



OVERVIEW OF Strawberry Production and Export from Morocco

BY

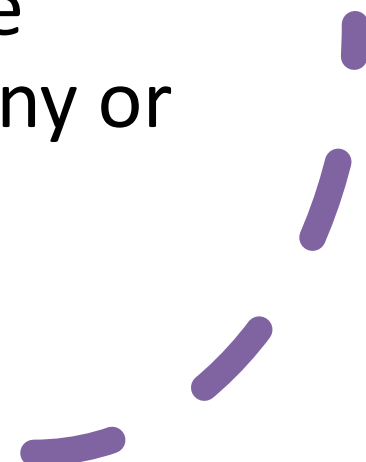
NABIL BELMKADDEM

September 2025





DISCLAIMER

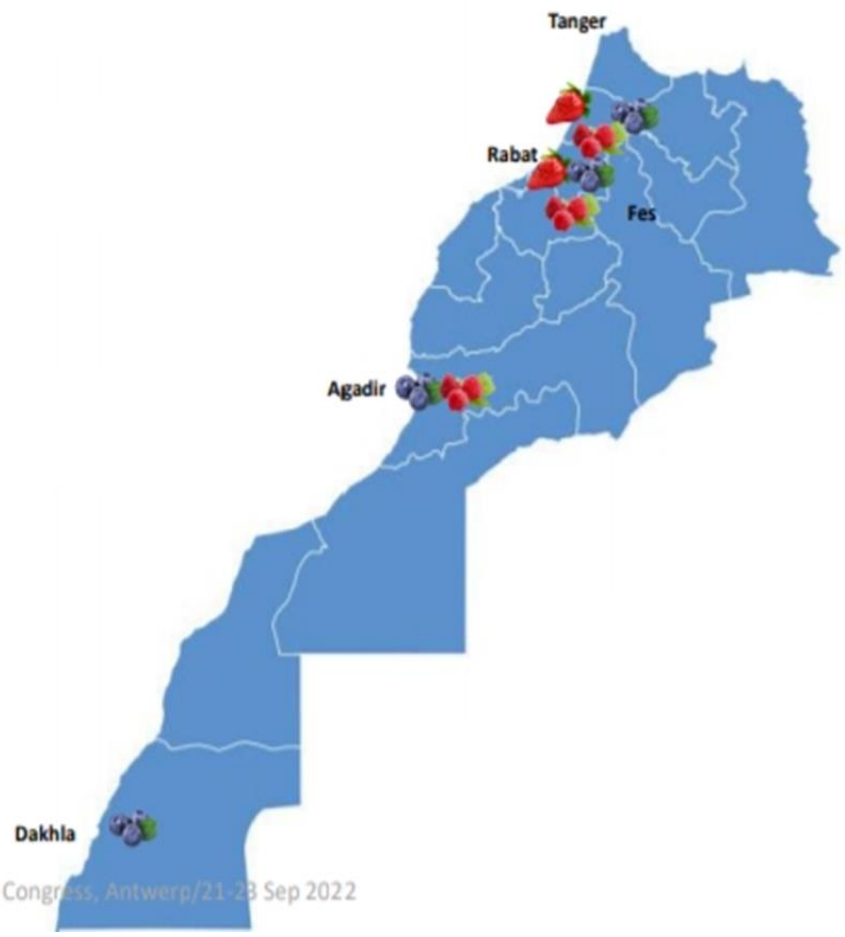
- All data and information presented in this presentation come from public information collected from Moroccan Export Authorities and the Moroccan Federation Interproberries.
 - None belongs or is inherent to a private corporation, company or entity.
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Why Berries in Morocco

- 1. Proximity to Europe**
- 2. Favorable weather**
- 3. Qualified Labor**
- 4. Soil and water availability**
- 5. Long History of Trade with Europe/Financial Stability**





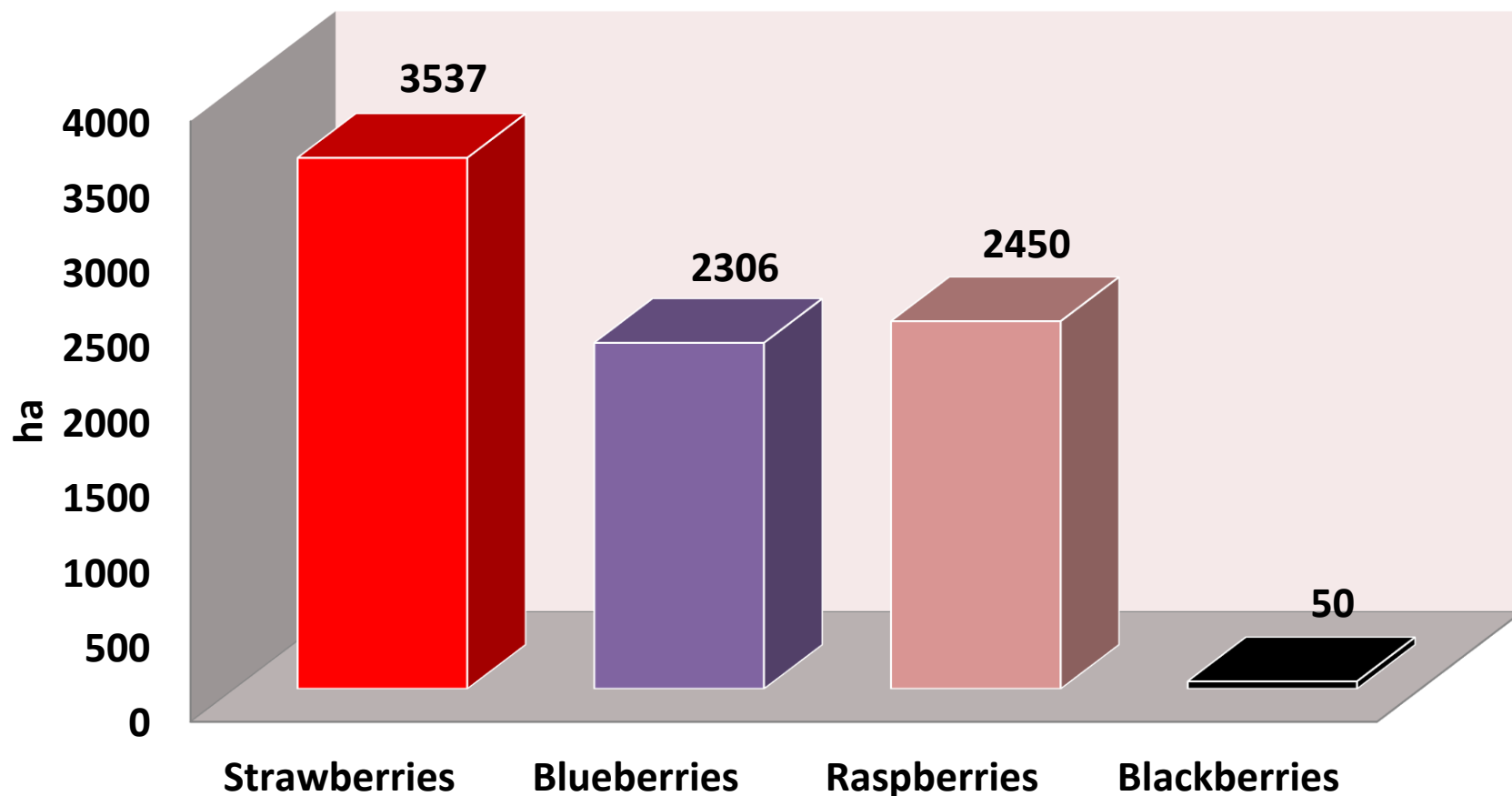
International Strawberry Congress, Antwerp/21-23 Sep 2022



Cultivated Area in Hectares

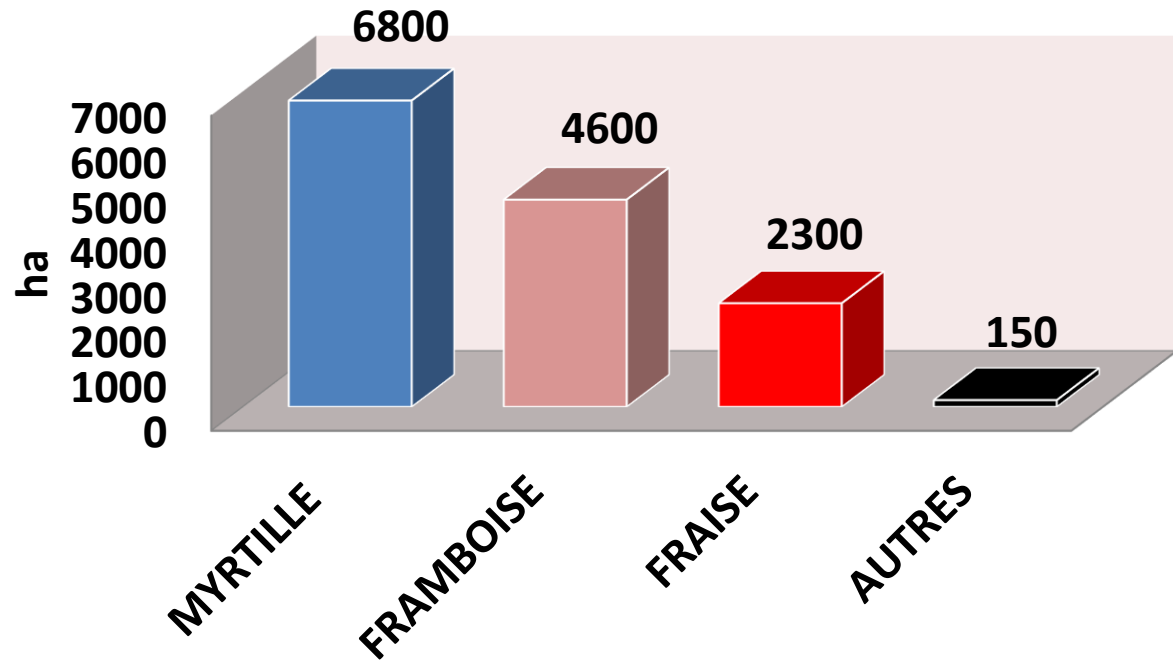
2018/2019

8343 ha





Cultivated Area in Hectares
2024/2025
13 850 ha



Business Model

- Grower Investment
- Variety
- Exporter
- Partner/importer
- Markets



WHERE





DESTINATIONS of EXPORT of Berries.

- **Moroccan Berries are exported to over 40 countries worldwide.**
- **Main destination of Moroccan berries is the EU. 46% of fresh strawberries are exported to the E.U and 47% to U.K. 64% of frozen strawberries are exported to the EU and 24% to North America.**

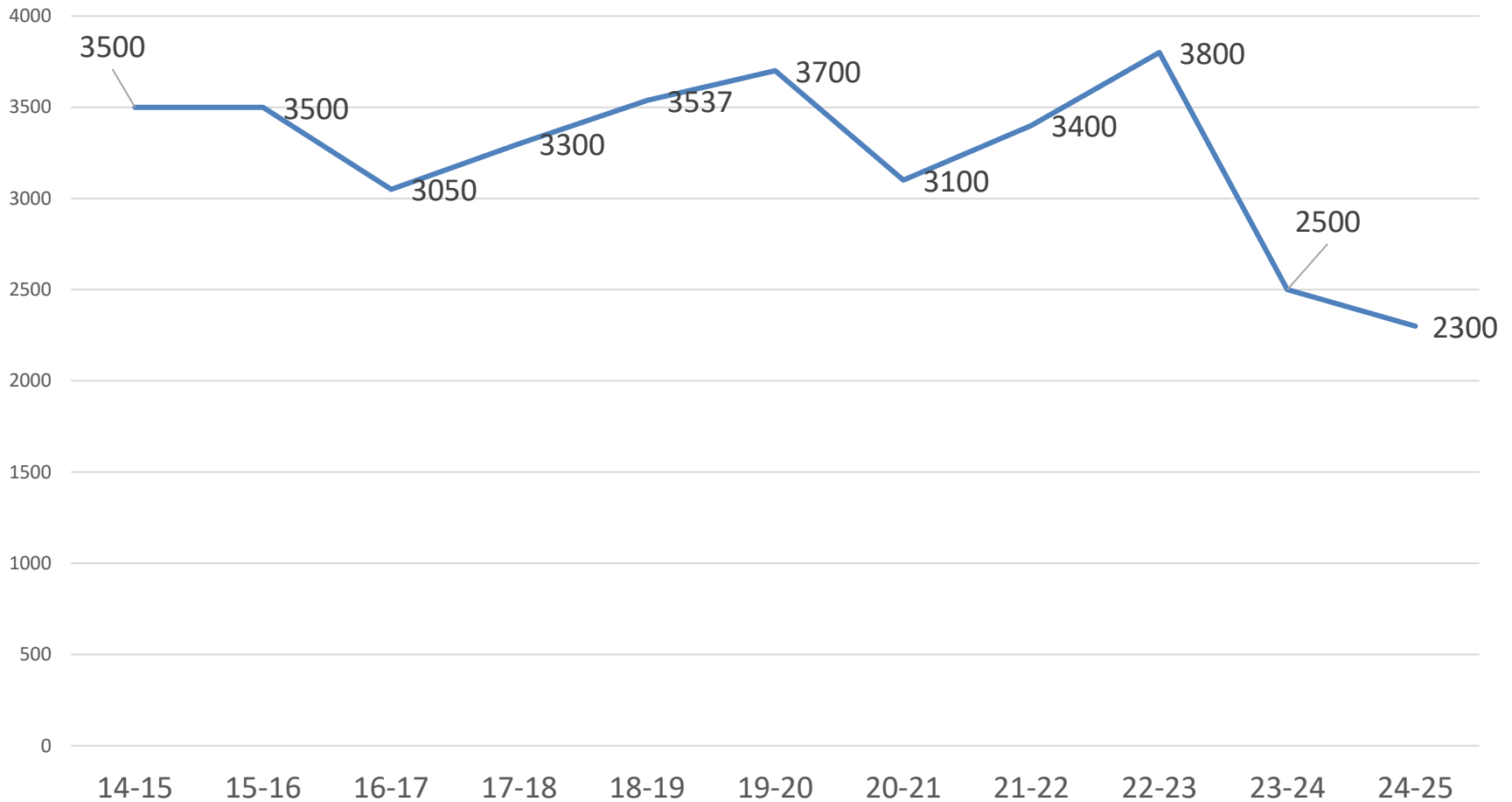


PRODUCTION WINDOW MOROCCAN BERRIES



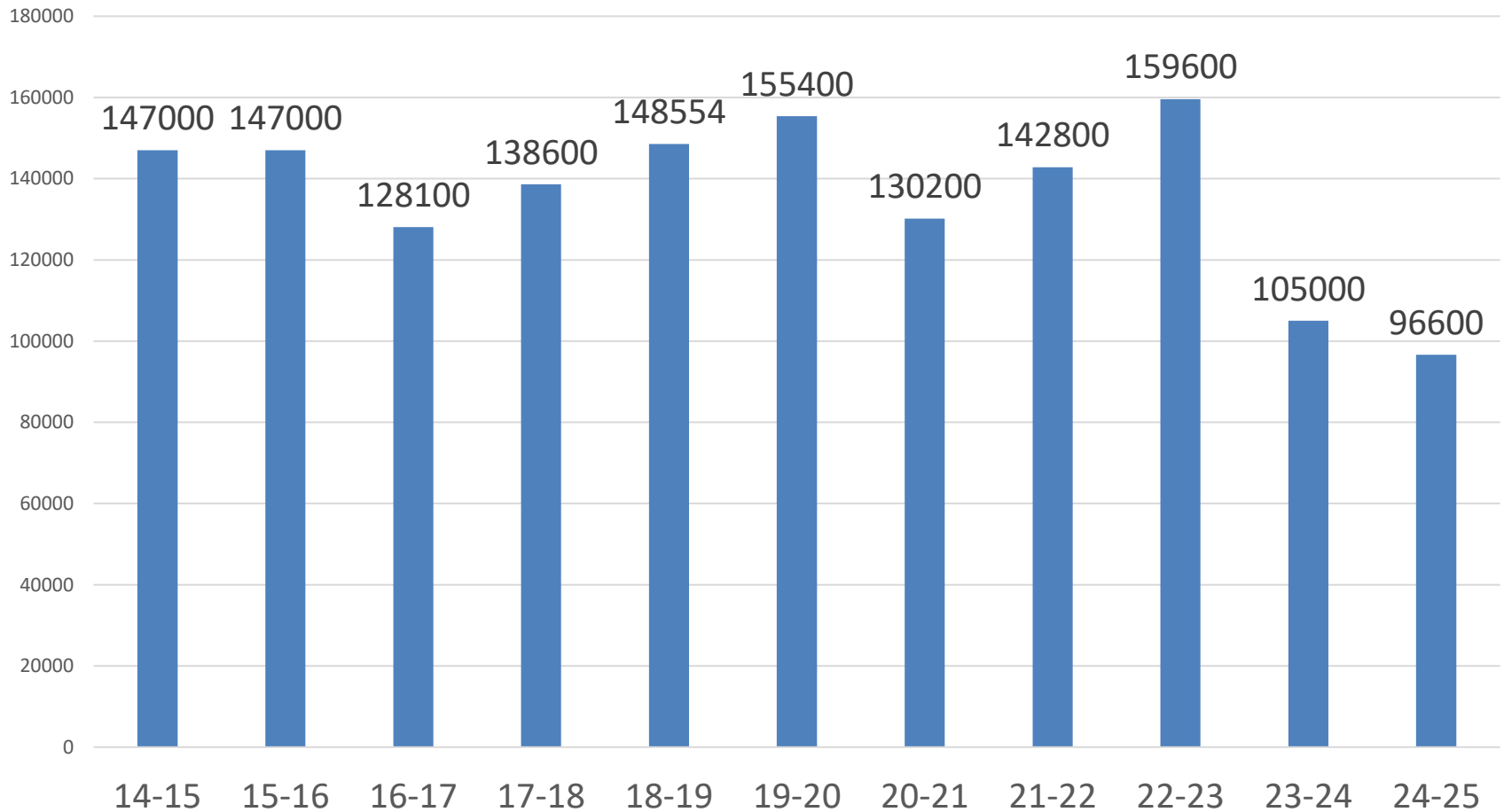


Evolution of Cultivated Area of Strawberry in Hectares



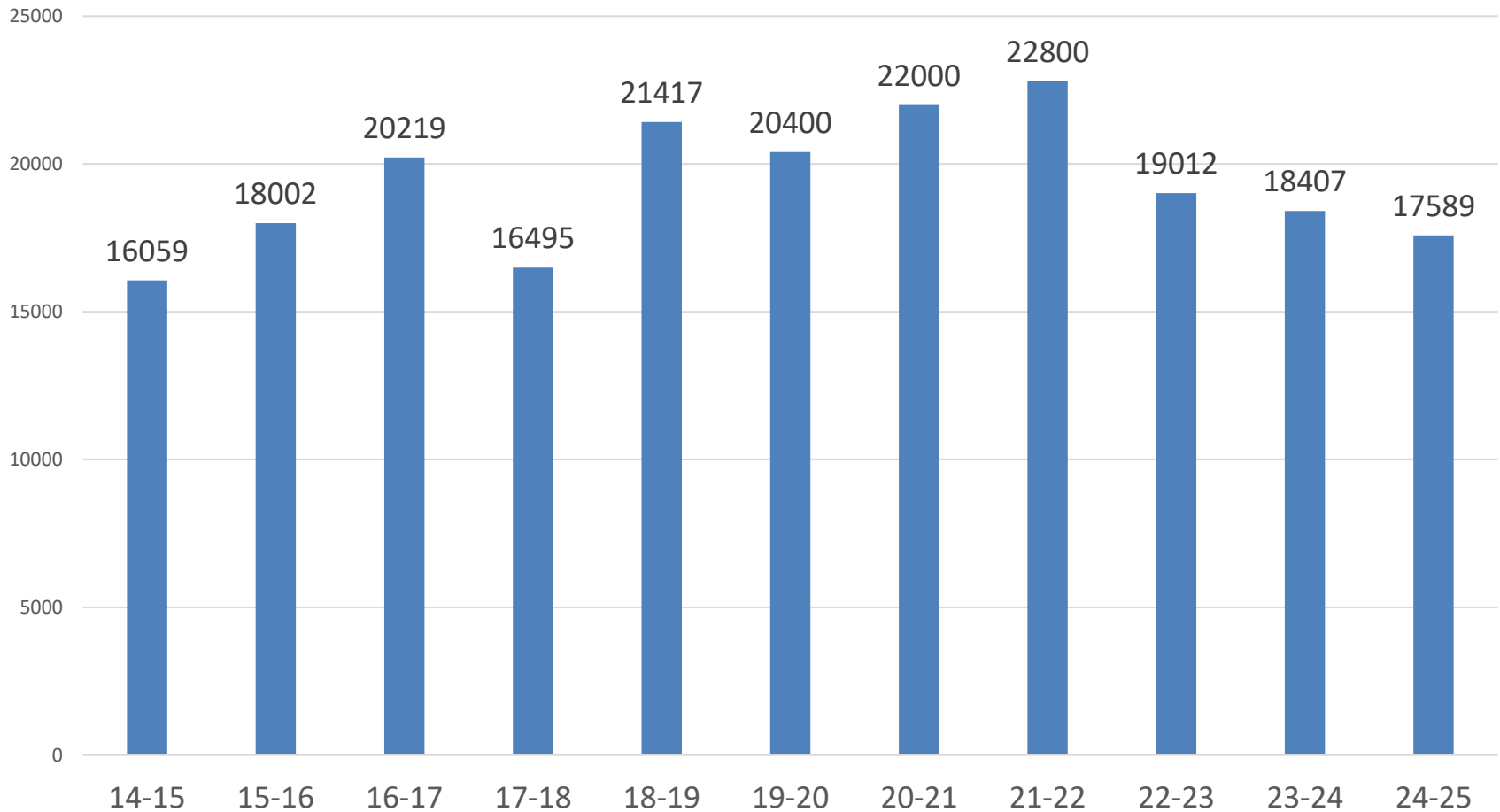


Strawberry Production in Tonnes (Morocco)



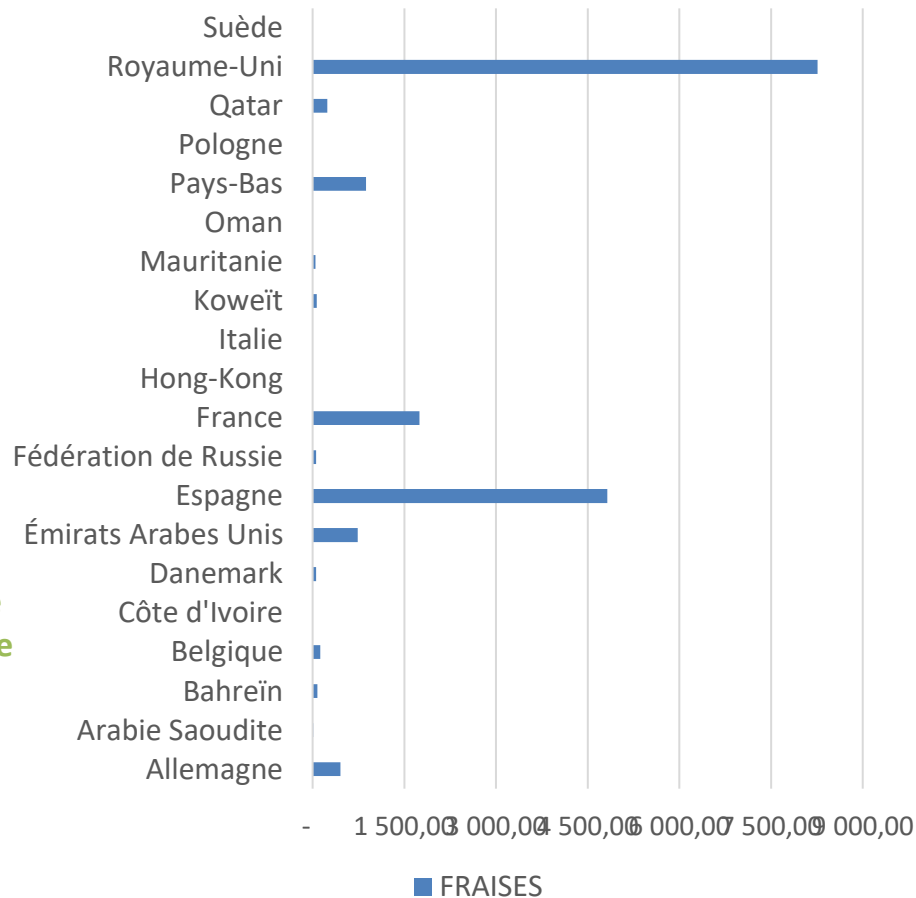
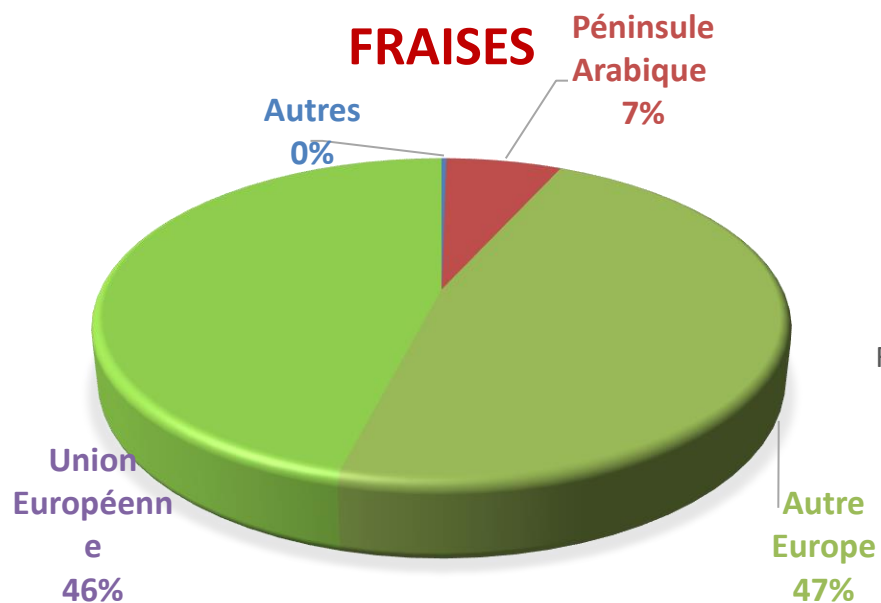


Fresh Strawberry Exports





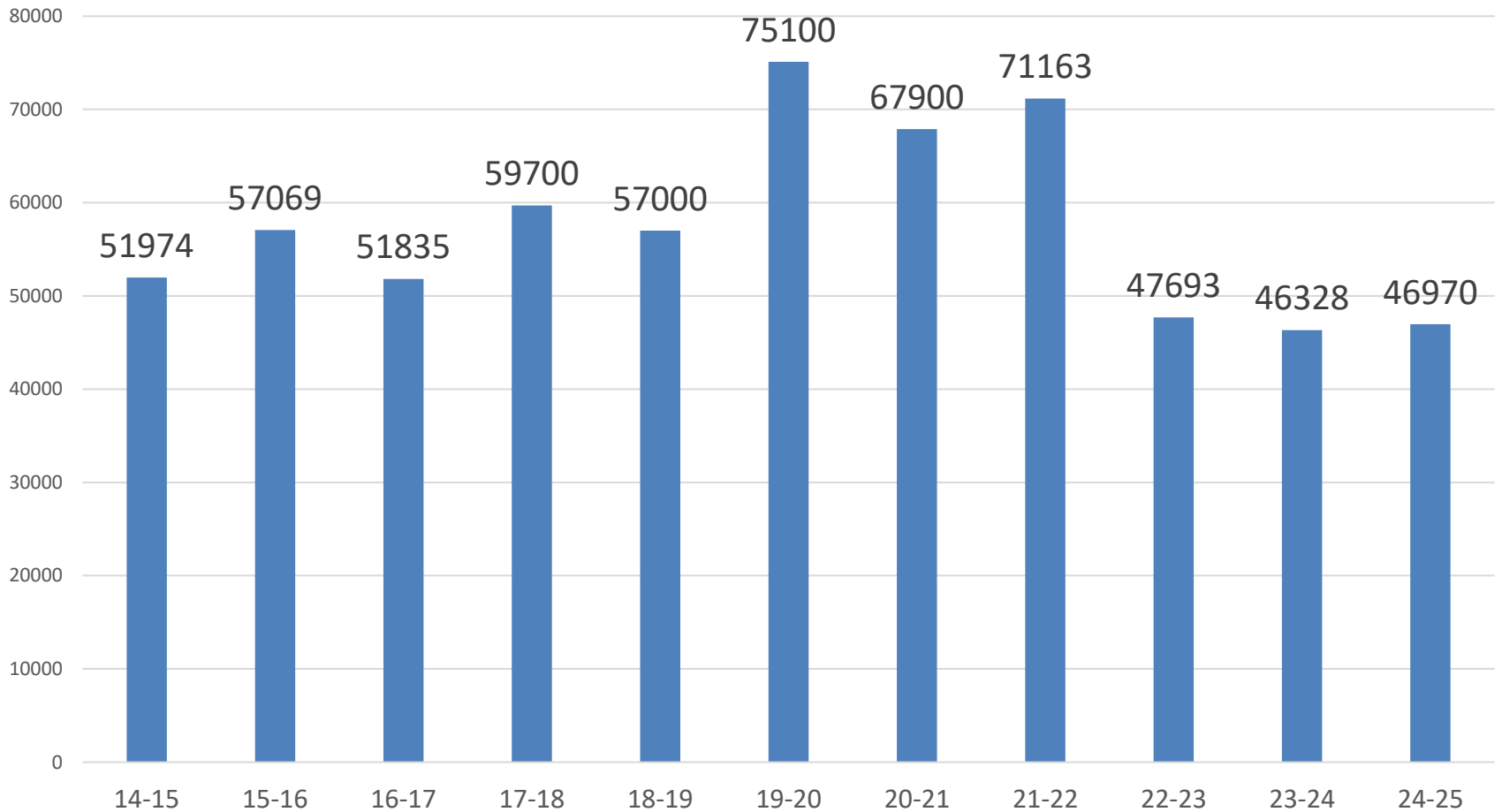
DESTINATIONS of Fresh Strawberries 2024-2025



FRESH STRAWBERRY EXPORTS BY MARKETS 2024-2025 (Tonnes)

	Export Fresh (Tonnes)	
United Kingdom	8258,7	47,0%
Spain	4821,2	27,4%
France	1747,1	9,9%
Gulf	1138,4	6,5%
The Netherlands	873,6	5,0%
Germany	453,2	2,6%
Belgium	122,8	0,7%
Denmark	58,2	0,3%
Russian Federation	54,66	0,3%
West Africa	48,02	0,3%
Italy	5,98	0,0%
Poland	5,68	0,0%
Sweden	1,73	0,0%

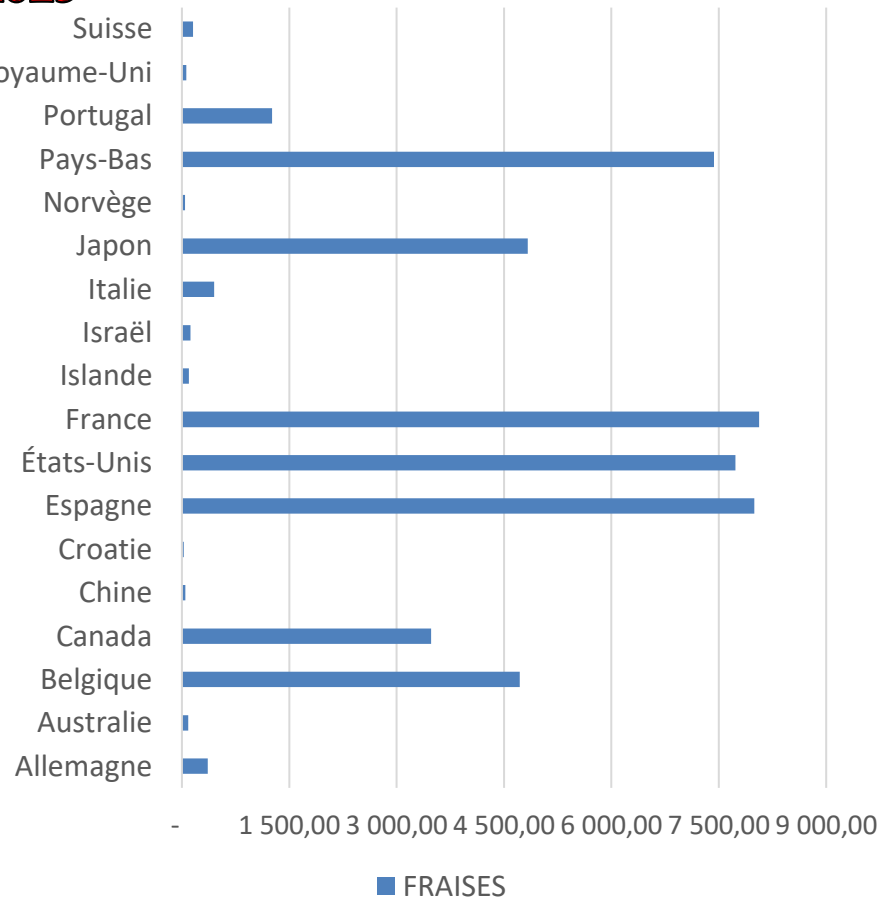
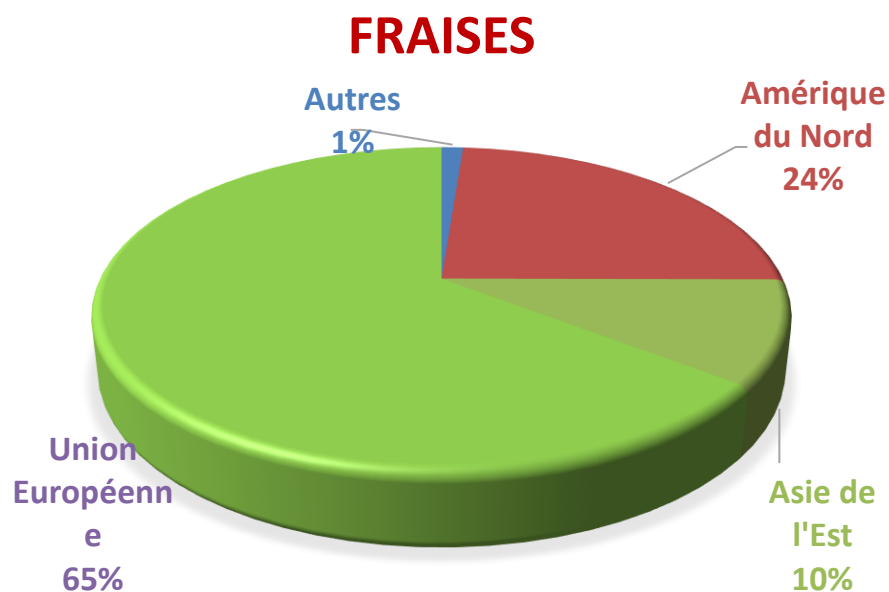
Frozen Strawberry Exports





DESTINATIONS For Frozen Strawberries

2024-2025

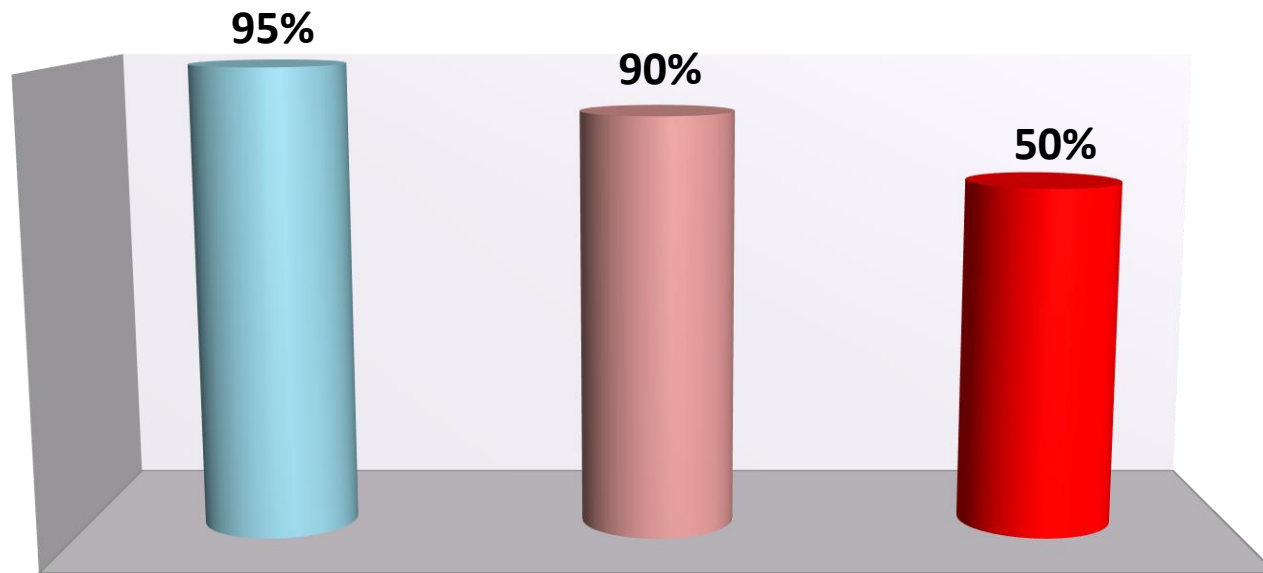


Frozen Strawberry Exports 2024-2025 by Market (Tonnes)

Export Frozen (Tonnes)		
North America	11214,3	24,0%
France	8063,6	17,2%
Spain	7994,2	17,1%
The Netherlands	7434,0	15,9%
Japan	4829,1	10,3%
Belgium	4717,2	10,1%
Portugal	1261,3	2,7%
Italy	452,3	1,0%
Germany	363,2	0,8%
Switzerland	156,3	0,3%
Australia	87,5	0,2%
United Kingdom	62,2	0,1%
China	50,0	0,1%



Export Rate by Crop



MYRTILLES



FRAMBOISES



FRAISES





Trends in Strawberry Production

FROM

- Misted Tips plants
- Few Varieties
- Spanish Nurseries

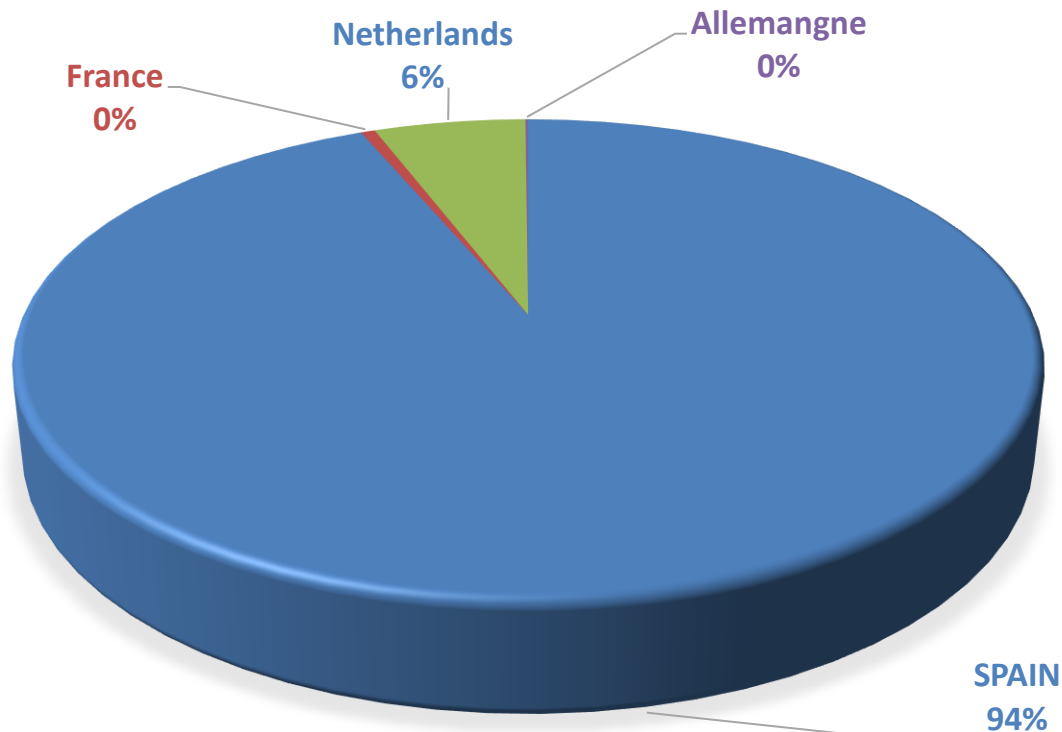
TO

- Earliness with 125 cc plants
- Earliness and yield with tray plants
- Wider choice of varieties
- Moroccan nurseries

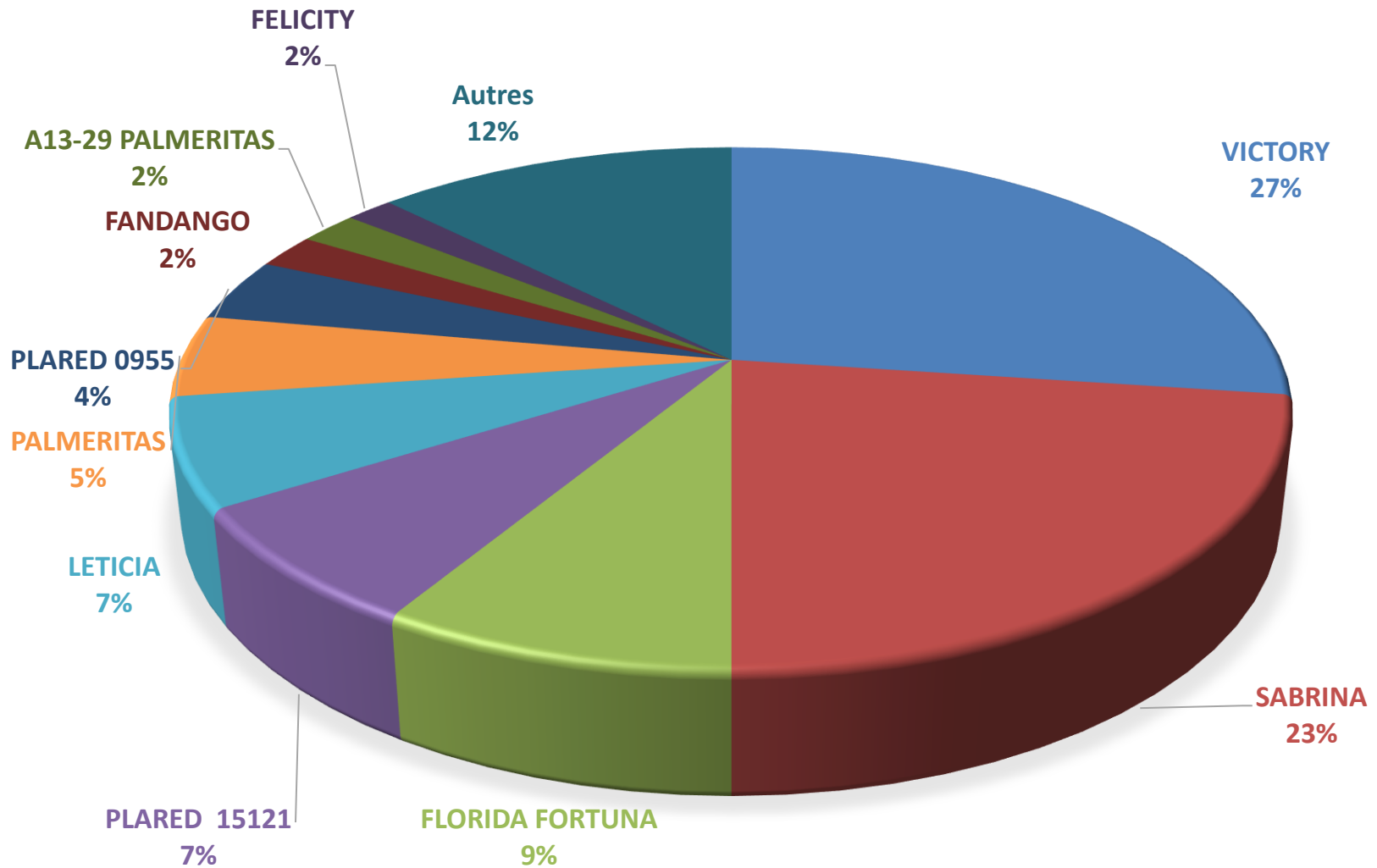


Import Countries of Strawberry Plants 2024/2025

134 375 584 plants



STRAWBERRY PLANT IMPORTS



Challenges Ahead

- Climate: drought, windstorms, high temperatures, window of production change, less yield, Pest Pressure
- Labor: shortage during peak
- Inflation: higher cost of production (fertilizer and phytosanitary products increased by 25% same with plastic)
- Phytosanitary and Health Requirements:

