



المملكة المغربية  
Royaume du Maroc



وزارة الفلاحة والصيد البحري  
والتنمية القروية والمياه والغابات

Ministère de l'Agriculture, de la Pêche Maritime,  
du Développement Rural et des Eaux et Forêts



# Improving the performance of the agricultural markets in OIC Member States

# Mechanisms to improve the performance of agricultural markets within COMCEC space; *Agricultural productivity*



## The first pillar

With the aim of promoting and developing efficient farming that responds to market rules through the promotion of private investment around modern assembly models.

## The second pillar

Is based on an approach that focuses on combating poverty and raising the incomes of the most vulnerable land users and small farmers.

Moroccan Green Plan is based on Two pillars

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- The Green Plan Morocco attaches particular importance to the development of methods of marketing agricultural products on the internal market in order to increase its contribution to food security, increase farmers' incomes and enhance agricultural products.
- This strategy aims to restore the imbalances in the internal market which impede the integration of agriculture into the market economy and prevent the development of the internal market in order to achieve economic withdrawal and to maintain an acceptable margin price between the producer and the consumer.
- Upgrading of the internal market by encouraging the organization of competent players, able to provide Moroccan consumers with high-quality products at appropriate prices.

# Mechanisms to improve the performance of agricultural markets within COMCEC space; *Agricultural productivity*



## **1. Qualifying health and safety standards through:**

- Development of the promotion of health quality and safety standards;
- Strengthening the control and repression of fraud by the competent authorities;
- Improvement of the quality of agricultural products through traceability, labeling and controlled designations of origin.

## **2. Adoption of the price information system for wholesale markets and slaughterhouses:**

**Personal digital assistance (PDA)**, technology is used to collect and transfer agricultural product prices. More than 50 points for wholesale markets (fruits, vegetables, meat and eggs), weekly markets (cereals, food for animals ...) Fish ...). To disseminate information. this system was placed on a public service website [www.prixagriculture.org](http://www.prixagriculture.org).

The site displays product prices, trends and analysis of national and international markets.

### ***3. Developing market access through progressive liberalization of national markets:***

- Establish legal and regulatory conditions for this progressive liberalization at wholesale and slaughter markets, through delegated management;
- Establishment of an efficient system for a paying service at slaughterhouses and wholesale markets.
- In order to implement this clear strategic vision, the Ministry of Agriculture works closely with its partners, in particular the Ministry of the Interior and the Ministry of Trade and Industry, to have a national roadmap to guide them on the following bases:
  - Streamlining geographic distribution by reducing the number of wholesale markets;
  - Modernization of wholesale market infrastructure;
  - Development of an efficient management model to develop the attractiveness of these markets;
  - Improve the governance of wholesale markets.

#### ***4. Agregation and creation of agricultural cooperatives and economic interest groups***

- The Green Morocco Plan focuses on the **aggregation** process as a system that federates the various stakeholders in the production chain. This system is an effective way to solve the problem of small farms, who do not have the technical and financial resources to market their products in good conditions. The Government gives a subsidy to investors who ensure the aggregation of small farmers.
- At the same time, the Green Morocco plan supports the creation of cooperatives and economic interest groups to enable small-scale farmers to develop and market their products.

### 5. *Establishment of Agropoles*

In order to commercialize and develop agricultural products under the best conditions, the government has set up centers of excellence with spaces for the transformation, collect and control of agricultural products before moving them towards the internal market or to export. The **Agropoles**, also have logistics stations and service stations and an office, helping farmers to facilitate the export of agricultural products abroad. The objective of these clusters is to strengthen the competitiveness of companies and support investments in the food industry, which will allow a better integration of the production chains and increase their profitability.

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**6. Development of local products and establishment of logistics platforms, for their commercialisation;**

**7. Development of the agro-food industry sector;**

**6. Export Development of Agricultural Products**

In order to improve agricultural products, exporting and consolidating their position in foreign markets, the Ministry is monitoring the implementation of trade agreements between Morocco and its partners and encourage the diversification of export markets, in addition to continue to reform the customs import system.



المغرب الأخضر  
LE MAROC VERT

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شكراً على المتابعة