

Press release

GREEN SMILE organizes on **March 20, 2014 in El Jadida**, the 4th edition of Agriconferences entitled **Potato Morocco 2014 "varieties, cultivation techniques and post-harvest."**

Potato Morocco 2014 has the support of the Moroccan Ministry Of Agriculture and Fisheries and also the Federation of producers and exporters of Fruits and vegetables (FIFEL).

Potato Morocco 2014 will be an opportunity for Potato professionals from Morocco and elsewhere to meet, establish contacts and discuss their technical issues, business strategies and quality issues ...

Potato Morocco in 2014 will focus on the production, varieties, diseases, fertilization, conservation, marketing, packaging, trade issues, the revival of the export ...

So don't miss the Moroccan Potato Event of the year!

The Moroccan potato Sector

Potato is one of the most consumed vegetable in Morocco. 1.4 million tons of potato are produced annually in Morocco and mainly for the local market.

Export of potatoes have been declining over the past ten years and hovered around 10 to 30 000 tons where as they exceeded 100 000T the 80s and 90s. On the opposite, importations keep on growing from 40 to 60 000T each year.

Moroccan producers are more and more aware of the need to improve their production techniques, in other to meet the requirement of the local market and take back their share in the export market.

Objectives of the event

- Provide producers with efficient techniques in the post-harvest, packaging and storage
- Present field demonstration for producers to have a practical point a view on the more suitable varieties
- Discuss and give some keys to boost the Moroccan exportation

Good reasons to take part

As a partner (exhibition space provided)

- You want your varieties to be presented in the trial plots
- You want to extend your network in Morocco

- You can present your special innovative products for the Moroccan market

As a participant

- Get a concrete idea on the technical progress in the field of Potato in the Morocco
- Gather information about all that is new in the Potato branch in Morocco
- Meet the most important Moroccan Potato producers

The conference topics

Breeding, varieties, pre-sprouting, fertilizing, crop protection, packaging, quality standards and trade

Targeted Public

Producers, exporters, investors, suppliers and governmental staff

(Simultaneous translation will be provided)

Practical information

Potato Morocco 2014: "Variety, cultivation techniques and post-harvest"

March 20, 2014 from 8:30 - Room Province El Jadida

El Jadida is one of the most important regions regarding agriculture and its proximity with Casablanca and its big airport make it the ideal place for such an event.

Organizers

Green Smile is a consulting agency in Agriculture, **organizer of Agriconferences, the annual “rendez vous” of the Moroccan horticultural industry.** The contents of each conference are chosen by the team in a way it conveys strategic information and expertise relating to key issues of Moroccan agriculture .

Green Smile is your privileged contact in Morocco for any agricultural issues ... investment, trade missions, technical trips, matchmaking, special events ...

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