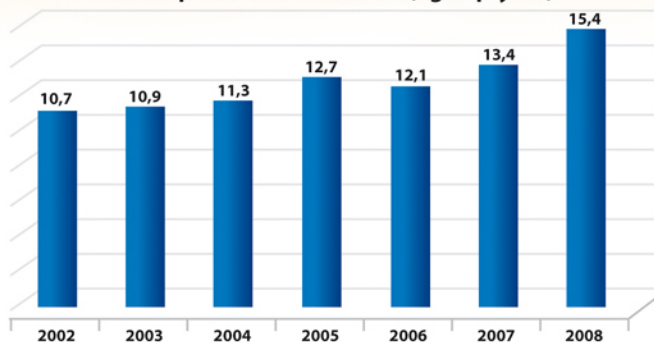


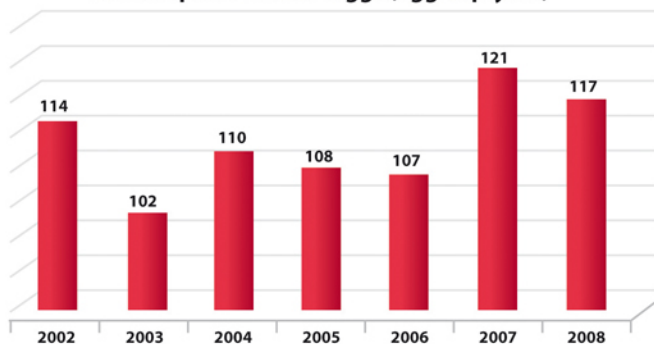
POULTRY CONSUMPTION

Though average per capita consumption has substantially increased, it remains nevertheless below the potential of poultry consumption reached by countries of similar economic development.

Consumption of broiler meat (kg/cap/year)



Consumption of table eggs (egg/cap/year)



STRUCTURE OF POULTRY SECTOR

- 40 feed millers.
- 46 broiler hatcheries.
- 5 layer hatcheries.
- 3 turkey hatcheries.
- 4.326 broiler growers authorized.
- 282 turkey growers authorized.
- 217 egg producers authorized.
- 23 poultry processing plants.

MOROCCO



Located at the North-Western corner of Africa, only few miles away from Spain, Morocco is at the crossroads of Arab World, Europe and Africa.

- Area : 710.850 Km²
- Population : 30 millions
- Monetary unit : Dirham
- Main languages : Arabic & French
- Capital : Rabat
- Economic center : Casablanca

الفيدرالية البيمهنية لقطاع الدواجن
Fédération Interprofessionnelle du Secteur Avicole
Moroccan Poultry Federation



www.fisa.org.ma

123 - 125, bd Emile Zola Casablanca 20.310 Morocco
Tél. +212.(0).522.54.24.88/89
Fax +212.(0).522.44.22.76
Web Site : www.fisa.org.ma E-mail: fisa@menara.ma

The Moroccan Poultry Federation, FISA, is a non-profit professional organisation that represents all segments of the poultry industry through lobbying, education, communication and promotion.

FISA was created in 1995. Its membership is composed of 5 associations, each representing one segment of the poultry industry :

- AFAC : Feed millers association.
- ANAM : Hatcheries association.
- APV : Poultry meat producers association.
- ANPO : Egg producers association.
- ANAVI : Plant processing association.

MISSION VISION

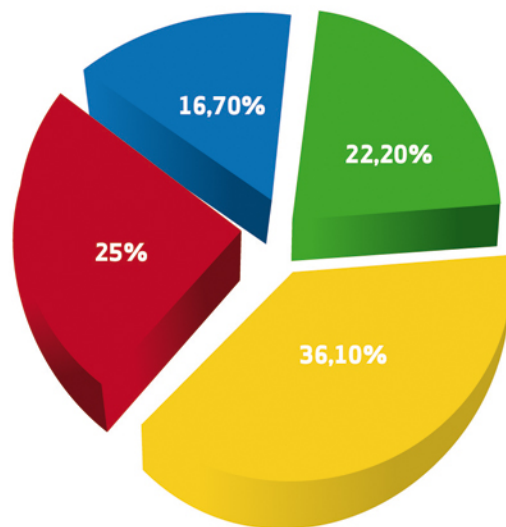
Enhance the ability of the poultry industry to produce and market quality poultry products at competitive and accessible prices to consumers.

MISSION STATEMENT

- Tackle the many far-reaching issues that affect the technical and economic environments of poultry production and marketing.
- Foster positive communication and working relationship with government agencies, as an essential milestone for a sustainable development of poultry industry.
- Inform, educate and support member associations.
- Promote quality and consumption of poultry products.

OUTLOOK OF POULTRY SECTOR

- Total investments in poultry business amount to **1 billions US \$**.
- Turnover is estimated at **2,42 billions US \$** in 2008.
- Poultry sector offers **320.000 employments**.
- Poultry sector provides more than a third of animal protein in consumer's food ration.



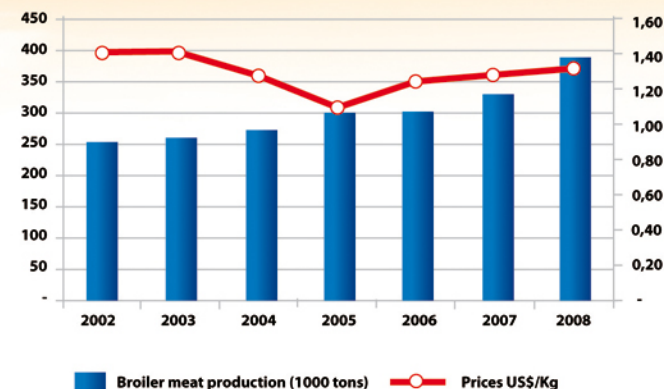
■ Dairy products
 ■ Poultry products
 ■ Red meat
 ■ Fish

Sources of animal protein in an average food ration

POULTRY PRODUCTION

- National production of poultry meat and eggs covers all domestic demand.

Broiler production and prices



In 2008, the poultry sector produced :

- **390.000 MT of broiler meat.**
- **50.000 MT of turkey meat.**
- **2,9 billions eggs.**
- **2,2 millions MT of poultry feed.**
- **330 millions of broiler chicks.**
- **13 millions of egg laying pullets.**
- **4,6 millions of turkey poult.**

Table eggs production and prices

