

# *The Moroccan seafood*

## SECTORIAL BROCHURE



Kingdom of Morocco



Ministry of Agriculture  
and Marine Fisheries



**MOROCCAN**  **SEAFOOD**  
Naturally

## The Fisheries sector in Morocco 03

- A vital secteur 05
- An important and diversified seafood production 07
- An efficient development industry 09

## Halieutis Plan 11

- Strategic approach 13
- Moroccan Seafood 15

## About The EACCE 17

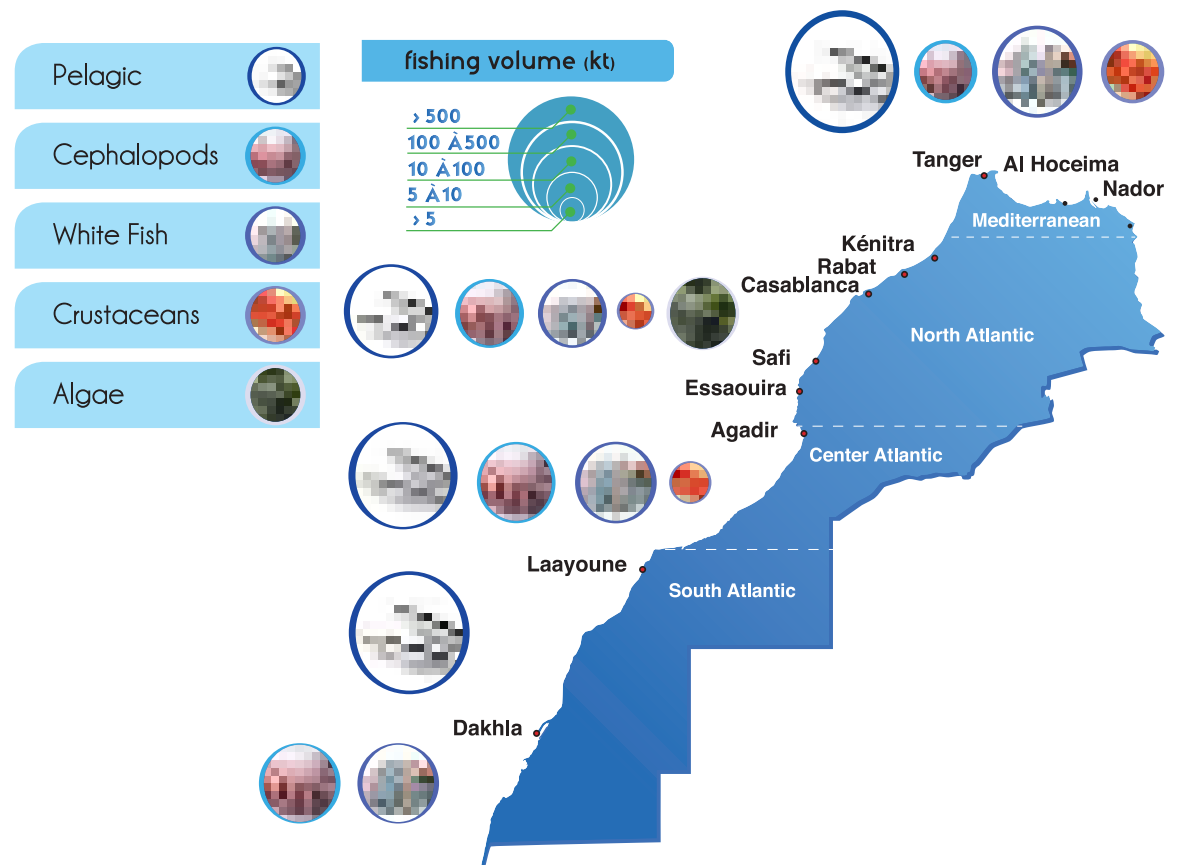


# CONTENTS

# THE FISHERIES SECTOR IN MOROCCO

Morocco has a large marine ecosystem diversity. An asset due to its geographical position, as the Kingdom is located at the confluence of the Mediterranean Sea and the Atlantic Ocean. Its fishery resources gather about a hundred species of commercial interest. They are classified into six major categories namely: pelagic, white fish, cephalopods, crustaceans, shellfish and algae.

With more than 3500 km and more than a million square miles of maritime zone, Morocco coasts are rated one of the richest fishing areas in the world, thanks to its important seafood wealth, which gathers not only many fish species but also cephalopods, mollusks, crustaceans and seashells. This position places Morocco among the leading producers of seafood in the world.





# A VITAL SECTOR

A vital  
sector

2.5% of national GDP

Jobs  
provider

170.000 direct jobs  
490.000 indirect jobs

Great  
potential  
for export

540 000 tons in 2013 , 14,5 Billion  
MAD income

- 8% of global Kingdom exports
- 40 % of agro-food exports

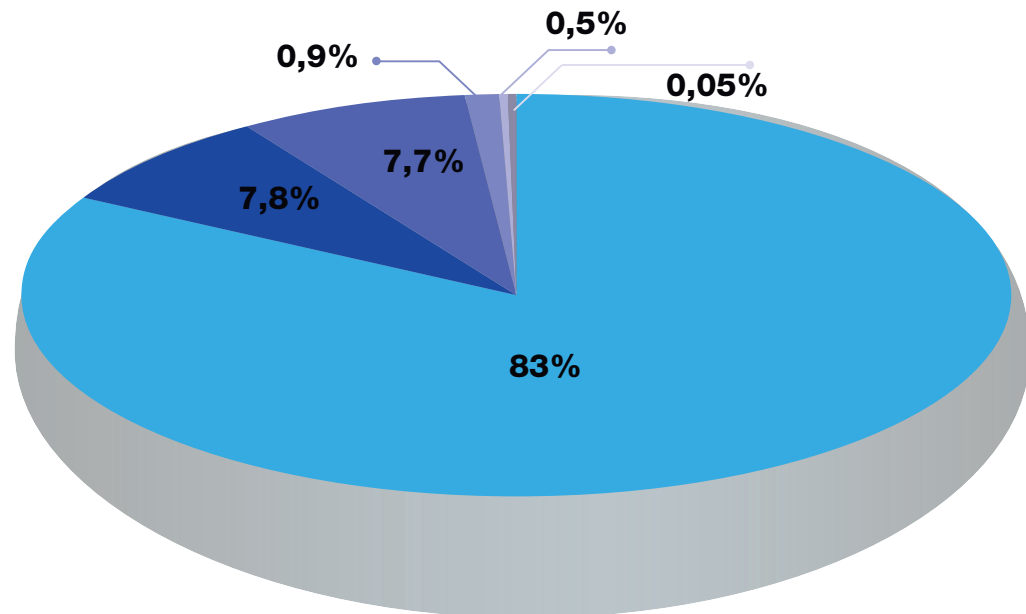
1<sup>st</sup>  
global  
sardines  
exporter

*Sardina Pilchardus* (Walbaum, 1792)  
globally known and recognized



# AN IMPORTANT AND DIVERSIFIED SEAFOOD PRODUCTION

In 2013, fish production reached 1.25 million tons valued at 8.55 billion MAD distributed as follows :



Pelagic Fish



White Fish



Crustaceans



Dry Algae



Cephalopodos



Sea Shells

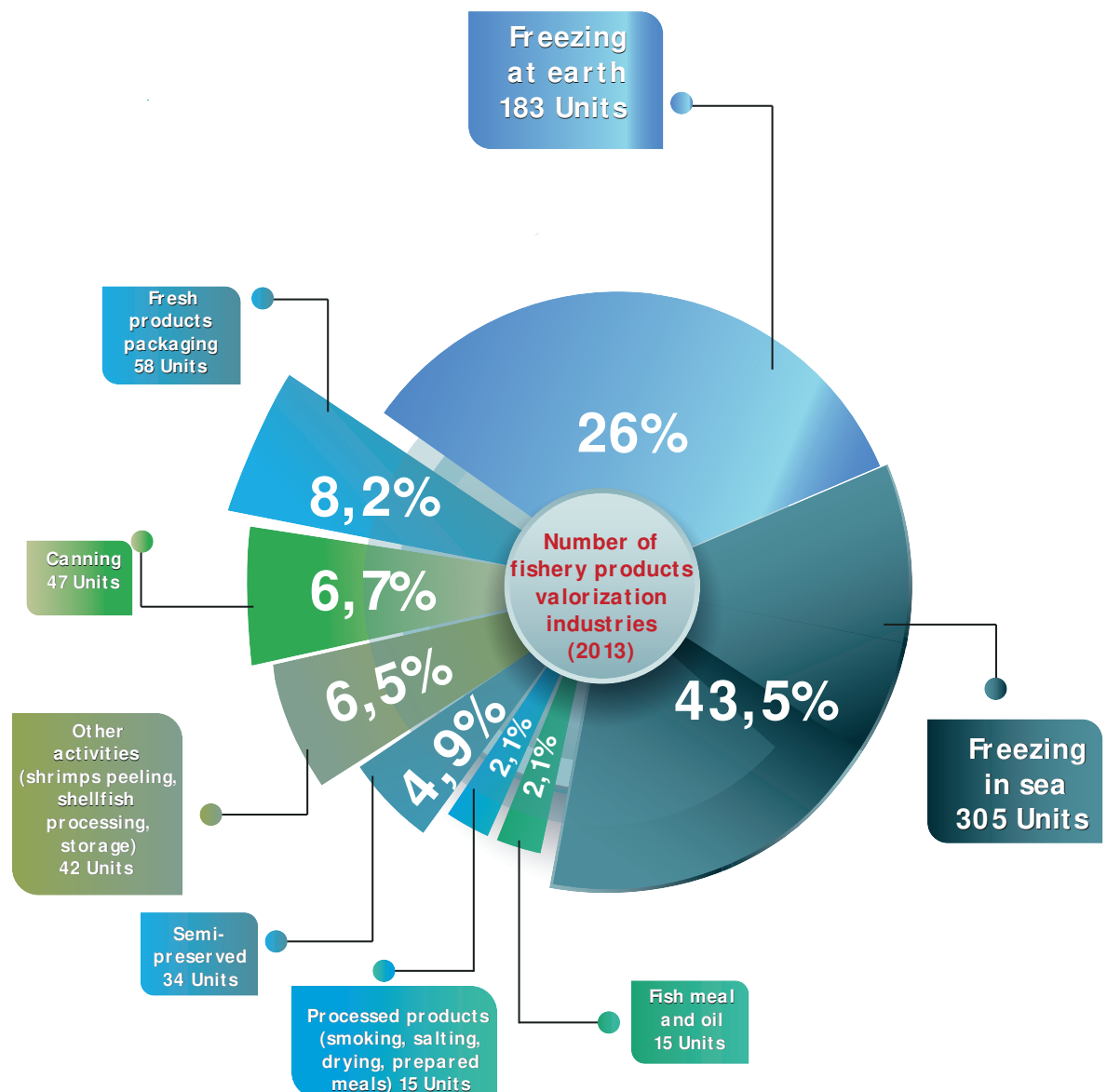




# AN EFFICIENT DEVELOPMENT INDUSTRY

Number of fishery products valorization industries (2013)

- 397 onshore processing units
- 305 offshore freezing units







# HALIEUTIS PLAN :

## A STRATEGY FOR A COMPETITIVE MOROCCAN OFFER

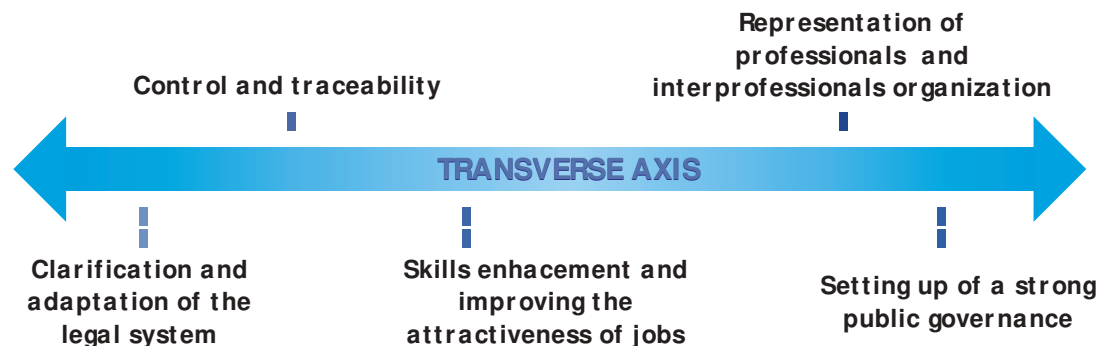
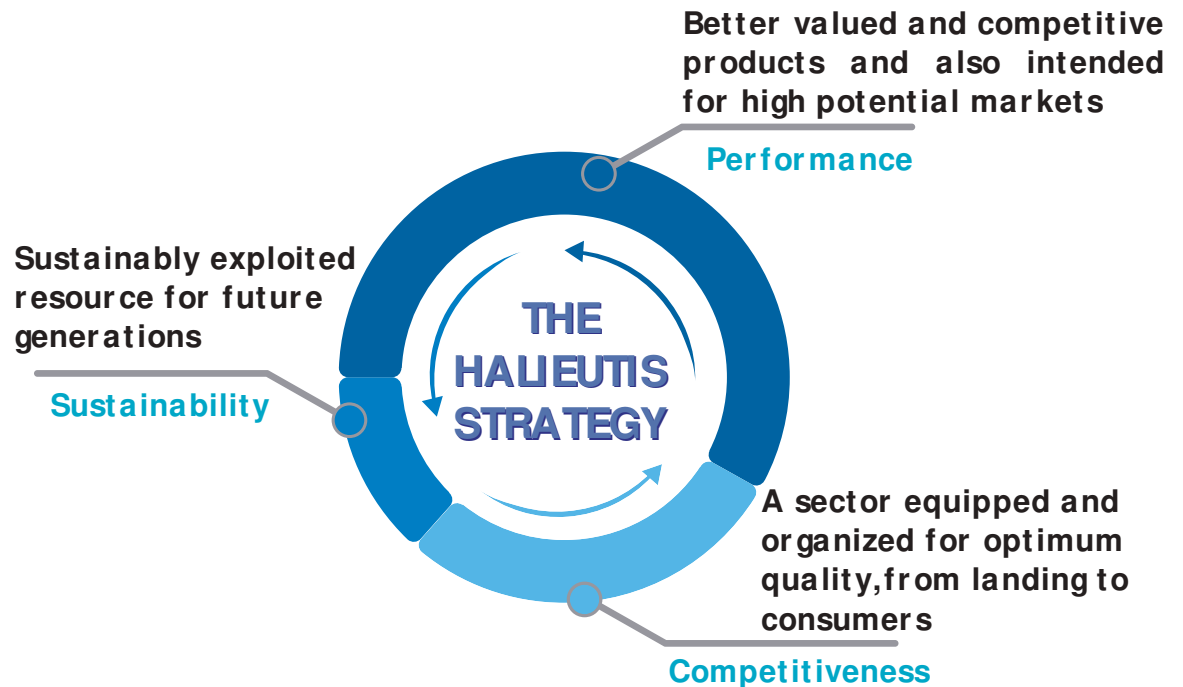
The HALIEUTIS strategy, which was adopted in 2009, is part of economic and social development policies. Based on the sustainable development of national fishery resources, its objective is to bring the Moroccan fishery products exports to 2.24 billion euros and triple the sector's GDP by 2020.

### Objectives for 2020 :

Sector's GDP	21.9 billion DH
Local consumption	16 kg / capita / year
Onshore Direct employment	115,000 jobs
National Production	1.66 million tons
Exports	2.24 billion euros
Resources sustainability	95% of sustainably managed species



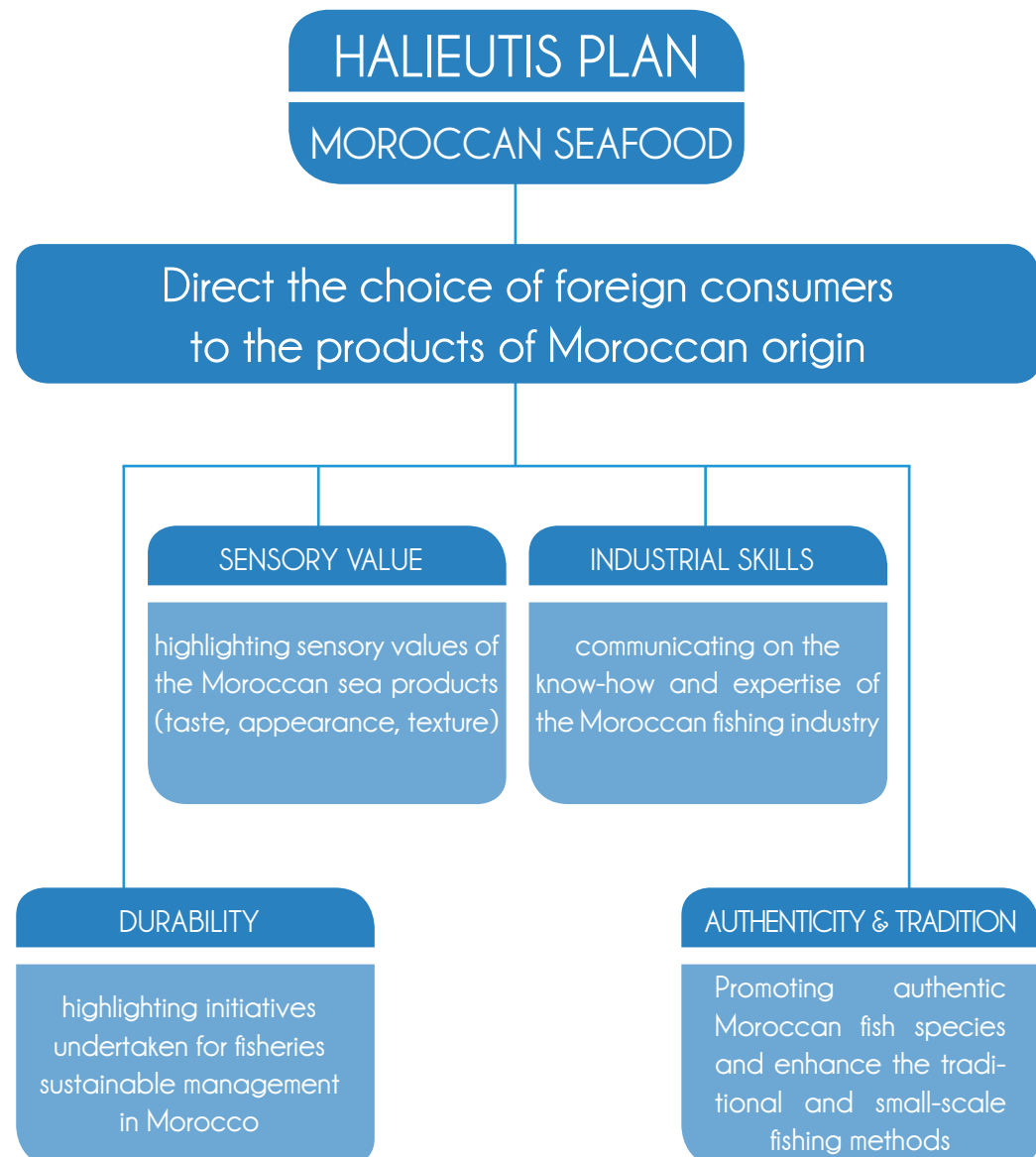
# STRATEGIC APPROACH : THREE MAJOR AIMS





# MOROCCAN SEAFOOD

As an implementation of the Halieutis plan, the Moroccan Seafood program is dedicated to the institutional labeling and marketing of seafood. Overall objective : To promote Moroccan sea products on national and global level, while supporting quality efforts undertaken by all stakeholders in the Moroccan fishing industry.









# ABOUT THE EACCE :

## INSTITUTIONAL ACTOR PROMOTING EXPORTS OF AGRICULTURAL AND MARINE PRODUCTS

Food Export Control and Coordination Organization (EACCE) is a public institution aiming to support the sector of agro-food products intended for export. His expertise covers the sectors of fresh fruits and vegetables, plant processed products and fishery products. Many tasks are assigned to the EACCE, including :

- Technical control over agri-food and seafood products to be exported ;
- Compliance with the technical conditions laid down in different exportation product agreements (agri-food and seafood products) ;
- Moderation and coordination of the sectoral committees related to exports ;
- Promotion of the institutional image and the quality of agri-food and seafood products exported by Morocco ;
- Organization and participation in different events or actions which promote and develop the exportations of Moroccan agrifood and seafood products ;
- Competitive intelligence on the Moroccan agri-food and seafood products export markets ;
- Help and assistance of small companies in order to add value to their exported products.





**FOOD EXPORTS CONTROL AND  
COORDINATION ORGANIZATION**

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