

## Madinah date production up by 31% in 2024

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The Madinah branch of the Ministry of Environment, Water, and Agriculture reported that date production in 2024 exceeded 343,000 tonnes, marking a 31 per cent increase compared to 2023. This remarkable growth not only demonstrated the agricultural advancements in the region but also significantly contributed to greater self-sufficiency and reinforced the Kingdom of Saudi Arabia's food security strategies.

According to the Saudi Press Agency, in 2024, Madinah hosted a variety of events and activities during the region's date season across six main and mobile venues, including a prominent exhibition near the historic Quba Mosque. These initiatives were designed to enrich visitors' experiences while promoting the region's agricultural heritage. The events showcased an array of date varieties, highlighting the exceptional quality and diversity of the harvest from over eight million date palms cultivated in the area.

Moreover, these efforts played a pivotal role in marketing local agricultural production and supporting date-related industries, which are vital components of the Kingdom's economic diversification goals under Vision 2030. The exhibitions and activities attracted thousands of visitors, including farmers, traders, and tourists, fostering connections between producers and consumers and driving economic growth in the region.