

## **Only assessed strawberry growers are allowed to export their produce**

### **“New regulations will make for excellent strawberry season”**

The strawberry season in Egypt will start in about a month and the season is shaping up to be better than the previous one. This is mostly due to new regulations that have been applied by Egypt’s ministry of agriculture, ensuring only assessed farms are allowed to export.

Farms in Egypt will have to be assessed before they’re allowed to export their strawberries. These new regulations have been applied by Egypt’s ministry of agriculture and the Export Council for agricultural crops. According to Reda Ezz Eldin, the founder and CEO of All Fresh Egypt, this will make for an excellent strawberry season. “The objective of these new regulations is to establish a system for controlling residues of agrochemicals in exportable strawberries, as well as to monitor chemical residues in the soil and water. This new system will last for two seasons and the feedback that was received from buyers was excellent, encouraging other buyers to import strawberries from Egypt.”



That doesn’t mean there aren’t any issues to deal with, as the costs of transport are increasing every year, says Eldin: “The major challenge for



exporting Egyptian strawberries will be the cost of shipping by air, which is increasing every year. This in turn also increases the price of the strawberries. To compare, last year the average price of shipping one box of 2,5 kilograms was about 5 US dollar. This year the price will certainly be higher than that.”

*On the left is Mr Reda Ezz Eldin*

All Fresh Egypt will export around 1500 tons of fresh strawberries this season, which starts November 15th and will last until March the 15th. “Our most important markets are in the United Kingdom, Germany and the Netherlands in Europe, but we also export to the Emirates and Saudi Arabia.” Eldin concludes.

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