



LABELLED PRODUCTS IN MOROCCO



HIS MAJESTY THE KING MOHAMMED VI

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PREAMBLE

LABELLING AGRICULTURAL AND FISH PRODUCTS

Labeling was kept within the framework of the Green Morocco Plan, namely its Pillar II, among the main axes of development for agricultural products, especially local products.

Since the entry into force of the law 25-06 related to Distinctive Signs of Origin and Quality (SDOQ), 37 products were labeled:

 **30** Geographical indications;

 **5** Designations of Origin;

• **2** Agricultural Labels.

- The labelled products mainly concerns local products in all the regions of Morocco and present, including olive and Argan oils, fresh and dried fruits (Clementine, apple, pomegranate, dates, almonds), the Aromatic and Medicinal Plants and their derivatives (rosemary, rose, saffron) as well as products of animal origin (honey, cheese, red meat).

LABELING AIMS AT:

- Enhancing diversity and promote quality of local products and the local population's know-how.
- Developing rural areas and improve farmers' income.
- Promoting agriculture in rural areas that is able to preserve biodiversity and natural resources.
- Preserving the cultural, traditional and gastronomic heritage.
- Developing opportunities for local products to enter the national and international markets.
- Strengthening ties between rural communities and their environment for a sustainable agricultural development, namely in areas where the natural environment is hostile.
- Enhancing consumers' information.

Labeling agricultural products is governed by the law n°25-06, related to distinctive signs of origin and quality (SDOQ) of food and agricultural and fish products, promulgated by Dahir n°1-08-56 of May 23rd, 2008.

This law created the legal framework for the recognition and protection of SDOQ.

This system provides the opportunity to our products to enter the markets while being protected against any possible theft both nationally and internationally.

DISTINCTIVE FEATURES OF ORIGIN AND QUALITY

THERE ARE THREE DISTINCTIVE FEATURES

Agricultural label : When a product is recognized to have a set of special qualities and properties, this shows a high quality level, higher than that of similar products of which it is distinguished because of its production and manufacturing circumstances and, if any, because of its geographical origin.

Geographical indication : The name used to identify a product as being original of a territory, a region or a locality, when a quality or property or any of the characteristics of that product may be attributed essentially to this geographical origin and the production and/or transformation and/or creation take place in the delimited geographical zone.

Original appellation : The geographical name of a region, a given place or, in some exceptional cases, a country. It is used to designate a product originally from their and whose quality, reputation or other properties are exclusively or essentially due to the geographical zone, including human and natural factors, and whose production, transformation and creation take place in the geographical zone.



PROTECTED GEOGRAPHICAL INDICATION
« **ARGANE** »

APPLICANT GROUP:

Moroccan Association for Geographical Indication of Argan Oil « AMIGHA »

OBJECTIVES OF THE PGI :

- To structure the sector and establish a collective approach of marketing, communication and promotion.
- Keep the value added of the product in the region for the benefit of the local population.
- Provide guarantees to consumers.
- Strengthen the positioning of Argan oil in the international market and fight the product's eventual commercial usurpation.

IMPORTANCE OF THE INDUSTRY :

- Area of argan forest: 830.000 Ha.
- Ecological role: fight against desertification.
- Very important socio-economical role:
 - 140 women cooperatives.
 - Source of income for over 4.000 rural families.
- Provision of foreign currencies through exportation: over 300 T/year.

GEOGRAPHICAL LIMITS :

Argan biosphere reservation, acknowledged by the UNESCO, includes 250 rural and urban communities in 9 provinces.

HISTORICAL BACKGROUND :

- Argania "Argania spinosa" is an endemic forest species in Morocco.
- Ancient scriptures from the twelfth century cited by Ibnou Redouane and Ibn El Bayatr testify the age of argan trees in Morocco.

MAIN PROPERTIES:

- Natural oil exclusively extracted from kernels of Argan trees.
- Color: clear and translucent.
- Taste: grilled almonds.

USE:

- Used in local cuisine (tagines, couscous, Amlou).
- Used as cosmetic and/or medicinal product.



PROTECTED DESIGNATION OF ORIGIN
«TYOUT CHIADMA OLIVE OIL»

APPLICANT GROUP:

TYOUT Cooperative for Olive Oil's production and marketing

OBJECTIVES OF THE PDO :

- Improvement of the rural standard of life.
- Valorisation of traditional know-how.
- Valorisation of olive trees' local varieties.
- Informing consumers.

OLIVE SECTOR IN TYOUT'S SITE:

- Planted area along Tyout River: 100 Ha.
- Number of olive trees: 12.000 trees.
- Number of olive growers: 120.
- Olive yield: 500 T.
- Average oil content: 18%.
- Olive oil production: 20 T of extra virgin quality.

GEOGRAPHICAL LIMITS :

The geographical area covers a part in the South of the rural community of Meskala (Chiadma tribe) and a part in the North of Zaouita rural community (Haha tribe).

HISTORICAL BACKGROUND:

- Olive groves of more than 5 centuries.
- Olive oil very reputed in terms of quality specific to the region.
- Traditional know-how.

MAIN PROPERTIES:

- Chemical properties:
 - Free acidity: $\leq 0,4\%$.
- Organoleptic properties:
 - Color : Golden with a slight green shade.
 - Sensory profile: slightly fruity and well-balanced in bitterness and spiciness.
 - Sharp aroma of tomatoe

USE:

Consumed in its natural state or added to other local culinary specialties.



PROTECTED GEOGRAPHICAL INDICATION
«**CLEMENTINE OF BERKANE**»

APPLICANT GROUP:

Association of the Protected Geographical Indication of Berkane's clementine

APPLICANT GROUP:

- Valorisation and protection of Berkane's clementine.
- Safeguard of the national agricultural heritage.
- Improvement of farmers' incomes.
- Informing consumers on the reliability of the product's origin

SECTOR OF BERKANE'S CLEMENTINE:

- Area : 9.680 Ha.
- Yield : 110.000 T.
- Export : 85.000 T.

GEOGRAPHICAL LIMITS:

Triffas plains - province of Berkane : villages of Boughriba, Schouihya, Zegzel, Aghbal, Laâtamna, Fezouane and Madagh.

HISTORICAL BACKGROUND:

- The Clementine owes its name to Reverend Father CLEMENT.
- Introduced in Triffas' plains in 1930s
- Gustatory qualities specific to the region, which gave it a national and international background.

MAIN PROPERTIES:

Two varieties: the clone of Berkane and Nules.

- Average weight: 64,8 - 85,8 g.
- Equatorial diameter : 44-65 mm.
- Juice percentage : 40-56%.
- Maturation period: early October early January.

USE:

Eaten fresh or drunk as juice.



PROTECTED DESIGNATION OF ORIGIN
«**SAFFRON OF TALIOUINE**»

APPLICANT GROUP:

The Regional Council Souss Massa Drâa

OBJECTIVES OF THE PDO:

- Valorisation and protection of Taliouine' saffron.
- Protection of the national agricultural heritage.
- Improving farmers' incomes.
- Informing consumers on the reliability of the product's origin.

SAFFRON INDUSTRY:

- Area : 650 Ha.
- Average Annual Yield: 3 T.

GEOGRAPHICAL LIMITS:

- Province of Taroudant : 12 villages.
- Province of Ouarzazate : 7 villages.

HISTORICAL BACKGROUND:

- Over 5-century old Culture.
- Excellent local product used in all Moroccan rural and urban festivities.
- Reputed for its medicinal and culinary properties.
- Represents signs of beauty and belief.

MAIN PROPERTIES:

- Stigmas of a deep red, curved and fragile.
- The dried stigmas are between 5 and 25 mm.
- Its flavor due to Picrocrocin 40 to 120 mg/100g and its odor to Safranal 20 to 50 mg/100g.

USE:

- Used as a medicinal and cosmetic product.
- Used in cooking to enhance the flavor of culinary specialties.
- Used as tea or added to tea.



PROTECTED GEOGRAPHICAL INDICATION
« **MAJHOUL DATES OF TAFILALET** »

APPLICANT GROUP:

Association Tafilalet Oasis for the Valorisation of Local Products and the Promotion of Organic Farming

OBJECTIVES OF THE PGI:

- Valorisation and protection of majhoul dates of Tafilalet.
- Protection of the national agricultural heritage.
- Improving farmers' incomes.
- Informing consumers on the reliability of the product's origin.

MAJHOUL DATES INDUSTRY :

- Area: 110.000 feet including productive 61.000.
- Average annual yield: 1.850 T.

GEOGRAPHICAL LIMITS:

- Province of Errachidia : 27 villages divided into 4 circles.
- Province of Tinghir: 3 villages from Alnif circle.

HISTORICAL BACKGROUND:

- The oldest fruit tree species in the country (in oases of more than a century).
- Morocco was the 3rd world producer in the beginning of the century.
- Basic food in oases and for caravanners since centuries.
- Indispensable in all Moroccan feasts and receptions.

MAIN PROPERTIES:

- Variety : Majhoul.
- Brown color, clearer in superior parts.
- Elongated for mature dates, slender in the upper third with lateral swelling.
- Dimensions : Length : 2,5 - 6,5 cm. Width : 1,5 - 4 cm. Weight : 15 - 30 g.
- Total sugar content: 75 - 80 g/100g of dry substance.
- Water content: 20 - 30%.

USE:

Eaten fresh in celebrations and big festivities.



AGRICULTURAL LABEL
«LAMB»

APPLICANT GROUP:

Association Nationale Ovine et Caprine

OBJECTIVES OF THE PGI :

- Valorisation of Beni Guil's lamb meat.
- Safeguard of the national agricultural heritage.
- Improving farmers' incomes.
- Informing consumers on the reliability of the product's origin.

SECTOR OF BENI GUIL'S SHEEP:

- Annual production: 25.000 crossed lambs.
- Meat yield: 450 tons.

LOCALISATION:

Bred on the Atlantic coast and slaughtered in slaughterhouses of Casablanca, Rabat, Meknes and Marrakech.

MAIN PROPERTIES :

- Lambs aged of 90 to 120 days, from cross breeding between imported rams and local ewes of Timahdite, Boujaâd, Beni Guil and D'man.
- Hormones and animal meals are excluded from the diet of ewes and lambs.
- The treatment of lambs by antibiotics is strictly forbidden.
- They are mainly fed with ewes' milk.
- Weight :
 - Alive : 28-35 Kg.
 - Carcass : 11-15 Kg.
- Bright red meat with little fat cover.
- Very tender and tasty meat.

USE :

- Appreciated for its tender meat and small carcass.
- Used as mechoui often in big events and ceremonies.



PROTECTED GEOGRAPHICAL INDICATION
« BENI GUIL'S LAMB MEAT »

APPLICANT GROUP :

Association Nationale Ovine et Caprine

OBJECTIVES DE L'IGP :

- Valorisation of Beni Guil's lamb meat.
- Safeguard of the national agricultural heritage.
- Improving farmers' incomes.
- Informing consumers on the reliability of the product's origin.

SECTOR OF BENI GUIL'S SHEEP :

Number of heads: 1,2 million of heads.

GEOGRAPHICAL LIMITS :

The route of villages of Oujda, Jerrada, Taourirt, Guersif, Figuig, Boulemane and Berkane.

HISTORICAL BACKGROUND :

- Old race called (Deghma).
- Old breeding in the Eastern region.
- Great renown due to its organoleptic qualities.

MAIN PROPERTIES :

- Slaughter age between 120 to 180 days.
- Carcass' weight between 11 to 15 kg.
- Meat of bright red color.
- Kidney covered with white fat.
- Firm white fat.
- Savory taste with aroma of herbs.

USE :

- Appreciated for the preparation of mechoui.
- Included in the preparation of many local dishes.



PROTECTED GEOGRAPHICAL INDICATION
«**POMEGRANATE SEFRI OULED ABDELLAH**»

APPLICANT GROUP:

Abdliya Association for the Production and marketing of Ouled Abdellah's Pomegranates

OBJECTIVES OF THE PGI:

- Promote pomegranates and their importance on the local, regional and international scale.
- Contribute to the improvement of the technical level of producers.
- Protection of the pomegranate.
- Search markets for the commercialization of pomegranates.
- Informing consumers on the reliability of the product's origin.

SECTOR OF THE POMEGRANATE SEFRI:

- Area : 850 Ha.
- Yield : 24.000 T.

GEOGRAPHICAL LIMITS :

The Machiyakha of Ouled Abdellah, geographical area of the pomegranates Sefri Ouled Abdellah, under the rural community of Khalfia, Caïdat of Beni Amir East, Fquih Ben Saleh province.

HISTORICAL BACKGROUND:

- The first pomegranate cuttings were taken from the experimental station of Ahl Souss and were transplanted in Ouled Abdellah during the 40s.
- The pomegranate's feast celebrated in November in Ouled Abdellah since 2003 demonstrates the importance and anchoring of the crop in this region.
- The pomegranate is a culture rooted in tradition since Ouled Abdellah was introduced into the area in the early years of impoundment of the Beni Amir's perimeter.

MAIN PROPERTIES:

- Fruit made exclusively from the variety of Sefri.
- Juice content (ml/100g) : 71 to 82.
- Acidity in g of citric acid /l of juice: 1,8 to 3,4.
- Juice pH: 3,4 to 4,1.
- Brix % : 14,4 to 17,5.
- Juice color: Red.
- Nuts seed: Soft.
- Thickness of the peel (mm): 2,0 to 4,0.

USE:

- Appreciated as fresh fruit or juice for its particular taste.



PROTECTED GEOGRAPHICAL INDICATION
«**PRICKLY PEAR OF AÎT BAÂMRANE**»

APPLICANT GROUP:

Cactus Aît Baâmrane Economic Interest Grouping

OBJECTIVES OF THE PGI:

- Judicial protection of two ecotypes Moussa and Aissa.
- Organize and promote the cooperative spirit between operators in the sector.
- Strengthen economy in the region and families growing and farming cactus.
- Strengthen the environmental role of cactus and its impact in preserving resources (soil, biodiversity...)
- Promote agricultural practices that are conservative and environment-friendly.
- Promote beneficial quality approach for industry operators.

CACTUS' INDUSTRY:

- In Ait Baâmrane region, prickly pear grows in an area of 40.000 ha, which increases over 4% each year.

GEOGRAPHICAL LIMITS:

- Communities within Sidi Ifni, province of Sidi Ifni: Sidi Ifni city, Mesti, Sboya, Tioughza, Amellou, Imi n'fast, Ait Abdellah, Mirleft, Tangarfa.
- Communities of Ksabi, province of Guelmim: Tiliouine and Targa Wassay.

HISTORICAL BACKGROUND:

- The prickly pear was introduced to Morocco for over four centuries, and its common names still traces back to its imported origin including El Handia, Karmouss Ennsara or Aknari.
- In the region of Ait Baamrane, cactus history goes back more than 150 years.
- Old Spanish stamps, moussems and festivals held annually in the region for over 50 years demonstrate the existence of the prickly pear and its abundance and importance in the region of Sidi Ifni.

MAIN PROPERTIES:

- Spineless Fruit, from two ecotypes "Aissa" and "Moussa" distinguished by the early ripening of "Aissa" and the late ripening of "Moussa".
- Fleshy berry, egg-shaped to semicircular. Its color varies from yellow-green to yellow-red at ripeness.
- Weight: over 100 grams.
- The sugar content in g / 100g of pulp:
 - Glucose : 6,6-8,0.
 - Fructose : 4,1-6,1.
 - Sucrose : 0,9-1,7.

USE:

- Very appreciated as a refreshing fruit.
- Miscellaneous products: cosmetic oils and dietary products.



PROTECTED GEOGRAPHICAL INDICATION
«CHEFCHAOUEN'S GOAT CHEESE»

APPLICANT GROUP:

Association Nationale Ovine et Caprine «ANOC»

OBJECTIVES OF THE PGI:

- Improvement of the local population's living standards.
- Enhancement of traditional know-how.
- Informing consumers on the reliability of the product's origin.

GENERAL INFORMATION ON THE PRODUCT:

- Milk from extensively bred goats, valuing the natural resources.
- The contribution of pasture resources in covering animal foods' needs varies from 49% to 78%.
- Lands in the region are rich in wild aromatic plant species.

GEOGRAPHICAL LIMITS:

- Chefchaouen's province with 28 communities and Ouezzane's province with 6 communities

HISTORICAL BACKGROUND:

- Local population's know-how in terms of cheese making "Jben".
- Habit of Jben's consumption is rooted among the population in Chefchaouen.

MAIN PROPERTIES:

- Water content : 60% to 70%.
- Dry/fat matter amount: 45% to 65%.
- Rich in folic acid and vitamin D.
- Rich in calcium and protein that are easy to digest.
- Rich in group B vitamins and vitamin A.
- Rich in fatty acid with an average chain length (C6, C8 et C10).

USE:

Very appreciated as a local dish.



PROTECTED DESIGNATION OF ORIGIN
«ROSE OF KELÂAT M'GOUNA-DADÈS»

APPLICANT GROUP:

Ouarzazate's Regional Office for Agricultural Development

OBJECTIVES OF THE PDO:

- Protect the reputation of this local product, which is associated to tradition, nobility, originality and quality.
- Improve incomes of rural families living in areas of production.
- Limit the usurpation and fraud of products derived from roses.
- Inform consumers of the origin of products.

ROSE INDUSTRY:

- Area : 800 Ha.
- Yield : from 3.000 T to 4.000 T.
- Productivity: from 0,8 to 1,4 kg/m linear.
- Rose gardens grown as hedges of cultures on water courses

GEOGRAPHICAL LIMITS:

- The geographical area includes the following communities:
- Two urban communities: Municipalities of Kelâat M'Gouna and Boumalne Dadès.
- The rural communities of Ait Sedrate Sahel Gharbia, Ait Sedrate Sahel Charkia, Ait Ouassif, Souk Lekhmis and Ighil N'Oumgoun, souss massa Draâ's region.

HISTORICAL BACKGROUND:

- The fragrant rose "rosa damascena" was introduced into the region of M'Gouna in the early 19th century.
- In 1938 and 1948, investors attracted by the strength and abundance of roses, built in Kelâa M'gouna fresh roses treatment by extraction and distillation plants.
- It has become a cultural heritage very well established in the region "A festival dedicated to it." The 49th edition of the Rose Festival was held in May 2011.

MAIN PROPERTIES:

- The plant is exclusively grown from the «Rosa damascena» variety.
- The plant grows in the form of a shrub with climbing stems, upright or creeping, usually furnished with hairs or stings.
- The leaves are alternate, deciduous or evergreen.
- The terminal flowers are solitary or in corymbs, based on type five.
- The carpels are numerous and are inserted on an urn-shaped fleshy receptacle.
- The color is pink at the stages of growth and maturity.
- The smell is very fragrant.

USE:

- Used fresh for its beautiful appearance and pleasant fragrance.
- Used dry as a cosmetic product.
- Used in the production of rose water and essential oils.



PROTECTED GEOGRAPHICAL INDICATION
«**AZIZA BOUZID DATES OF FIGUIG**»

APPLICANT GROUP:

El Massira Agricultural Cooperative

OBJECTIVES OF THE PGI:

- Enhance and protect Aziza Bouzid dates of Figuig.
- Protect the national agricultural heritage.
- Promote a collective approach of marketing, communication and promotion in order to guarantee a value added to farmers from Figuig.
- Ensure consumers with product's traceability and quality.

AZIZA BOUZID DATES INDUSTRY:

- Area : 1.000 Ha.
- Yield : 10 T/an.
- Productivity : 50 to 55 Kg/foot.
- Variety relatively resistant to Bayoud.

GEOGRAPHICAL LIMITS:

The urban community of Figuig composed of seven Ksours: Lamâiz, Loudaghir, Oulad Slimane, Hammam Foukani, Hammam Tahtani, Laâbidate and Zenaga.

HISTORICAL BACKGROUND:

- The Aziza Bouzid variety, endemic plant of Figuig, was selected and spread by date palm cultivators of the oasis of Figuig in the early 20th century.
- The first scientific studies on Figuig's Aziza Bouzid variety have begun during the 1940s.
- Specific gustatory quality, which attracts a large number of producers and investors at the national and international level.

MAIN PROPERTIES:

- Shape: long and elliptical.
- Color: varies between yellow and brown and clearer at the top.
- Consistency: semi-soft to dry.
- Weight : 4,5 to 7g.
- Sugar content: 75 to 85 g/100g of dry matter.
- Humidity : 10-30%.

USE :

Very appreciated by local consumers.



APPLICANT GROUP:

Beekeeping cooperatives Union of Tadla-Azilal (UCATAZ)

OBJECTIVES OF THE PGI:

- Enhance and protect the reputation of Tadla-Azilal's euphorbia honey.
- Structure the industry and promote a collective approach of marketing, communication and promotion.
- Keep the value added in the region of production in favor of local populations.
- Strengthen the position of euphorbia honey on the national and international market and fight against any usurpation of trade name.
- Contribute to the improvement of the technical level of producers.
- Providing guarantees to consumers on the quality and traceability of the product's origin.

GENERAL INFORMATION ON THE INDUSTRY:

- Euphorbia-covered area (wild and spontaneous plant): over 8.000 ha.
- Number of apiary: about 47.000 unities distributed on 35 cooperatives.
- Annual yield: About 300 Tons of honey

GEOGRAPHICAL LIMITS:

- Province of Beni-Mellal: 22 communities.
- Province of Azilal: 44 communities.
- Province of Fquih Ben Salah: 16 communities.

HISTORICAL BACKGROUND:

- Many writings from antiquity indicate the presence, in abundance, of honey which production results from a honey gathering activity.
- The tools developed by beekeepers and adapted to the demands of their job prove the seniority of beekeeping in the region (traditional hives "Goulla", wall hive, clay hive and smokehouse).
- The spontaneous growing of Euphorbia Resinifera is endemic in the region.
- Beekeeping became an integral part of the agricultural activity from late 16th century and early 17th century with the launch of judicial courts' activity regarding beekeeping.

MAIN PROPERTIES:

- Honey : must come from the nectar foraged by bees on spontaneous and natural plant communities of Euphorbia growing in the region of Tadla-Azilal.
- Pollen composition: $\geq 60\%$ of pollen spurge.
- Color: dark golden.
- Smell: floral and phenol.
- Taste: bitter and peppery at the throat.
- Water content: 16-20 g / 100 g of honey.
- HMF content: ≤ 40 g / 100 g of honey.
- Sucrose content: $\leq 2\%$ maximum.
- Fructose and glucose: $\geq 65\text{g} / 100\text{g}$.

USE:

Very popular locally and nationally for its peppery taste and its medical and cosmetic properties.

PROTECTED GEOGRAPHICAL INDICATION
«**EUPHORBIA HONEY OF TADLA- AZILAL**»



PROTECTED GEOGRAPHICAL INDICATION
«**ALMONDS OF TAFRAOUT**»

APPLICANT GROUP:

The Provincial Department of Agriculture of Tiznit

OBJECTIVES OF THE PGI:

- Improve the income of producers
- Structure the industry.
- Adopt standards of traceability and quality.
- Better inform consumers on the product's origin.

GENERAL INFORMATION ON THE INDUSTRY;

- Area : 24.000 Ha.
- Yield : 82.262 T.

GEOGRAPHICAL LIMITS:

- 15 communities from the province of Tiznit spread over Tafraout and Anzi.
- 11 communities from the province of Chtouka Ait Baha, circle of Ait Baha.
- 17 communities from the province of Taroudant, circle of Ighrem.

HISTORICAL BACKGROUND:

- Resource needed for the tribes of the Anti-Atlas in the 18th and 19th century.
- Rooted in the eating habits of the region for centuries.
- The organisation of the annual festival of the almond tree in February across the region demonstrates the originality of the product.

MAIN PROPERTIES:

- Integument color varies from light brown to dark brown.
- Taste: Sweet almond with hazelnut taste.
- Fat content (% / MS): 48-58.
- Protein content: 18.5 to 28.

USES :

- Eaten alone as dry fruit or with other dry fruits.
- Used in traditional cuisine and pastry
- Used in the production of almond oil and essential oils for cosmetic use.



PROTECTED GEOGRAPHICAL INDICATION
«**BOUFECCOUS DATES**»

APPLICANT GROUP :

The National Federation of Dates Producers Associations (FENAPROD)

OBJECTIVES OF THE PGI:

- Increase the value of Boufeggous dates.
- Improve the income of producers.
- Protect producers and consumers against usurpation.
- Boost the organisation of producers.

BOUFECCOUS INDUSTRY :

- Area : 87.222 Km².
- Yield : 16.097 T.
- Productivity: from 15 to 35 kg/foot.
- Number: 582.360 feet (11% of the total of the palm grove).

GEOGRAPHICAL LIMITS:

- Dates of Geographical Indication «Boufeggous Dates» are present in 86 communes in different Moroccan oases.
- It is divided in four main areas: Ouarzazate (43%), Tafilalet (37%), Tata (16%) and Figuig (4%).

HISTORICAL BACKGROUND :

- The date palm appeared at the end of the Mesozoic era.
- The palm trees growers said that Boufeggous variety was the most dominant in all Moroccan palm groves and most popular of all the varieties.

MAIN PROPERTIES:

- Variety : Boufeggous.
- Form : Oval.
- Color: yellow to dark brown when ripe.
- Consistency : soft.
- A bit fibrous, thick and slightly caramelized.
- Weight of 100 dates: 1.200 g to 2.000 g.
- Sugar content: 65 to 75 grams/100g of dry matter.

USE

Very appreciated at the national and international scale.



PROTECTED GEOGRAPHICAL INDICATION
« **MIDELT APPLE** »

APPLICANT GROUP:

Association of Producers of Midlet Apple (A.P.P.M.)

OBJECTIVES OF THE PGI:

- The defense of the interests of producers of the Geographical Indication "Apple of Midelt"
- The promotion and advertising of the product through its labelling ;
- The conservation of the environment

MIDELT APPLE INDUSTRY:

- Area : 6.661 Ha.
- Yield : 158.800 T/year (i.e. 36% of the national production of apples)
- Average productivity: 28,5T/Ha.

GEOGRAPHICAL LIMITS:

The geographical area covered by the geographical indication "Midelt Apple" includes 16 rural communes within the province of Midelt.

HISTORICAL BACKGROUND:

- The apple growing is probably of foreign origin and began its development with the French protectorate. The first Apple plantations were probably installed in 1928 on the basis of Llorca variety.
- The Moussem of apples, a festival celebrated in October of each year, since 1988, proves the historical roots of this culture.

MAIN PROPERTIES:

- Three (3) varieties: Golden Delicious, Starkimson and Starking Delicious.
- Fruit with thin flesh
- Elongated shapes, round-flat or conical round to elongated respectively for Golden Delicious, Starking Delicious and Starkimson.
- Fruit weight varies between 110 and 180 grams.
- Color: yellow for the Golden Delicious variety, and red to deep red, respectively, for the Starking Delicious and Starkimson.
- Juicy, crisp and tender fruit.
- Tangy sweet taste.

USE:

Eaten fresh or as juice.



PROTECTED GEOGRAPHICAL INDICATION
«**MEDLARS OF ZEGZEL**»

APPLICANT GROUP:

Cooperative of Medlars of Oued Zegzel (COONOZ)

OBJECTIVES OF THE PGI:

- Defense and protection of the designation and geographical indication of Zegzel's medlars at the local, national and international scale.
- Representation and management of the interests of medlars of Zegzel.
- Supervision of producers on the geographical area of Zegzel's medlars.

INDUSTRY OF ZEGZEL'S MEDLARS:

- Total area: 270 Ha.
- Yield : 7.200 T with an average productivity of 20-25 T/Ha.

GEOGRAPHICAL LIMITS:

The geographical area of production of Zegzel's medlars concerns the entire valley of Zegzel that stretches across the Rural Commune of Zegzel, province of Berkane.

HISTORICAL BACKGROUND:

The loquat was introduced in Morocco from Algeria by the French colonization in the beginning last century. Its introduction into the valley of Zegzel goes back to the sixties where it was developed.

MAIN PROPERTIES:

- Medlar from the "Eriobotrya Japonica" species grafted on the quince of Provence. There are four types of medlars "Tanaka" of Japanese origin and the other three are known by local names like: Muscat, Navela and Mkarkba.
- Yellow-organe ovoid fruits.
- Berries flesh yellow to orange when ripe, juicy, tangy and refreshing.
- Length: varies from 45 to 55mm and a width of 44 to 46mm.
- Fruit weight varies from 55 to 65g and flesh weight between 45 and 55g.
- Water content: 87 to 90%.
- Reducing sugar content: from 8.5 to 9 g / 100g of medlars
- Total sugar content: 11 to 13g / 100g of medlars.

USE:

Appreciated as fresh fruit or juice for its unique taste.



PROTECTED GEOGRAPHICAL INDICATION
«BOUITTOB DATES OF TATA»

APPLICANT GROUP:
Agricultural Cooperative Taskala

OBJECTIVES OF THE PGI:

- Valorization and protection of Tata's dates of Bouittob.
- Improvement of farmers' incomes.
- Protection of the national agricultural heritage.
- Informing consumers on the reliability of the product's origin.

BOUITTOB DATES INDUSTRY:

- Number of feet of the Bouittob variety: 31.850 feet.
- Palm trees average productivity: 15 to 20 kg by palm tree in the case of irrigated palm trees and 10 kg for those planted in bour.

GEOGRAPHICAL LIMITS:

The geographical area covered by the geographical indication "Tata's Bouittob Dates" concerns the province of Tata and includes all the communes of the three circles of the province namely circle of Akka, Tata circle and circle Foun Zguid.

HISTORICAL REPUTATION :

Some farmers reveal that this variety is present at the Tata oasis for about five (5) centuries. As for its origin, it is reported that this variety probably came from the core of the Boufeggous variety.

MAIN PROPERTIES:

- Fruits exclusively derived from the Bouittob variety.
- Yellow brown to brown color.
- Oval shape with a rough skin and a semi-soft texture.
- Total sugar content: 72 to 84g/100g of dry matter consisting exclusively of invert sugars.
- Humidity: varies between 8.1 and 18.3 g / 100 g of fresh matter.
- Date Weight: 3.3 to 10.4 g.
- Length: 22 to 38,8mm.
- Width: 11.8 to 22,3mm.
- Weight of the pulp: 2.7 to 9.1 g.
- Fruity, floral and caramel scent.
- Flavor of honey, caramel and licorice.

USE:

Very appreciated at the local and national scale.



PROTECTED GEOGRAPHICAL INDICATION
«**ARBUTUS HONEY OF JBAL MY ABDESSALAM** »

APPLICANT GROUP:

Kotb Moulay Abdessalam Beekeeping Cooperatives Union

OBJECTIVES OF THE PGI:

- A better valorization of the product for a fair income.
- An approach in line with the objectives of the beekeeping activity.
- A better knowledge of Arbutus honey of Jbal Moulay Abdessalam.
- Traceability guaranteeing the origin.

IMPORTANCE OF THE INDUSTRY:

- Number of traditional hives: 22,700 hives spread over more than 1,500 beekeepers;
- Number of modern hives: 20,000 hives spread over 200 beekeepers, with a minimum of 30 and a maximum of 500 hives per operation.
- Honey: the most important ones are those of the mountain (Arbutus, Heather, Rosemary, Thyme and Oregano).
- Production of honey across the region, more than 200 tons / year of which 50% from Larache.
- Professional organization (PO): more than 40 cooperatives and association and four cooperative unions.

GEOGRAPHICAL LIMITS:

The geographical area includes 4 rural communes of the province of Larache, namely: Tazroute, Bni Arouss, Zaaroura, Ayacha.

HISTORICAL BACKGROUND:

- In terms of geographical area, the natural vegetation consisting mainly of Arbutus is largely dominant.
- In 1975, Ruttner bred bees from the defined geographical area. Testimonies covering the GI area show the presence of bees and honey production in this region in a traditional manner, from hives directly cut into the cork oak trunks.

MAIN PROPERTIES:

- Two races: *Apis mellifera intermissa* *Apis mellifera* and Major having foraged on spontaneous and natural plant communities of Arbutus stand scientifically called Arbutus unedode in the region Moulay Abdeslam
- Appearance: brown color, very homogeneous and not crystallized.
- Odor: very faint smell of floral origin, smoky and fermented.
- Flavour: very bitter, spicy, slightly sweet and has an average aroma intensity of floral note of arbutus.
- Pollen spectrum: dominant pollen of arbutus > 50%.
- Humidity rate (TH): <23%;
- HMF rate: 9.6 meq / kg (<40meq / kg);
- Fructose rate: 32 to 40%;
- Glucose rate: 28 to 35%;
- Sucrose rate: <5%.

USE:

Very popular locally and nationally for its peppery taste and its medicinal and cosmetic properties.



PROTECTED GEOGRAPHICAL INDICATION

«**KESKES KHOUMASSI**» OR «**KESKES MOUKHAMESS**»

APPLICANT GROUP:

Cluster Association of Sahara Oases "C.O.S".

OBJECTIVES OF THE PGI:

- Promotion of the quality of «KESKES KHOUMASSI».
- Strengthening of the industry's structuring and organization.
- Collective promotion of the products and their regions.

IMPORTANCE OF THE INDUSTRY:

- Production: ranges from 2500 to 3000 T/year.
- Professional Organization: 15 cooperatives and 2 groups of specialized economic interests in the production and marketing of multi-grain couscous "Keskes Khoumassi".

GEOGRAPHICAL LIMITS:

The geographical area covered by the geographical indication "Keskes Khoumassi" or "Keskes Moukhamess" includes rural and urban communes spread over ten provinces of the three regions Guelmim Essemara, Laayoune Boujdour Sakia Al Hamra and Oued Ed-Dahab Lagouira.

HISTORICAL BACKGROUND:

The presence of Couscous in the area goes back to a long time ago. Writings going back to 1850 qualify couscous dish prepared in the south of Morocco as extraordinary.

MAIN PROPERTIES:

- The ingredients of GI Keskes « Keskes Khoumassi » or « Keskes Moukhamess » :
 - Five cereals which elements are mixed manually by adding salted or non salted 'drinking' water and are subjected to physical treatments such as cooking and drying.
 - Proportions of flour in couscous are: Wheat: 30-35%. Hard Wheat: 20-25%. Barley: 20-25%. Barley roasted before milling: 10-17%. But roasted after grinding: 1-3%.

THE MAIN PROPERTIES:

- Rehydration Speed: Absence of crunchy grains after seven (7) minutes of hydration.
- Swelling index :> 2.20 after thirty (30) minutes of hydration.
- Humidity (%): ≤12.
- Ash content (% based on dry matter): 1,6 to 1,8.
- Protein (%) in the dry matter): >9,5.
- Total fat (% in the dry matter): 1,92 to 2,61.
- White cream or amber colored.
- Pure and healthy odor of roasted.
- Firm texture, not mealy or pasty.

USE:

Used in the preparation of couscous dishes in the southern Moroccan areas for lunch on Friday and occasions.



PROTECTED GEOGRAPHICAL INDICATION
«**EXTRA VIRGIN OIL OF OUEZZANE**»

APPLICANT GROUP:

The Economic Interest Grouping (EIG) «Femmes du Rif».

OBJECTIVES OF THE PGI:

- Preserve a local know-how.
- Improve the income of producers of virgin olive oil qualifying for the GI
- Improving the quality of olive oil production in the region of Ouezzane.
- Ensuring a sustainable development in the region for the production of virgin olive oil qualifying for the GI.

OLIVE INDUSTRY:

- Area: 34,500 ha / year, which represents about 5% of the olive-growing area nationwide.
- Dominance of the variety "Picholine Marocaine" which represents almost 93% of the plantations.
- Total production of olives: 45,000 tons / year (90% at grinding and 10% at canning).

GEOGRAPHICAL LIMITS:

The production area covered by the Geographical Indication of "Extra Virgin Olive Oil of Ouezzane" spreads over 16 rural communes in the Province of Ouezzane.

HISTORICAL BACKGROUND :

The foundation of the city of Ouezzane, according to historical research, dates back to the Roman Empire which included it in the trunk road "Tangis-Volubilis." The cultivation of olive trees is very old, and was introduced by the Romans.

MAIN PROPERTIES:

- Variety : Picholine marocaine.
- Color : Golden green.
- Sensory profile: average and balanced fruity taste with an intensity greater than or equal to 3. It has a hot taste that varies between 2 and 4 on the organoleptic scale of IOC.
- Free acidity (expressed as oleic acid): ≤ 1 %.
- Oleic acid content : between 71,5-73,5%.
- Linolenic acid content : 0,8-1,0%.
- Peroxide Index limited to 10 meq of peroxide oxygen / kg of olive oil.
- Total polyphenol content: ≥ 200 ppm.

USE:

Consumed in nature or associated with other local dishes.



GEOGRAPHICAL INDICATION
«SAFI CAPERS »

APPLICANT GROUP:

Provincial Association of Safi Capers Producers

OBJECTIVES OF THE GI:

- Improve the revenues of the rural families in the region;
- Promote and defend the GI "Safi Capers";
- Contribute to the organization of marketing activities for Safi capers.

CAPERS INDUSTRY:

- Total area of 7,000 Ha.
- Yield: 10,000 T in 2012.

GEOGRAPHICAL LIMITS:

- Safi capers' geographical zone covers 16 rural communes, namely: Khat Azakane, Lamrasla, Nagga, Laamamra et Oulad Salmane, Saadla, Sidi Ettiji, Bouguedra Gzoula, et Hrara, Dar Si Aissa, Sidi Aissa, El Ghiate, El Beddouza, Atouabet, and Ayir.

HISTORICAL BACKGROUND:

- Collection and exportation of capers to France dates back to the Protectorate era. At that time, the region of Safi was the main capers producing region. This crop started in the region only in the 1980s.

MAIN PROPERTIES:

- Varieties: *Capparis spinosa* or *Capparis ovata* ;
- Texture: firm;
- Shape: almost spheric;
- Color: silver green;
- Caliber: small to medium (from 1 to 1 mm);
- pH: - capers in salt: < 4,5
- capers in vinegar: 2.8 < pH < 3.2.

USE:

Used in the preparation of Moroccan and international culinary dishes.



DESIGNATION OF ORIGIN
«OULMÈS LAVENDER ESSENTIAL OILS »

APPLICANT GROUP:

AL KHOZAMA Cooperative of Aromatic and Medicinal Plants

OBJECTIVES OF THE DO:

- Improve the revenues of the rural families in the producing regions;
- Promote and defend the DO "Oulmès Lavender essential oils";
- Create a surplus value for lavender products;
- Contribute to the organization of marketing activities for lavender and lavender essential oil;
- Preserve the local customs and knowhow relating to the production of lavender and lavender essential oil;
- Promote research and development likely to improve the quality of the product.

OULMÈS LAVENDER INDUSTRY:

- Total area: 2.000 Ha.
- Yield: 4,000 liter per year.

GEOGRAPHICAL LIMITS:

- The geographical zone covered by the OA "lavender essential oil" includes Oulmès rural commune which is part of Khemisset province.
- Historical background:
- The farming of lavender was introduced to Oulmès region at the beginning of the 1950s by the French settlers. The productions were distilled on site and only essential oils were exported to France. Lavender essential oil is deep-rooted in Oulmès region and belongs to a local heritage. This product boasts national reputation and fame.

MAIN PROPERTIES:

- Variety: *lavandula hybrida abrialis*.
- Aspect: clear liquid.
- Color: Whitish to a very pale yellow.
- Smell: characteristic, camphorated.
- Chemical composition:
 - Linalol (C₁₀H₁₈O): 20 to 40 (%)
 - 1.8 - 57 cineol; 10 to 30.6 (%)
 - Camphor: 12 to 25 (%)

USE:

Production of essences and perfumes with medicinal applications



DESIGNATION OF ORIGIN
«EXTRA VIRGIN OLIVE OIL AGHMAT AYLANE»

APPLICANT GROUP:

Alyane Association for the development of local products in Aghmat, Ourika and Tamazouzt

OBJECTIVES OF THE DO:

- Promotion of Aylan region and its products;
- Promotion and development of Aghmat Aylane extra virgin olive oil;
- Conquest of new national and international markets;
- Improvement of the revenues of the Aghmat Aylane farmers;

OLIVE INDUSTRY:

- Total area: 3 800 Ha.

GEOGRAPHICAL LIMITS:

The production geographical zone of the oil benefiting from the OA covers three rural communes: Ourika (Tahanaout Circle), Aghmat et Tamazouzt (Ait Ourir Circe) of the province of Al Haouz, region of Marrakech-Tensift-Al Haouz.

HISTORICAL BACKGROUND:

- There are proofs dating back to 1258 A.D. that show the presence of olives, olive oil, and the use of olive residue for heating Hammams and lighting.
- Presence of remains maâssras of the Roman era in the communes of Aghmat and Ourika.

MAIN PROPERTIES:

- Physical and technical characteristics:
 - Olives maturity sign: 1.5 to 3.5.
 - Acidity: less than 0.35 gr/100 grammes.
- Organoleptic Properties:
- Fruitiness: 4.2 to 5.8 (Grass, tomato, artichoke and green almond)
 - Bitters: 4 to 5.8.
 - Sharp: 4 to 5.6.

USE:

Consumed in its natural state or associated with other local culinary dishes.



GEOGRAPHICAL INDICATION
«JIHEL DATES OF DRÂA»

APPLICANT GROUP:

National Federation of Dates' Producers (FENAPROD)

OBJECTIVES OF THE GI:

- Improve the revenues of Jihel Dates' producers.
- Protect the reputation of the GI "Jihel Dates of Drâa".
- Promote and defend the GI name "Jihel Dates of Drâa" at the local, national and international level.
- Organize marketing activities for Jihel dates.

JIHEL DATES INDUSTRY IN DRÂA VALLEY:

- Feet: 525,000 feet.
- Yield: 25,600 T.

GEOGRAPHICAL LIMITS:

The geographical zone covers four Provinces: Zagora, Ouarzazate, Tinghir and Tata with an area of about 49,000 km².

HISTORICAL BACKGROUND:

Jihel variety, native to Drâa, was selected and spread by date palm farmers of Drâa valley at the beginning of the twentieth century where it witnessed a very good adaptation.

MAIN PROPERTIES:

- Variety: Jihel.
- Color: brown yellow.
- Form: oval.
- Pulp: yellow in color, a bit thick and having a fibrous rag.
- Minimal weight: 6.0 g.
- The smell is fruity, floral, cereal and herbaceous.
- Humidity varies between 9.0-20.0 g/100 g of fresh material.
- Minimal and maximal tenures of total sugars are respectively 70.0 and 80.0 g/100 g MS.
- The percentage of reducing sugars represented by glucose and fructose (with regard to total sugars) is 94.

USE:

Fruit consumed in mass by inhabitants of the geographical zone.



GEOGRAPHICAL INDICATION
«AZILAL WALNUT»

APPLICANT GROUP:

Ait Bouguemmez Farmers Agricultural Cooperative

OBJECTIVES OF THE GI:

- Contribute to the economic, rural and local development.
- Promote and favor Azilal walnuts in national and international markets.
- Protect the name of the product and farmers' knowhow.
- Contribute to a better structuring of the industry.

WALNUT TREE INDUSTRY:

- Area: 730 Ha in Azilal region (16% of the national walnut tree cultivation area).
- National yield in 2008: 12,250 T of non peeled walnuts.

GEOGRAPHICAL LIMITS:

The geographical area covers 12 rural communes of the region of Tadla-Azilal, namely: Tabant, Ait Boualli, Sidi Boulekhlef, Ait Blal, Tifni, Ait Oumdis, Tilouguit, Zaouit Ahansal, Tamda Noumercid, Ait M'hamed, Agoudi N'lkheir and Ait Abbes.

HISTORICAL BACKGROUND:

- The existence of very old trees in hundreds of traditional plantations shows the old age of this crop that was probably introduced 2 to 3 centuries ago.
- Walnut tree was massively introduced by the French at the beginning of the 20th century and acquired since then a great importance at the economic and social level of the local population. It constitutes a historical heritage and it is considered as a noble product.

MAIN PROPERTIES:

- Form: ovoid.
- A very hard shell.
- An average size of 3.5 cm of length and 2.5 cm of wideness.
- Dark brown kernel.
- lipid: ≥ 66 g/100g.
- Vitamine B1 : 0,15-0,18 g/100g.

USE:

- Consumed as dry fruit alone or associated with other dry fruits.
- Used in local and national culinary arts and in baking.



GEOGRAPHICAL INDICATION
«EASTERN ROSEMARY DRIED LEAVES»

APPLICANT GROUP:

Eastern Regional Directorate of Water, Forest and Fight against desertification (DREFLCD-0)

OBJECTIVES OF THE GI:

- Promote the development and boosting of forest products and contribute to the improvement of life conditions of the local inhabitants.
- Procure an added value for eastern rosemary.
- Organize and pave the way for the eastern rosemary to access markets.
- Strengthen the organization of producers in cooperatives of picking up and collection.

IMPORTANCE OF THE INDUSTRY:

- Yield at the national scale: 15,000 to 20,000 tons of dried leaves.
- The eastern region produces more than 60% of the national production.

GEOGRAPHICAL LIMITS:

The geographical production zone of rosemary of the geographical indication "Eastern Rosemary Dried Leaves" concerns the spontaneous rosemary layers of the provinces of Figuig, Jerada, Taourirt, Driouch and Berkane, all of which are parts of the Eastern region and comprises 19 rural communes.

HISTORICAL BACKGROUND:

- Rosemary exists in the eastern region since earliest times. It accompanied the geological formations of the eastern region, Atlas and Rif.
- Spontaneous rosemary remains the best medicinal plant of the eastern geographical zone. (Morocco plants catalog 1941).

MAIN PROPERTIES:

- Species: Spontaneous *Rosmarinus officinalis* L., known in Morocco as "azir";
- Its leaves are sessile, tough, narrow and greenish;
- Its flowers are blueish, internally punctuated with small purple spots;
- Relative humidity: 7.2 % (average);
- Smell: decongestant of the respiratory tract;
- Eucalyptol tenure (1,8 cineol): 40-60%.

USE:

- Leaves of spontaneous rosemary are essentially used in extracting essential oils, antioxidants and usually used in kitchen (bouquet garni, grill, etc.) and in traditional medicine.



GEOGRAPHICAL INDICATION
«EASTERN ROSEMARY ESSENTIAL OILS»

APPLICANT GROUP:

Eastern Regional Directorate of Water, Forest and Fight against desertification (DREFLCD-0)

OBJECTIVES OF THE GI:

- Promote the development and boosting of forest products and contribute to the improvement of life conditions of the local inhabitants.
- Procure an added value for eastern rosemary.
- Organize and pave the way for the eastern rosemary to access markets.
- Strengthen the organization of producers in cooperatives of picking up and collection.
- Boost the eastern rosemary.

IMPORTANCE OF THE INDUSTRY:

- Yield at the national scale: 60 tons of essential oils, i.e. the equivalent of 20,000 tons of the vegetal material.

GEOGRAPHICAL LIMITS:

- The geographical production zone of rosemary oil of the geographical indication "Eastern Rosemary Essential Oils" concerns the spontaneous rosemary layers of the provinces of Figuig, Jerada, Taourirt, Driouch and Berkane, all of which are parts of the Eastern region, and comprises 19 rural communes.

HISTORICAL BACKGROUND:

- Spontaneous rosemary remains the best medicinal plant of the Easter geographical zone. (Morocco plants catalog 1941).
- Distillation history in the area developed in parallel with the rosemary collection and drying.
- Distillation in the Oriental started with the production cooperative of alfa Zkara Beni Yaala since 1960s.

MAIN PROPERTIES:

- Oriental rosemary essential oil is extracted only from the spontaneous specie *Rosmarinus officinalis* L.
- Physicochemical properties:
 - 1.8 cineol : 40-60 %.
 - Camphor: 9-15.1 %.
- Smell: decongestant of the respiratory tract.

USE:

Oriental rosemary essential oil is used in pharmacy, cosmetics, perfumes, chemistry and in traditional medicine.



GEOGRAPHICAL INDICATION
«DOUKKALI RAISIN»

APPLICANT GROUP:

Economic Interest Group « MOUNTIJI AL AINAB DOUKKALI ».

OBJECTIVES OF THE GI:

- Improve the revenues of rural families living in the region by boosting table raisin;
- Fight against the loss of Doukkali vineyard and against their aging;
- Promote and defend the name of the Doukkali raisin at the local, national and international level.
- Contribute to the improvement of product's marketing activities.

IMPORTANCE OF THE INDUSTRY:

- Area: 12,700 Ha.
- The farming of vine in Doukkala-Abda region contributes by 27% to the national yield in table raisin and represents approximately 33% of the national area of table vineyard.

GEOGRAPHICAL LIMITS:

- The geographical zone covered by the Geographical Indication "Doukkali Raisin" includes two provinces: El Jadida et Sidi Bennour and embraces 20 rural communes with about 10 500 wine-growers.

HISTORICAL BACKGROUND:

- The farming of vine in this zone dates back to the era of the Portuguese who founded the city of Mazagan in the 16th century and would have introduced this farming.
- During the Protectorate time, Doukkali vine was intended to producing wine, as shows the cave of Emile Lautier in Laamira, whose establishment date goes back to 1929.

MAIN PROPERTIES:

- Bunches: relatively slack, well formed, homogeneous and having an average weight of 250 grammes.
- Berries: red to purple in color, with an ellipsoid form and a significant size likely to exceed 7 g. The berries are luscious and very sweet and having a thick skin characterized by the presence of a layer of bloom;
- Refractometric index ≥ 17 °Brix.
- Ratio (sugar/acidity) $\geq 70,0$.

USE :

Doukkali raisin benefits from a local and national reputation thanks to its special taste, firmness and its high sugar content.



GEOGRAPHICAL INDICATION «RIF ALMONDS»

APPLICANT GROUP:

Economic Interest Group "Louzeima"

OBJECTIVES OF THE GI:

- Protecting the reputation of this local product, which is associated with originality and quality;
- Develop a quality approach in compliance with the specifications of this GI;
- Start a commercial boosting process with producers, distribution professionals and consumers;
- Defend the interests of local producers and equally distribute the profits of surplus value.

GEOGRAPHICAL LIMITS:

- The geographical zone covered by the geographical indication "Rif Almonds" includes eight rural communes of Al Hoceima province: Bni Boufrah, Rouadi, Sanada, Bni Hdifa, Bni Abdallah, Sidi Boutmim, Zaouit Sidi Abdelkader and Bni Ammart.

RIF ALMOND INDUSTRY

- Area: 25,330 Ha
- Yield: 3,545 T with shell and 700 T without shell

HISTORICAL BACKGROUND:

- Historical literature reports that almond tree was spread in all Rif regions together with olive tree, fig tree, quince tree, walnut tree and lemon tree;
- The first plantations in the geographical zone were made by Bni Boufrah region and the bordering zones during the Spanish protectorate.

MAIN PROPERTIES:

- The properties of the almond bearing the geographical indication "Rif Almonds" are as follows:
- Fruits are produced by sowing and exclusively from the popular variety named "Louz Abeldi";
- The main properties of the fruits are:
 - The shell is soft to hard;
 - The almond has an ovoid form with an elongated ellipse;
 - Almonds are light brown in color;
 - The average weight of 100 nuts is between 250 and 740 grams;
 - The average weight of 100 almonds is between 55 and 160 grams;
 - Oil tenure (% dry material): 45 - 57 ;
 - Total proteins tenure (% dry material): 18 - 33 ;
 - Total carbohydrates (% expressed by glucose): 5.5 - 8 ;
 - Sweet and gentle taste.

USES:

- Consumed as dry fruit alone or associated with other dry fruits.
- Used in traditional culinary art and in baking.
- Used in the production of gentle almond oil and essential oils for use in cosmetics.



AGRICULTURAL LABEL
«NAJDA DATES»

APPLICANT GROUP:

National Federation of Dates' Producers (FENAPROD)

OBJECTIVES OF AGRICULTURAL LABEL:

- Improve the revenues of the rural families producing dates;
- Creation of the surplus the value related to protecting the reputation of the Agricultural Label "Najda Dates";
- Defend the Agricultural Label "Najda Dates" at the local, national and international level;
- Organize commercial activities among producers, distributors and points of sale of Najda dates;
- Promote any scientific and technical measure likely to improve Najda dates quality.

INDUSTRY:

- More than 440,000 vitro plantlets of Najda variety have been planted since the 2008-2009 campaign in the main Moroccan oases of Drâa, Ziz, Tafilalet, Bani and the Oriental.

REPUTATION:

- The clone 3014, selected from Tafilalet palm grove and labeled by INRA (national institute for agronomic research) "Najda" which means "savior" of the Moroccan palm grove against bayoud disease. Najda dates resist bayoud disease and show high performances particularly at the level of producing high commercial value fruits.

MAIN PROPERTIES:

- The special properties of the quality of dates benefiting from the Agricultural Label "Najd Dates" are as follows:
- Fruits have a shining aspect, a brown-yellow red color and a shape that is oval or oblong, symmetrical and regular;
- The skin is thin and the pulp is thick of a light brown color, a texture that is semi-soft, homogeneous, thawing, doughy, smooth and averagely fibrous and sticky;
- Date weight: 7,5 to 18 g
- Pulp weight: 5 to 16 g
- Pulp weight/date weight: between 77 to 93%
- Date length: 28 to 49mm
- Date width: 11 to 32mm
- Smell: fruity, caramel, cereal, carob, liquorice and chocolate;
- Taste: very sweet and very rich in aromas.

USE:

Najda date is consumed in fresh state, appreciated by date palm farmers and national consumers.



GEOGRAPHICAL INDICATION
«AIT OUABELLI HENNA»

APPLICANT GROUP:
Sahara Oases Cluster "C.O.S"

TARGETS OF THE GI:

- Promotion of the quality of henna at the level of the delimited geographical zone;
- Promotion and development of the reputation of Ait Ouabelli Henna;
- Conquest of new markets particularly niche markets;
- Strengthening the structuring of the Henna industry organization;
- Improvement of the revenues of henna producers in the delimited zone.

INDUSTRY:

- Area: 30 ha ;
- Yield: 34,5 T/year.

GEOGRAPHICAL LIMITS:

The production geographical zone of "Ait Ouabelli Henna" includes three rural communes at the level of Tata province: Ait Ouabelli, Kasbat Sidi Abdellah Ben M'Barek and Touzounine.

HISTORICAL BACKGROUND:

- Henna is a very ancient crop in the geographical zone. Its history dates back to the earliest antiquity. Henna was called a "paradise plant" by Théodore Monod in his book "Hippopotamus and the Philosopher" published in 1946. It was also mentioned by Odette Du Puigadeau in her book "Arts and Customs of the Moorish".

MAIN PROPERTIES:

- The powder of "Ait Ouabelli Henna" should be clean, pure, natural without any chemical additives and a fine texture and a similar tint of light green color and an intense fragrance.
- Henna leaves contain naphthoquinone pigments of which the main is lawsone.
- The concentration of the main coloration molecule (2 hydroxy 1-4 naphthoquinone) in Ait Ouabelli Henna is 1.5% of the molecule weight.

USE:

- Ait Ouabelli Henna is used as a tint and mask for hair, as tattoos for hands and feet for cosmetic and symbolic purposes.
- Henna is present in all festivities and celebrations.



GEOGRAPHICAL INDICATION
«OUED EL MALEH QUINCE»

APPLICANT GROUP:

Agricultural Cooperative Oued El Maleh-Coings

TARGETS OF THE GI:

- Boosting and protection of the product against appellation usurpation;
- Preserving local ancestral knowhow, particularly at the level of quince tree grafting;
- Strengthen the knowledge of consumers regarding the quality and origin of the product;
- Creation of a dynamic for local and regional development aiming to promote an agricultural and touristic activity.

INDUSTRY:

- Area: 100 Ha.
- Yield: 2000 T

GEOGRAPHICAL LIMITS :

The production geographical zone of "Oued El Maleh Quince" includes two rural communes at the level of Mohammédia prefecture: Sidi Moussa Ben Ali and Sidi Moussa El Majdoub.

HISTORICAL BACKGROUND :

Quince tree of Oued El Maleh valley was introduced at the beginning of 1920s by the Settlers. Following the oral records of the original old people, the grafting technique was practiced at that time by a Spanish farmer named Mr. Brontoz.

MAIN PROPERTIES:

- Pear shaped, fine flavor, pleasant smell and yellow in color.
- Dry material tenure of fruits is between 16 and 17%.
- Brix varying between 12.75 and 22.62.
- Pectin tenure varies between 1.18 to 1.33 g in 100 g of fruits.
- Absence of fuzz in ripeness.
- Acidity between 0.43 and 0.90 g/100 g.

USE:

- Used in traditional culinary art and Tagines preparation.
- Appreciated for the production of jam, compotes, jellies and marmalades.



GEOGRAPHICAL INDICATION
«**OUTAT EL HAJ OLIVE OIL**»

APPLICANT GROUP:

Economic Interest Group "TAHADI AL ALFIA "

OBJECTIVES OF THE GI:

- Promotion and development of Outat El Haj olive oil;
- Promotion of Outat El Haj region and its products;
- Conquest of new national and international markets;
- Improvement of revenues of local farmers.

INDUSTRY:

- Area: 8.500 Ha.
- Yield: 12,000 T of olives with 2,000 T of olive oil.

GEOGRAPHICAL LIMITS:

The geographical zone of the GI of Outat El Haj olive oil includes 5 rural commune of Boulemane province: Oulad Ali Youssef, El Orjane, Tissaf, Ermila and Fritissa.

HISTORICAL BACKGROUND:

Outat El Haj olive oil attracted the attention of Charles DE FOUCAULD during his journey to "Lalla Marnia" in the 19th century. The author talks about the oil tree heritage that produces an excellent oil;

MAIN PROPERTIES:

- Organoleptic Properties :
- Color: golden with light green sparkles, transparent.
- Texture : dense.
- Sensory profile: average fruit (3 to 5), average bitter (3.5 to 5.5), average sharp (3to 5).
- Chemical Composition of the product:
 - Free acidity (%): ≤ 0.7 %
 - Peroxyd index (meq O₂/kg): ≤ 10
 - K270: ≤ 0.22
 - Polyphenols: ≥ 200

USE:

- Consumed in its natural state or associated with different local culinary dishes.



PROTECTED GEOGRAPHICAL INDICATION
« NABOUT DRY FIG OF TAOUNATE »

APPLICANT GROUP:

Manabiâ Bouadel Cooperative for Agricultural Development

OBJECTIVES OF THE GI:

- Boosting of Nabout figs of Taounate and protection of the product against usurpations.
- Creation of the surplus value with positive results on the improvement of producers' life.
- Preservation of traditional products and local knowhow.
- Providing information and guarantee to consumers regarding the quality and origin of the product;

FIG INDUSTRY:

- Area: 21.000 Ha.
- Yield: 29.000 T.

GEOGRAPHICAL LIMITS:

- The geographical zone covered by the geographical indication "Nabout Dry fig of Taounate" includes the territory of 24 rural communes of the circles of Taounate and Ghafsai of Taounate province.

HISTORICAL BACKGROUND:

- Several festivals show the deep-rootedness and old age of Nabout figs in the geographical zone, particularly the yearly Bouhouda festival of figs which is organized by Bouhouda commune every September, the Mousseem of figs of Sebt Mtiwa in Taounate celebrated in August every year, the national festival of fig tree during September.

MAIN PROPERTIES:

- Nabout dry figs of Taounate boast the following main properties:
- Thickness of dry fig: between 2 cm and cm.
- Color of dry figs: bright golden yellow.
- The main essential biochemical properties of the product are:
 - Glucose: 29-31% ;
 - Fructose: 28-29% ;
 - Fibers: 9-10 % ;
 - Final water activity: 0.4-0.5% ;
 - Proteins: 5-6%.

USE:

Dry figs are engraved on the Moroccan traditions. They are present in all celebrations and festivities (Achoura, Ramadan...).



GEOGRAPHICAL INDICATION
«TAFERSITE OLIVE OIL»

APPLICANT GROUP:

Al Amana Agricultural Cooperative for the animal and vegetable production

OBJECTIVES OF THE GI

- Contribute to the rural and economic development of the region;
- Promote and enhance Tafersite Olive Oil on the national and international market;
- Provide protection to the product name, Producers and their know-how;
- Contribute to a better structuring of the sector and a more equitable distribution of added value for the various stakeholders in the sector.

OLIVE OIL INDUSTRY IN THE GEOGRAPHICAL AREA

- Area: 5.000 Ha
- Number of olive oil growers: 1750
- Quantity of extracted oil: 500 to 600 hl/year

GEOGRAPHICAL LIMITS

The geographical area covered by the geographical indication "Tafersite Olive Oil" includes the rural commune of Tafersite and the villages of Boufarkouch and Ali Ben Hadou within the rural commune Mtalsa of the circle of Driouch.

HISTORICAL REPUTATION

- Olive groves of over 100 years as evidenced by the old Maasras and ancient writings.
- Olive oil renowned qualitatively, thanks to the soil and climatic characteristics of the geographical area.
- Traditional knowledge according to the testimonies of oral transmission.

MAIN FEATURES

Chemical features:

- Free acidity (expressed in oleic acid) : $\leq 0,6$ % ;
- Oleic acid content : 70-77,3 % ;
- Linoleic acid content : 9 -10 % ;
- Linoleic acid: 0,4 -0,8 % ;
- Peroxide Index: ≤ 20 meq d'O₂/Kg of oil ;
- Polyphenol content: 200 – 300 ppm.

Organoleptic features :

- Color: golden yellow with a slight green and transparent tint;
- Texture : Smooth with mild intensity in mouth;
- Sensory Profile:
 - Fruity : average and balanced.
 - Aftertaste: Freshly cut herb.
 - Tangy : average from 2 to 4.

USE :

- Eaten in its natural state or associated to other local dishes.



GEOGRAPHICAL INDICATION
«HONEY OF DESERT EUPHORBIA»

APPLICANT GROUP:

Cluster des Oasis du Sahara "C.O.S"

OBJECTIVES OF THE GI:

- The promotion of the product in the defined geographical area ;
- The promotion and development of the reputation of desert Euphorbia honey ;
- The conquest of new markets, particularly niche;
- The strengthening of structure and organization of honey industry ;
- The collective promotion of the products and their regions ;
- The improvement of farmers' incomes.

GENERAL INFORMATION ON THE INDUSTRY:

- Number of hives: about 1.000 modern hives spread over 4 cooperatives.
- Annual yield: about 60 tons of honey.
- Productivity: 3,4 Kg/hive/year.

GEOGRAPHICAL LIMITS:

The geographical area covered by the geographical indication honey of desert Euphorbia includes 36 rural communes spread over the provinces of the Sahara: Assa Zag, Guelmim, Tan-Tan, Sidi Ifni and Tiznit.

HISTORICAL REPUTATION:

- Many writings and historical accounts report that honey was abundant in the region of Guelmim at what was called Rahbat.
- The presence of very specific tools developed by beekeepers and adapted to the demands of their craft testifies the seniority of beekeeping in the region: the former "Marsas", traditional hives "Chella", knives (Alferram), (Azki) or (dekhana) smokers and the facial mask (Alkhanchouch).

MAIN FEATURES OF HONEY

- Pollen composition: $\geq 75\%$ of Euphorbia pollen.
- Color: Dark amber with clear liquid and homogeneous light brown state in the crystalline state.
- Taste: Dry herbal, Wax, Spicy.
- Aftertaste: Permanent, intense, prickly.
- Texture: liquid or finely crystallized.
- HMF content: ≤ 15 mg / kg of honey.
- Sucrose content: $\leq 2\%$.
- Fructose and glucose content: $\geq 70\%$.

USE:

Very popular locally and nationally for its taste and medicinal properties.



المملكة المغربية
Royaume du Maroc



وزارة المصايد والبحري
Ministère de l'Agriculture et de la Pêche Maritime



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