



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

PROJECT N°A-002 : APPLE FARMING PROJECT



SECTOR : AGRICULTURE

SUB-SECTOR : TREE PRODUCTION

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PROJECT DESCRIPTION

Establishment of a modern apple farm using advanced techniques to ensure high yields and quality, targeting both the local market and export opportunities.

PROJECT PREREQUISITES

- **Infrastructure** : Land equipped with modern irrigation systems, packing units, and cold storage.
- **Technology** : Hybrid varieties, modern pruning techniques, mechanized agricultural operations.
- **Compliance** : Adherence to international phytosanitary standards for export.

KEY INDICATORS & HIGHLIGHTS

National : Morocco is the 2nd largest apple producer in North Africa; 15% growth in cultivated area over 5 years.

International : Global apple demand reached 83.1 million tons in 2022, growing at 3% annually.

MARKET GROWTH & SIZE

National : Increasing demand due to improved dietary habits, with a 7.2% annual consumption growth.

International : Expanded opportunities in Europe and Africa through standardized production and strong trade partnerships.

SWOT ANALYSIS

Strengths :

Climate-suitable varieties;
Strategic location.

Weaknesses :

Climate dependence;
High initial equipment costs.

Opportunities :

Export potential;
Processed product diversification.

Threats :

International competition;
Price volatility.

MAIN INPUTS

Raw materials : Hybrid apple varieties, suitable fertilizers, efficient irrigation systems.

Equipment : Seeding, harvesting, and fruit packaging machines.

Workforce : Skilled farmers and technicians.

PROJECT : APPLE FARM



MARKET POTENTIAL

National : Increased local demand for quality apples, with a preference for local products.

International : Strong demand in European, African, and Middle Eastern markets, particularly for varieties suited to long-term storage and transport.

Estimated investment (excluding land) : 4.2 MAD million

Potential revenue : 2.7 MAD million

EBIT : 1 MAD million

ROI : 8–10 years

Desired land area: 21 ha

PESTEL ANALYSIS

Economic

The Green Morocco Plan and the Generation Green Strategy 2020-2030 support agriculture with subsidies and tax incentives.

Sociocultural

Apple consumption is increasing, particularly due to a growing awareness of the fruit's nutritional benefits.

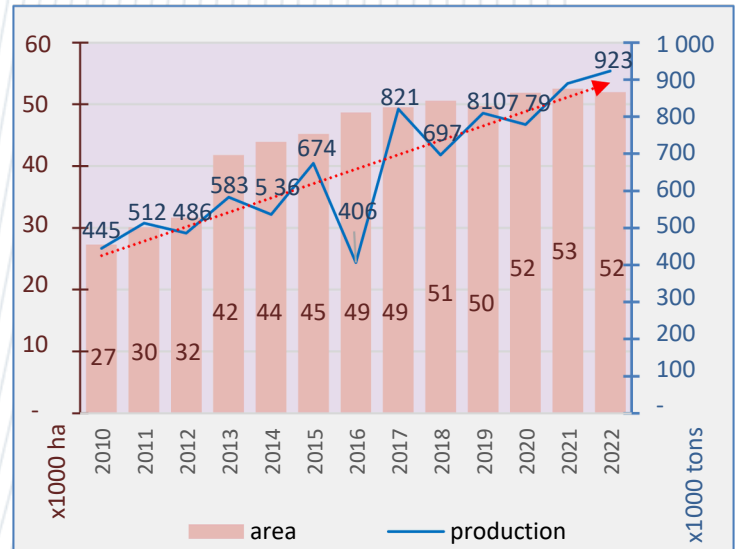
Technological

Development of new disease-resistant apple varieties
Advances in drip irrigation
Digitization of agriculture with the use of sensors

Environmental

Opportunity to adopt organic and sustainable agricultural practices, attractive to export markets

Morocco : Apples - Production, area



Statistical data sources: FAO STAT

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 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