

ENHANCING THE VALUE OF LOCAL PRODUCTS IN MOROCCO'S AGRICULTURAL DEVELOPMENT STRATEGY

Since 2008 within the *Green Morocco Plan* framework, the [Ministry of Agriculture of Morocco](#) has been developing [Origin and Quality marks \(SDOQ\) for local products](#) as the main innovative focus of its national agricultural development strategy.

The Catalogue [Produits Agricoles Labellisés au Maroc](#), published in 2019 by the Ministry, shows the richness and variety of 66 products from all Regions of Morocco, recognised with different quality marks: 54 Geographical Indications, 6 Original Appellations and 6 Agricultural Labels. For each product, the Catalogue presents information about the importance of the industry, the area of production and producers involved, the main properties and uses.



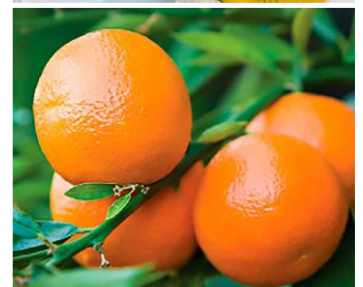
The publication highlights the high-impact results of the pioneering national policy adopted in the country. In May 2008, the Moroccan government approved the Law 2506, creating the legal framework for the recognition and protection of the territories' agricultural, fishery and food products on the basis of three distinctive signs of origin and quality (SDOQ). The mechanism implemented by the Law creates the opportunity for these products to either enter the market and be protected both nationally and internationally.

The initiative moved from the consideration of the country's great potential in terms of favourable ecosystems, varied biodiversity and wide know-how of farmers and producers in the countryside. The first studies carried out in the 16 regions of the country led to draw up an inventory of more than 100 high quality local products and more than 200 producer groups. To enhance this potential, based on Law 2506, the Ministry of Agriculture has developed and continues to successfully implement a Strategy for the Development of Local Products, which is articulated along several different levels of intervention.

In addition to creating an opportunity for local products to access national and international markets, the Strategy adopted by the Ministry of Agriculture, Fisheries, Rural Development and Forests envisages objectives that relate to a broader vision of sustainable development in the country:

- Enhancing the value of the great diversity and quality of local products and local population's know-how, by preserving the gastronomic, craft and cultural heritage.
- Improving the development in rural areas and the farmers' income, by promoting an agriculture able to preserve biodiversity and natural resources.
- Strengthening the links between rural communities and their natural environment to develop sustainable agriculture practices, namely in areas where the natural environment is hostile.
- Reinforcing information for consumers to promote a healthy and quality diet, based on local products.

The Strategy for the Development of Local Products has been periodically



updated by the Ministry of Agriculture considering the results achieved, which have been published in different editions of the National Catalogue of the products of the territories of Morocco. The Strategy is articulated in a set of activities that enable the complex objectives of the Plan to be achieved at different levels: the identification of the different local products and the analysis of their value chains, the characterisation of the territories and the elaboration of specific studies and development plans; the development of marketing plans for these products on the domestic and export markets; the implementation of projects to support producers in improving the development and supply of their products; awareness-raising and assistance to producers for brand recognition procedures.

To ensure the implementation of this complex set of activities, the Ministry of Agriculture has established an organisational system of central and regional structures dedicated to their management and supervision. A Local Products Division and a Labelling Division have been set up in the Ministry's Supply Chain Development Department, and in the 16 regions of the country, regional services for local products have been set up to provide direct support to producers. To strengthen the system, a Department dedicated to the promotion and trading of local products was also created within the framework of the [Agence pour le Développement Agricole ADA](#). A list of more than 200 local products has been identified by ADA as part of specific regional studies. The national Bank [Crédit Agricole du Maroc](#) also operates within the framework of the strategy by providing appropriate loans to small farmers' production chains. Various national farmers' organisations and local NGOs are involved in the activities.

Labelling agricultural products is governed by the law n°25-06, recognizing local products through three distinctive signs of origin and quality (SDOQ):

- *Agricultural label*: recognizes in a product a set of special qualities and properties, that shows a high-quality level, higher than that of similar products; it distinguishes in particular its production and manufacturing conditions and, in some cases, its geographical origin.
- *Geographical indication*: The name is used to identify a product as being original of a territory, a region or a locality, and when a quality or property or any of the characteristics of that product can be attributed essentially to this geographical origin and the production and/or transformation and/or creation take place in the delimited geographical zone.
- *Original appellation*: refers to the geographical name of a region, a given place or, in some exceptional cases, a country. It is used to designate a product originated there and whose quality, reputation or other properties are exclusively or essentially due to that geographical zone, including human and natural factors, and whose production, transformation and creation take place in the geographical zone identified.

Within the Strategy for the development and marketing of regional products, the Agricultural Development Agency has also registered with the Moroccan Industrial and Commercial Property Office (OMPIC) the [Terroir du Maroc collective trademark](#) and its regulations for use. This Collective Brand aims to establish a common offer of regional products from Morocco, to give confidence to potential consumers and distributors, by providing them with information on the quality of the products.

In order to make the producers and citizens fully participating to this strategy and to promote the commercialization of the products, a wide range of information campaigns and public activities as fairs and competitions are organized in Morocco. The Agency for Agricultural Development (ADA) for example organized in Meknès and Agadir the 4th edition of the [Concours Marocain des Produits du Terroir](#), bringing together more than 700 products from all regions of the country, submitted for the appreciation to a Jury of more than 75 experts and consumers that have awarded the winners after having directly tasted the product's quality.



To know more

[Produits Agricoles Labellisés au Maroc- 2019](#)

[Agence pour le Développement Agricole website](#)

[Catalogue Produits du terroir du Maroc 2015 - English](#)

[Catalogue Produits du terroir du Maroc 2015](#)

[Catalogue Produits du Terroir du Maroc 2014](#)

[Catalogue Produits du Terroir du Maroc 2011](#)

[Produits du terroir du Maroc - agriculture.gov.ma website](#)

[Plan Maroc Vert - Plans agricoles régionaux - agriculture.gov.ma website](#)

[Produits du Terroir in ADA website](#)

[Produits du terroir - Portail du Crédit Agricole du Maroc](#)

[Article in agrimaroc.ma](#)

[Article in leseco.ma](#)

[Article in reseauriam.org](#)

[Manuel de procédures 2010 - Ministère de l'Agriculture Maroc - FAO](#)

[Continental Strategy for Geographical Indications in Africa 2018-2023](#)

