

Voluntary Report – Voluntary - Public Distribution

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Report Name: New Export Opportunities for US Seed Potatoes

Country: Morocco

Post: Rabat

Report Category: Export Accomplishments - Market Access, Food Processing Ingredients, FAIRS
Subject Report, Planting Seeds, Potatoes and Potato Products

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Report Highlights:

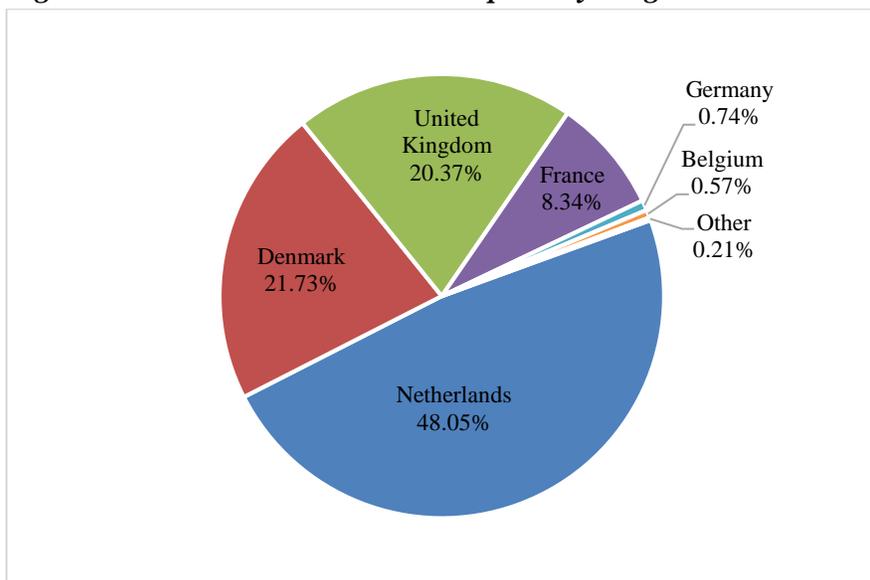
On May 10, 2024, the Moroccan market opened for U.S. seed potatoes. The United States and Morocco agreed to the final requirements for import during the Plant Health Bilateral Meetings between the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service (APHIS) and Morocco’s sanitary authority (ONSSA) from May 6-10, 2024. This capped a regulatory process that began in 2015. Morocco’s food processing industry has expressed interest in importing U.S. varieties of potatoes for planting that they can use to make potato chips and French fries. The U.S. industry estimated the potential Moroccan market for seed potatoes to be about \$8 million USD. U.S. exporters can begin shipping as soon as there are Moroccan buyers. In 2023, Morocco imported over \$42 million USD in seed potatoes primarily from the European Union (Netherlands, Denmark, and France) and the United Kingdom.

GENERAL INFORMATION:

On May 10, 2024, Morocco agreed to facilitate the import of U.S. seed potatoes during the Plant Health Bilateral Meeting (May 6-10, 2024). Both sides signed the Operational Work Plan that is the final step to allow U.S. seed potatoes into Morocco. This capped a regulatory process that began in 2015. Morocco’s food processing industry has expressed interest in importing U.S. varieties of potatoes for planting, which they can use to make potato chips and French fries. The U.S. industry estimated the potential Moroccan market for seed potatoes to be about \$8 million USD during a 2018 market assessment.

FAS Morocco, in collaboration with Potatoes USA, has successfully registered five U.S. varieties of seed potatoes for import into Morocco (Atlantic, Chieftain, Cal White, Ranger Russet and Clearwater Russet). FAS and Potatoes USA used FAS’s Quality Samples Program to bring in potatoes for the field trials necessary to register these five varieties. Normally the variety registration process can take up to two years in Morocco. With these registrations already complete, U.S. exporters can begin commercially shipping these varieties. In 2023, Morocco imported over \$42 million USD in seed potatoes primarily from the EU (Netherlands, Denmark, and France) and the United Kingdom.

Figure 1: Morocco Seed Potatoes Imports by Origin in CY 2023



Source: Trade Data Monitor

Attachments:

No Attachments.