





Launched in 2014 by the Ministry of Agriculture, Fisheries, Rural Development and Water and Forests and overseen by the ADA, the Moroccan Local Products Competition aims to sustainably energize the sector and contributes significantly to achieving several strategic objectives, notably the continuous improvement of quality, the preservation of authenticity and know-how, the strengthening of producers' incomes, and better positioning of Moroccan local products in increasingly competitive national and international markets.