

4TH EDITION



# BLUEBERRY COURSE 2025

From basics to operations management,  
preparing Morocco for Long distance Exports

**14-15 NOVEMBER 2025**  
Hilton Taghazout Bay – Agadir





# BLUEBERRY COURSE 2025

Morocco is establishing itself as a regional leader in blueberry production, with rapidly expanding acreage in the Loukkos, Gharb, and Souss regions. The sector is highly export-oriented, offering competitive off-season volumes.

This momentum is creating a growing need for technical expertise, especially in fertigation, crop management, and post-harvest handling.

## INTRODUCTION





**BLUEBERRY  
COURSE 2025**

## WHY A TECHNICAL WORKSHOP?

- Address the technical challenges of intensive production systems
- Improve yields and exportable fruit quality
- Offer sustainable solutions adapted to Moroccan agro-climatic conditions
- Create a space for exchange between growers, experts, and technical partners

## WORKSHOP OBJECTIVES

- Improve yields and profitability
- Optimize fruit quality for export markets
- Strengthen resource-efficient and sustainable practices
- Train and support growers and field technicians in the sector





# TECHNICAL SHEET

**Objective:** Train blueberry growers and technicians on high-performance, sustainable practices adapted to warm climate production.

**Location:** Hilton Taghazout Bay – Agadir

**Dates:** November 14 & 15 – 2 Days

**Languages:** French, English & spanish (with live translation available)

**Target Audience:** Growers, technicians, engineers, quality managers, and agricultural consultants

**Keywords:** Blueberry cultivation, warm-climate varieties, fertigation, crop steering, post-harvest management

**Speakers:** 7 national and international experts

**Certificate:** Certificate of participation delivered at the end of the workshop

**Fee per participant:** 975 €

# SPEAKERS

The workshop brings together 7 national and international technical experts, specialized in:

- **Jorge Duarte** | International consultant in Berry production
- **Prometeo Sanchez** | International consultant in nutrition
- **Said Amazouz** | International Consultant in pests & diseases management
- **Paula del Valle** | Post-harvest specialist
- **Sofia Rbei** | Marketing Specialist
- **Souheil Rahoui** | Expert in farm management
- **NABIL AYOUB** | Head of Product at Agridata



# SPEAKERS



**Paula Del Valle**

***Post-harvest specialist***

An agronomist with a PhD in agricultural sciences, she holds diplomas in agricultural management, fruit post-harvest, and sustainability. She has worked in genetic improvement programs for various species; exporters and multinationals as a quality manager and post-harvest director at a global level; developing teamwork with professionals from different countries, other companies, and universities; leading a series of projects in the areas of innovation and post-harvest. She has also developed teaching and research as part of her training. For the past 5 years, she has worked as an international advisor for quality, post-harvest, and innovation at Berries and launched the web platform [www.myblueproject.com](http://www.myblueproject.com).



**SAID AMAZOUZ**

***International Consultant in pests & diseases management***

Agricultural Engineer and Plant Pathologist, PhD candidate, graduate of the National School of Agriculture in Meknes in 1999, began his career at the Domaine de Douiet for three years. He then joined the Azura Group (Maraissa), where he spent six years helping to set up and manage the nursery for grafted vegetable plants, developing biological pest control, and working on quality certifications. He then served as Technical Director of Koppert Biological Systems Morocco for 10 years. He contributed significantly to the development of integrated pest management in Morocco for peppers, tomatoes, and red fruits. In 2016, he was appointed Technical Director of Domaines Zniber for tree crops, red fruits, citrus fruits, olive trees, and field crops. Since 2018, he has been a partner and manager of Solutions Agricoles s.a.r.l., a leading agricultural supplier in integrated pest management, natural pollination, nets, nutrition, and biopesticides. He is also a producer, international expert, and private agricultural advisor.

# SPEAKERS



**Prometeo Sanchez**

*International consultant in nutrition*

Ph. D. in Agricultural Sciences with a specialty in Soil Fertility and Plant Nutrition from the Russian University in the Russian Federation in 1992. He was a Senior Research Professor at the Postgraduate College since 1993. He was Secretary of the Mexican Society of Soil Science A.C. and President of the Mexican Society of Plant Nutrition, A.C. He trained more than 360 undergraduate, master's, and doctoral students. He is the author and co-author of 120 articles in national and international journals, in addition to six manuals and books. He has taught more than 500 courses and workshops on various topics in plant nutrition to technicians and producers in Mexico, Central and South America. He has participated as a speaker in more than 200 events. He is an advisor and consultant to national and international companies in soil, water, and nutrition management for horticultural crops.



**Souheil Rahoui**

*Expert in farm management*

is an agricultural engineer specializing in horticulture with over seven years of experience in the production of small red fruits (blueberries, raspberries, blackberries) in Morocco and internationally. Currently Technical Agronomist Account Manager EMEA at WayBeyond and an independent consultant, he helps producers optimize their performance through innovative solutions that integrate agronomic data, connected technologies (IoT), and climate management tools. Formerly Technical Director at Afrifruit, he led strategic projects in crop rotation, fertilization, input management, and profitability. His approach combines technical expertise, strategic vision, and practicality in the service of more sustainable, profitable, and resilient agriculture.

# SPEAKERS



## **JORGE PEDRO ROSA DUARTE**

*International consultant in Berry production*

Jorge Pedro Rosa Duarte is a Portuguese agronomist and entrepreneur with over 20 years of experience in small-fruit cultivation and agri-business consulting. As CEO of Hortitool Consulting Lda. since 2015, he has managed teams in eight countries and advised on more than 1,000 ha of berry production. A University of Algarve graduate, Jorge co-authored “Growing Berries in Substrate,” helped introduce new berry varieties to Portugal, co-organized the Morocco Berry Conference, served on scientific committees, and teaches masterclasses. He focuses on innovation, sustainability, and providing growers with data-driven solutions.



## **SOFIA RBEI**

*Marketing Specialist*

After graduating from a leading Moroccan business school, Sofia embarked on a career in international trade and logistics management at a multinational company. Since 2014, her professional journey has led her to head up the sales and marketing department at one of Morocco's largest and most important berry producers. This experience has enabled her to gain in-depth knowledge of foreign markets and cultivate a passion for berries. In 2021, Sofia embarked on an entrepreneurial adventure by creating “Afripick,” a trading company specializing in the marketing of Moroccan products and improving the brand image of these valuable products. Then, in 2022, Sofia Rbei created the Spanish subsidiary “Afripick Spain” to control the supply chain, guarantee excellent delivery service, and maintain quality for customers.



# SPEAKERS



**Nabil Ayoub**

***Head of Product at Agridata***

a pioneering AgTech company specializing in real-time, intelligent farm management solutions.

Through its flagship ERP platform BeeOne, Agridata equips growers with tools to optimize labor, water usage, costing, and overall operational efficiency.

Trusted by hundreds of farms across Morocco, the company also provides on-site training and support to ensure real-world results. Today, Agridata stands at the forefront of agricultural intelligence, combining technology, strategy, and field knowledge to help farms grow smarter.

# TRAINING PROGRAM | DAY 1 – PRODUCTION FUNDAMENTALS

## 08:30 – 09:00 Session 1 : Welcome, introduction & objectives

- Course purpose & expected outcomes
- Trainer introductions
- Participant expectations & background poll
- Classroom logistics & safety
- Overview of the 2-day agenda

## 09:00 – 10:00 Session 2 : Moroccan production systems

- Overview of high-tunnel, substrate & open-field systems
- Climate zones & seasonality
- Regional yield benchmarks
- Strengths, constraints & innovation trends

## 10:00 – 10:15 Coffee break

## 10:15 – 11:00 Session 3 : Varieties & planting material

- Low-chill vs high-chill genetics
- Cultivar selection for Moroccan windows
- Licensed varieties & royalty issues
- Nursery certification & phytosanitary requirements

## 11:00 – 12:00 Session 4 : Site preparation & planting

- Soil & substrate specifications (pH, OM)
- Raised-bed construction & drainage
- Mulching materials
- Plant spacing & density
- Planting techniques & establishment care

## 12:00 – 13:00 Lunch

## 13:00 – 14:30 Session 5 : Irrigation & fertigation

- Water-quality parameters & treatment
- Crop water-use curves by phenological stage
- Drip design
- Scheduling methods (tensiometers, probes)
- Preparation Nutrient recipes & mixing
- Monitoring EC & pH
- Automation & decision-support tools

## 14:30 – 14:45 Short break

## 14:45 – 15:45 Session 6 : Pruning & canopy management

- Growth habits & renewal strategy
- summer pruning objectives
- Cane, spindle & Trellising systems
- Light interception optimization

## 15:45 – 16:15 Open Q&A & recap Day 1

- Interactive quiz
- Key takeaways
- Parking-lot questions for Day 2

# TRAINING PROGRAM | DAY 2 – CROP PROTECTION, POST-HARVEST & BUSINESS

## 08:30 – 09:00 Recap Day 1 & Day 2 objectives

- Review of Day 1 & highlights
- Link to Day 2 & focus areas
- Set learning goals

## 09:00 – 10:30 Session 7 : Pest & Disease management

- Major pests: Thrips, Cecidomyie, Drosophila suzukii
- Major diseases: Botryosphaeria, Powdery mildew, Botrytis.
- Quarantine disease : Mummy Berry (Monilia vacinii-corymbosi)
- Scouting & Monitoring
- Biological control options
- Chemical protection & resistance management
- IPM program & Hygiene protocols

## 10:30 – 10:45 Coffee break

## 10:45 – 11:30 Session 8 : Harvesting & post-harvest

- Maturity indices and sampling
- Harvesting techniques and coordination of harvest logistics
- The importance of the cold chain, basic concepts
- Packaging formats and export specifications, according to fruit quality and condition
- Post-harvest life and quality and condition preservation

## 11:30 – 12:15 Session 9 : Labor & cost management

- Moroccan labor law & compliance
- Seasonal labor planning
- Cost components (establishment vs operating)
- Efficiency metrics (kg/h, kg/ha)
- Piece-rate vs hourly models
- Technology for time & task tracking

## 12:15 – 13:15 Lunch

## 13:15 – 14:00 Session 10 : Market & certification requirements

- EU & UK market windows & prices
- GLOBALG.A.P., GRASP, SMETA essentials
- MRLs and residue testing
- Sustainability & Carbon footprint claims
- Export documentation

## 14:00 – 14:45 Session 11 : Financial Planning and cost management

- Setting up your Farm for Budgets
- Classifying and Allocating Direct vs Indirect Costs
- Configuring the Profit & Loss Structure
- Establishing Operational Standards & Norms
- Managing & Tracking Budget Versions & Scenarios

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## 14:45 – 15:00 Short break

## 15:00 – 16:00 Session 12 : Data Challenges & Real Success Stories

- Common Data Challenges: fragmentation, poor quality, low adoption.
- Building a Digital Farming Ecosystem: integration, tools, processes.
- Moroccan Success Stories: ERP for streamlined operations, dashboarding for improved visibility.
- Enablers: leadership, training, phased rollout.
- First Steps for Digital Transformation.

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## 16:00 – 16:30 Session 13 : Evaluation, certificate distribution & closing

- Post-training knowledge test
- Feedback survey
- Certificate hand-out
- Next-steps & support channels



# REGISTRATION FORM

[https://docs.google.com/forms/d/113aMaWXNhEm57IJTKQJaNdjnqYIjEbx1vMWDb\\_MhhQo/edit](https://docs.google.com/forms/d/113aMaWXNhEm57IJTKQJaNdjnqYIjEbx1vMWDb_MhhQo/edit)



# PREVIOUS WORKSHOPS





# ORGANIZERS



Is a consulting company created in March 2009. We offer innovative training and events to help agricultural producers in their growing practices. Green Smile's activities and events aim to discuss practical

topics related to production techniques, logistics, markets, marketing and business strategies.

We connect growers with experts from around the world to guide and mentor them on their technical journey.

We are the organizers of the Tomato Morocco , Potato Morocco and Morocco Berry Conference, which have

brought together more than 500 participants and key players in the tomato, potato and berry industry.



Originated from Jorge Duarte's early passion for berry crops, kindled during his work with strawberries. Specializing in technical assistance, we focus on five main crops: strawberry, blueberry, raspberry, blackberry, and red currant.

With over 20 years of experience in agriculture, our technical team has been actively involved in berry production since 2004. In 2009, we expanded to the international market, maintaining a commitment to updating knowledge about crops and their commercialization. Collaborating with a global network of farms and experts, we serve clients in Portugal, Spain, Italy, Morocco, Romania, Austria, Egypt, Turkey, and Georgia. Our expertise extends to advising on production projects and agribusiness developments.





# BLUEBERRY COURSE 2025

For the smooth running of the training, places are limited!!  
So register quickly by contacting us:  
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