

Project #211: Tofu production unit



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Project description



A **tofu production** unit for the **Moroccan market and for export**, meeting the needs of Asian cuisine and the organic/vegan industry, which is booming internationally and developing among Moroccan consumers.

Codes SH : N/A



Key facts

- **Tofu** (soya cheese) is a food made by **curdling soya milk** - it is an important staple of Asian and vegetarian diets - and comes in many forms (dried, smoked, fried, in sheets or blocks, hairy, silky, with herbs, etc.).
- Tofu is produced in a number of simple stages: preparation of soya milk (based on soya beans, water and heat treatment), addition of a coagulating agent (usually salt - e.g. magnesium or calcium chloride), pressing of the tofu, and pasteurisation and packaging.
- A **niche product** that is booming internationally, imported in its entirety into Morocco, and responding to a shift in consumer habits towards organic and plant-based food.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

- ✓ Soya milk
- ✓ Coagulating agent (e.g. salt, lemon juice)



Main Investment Benefits

Grants

- ▶ Programme « ISTITMAR » PME ou TPE, selon le CA

Training support

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

Potential land

- ▶ Beni Mellal Agropole
- ▶ Agadir Agropole

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Branch

Food industry

Sub-branch

Food preparations and ready meals



Financial indicators (estimated³)

Investissement
Potential investment
millions MAD

~10 - 20 millions MAD

Potential sales
millions MAD

~15 à 30 millions MAD
(for a production of 500kg-1t day)

Gross margin

~15 - 25%



Market growth and size²

Morocco Imports
(USD, Mn)

Morocco Exports
(USD, Mn)

Global exchanges
(USD, Mn)

NA

NA

NA

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: 0403 / Trademap (World export values): 040390

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.