

# Project #191: Production unit for wet and fresh cheeses



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## Project description



Production of unripened fresh cheese. The range includes white cheeses, petits-suissees and faisselles, curdled by natural seeding or by adding bacterial culture and rennet to the milk, followed by a light draining process. These cheeses have a very high moisture content, from 60 to 80%, and a fat content that varies from 0.5 to 30%.

Codes SH : 04061030, 04061050, 04061080



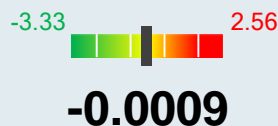
## Key facts

- High competitiveness compared with European cheeses, given the high cost of transport
- Potential for the Kingdom to capture market share in the West African region;
- Growth in consumption at local level, with the development of modern distribution and changing consumer habits.



## Product Complexity<sup>2</sup>

Complexity Index (PCI)<sup>1</sup>  
Harvard Economic Complexity



## Main required inputs

- ✓ Whole or skimmed milk (including powder)
- ✓ Additives (lactic ferments, rennet, etc.)



## Main Investment Benefits

### Grants

- ▶ Industrial Development and Investment Fund (FDII)
- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

### Foncier potentiel

- ▶ Meknès Agropole
- ▶ Berkane Agropole
- ▶ Beni Mellal Agropole
- ▶ Agadir Agropole

### Training support

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

### Funding

- ▶ Mezzanine SME
- ▶ Green Invest

## Branch

Food industry

## Sub-branch

Dairy industry



## Financial indicators (estimated<sup>3</sup>)

**Potential investment**  
(excluding land)

~30 - 40 Mn MAD for a capacity of 25 T / day

**Potential sales**

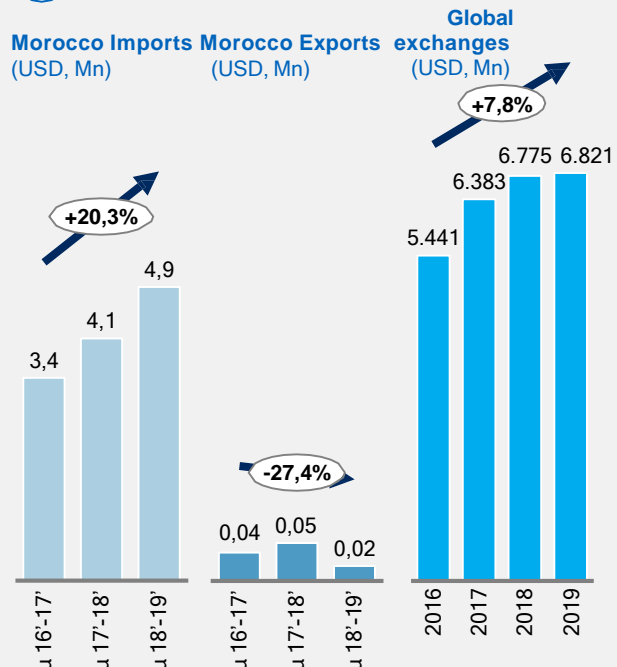
~200 Mn MAD

**EBIT at 7 years**

~15%



## Market size and growth<sup>2</sup>



1. Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries that produce the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

2. HS code: 'Economic complexity: 0406 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 040610 / 04061030, 04061050, 04061080

3. Estimated figures based on the views of Moroccan experts and manufacturers in these sectors. The financial indicators are provided for information purposes only and do not constitute any form of commitment or guarantee.

Sources: Entretiens experts, Harvard Economic Complexity, TradeMap, Recherche Presse