7th Moroccan Terroir Products Competition: Top Producers Honored in Meknès

Meknès, April 25, 2026 – On the sidelines of the 18th edition of the International Agriculture Fair in Morocco (SIAM), the Agricultural Development Agency (ADA) organized the award ceremony for the 7th edition of the Moroccan Terroir Products Competition, celebrating the excellence and diversity of Morocco's terroir. Chaired by Mr. Ahmed El Bouari, Minister of Agriculture, Maritime Fisheries, Rural Development, and Water and Forests, the ceremony highlighted the continued commitment of the Department of Agriculture to supporting producer groups and promoting the value of their products.

This 7th edition saw the participation of 1,375 products from across all regions of the Kingdom. Following the jury's deliberations, seven excellence awards were granted, notably to argan oil from the BOUKHDO AKRMOUD cooperative (Marrakech-Safi region), olive oil from the AGUERSWAK cooperative (Marrakech-Safi region), thyme honey from the AGDEZ cooperative (Casablanca-Settat region), cheese from the AL OULFA cooperative (Marrakech-Safi region), apple cider vinegar flavored with rosemary from the DAYAATI cooperative (Drâa-Tafilalet region), Mejhoul dates from the DIFAT ZIZ Economic Interest Group (Drâa-Tafilalet region), and 6-grain couscous from the TAYADIRT cooperative (Fès-Meknès region), showcasing the richness of Morocco's agricultural heritage.

In addition, a total of 455 medals were awarded, including 134 gold, 141 silver, and 180 bronze medals. A special innovation prize was also granted to organic saffron-infused argan oil produced by the AMINI cooperative (Marrakech-Safi region), in recognition of its innovative approach. Through this initiative, producer groups gain recognition for their efforts, and their expertise is showcased to the public through distinctions that reflect the quality and authenticity of their products.

Launched in 2014 at the initiative of the Department of Agriculture, the Moroccan Terroir Products Competition has become a key tool for promoting local products. It contributes to strengthening producers' competitiveness, supporting solidarity-based cooperatives, and promoting high-quality offerings that meet both national and international market standards.