

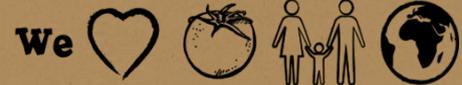


## The tomato plant

We harvested the first truss. But the quality of these tomatoes did not meet our high standards and were fed to the neighbour's sheep instead. The second truss is colouring nicely, however, and contains many good quality tomatoes. It is easy to recognize the superior quality of these tomatoes by their larger size. The tomatoes are wonderfully firm and sweet thanks to the many hours of sunshine. This plant has been heavily taxed by the Tunisian climate, resulting in delicious tomatoes. You will be able to taste this for yourself once the first shipment arrives. Our first large shipment of approximately 5 tonnes will take place in week 44.

## Desert Joy

*These tomatoes from a very special cultivation site in Tunisia are real Fair Trade tomatoes. They are bursting with flavour and are cultivated responsibly, keeping the respectful treatment of every employee in mind. The employees are enthusiastic, ambitious, and hard-working. They work towards creating a better life and to cultivate the finest, most delicious tomatoes.*



## ISO 22000

Desert Joy has qualified for the ISO 22000 certificate. This standard sets the requirements for food and safety conditions and an effective management system based on ISO 9001. As Desert Joy is exporting the product, this certificate is beneficial in terms of international recognition.



## Biological pest control

It is a unique concept in Tunisia that we require our tomatoes in Tunisia to be grown as cleanly as our tomatoes in the Netherlands. These two countries each have a very different approach to chemicals.

We use biological solutions as much as possible, even in our greenhouses. This is why we use Nesidiocoris, a predatory bug that helps us combat harmful whiteflies and Tuta Absoluta.



## Sport

There is not much to do in terms of entertainment in the south of Tunisia. Money for entertainment is also not always readily available. But sports can be a healthy and fun activity for many people. Although it is not usual for women to play sports in this area, we would like to especially encourage the local children and women to take part in sports. Therefore, Desert Joy will be sponsoring local football and tennis and currently has its own tennis team that meets once a week for a fun game of tennis.



## New employees

Because of the expansion of Desert Joy from 7.5 hectares to 10 hectares and with the new season fast approaching, we thought it beneficial to employ fifty people from a neighbouring village. The majority of our current employees come from El Hamma. The new group of enthusiastic women come from the neighbouring village Matmata. We encourage the creation of new jobs in this area. These women were picked up by bus, divided into smaller groups, and received an introduction and a guided tour of the greenhouses. When they were asked afterwards which of them would like to work for Desert Joy, each of them raised their hand.



## 'Primeurs du sud' cooperative

Last week all cultivators across an area of 127 hectares in the south of Tunisia founded a cooperative. They named the cooperative 'Primeurs du sud.' Our partner, Najib Zarrouk, was elected chair. A plan of action and the budget for the cooperative were created in Europe. This cooperative will work towards the improved promotion of healthy products, while there is also a plan to set up a laboratory, an experimental garden, and a training plan for employees.



## Eid al-Adha

The Festival of Sacrifice, Eid al-Adha, took place at the end of September. Preparations were in full-swing, towns were abuzz, sheep were sold everywhere and even transported on mopeds. This holiday serves as a reminder of your willingness to sacrifice for God and animals are slaughtered by the Muslim observers of this religious holiday. The meat is eaten and shared by family members and distributed to the poor.

We were invited to share in this feast and tasted many traditional dishes, including stuffed sheep's stomach. No part of the sheep is wasted. We were simply in awe.

