

# Project #19: Fruit freeze-drying unit



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## Product description



Freeze-drying of previously frozen fruit by sublimation to lock in all the fruit's flavour. The product takes up less space and needs to be rehydrated to regain its shape.

Code HS: 0813

## Branch

Food industry

## Sub-branch

Agro-industry



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

**Potential investment**

~10 - 50 Mn MAD

**Potential sales**

~40 - 100 Mn MAD

**Potential gross margin**

~15% - 20%



## Key facts

- Potential for processing and adding value to fruit available upstream, through new techniques/technologies.
- Potential international market for freeze-dried fruit.



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

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

-3.33 2.56

**-1.03**



## Main investing benefits

### Grants

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

### Potential land

- ▶ Berkane agropole
- ▶ Beni Mellal agropole
- ▶ Meknes agropole
- ▶ Agadir agropole



## Main required inputs

✓ **Fruits**

### Training support

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

### Funding

- ▶ Mezzanine SME
- ▶ Green Invest

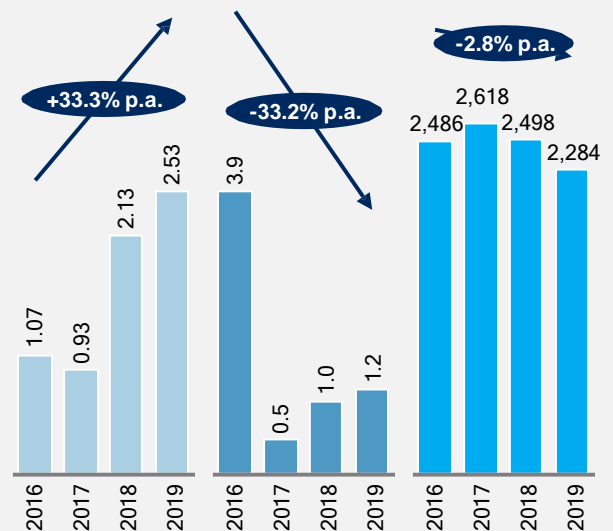


## Market growth and size<sup>2</sup>

**Morocco Imports**  
 (USD, Mn)

**Morocco Exports**  
 (USD, Mn)

**Global exchanges**  
 (USD, Mn)



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 producing 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: 0813 / Trademap (World export values): 0813 Dried fruit - Apricots, prunes, apples, peaches, pears, papayas, tamarinds and other edible fruit, dried and mixtures of edible and dried fruit or edible nuts (except nuts, bananas, dates, figs, pineapples, avocados, guavas, mangoes, mangosteens, unblended citrus and grapes).

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

Sources: Expert interviews, Harvard Economic Complexity, TradeMap, Press Research