

## PROJECT N°37 : GARLIC PROCESSING UNIT

#### SECTOR : AGRI-FOOD

SUB-SECTOR : PROCESSING AND RECYCLING OF GARLIC

### **PROJECT DESCRIPTION**

Implementation of an industrial unit to process garlic into ready-to-use products such as garlic powder, oil, minced garlic, and garlic flakes for culinary, medicinal, and industrial use.

## **KEY INDICATORS & HIGHLIGHTS**

**National :** Morocco produces 12,000 tons of garlic/year, mainly in Taounate and Saïs. Demand exceeds 40,000 tons.

**International :** Global garlic market valued at USD 525.17 million (2023), growing at 2.7% annually.

## SWOT ANALYSIS

#### Strengths :

#### Weaknesses :

Stable garlic supply and diversified product range.

## **Opportunities**:

Growing demand for organic products; export potential. Seasonality and high equipment costs.

## **Threats :**

Global competition; price volatility.



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### **PROJECT PREREQUISITES**

- Infrastructure : Equipment for processing and packaging.
- **Supply :** Partnerships with local producers.
- **Compliance :** Certifications for food safety and organic exports.
- **Logistics :** Distribution networks for local and international markets.

## **MARKET GROWTH & SIZE**

National : Increased demand for processed garlic in ready meals and health-conscious cooking. International : Organic and ready-to-use garlic products growing in Europe and Asia.

## **MAIN INPUTS**

**Raw materials :** Fresh garlic, vegetable oils, salt, additives.

**Equipment :** Cleaners, steam peelers, dehydrators, grinders, oil presses, packaging machines.

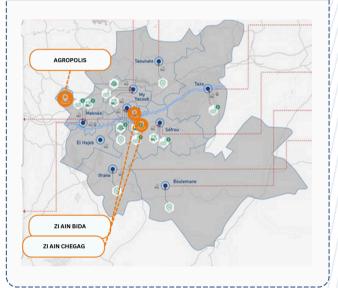
**Workforce :** Skilled labor for transformation, QC, and logistics.



### **Market Potential**

National: The Moroccan market offers significant potential for processed garlic products, meeting culinary and medicinal needs.

International: Export opportunities to expanding markets, driven by global commitments to sustainability and renewable energy.



### POTENTIAL LAND

#### Investment (excluding land) : MAD 3.6 million

Revenue : MAD 20 million

#### ROI: 5-6 years

Desired land area : 1,540 m<sup>2</sup> including 1,000 m<sup>2</sup> of buildings

# **Consumption in value**



#### Product complexity (\*): 3.33

#### The region's offer

**GEOGRAPHICAL LOCATION & CONNECTIVITY** 

Proximity to Europe, starting with a 1-hour flight from Fez, thanks to the Fez-Saïs 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 vear

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 guarter of 2025).
- · Regional Fund to Support Investment Projects and Promote Employment (coming soon).
- Competitive land prices available for rental or sale