

Saudi Arabia Expands High-Value Saffron Farming in AlUla

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AlUla Governorate in Saudi Arabia is witnessing a steady expansion in saffron cultivation trials, as part of broader efforts to diversify agricultural production and capitalise on the region's unique environmental conditions. The initiative aims to introduce high-value crops into the local farming system while enhancing long-term sustainability.

The Kingdom's saffron localisation project, led by the National Research and Development Centre for Sustainable Agriculture, has successfully produced premium-grade Saudi saffron in line with international ISO 3632 benchmarks. Field and scientific trials conducted across multiple farms, including in AlUla, have confirmed the suitability of the region's soil and climate for cultivating high-quality saffron.

The project is supported by an integrated framework that includes technical guidance, advisory services, farmer training, and ongoing field monitoring. Participating farmers have received specialised support across the entire production cycle from soil preparation and crop management to harvesting and post-processing, helping improve both efficiency and product quality.

Farmer Afat Al-Anazi highlighted that the comprehensive support has significantly enhanced his farming practices and led to measurable improvements in output quality, noting the importance of continuous expert guidance. He also encouraged other farmers to take advantage of such programmes and diversify their crops, stressing that this can improve economic returns while contributing to national agricultural development.

According to the Saudi Press Agency, the initiative reflects Saudi Arabia's ongoing push to strengthen agricultural sustainability and expand high-value crop production.