



It is important to emphasize that the promotion of local products occupies a central position in the national agricultural strategy. This dynamic is based on structural initiatives including the professionalization of cooperatives, the awarding of the collective label «Terroir du Maroc», and the opening of updated distribution channels, including e-commerce.

To date, more than 560 cooperatives trade over 1,500 products within the modern distribution network. The Agricultural Development Agency also intensifies promotional activities through exhibitions, targeted campaigns, and international B2B missions.