

The background of the slide is a close-up photograph of several blueberries. The berries are a deep blue color with a fine, white, powdery bloom on their surface. The lighting is soft, highlighting the texture of the fruit. The berries are arranged in a cluster, with some in sharp focus and others blurred in the background.

COMMERCIAL STRATEGY TO REACH NEW MARKET OPPORTUNITIES

Host: Sofia RBEI

09 November 2023

AFRIPICK MOROCCO, WHO WE ARE ?

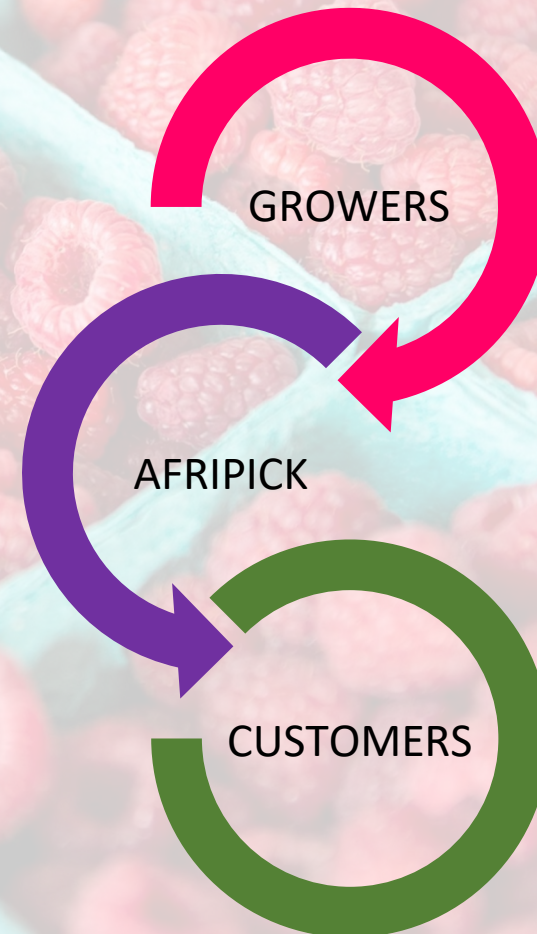
Founded on 2021, we represent and support small - medium growers in their journey of berries production while marketing well their production.

Our main Assests :

- Broad knowledge of the international market;
- Extensive experience in berries sales;
- Proximity to production areas;
- Speak same language and share same producers culture;

Our Purpose :

- Elevating the brand image of Moroccan berries;
- Extend market areas;
- Adding value to our production;
- Supporting growers on facing many challenges;



AFRIPICK SPAIN

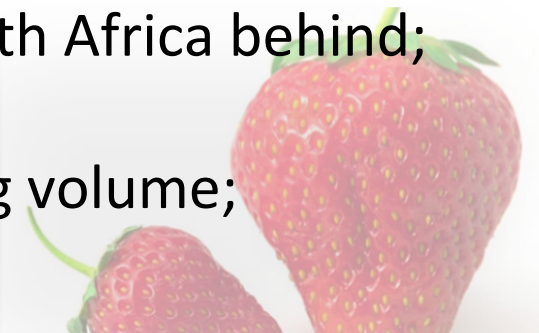
The spanish subsidiary was founded on 2022 in order to :

- Master the supply chain;
- Have better access to UE Market
- Facilitate logistic and deliver customers directly at their place;
- Track and trace the shipments;
- Reduce trade barriers;
- Optimize Costs;
- Ensure better returns to growers;

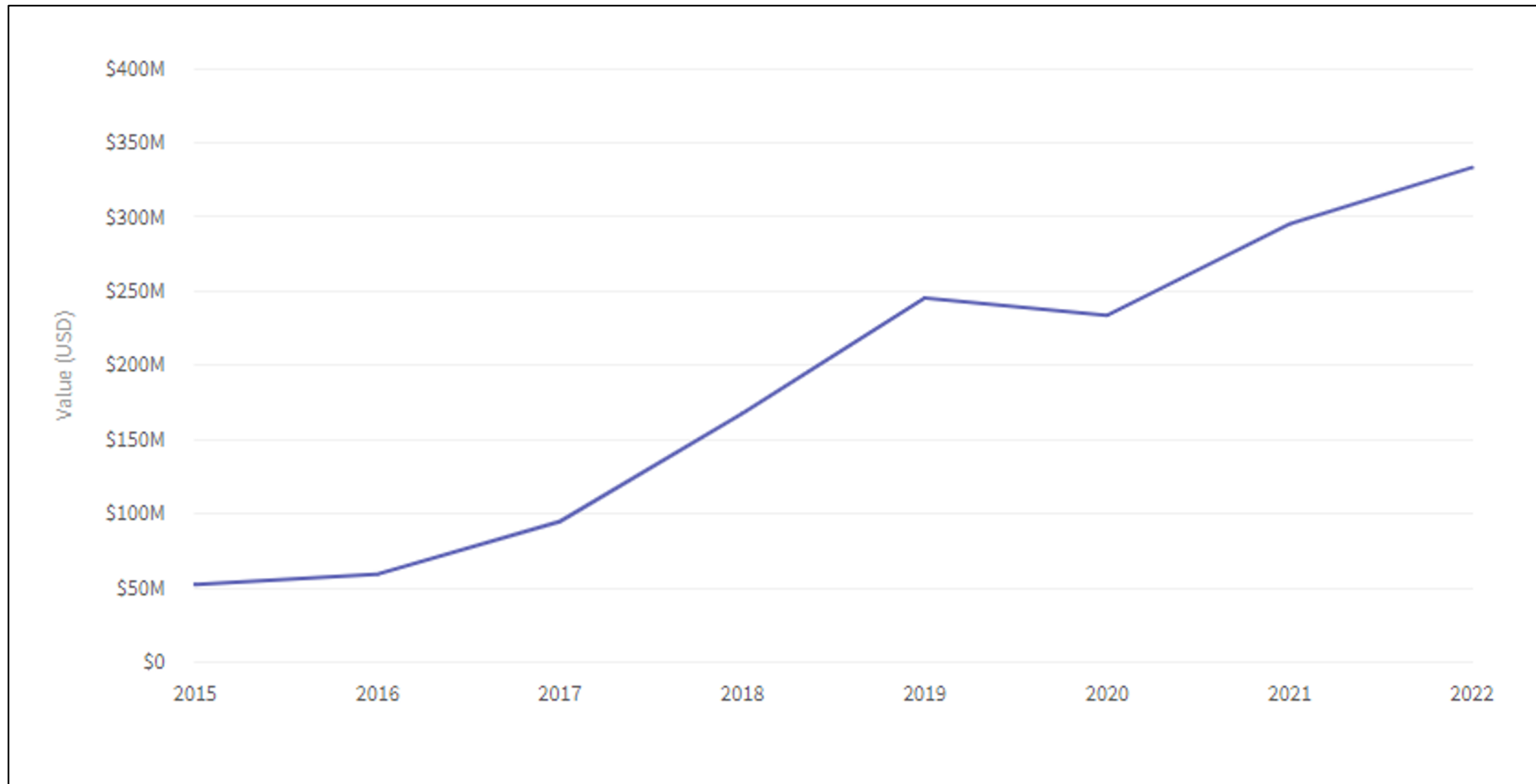


POSITION OF MOROCCAN BERRIES ON INTERNATIONAL MARKETS

- Morocco heads the list of largest exporters of fresh raspberries to UK;
- Morocco ranks third in global ranking of fresh raspberry exporters;
- Morocco has overtaken the US in blueberry exports to become the world's fourth largest exporter;
- Morocco becomes top blueberry exporter to UAE, leaves South Africa behind;
- Moroccan frozen raspberry exports to Spain : record-breaking volume;



EXPORT VALUE TREND OF MOROCCAN RASPBERRIES



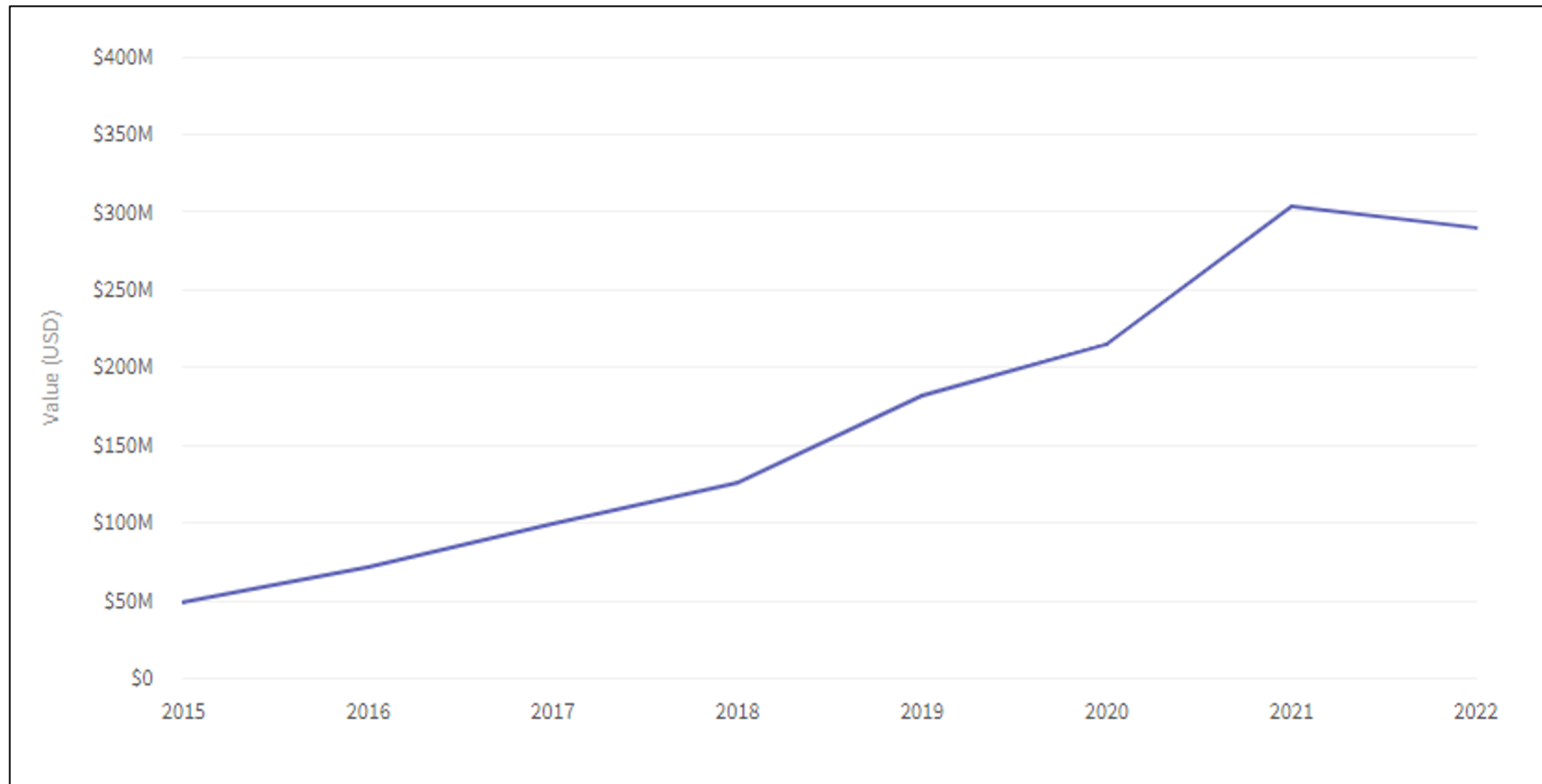
1Y +12.87%

3Y +35.86%

5Y +251.28%

\$333,3M

EXPORT VALUE TREND OF MOROCCAN BLUEBERRIES



1Y -4.49%

3Y +59.24%

5Y +191.29%

\$289,9M

HOW WE CAN ?

- Enhance our position on international markets ?
- Increase our market shares ?
- Prospect and get into niche markets ?
- Take advantage of new opportunities ?

MARKET ACCESS



Market research



Identify new market opportunities



Supply chain management



Regulations/Protocols

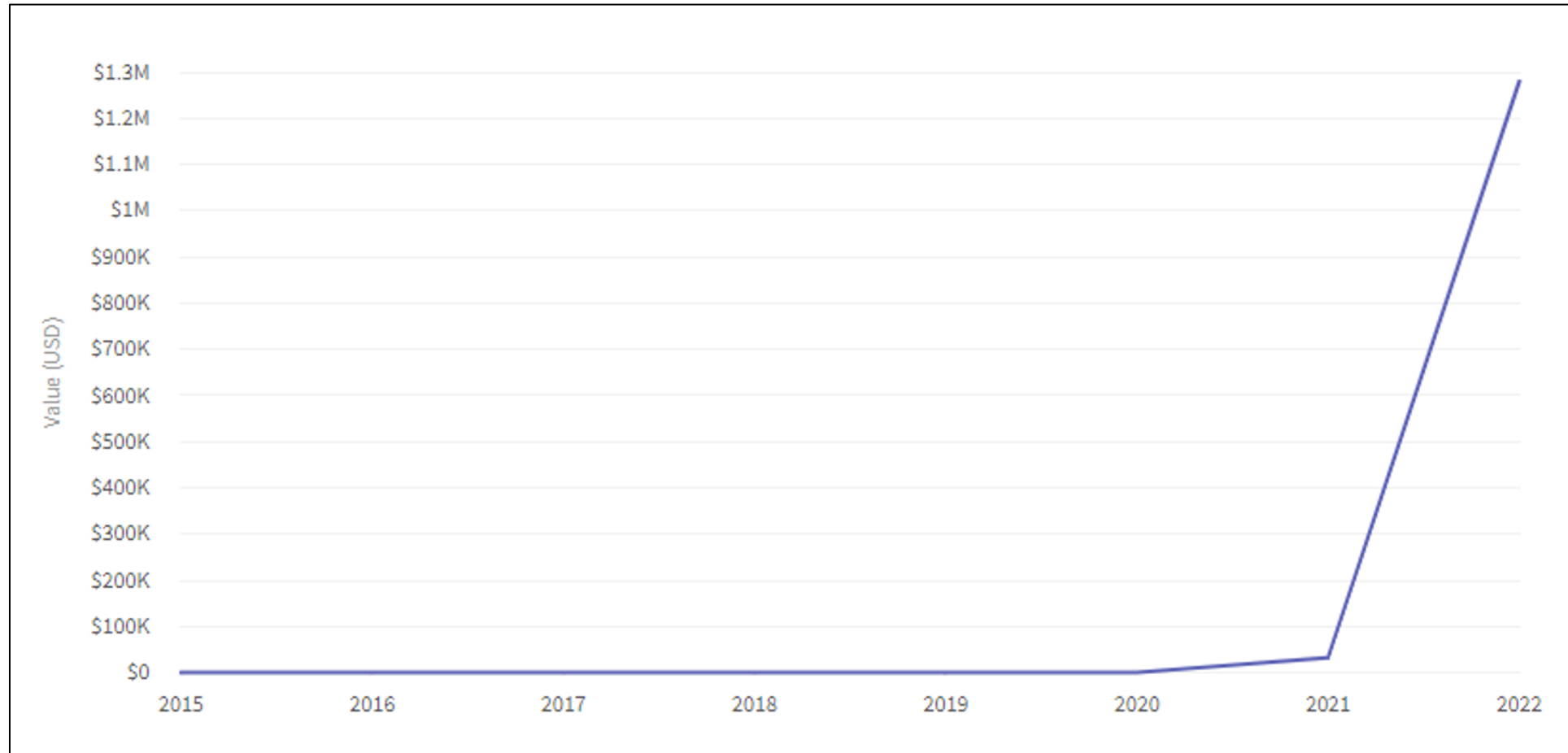


IDENTIFY EMERGING OPPORTUNITIES:

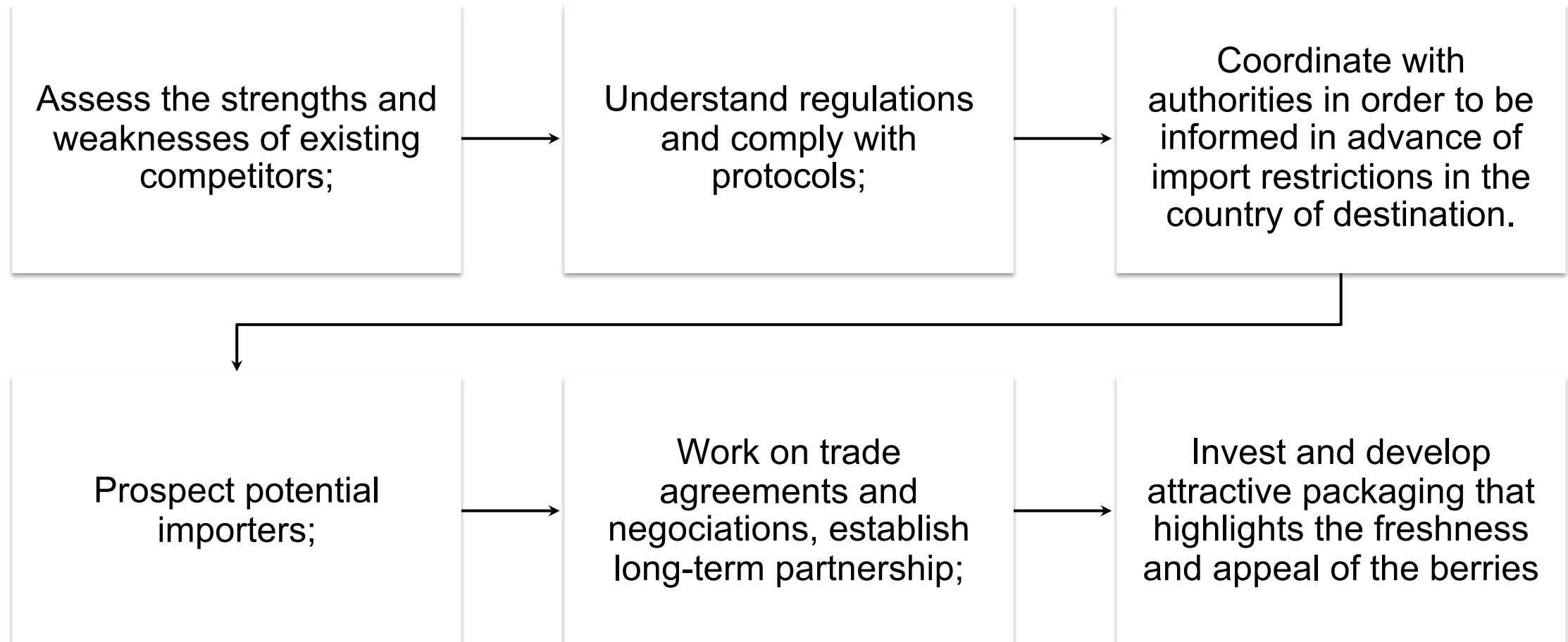
“CANADIAN MARKET”

- Moroccan blueberries are authorized to be exported to Canada;
- Berries are among the most popular fruits in this market;
- Canada is ranked in the top 5 blueberry importing countries;
- A global import market share of 5,94 %;
- A growth potential during the last five years of 65%;
- A total import value on 2022 : \$316,3 M
- Competition : Peru - Chile

IMPORT VALUE TREND OF MOROCCAN BLUEBERRIES BY CANADIAN MARKET



HOW TO PENETRATE MARKET ?



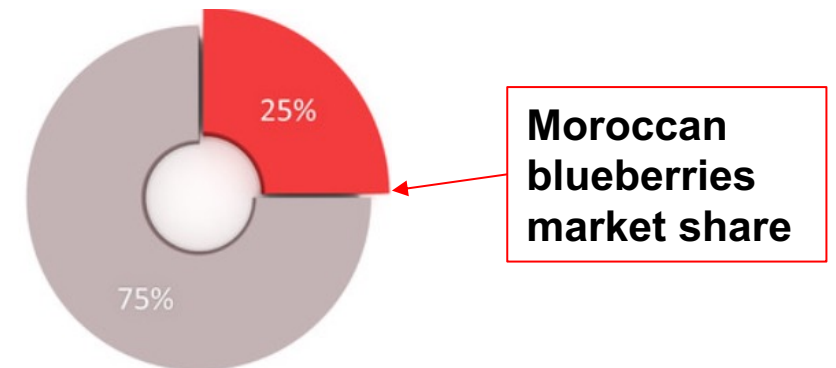
ANALYZE GROWTH POTENTIAL:

“RUSSIAN MARKET”

Global Blueberry Import in Russia		
Year	Import Net Weight(KG)	Import Value(USD)
2018	3122804	22741244
2019	4678283	34243543
2020	2863731	20309893
2021	9024560	64175791
2022	13781868	90246842

Russia Blueberry Import From Morocco		
Year	Import Net Weight(KG)	Import Value(USD)
2018	800675	5559520
2019	1419242	10221828
2020	1139829	7675062
2021	2263711	17311585
2022	2817398	18957464

- Russia is extending its blueberry import by more than 50 % every year.
- A growth potential reaching 341 % in 5 years.
- Market share of Moroccan blueberries is almost 25%



**Moroccan
blueberries
market share**

HOW TO EXTEND OUR MARKET SHARE ?



Build a reliable supply chain



Ensure effective management of the cold chain



Use appropriate packaging to protect and preserve the berries from damage, while allowing a good ventilation.



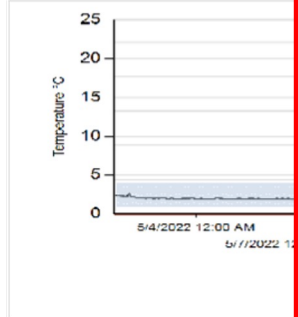
Organize the necessary administrative procedures and labelling to avoid customs delays or even product rejection

Trip Report

Serial Number	JN91W01EQ0
Product	MYRTILLE
Origin	PALMAGRI
Destination	Inconnu Export
Order Number	DG-220001
Cust. R ef. Number	
Carrier	MSC
Trailer ID	
Departure (Morocco Time)	5/1/2022 5:38:42 AM
Planned Arrival (Morocco Time)	
Actual Arrival (Morocco Time)	
Notes	
Current Lat / Long	55.41924, 37.77286
Fix Type	CELL_NETWORK
Address	Kashira Hwy, 112, I Moskovskaya oblas 142003
Most Recent Time (Morocco Time)	5/25/2022 8:05:45 AM

Mean °C	Std Deviation	M
5.1	6.9	

Alarm Name	Triggered Morocco Time
90 min Continuous Above 4 Degrees	5/21/2022 9:35:20 AM
5H Cumulative Above 4 Degrees	5/21/2022 2:05:20 PM



UNAPPROPRIATE PACKAGING



eserve the cold

CONSUMERS TREND :

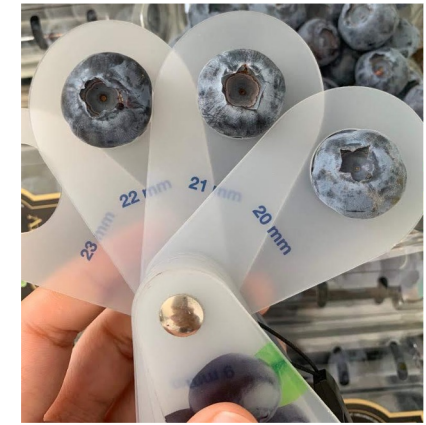
“SUSTAINABLE FOOD PRODUCTS”

- A sustainable farming practices : A proper irrigation - an efficient water use - a responsible pesticide use, Soil management;
- Apply for the required certifications : SPRING Program
- A use of environmentally friendly packaging;
- Develop strong brand identity;



CONSUMERS TREND :

- Berries with longer shelf-life;
- Fruit size and taste;
- Price competitiveness;



VARIETAL IMPROVEMENT



Reduce production costs



Pest and disease resistance



Productivity

CONSISTENCY & RELIABILITY



Build Trust with
international buyer



Qua



r service

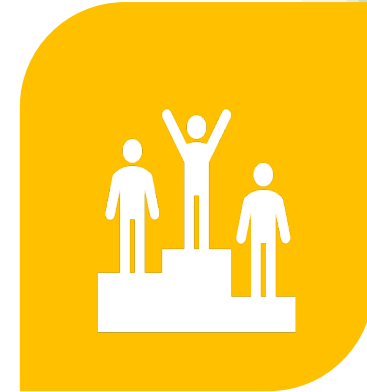
GOVERNMENT SUPPORT



EXPLORE GOVERNMENT PROGRAMS THAT MAY SUPPORT AGRICULTURAL EXPORTS.



COLLABORATE WITH INDUSTRY ASSOCIATIONS AND GOVERNMENT AGENCIES TO COORDINATE EFFORTS FOR MARKET ACCESS AND PROMOTION.



POOL RESOURCES AND KNOWLEDGE TO COMPETE EFFECTIVELY ON AN INTERNATIONAL SCALE.



Thank you for your attention