



**Driving Innovation and Sustainability in
Morocco's Strawberry and Raspberry
Market**



| Table of content

- 🌿 **From Global to Morocco**
 - 🌿 Production and values
 - 🌿 Where compete Morocco?
- 🌿 **Mediterranean area**
 - 🌿 Morocco evolution
 - 🌿 Where is the value?
- 🌿 **Options to catch the value**
 - 🌿 Market segmentation
 - 🌿 Potential varieties per segment



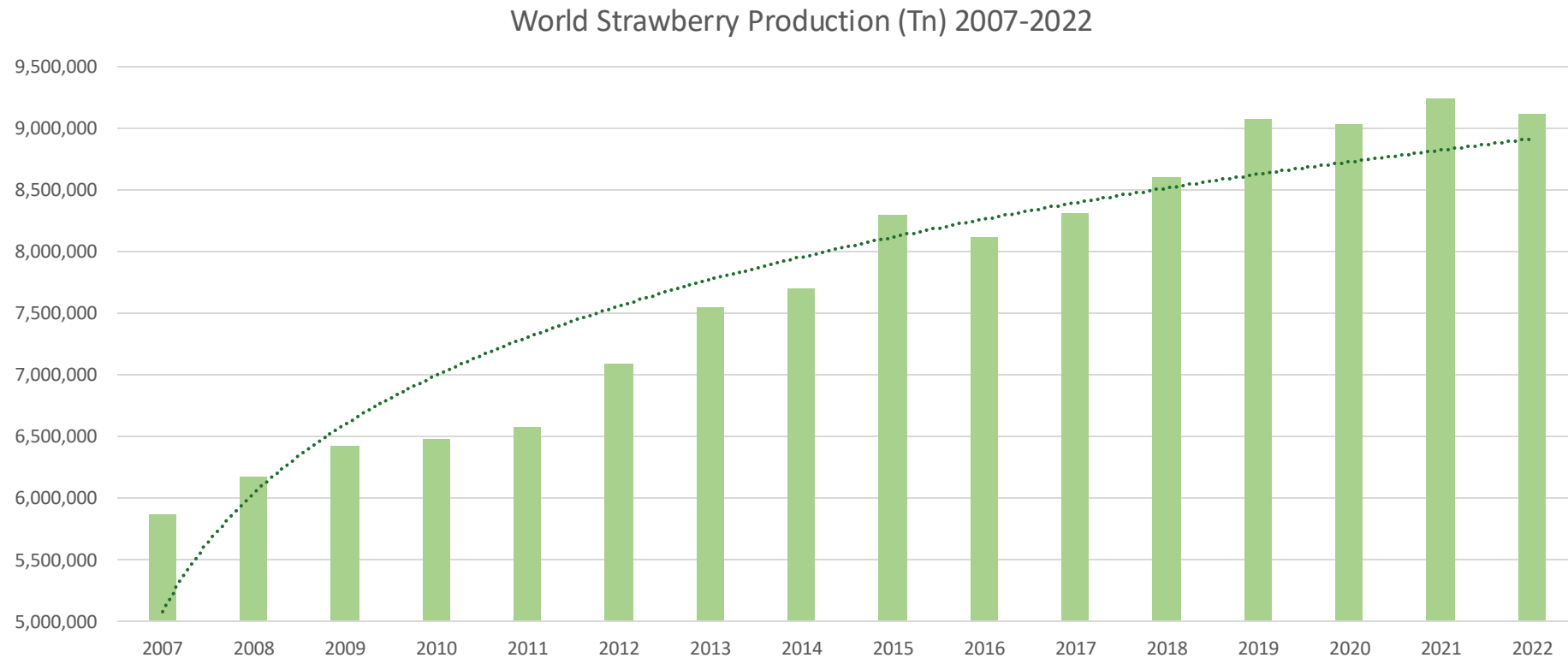
Strawberry

From global to Morocco



World strawberry production since 2007

A market value of USD 20.7 Billion | Current production is around 9.1M Tn



Morocco's position - World strawberry market

Morocco is the 11% of the Value of Europe & Med. | 22% of the Med. market

- Global Fruits: USD 568.7 billion
 - Global Berries: USD 40.9 billion
 - Global Strawberries: USD 20.7 billion
- 7%
- 50,6%
- Europe & Med.: USD 4.5 Bill
 - Med.: USD 2.4 Bill
 - Morocco: USD 500 Mill
- 22%
- 53%

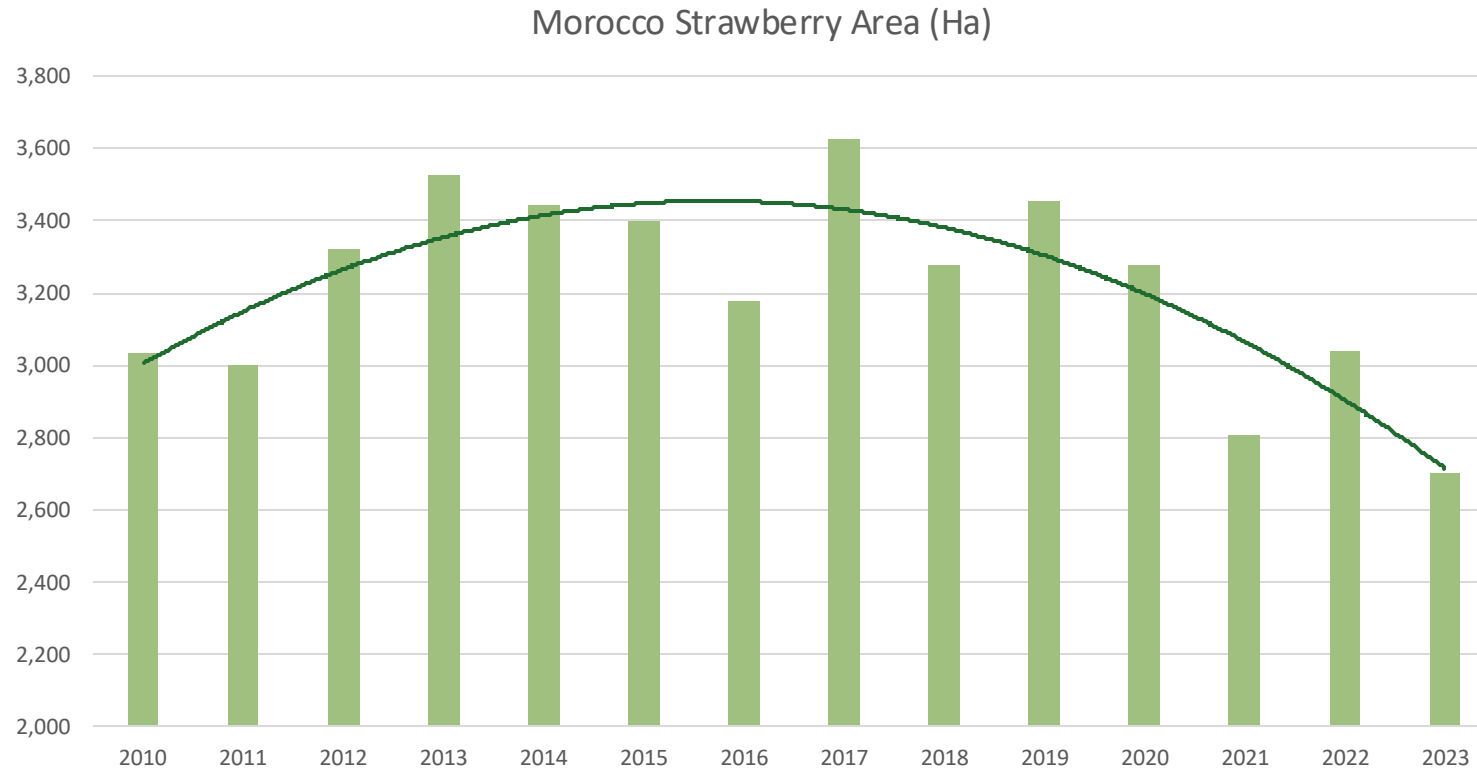
↑ SUMMER SEASON

↓ WINTER SEASON



Strawberries in Morocco

Area planted going down from 2017



Going to:



Higher value product

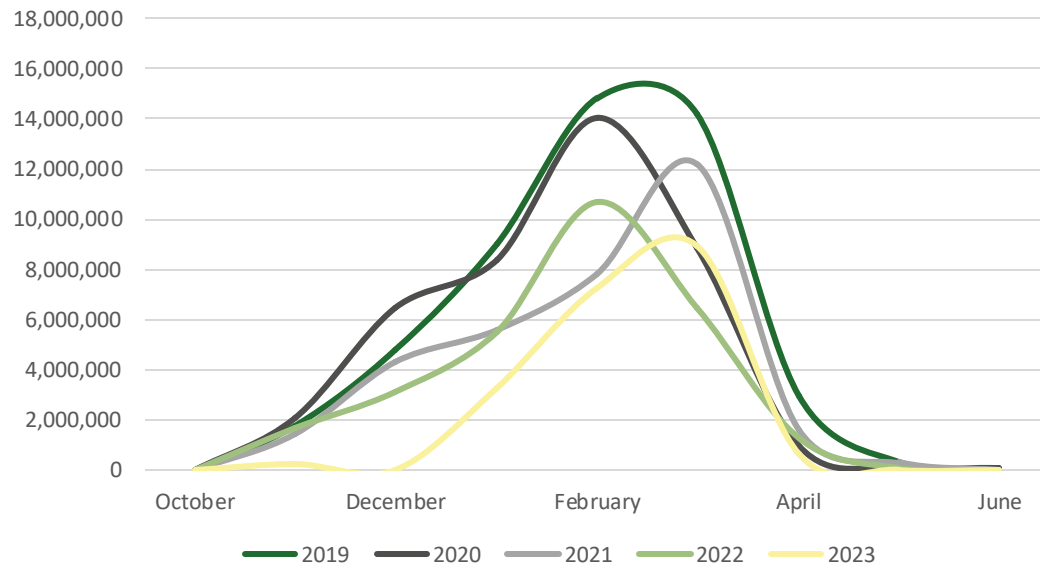


Technification

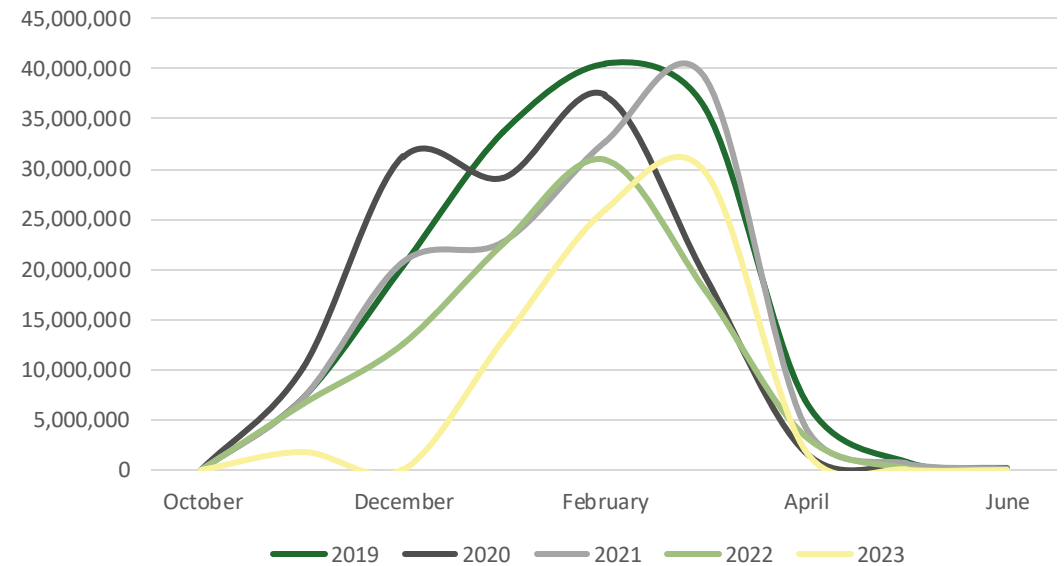
Export performance in Morocco

A market value of 4,7 Mill€ | Volumes peak 1 month later than value peak

Exp. Volume Kg (19-23)



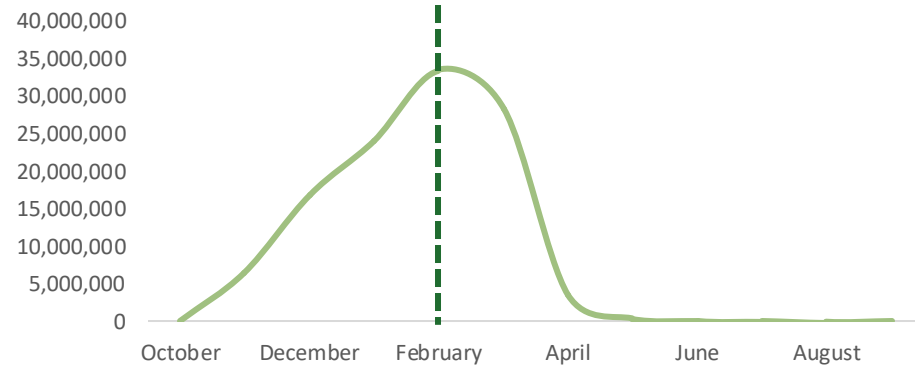
Exp. Value USD (19-23)



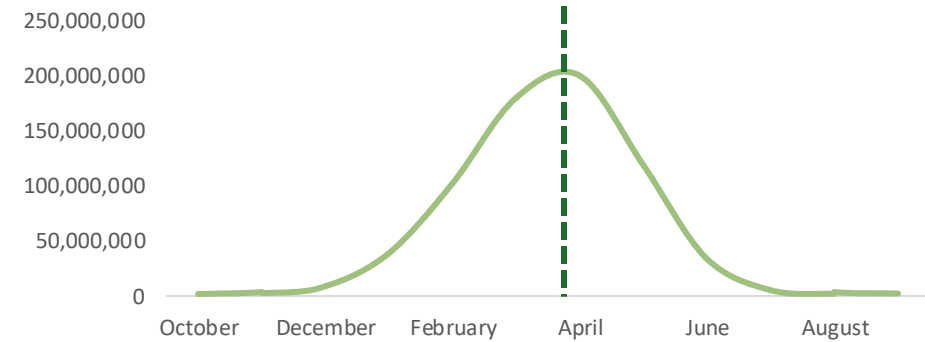
Export performance in Mediterranean countries

Different dynamics for different goals | Egypt has the earlier peak follows by Morocco and then Spain and Greece

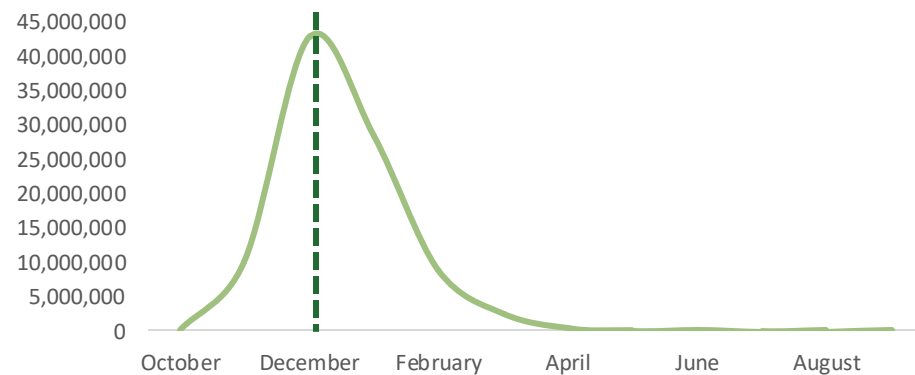
Morocco Expo. Value Average (19-23)



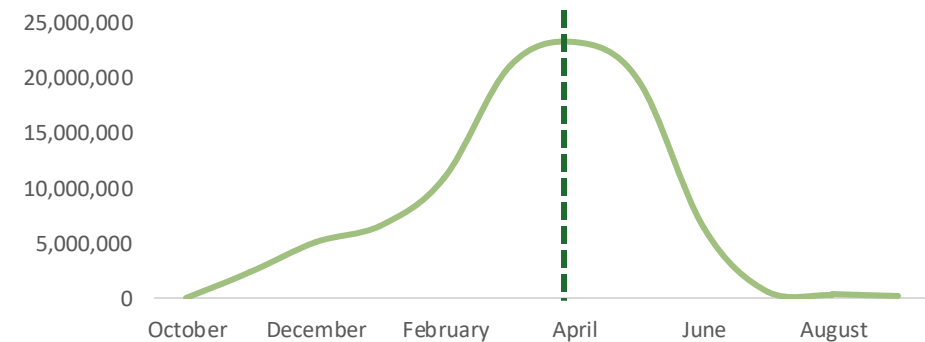
Spain Expo. Value Average (19-23)



Egypt Expo. Value Average (19-23)



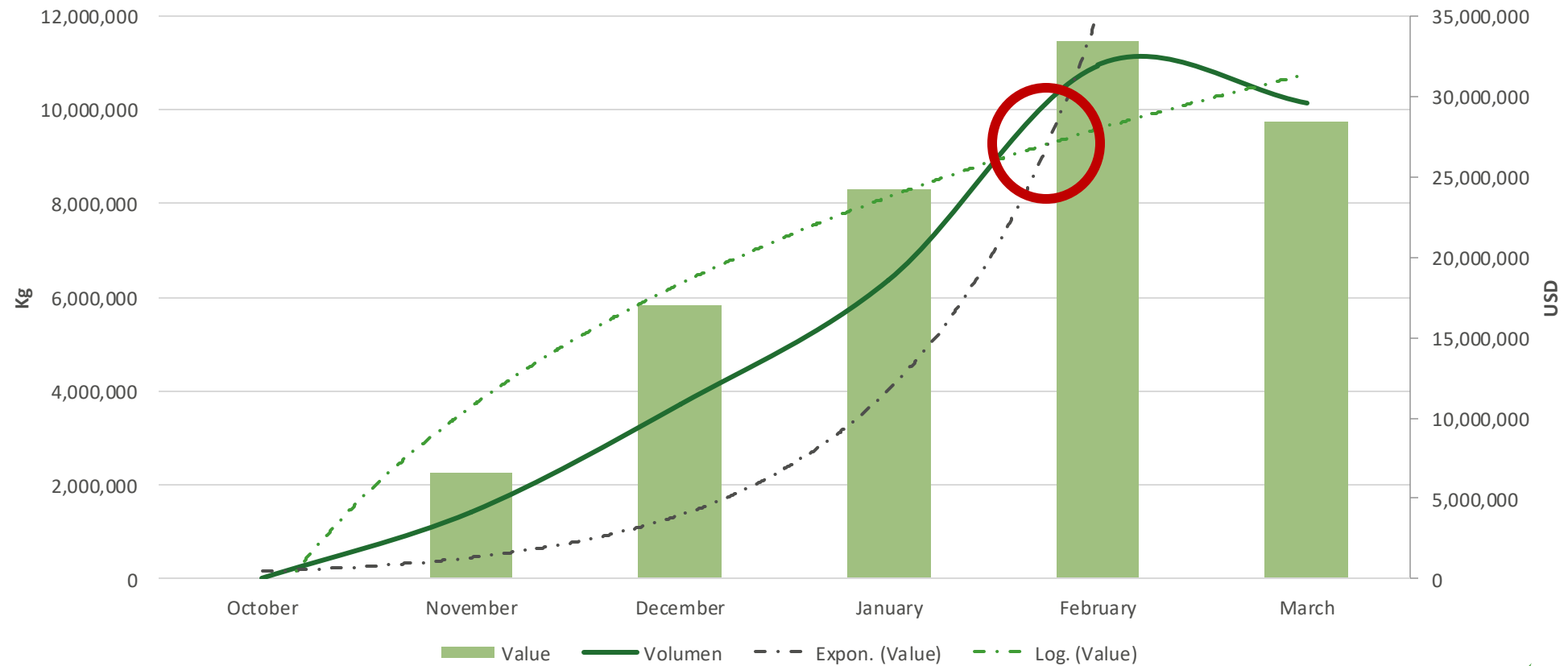
Greece Expo. Value Average (19-23)



When high value change to production

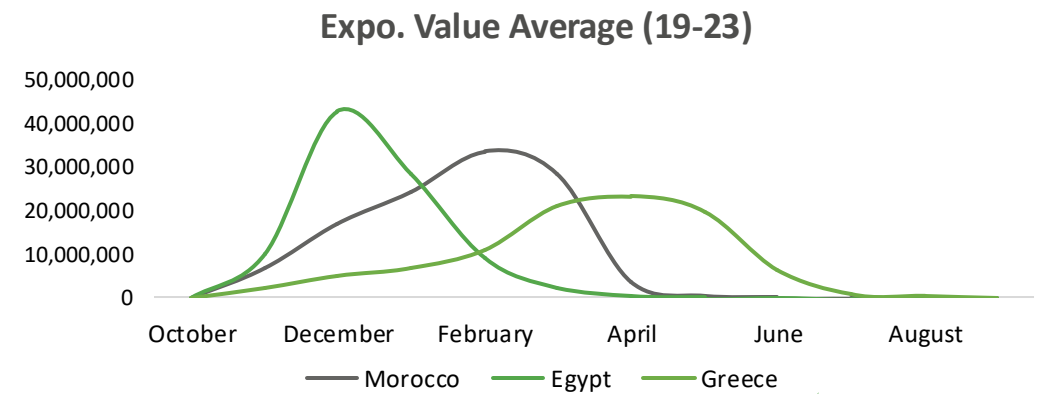
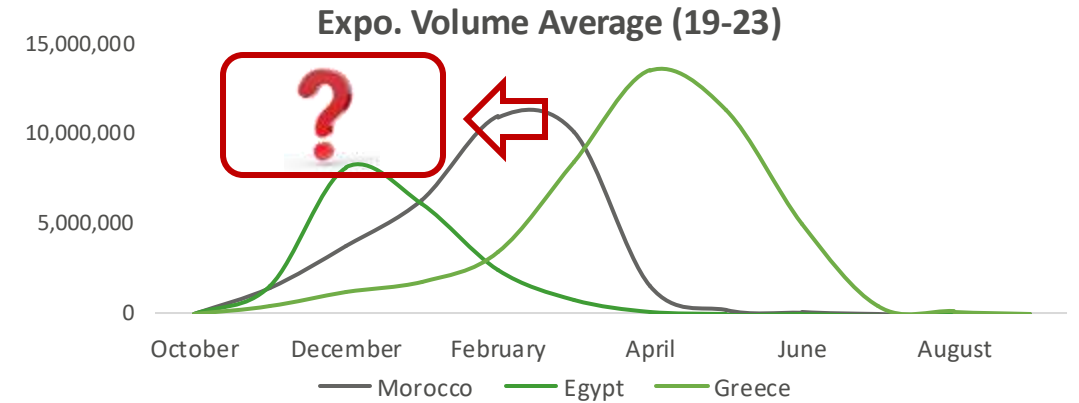
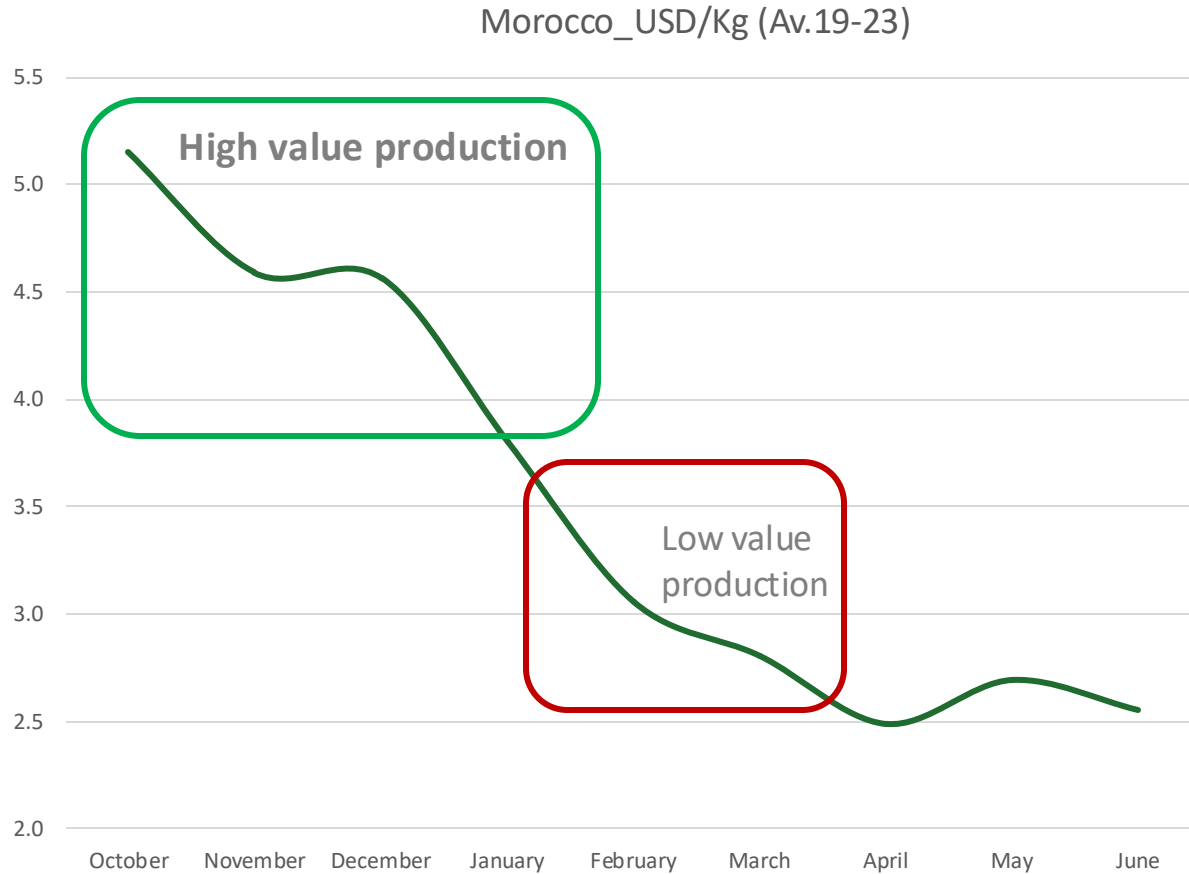
At Early February prices cross the Rubicon to high volumes

Strawberry Value vs Volumen Morocco Early Crop (Av. 19-23)



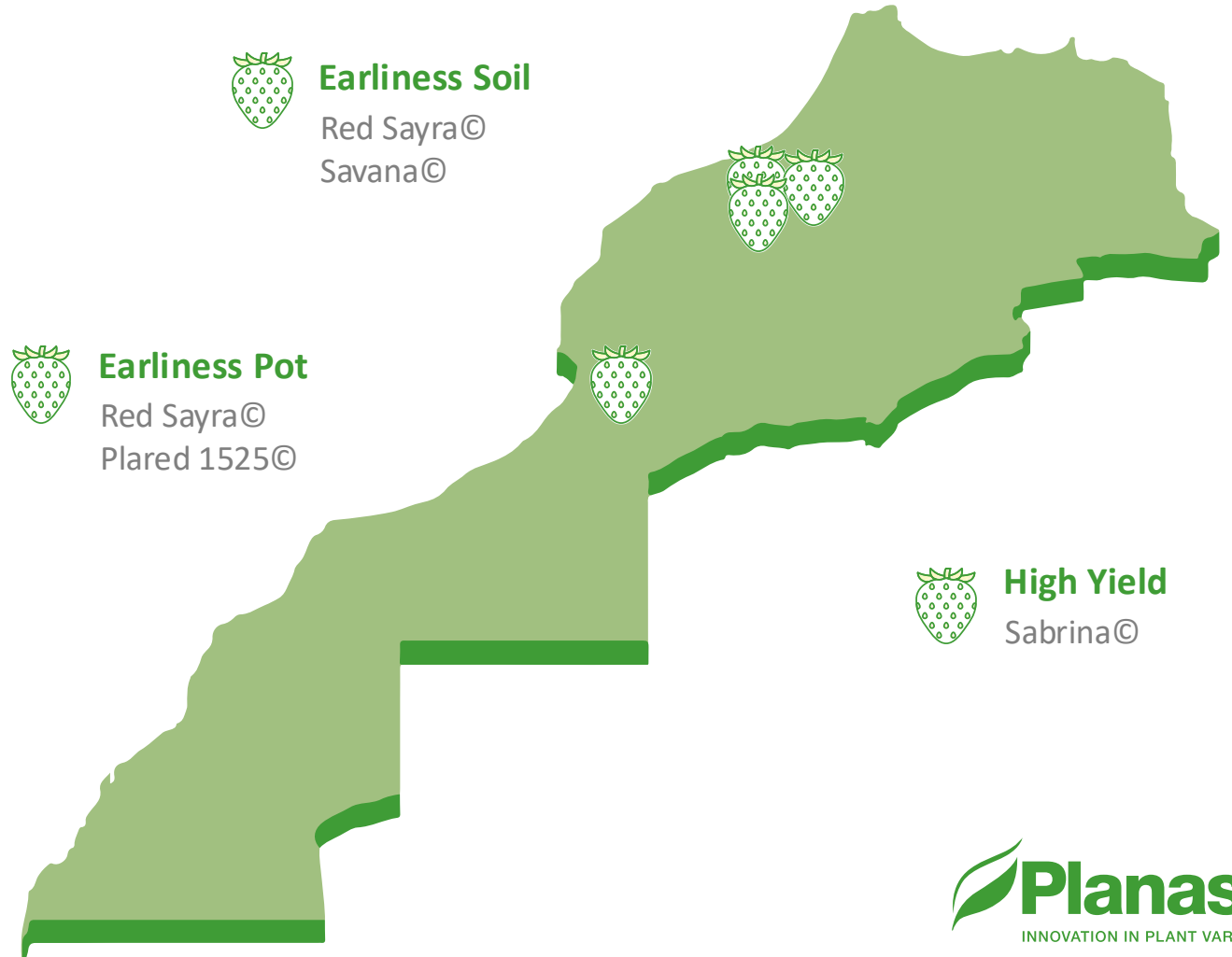
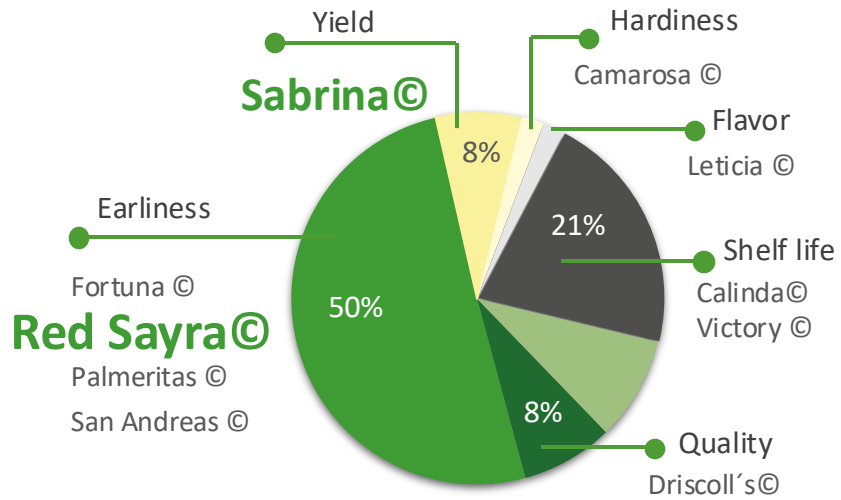
Where is the Value in Med. Countries

The earlies, the best



Segments of the market in Morocco

PLANASA's varieties looking for Grower's value



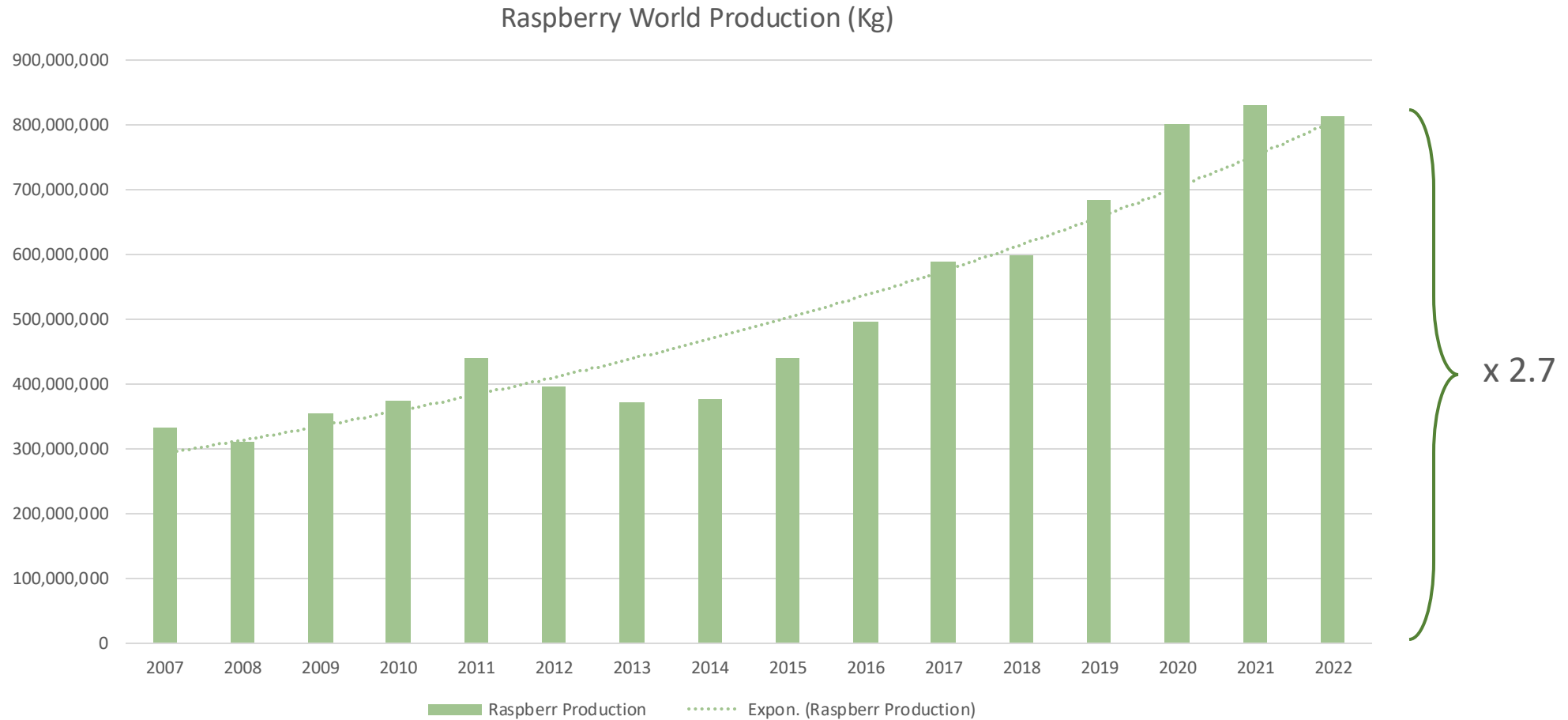


Raspberry

From global to Morocco

World Raspberry Production since 2007

A market value of USD 889 Million | Current production is around 0,8M Tn



Morocco's position – World raspberry market

Morocco is the 17% of the Value of Europe & Med. | 41% of the Med. market

🌿 Global Fruits: USD 568.7 billion

🌿 Global Berries: USD 40.9 billion

🌿 Global Raspberries: USD 5.2 billion

7%

13%

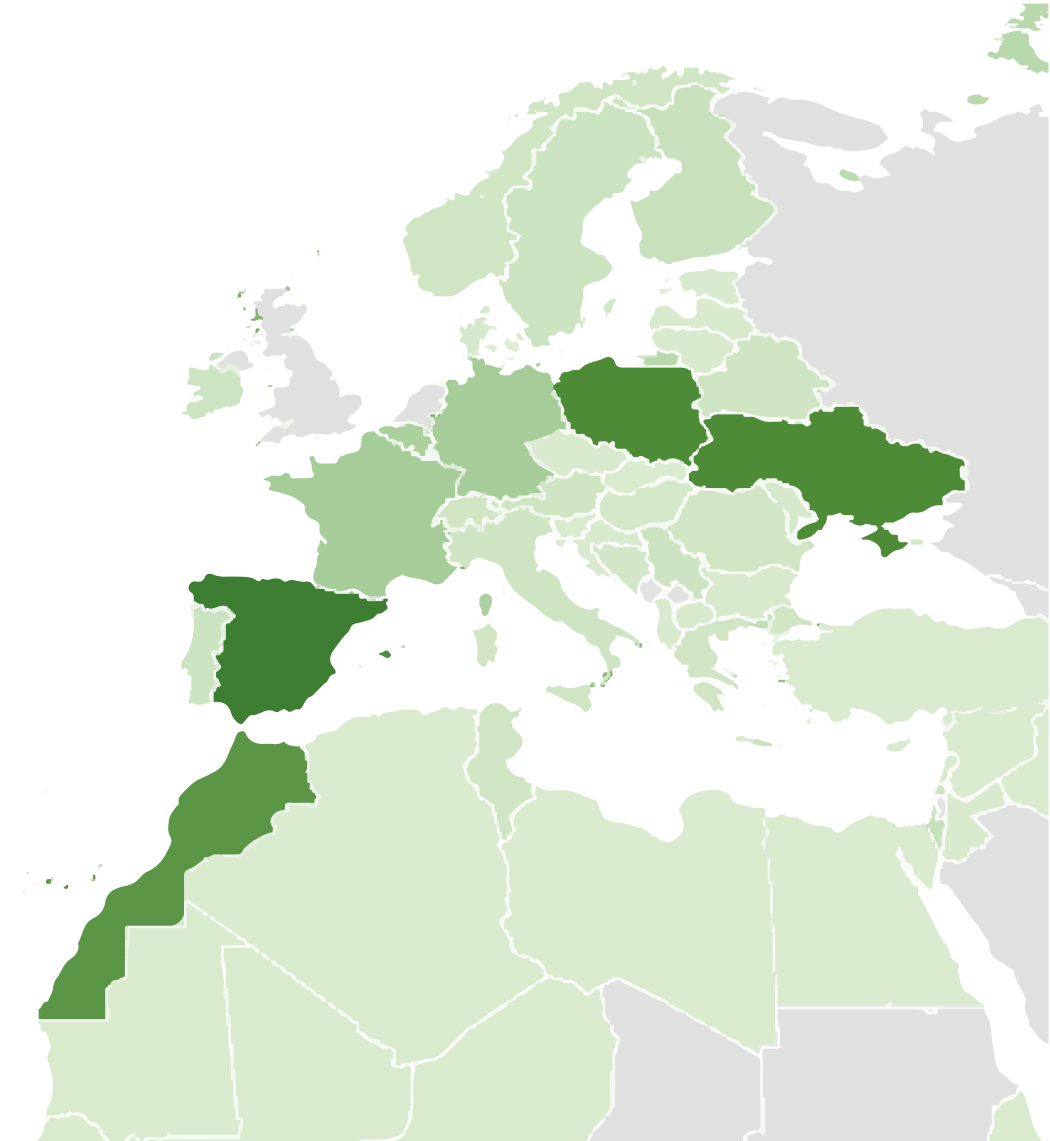
🌿 Europe & Med.: USD 1.5 Bill

🌿 Med.: USD 649 Mill

🌿 Morocco: USD 264 Mill

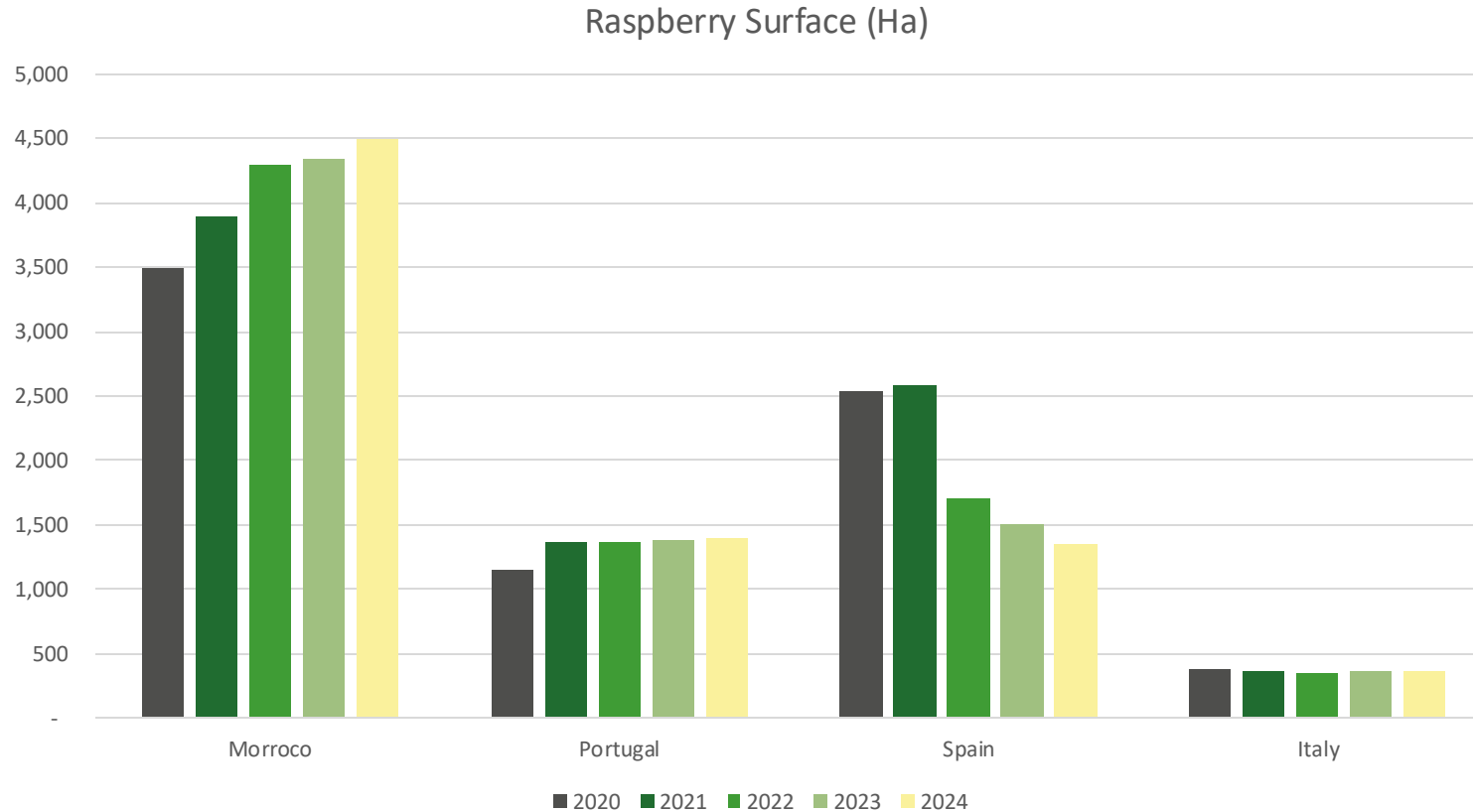
43%

40%



Raspberry Surface in Mediterranean Countries

Morocco the only country with growing trend



Morocco is:



Bigger producer



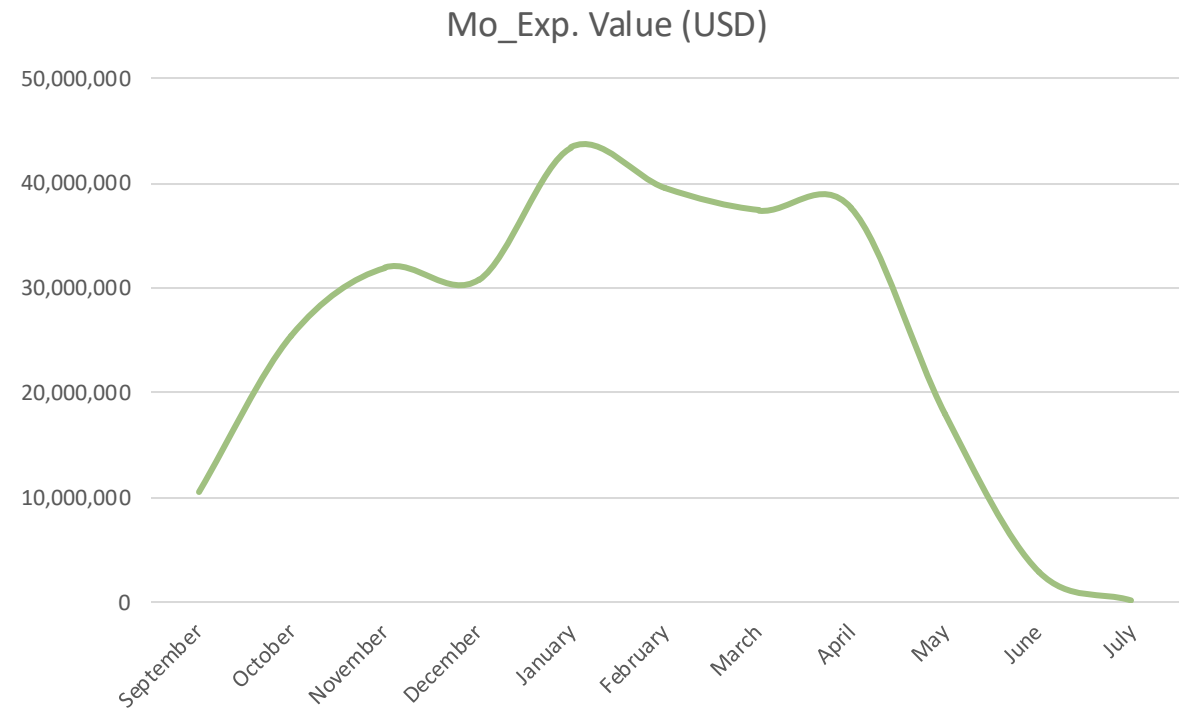
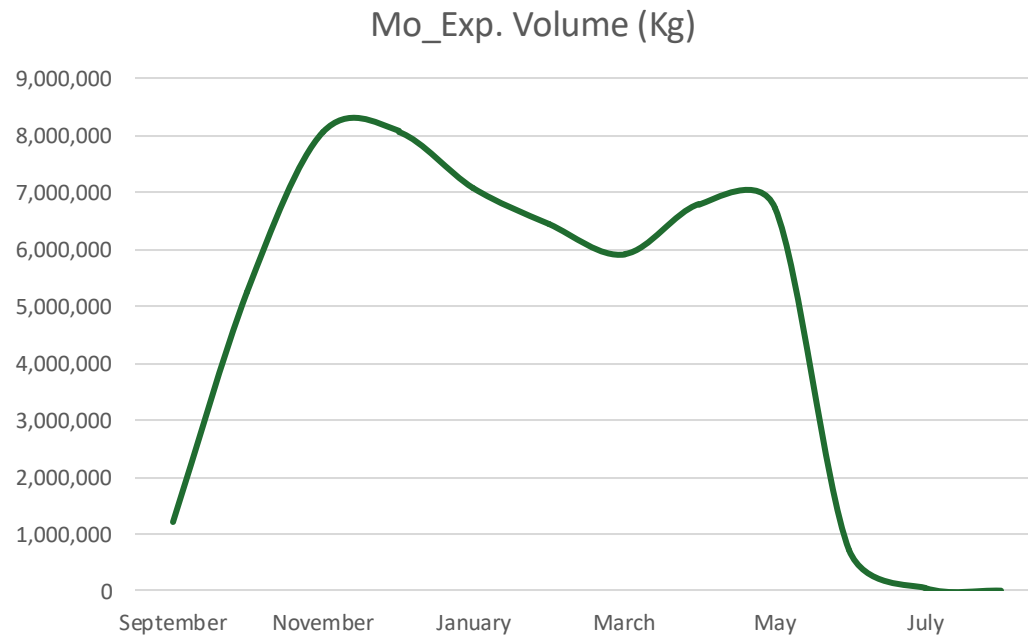
Bigger exporter



Better climatology

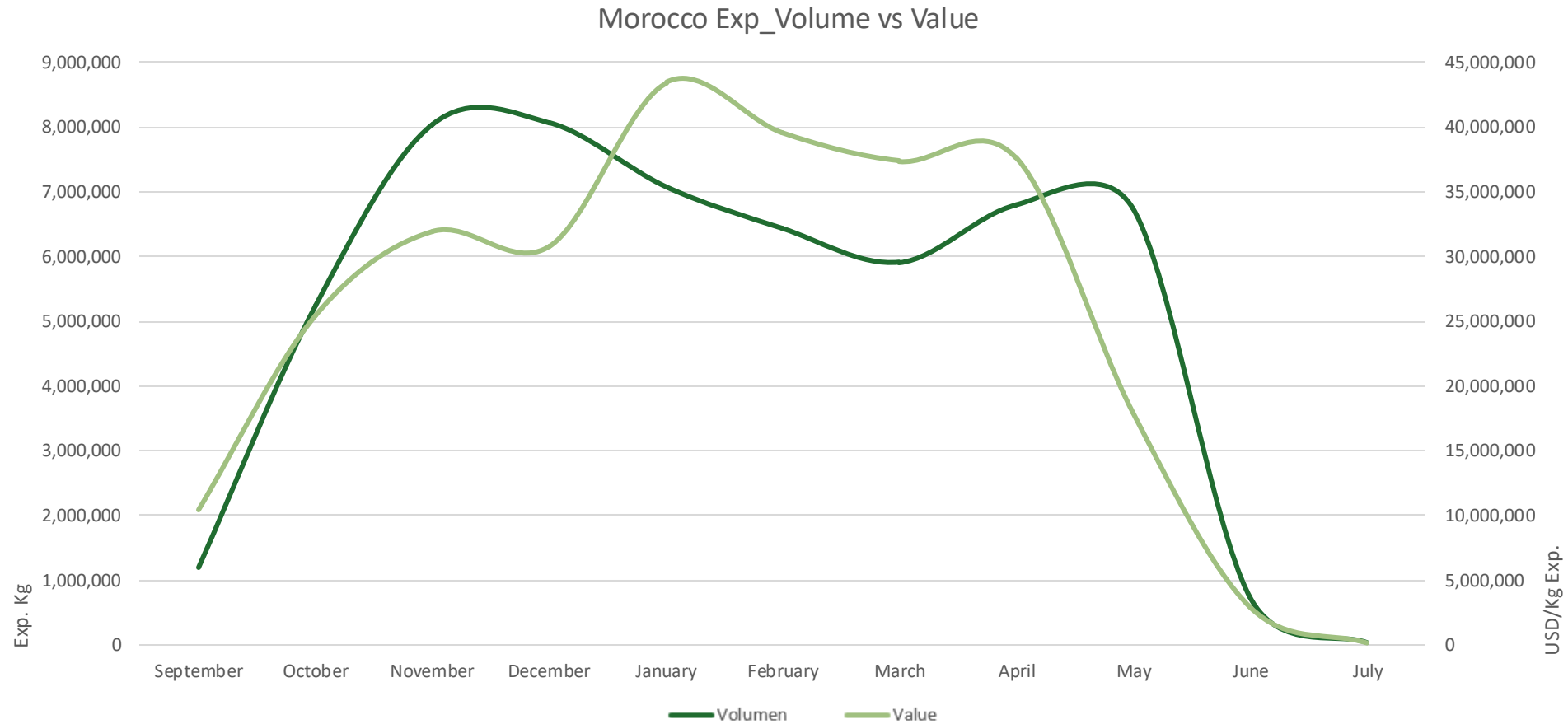
Export performance in Morocco

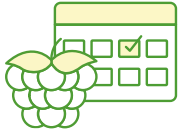
Value and production do not follow the same line



Value vs. Volume at Morocco production

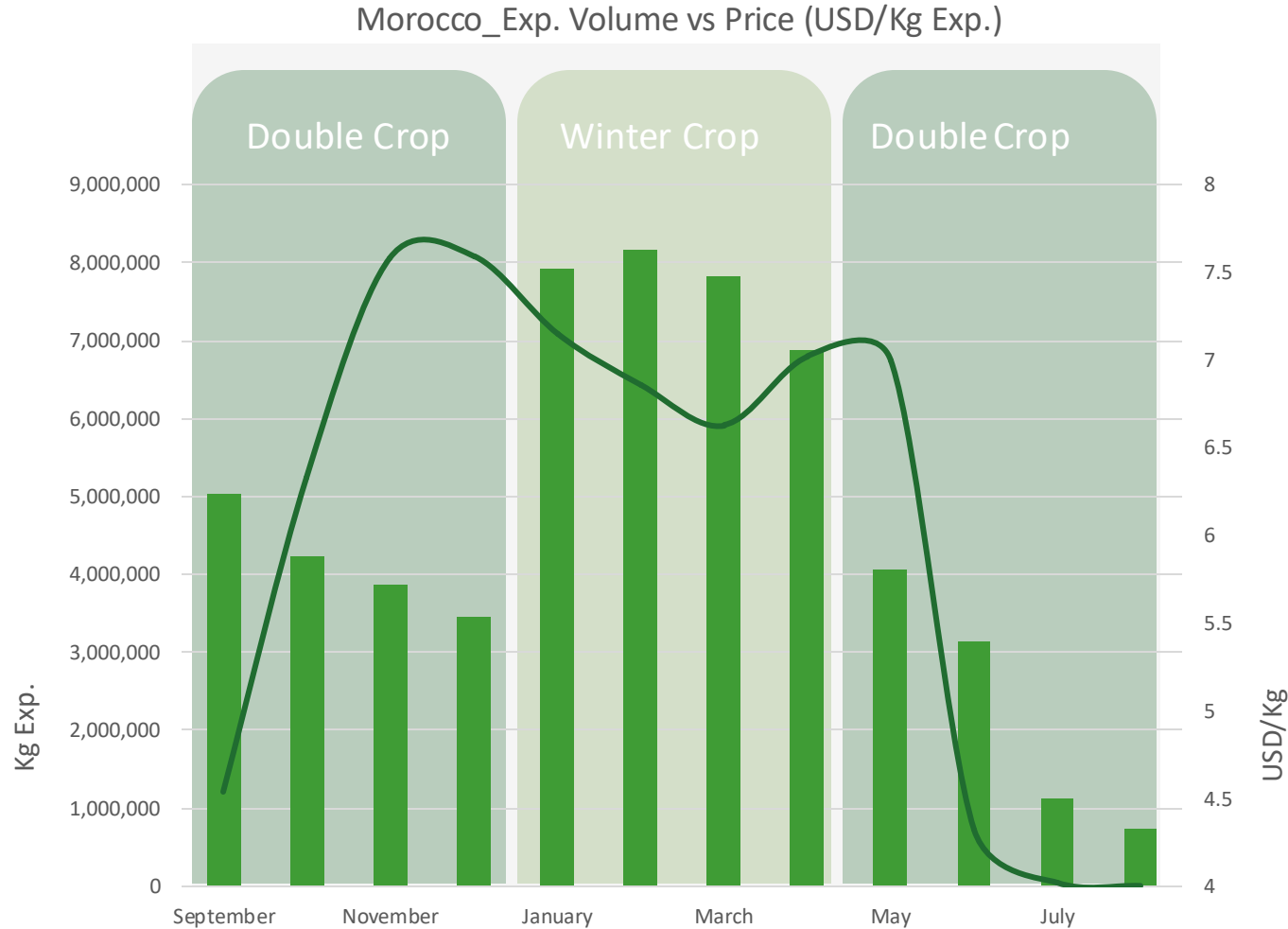
Value & Volume. Two lines with different trends





When is the best time to produce raspberry fruit?

The goal is to produce during the whole season



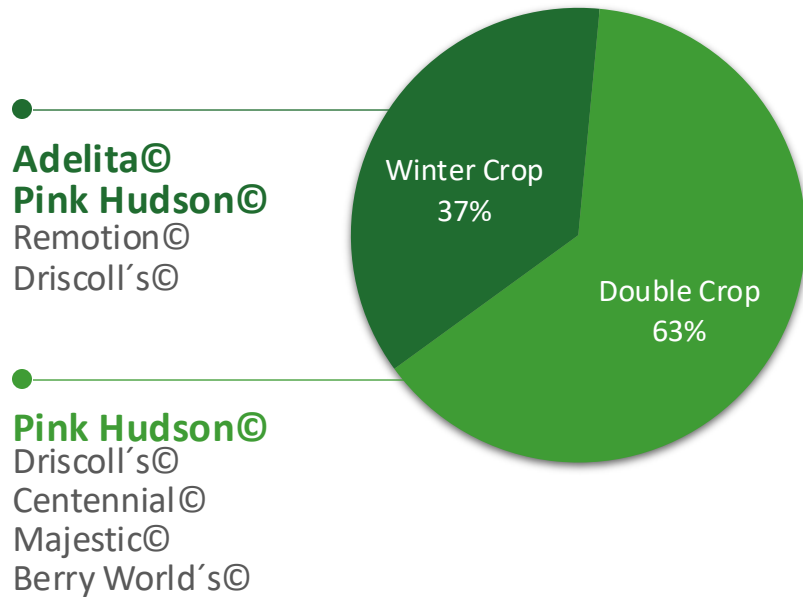
WHEN TO PRODUCE?



Winter or Double Crop

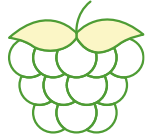
Morocco Market Segmentation

Planasa's portfolio produces during the whole season



Morocco is Looking for Value

PLANASA is with Morocco



Double Crop
Pink Hudson©



Early Soil

Red Sayra©
Savana©



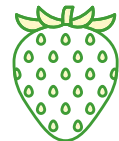
Winter Crop

Adelita©
Pink Hudson©



Early Pot

Red Sayra©
Plared 1525



High Yield

Savana©
Sabrina©

| Thank you!



planasa.com

FOLLOW US

