

Beyond Potential

The Realities and Future of Iran's Raisin Industry

Raisin



Title: Beyond Potential: The Realities and Future of Iran's Raisin Industry

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Executive Summary: Focusing on Iran's raisin industry, this report offers a detailed analysis. We start by exploring Iran's prominent role in the food and agriculture sectors, emphasizing its well-established agricultural base. Delving into Iranian raisins, the report explores their unique qualities and highlights Iran's impressive production capacity. We then shift gears to analyze Iran's position in global raisin exports, comparing it to major international competitors. Finally, the report identifies key Iranian companies driving the raisin industry forward, providing valuable insights for potential partners and investors.

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Introduction

Standing at the crossroads of East and West, Iran boasts a rich history, diverse resources, and a strategic geographical location that holds immense potential for its global trade landscape. This report delves into the heart of this potential, exploring the strengths and capabilities that position Iran as a valuable player in the international market. From its vast reserves of natural resources to its vibrant industrial sector, we unveil the factors that contribute to Iran's competitive edge. We will meticulously analyze specific export sectors with high growth potential, highlighting the opportunities that await both domestic and international actors. This report serves as a valuable resource for businesses, policymakers, and investors seeking to explore the untapped potential of the Iranian market. As we delve deeper, you will gain a comprehensive understanding of the factors shaping the future of trade and export in this dynamic nation.

The food industry in Iran plays a significant role in the country's economy, contributing to both domestic consumption and export markets. The sector encompasses a wide range of products, including dairy, nuts, fruits and vegetables, grains, and processed foods. With a rich agricultural heritage and diverse climate zones, Iran has the potential to produce a wide variety of food products to meet the needs of its population. Despite facing challenges such as water scarcity and international sanctions, the food industry in Iran has shown resilience and growth in recent years. The government has implemented policies to support domestic production and reduce reliance on imports, leading to increased investment in food processing facilities and infrastructure. Additionally, Iran's strategic location between Europe and Asia provides opportunities for trade partnerships and export markets for its food products. By providing a comprehensive overview of Iran's agriculture and food industry, this report aims to offer valuable insights into its current status and future potential.

This report was prepared with the support of the promotion organization of Iran (TPO). TPO stands as a pivotal force in fostering trade between Iran and other nations. Established in 1966, it carries the crucial mission of promoting and developing Iran's non-oil trade through a comprehensive set of initiatives. The TPO role extends far beyond simply being a mediator. It actively engages in various endeavors to cultivate a thriving trade environment. Iran Expo Exhibition is one of the TPO plan to facilitate trading with Iran. Iran Expo is a global platform dedicated to showcasing the achievements and exceptional products of Iran, held in Tehran, serves as a bridge, connecting the world with the rich heritage and dynamic industries of this captivating nation.

Structure of the Report

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Report Specifications

Mission of the Report

Empowering Iran's Agriculture and Food industry for Global Excellence is the main mission of this report. This mission is driven by a commitment to:

- Access to critical market insights
- Direct Access to Potential Partners
- Establish Valuable and Strategic Connections
- Minimize trade Risks

Purpose of the Report

The primary purpose of this report is to serve as a comprehensive resource for foreign businesses and investors interested in exploring export opportunities in Iran's Agriculture and Food industry. It aims to provide a holistic understanding of the sector current status, strengths, opportunities, challenges, and future prospects.

Scope of the Report

The report encompasses a broad scope, covering various aspects of the Iranian Agriculture and Food industry export potential. It delves into the following key areas:

- Key Export Products
- The most attractive Target Markets
- Trade Promotion and Investment Opportunities
- Industry Challenges

Research Methodology

This report analyzes the export potential of

Iran's Agriculture and Food industry for international traders. It employs a three-step approach:

Macroeconomic Analysis

Secondary Data Collection: Data on Iran's GDP, trade volume, and major trading partners was gathered from reputable sources such as the World Bank, International Monetary Fund, and International Trade Center (ITC). This data was analyzed to draw a big picture of the overall economic landscape, highlighting market size, growth potential, and relevant consumer trends.

Industry-Specific Research

Information on Iran's Agriculture and Food industry exports, key product categories, and major competitors was collected from specialized databases like Trade Map, FAOSTAT, and COMTRADE. Based on this data, specific Agriculture and Food industry segments with high export potential were identified for further study.

Primary Data Collection & Company Profiling

Company Interviews: Semi-structured interviews were conducted with representatives of prominent Iranian Agriculture and Food industry export companies within the chosen segments. Company Profiles were created for key players, highlighting their strengths, target markets, and export capabilities.

Limitations

It is important to acknowledge that this study has limitations. Access to certain primary data, particularly within specific industry segments, might be restricted due to market competitiveness or data availability. Additionally, the dynamic nature of the global economy and trade regulations necessitates continuous updates to maintain the report accuracy.

Target Audience

The report is primarily tailored to foreign businessmen and investors seeking opportunities to collaborate or invest in Iran's Agriculture and Food industry. It aims to cater to a diverse range of stakeholders, including:

- Agriculture and Food industry producers and processors
- Agriculture and Food industry technology companies
- Investment firms and financial institutions
- Consulting firms and advisors

Overview of Iran

Iran at a Glance

Area: 1,648,195 square kilometers
Population: 88,860,005 people
Capital: Tehran
Official religion: Islam
Official language: Farsi (Persian)
Currency: Rial
Number of provinces: 31
Number of industrial parks: 824
Number of science & technology parks: 54
Number of technology incubators: 264
Number of high-tech companies: 9620
Number of industrial companies: 30400
Number of universities: 2183
Number of ports: 12
2023 GDP: 368 billion USD
The export volume in 2023: 81 billion USD
The import volume in 2023: 59 billion USD

Iran boasts a rich history and a strategic location, fostering a dynamic and diverse economy. This report delves into the nation's flourishing industries, showcasing its vast potential for international collaboration and growth. With a skilled workforce and a strong entrepreneurial spirit, Iran is poised to play a significant role in the global marketplace. Iran's economy is underpinned by a robust mix of industries. This report explores the strengths of each sector, highlighting the unique investment opportunities they offer. Iran possesses a strategic location and well-developed infrastructure, making it a key player in international trade. This report examines the country's trade landscape, showcasing the opportunities for foreign businesses to partner with Iranian companies and reach new markets.

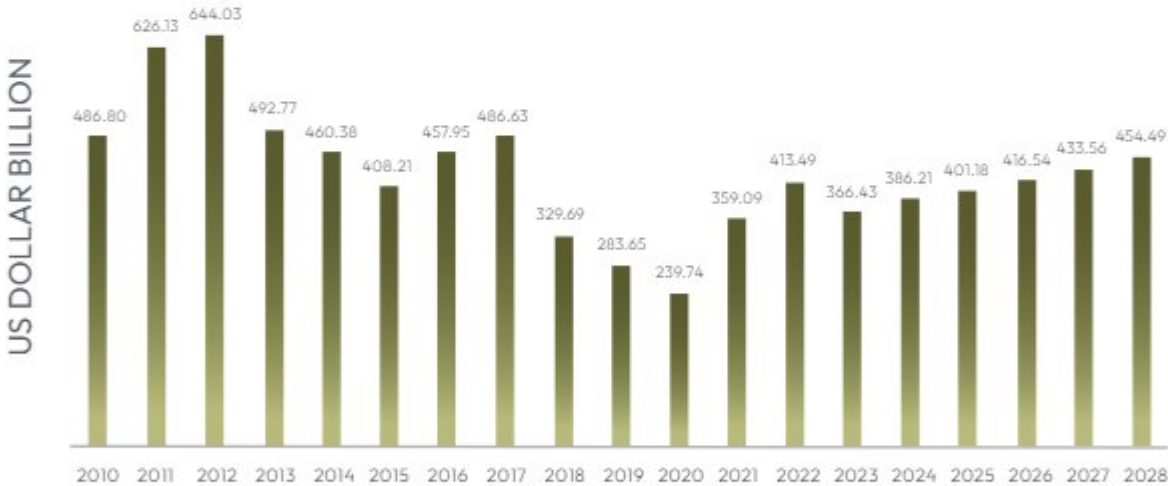
Iran possesses a diverse and dynamic economy exhibiting both strengths and challenges that influence its overall economic performance and the prospects for its Agriculture and Food industry exports. This section will provide a comprehensive overview of Iran's economic indicators, including GDP, exchange rates and trade volumes. By exploring these key areas, this report provides a comprehensive overview of Iran's dynamic economy, emphasizing its potential for future growth and collaboration. It serves as a valuable guide for businesses seeking to navigate the exciting opportunities the Iranian market presents.

GDP

The Exhibit 1 shows the GDP (current USD) of Iran from 2010 to 2028, with projections for 2023 to 2028. The GDP is a measure of the total value of goods and services produced within a country in a given period. The graph shows that the GDP of Iran has been growing steadily in recent years, with an average annual growth rate of around 2%. In 2022, the GDP of Iran was

estimated to be around 414 billion USD. According to the graph, the forecast for Iran's GDP growth between 2023 and 2028 is for modest growth, in the range of 2% to 3% per year. This means that the Iranian economy is expected to grow slowly but steadily over the next few years.

Exhibit- 1- GDP (USD) of Iran from 2010 to 2028 (Source: World Bank)



Exchange Rate

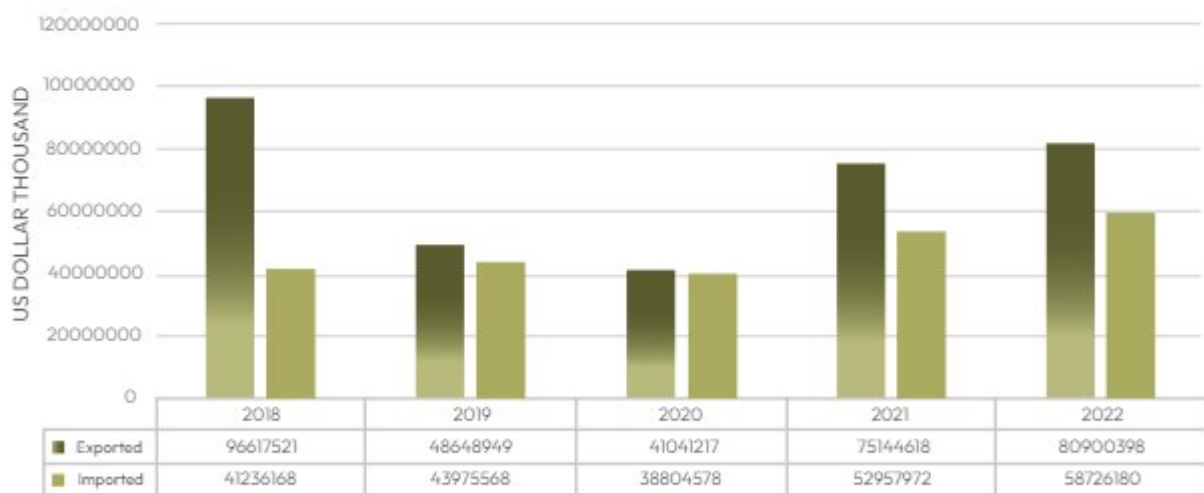
The Iranian Rial has weakened against the US dollar in recent years. This weaker exchange rate, meaning more rials are needed per dollar, can make Iranian exports cheaper on the global market. This could potentially lead to increased demand and production due to lower labor costs (in dollar terms) and a decrease in the unit cost of goods.

Trade Statistics

Iran's overall import statistics have experienced an approximate growth of 40% during the last four years. Iran's largest imports in 2022 are from the United Arab Emirates (UAE) accounting for 30.7%, followed by China at 26.5%, Turkey at 10.4%, and India at 4.6%.

Iran's overall export statistics are also going through an upward trend, especially in the last two years. Exports from 2020 to 2022 have grown by 100 percent. Iran's largest export in 2022 is to China with 27.7%. The reason for the drop in exports in 2019 is the withdrawal of the United States from the JCPOA signed by Donald Trump, the former president of this country, and the return of sanctions in 2018, which resulted in a significant drop in Iran's oil exports. This trend reached its lowest level in 2020 regarding the impact of the Corona pandemic. After that and under the same conditions, Iran was able to increase its exports.

Exhibit 2- Value of Iran's Export and Import from 2018 to 2022 (Source: TRADE MAP)





Agriculture and Food Industry in Iran

Iran boasts a rich agricultural heritage and a vibrant food industry, contributing significantly to its economy and cultural identity. This report delves into the current state of this sector, exploring its market dynamics, trade activities, and the unique position Iran holds.

Iran's diverse climate allows for a vast array of agricultural products. From staple crops like wheat, rice, and barley to an abundance of fruits, nuts, and vegetables like pistachios, saffron, dates, and watermelons, Iran ranks among the top five global producers of many of these items. The agricultural sector plays a crucial role in Iran's economy, contributing significantly to both Gross Domestic Product (GDP) and non-oil exports. The government prioritizes self-sufficiency in food production, making it a stable and reliable supplier.

Roughly 28.5% of the total land area of Iran, or 47 million hectares, is dedicated to cultivated agriculture. This allows Iran to be self-sufficient in many staple crops and a major producer of various fruits and nuts. Additionally, forests cover approximately 6.5% of the country, with

the Caspian region boasting the most commercially valuable woodlands. These forests provide valuable timber and contribute to Iran's overall environmental health.

(Source: World Bank)

	Land area(sq. km) - Iran	1,648,195
	Agricultural land(sq. km) - Iran	470,670
	Forest area(sq. km) - Iran	107,656,3

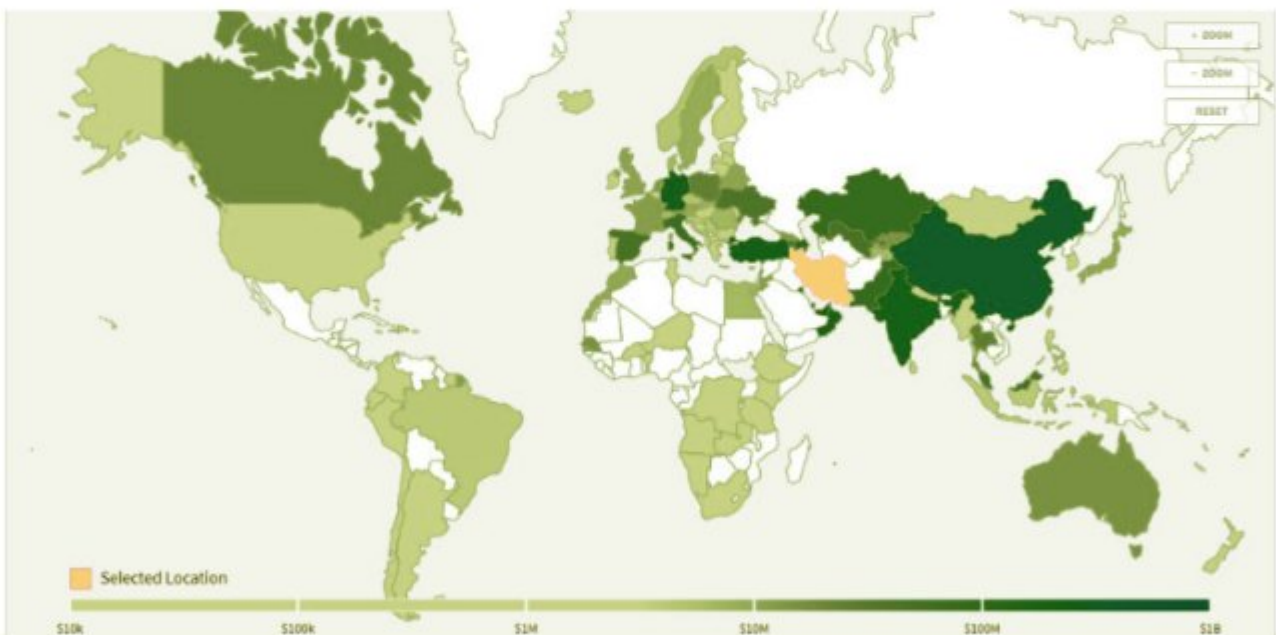
Despite its achievements, Iran's agriculture and food industry possess significant potential for further growth. Modernization efforts, improved water management practices, and collaboration with international partners can unlock even greater productivity and export capacity. Iran recognizes the importance of international trade and actively seeks partnerships with other players. This report explores the opportunities available for foreign companies to invest in Iran's food processing, packaging, and distribution sectors.

Iran's Agricultural Trade

Iran exported a total of 2.888 billion USD worth of agricultural goods in 2021. Iran's top export partners for agricultural goods in this year were:

China (477 million USD)
United Arab Emirates (266 million USD)
Germany (243 million USD)
Turkey (225 million USD)
India (223 million USD)

Exhibit 3- Destination of Iran's Exports of Agricultural Goods in 2021
(Source: Atlas Harvard)



Agricultural Production and Trade of Iran (Source: Atlas Harvard, FAO)

Selected Indicators		2010	2015	2021
Share of Agriculture, Forestry and Fishing Value Added In Total GDP (USD 2015 prices) (PERCENT)		8.1	10.1	11.0
AGRICULTURAL LAND (CROPLAND) BY USE (THOUSAND HA)		17 062.4		17 590.0
Top 3 Trade Partners	Export Value	China (16.53%), United Arab Emirates (9.24%), Germany (8.43%)		
	Import Value	Brazil (22.30%), United Arab Emirates (11.15%), India (10.85%)		
Gross Agriculture Production Value (current thousand USD)		33,073,822	45,087,918	122,702,354

The share of agriculture, forestry, and fishing value added to total GDP increased from 8.1% in 2010 to 11.0% in 2021. This indicates that agriculture is becoming an increasingly important sector of the Iranian economy.

Iran's top 3 trade partners for agricultural exports are China, the United Arab Emirates, and Germany.

Iran's gross agricultural production value increased from 33,073,822 thousand USD in 2010 to 45,087,918 thousand USD in 2015 to

122,702,354 thousand USD in 2021. This indicates that Iran's agricultural production is growing rapidly.

According to the research conducted on the major non-oil export products of Iran, the 5 products including saffron, dates, pistachios, caviar, and dried grapes are among the high-quality products with export potential, which are also very important at the global level.

Global Rank of Iran in Export of the Agricultural Products

Product	Global Rank of Iran in Export		
	2020	2021	2022
Fresh or Dried Dates	1st	3rd	3st
Saffron	1st	1st	1st
Fresh or dried pistachios	2nd	2nd	2nd
Caviar	12th	14th	14th
Dried Grapes	2nd	3rd	3rd

(Source: Trade Map)

- Iran has a strong position in the global market for dried fruits, particularly dates. In 2022, Iran was the world's third-largest exporter of dates.

- Iran is also a leading exporter of saffron,

holding the top spot in global exports for the past three years.

- Iran's pistachio exports have been consistently ranked among the top two globally for the past three years.



According to the data published by the International Trade Center (ITC) in the field of caviar exports:

- Iran has experienced an upward growth in caviar exports since 2019, which is more than 25% in 2021-2022. In the same year, however, the big exporters of caviar such as Germany, Netherlands, and Spain experienced a downward trend.
- The unit value of Iranian caviar is about 4 times the average global unit value, which indicates the high quality and grade of Iranian caviar in the world.

Scientific and Technological Potential and Opportunities

- More than 50 publications from two of the country's most authoritative scientific quarterly journals are dedicated to publishing new research in the field of agriculture and the food industry.
- A total of 113 universities are active in the field of the food industry. They offer programs in fields like Food Science and Industry, Food Industry Science and Engineering, and Food Industry Machinery Engineering, equipping graduates with the knowledge and skills to drive innovation and growth in this vital sector.
- During the last three years, 5 Iranian researchers with h-index rank higher than 57 were in the food industry.
- By 2023, Iran had a remarkable 9,620 knowledge-based companies, a 17% increase from the previous year. Among them, around 400 companies specifically focus on biotechnology, agriculture, and the food industry, fostering innovation and propelling the sector forward.

Challenges and Risks

While Iran's food industry holds immense promise for export growth, it's crucial to acknowledge the challenges and risks that can potentially hinder its progress. Understanding these issues is essential for foreign investors and businesses seeking to enter the Iranian agriculture and food market.

Impact of Sanctions

International sanctions have undoubtedly restricted Iran's access to global markets, limiting the presence of Iranian products on the world stage.

Climate Change

Like many countries, Iran faces the challenges of climate change, which can affect the production levels of some agricultural products. Mitigating these effects will be crucial for long-term food security and export potential.

Raw Material Focus

Currently, a significant portion of Iran's agricultural exports consist of raw or semi-raw materials. While these exports hold value, there's an opportunity to increase the export of higher value-added processed food products.

By acknowledging these challenges and working towards solutions, Iran can further unlock the vast potential of its food industry and become a major player in the global food market.



Iranian Raisins

Iran, a nation steeped in history and agricultural tradition, has firmly established itself as a cornerstone of the global food and agriculture industries. Amongst its esteemed offerings, Iranian raisins hold a position of particular prominence. Renowned for their unique varieties, exceptional quality, and delectable taste, Iranian raisins have delighted consumers worldwide for centuries. From plump golden raisins boasting a touch of sweetness to the distinctive tang of green raisins, Iranian varieties offer a spectrum of flavors and textures to tantalize every palate.

This report embarks on a journey into the vibrant world of Iranian raisins. We will delve into the factors that contribute to their exceptional quality, explore the diverse range of raisin varieties cultivated in Iran, and uncover the impressive production capacity that fuels the nation's position as a leading global exporter. Finally, the report will identify the key players driving the Iranian raisin industry forward, providing valuable insights for potential partners and investors seeking to capitalize on the immense potential of this dynamic sector.

Types of Iranian Raisin

Iran boasts a dazzling array of raisin varieties, each with its own unique characteristics. From the classic Sultana raisins, prized for their plumpness and deep sweetness, to the sun-kissed Golden raisins with their vibrant color and touch of tang, Iranian raisins offer a spectrum of flavors and textures. Black raisins add a rich, molasses-like depth to culinary creations, while Green raisins bring a burst of freshness with their distinctive flavor.

This diversity is rooted in Iran's rich viticulture tradition. Over 200 grape varieties are cultivated throughout the country, each with the potential to be transformed into a unique raisin. While some raisin names may vary by region, the exceptional quality of Iranian raisins remains a constant, solidifying their place among the world's finest.

This report delves into the four most popular varieties of Iranian dried grapes, each boasting distinct characteristics and flavor profiles:

Golden Raisins: These are the most common type of Iranian raisin. They are made from seedless white grapes and have a golden yellow color, a sweet and slightly tangy taste, and a plump, chewy texture.



Sultana Raisins: These raisins are similar to golden raisins but have a darker, brown-red-dish color. They are also slightly sweeter than golden raisins and have a softer texture.



Black Raisins: These raisins are made from black grapes and have a deep purple or black color. They have a richer, more intense flavor than other types of raisins and a slightly chewy texture.



Green Raisins: Also known as Kashmari raisins, these are made from seedless green grapes and have a unique light green color. They are known for their sweet and sour taste and a slightly chewy texture. Unlike other types of raisins which are sun-dried, Kashmari raisins are typically shade-dried and treated with vegetable oil, contributing to their distinctive color and texture.



The captivating spectrum of Iranian raisin colors is a direct result of the drying methods employed. This section explores the interplay between sun exposure, shade, and a specific treatment that influences the final appearance of these delectable dried fruits.

Sun-Kissed Elegance: Black Raisins: Intense sunlight plays a starring role in the creation of black raisins. This drying method results in a deep purplish/black hue, signifying a rich concentration of natural sugars due to the rapid drying process.

Subtle Sophistication: Sultana Raisins: For a lighter and more nuanced approach, Sultana raisins are dried in the shade. This method yields a light to medium brown color, preserving the natural sweetness of the grapes while offering a delightful textural contrast.

Golden Allure: Golden Raisins: Achieving a vibrant golden to bright yellow hue requires a combination of shade drying and a specific treatment with sulfur dioxide. This process helps retain the natural color of the grapes, resulting in raisins with a touch of tang alongside their sweetness.

Preserving Freshness: Green Raisins: Nature's verdant beauty shines through in green raisins. However, to maintain a yellowish-green color, a light sulfur treatment may be used. This preserves the naturally tart and refreshing flavor profile of this unique raisin variety.



Raisin Production in Iran

Iran's grape production in 2022 reached an impressive estimated amount of 1.4 million tons, showcasing the country's strength in this agricultural sector. This translates to a significant contribution to the global grape market, potentially placing Iran among the top producers worldwide.

According to the Iranian Ministry of Agriculture, Iran's raisin production in 2022 is expected to near 200,000 tons, solidifying its position as a key player in the international raisin trade. This translates to a remarkable export potential of 140,000 tons, highlighting the global demand for Iranian raisins. Interestingly, East Azerbaijan province emerges as a major contributor, accounting for a substantial 35% of the nation's raisin exports. Furthermore, a staggering 42% of the country's raisin exports flow through customs located in East Azerbaijan, underlining the province's crucial role in this industry.

Beyond the impressive national figures, Iran boasts a rich tapestry of regional raisin production.

Provinces like Qazvin, Hamedan, Zanjan, Khorasan, and of course, East Azerbaijan, have all established themselves as powerhouses in raisin cultivation. These regions are renowned for their unique growing conditions and meticulous production techniques, resulting in raisins of exceptional quality. Raisins from Malayer in Hamedan province, Takestan in Qazvin province, and Kashmar in Khorasan province have all achieved legendary status, their names synonymous with unparalleled taste and texture.

This glimpse into Iran's grape and raisin production reveals a thriving industry deeply embedded in the country's agricultural heritage. From the vast vineyards yielding a bounty of grapes to the meticulous processes that transform them into sought-after raisins, Iran's dedication to this sector is evident. With its significant production figures, strong export presence, and regionally renowned varieties, Iran promises to remain a major force in the global grape and raisin market for years to come.

Raisin Production System in Jowzan Valley- Case Study



According to a report by FAO, Grape and grape-based Production System in Jowzan, a village in Malayer (A city in Hamadan Province of Iran) has a long history. This system has provided a better life situation for local people, a distinct opportunity for tourists, and a unique platform to boost rural economy.

Production process, history, higher yield per hectare, skill of gardeners in producing grape products, and sugar level of Jowzan Valley grape in comparison with grape of other parts of Iran, are the factors that make grapes and

raisins of Jowzan Valley different from other parts of the country. These are the reason why consumers prefer grapes and the products which produced in the area.

Traditional grape cultivation systems in Iran and Soave vineyards in Italy were formally recognized today as Globally Important Agricultural Heritage Systems (GIAHS), for their unique ways to produce grape and grape-based products using traditional practices and knowledge while preserving biodiversity and ecosystems.

Iran's Raisin Export

Based on the data extracted from Trade Map, the global export volume of raisins in 2022 was 1.64 billion dollars. Iran has established itself as a major player in the global raisin market, consistently ranking among the top three exporters by both value and weight in recent years. This report explores Iran's position in the international raisin trade, highlighting key trends and export destinations.

- In 2020, Iran secured the second-largest exporter position behind Turkey.
- From 2019 to 2022, Iran maintained a strong presence, consistently ranking third after Turkey and the United States.
- Notably, Iran surpassed Chile, South Africa, and Afghanistan in terms of export volume.

Dominating Export Weight (2022):

- Iran solidified its position as the second-largest exporter in 2022 by weight, with impressive exports reaching 108,000 tons.
- This achievement positions Iran as a consistent force alongside the United States, the third-largest exporter by weight.

Key Export Destinations (2022):

- Iraq stands out as the most significant importer of Iranian raisins, with a concentration coefficient of 0.64, indicating a highly exclusive market.
- Kazakhstan and Turkey also demonstrate a strong preference for Iranian raisins.
- Beyond its regional dominance, Iran successfully exports raisins to diverse destinations like the UK (world's largest importer in 2022) and India (ranked fifth).
- Notably, Iran holds the top exporter position for Iraq, the United Arab Emirates, Turkey, and Russia.

Iran experiences a positive trend, with an average annual growth rate of 4% in the quantity of raisins exported between 2018 and 2022.



The Future of Raisin in the Global Market

Fueled by a rising demand for healthy and convenient snacks, the Raisins Market is projected to experience a steady climb in the coming years. According to a report by Maximize Market Research (MMR), the market is expected to expand at a Compound Annual Growth Rate (CAGR) of 4.8% between 2021 and 2029. This consistent growth indicates a maturing market with strong consumer interest in this versatile dried fruit.

The European Union stands as the undisputed heavyweight in the global dried grape import scene. Boasting a market share exceeding 50% of all global dried grape imports, Europe demonstrates a clear preference for these sweet morsels. Interestingly, raisins reign supreme within the European dried fruit market, accounting for a whopping 40% of all dried fruit imports. This dominance can be attributed to the widespread appreciation for raisins' natural sweetness, long shelf life, and inherent portability - making them a perfect on-the-go snack.

Raisins naturally boast a wealth of health benefits, offering a concentrated source of dietary fiber, antioxidants, and essential vitamins. As health consciousness continues to rise, consumers seeking natural sweetness are likely to gravitate towards raisins as a guilt-free indulgence.

This expansion of the Raisins Market presents exciting opportunities for producers, distributors, and retailers alike. By capitalizing on the growing demand for healthy snacks and catering to consumer preferences for organic options, stakeholders in this market can ensure a sweet future for the raisin industry.



SWOT Analysis

Strengths

Favorable Growing Conditions: Iran benefits from a climate and soil well-suited for raisin production, particularly in regions like Qazvin, Hamedan, Zanjan, Khorasan, and East Azerbaijan. These conditions allow for the cultivation of high-quality grapes ideal for drying into raisins.

Rich Varietal Diversity: Iran cultivates a wide variety of grape varieties specifically for raisin production. This diversity caters to different consumer preferences for taste, texture, and size, giving Iranian raisins a competitive edge in the international market.

Renowned Quality: Raisins from some certain Iranian regions have achieved a global reputation for exceptional quality. These regions have established meticulous production techniques that consistently yield raisins with superior taste and texture.

Strong Export Tradition: Iran has a long history of raisin production and export, allowing it to develop a well-established infrastructure and network for international trade.

Competitive Production Costs: Compared to some competitors, Iran might benefit from lower production costs due to factors like land availability, labor costs, and established production techniques.

Government Support: The Iranian government plays a role in supporting the raisin industry through initiatives. This backing can contribute to the industry's overall growth and competitiveness.

Skilled Workforce: Iran likely has a skilled workforce with generations of experience in raisin production. This expertise ensures consistent quality and contributes to the industry's efficiency.

Weaknesses

Limited Processing and Storage Facilities: The lack of modern and widespread processing and storage facilities in some regions could lead to inefficiencies in production. This can also limit the industry's ability to meet the demands of large international buyers.

Limited Branding and Marketing: Compared to some competitors, Iran might have a weaker presence in terms of branding and marketing its raisins on the international stage. Stronger brand development and targeted marketing strategies could significantly improve recognition and market share.

Dependence on Traditional Methods: While tradition plays a role in the industry's success, an overreliance on traditional methods could limit the adoption of new technologies or more efficient production processes. Continuous improvement and incorporating innovative approaches might be necessary for long-term competitiveness.

Fluctuating Production Levels: Yields can be impacted by factors like weather variations or pest infestations. This inconsistency in production volume can make it difficult for some exporters to fulfill large orders reliably.

SWOT Analysis

Opportunities

Untapped Export Markets: While Iran has a strong presence in some markets, there might be opportunities to explore and expand into new regions with a growing demand for raisins.

Value-Added Products: The industry could explore opportunities to develop value-added raisin products like raisin flour, raisin bran, or raisin-based snacks. This could diversify product offerings and potentially increase profit margins.

Growing Global Demand: The global market for raisins is expected to experience steady growth in the coming years, driven by factors like increasing health consciousness and rising disposable incomes.

Shifting Consumer Preferences: Consumers are increasingly seeking healthy and convenient snack options. Raisins, being a natural source of fiber, antioxidants, and essential vitamins, can effectively cater to this demand.

Rising Demand for Organic Products: The global demand for organic food products is on the rise. Iran has the potential to capitalize on this trend by focusing on organic raisin production.

Expansion into New Markets: Iran has a strong presence in some established raisin markets. However, there's potential to explore and expand into new regions experiencing a surge in raisin consumption. Market research can help identify these emerging markets with favorable demographics and trade policies.

Threats

Competition: Intensified competition from established raisin producers could threaten Iran's market share.

Fluctuating Global Demand: Shifts in consumer preferences or economic downturns could lead to fluctuations in global raisin demand.

Climate Change: The increasing impact of climate change, with factors like water scarcity or extreme weather events, could disrupt grape production and raisin yields in Iran.

Stricter Import Regulations: Evolving import regulations in key markets could create hurdles for Iranian raisin exports. Staying informed and adapting production practices to comply with these changes is crucial.

Political and Economic Instability: Political or economic instability in the region could disrupt export channels. This uncertainty can negatively impact the raisin industry's overall performance.

Dependence on Traditional Markets: A heavy reliance on traditional export markets makes the industry vulnerable to economic downturns or changing consumer preferences in those regions.

International Regulatory Frameworks

The global raisin industry thrives on a foundation of international standards and licenses. These frameworks ensure the consistent delivery of safe, high-quality products to consumers worldwide. A thorough understanding of these regulations is essential for success in the raisin trade.

Essential Standards for Food Safety and Quality

Quality Management: ISO 9001 ensures a robust quality management system throughout the raisin production chain.

Dietary Compliance: Standards like Halal and Kosher cater to specific cultural and religious dietary requirements.

Food Safety: HACCP, GMP, and SSOP focus on identifying and mitigating potential hazards during production, ensuring food safety from farm to table.

Good Practices: GAP promotes sustainable agricultural practices, while BRCGS and IFS focus on brand reputation and international food safety standards.

Management Systems: ISO 22000 and FSSC 22000 establish comprehensive food safety management systems for raisin producers.

Testing and Certification: ISO 17025 ensures the accuracy and reliability of testing laboratories that verify raisin characteristics, safety (microbiology), and compliance with regulations for pest residue, preservatives, and additives.

Environmental Management: ISO 14001 promotes responsible environmental practices throughout the raisin production process.

Occupational Health and Safety: OHSAS 18001 emphasizes workplace safety for raisin industry workers.

Ethical Sourcing: SMETA ensures ethical practices within the raisin supply chain.

National Standards: Adherence to regional standards is crucial for specific markets.

Regulatory Compliance: Maintaining compliance with regulations like FDA (US), IOA (analysis), and ISO 10004 (customer focus) further strengthens market access.

These standards mandate a series of tests to verify:

Physical Characteristics: Size, color, texture, and overall appearance of the raisins.

Microbiological Safety: Absence of harmful bacteria and other pathogens.

Pest Residue Control: Ensuring raisins are free from unacceptable levels of pesticide residues.

Proper Use of Additives: Verifying the safe and appropriate use of preservatives and food additives.

Meeting these standards empowers producers and exporters to deliver high-quality raisins to a global audience.

UNECE Standard DDP-08: This standard, established by the United Nations Economic Commission for Europe (UNECE), defines clear quality requirements for raisins. It specifies minimum maturity, size, moisture content, acceptable levels of defects (blemishes, insect damage, foreign matter), and proper packaging. Adherence to this standard facilitates access to a broader international market.

Sanitary and Phytosanitary Measures (SPS): The World Trade Organization (WTO) Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement) establishes a framework for protecting human, animal, and plant health from risks associated with food imports and exports. Specific requirements include:

SPS Agreement: This agreement sets the stage for all SPS measures implemented by WTO member nations.

A140 Special Authorization: For certain imports, a Special Authorization (A140) might be required. This entails stricter regulations governing the import, export, transport, and handling of potentially hazardous materials like genetically modified organisms (GMOs) and irradiated foods. Depending on the specific case, a permit from the Genetic Engineering Approval Committee (GMOs) or a license from the Department of Atomic Energy (irradiated foods) might be necessary.



Some Iranian Prominent Companies in Raisin Industry

Iran's raisin industry thrives due to the efforts of a multitude of companies, each contributing its expertise to various segments of the value chain. Here, we highlight a few prominent players

Kourosh Company



Brief Overview

Incorporating the wealth of experience garnered by Golrang Industrial Group since its establishment in 1972, Kourosh Dried fruit and Legumes Industry emerged as a subsidiary in 2017, specializing in the premium dried fruit, legumes, and snacks industry. The company has an annual production capacity exceeding 55,000 metric tons. The company has 6 national brands such as Azoogheh, Famila, Madlin, Hamkhan, V.Nut, and V.Nito and the 'Suntin' is one of Kourosh brands that has a separate production line and packaging with international food quality and safety standards.

Certificate and Standards

- ISO 22000 certificate
- FSSC 22000 certificate
- HACCP certificate
- ISO 9001 certificate
- GMP certificate
- HALAL certificate

Products/Services

Raisins, dates, pistachios, dried fig, dried fruits, nuts


Achievements

- GULFOOD Dubai 2024, 2018
- GULFOOD MANUFACTURING Dubai 2023
- ANUFOOD INDIA 2023
- FOOD INDUSTRY 2021
- CNR EXPO ISTANBUL 2019

 www.kouroshfoods.com

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Fruity Land Cooperation



Brief Overview

Fruity land Corporation is Iran provider, packager, and exporter of fresh/dried fruit and Nuts. Fruity land company is equipped with up to dates tools and machines. Fruity land goal is "providing, sorting and exporting Iran qualified products to all of its global users".

Products/Services

Raisins, dates, saffron, pistachios, pistachio kernels, grapes syrup, dates syrup, almond, dried fruits, fresh fruits

 www.fruityland.co

 info@fruityland.co

 (+98)919 7091540

Brief Overview

Farzin Rock Stone Co. with the Trade name Iran Dried Fruit was established in 1999. The company is a member of chamber of commerce Australia, Italy, Canada, England, and Iran. As well as a member of the commerce industry & active member of Iran pistachio association. To guarantee the order's quality the company can hire an international inspection company such as SGS to inspect cargo before loading.

Certificate and Standards

- ISO 22000 certificate
- HALAL certificate
- HACCP certificate
- Silver Ranking certificate

Products/Services


Raisins, dates, saffron, pistachios, pistachio kernels

Achievements

- The company has a Manufacturing factory with a wide variety of technology and different types of machinery ranging from laser Sort machine, Metal Detector, X-Ray Scanner, hair-burner, etc.

 www.irandriedfruit.com

 info@irandriedfruit.com

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FOOFEL Food Industries Company



Brief Overview

FOOFEL Food Industries Co., with more than two decades of activity, is one of the successful companies in the field of processing, supplying, and producing various kinds of dried fruits, nuts, dates, raisins, and saffron in bulk and package. The company is supplying our products internationally with the highest quality and under the highest international standards of BRC, safety, and health standards. Foofel Co. has committed itself to the following objectives: Customizing products, providing superior services to meet our customers' needs and desires, building long-term sustainable relationships with our valued customers by delivering high-quality and hygienic products. The company's superior abilities and services are its flexibility to the needs and demands of customers and can produce customers' brand and orders based on high capacity of production.

Certificate and Standards

- HACCP certificate
- BRC GLOBAL STANDARDS

Products/Services

Types of raisins, dried fruits, nuts, dates, and saffron

Achievements

The company uses the specialized devices of "X-Ray" laser and the Metal Detector scanner to provide a hygienic product without any foreign material.

The company has a wide range of quality programs are used to monitor the quality and safety of its products:

- Pest Control Programs
- Environmental monitoring programs
- Third-Party Inspections
- HCCP programs
- Raw material input controls
- Final product testing

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Middle East Products Export (MEPE) Company



Brief Overview

Middle East Products Export has been founded in 1950. MEPE to be one of the major dried fruits producers in the region while a pioneer and a leader in the dried fruits trading industry in Iran for more than seven decades. Through years this company have been a pioneer in introducing solutions for turning the unsustainable farming methods caused by large number of small scale farms and old fashioned trading schemes in Iran into modernized and sustainable methods.

MEPE donates parts of its funds to Farshchian Foundation, which established by the founder of MEPE in 1970s. Farshchian Foundation is a humanitarian foundation set up to facilitate public-private funded initiatives to promote the welfare of people across IRAN. The services provided includes education and health in the form of hospitals, schools and other facilities.

Certificate and Standards

- ISO 9001 certificate
- ISO 22000 certificate
- HACCP certificate
- HALAL certificate
- IFS Global Markets Food certificate

Products/Services

Raisins, Pistachio, Pistachio kernels, Dates

Achievements

- Using BUHLER Sortex machinery, equipped in laser sorting their products including; pistachios and raisins, while ensuring compliance with specifications.
- Process Control system features that will automatically reject off-spec products.
- Quality of the products per given specification is guaranteed.
- Contracted with accredited ISO-17025 third-party laboratory with on-site testing facilities.
- Capability to adhere to E.U. and other international testing protocols.
- 8 times award winner of the best Iranian dried fruits exporter in the years 2000, 2001, 2003, 2006, 2007, 2010, 2011 and 2013
- Export to more than 45 countries across five continents

 www.mepeco.com

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Middle East Senate Exporting Company



Brief Overview

Middle East Senate Exporting Co is one of the leading manufacturers and exporters of dried fruits and nuts in general and varieties of high-quality raisins in particular in Iran and Unique is their Trademark. their slogan is "actions speak louder than words" which will achieve the vision of "Unique in MiddleEast". Their philosophy is to deliver high quality products, competitive pricing, valuable services and support to its customers all around the world. The development of innovative production methods, emphasis on product quality and individualized customer services all together have provided company a huge growth over the last 15 years.

Certificate and Standards

- ISO 9001 certificate
- ISO 22000 certificate
- HACCP certificate
- HALAL certificate
- KOSHER certificate

Products/Services

Dates pistachio, raisins

Achievements

Modern & Hygienic Technology:

- X-RAY SCANNED
- LASER SORTED
- METAL DETECTED

Participation in exhibitions

- SIAL Paris 2014
- World Food Moscow 2014

 www.middleeastsenate.com

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EXIM International Trading Group



Brief Overview

EXIM International Trading Group was founded in 2009 in Tehran, Iran. The company offers quality products and services for dealers and distributors with over 2,000 items in more than 50 categories including, Agricultural and Mineral to over 32 countries worldwide.

Certificate and Standards

- ISO 9001 certificate
- ISO 22000 certificate
- HALAL certificate
- KOSHER certificate
- FDA
- IOA certificate

Products/Services

Raisins, pistachio, dried barberry, dates, salted pistachios, fresh fruits

- This company provides certificates related to the export of goods and transportation for the product.

Achievements

- EXIM partner offices in Russia, Oman, Turkey, China, Iraq and UAE serve the needs of Asia and Europe-based clients.

 www.eximasian.com

 info@eximasian.com

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Karvan Tandis Toos Company



Brief Overview

Established in 1994 under the Narmak brand, Karvan Tandis Toos Company has become a leading force in Mashhad's commercial landscape. They offer a continuously expanding range of high-quality, healthy dried fruits and nuts. Their mission is to provide customers around the world with the finest selection of these products. The dedicated Karvan Tandis Toos team is committed to exceptional service, ensuring complete satisfaction for both international and domestic clients.

Certificate and Standards

- Halal certificate
- HACCP certificate
- ISO 9001 certificate
- ISO 22000 certificate
- ISO 14001 certificate
- BS OHSAS 18001 certificate

Products/Services

Raisins, pistachios, mixed nuts, fruit nuts, walnuts, dried figs, dried cherries, dates

Achievements

Participation in exhibitions :

- Mihas Malaysia 2013 (Malaysia)
- Sial France 2012 (France)
- Export to Middle East countries including Iraq, UAE and Yemen, European countries including Spain and Turkey.

 www.narmaknuts.com

 Info@narmaknuts.com

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Surin Company



Brief Overview

Surin is an export consortium consisting of several Iranian factories and manufacturers. This company also welcome inspection companies like SGS. Surin Export is committed to a safe and memorable purchase experience. Therefore, Surin will undertake the complete process of transportation, clearance, insurance, and customs affairs in Iran and transport it to the customs and port of destination. Surin Export has 24 hundred hectares of fruit trees in different seasons of Iran. Surin is generally active in the agricultural, fruit, and food industries.

Products/Services

Raisins, dates, pistachios, saffron, dried fruits and fresh fruits

Achievements

- This company has some equipped sorting and packaging machines in Bam

 www.surinexport.com

 (+98) 11 33242774

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Grandor Company



GRANUTS

We have chosen the most valuable

Brief Overview

Grandor Company under the Granuts brand is active in exporting Iranian dried fruit "Raisins, dried apricot, figs, Dates, roasted chick peas and Iranian Dried Nut such Pistachio .

The company as Dried Fruit supplier has been founded to pursue the aim of providing the best services to its overseas customers and wholesale dried fruit & nuts to the farthest corners of the globe.

Certificate and Standards

- ISO 9001 certificate

Products/Services

Raisins, Dates, Pistachio, Dried Figs, Saffron, Roasted Chickpea, Plum, Dried Apricot, Dried Rose, Roasted Chickpea

Achievements

- The company has a Laser Sorting Machine

Attending exhibitions:

- Foodex Exhibition Japan 2024
- Gulfood Manufacturing 2017
- Anuga Cologne 2019, 2017
- Fine Food Australia 2019
- GULFOOD Exhibition 2019



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Beyond Potential Raisin

Focusing on Iran's raisin industry, this report offers a detailed analysis. We start by exploring Iran's prominent role in the food and agriculture sectors, emphasizing its well-established agricultural base. Delving into Iranian raisins, the report explores their unique qualities and highlights Iran's impressive production capacity. We then shift gears to analyze Iran's position in global raisin exports, comparing it to major international competitors. Finally, the report identifies key Iranian companies driving the raisin industry forward, providing valuable insights for potential partners and investors.