

# Project #202: Frozen fruit production unit (strawberries, apricots, red fruit, other fruit)



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad



0662837977



htounsi@mcinet.gov.ma

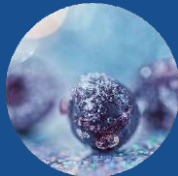


0662589387



mmkerouad@mcinet.gov.ma

## Product description



Production of frozen fruit with the possible addition of sugars and/or other sweeteners, for use as an input in the preparation of pastries, biscuits and other food products.

Codes SH : 0811



## Key facts

- The agricultural sector in Morocco is highly developed, with an annual production of ~200,000 tonnes of red fruit. Morocco is the 11th largest producer of strawberries in the world, with production mainly exported to Europe for processing.
- Deep-freezing process not widely used in Morocco, with the advantage of keeping product characteristics intact - deep-freezing red fruit could create ready-to-use products (e.g. frozen strawberries) as inputs for other industries - e.g. dairy, biscuit making.
- Mid-range/top-of-the-range positioning to be favoured because capital-intensive and differentiating project vs. frozen products; issue of supply chain control



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

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

-3.33 2.56

-0.56



## Main required inputs

Fruit (strawberry, apricot, berries...)  
others ...)



## Main Investment Benefits

### Grants

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

### Training support

- «IDMAJ» Program
- «TAEHIL » Program

### Potential land

- Meknes Agropole
- Berkane Agropole
- Beni Mellal Agropole

### Funding

- Mezzanine SME
- Green Invest

## Branch

Food industry

## Sub-branch

Fruit and vegetable processing



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

Potential Investment  
In millions MAD

~30 - 80 millions MAD

Potential sales  
In millions MAD

~50 -100 millions MAD

Gross margin

~20 - 30%

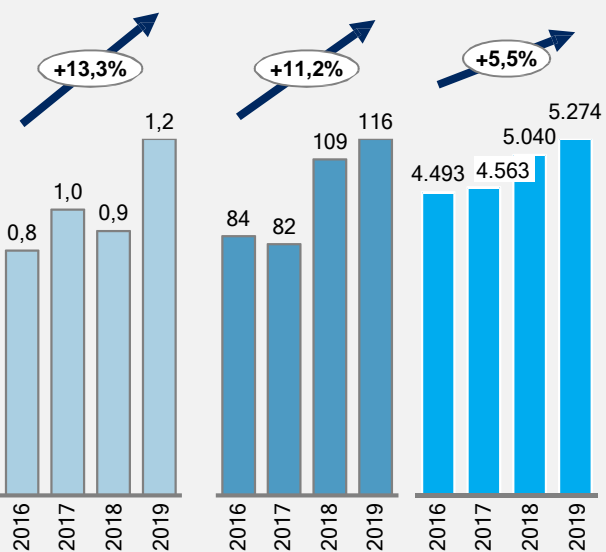


## Market growth and size<sup>2</sup>

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: 0811 / Trademap (World export values): 0811

3. Estimated figures based on the perspectives 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.