

SESAME SEED MARKET IN TURKEY



by

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- We have a Sesame hulling and Tahini production facility in south of Turkiye in Mersin. As well as a state of art tahini facility in USA . (Seeds N Snacks LLC)
- Our Daily total production capacity for tahini 75ton/day ;
 - 50 ton daily tahini production capacity in Rasagra- Turkiye.
 - 100 tons sesame hulling capacity in Turkiye. (Organic and Conventional)
 - 25 tons daily tahini production capacity in Usa as Seeds N Snacks LLC.
- Our facility in Turkiye is 10.000 m² area and we are the leader on export of tahini in Turkiye and our tahini production facility is 20.000 sq ft in USA.
- We export almost 7.000 tons of Tahini a year from Turkiye only which is almost equals to 70% of total Turkish export .
- In 2023, we are planning to establish our 3rd facility in the Middle East.



WORLD SESAME
CONFERENCE
 21-23 Aug 2022
 Movenpick Grand Al Bustan, Dubai

SEEDS N SNACKS TAHINI FACILITY IN OKLAHOMA CITY, USA





2021-2022 Sesame Market in Turkiye

- After China, Turkiye is the largest Sesame importer in the world.
- Tahini, halva, and Simit are industrial consumption habits of our culture.
- Almost all of the sesame imports in Turkiye; it is organized through the port of Mersin, where our facility is located, and from there, it is distributed within Turkey and all over other countries.
- Imported sesame in Turkiye-
 - 60% - Tahini sector
 - 40% - Simit and bakery sector
- In 2021, Turkiye has imported 185.000 tons of sesame seeds.
 - Origins and quantities has specified in the graph

IMPORTED SESAME SEED IN TURKIYE

- In 2021, approximately 75% of the total imported sesame seed in Turkiye was from Chad, Nigeria and Sudan.
- Carry on sesame seed from 2021 to 2022- approximately 35.000 tons.
- Prices has increased lately dramatically due to lack of stock and end of stock.

ORIGIN	QUANTITY
CHAD	71.824.850
NIGERIA	38.079.891
SUDAN	30.782.143
BRAZIL	9.335.883
ETHIOPIA	5.332.441
EGYPT	4.918.150
SOMALIA	3.503.960
UGANDA	2.947.870
PARAGUAY	2.423.130
GUINEA	2.027.451
BURKINA FASO	1.650.081
PAKISTAN	1.571.526
GUINEA-BISSAU	1.570.952
AFGHANISTAN	1.457.080
MALI	1.445.764
TOGO	1.174.066
ARGENTINA	748.310
TANZANIA	500.831
MOZAMBIQUE	463.000
TURKMENISTAN	358.590
SENEGAL	248.981
OTHERS	2.226.092
TOTAL	184.591.041





Other Problems in Turkiye

- In 2022
- Logistics problems that started during the pandemic period
- The energy crises started with the effect of Russian and Ukrainian war .
- The large ship companies trying to take advantage of all these crises impacted transportation prices to increase drastically.
- Sesame seed prices has increased dramatically from 2021 to 2022.
- Increasing sesame prices comparing to 2021 along with combination of Turkey's economical troubles that Turkey is going through, *there was 30% reduction of import of sesames seed* from the same period of 2021 until July to this year.



- We believe that the negative effect of the instability of the dollar exchange in Turkey and the current high inflation on purchasing power will trick the recession
- Thus, reducing the demand for sesame and sesame products.
- So the general average of dollar in 2021 was 8.90 tl while at 31.12.2021 the dollar was 13.28 tl. In 2022, the average dollar is 15.38 tl until so far while the current dollar rate is 18.10 tl.
- And the year-end dollar expectation was 19,- tl according to the Central Bank of Turkey, the free market expectation is over 21,- tl.
- The large difference in the dollar exchange compared to 2021 will directly have a negative impact on the consumption. Because there is a serious drop at the purchase power of the people.



FOR OUR PROBLEMS WE HAVE TO BE AS ONE TO SUCCEED

- As sesame seed producers, processors and suppliers we need to invest on sustainability and consistency.

We need to be more organized and effective on all aspects.

- The market is very volatile, with unstable prices and quality, which creates a problem in the world consumption. We must provide trusted statistical information to the industry to be more organized.
- We have to find a solution to this in common sense. Don't forget with Hummus taking more and more market share in consumption USA is the largest tahini consumer in the world now.

Who would have guessed?



OUR SHARE IN THE MARKET

- As sesame seed and tahini facilities we do our best in the sector to increase the consumption of both commodities all around the world from USA to Australia and from continent to continent.
- We are investing highly on innovation and creating new products to increase the consumption of tahini or sesame seed every other year. **That is why we come up with flavored squeezable sesame tahini sauces and dressings like sesame tahini wasabi , tahini truffle and tahini sriracha and will be hitting the US market on the mainstream supermarkets.**
- increasing the awareness to consumers more about the magical nutritional benefits of sesame and tahini in every other way so that world can consume more.
- Our next project will be spreading hummus shakes and healthy tahini bars all around the world.

RASAGRA®
"for the love of tahini"

Seeds n Snacks

Tahini

Hummus Mix

Sesame Tahini Sauce & Dressing

The image displays a variety of Rasagra products. At the top, there are two bottles of Tahini: one labeled 'ORGANIC' and 'STRENGTH' and another labeled 'NATURAL'. To the right, there are several packets of Hummus Mix, including 'Falafel Mix', 'Za'atar', and multiple 'Hummus' varieties. Below these, a row of ten squeeze bottles of Sesame Tahini Sauce & Dressing is shown, with flavors like BBQ, Tahini, Curry, Wasabi, Sweet Chili, and Sriracha. Further down, there are two large white tubs of Tahini, a box of Tahini, and two large blue metal drums of Tahini. At the bottom, a row of certification logos is displayed, including BRC, ISO, USDA Organic, and Kosher.

Please feel free to contact us with any questions

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