



المركز الجهوي للاستثمار لجهة فاس مكناس  
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Centre Régional d'Investissement de la Région Fès-Meknès

## PROJECT N°. A-005 : SAFFRON CULTIVATION PROJECT



SECTOR : AGRICULTURE

SUB-SECTOR : PRODUCTION OF SPECIFIC CROPS

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### PROJECT DESCRIPTION

Development of a saffron farm in a suitable Moroccan region to produce high-quality saffron for local and export markets, using sustainable, innovative practices.

### PROJECT PREREQUISITES

- **Infrastructure** : Well-drained land, drip irrigation systems.
- **Technology** : Tools for manual harvesting, drying, and packaging.
- **Compliance** : Organic certification, export quality standards.

### KEY INDICATORS & HIGHLIGHTS

- **National** : 7 tons produced annually; 90% from Taliouine/Ouarzazate; AOP-certified.
- **International** : USD 430M global saffron market in 2022, growing at 6.2% annually.

### MARKET GROWTH & SIZE

- **National** : Growing demand in culinary and cosmetic sectors.
- **International** : 60% of global imports go to Europe; pharma sector interest rising.

### SWOT ANALYSIS

#### Strengths :

High-value export product; low water use.

#### Weaknesses :

Short harvest season; labor-intensive.

#### Opportunities :

Growth in organic/premium segments.

#### Threats :

Iran competition; price instability.

### MAIN INPUTS

**Raw materials** : Quality *Crocus sativus* bulbs, organic fertilizer.

**Equipment** : Irrigation, manual harvest tools, drying units.

**Workforce** : Skilled harvesters for delicate processing.

# PROJECT: SAFFRON CULTIVATION



## MARKET POTENTIAL

**National :** Growing consumption in gastronomy, particularly for traditional Moroccan recipes. Opportunities in the cosmetics and pharmaceutical sectors for local products.

**International :** Export to high-end markets in Europe and the Middle East, where Moroccan saffron is sought after for its quality. Growing interest in Asia and North America for culinary and medical applications.

Estimated investment (excluding land) : 2.3 MAD million

Potential revenue : 2 MAD million

EBIT : 1 MAD million

ROI : 6-7 years

Desired land area : 4 Ha

## PESTEL ANALYSIS

### Economic

Growing global demand for saffron, with the Moroccan market estimated at MAD 250 million per year, with a 5% increase expected by 2025.

### Sociocultural

Moroccan tradition in saffron cultivation, involving rural communities and promoting local expertise.

### Technological

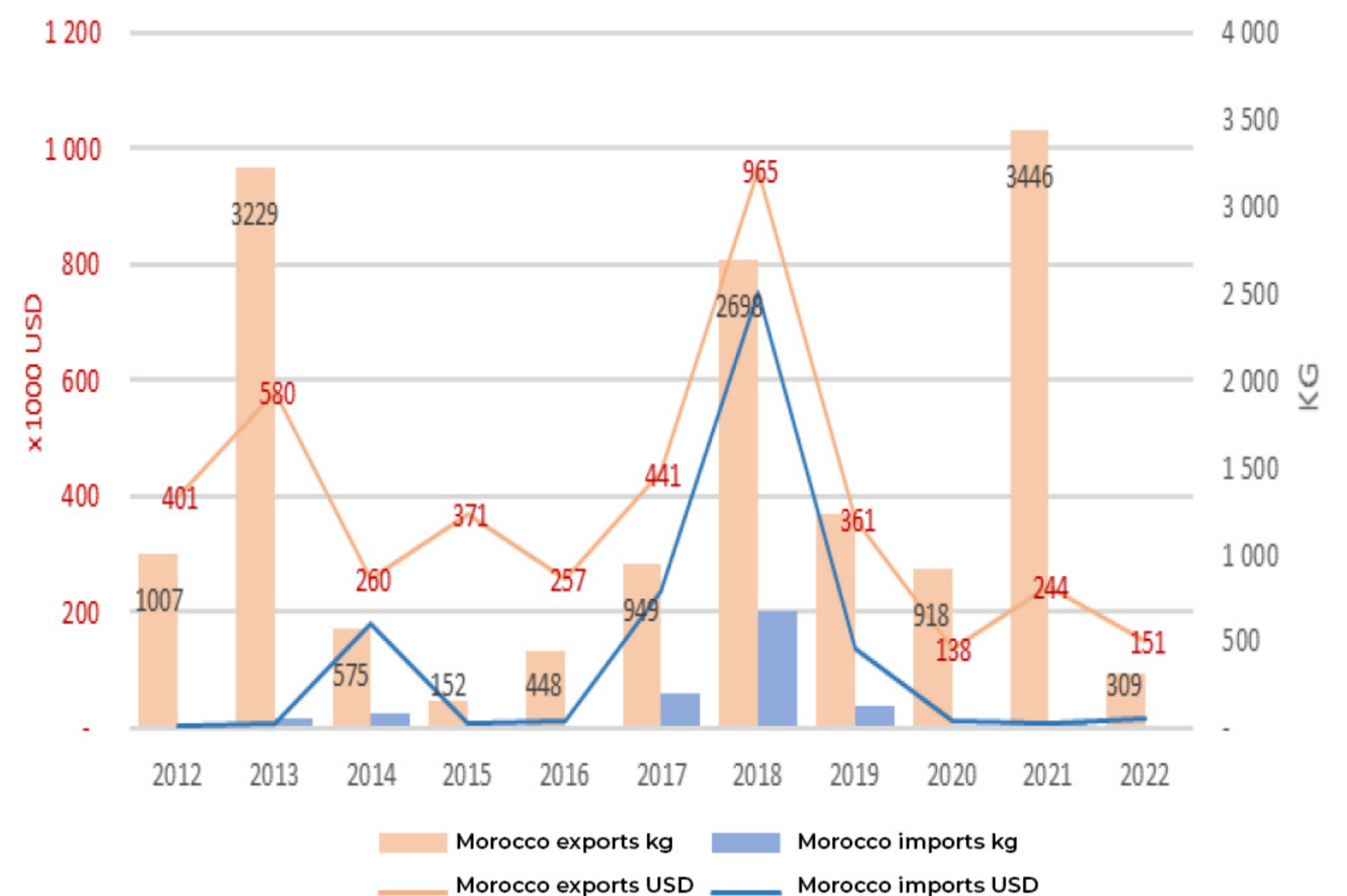
Adoption of modern techniques for irrigation, drying, and packaging saffron.

### Environmental

Crop requiring little water and contributing to soil preservation in arid areas.

## INTERNATIONAL EXCHANGES

Morocco-Saffron : International trade, volume and value



Source Statistical data : FAO STAT.

## THE REGION'S OFFER

### GEOGRAPHICAL LOCATION & CONNECTIVITY



Proximity to Europe, **starting with a 1-hour flight** from Fez, thanks to the Fez-Sais International Airport (currently being expanded to accommodate 5 million passengers per year).

**Road and highway network :** +20% of the national network (linked to the main ports (**including Nador West Med : 2.5 hours and Kenitra : 2 hours**)).

**Rail network :** +200 km connecting the region's four train stations to the Kingdom's major cities.

### HUMAN CAPITAL & INCENTIVES



**Morocco's leading university :** 6 universities with over 230,000 students trained per year

**266 vocational training establishments :** Annual capacity of 75,000 places / 236 specialties and professions + **Specialized engineering schools :** 10,700 engineers in training

### INCENTIVE DEVICES

#### National Investment Charter :

- **Main device :** For projects worth at least MAD 50 million and creating 50 jobs (min) or 150 jobs. Common, territorial, and sectoral bonuses can be combined up to 30%.
- **Specific support program dedicated to very small, small, and medium-sized enterprises** (coming soon)
- **Agricultural Development Fund**

#### Regional Incentives :

- Regional Investment Land Subsidy Fund
- (coming soon – second quarter of 2025).
- Regional Fund to Support Investment Projects and Promote Employment (coming soon).
- Competitive land prices available for rental or sale