

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Medolea: Organic Olive Oil from Tunisia

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Name:	Medolea
City, country:	Mornag, Tunisia
Name of entrepreneur/ founder:	Mrs. Cecilia Muriel

Description Production of organic olive oil.

Investment *Start up capital:* DT 180,000.
Sources of funding: Private Funds.

Stakeholders *Shareholders:* none.
Customers: 5
Providers: Olives are collected from the owner's private olive wood.
Strategic partners: none.
European partnership: none.
International partnership (other than European): none.

Employment generation Not available.

Timeline Date of Start up: 2008
Progresses up to 2011: The company registers an increase in production of about 20%

Feasibility study The owner did not undertake a special feasibility study but travelled and learn from other producers of organic olive oil and established good contacts to sell her products before the start up of the company.

Geo-social-economic setting The company sells in Tunisia and internationally. The main international markets are Germany, Canada, Spain and Italy.

Key features Promote and give value to the Tunisian olive oil. Preserve traditional jobs and respect the natural resources of nature.

Overall rational and motivation Not available.

Strenghts Strong motivation. Accent on quality of her products. Strong conviction that nature and environment must be protected and preserved. Strong ethics.

Challenges and constraints Faces difficulties in finding women to work during the period of harvesting. In rural Tunisia culture and traditional roles do not allow women to work outside the house.

Direct activities and Impacts	<p><i>Social:</i> Community development by employment of women in the period of harvest.</p> <p><i>Environmental:</i> Very much attentive and sensitive to the protection and preservation of the local landscape and natural resources. This allow the owner –a foreign woman– to be very much appreciated and respected by the small farmers.</p> <p><i>Economic:</i> The farm employs few women but participate to their family lives and improvement of their economic conditions.</p>
Use of innovative Technologies	Not specially. But the owners opted for production machineries very much in line with the vision of the farm and the quality of the product.
Evidence of a holistic approach/world view	Quality, health, respect for the environment, protection and preservation of traditional ways of working.
Scale of benefits	Despite the difficulties and constraints mainly due to a lack of clear regulations, governmental incentives and local demand of organic food (too expensive for the local market) the company registers small but systematic increase in production and it is considered as in interesting project model in particular for international observers.
Policies, incentives and regulations needed	More respect of the international regulations in terms of organic certification and more help and more financial help from the government.
Lessons and recomendations	Promote a culture of organic food and more sense of responsibility toward the environment.
References:	<p>B.P. 83 2090 Mornag, Tunisie Tel: 00216.71367765 e-mail: medolea@gnet.tn</p>
Other references:	<p>www.medolea.com/fr/news.php www.tunisientraide.org/wp-content/uploads/2011/09/Communique-partenariat-TE-OO-ETMEDOLEA-29-sept-2011.pdf www.bio-marche.info/web/Continents/Afrique/Tunisie/357/301/0/7666.html www.webmanagercenter.com/management/article-74705-tunisie-l-huile-d-olive-biologique-tunisienne-en-vedette-sur-le-marche-allemand</p>