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Olive trees and olive oil are an integral part of the history and culture of the country.

Archaeological searches and Roman mosaics discovered in several sites in Tunisia testify that the growing of olives spread over the whole territory and its presence in culinary traditions throughout civilizations thanks to its health benefits and its spiritual significance as it was considered as the tree blessed by gods symbolizing wisdom and peace.



Climate conditions specific to *Tunisia*

offer the best conditions for growing it through a bright, mild and sunny and excellent quality olives.

Olive trees cover 1.8 million hectares; i.e. one third of farming land, the highest density of plantations in the world.

Successive cultural mixing and its position at the crossroads of Mediterranean for trade between the East, Africa and Europe allowed Tunisia to have a very rich genetic olive tree heritage with three aspects: oil olives, eating olives and double aptitude varieties.

There are more than 1 700 oil-presses, 15 refining units, 10 olive pomace oil extraction units, and about forty bottling units.

Olive Oil

symbol of an

unshakable

Terroir

Tunisia ranks amongst the first for olive oil exporting countries thanks, first, to the know-how of its producers passed from father to son through centuries.

But also thanks to a policy for State support which provided necessary mechanisms for the modernization of this historical activity and adaptation to the requirements of foreign markets. Olive oil holds a strategic importance which goes beyond its quality as a flagship product for export, which also derives from its historic and cultural identity value for a whole country, which explains that it is subject to rigorous regulations from

international and national entities (COI, CE, INNORPI...) to ensure the compliance with quality standards and guarantee taste and diet flavors of Tunisian olive oil.

This quality approach is based on three main levers: laboratories approved by the COI, engineers trained for the analysis of fats and a group of tasters trained in the latest organoleptic assessment methods put in place by the COI.

With a production of about 340 thousand tons, Tunisia ranks 2nd in the world, just behind Spain in terms of olive oil production.



Domaine Beldi History... EST. 1881

The story goes that the estate of olive trees of the Baldi family already existed in 1881, in the Kairouan region Tunisia during the French protectorate establishment.

The new laws, allowed colonial forces to take control of agriculture farms. Despite all this, the Baldi family has not left.

Generations who inherited this situation, had to wait for the country independence in 1956 to launch legal battles to recover what was taken to them by force. It took until 1980 when they won their case.

From 2000, the two older brothers Fathi and Lotfi began to modernize and innovate by installing a modern oil mill. In 2000, the domaine Baldi obtained organic certification and in 2017 they launched a new brand of bottled olive oil.





Our know-how

Through decades, olives collection has always been not only horned with love for the olive but also respectful of man, olive tree and environment.

Olives were carefully sorted, water washed before being weighed and stored.

Oil extraction was always done by exclusively cold mechanical action after beeing well preliminary prepared. A grinding wheel was used. It was operated by an arm coupled to a donkey or a horse; it was of a large size to allow the circular movement of the animal.

The kneading operation that follows grinding or pressing is intended to break the emulsion between water and oil and to agglomerate the oil particles into larger drops, separating spontaneously from the vegetation water. This phase is of great importance in determining the proper trade-off between quantitative oil yield and quality.

Oil extraction consists of the separation of must from oil and pomace, solid fraction consisting of core fragments, skins and pieces of pulp this separation is done by a filtration under the effect of the pressure by using formerly traditional Scourtins in natural fibers.

The separation of water and olive oil is done by natural decantation.

