

KINGDOM OF MOROCCO
Ministry of Agriculture and Marine Fisheries



Labeling & Institutional Marketing of Moroccan Seafood



World Seafood Congress
Sunday, September 29, 2013

Omar KHARMAZ

Coordinator of the PMU Labelling & Institutional Marketing of Seafood
Department of Marine Fisheries

With the growth in demand for seafood, the Moroccan fisheries sector has a high growth potential, both at national and international level

***Halieutis Plan**, which is the national strategy for the development of the sector and enhancement of fishery resources, implemented from 2009, is based on three strategic areas: sustainability, performance and competitiveness*

It provides in that a number of measures including the Labeling and institutional Marketing of seafood

The Department of Marine Fisheries has initiated two studies in 2012 on the labeling and collective promotion of seafood

1

Seafood Labeling

objectives

- Review of past experiences
- Analysis of the regulatory and organizational environment
- Defining Director principles and labeling system
- Identifying opportunities for labeling
- Defining terms of implementation

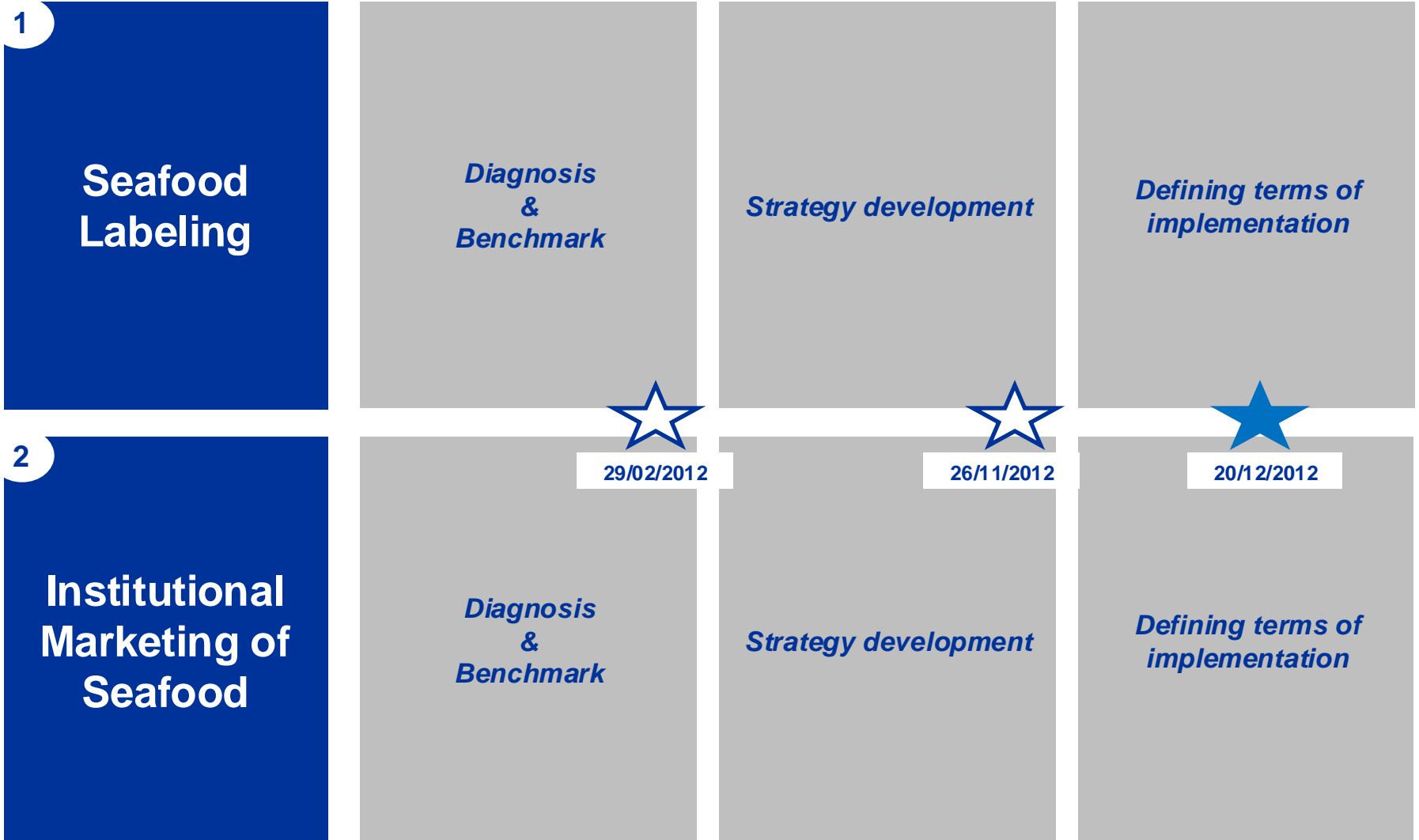
2

Institutional Marketing of Seafood

- Identification of the Moroccan offer seafood, and analysis of the positioning of Morocco in markets with high growth potential
- Inventory of communication actions and collective promotion of seafood International benchmark
- Schema definition of communication and strategic actions
- Development of the roadmap

The studies were conducted in a collegial process including institutional and private actors, and through interviews and discussion workshops

Approach



workshops



Seminar strategic thinking

These two studies have resulted in an overall strategy for labeling and promotion of collective seafood

A strategic need for the sector

The Halieutis Plan noted the importance of the competitiveness of the Moroccan offer: this implies in particular the establishment of a strategy of product differentiation in the sector and an effort of communication, marketing and promotion of Moroccan seafood.

An offer for the sector's competitiveness

The labeling is a valuation tool that encourages product differentiation, it gives confidence to the consumer, highlighting the specific strengths and entered the sector in a progress. Institutional marketing raises awareness and promotes the image of the national production: it creates the conditions for businesses to better promote their efforts and products.

The consistency of the overall strategy to promote seafood

Differentiation evidenced by label will further improve the quality and reputation of the Moroccan offer, and these products will be the spokesmen of a strategy for development of the Moroccan fisheries resources, which are highlighted by promotional actions and institutional marketing. This consistency will help the efforts of the profession in a virtuous cycle of development quality.

Strengths and weaknesses of the Moroccan Offer of Seafood

Strengths

Species with distinctive sensory values

An important resource for nutritional intake

A diverse whitefish

Artisanal fishing that fits more in a process traceability and sustainable development

A pelagic resource available in large quantities

Weaknesses

A supply and distribution unattractive, consumer habits in Morocco generally not oriented fish

Irregular and relatively limited awareness of the Moroccan offer

A mixed perception of the Moroccan supply and heterogeneous picture

Few institutional communication in B to B and no communication B to C

Market expectations

National market

Product accessibility by all citizens

(regular occurrence and geographical distribution of supply, consumption patterns)

Satisfactory quality and hygiene products

Emerging concern on nutrient intakes

International Market

Quality and regular quantity of seafood

Traceability of seafood

Sustainability of fisheries

Clear objectives translated into seven lines of communication

Objectives of the seafood Labeling and Marketing Strategy

Lines of communication

National market

- Increase knowledge of the benefits of seafood for health
- Highlight the convenience and easiness of seafood's preparation of
- Highlight the diversity of species caught in Morocco

health

Convenience

Diversity

International Market

- Highlight the sensory value of Moroccan seafood
- Communicate about the knowledge and tradition of the Moroccan fishing industry
- Highlight initiatives to help improve the traceability and sustainable management of Moroccan fishing
- Promoting authentic Moroccan fish species and enhancing the traditional fishing methods

Sensory value

Industrial know-how

Sustainability

Authenticity & Tradition

19 strategic actions to promote Moroccan Seafood

National Market	Campagne institutionnelle	Concours et Marketing direct	Evènementiel
	A.1 Awareness sessions in schools	A.5 Amateur cooking contest	A.9 Participation in coastal festivals
	A.2 Doctors' employment as communication relays	A.6 Guides of the best restaurants of Morocco's seafood products	A.10 Sardine Feast
	A.3 Health media Campaigns	A.7 Gourmet cooking contest	
	A.4 National Day for the consumption of seafood products	A.8 Point-of-sale advertising for seafood	
International Market	Evènementiel	Mass média	Concours et marketing direct
	B.1 Increased participation in international trade fairs	B.4 Tourism media campaign	B.6 Sardine recipes contest
	B.2 B to B meetings		B.7 Symposium on Moroccan seafood in hospitality schools
	B.3 New markets showroom	B.5 Advertising campaign on high-growth markets	B.8 Octopus tasting session for restoration
	B.9 Promotional Campaign of Moroccan seafood products under label		

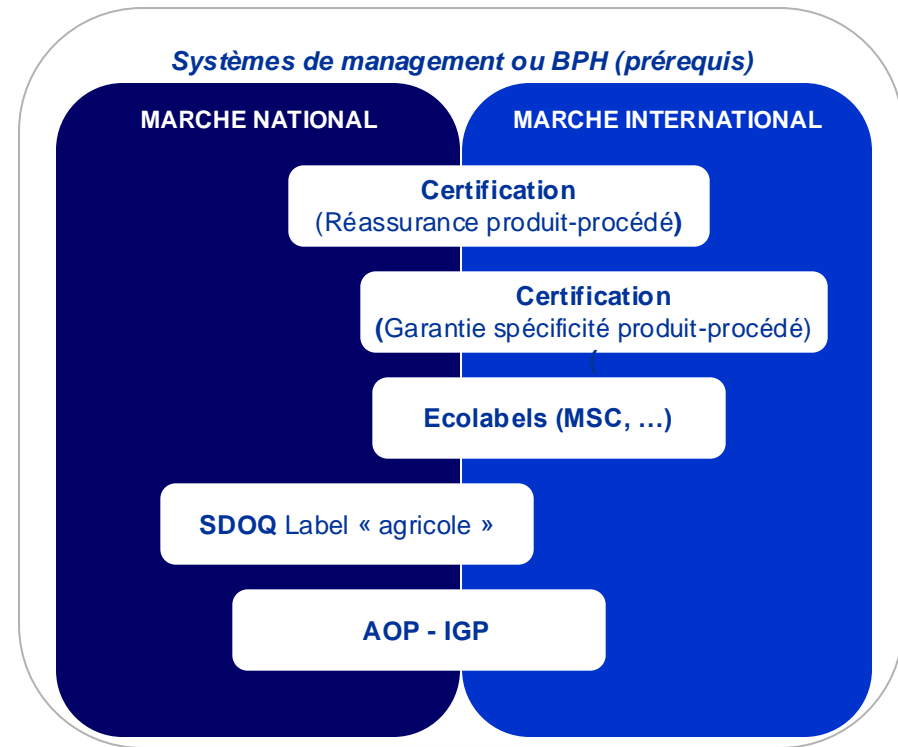
Label pour satisfaire les attentes du marché

Signs defined in the regulation of Distinctive Signs of Origin and Quality (SDOQ) AOP that identifies products with a strong connection to the land (natural and human factors)

IGP to ensure the link to the original, resulting in particular from notoriety, specifics related to the origin or regional expertise
The label certifies superior quality.

Certification of products and processes (CPP) guarantees related to the specific products or production processes, for example: Qualitative criteria Criteria for sustainable management, ...

Ecolabels, to ensure the sustainability of some fisheries and promote their products to operators and consumers (eg, MSC and FOS, which are very important in the international market).



This diagram shows the selected device and emphasizes its articulation with markets Moroccan Products: SDOQ are primarily geared to the domestic market, the certifications cover the export market first.

Management systems and certification are meanwhile prerequisites in which fits any labeling policy.

Une gouvernance dédiée à la Labellisation & Marketing Institutionnel

Un dispositif important impliquant une forte collaboration avec les représentants de la profession



Le **Comité Stratégique** supervise et veille au bon déroulement de la campagne, via la validation des choix stratégiques de la division pour la promotion des PDM et la coordination entre les acteurs

Le **Comité de Gestion de la Marque** est en charge de gérer la marque ombrelle, de valider les cahier des charges et les plans de contrôle et de délivrer l'agrément des organismes certificateurs.

La cellule **relation presse** est en charge de l'animation régulière d'une relation entre le ministère et les médias dédiée aux produits de la mer

La **cellule de crise** anticipe et prépare une réponse ordonnée et concrète en cas de crise médiatique ou crispation menaçant l'image du secteur

La **division** assure la programmation, le pilotage, la coordination et l'évaluation des actions de communication et de promotion collectives du secteur des PDM en concertation avec les partenaires de la filière

L'ONP et l'EACCE assurent l'exécution opérationnelle des actions stratégiques

- L'ONP au niveau national
- L'EACCE au niveau international

5 outils pour accompagner la mise en œuvre de la stratégie

			B to B	B to C
1	Logo de signature	<ul style="list-style-type: none"> ■ Identifiant visuel, signature de marque des PDM marocains dont les caractéristiques doivent illustrer un objectif de qualité 	✓	✓
2	Site internet et réseaux sociaux	<ul style="list-style-type: none"> ■ Site à destination des consommateurs et professionnels et réseaux sociaux animés et alimentés régulièrement 	✓	✓
3	Guide de l'acheteur	<ul style="list-style-type: none"> ■ Guide spécifique à chaque produit décrivant l'espèce, le cycle de vie, le mode de pêche, la gestion de la ressource, la politique de qualité, etc. 	✓	
4	Dossier de presse	<ul style="list-style-type: none"> ■ Présentation des produits et fiches recettes ■ Tradition pêche et transformation ■ Informations nutritionnelles 	✓	✓
5	Film documentaire	<ul style="list-style-type: none"> ■ Documentaire séquencé sur la chaîne de production des PDM, depuis la capture jusqu'à la consommation, en valorisant les efforts effectués par le Maroc en termes de durabilité 	✓	✓



حوت بلادي 

MOROCCAN SEAFOOD



حوت★بلادي
من خير بلادي



MOROCCAN  **SEAFOOD**
Naturally



حوت بلادي

جودة مضبوطة



MOROCCAN
SEAFOOD
QUALITY APPROVED

www.houtbladi.ma

www.moroccanseafood.com

ROYAUME DU MAROC
Ministère de l'Agriculture et de la Pêche Maritime



Labellisation & Marketing Institutionnel des produits de la mer



Jeudi 14 février 2013