

Food & Beverage August 2013

A growing population and increase in women working outside the home means numerous possibilities for Nebraska food companies in Morocco. Over 32 million people currently live in Morocco, which has increased the demand for food products. Production of food in Morocco varies based on weather, which opens doors for imported products.

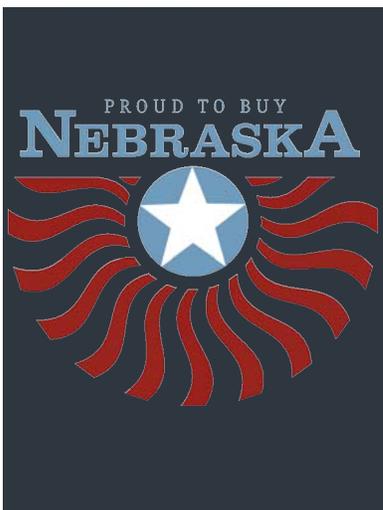
The Morocco/United States Free Trade Agreement provides many opportunities for Nebraska food companies. Duties either are eliminated or will be phased out over the next few years. This will make exporting to Morocco more cost efficient. Quality is becoming important to Moroccan consumers, which is great news for United States food producers as American products are perceived as high quality.

MOROCCAN FOOD & BEVERAGE INDUSTRY

While Morocco's population is quite large, the economic stature of individuals is quite low, which makes purchasing imported goods difficult for many people. However, as the economy continues to grow and more women begin to work outside the home, purchasing power of individuals will improve. Western culture is pervading Moroccan people's daily lives, which will help familiarize them with American products and boost sales of exports. Nebraska food companies can be successful in Morocco if they find their place in the changing market.

The following products are in high demand in Morocco:

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| Dairy products | Dry beans (kidney beans) |
| Dry fruits & nuts | Popcorn |
| Beef | Honey |
| Poultry | Sauces & condiments |
| Canned fruits & vegetables | Coffee |
| Cheese | Jams & jellies |
| Pet foods | |



Here are tips for exporting to Morocco:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. Relationships are essential when exporting your product to Morocco. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. Moroccans only use the metric system and most Moroccans speak French. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



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