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DES SIÈCLES DE SAVEURS

SIA Paris Expo Porte de Versailles / 24 Février - 04 Mars 2018

SIAP 2018 : Agriculture in all its richness in this global hub of the sector

As an exemplary showcase of agriculture in the broadest sense, the Paris International Agricultural Show has become the largest agricultural event in France, considered more than ever as the meeting point of major cultures, regional and international gastronomy, local products , breeding and genetics.

The show always surprises with the many varieties of animals, as well as the diversity and richness of the products on display. Every year, at the end of February, all the representatives of the agricultural world gather in a convivial and festive atmosphere punctuated by numerous daily activities. A popular success story, the SIA has registered a record number of more than 618 958 visitors in 2017: General public and professionals who have walked the alleys of the Porte de Versailles park, a number of visits doubled compared to the first year.

The 2018 edition will be organized under the theme «Agriculture A collective adventure». At a time when agriculture occupies a large place in the news, the SIA proposes, through its exhibitors , a vision of Citizen Agriculture and Food through 4 universes: Livestock breeding sectors, crops and plants, culinary products, as well as Agriculture Services And professions. This theme will inspire 9 days of celebration of French agriculture.

A flourish of regional flavors: discovering the Moroccan pavilion

The Moroccan pavilion, an alliance of tradition and modernity, promises the visitor to live a unique experience that will trigger all its senses: the pleasure of the scents, the contact with beautiful materials and the subtlety of tastes. In addition to the 30 spaces dedicated to exhibitors, this pavilion also includes a reception area for informing and guiding visitors, a B to B area available for participants to talk with potential partners and an animation and tasting space for the discovery of a renowned and rich Moroccan gastronomy, based on local products.



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An ambitious Moroccan participation for the 2018 edition

For the sixth consecutive year, the Agriculture Development Agency is participating in the SIAP, a commitment that falls within the framework of the main orientations drawn up by the Green Morocco Plan, and in particular in its section devoted to sustainable agriculture and local products. This participation aims to reinforce the country's achievements in the export of these products, but also to explore new opportunities for this strategic sector of Moroccan agriculture. In this purpose, the SIA reveals as a real stepping stone to strengthen the presence of Moroccan exporting groups in the traditional markets of the European Union. This extraordinary exhibition is also an excellent platform to showcase the richness and diversity of Moroccan exportable offer in terms of local products. Among the main groups targeted by the Moroccan participation in the SIAP 2018 are:

- The general public
- Food, natural products, cosmetics and dietetics producers
- Stores, retail stores, delicatessens, wholesalers and supermarkets specializing in natural products, food, cosmetics, dietetics, pharmaceuticals
- Hotel and restaurant managers and other service providers in the agrofood sector

A strong presence at SIAP 2018

The Moroccan delegation will be composed of 30 exhibitors, cooperatives, economic interest groups and private companies operating in the field of local products.



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Exhibitors list of SIAP 2018

Groupe/company	Flagship products
SANAD Cooperative	Spices and condiments
Alkarama Agricultural Cooperative	Olives & Olive oils
Coopérative COUSCOUS FEMMES ET TRAVAIL	Couscous & derivatives
Mabio Cooperative	Prickly pear seed oil
Femmes de Dadès Cooperative	Perfume rose
Margouna EIG	Dates
Atlas Safran Company	Saffron
Aknari Jibal Ait Baâmrane EIG	Prickly pear
Afouss Rhoufouss Cooperative	Saffron
Tahadi Al Alfiya EIG	Olive Oil
MAP distillation female cooperative	Medicinal and aromatic plants
Zoyout Oued Ourika EIG	Olive oil
Vitargan EIG	Argan oil
Aguerswak Cooperative	Olive oil
IDRAREN Cooperative	Nuts oil
Agroterre Company	Argan Oil
Sabbar Rhamna Cooperative	Prickly pear seed oil
Al Amana Cooperative	Olive oil
Attika Cooperative	Couscous & derivatives
Sidi Bouhria Cooperative	Almonds
Zirara Cooperative	Couscous
Tifaout Cooperative	Argan & derivatives



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Groupe/company	Flagship products
Tayafout Cooperative	Henné
Bio Souss Argane company	Argan oil
Afra Cooperative	Bouittob Dates
Souss Argane company	Argan Oil
Tagmat aziar company	Argan Oil
Jabal Ghoobar Cooperative	Dried figs
Alouss Cooperative	PAM
Sakr Rif Cooperative	Fresh vegetal products (dried grapes, Rif Almonds, nuts, dried figs)

Local products: A key sector and a dedicated strategy

Considered as a strategic priority for Moroccan agriculture by the Green Morocco Plan, local products are a real opportunity for sustainable local development, especially in rural areas that are geographically and economically landlocked.

The strategy for the development of local products set up by the Green Morocco Plan aims at encouraging the shift from a traditional, underorganized, production mode to a more structured sector, offering high-value product lines with high added value and long-term access to domestic and international markets.

Within this purpose, the Agricultural Development Agency for (ADA) in charge of the implementation of the Plan Maroc Vert, established in 2011, the Department of Development of Local Products with the main and exclusive mission of developing the sector

Axis of the strategy

The strategy for the development of local products is structured around five priority levers for intervention at different levels of the value chain:



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1. Development of upstream and equitable aggregation partnerships;
2. Creation of regional logistics and commercial platforms in close proximity to producers;
3. Improved access to modern distribution markets at national and international level;
4. Support for labeling efforts for local products;
5. Implementation of institutional communication campaigns to establish awareness of local products among the general public.

Product labeling

LABELING OF AGRICULTURAL PRODUCTS

The labeling has been considered in The Green Morocco Plan, as one of the main axes for the development of agricultural products, in particular local products.

The objectives of the labeling are:

- Upgrading of the great diversity and the promotion of the quality of the local products and the know-how of the local population;
- Development of rural areas and improvement of farmers' incomes;
- Promotion of agriculture in rural areas capable of preserving biodiversity and natural resources;
- The preservation of the gastronomic, artisanal and cultural heritage;
- Strengthening the links between rural communities and their environment;
- Strengthening consumer information.

The labeling of agricultural products is governed by the Law n ° 25-06, concerning the distinctive signs of origin and quality (SDOQ) of foodstuffs and agricultural and fishery products, promulgated by Dahir n ° 1-08-56 Of 23 May 2008.

This law created the legal framework for the recognition and protection of SDOQs.

This system gives our products the opportunity to penetrate the markets and to be protected against any possible usurpation at the national as well as the international level.

DISTINCTIVE SIGNS OF ORIGIN AND QUALITY:



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Three distinctive signs are retained.

THE AGRICULTURAL LABEL: The recognition that a product has a set of specific qualities and characteristics and therefore has a high level of quality, superior to that of similar products, of which it differs notably because of its production conditions, Manufacture and, if need be, its geographical origin.

GEOGRAPHICAL INDICATION: A name used to identify a product as originating from a territory, region or locality, where a quality, reputation or other characteristic of that product can be attributed essentially to that product, and that production and / or processing and / or processing takes place within the defined geographical area.

THE DESIGNATION OF ORIGIN: The geographical name of a region, a specific place or, in certain exceptional cases, a country, used to designate a product originating from it, whose quality, reputation or other characteristics are due exclusively or essentially to the geographical environment, including human factors and natural factors, and whose production, processing and development takes place in the geographical area.

An essential prerequisite for any strategy for labeling and protecting local products, the system of distinctive signs of origin and quality of these products was introduced in 2008 by the Ministry of Agriculture and Maritime Fisheries. Promulgated on 23 May 2008 within the framework of the Green Morocco Plan, Law No. 25-06 on Distinctive Signs of Origin and Quality (SDOQ) for foodstuffs and agricultural and fishery products, created the necessary legal framework which allows the recognition and protection of Moroccan local products. Three distinctive signs have been retained: the Geographical Indication (GI), the Designation of Origin (AO) and the Agricultural Label (LA).

53 products have been labeled, including the Protected Geographical Indication (PGI) «Argane», the PGI «Clémentine de Berkane», the Protected Designation of Origin (PDO) «Safran de Taliouine», the PGI 'Dates Majhoul de Tafilalet', the PGI 'Almond of Tafraout', PGI 'Keskes Khoumassi', the IGP 'Prickly pear of Aït Baâmrane', the PGI 'Dates Boufeggous', the IGP» Capers of Safi «...



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About ADA

The Agricultural Development Agency (ADA) is a public institution created in February 2009. Operating under the supervision of the Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests, the ADA is in charge of project management and steering Morocco Plan Green. It is also intended to give new impetus to investment in the agricultural sector and to promote a more competitive, sustainable and supportive agriculture. The ADA, under the general direction of Mr. El Mahdi ARRIFI, is organized into five directorates responsible for aggregation, project engineering, project management, development of local products and support functions. This organization has been chosen to effectively support agricultural and agro-industrial projects at every stage of their evolution.

The mission of the ADA is to contribute to the implementation of the Green Morocco Plan.

It is in charge for proposing to the governmental authorities the action plans to support high-value-added agricultural sectors with a view to improving productivity through:

- research and mobilization of land for the extension of agricultural areas and the development of high value-added crops;
- encouraging the upgrading of agricultural products through the establishment of new irrigation systems, farm equipment, packaging and marketing;
- the promotion of agricultural investments and the implementation of partnerships with investors.

The ADA is also responsible for proposing to the governmental authorities the action plans related to the support of solidarity agriculture through the promotion and implementation of economically viable projects to improve the income of farmers .

In order to carry out the tasks assigned to it, the Agency is in charge of the following tasks:

- to propose to the government the systems of incentives and subsidies allocated within the framework of the agricultural investment code and in the framework of the contracts concluded between the State and the agricultural profession according to the priorities of the Green Morocco Plan strategy and its progress state at the national and regional levels;
- to promote the national supply of agricultural investments through the organization, in collaboration with the governmental authorities and other bodies concerned, of events,



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- fairs and exhibitions and other communication campaigns, in relation to its missions;
- to undertake any action likely to favor partnerships with anybody interested in investing in the agricultural sector;
 - to organize communication, awareness-raising and information activities with investors and with various stakeholders in the agricultural sector;
 - to monitor and evaluate actions in relation to its missions.