

LYMOUNA MATYSHA TOUTY BERRY



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TAQUIEDINE CHERRADI FADIL
FOUNDER SINCE 1987



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Zone industrielle



Values

Eco-friendly



Passion and
Excellence



OUR VALUES

Collaboration



Engagment
and Customer
Satisfaction



OUR MISSION

As a group, we aim to be **efficient, sustainable, and respectful of people and the environment.**

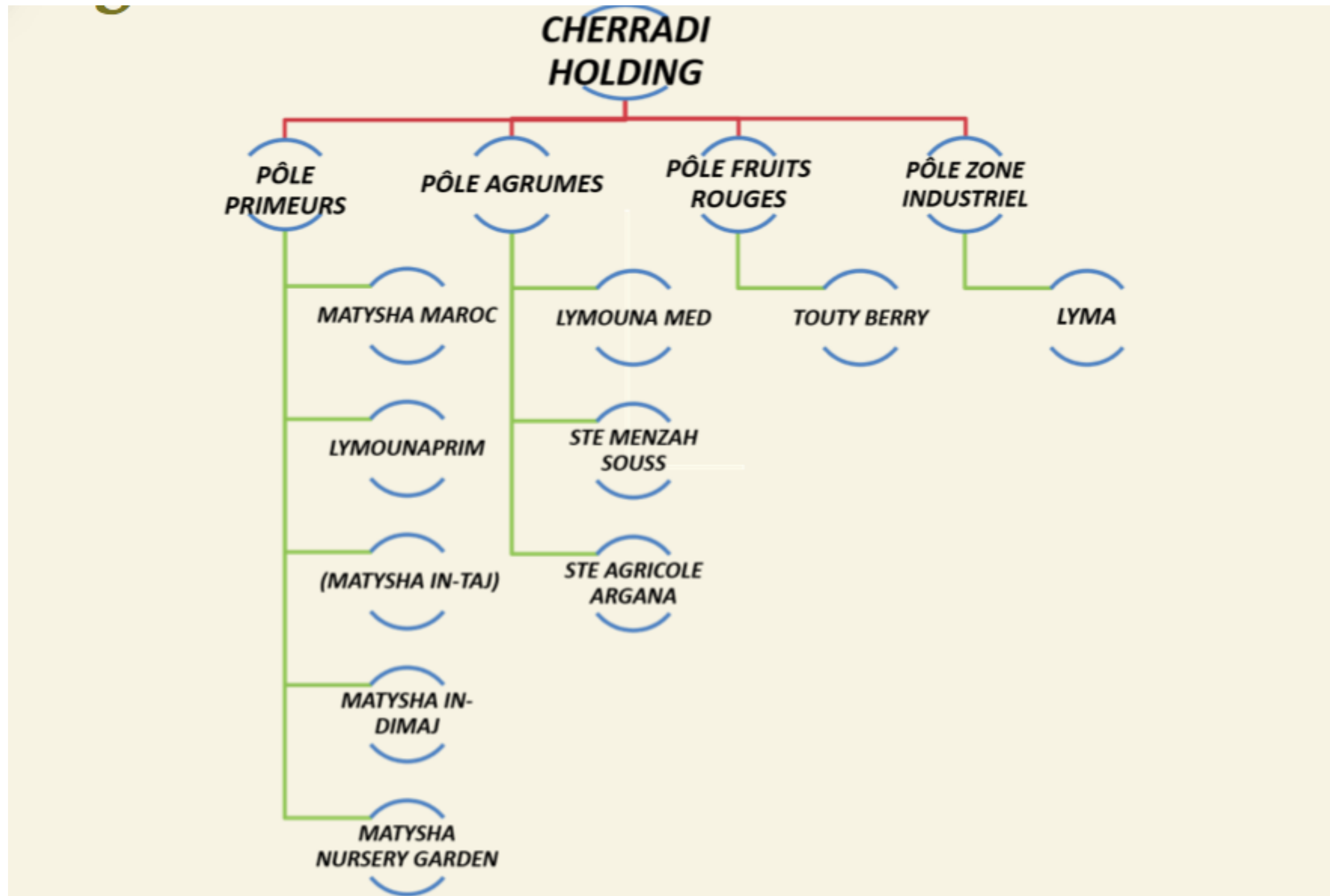
Believing in **synergy** and good business **integration**, we provide our clients with products and services at the best market conditions



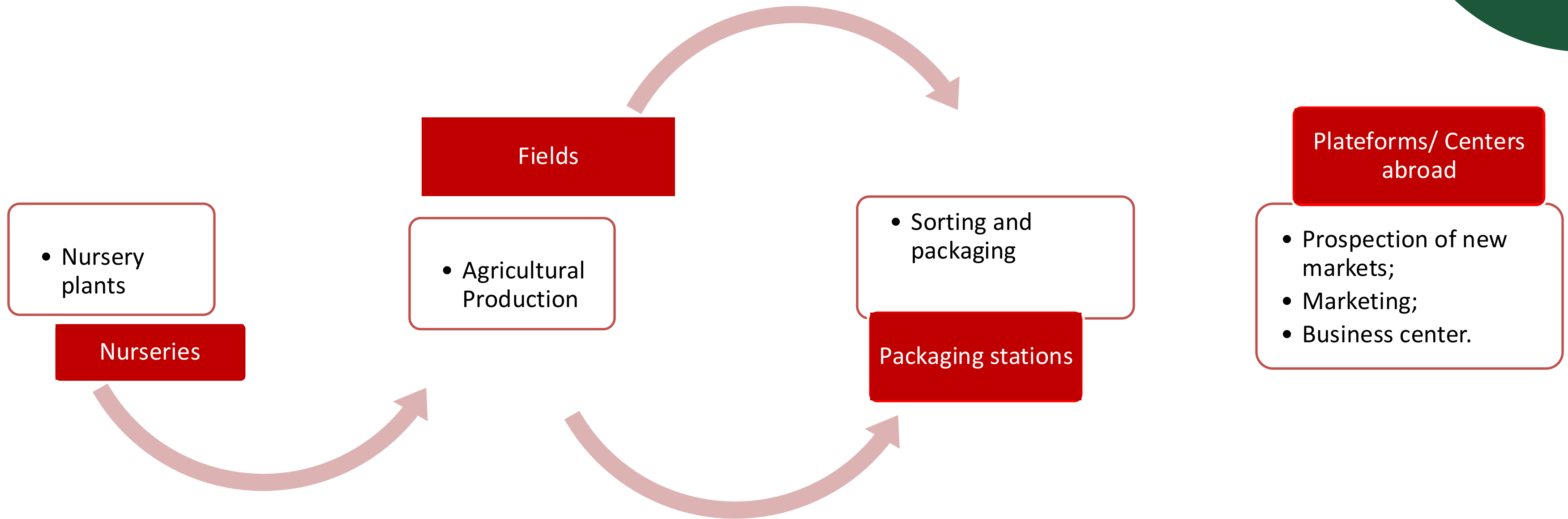
Overview of the group



Organization Chart



Synergy & Integration



Citrus fruits and vegetables production



Agribusiness



Animal production and dairy farming units



Creation of industrial zones



Foreign investments

Group Timeline

AGRICULTURAL FIELDS « CHERRADI »

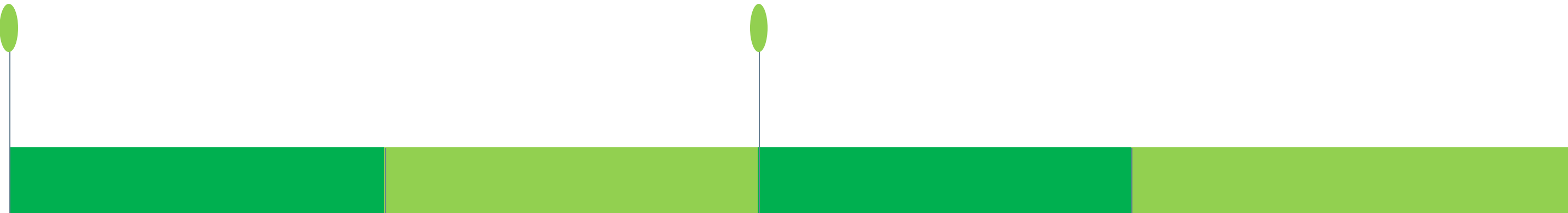
CREATION OF THE COMMERCIAL
PLATFORM IN FRANCE « MATYSHA
FRANCE »

- ✓ CREATION OF THE PRODUCTION COMPANY
INDIMAJ;
- ✓ ACQUISITION OF THE STATION
LYMOUNAMED AND THE PRODUCTION
COMPANIES ARGANA AND MENZAH SOUSS;

1987

2010

2015



2009

CREATION OF THE PACKAGING STATION
MATYSHA MAROC

2012

CREATION OF THE NURSERY:
MATYSHA NURSERY GARDEN

- ✓ CREATION OF THE SUBSIDIARY TDC COM IN
FRANCE ;
- ✓ CREATION OF CHERRADI HOLDING

- RELOCATION OF THE AGRICULTURAL FIELDS « CHERRADI » TO MATYSHA INTAJ

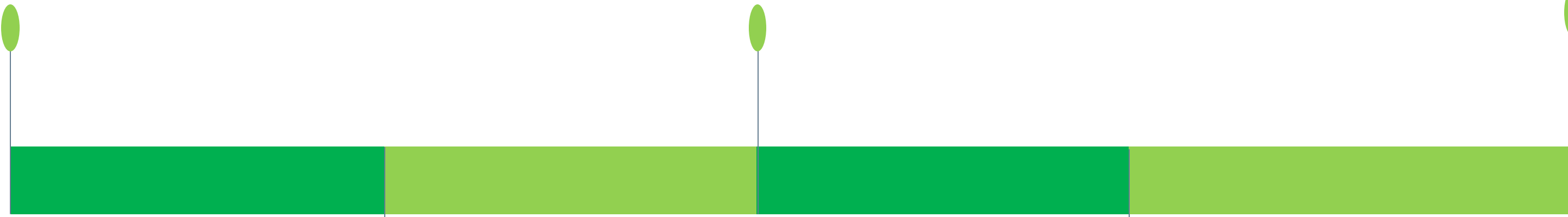
- EXPANSION OF 100 HECTARES OF TOMATOES
- LAUNCH OF THE FIRST TRANCH OF THE INDUSTRIAL ZONE PROJECT

- LAUNCH OF THE SOFT FRUITS FREEZING UNIT

2016

2020

2025



2017

2021





- LAUNCH OF LYMOUNAPRIM, VEGETABLES STATION
- PLANTING 80 HECTARES OF CITRUS FRUITS (IGLY FARM).
- FIRST LAUNCH : CREATION OF A PACKAGING UNIT FOR CARDBOARD BOXES

- EXPANSION OF 100 HECTARES OF BERRIES
- LAUNCH OF THE SECOND TRANCH OF THE INDUSTRIAL ZONE PROJECT
- CREATION OF « TAQUIE-DINE CHERRADI » FOUNDATION

Under development

Locations



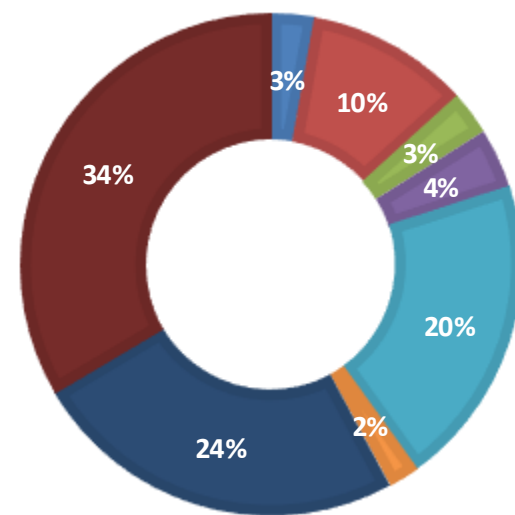
-  Tomatoes
-  Soft Fruits
-  Citrus
-  Packing Houses

Assortment

Crop	Round	Baby plum	Roma	Peppers	Raspberry	Blueberry	Citrus	Cactus	Open Field	Sum
Area (Ha)	25	94	25	35	180	18	218	50	250	895
Production (T)	5 250	15 980	5 500	4 200	3 060	360	9 806	1000	--	44 256
Export (T)	3 500	12 220	4 000	2 800	2 340	324	6 537	--	--	31 721

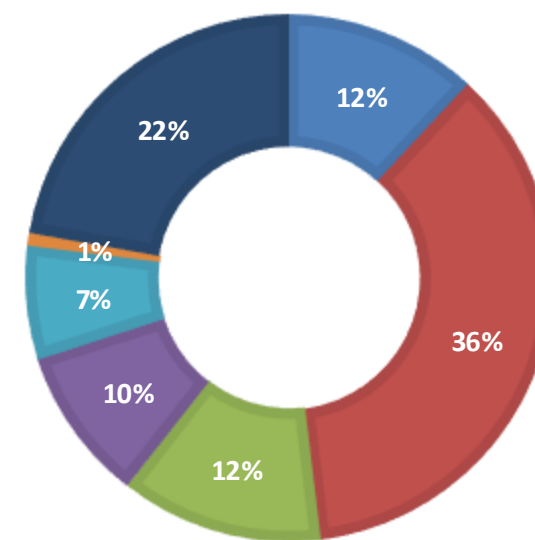
AREA (HA)

■ Round ■ Baby plum ■ Roma ■ Peppers
■ Raspberry ■ Blueberry ■ Citrus ■ Open Field



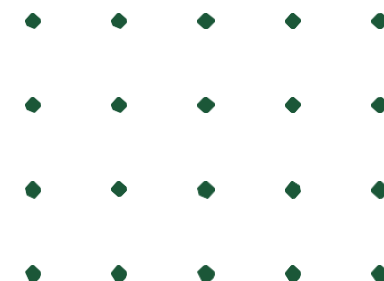
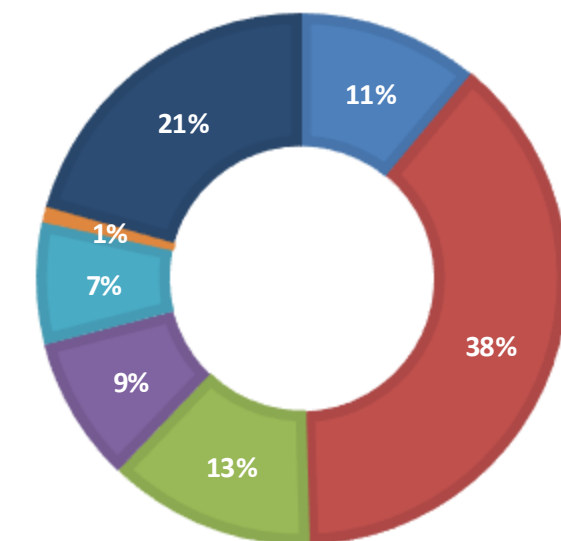
PRODUCTION (T)

■ Round ■ Baby plum ■ Roma ■ Peppers
■ Raspberry ■ Blueberry ■ Citrus ■ Open Field



EXPORT (T)

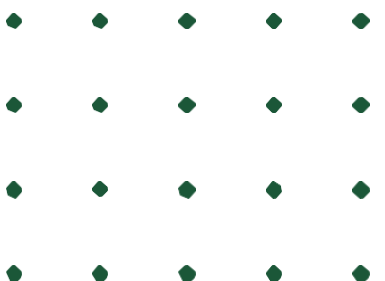
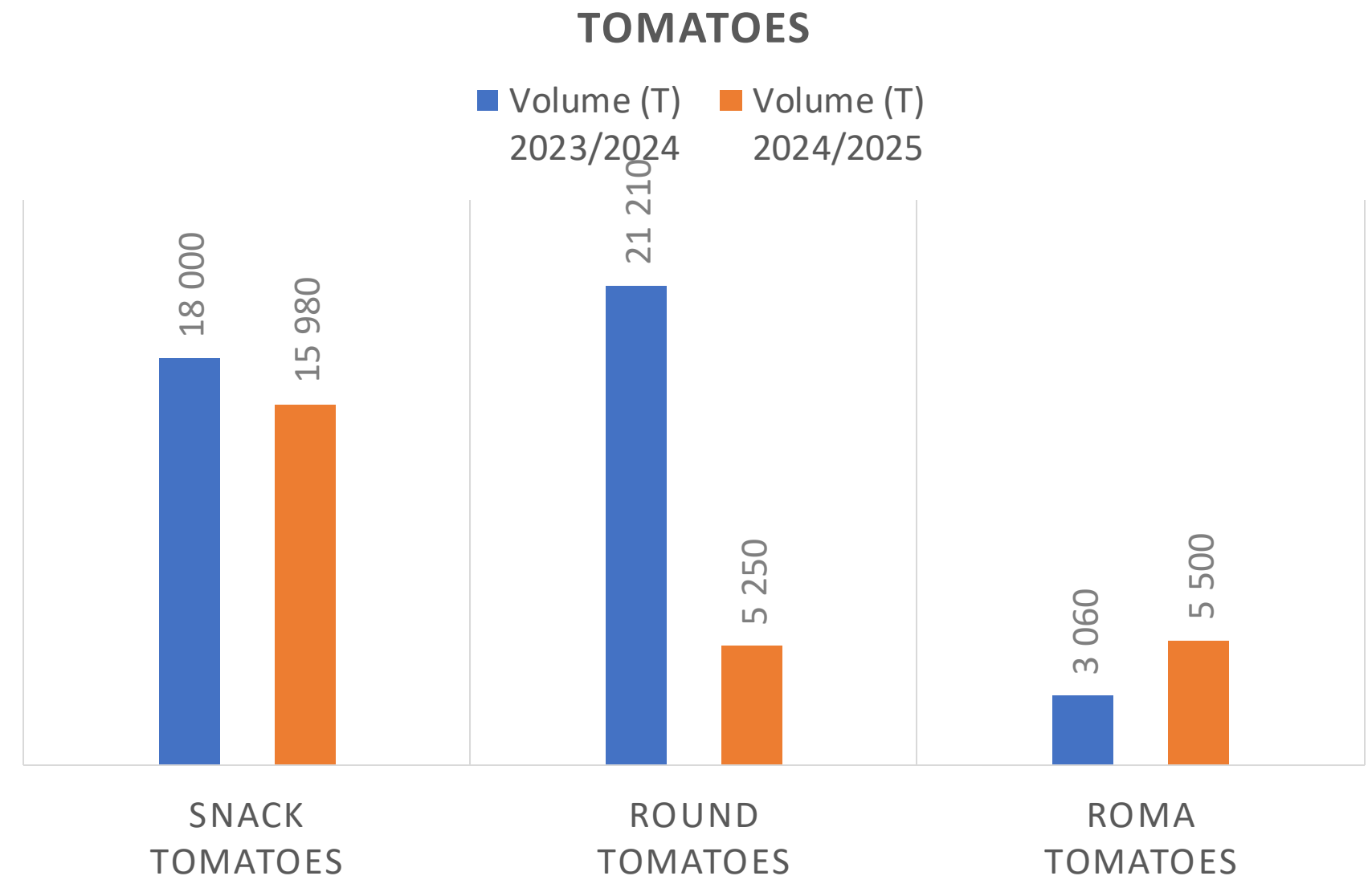
■ Round ■ Baby plum ■ Roma ■ Peppers
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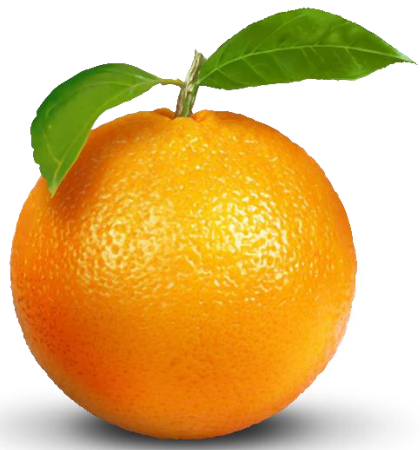




Vegetables

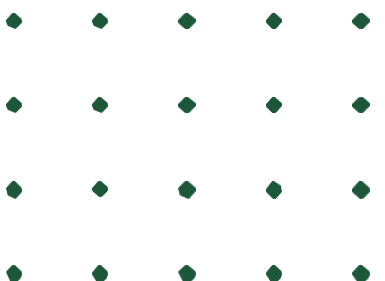
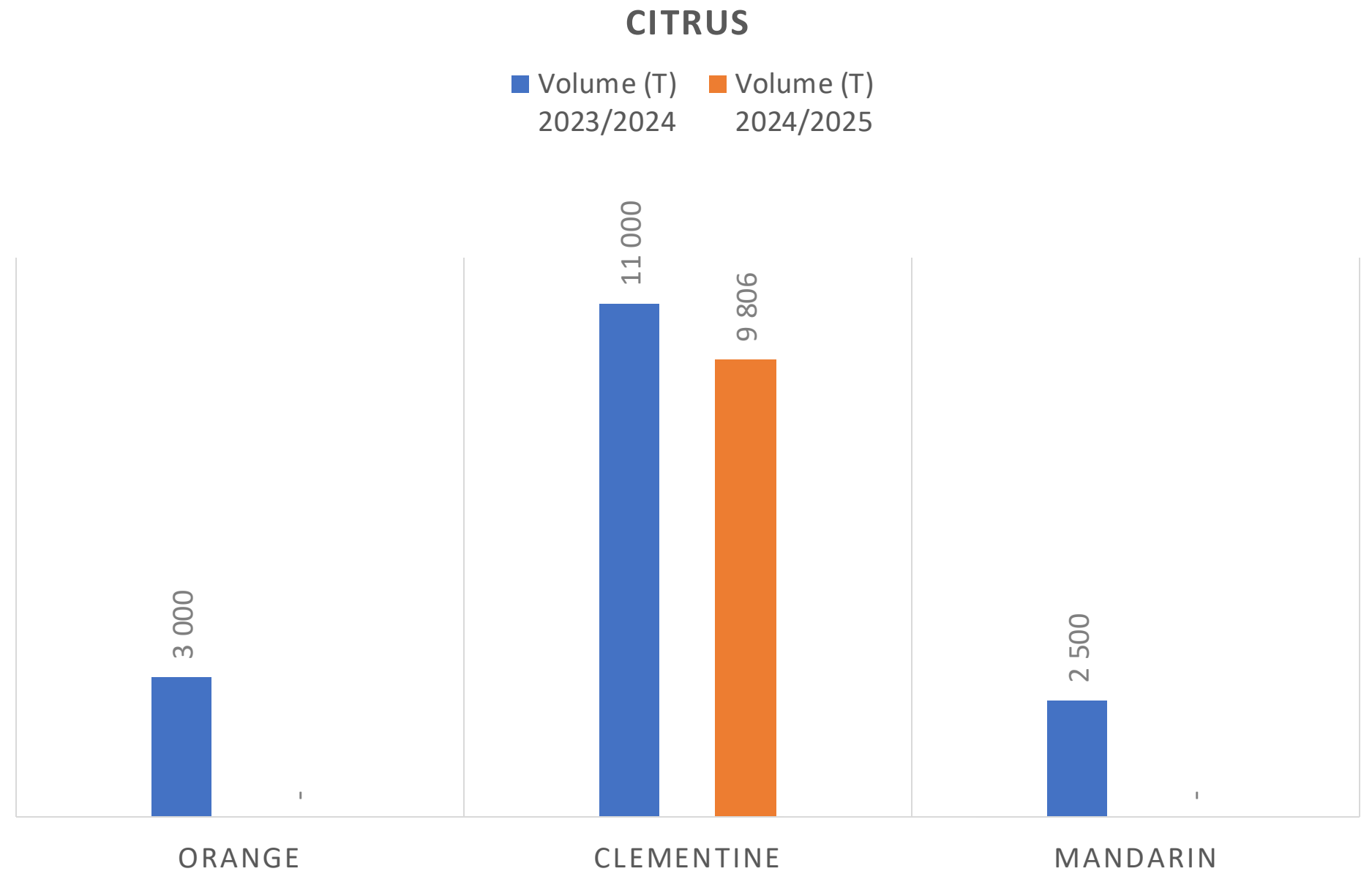
Product	Volume (T) 2023/2024	Volume (T) 2024/2025
Snack Tomatoes	18 000	15 980
Round Tomatoes	21 210	5 250
Roma Tomatoes	3 060	5 500
Total	42 270	26 730





Citrus Fruits

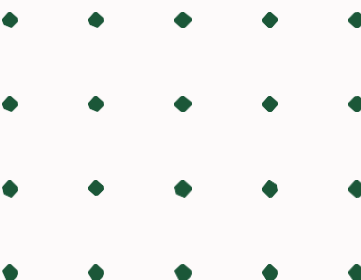
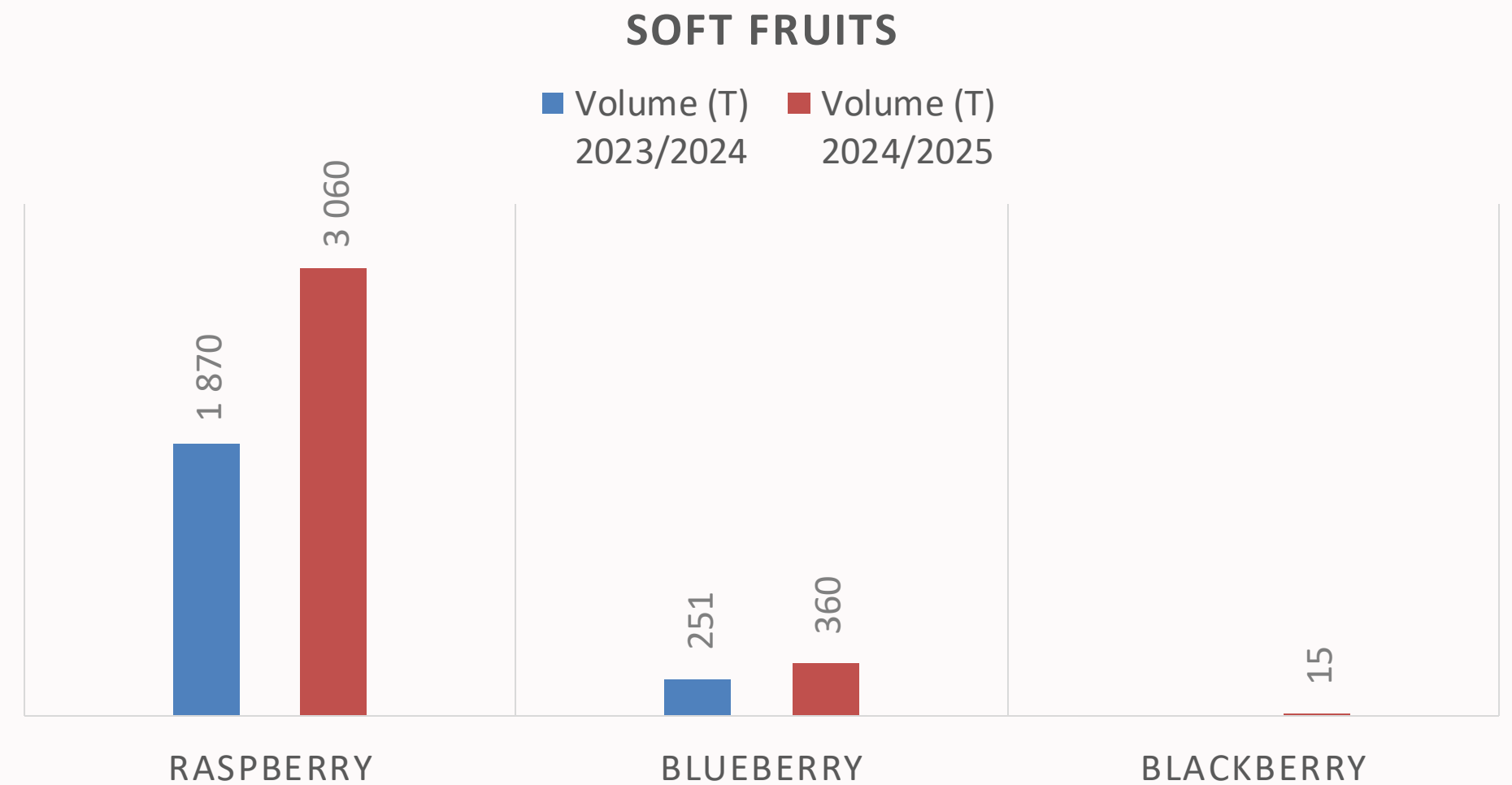
Product	Volume (T) 2023/2024	Volume (T) 2024/2025
Orange	3 000	-
Clementine	11 000	9 806
Mandarin	2 500	-
Total	16 500	9 806





Soft Fruits

Product	Volume (T) 2023/2024	Volume (T) 2024/2025
Raspberry	1 870	3 060
Blueberry	251	360
Blackberry		15
Total	2 121	3 435



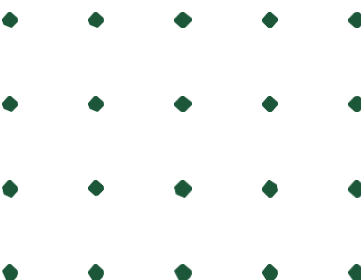


Cactus Fruits



IN PROGRESS

Years	Area (ha)	Volume (T)
24/25	50 ha	1000 T
25/26	150 ha	3000 T
27/28	300 ha	6000 T

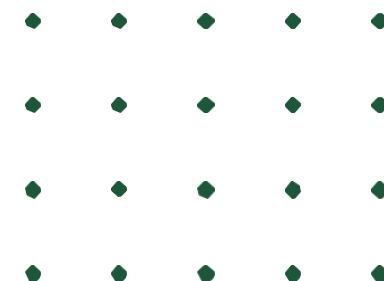




Vegetables



Years	Area (ha)	Volume (T)
24/25	60 ha	3600 T
25/26	120 ha	7200 T
27/28	250 ha	15 000 T



PACKING HOUSE MATYSHA MAROC

VEGETABLES



- Area : **60 000m²**,
- Entirely air-conditioned
- Advanced and innovative technologies
 - **Capacity for packaging: 100 KT**
 - **Capacity for cold-storage: 80 trucks**
 - **Total workforce of 700 employees**

Certified HACCP & BRC and benefits from the approval of " Autocontrol" delivered by EACCE.

PACKING HOUSE LYMOUNAPPRIM

VEGETABLES



- Area : **3 000m²**,
- Creation : 2016
- Capacity :
 - **Packaging: 150t/d**
 - **Cold-storage: 8 trucks**
 - **Total workforce of 150 employees**

Certified HACCP & BRC and benefits from the approval of " Autocontrol" delivered by EACCE.

PACKING HOUSE LYMOUNAPMED

CITRUS FRUITS



- Area : **16 000m²**,
- Creation : 2009
- Capacity :
 - **Packaging: 450 t/j**
 - **Cold-storage: 5000 T**
 - **Total workforce of 350 employees**

Certified HACCP & BRC and benefits from the approval of " Autocontrol" delivered by EACCE.

Industrial Zone : LYMA

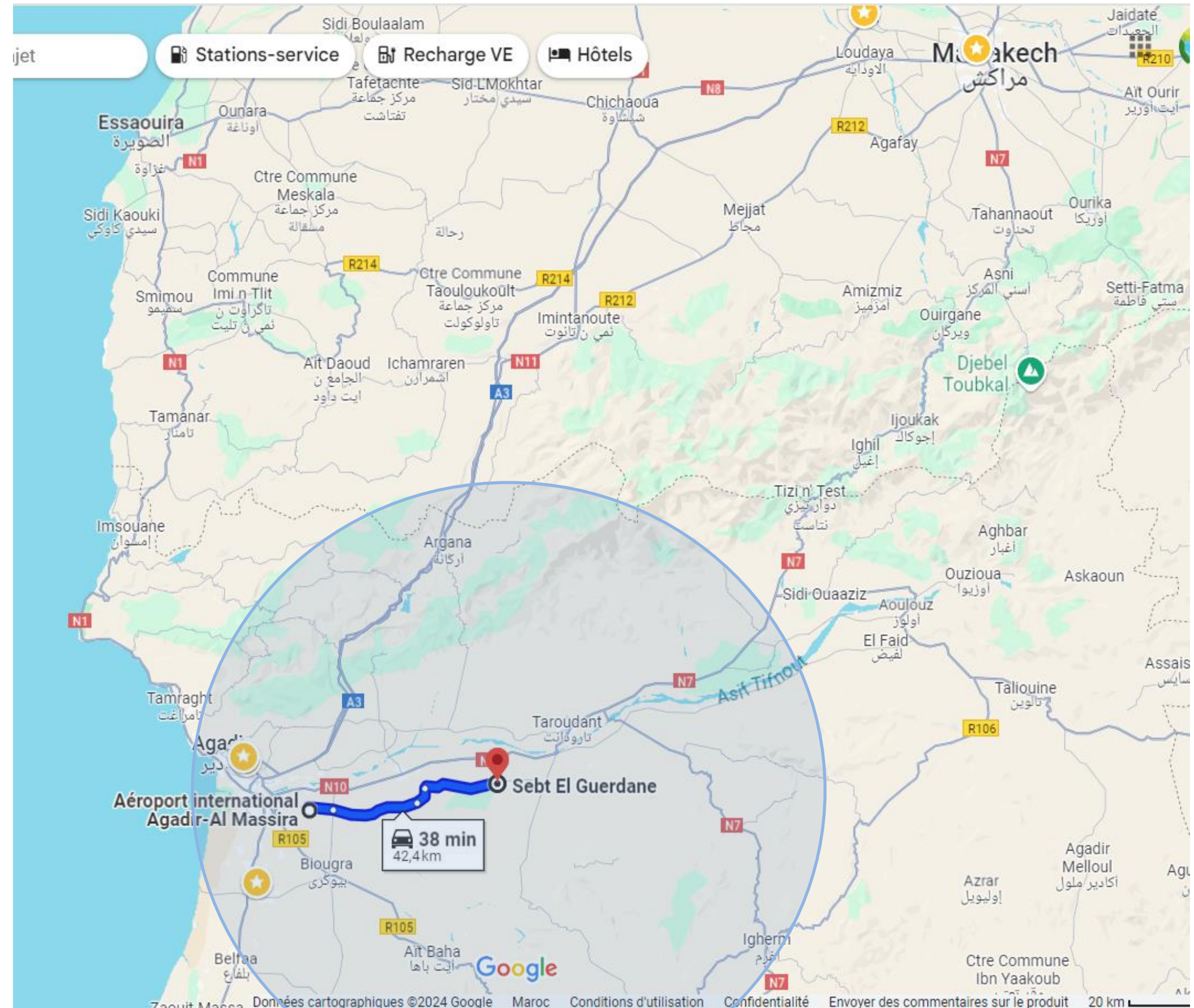
LYMA : Agro-industrial ecosystem, a lever for economic and social development through the construction of an integrated commercial, industrial and logistic zone in the region of Sebt El Guerdane. Investissement of 400 Million Dirhams: 220 M MAD of new investments upon 180 M MAD already executed.

- 700 new jobs (added to 200 jobs already created to reach the goal of more than 900 permanent jobs (equivalent of 240 000 days of work).
- Development of infrastructure and services around the logistic and industrial zones
- Hub for agro-industrial activities



Industrial Zone : LYMA

- Aéroport Agadir ALMASSIRA : 43 km (23 min)
- Autoroute Marrakech : 42 km (20 min)
- Port Agadir : 52 Km (45 min)
- Taroudant : 20 km (15 min)



PENDING PROJECTS (Agrobusiness)

Project 1 : “Tomato concentrate project”

- ❖ Self-financing capacity : 16%
- ❖ Working Capital Requirement : 154 MDHS (Over 5 years)
- ❖ Expected profitability (ROI) : 248 % of the amount of investments
- ❖ MOI approved by AMDIE



Project 2 : “Frozen Raspberry”

- ❖ Self-financing capacity : 14%
- ❖ Working Capital Requirement : 80 MDHS (Over 5 years)
- ❖ Expected profitability (ROI) : 314 % of the amount of investments
- ❖ MOI approved by AMDIE




Quality

- One of the best tomato growers and exporters in the world;
- Prizes and certifications at national and international level;



- Average market shares in the moroccan export market :




A wide-angle photograph of a lush green agricultural field, likely a soybean field, with rows of crops stretching towards the horizon under a bright blue sky with scattered white clouds. The perspective is from a low angle, looking down the center of the rows.

« OUR COMMITMENT TO QUALITY IS THE FOUNDATION OF
OUR COMPETITIVENESS IN THE GLOBAL MARKETPLACE »

CEO Taquie Dine Cherradi El Fadili



THANK YOU

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