000 tons

A good crops implies high quality product

2014 Volumes more than 2013

Prices same

# Sage

## Albania

“Salvia Officinalis” type

Normal weather (if good spring rainfall)

No carryover

Expected exports to US from 2700 to 2900 tons

A good crops implies less adulteration

2014 Volumes more than 2013 by 10 %

Prices same or slight decrease

# Cumin

## India

Carryover 45000 tons

2014 Volumes about 275000 tons

Prices lower than 2013

## Turkey

Bad rainfall in East Turkey

2014 Volumes less than 2013

Prices higher than 2013

# Fennel

## Egypt

Not consumed locally

90% of Indian production consumed locally

Carryover 30%

Expected exports to US from 5000 to 6000 tons

2014 Volumes less than 2013 by 25%

Prices slightly higher

# Basil

## Egypt

Not consumed locally

Record Production volumes and record high prices

Carryover limited (high priced)

Expected exports to US about 5000 tons

2014 Volumes same as 2013

Prices slightly Lower (but still at record high)

# Marjoram

## Egypt

Not consumed locally

Record high prices

No carryover

Expected exports to US about 2500 tons

2014 Volumes more than 2013 by 30%

Prices Lower

# Market Report



## Active Origins ( US Herbs & Seeds Industry )

- EGYPT ( *8 products* )
- TURKEY ( *7 products* )
- INDIA ( *4 products* )
- GERMANY ( *4 products* )
- ISRAEL ( *3 products* )
- MOROCCO ( *2 products* )
- SPAIN ( *2 products* )
- NETHERLANDS ( *2 products* )

# Dominating Origins

- EGYPT ( *6 products* ) ( Anise, Basil, Dill Weed, Fennel, Marjoram, Parsley )
- INDIA ( *2 products* ) ( Coriander, Cumin )
- TURKEY ( *2 products* ) ( Bay Leaf, Oregano )

Future

of Herbs & Seeds

From the book “Natural Prophets”

## Sustainable foods

### “Good for you foods” guidelines

- No synthetic preservatives
- No artificial colors & flavors
- No refined sugar & sweeteners
- No hydrogenated oils
- No bleached grain products

From the book “Natural Prophets”

“Organic Garden”: 84% of respondents would purchase organic produce if given the choice

Celestial Seasonings

“Red Zinger Tea”

Oregon Chai

Whole Foods Programs

From the book “Natural Prophets”

Average American consumes about:

- 9 pounds of chemical additives each year
- 55 pounds of HFCS additional to sugar (surge in adult type-2 diabetes)

Total US production of synthetic pesticides exceeds 5.6 billion pounds / yr

Product	Ingredient	Culinary	Medical	Fragrance	Cosmetic	Insecticide	Preservative
Anise	anethole						
Caraway	Carvone & Limonene	★	★	★	★	★	
Coriander	linalool						
Cumin	cuminaldehyde						
Fennel	anethole						
Basil	eugenol						
Bay Leaf	eugenol						
Dill Weed	dillapiole						
Marjoram	borneole						
Oregano / Thyme	thymol	★	★			★	★
Parsley	apiole						
Rosemary	camphor						
Sage	eucalyptol	★	★	★		★	

# What if :

- Herbs and aromatic seeds replace only 1% of current consumption of synthetic food additives ?

additional 65,000 tons yearly

- Herbs and aromatic seeds replace only 1% of current consumption of HFCS ?

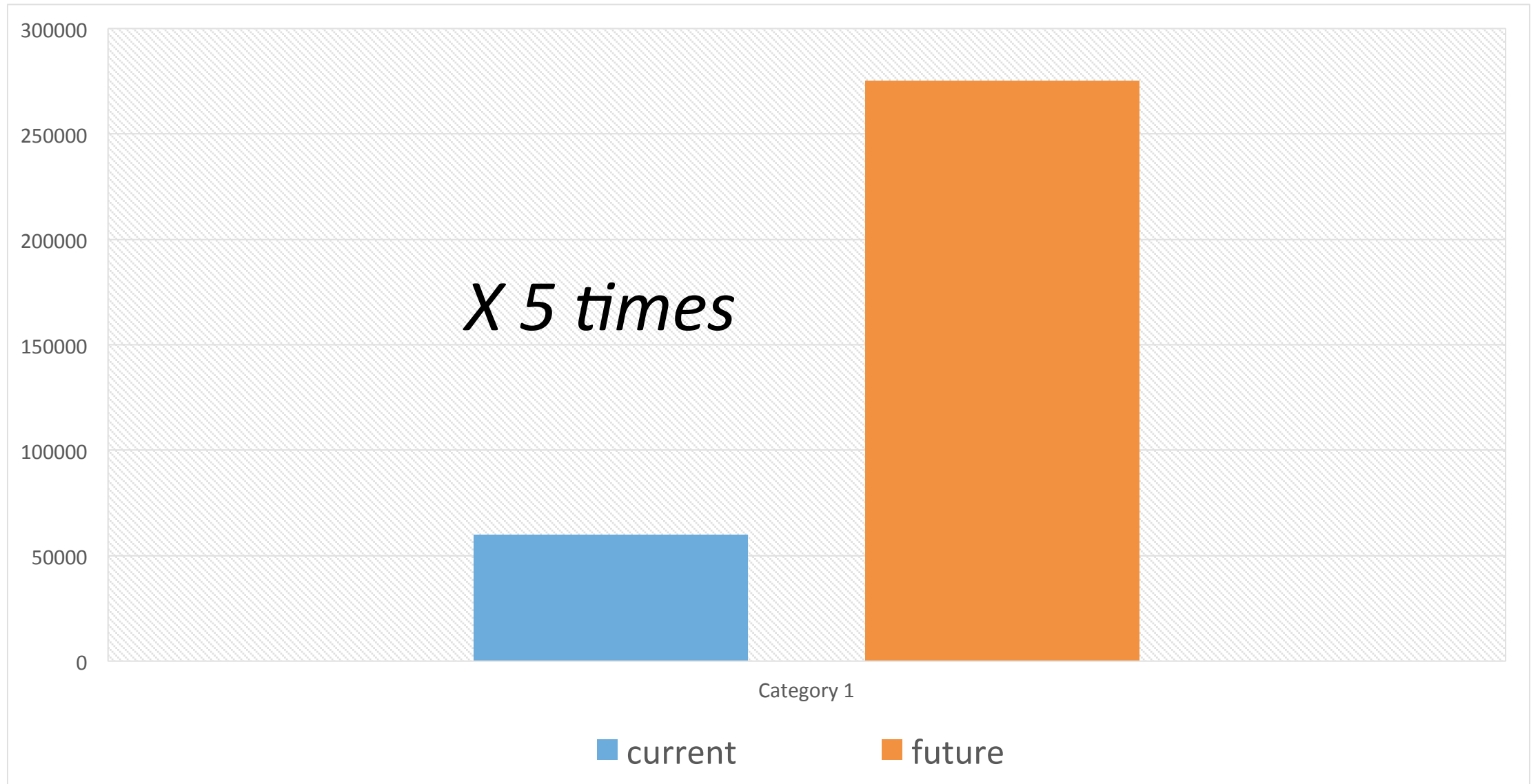
additional 80,000 tons yearly

Herbs and aromatic seeds replace only 1% of current consumption of pesticides?

additional 130,000 tons yearly



# Current vs. Future consumption of Herbs & Seeds



Are we ready ?

# Quality & Safety of Herbs & Seeds

- **Salmonella – Free** (away from birds, animal manure, human contact, ...)
  - 15% of coriander shipments and 12% of oregano & basil, compared to just 4% of black pepper
- **Pesticide – Free Herbs**
- **Plastic – Free Herbs**
- **FSVP (Foreign Supplier Verification Program)**
  - Companies responsible for the food they import
  - FDA states that spices have a significant effect on food safety and is a priority in the program
- **Organic Herbs** ( highest demand in the industry ) (5% yearly increase vs. 1% for conventional)

# E.V.P. ( Enlightened Vertical Partnership )

- Risk Diversification
  - Mixed Products Portfolio
  - Multiple Origins
  - Different Shippers
- Passive vs. Active role of importer
  - Monitor
  - Control
  - Development
- Downward Flow of Resources
  - Know-How / People
  - Policies
  - Funding
- Higher Profit Margins
  - Contract Farming
  - Removal of Inefficiencies
  - Economies of Scale

# Case Study : Egypt as a model for E.V.P. in Curly Parsley

## Shipper

- Low Cost Labor
- Land / Water
- Equipment



- Cultivation
- Harvesting
- Post-Harvesting



- Seeds
- Specs/Expertise
- Funding



## Importer

- Market
- Know – How
- Money

E.V.

P

- High Quality Product Specification ( Large dark green Leaf )
- Clean / Safe / Healthy Product ( Salmonella, Pesticide & Plastic FREE )
- Large Consistent Volumes ( Productivity of 1 land acre up from 1 to 2 tons )
- Low Fixed Prices ( Cost-Plus ) (Curly Parsley down from \$7,000 to \$5,000 /ton)
- Introduce New Product Varieties ( Organics, Medical, Stevia, Dehydrated Veggies )

## VIDEO

For contact in Egypt : Agricultural Export Council (AEC)

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Thank You