

Organic peanuts from Egypt

IMPORT PROMOTION DESK ASSISTS AFRICAN GROWERS IN EXPORTING ECOLOGICAL PRODUCTS

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African countries offer a wide variety of top-quality products for which there is great demand on the EU market. The Import Promotion Desk (IPD) introduces selected suppliers of organic foods to European traders. The Egyptian exporter Logistic Nuts for Agricultural Development is a new supplier which, with assistance from the IPD, has converted to ecological farming and is now capturing the market with organic peanuts.

“Making cropland fertile and exporting peanuts from our own production” – this was the business concept with which Sameh Shanap, Dr. Mohamed El-Shabrawy and Abdel-Shafy Hemida founded the company Logistic Nuts for Agricultural Development in 2013. Together, the company’s three founders – each an expert in his own field – set themselves the challenging goal of forming an export company that is also in a position to take personal charge of the cultivation and processing of its products.

FROM A SINGLE SOURCE

Logistic Nuts produces its peanuts on long-term leased farmland. Using modern production facilities, the peanuts are cleaned and sorted immediately after harvesting. Every single step all the way through to packaging the high-quality pulses is monitored and controlled. This ensures full traceability for the products.

“Our quality concept has paid off well. In the first year alone, we already exported more than 500 tons of peanuts to Arab countries, Turkey, Italy and Greece,” says Abdel-Shafy Hemida. “We then increased our volume of production in the ensuing years in order to boost our export business with European traders. But this has proved to be problematic.”



Judith Emmerling, IPD Expert for Sourcing and Markets, is aware of the issue: “African exporters don’t have an easy time when it comes to introducing their products to the EU market. Importers from Germany pay very precise attention to complete proof of origin and quality of the products. And this is precisely where the IPD comes in. We support exporters by informing them of the requirements on the EU market such as certification and current demand patterns. By these means, we facilitate their access to the EU market.” →



Judith Emmerling,
IPD Expert
Sourcing and
Markets

»The challenge that Egyptian companies face across the board is a lack of trust on the part of the EU market. By carefully preselecting and inspecting exporters, the IPD aims to generate that sense of trust. That way, we can bring European importers together with reliable suppliers.«



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Abdel-Shafy Hemida,
Export & Marketing
Manager of
Logistic Nuts

»With the support of the IPD's expertise, we have succeeded in setting the course for the future. Our changeover to organic farming has already gained us a significant increase in our exports to Europe. IPD has advised us and provided us with valuable contacts for this process. We have already drawn up some initial supply contracts with European importers and further business deals are in the pipeline.«



ORGANIC AS A COMPETITIVE EDGE Logistic Nuts was added to the IPD's export promotion programme in 2018 and invited to take part in a dried fruits and nuts selling mission to Germany and the Netherlands. The programme involved individual meetings with importers from the organic sector. Attendance at the two trade fairs SIAL 2018 and Anuga 2019 allowed the Egyptian exporter to glean comprehensive information on the demands of the European food market. The IPD also organised workshops and sales training sessions in the course of the trade fairs. As an outcome of their intensive advisory consultations with the IPD, of the support given to them by the IPD, and of their talks with European importers, Logistic Nuts decided to convert the cultivation of their peanuts to organic production methods.



The Egyptian company's cropland is predominantly in the south of the country, close to its border with Sudan. The soils, which had not previously been used for conventional farming, offer ideal conditions for the production of organic peanuts. Further acreage is located near Kairo. In addition to peanuts in the shell, the company now also offers blanched and roasted peanuts.

Logistic Nuts in the meantime meets international standards for organic products, food safety and good agricultural practices with no fewer than four certifications (ORGANIC, ISO 2200, FSSC 22000, GLOBALG.A.P.). The company is one of the few organic suppliers in Egypt and has thereby gained itself a competitive advantage for exporting to Europe.

BOOM IN THE ORGANIC MARKET There is a constantly growing awareness for ecologically produced foods amongst European consumers. And Germany is dependent on imports of organic peanuts. The largest exporter of peanuts is China, followed by India. Egypt offers an alternative procurement market for traders from the EU. The geographical proximity to Europe and efficient logistics are important advantages in favour of importing Egyptian products. With Logistic Nuts, now there is a reliable supplier at importers' disposal.



Logistic Nuts is looking forward to presenting its organic peanuts to the European trade public for the first time at BIOFACH 2020.

More information about Logistic Nuts at: www.logisticnuts.com



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