

Project #208: Powdered or granulated whey production unit



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Project description



Production of whey by granulation or drying to obtain powdered or granulated whey with the possible addition of sugars or other sweeteners, used as an input to replace powdered milk in many preparations.

Codes SH : 0404



Key marks

- Powdered or granulated whey is produced by drying the residual liquid obtained during draining in the production of **pressed cheese**, which is currently unexploited because it is considered a waste product.
- Whey is imported to the tune of **~50 M MAD** (mainly from Southern Europe), and used as an input for several food products (e.g. cheeses, chocolate, biscuits, sauces) as a substitute for milk powder (therefore geared towards low-end/entry-level products).
- Growing demand, leading to interest and investment from national players in this segment (e.g. Fromital)



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

Milk



Main Investment Benefits

Grants

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

Training support

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

Potential land

- ▶ Berkane Agropole
- ▶ Beni Mellal Agropole

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Branch

Food industry

Sub-branch

Dairy industry



Financial indicators (estimated³)

Potential investment
millions MAD ~20 - 40 millions MAD

Potential sales
millions MAD ~20 - 40 millions MAD

Gross margin ~20 - 25%

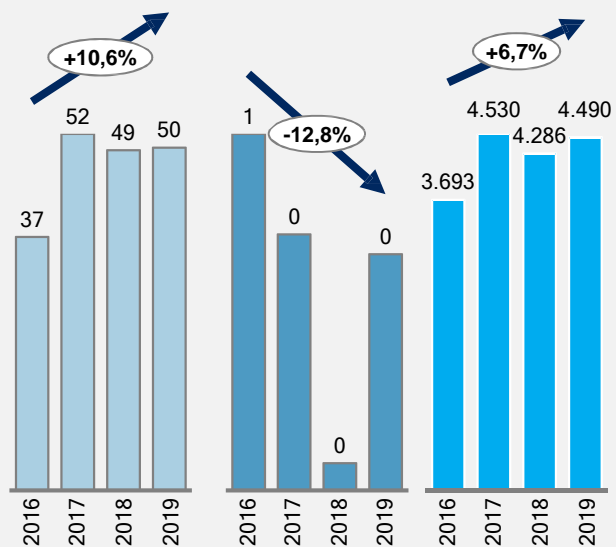


Market growth and size²

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: 0404 / Trademap (World export values): 0404

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.