

# Tunisia

## Central Municipal Market of Tunis

Market type Food market

Frequency Daily



### Key Stakeholders

Actor	Role & responsibility
Municipality of Tunis	Management, oversight, inspection and monitoring, setting contracts of selling spaces and collection of municipal fees
Police	Security and law enforcement within the market
Ministry of trade	Price regulation; economic inspection
National Agency of Sanitary and Environmental Control Products	Sanitary control and product safety inspection
UTAP and UTICA	Unions representing farmers (UTAP) and traders (UTICA) (key intermediaries to negotiate with government authorities and defend their members' economic interests within the market value chain)
Suppliers	Intermediaries; purchase products from the wholesale market or farmers; sell products to retail vendors
Retail Vendors (Fruit and vegetable sellers; Butchers and poultry sellers, seafood vendors; spice and brined products sellers; cheese and dairy products; fresh pasta vendors)	Set retail prices, sell products to consumers
Consumers	Hotels, restaurants and urban consumers

### Main products and users

Main products	Users
Fish and seafood	High-income and middle-income consumers, hotels, and restaurants (due to high prices)
Red meat and poultry	High- and middle-income consumers, as well as the hospitality sector
Vegetables and fruits	Middle- and low-income consumers (staple diet)

### Main production / farming system(s)

Main production	Farming systems
Fisheries	Artisanal and semi-industrial fisheries
Vegetables, fruits and meat	Smallholder farmers and large-scale producers supplying via regional hubs

### Value chain involved (sourcing)

Stage	Description
Production	Farmers and Fishermen (rarely sell directly at the market)
Wholesale	Bir El Kassa Hub: The primary aggregation point
Intermediation	Brokers/Negotiators: Key actors controlling supply to market vendors
Trade/Retail	Traders (market): Final sale to consumers
Consumers	Urban consumers, hotels and restaurants

### Institutions / Governance setting up market

Governance Level	Actor	Main function
Local level	Municipality of Tunis	Operational Management (ensures day to day market functioning)
	Ministry of trade	Economic control, provides legal and regulatory framework
	Ministry of interior	Enforcement
National level	Ministry of health	Sanitary control
	Ministry of Agriculture, water resources and fisheries	Quality and safety of the products

### Location

Location: Tunis - 36.797955,10.177354



### Challenges

Challenge category	Specific issue
Economic	• High selling prices
	• Illegal competition of informal sector
Environmental	• Aging infrastructure and low maintenance
	• Waste Management (lack of circularity strategies)
Governance	• Weak enforcement of rules
	• Lack of coordination between stakeholders
	• Non-compliance with license fee payments

### ICT-Potential

- **Digitalization:** Digital registration (supply flows and licenses)
- **Traceability:** Compliance monitoring (e.g., payments) to reduce informal nature of transactions

### Practice Partners

- Sub-Directorate of markets and Economic Affairs
- Ministerial directives and authorities (Agriculture, trade, interior and health).



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