



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

## PROJCET N°A-004 : CALF FATTENING IN A SMART FARM



SECTOR : AGRICULTURE

SUB-SECTOR : CATTLE BREEDING FOR MEAT PRODUCTION

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### PROJECT DESCRIPTION

Creation of a farm specializing in calf fattening using smart barn technologies (IoT, sensors) to optimize livestock management and meet the growing demand for high-quality beef.

### PROJECT PREREQUISITES

- **Infrastructure** : Modern barns with IoT, automated feeding, feed storage.
- **Technology** : Health monitoring sensors, herd management software, irrigation for forage crops.
- **Compliance** : Sanitary and environmental standards, product traceability.

### KEY INDICATORS & HIGHLIGHTS

**National** : 3.1 million cattle; beef is 27% of Morocco's meat consumption.

**International** : 5% annual growth in demand for traceable, high-quality beef.

### MARKET GROWTH & SIZE

**National** : Rising demand from hotels and premium retailers.

**International** : Expanding markets in West Africa and the Middle East.

### SWOT ANALYSIS

#### Strengths :

Modern tech for optimized, traceable production.

#### Weaknesses :

High tech equipment cost; input price volatility.

#### Opportunities :

Growing demand; support for agricultural modernization.

#### Threats :

Meat substitutes; global feed price swings.

### MAIN INPUTS

**Raw materials** : Cereals, feed, vaccines, veterinary products.

**Equipment** : Automated feeding systems, IoT sensors, data collection tools.

**Workforce** : Skilled livestock and tech maintenance staff.

# PROJCT : CALF FATTENING IN A SMART FARM



## MARKET POTENTIAL

**National** : National: Local consumers seeking premium quality products, particularly in major cities and modern retail chains.

**International** : Export opportunities to emerging markets in Africa and the Middle East, where demand for traceable products is growing rapidly.

Estimated investment (excluding land) : 5 MAD million

Potential revenue : 6.8 MAD million

EBIT : 1 MAD million

ROI : 7–9 years

Desired land area : 1 Ha including 12000 m2 built

## PESTEL ANALYSIS

### Economic

Cattle herd of 3.1 million in 2022; beef production down 9% to 257,000 tonnes. High dependence on grain and oilcake imports.

### Sociocultural

Average beef consumption of 6.9 kg/capita/year in 2022, with increased interest in quality and traceability.

### Technological

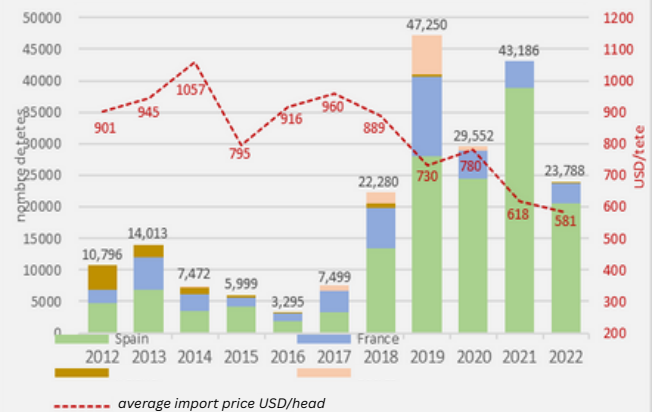
Use of IoT sensors and smart systems to monitor animal health and performance.

### Environmental

Need for sustainable resource management (water, feed) and reduction of emissions from intensive livestock farming

## Importations (M\$)

Morocco : total imports of live cattle (excluding thoroughbreds) in number of heads, average import price USD/head



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