PRESENTATION OF MOROCCO FOODEX

MOROCCO FOODEX, A PUBLIC ORGANIZATION SERVING A STRATEGIC SECTOR

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moroccofoodex.org.ma
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POINTS OF VIEW

I. Presentation de Morocco Foodex
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MOROCCO FOODEX, Food Export Control and Coordination organization is a public structure under the Ministry of Agriculture, Fisheries, Rural Development, Water and Forests, created in 1986 and has been since then dedicated to the service of the Agri-food and maritime products sector, one of the levers of the country’s economic growth.

**OUR MISSIONS**

- **Technical inspection**
  - This control ensures that these products comply with the legislative and regulatory requirements applicable to them in the export markets; in terms of technical regulations and standards, marketing standards, fair quality, physico-chemical, organoleptic, qualitative classification, and all other specific and general quantitative and qualitative specifications applied in the export markets …

- **Strategic and operational watch**
  - Ensure a strategic operational watch on the export markets of Moroccan agricultural and fisheries food products.
  - To ensure the follow-up of information and statistical data on exports and the execution control of the commitments agreed upon in the framework of the trade agreements concluded.
  - To ensure the production of economic notes for a product and/or a sector in relation to a given market. – Ensure the production of product and market data sheets.

- **Export Coordination**
  - To lead the specialized sectoral committees for the coordination of exports of Moroccan agricultural and fishery food products.
  - To scrupulously ensure the implementation of the decisions of the various committees on all aspects, in particular the respect of the technical conditions provided for by the various agreements relating to the exports of Moroccan agricultural and fishery food products.

- **Export promotions**
  - Promote the image and quality of Moroccan agricultural and fishery food products on foreign destination markets.
  - To pilot the organization of participation in promotional events, in Morocco and abroad, through actions aimed at enhancing the value of the Moroccan origin and the development of exports of Moroccan agricultural and fisheries food products.
  - The participation in specialized international fairs and events;
  - The organization of B2B business missions with international contractors;
  - The supervision of the reception of incoming missions from international importers;
  - The organization of specialized communication campaigns on targeted international markets.
  - Accompanying and guiding small and medium-sized exporters of products
II. Quality controle
II. Quality controle

MOROCCO FOODEX has a central role in the development of national exports. Moroccan agricultural and agri-food products have a strong potential on the international market. Quality control Exercising the technical control of Moroccan agricultural and maritime food products intended for export in accordance with the legislation in force in order to ensure the requirements of the destination markets. This technical control is composed of two major activities:

• Technical approval of exporters. This activity is carried out in accordance with the international standards in force to guarantee the conformity of the infrastructures and their operators with the applicable international standards and good practices.

• Technical inspection of products to ensure that they comply with the technical standards in force in the countries of destination. This inspection is carried out by means of two activities:
  
  ✓ a physical and organoleptic inspection of the products to check their conformity with the commercial standards and other applicable technical requirements in terms of minimum product quality, classification quality, presentation, packaging, marking and labeling, sizing, etc.

  ✓ an analytical control in addition to the physical control of the products.
II. Quality controle

The analytical check carried out on food products shall include in particular:

- Physico-chemical analyses: pesticide residues, chemical contaminants, fats, nutritional values, etc.
- Microbiological analyses: microbiological research, hygiene of plants and processing units, water analyses, mycotoxin analysis, biological stability test
- Packaging control analyses: Physical tests (compression, traction, crimping...), Food contact tests (Bisphenol A...)
- Sensory analysis: olive oils, table olives

International recognition of MOROCCO FOODEX: Accreditation by the EU of the control of conformity to commercial standards of fresh fruit and vegetables carried out by the EACCE – Regulation 1791/2002 Approval of operations to check conformity with the marketing standards carried out by the EACCE on fresh fruit and vegetables originating in Morocco in accordance with the conditions laid down in Article 15 of Regulation (EC) No 543/2011. Characterization of Moroccan olive oils MOROCCO FOODEX provides to all the actors of the olive sector specialized services to determine the characteristics of Moroccan olive oil through:

- Sensory analysis:
- Sensory quality
- Aromatic profile

Physico-chemical analysis

- Purity Criteria
- Quality criteria

By having a:

- High-performance and adapted scientific equipment
- Laboratories accredited by COFRAC
- Qualified and experienced human capital
- Laboratories and tasting panel recognized by the IOOC (the International Olive Oil Council)

In compliance with the two international standards The trade standard of the International Olive Oil Council (IOOC/T15/NC N°3) The Codex Alimentarius Standard (Codex Stan 33-1981)
II. Quality controle

MOROCCO FOODEX has about twenty regional representations spread over the different production and export zones, in order to guarantee a local service to professionals in the agricultural and fisheries products sector. FOODEX has also five international delegations, three based in Europe and two others in Saint Petersburg in Russia and Montreal in Canada. Their role is to contribute to the smooth running of technical control, coordination and monitoring missions by providing indications on the state of arrival of exported products in terms of quality and conformity and by ensuring a commercial watch with the feedback of useful information for the export agri-food sector.

Technical Control deployment:

Key figures by business sector

- **Citrus:**
  - 34 000 inspections.
  - 69 packhouses.

- **Fresh fruits and vegetables**
  - 63 000 inspections.
  - 325 packhouses.

- **Fishery products:**
  - 25 000 inspections.
  - 782 packhouses.

- **Processed vegetable products:**
  - 25 000 inspections.
  - 786 packhouses.
III. EASY FOOD EXPORT DIGITAL SOLUTION
III. Easy Food Export Digital Solution

As part of its modernization, the information system has been one of the main priorities of MOROCCO FOODEX’s overall strategy. As a result, a new information system related to the activity of technical control is developed, the objective of this system is the establishment of an open and efficient system which mission is to improve a number of tools and devices to, on the one hand, better control and channel the flow of information and data relating to exports of agri-food products and, on the other hand, allow the exchange of computerized data with various partners.
III. Easy Food Export Digital Solution

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**Key figures**

- **Packhouses**: +925 packhouses used the “EASY FOOD EXPORT” system to submit their control requests.
- **Exporters**: +1 253 exporters used the system to streamline customs passage at embarkation points.
- **Control requests**: +70 000 Packing lists were submitted to the various regional services of Morocco Foodex.
- **Inspections certificate**: +65 000 inspection certificates were issued at Morocco Foodex exit points.
Ill. Easy Food Export Digital Solution

Current Situation: After Digitalization of Technical Control activities

- PACKHOUSE REGISTRATION
  - Registration demand online
  - Study and technical visit
  - Inspection request online
  - Physical inspection

- EXPORTER REGISTRATION
  - Registration demand online
  - Study and validation
  - Registration request online
  - Study and validation

- TECHNICAL CONTROL: INSPECTION
  - Online validation
  - Online edition of inspection certificate and certificate of conformity
  - Online validation

Recording notification

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IV. Example of documents issued by the system Easy Food Export
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Exporter registration notification

Packhouse registration notification
IV. Example of documents issued by the system Easy Food Export

Conformity Certificate

Inspection Certificate
IV. Example of documents issued by the system Easy Food Export

Contains the following information:
- Number of certificate
- Inspection organsim
- Origin
- Destination

Contains the following information:
- Exporter
- Registration number of exporter and adress
- Packhouse
- Registration number of packhouse and adress

Contains the following information:
- Product
- Number and type of packages
- Net weight
- Catégorie

Contains the following information:
- Date of inspection
- Name of inspector
- Inspector's function
- Régional service
- Expiration date of document