

MOROCCO

THE MOROCCAN PARTICIPATION IN THE
**SUMMER FANCY
FOOD SHOW**

NEW YORK JUNE 26 – 28, 2016

The SUMMER FANCY FOOD show will be held from June 26th to 28th, 2016 in New York. Morocco will participate in this event through Food Export Control and Coordination Organization (EACCE), under the Ministry of Agriculture and Maritime Fisheries.

The SUMMER FANCY FOOD show is considered among the largest trade shows dedicated to food products in the USA, with over 24,000 professional visitors and 2,700 exhibitors representing over 80 countries. The Moroccan pavilion, which will host around 20 exhibitors, will be built on an area of 371 m², and will showcase the innovations, diversity, richness and quality of Moroccan supply by presenting a diversified range of food products (olive oils, canned olives, condiments and sauces, canned fish, couscous and pastas, etc.).

This event is a real opportunity to communicate about Moroccan products, make business meetings, and partnership contracts with major decision makers in the region.

The purposes of the Moroccan participation to this event are:

- Promote Moroccan products and communicate about them and their competitive advantages in order to strengthen their position in the international market and in particular the North American market;
- Take the opportunity provided by the major industry players' presence to forge new partnerships and new markets;
- Highlight this sector's potential, achievements and development plans under the Green Morocco Halieutis Plans.

These are all attainable goals through quality improvement efforts, value added, and certification of agricultural and seafood products made in the context of these strategies.

1. ABOUT GREEN MOROCCO PLAN

In April 2008 the Moroccan government adopted the strategy called Green Morocco Plan (Plan Maroc Vert) to revive the agricultural sector's economy. This policy aims to develop the Kingdom's agricultural potential and make agriculture the main growth engine of the national economy over the next 10 to 15 years.

The strategy is the center of a comprehensive approach that includes all stakeholders according to their own goals. It is based on two main pillars:

Pillar I: High added value agriculture The Green Morocco Plan Pillar I objective is to accelerate development of agricultural value added and high productivity. This requires establishing agricultural and food development centers with high added value, in conformity with market requirements. This development will be accelerated through massive investment around new players with strong managerial ability, private economic interest groups, and inter-professional groups. Eventually, Pillar I will involve 400,000 farmers and generate 150 billions dirhams of investments concerning 900 projects.

Pillar II: Inclusive agriculture Through its Pillar II, the Green Morocco Plan provides solidarity-based support for smallholder agriculture with the following main objectives: Solidarity-based modernization of smallholder agriculture to mitigate poverty; The integration of these areas in a strategy of integrated rural development and development of alternative sources of income. Between 600,000 and 800,000 farmers are involved in this strategy. The planned investments are estimated at over 15 billion dirhams. Living conditions will improve for three millions rural people.

2. PLAN HALIEUTIS: A STRATEGY FOR COMPETITIVE MOROCCAN SUPPLY

Since 2009, Morocco has a development and competitiveness strategy for the national fisheries sector, called HALIEUTIS. This strategy intends to build the sector into a veritable development opportunity for the Kingdom. Plan Halieutis aims to sustainably develop the Moroccan fisheries' wealth. Its objective is to increase the exports of Moroccan fish products to 3.1 billion and triple the sector GDP by 2020 to transform it into a growth engine for the Moroccan economy.

The vision for this sector is based on three major areas:

Sustainability: sustainable use of resources for future generations:

- ensure the sustainability of the resource;
- provide economic actors with the necessary visibility to invest;
- make fishermen the primary actors of responsible fishing.

Performance: a sector equipped and organized for optimum quality, from unloading to marketing, in order to:

- ensure optimum quality conditions in the processing of products;
- create more transparency throughout the value chain;
- ensure sales mechanisms to efficient markets.

Competitiveness: better valued and competitive products, on the most promising markets, by implementing actions to:

- ensure the availability and regularity of quality resources;
- conquer market share at the national and global level.

Institutional marketing strategy for the promotion of seafood

Morocco ranks among the world's leading producers of seafood, especially sardines and octopus, flagship products of the Kingdom.

Moroccan supply is distinguished by numerous advantages, including:

- sustainable fisheries;
- species with distinctive sensory values (taste, appearance, texture);
- a confirmed know-how;
- genuine species and a vibrant fishing tradition.

Internationally, considerable effort was made under the Halieutis strategy to support the work of professionals -including trade promotion of seafood- to establish its presence in international markets.

However, due to weak communication and promotion efforts, the strengths of the Moroccan supply remain little known.

As such, the Department of Maritime Fisheries has defined an institutional marketing strategy to enhance the reputation and image of the Moroccan seafood brand.

Moroccan Seafood

The Ministry of Agriculture and Maritime Fisheries program for the labeling and institutional marketing of Moroccan seafood



A strategy to promote Moroccan seafood nationally and internationally and support quality efforts by all actors within the Moroccan fisheries sector.

Based on two strategic objectives of the Plan Halieutis

- increase and encourage the national consumption of seafood;
- guide the selection of foreign consumers towards Moroccan products.

This strategy aims to increase awareness and improve the image of Moroccan seafood in the domestic market and in export markets by:

- labeling quality products to provide a guarantee to the consumer;
- communicating about the sector and ensuring the collective promotion of Moroccan seafood.

Internationally, the institutional marketing strategy includes four communication areas:

- Sustainability: enhance the initiatives undertaken to contribute to the sustainable management of Moroccan fisheries;
- Sensory Value: highlight the sensory values of Moroccan seafood (taste, appearance, texture);
- Industrial Expertise: communicate about the Moroccan fishing industry's know-how;
- Authenticity & Tradition: promote the authenticity of Moroccan fish species and develop the traditional and artisanal fishing methods.

Operationally this marketing strategy has defined an overall marketing plan that is integrated and focused around several strategic efforts.

3- ABOUT EACCE

Founded in 1986, the Food Export Control and Coordination Organization (EACCE) is a public organization to support the food products sector for export. As such, its activities cover the fruit and vegetable, processed agricultural products, and seafood products sectors.

EACCE Missions:

The main tasks assigned to EACCE's are:

- Technical inspection of Moroccan agricultural and seafood products for export
- Facilitation of specialized sectorial coordinating committees for Moroccan exports of agricultural and seafood products
- Promotion of Moroccan agricultural and seafood products in foreign markets
- Conducting operational business intelligence on export markets for Moroccan agricultural and seafood products
- Support of small business exports for the qualification and development of products for export.

To carry out these tasks, EACCE has 21 regional offices located in different production and export regions in order to ensure local service for agro-food sector professionals. It also has 4 delegations in Europe mainly responsible for verifying the incoming condition of exported products in terms of quality and compliance, monitoring, and the sharing of information useful for the agro-food export sector.