

NARRATIVE LABELS (PP4 - SFAX)

Work Package 4 Market-driven pilot initiatives

Activity 4.2.3 Realization of narrative labels

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MedSNAIL NARRATIVE LABELS is an initiative implemented in the framework of MedSNAIL and inspired by Slow Food methodology -an international grassroots organisation that promotes traditional food with a strong focus on the preservation of biodiversity and respect for local land and culture.

This initiative works to strengthen the productive network of Sfax/Kerkennah, Sahel, MedSNAIL pilot areas in Tunisia, making visible the attributes of local products through a distinctive labelling system that values their origin, production process and elaboration.

This action aims to raise awareness among local citizens of the added value of these local products beyond their industrial labelling, highlighting the way in which they have been produced and processed. In addition, this initiative brings these local products closer to consumer profiles that are aware of responsible and local consumption, as well as introducing them into new sales channels.

Producers who have participated in this initiative are committed to the preservation of the local identity and its ecosystems.

The products selected for narrative labeling respond to traditional harvesting and processing methods, are closely linked to the pilot area where MedSNAIL has been developed or have been directly proposed by the producers most involved in the project activities.



Breads and sweets

[JARDKAA]

Producer 1: *From Halima (من عند حلیمة) / Ismahen Ben Hmida (The Kerkennah archipelago)*

Producer 2: *Jnen Sfax / Salma Mahdoui (Sfax)*

Product

Barley bread « Jardkaa »

Territory

The Sfax/Kerkennah regions

Raw materials

Barley flour

Water

Salt

Processing

Jardkaa is unleavened bread. Traditionally, it is prepared with barley flour, salt and water. Barley flour is putted with warm water in a deep bowl, and leaves for a period of time until the barley absorbs the water and becomes wet, add salt and water gradually, and knead the ingredients with the rub until they are homogeneous with each other. Bread is cooked over a wood fire in a bowl designated for it called a bread tagine, until it is cooked.

Production period

There is no a specific period for the preparation of the Jardkaa bread, it is prepared in any time throughout the year.



Vegetables, fruit, legumes and their processed products (oil, wine...)

[LEGMI (Kerkennian Date Palm sap juice)]

Producer 1: From Halima (من عند حليمه) / Ismahen Ben Hmida (The Kerkennah archipelago)

Producer 2: Salah Attaoui / Farmer (The Kerkennah archipelago)

Variety

Kerkennah Date Palms (*Phoenix dactylifera* L.).

Territory

The Kerkennah archipelago

Cultivation

The Kerkennah date palms constitute the archipelago's most numerous natural plant. This is why the area occupied by date palms is commonly called 'Ghaba' (forest).

Plantation of Date Palms (*Phoenix Dactylifera* L.).Kerkennah Islands, Tunisia: Date Palm is A Dioecious Plant. This Means That Its Flowers Are Unisexual - Either Males, Or Females - And That Each One Of The Sexe Is Carried By A Different Individual. We Then Talk Of Male Bottom And Female Bottom. The Female Bottoms Carry The Fruits.

Harvest

Generally, between Mars and October.

A palm tree produces a daily volume of wine of 5-6 liters, an operation that requires 3 months to exhaust the source. The tree is then left to regrow for a period of 4 years.

Processing

The extraction of the Legmi is done in a very precise way. Only the Mâalem (master) knows the method, learned from father to son and from generation to generation for a long time. In a first step, the mâalem climbs along the palm tree, then cuts part of its top, to unearth its core known as "jumar": a sap having an oval shape. After three or four rinses with water, the sap is ready to be peeled with a sharp knife that morning. The farmer's goal is to remove the hard-outer layer, which holds the casting legmi through small holes. The liquid is left 'sweated' slowly in a basin, which will end up pouring into a traditional earthen bowl. The peeling action is by far the most delicate. It is repeated daily to reopen the juice outlet holes which close naturally.



Vegetables, fruit, legumes and their processed products (oil, wine...)

[FIG JAM]

Producer 1: Zohra Chikh (*The Kerkennah archipelago*)

Producer 2: Jnen Sfax / Salma Mahdoui (*Sfax*)

Variety

Ficus carica L., Moraceae

The main varieties of fig used in Sfax to produce jam are Zidi, TchicheAssel, Soltani, Bithri, Themri and Bouhouli. The fig jam could be made with all of this fig variety and even with a mixture of different fruits from different varieties.

Territory

The Sfax/Kerkennah regions

Cultivation

The fig tree is a very common tree in Tunisia and its cultivation extends from the beginning of the country to its end and in cold and humid regions as well as in hot and dry regions. The main production centres are located in coastal areas such as Sfax and in some mountainous regions.

Harvest

Ficus carica jam: Generally, between June and August.

Processing

Fig jam is prepared from Fig fruits with no additional products. The preparation of fig jam is very easy. Put the water and bees honey in a medium saucepan over a low heat. Leave the mixture for about 10 minutes. Wash the figs well and then cut them into small pieces. Add the figs to the pot and leave on a low heat, then add the lemon juice to preserve it for long time. Leave the mixture for 25 minutes on low heat. Remove the pot from the heat and leave to cool. Distribute the mixture into small glass jars and leave until completely cool, then close tightly.





Vegetables, fruit, legumes and their processed products (oil, wine...)

[PRICKLY PEAR VINEGAR]

Producer 1: Zohra Chikh (*The Kerkennah archipelago*)

Producer 2: Jnen Sfax / Salma Mahdoui (*Sfax*)

Producer 3: From Halima (*من عند حلیمه*) / Ismahen Ben Hmida (*The Kerkennah archipelago*)

Variety

Prickly pear vinegar could be made with the variety: Rogapelona which have fruits with dark red in color or with the variety Giolla characterised by its fruits with yellow color.

Territory

The Sfax/Kerkennah regions

Cultivation

Tunisia is the second largest producer of prickly pears in the world after Mexico.

Harvest

Prickly pear harvest period is in July-August. At that time the vinegar is prepared and conserved for a very long period (more than a year).

Processing

Prickly pear vinegar is made with low quality fruits of prickly pear. The fruits are rinsed well, then cut with their bark and are put into the jarred or a glass bottle. The recipient is then placed between the branches of a plant generally an olive tree to avoid solar rays. After a few days, the vinegar will be ready. The jar opens and the Sfaxiens filter the vinegar. They collect it in bottles and add olive oil at the end to preserve it.



Vegetables, fruit, legumes and their processed products (oil, wine...)

[ROB (Date syrup)]

Producer 1: Zohra Chikh (*The Kerkennah archipelago*)

Producer 2: From Halima (من عند حلیمه) /Ismahen Ben Hmida (*The Kerkennah archipelago*)

Producer 3: Anamel Kerkennian (انامل قرقنييه) /Sonia Benb Said (*The Kerkennah archipelago*)

Variety

Kerkennah Date Palm (*Phoenix dactylifera* L.).

Rotbi variety is a group of dates consumed at the Rtob stage.

Territory

The Kerkennah archipelago

Cultivation

Rob is mainly made from "Rtob" of "Rotbi" variety. A stage of maturity in dates. It is a very brief stage and does not exceed one to two weeks for some varieties. This group is characterized by being consumed before entering the "Tamer" stage, due to its high humidity.

Harvest

Rtob are medium quality dates which could be harvested towards the end of September, beginning of October and stored for later use during the winter.

Processing

Rob or date syrup or date molasses is made in a way that all benefits of dates are preserved. After washing well dates (with seeds), in the night, kerkennian women soak a little Rotbi dates (with seeds) in a container. The next day, they squeeze the date confit between her fingers. A sweet juice flows from it, which is put to reduce on a slow and controlled fire (as well as the seeds). The molasses obtained after filtering to eliminate seeds and peels, is called Rotbi honey. As cooking is mastered, all the mineral salts in dates remain intact like vitamins. Prepared Rob is put in glass jars without any additives and keeps for long period.





Vegetables, fruit, legumes and their processed products (oil, wine...)

[ZAMMIT MAKHDHOUR]

Producer 1: Zohra Chikh (*The Kerkennah archipelago*)

Producer 2: Anamel Kerkennian (*انامل قرقنيه*) /Sonia Benb Said (*The Kerkennah archipelago/Sfax*)

Variety

In Sfax, the main barley variety is beldi variety, is a special cereal whose name can be translated as "local barley".

Territory

The Sfax/Kerkennah regions

Cultivation

The plants are sown in October.

Harvest

A third of the production is harvested at the end of April when seeds still have a green colour. The harvested barley is used for the production of zammit makhdhour and couscous makhdhour and. The rest of the harvest is done in May to produce couscous and flour for the preparation of bread and soups.

Processing

From only one ingredient Zammit makhdhour is made which is barley seeds flour. Green barley grains are taken and fried with dirt in the "tawa"n also called "tajen ". Small amount (about a half a "saa" (the saa has 2.5 kg)) of barley are roasted in the firewood. Then, barley seeds rubbed with the legs five times and after each time sifted to get rid of the dirt and no salt or spices are added to it. It is crushed and sieved.

