



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

## PROJECT N°A-001 : ONION FARMING PROJECT



SECTOR : AGRICULTURE

SUB-SECTOR : PRODUCTION AND VALORIZATION  
OF ONIONS

Contact : Ms Salma SILOULI

Email : [ssilouli@fesmeknesinvest.ma](mailto:ssilouli@fesmeknesinvest.ma)

Phone : +212 6 73 73 85 33

### PROJECT DESCRIPTION

Development of a farm specializing in onion cultivation to meet growing national and international demand. The goal is to produce high-quality onions using sustainable and modern techniques.

### PROJECT PREREQUISITES

- **Infrastructure** : Land equipped with drip irrigation and storage units for drying and packaging.
- **Technology** : Hybrid seeds, mechanized sowing and harvesting.
- **Partnerships** : Collaboration with agricultural institutions and distributors.

### KEY INDICATORS & HIGHLIGHTS

**National** : Onions represent 10% of Morocco's vegetable production; El Hajeb is the top production zone (23%).

**International** : Global demand is 110 million tons/year, strong export potential to Europe and Africa.

### MARKET GROWTH & SIZE

- **National** : Stable demand, but price volatility requires effective storage.
- **International** : Standardized production and hybrid seeds create new export opportunities.

### SWOT ANALYSIS

#### Strengths :

Strategic location;  
high-quality hybrid seeds.

#### Weaknesses :

High cost of seeds and equipment; climate dependence.

#### Opportunities :

Export potential;  
value-added transformation.

#### Threats :

Price volatility; foreign competition.

### MAIN INPUTS

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

**Equipment** : Seeding, harvesting, and fruit packaging machines.

**Workforce** : Skilled farmers and technicians.

# ONION FARMING PROJECT



## MARKET POTENTIAL

**National:** Constant need for quality onions for households and restaurants, with opportunities in local and regional markets.

**International:** Growing European and African markets, favoring fresh and standardized products with a long shelf life.

Estimated investment (excluding land): 6.2 MAD million

Potential revenue: 3.5 MAD million

EBIT: 1.7 MAD million

ROI: 7-8 years

Desired land area: 22 Ha

## PESTEL ANALYSIS

### Economic

National production of 872,000 tons in 2022, with an annual decrease of 3.3% over 5 years.  
Exports of 69,000 tons, mostly fresh.

### Sociocultural

Average consumption of 21 kg per capita in Morocco; growing awareness of hybrid varieties for better yields.

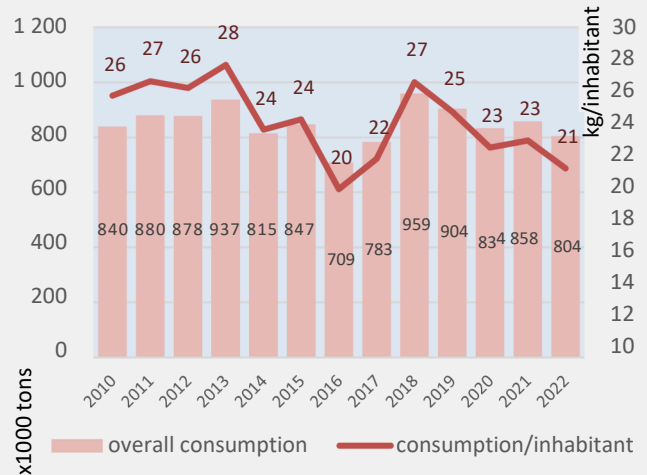
### Technological

Adoption of hybrid seeds and modern techniques for drying, storage, and irrigation.

### Environmental

Optimization of water use through 100% mechanized irrigation and agricultural residue management to reduce ecological impact.

## Morocco: Onion consumption by volume



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