



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

PROJECT N°A-003 : CHERRY FARM PROJECT



SECTOR : AGRICULTURE

SUB-SECTOR : TREE PRODUCTION

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PROJECT DESCRIPTION

Establishment of a modern cherry farm focused on high-quality, efficient, and sustainable production to meet local market demand and explore transformation and export opportunities.

PROJECT PREREQUISITES

- **Infrastructure** : Land with drip irrigation, sorting and cold storage facilities, packaging units.
- **Technology** : Harvesting and packaging equipment, phytosanitary monitoring tools.
- **Compliance** : Phytosanitary and export standards.

KEY INDICATORS & HIGHLIGHTS

National : 3,553 ha cultivated, with 15.9k tons produced in 2022.

International : Growing global demand for quality cherries, especially processed products.

MARKET GROWTH & SIZE

National : Rising consumption driven by demand for premium local fruits.

International : Strong demand for cherries and cherry-based products (jam, juice, dried fruit).

SWOT ANALYSIS

Strengths :

Recognized quality; potential for premium positioning.

Weaknesses :

High harvesting cost; short shelf-life.

Opportunities :

Processed products; efficient distribution.

Threats :

Climate variability; international competition.

MAIN INPUTS

- **Raw materials** : Cherry tree varieties, organic or standard fertilizers.
- **Equipment** : Irrigation, sorting, and cold storage systems.
- **Workforce** : Seasonal pickers and technical supervisors.

PROJECT : CHERRY FARM



MARKET POTENTIAL

National : Expanding market for premium local fruits among retailers, supermarkets, and high-end hotels/restaurants.

International : Export opportunities to Europe and Asia, with growing interest in Moroccan cherries, particularly for processed products.

Estimated investment (excluding land) : 5.6 MAD million

Potential revenue : 5.8 MAD million

EBIT : 1.7 MAD million

ROI : 10–12 years

Desired land area : 20Ha

PESTEL ANALYSIS

Economic

National area of 3,553 hectares, production of 15.9 thousand tons in 2022.

Sociocultural

Cultural importance of cherries in Morocco, with a strong demand for high-quality local products, symbolized by the Sefrou cherry festival.

Technologique

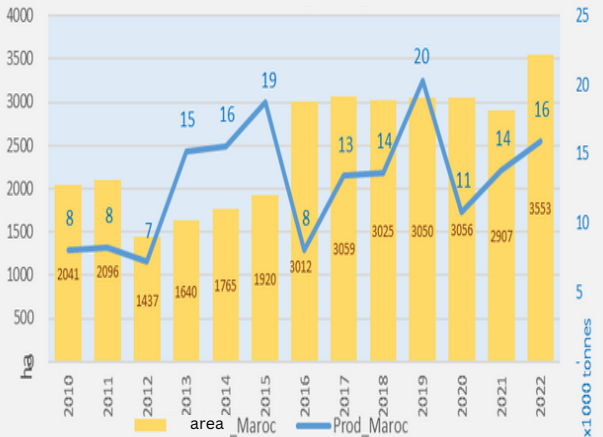
Use of modern irrigation systems and advanced techniques to maximize yields and reduce post-harvest losses.

Environmental

Water optimization through drip irrigation and selection of varieties adapted to local conditions.

PRODUCTION

Morocco: cherry production vs. planted production



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