

# BRAND BOOK

## The Label Morocco







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ONE LAST  
WORD



01.

*From our Regions to the World*

## *The Moroccan Label*

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*Moroccan products are an  
international point of reference*

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*Why a Morocco Label? Why classify our products under different designations?*

This document aims to highlight the advantages of “Made in Morocco” products. Morocco boasts a range of attributes that enable its ecosystems to offer a rich variety of products, with unique flavours and a strong competitive edge, owing to ancestral know-how and to the country’s agriculture and fisheries strategy. This is why Moroccan products are a guarantee of reliability, credibility, and authenticity.





02.



## Quality

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***The Moroccan offering hinges on:***

- *The quality of its climate*
- *The wealth of its croplands*
- *The quality of its products*
- *The professionalism of its producers*

”



With its unique climate and strategic geographical location, Morocco is endowed with all the potential and conditions necessary to offer a whole array of authentic products of excellent quality.

Thanks to its range of assets, Morocco is able to supply fresh and processed agricultural and fish products throughout the year.

At a time when consumer trends are shifting towards responsible, healthy, and sustainable food, Morocco is positioning itself as a credible

origin to meet the expectations of destination markets.

With the Green Morocco Plan, the country has put in place a strategy aimed at developing agricultural products, namely through the entry into force of a law on distinctive features of quality, covering three main themes:

- The Agricultural Label
- The Geographical Indication
- The AOC ("controlled designation of origin")

## The Agricultural Label

*The agricultural label is the recognition that a product has a set of qualities and characteristics that distinguish it from products of the same type by virtue of its production conditions and origin.*



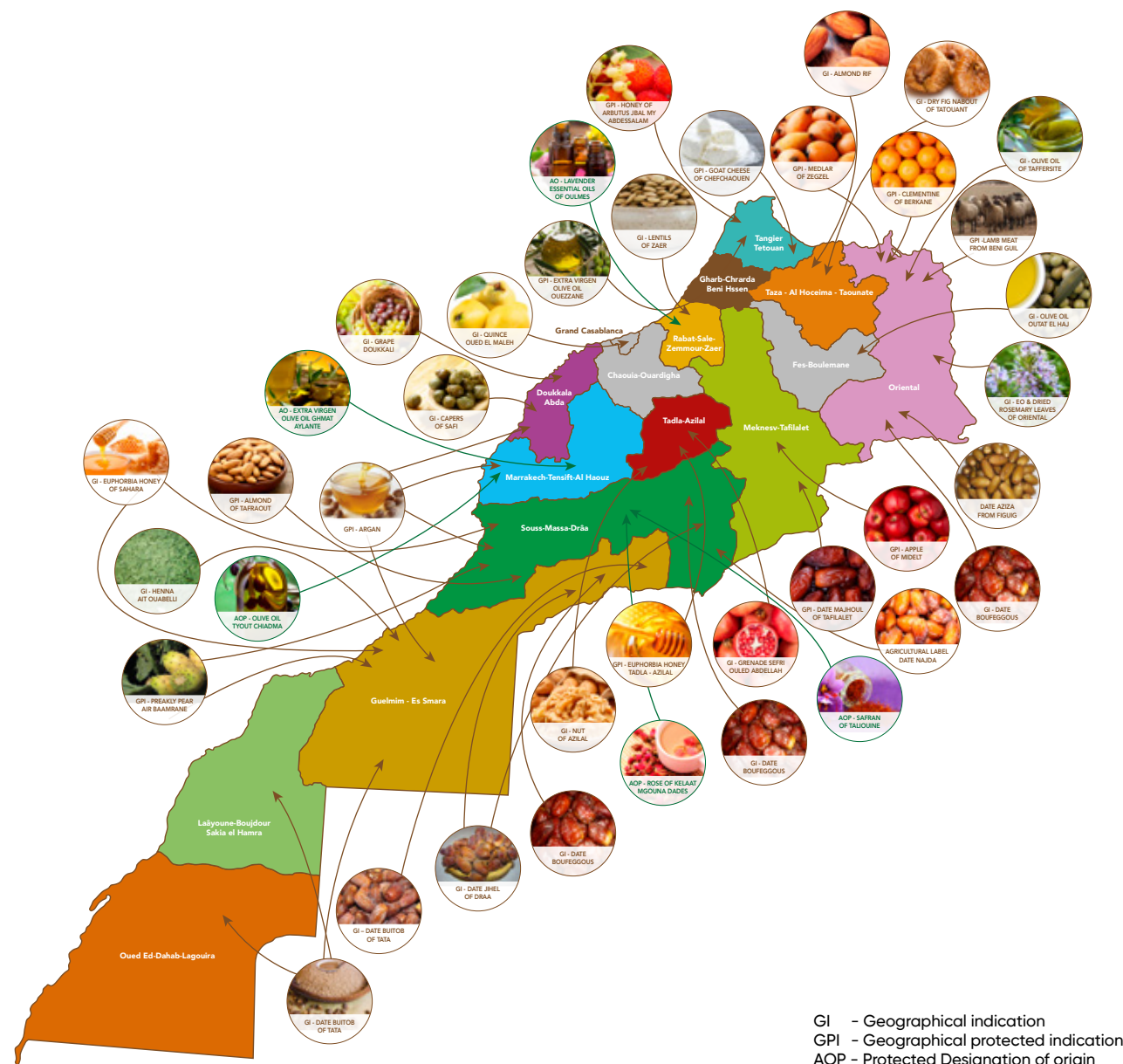
## The Geographical Indication

*The geographical indication serves to identify a product as originating from a particular territory, region, or locality. As such, the product has a particular quality, reputation, or characteristic, and its production, processing, and preparation take place exclusively in that area.*

## The AOC (controlled designation of origin)

*The controlled designation of origin ("appellation d'origine contrôlée") specifies the region, place, or country from which the product originates. By definition, these products have a quality, reputation, or other characteristics which are owed exclusively or essentially to that geographical demarcation, which could include both human factors (production know-how) and natural factors (endemic species).*







03.



## Competitiveness

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*Moroccan products have multiple advantages that make them a quality offering at a lower cost*

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## Agriculture in Morocco

Morocco has long been known as an agricultural country whose organic assets confer upon its products a natural competitive edge on the international market. Thanks to an innovative and dynamic agricultural policy, and to a set of geographical and human factors, Morocco has become in just a few years a major player in agri-food and fisheries exports.

### **This competitive edge rests on several factors:**

- Remarkable freshness and taste quality of the products
- Exceptional climate conditions ensuring high availability of produce
- A cost of living and labour far lower than in Europe or other countries
- An excellent geographical location that makes Morocco a major African hub facing both Europe and Africa
- Tax benefits

### **Unique climate**

One of the main assets of Morocco is its climate, which varies from one region to another. It is generally temperate on the coasts and desert in the south and east of the country.

### **Vast croplands**

Morocco has 8.7 million hectares of land used for the following agricultural productions: legumes, sugar crops, fruits, vegetables, rosaceous plants, oil crops, oilseeds, and vineyards.

### **Regional diversity**

Morocco is made up of 12 Regions with specific features. The diversity of the climate and soil, from one Region to another, allows the country to offer a range of fresh agricultural products throughout the year.

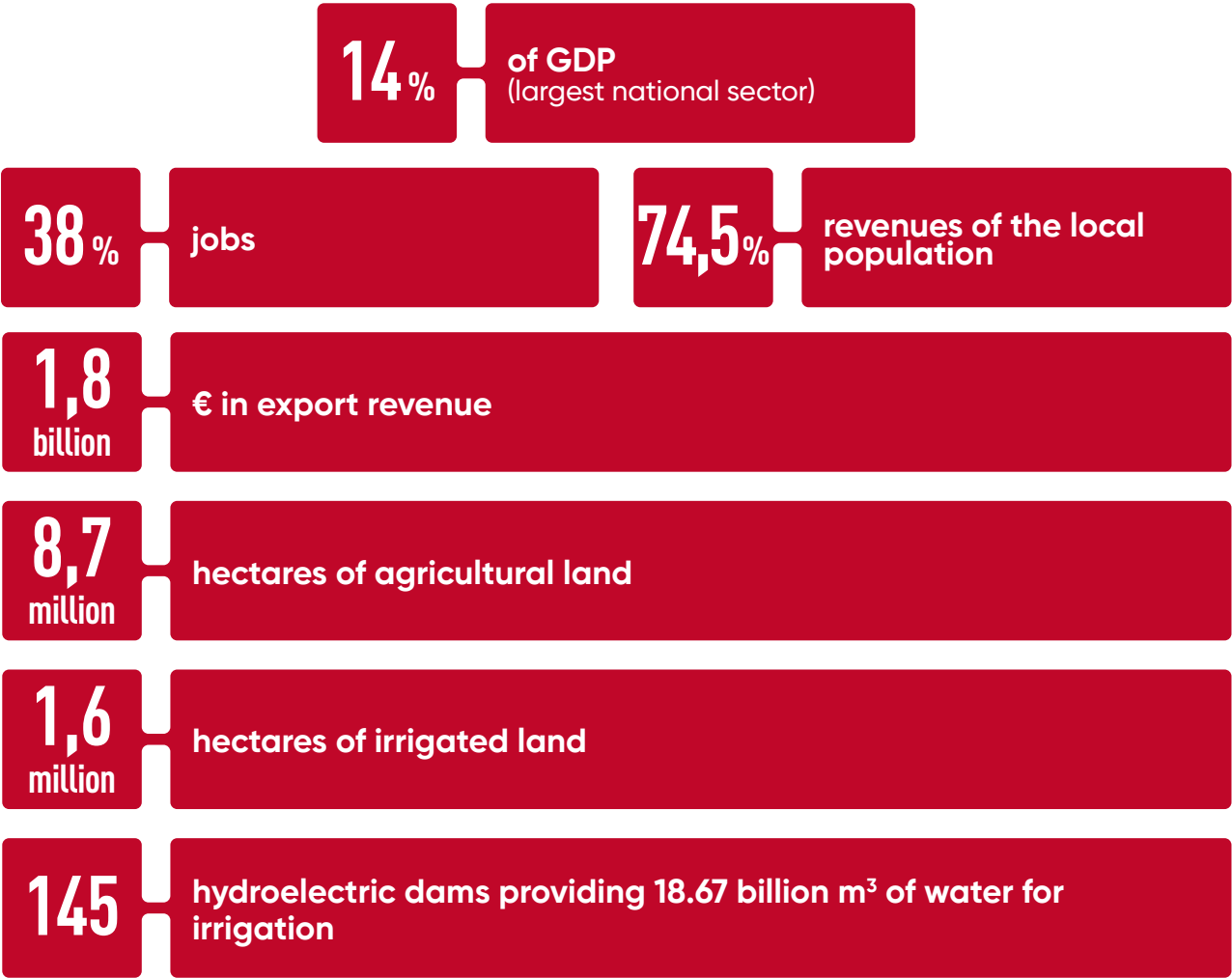
### **Know-how**

Agriculture is one of the pillars of the Moroccan economy. Indeed, cropland culture is anchored in the country's history, mores, and customs. The quality of Moroccan products is the result of a know-how that has been passed down through the generations.





# Agriculture in Numbers





# The Fisheries Sector

- With its double seafront – overlooking both the Atlantic Ocean and the Mediterranean Sea – Morocco has a rich and varied coastline stretching over 3,500 km.
- Moroccan sea fishing generates more than one million tonnes in annual production.
- Moroccan waters are among the most fish-rich in the world.
- Morocco is the world's leading producer and exporter of sardines.
- The fisheries sector generates more than 170,000 direct jobs and nearly 500,000 indirect jobs.



## Annual marine production secured by



93%

A fleet of 1,800 inshore fishing boats and 14,000 small-scale boats



5%

A deep-sea fleet of 356 vessels

## Conveyed to



80%

for the seafood industry (canned, frozen, etc.)



20%

fresh product for the local market



## The 5 main categories of fish

01

### Pelagic fish

sardines, anchovies, mackerel, horse mackerel, swordfish, tuna

02

### White fish

hake, bass, John Dory, sole, common pandora, etc.

03

### Cephalopods

octopus, squid, cuttlefish

04

### Crustaceans

shrimp, spiny lobster (crawfish), langoustine, lobster, etc.

05

### Shellfish

clam, jackknife clam, smooth clam, seaweed

## Types of products



Canned food



Semi-preserves



Frozen products



Fresh fish



Fish meal and fish oil





04.



## Logistics & Infrastructure

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*In 2010, Morocco launched a national strategy to boost its logistics competitiveness and optimise the flow of cargo*

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- In 2010, Morocco launched a national strategy to boost its logistics competitiveness and optimise the flow of cargo.

**This strategy hinges on 5 key areas:**

- Optimising the various flows of goods and making them available to the mass market;
- Setting up an integrated national network of multi-field logistics zones;
- Helping emerge integrated and efficient logistics operators;
- Building capacity through a national training plan in the fields of logistics;
- Establishing a sector-specific governance framework and appropriate regulatory measures.

**Air network:**

The country's airport infrastructure includes 18 international airports. Over the 2007-2012 period, Morocco has invested nearly 10 billion dirhams to develop such an infrastructure.

This modernisation programme aimed to increase national traffic capacity and upgrade the country's main airports.

Aware of the importance of the sector for the economic and social development of the country, Morocco has adopted a policy of liberalisation of air transport at the international and regional levels.

This policy has resulted in the signing of Open Sky agreements with the European Union and the United States, and the sealing of new liberal bilateral agreements with Arab, Asian, and African countries.

**Rail network:**

Morocco's railway network features more than 3,815 km of track, 2,295 km of lines, and 137 stations.

Morocco has embarked on an ambitious programme to develop a high-speed train linking the northern city of Tangier to Marrakech further south. It is the first high-speed train in Africa.

**Maritime network:**

Morocco is equipped with 38 ports, including 13 international-trade ports, 6 passenger or recreational ports, and 19 fishing ports. The country has more than 49 km of quays and 62 km of jetties, as well as 1,600 hectares of port infrastructures, more than 1,300 hectares of platform, 1,850 hectares of protected bodies of water, 13 ship repair facilities, and 4 maritime stations. The ports ensure 98% of the country's foreign trade.

Owing to a dedicated government strategy, Morocco's maritime transport network has developed considerably, lifting the country in just a few years from 84th place to 16th place in maritime connectivity.

# Tanger Med Port: a Moroccan Ambition

*Tanger Med is an international hub linking Africa to the rest of the world. It is the 35<sup>th</sup> largest container port in the world. In 2019, Tanger Med handled*

*nearly 5 million containers, generating annual growth of 38%, making it the top transshipment port in the Mediterranean.*

# Continental Leadership

*With the dynamism of its logistics sector, Morocco is now the regional leader in logistics competitiveness (1st in Africa). Indeed, Moroccan infrastructures have attracted a host of international economic operators from various sectors, ranging from aeronautics and automobile to distribution, pharmaceuticals, textile, and offshoring.*



# The Logistics Platforms Boom

*In 2010, Morocco had only a few dozen hectares of modern platforms. Today, the country boasts nearly 130 hectares of developed platforms in Casablanca, Tangier, and several other regions.*

**The 4 most important logistics platforms are:**

- *Zenata Logistics Area (Casablanca)*  
*Commissioned in 2011, it will eventually cover an area of 323 ha, offering with a wide range of services.*
- *MITA Logistics Area (Casablanca)*  
*With a surface area of 32 ha, it contains a dry port and a storage area of 8 ha.*
- *TetouanShore*  
*As part of the Tanger Med Port, it is classified by the Financial Times as the 2nd economic zone in the world. It is mainly dedicated to the outsourcing business.*
- *MedHub (Tangier)*  
*Mainly dedicated to value-added logistics activities of groupage, distribution, and supply, it occupies an area of 200 hectares.*

**All of these zones and parks have seen their service offering on the upswing over the past several years:**

- Warehouse management
- Transport management
- Roll-out of electronic data exchange tools to dematerialise flows between entities





05.

## Distribution



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Moroccan products meet the requirements of foreign markets. In fact, some of our products rank among the world's top exports.

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### Key products

#### Products N°1 worldwide

Capers, green beans, argan oil, canned sardines, frozen sardines

#### Products N°2 worldwide

Frozen squid

#### Products N°3 worldwide

Olives

#### Products N°4 worldwide

Tomatoes, raspberries

#### Products N°8 worldwide

Citrus fruits, olive oils



## Resilience

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Morocco can pride itself on being more resilient than other countries. Its energy policy is praised by the international community, benefitting both its image and its products.

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*In today's world, challenges are not in short supply: ecology, climate, food, energy, and the list goes on. Morocco has, very early on, adopted a fully-fledged policy to preserve its resources and optimally adjust its energy mix so that all its products could reach the level of excellence they have attained today. In agriculture, this policy translates into actions to irrigate vast croplands, to develop organic farming, to upgrade production so that end products meet international standards, and to develop the local territories to ensure that the local communities have a decent income that enables them to live off their work. Moreover, certain agricultural areas have been upgraded with crops that are more resistant to climate change (olive trees, almond trees, carob trees, cacti, etc.).*

## Agriculture 2.0

*With the advent of new technologies, agriculture has started its 2.0 revolution.*

*New technologies help to optimise production while also ensuring greater traceability and better control of environmental impacts. Morocco is the best-performing country in the Mediterranean when it comes to the rational use of agricultural inputs.*

*Research is very dynamic in this field.*

*Natural pesticides, such as hornets, are used for greenhouse crops to replace chemical pesticides. Sanitation stations are set up at the entrance to some greenhouses to protect production.*

*Moroccan agriculture can also boast a much lower carbon footprint than its competitors. Given the country's climate, greenhouses do not need to be heated, and priority is given to renewable energy. The Moroccan government is actively involved in all these measures and supports farmers in gaining greater ecological awareness.*

*Morocco's resilience to climate change rests on a broad agricultural policy aimed at enabling all stakeholders in the sector to be better equipped to face the current global challenges. The results of this policy are visible through several government actions.*

### **The “GREEN GENERATION 2020-2030” agricultural strategy**

*This strategy stands on two pillars.*

*The first pillar aims to boost human development through the emergence of a new generation of agricultural middle class, as well as the birth of a new generation of young entrepreneurs and professional organisations in the agricultural sector. The second pillar aims at strengthening value chains and developing agricultural industries. In addition, the strategy aims to improve the distribution channels for agricultural products as well as the development of sustainable and resilient agriculture, namely through the implementation of the 2020-2027 national drinking water supply and irrigation programme.*



## One Last Word

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*As long-standing partners, the United Kingdom and the Kingdom of Morocco now wish to boost their trade following the Brexit, particularly in the agri-food and fisheries sectors. Both countries are eager to bring fresh, quality products to the British market throughout the year. Through this Brand Book, our aim is to help you better understand the Moroccan offering and the unique opportunity it represents. The showcased Moroccan products meet all British requirements, from cultivation to production, right up to exportation. Credibility, reliability, and professionalism will decidedly be the mantras of this partnership.*





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