

has set up various programs and specific actions, such as the “Terroir du Maroc” collective label, aimed at boosting consumer confidence around a collective brand guaranteeing the quality and authenticity of terroir products. Each year, an upgrading program is launched to professionalize the aforementioned producer groups, while expanding national and international marketing channels through partnerships and agreements facilitating access to supermarkets and specialized stores. Online trading has also been developed with the creation of the www.terroirdumaroc.ada.gov.ma website. All these actions combined have enabled more than 900 cooperatives to market more than 5,000 products on a regular basis. In addition, ADA organizes international B2B missions to stimulate exports, while reinforcing the promotion of local products through national and international trade fairs, as well as numerous media and non-media communication campaigns.