



PRODUCER PROFILE



SAFRAN

Name:

Cooperative IMGOUNE

**Production
Area:**

150 Hectares

Country: Morocco

FLO ID: 333682

Certification Since: 2012

Number of Certified Members: 18



FAIRTRADE
AFRICA

Introduction



The Cooperative IMGOUNE was founded in 2012 as a group of 18 small-scale Safran producers, in Taliouine – Taroudant Morocco. The Cooperative developed the maturity and the required experience over time to manage its operations better and transition from selling its products on the home market to the global market.

Vision

Improve the quantity produced and quality of our products in order to improve the sales and the producers' income.

Safran Growing and Processing

The safran is planted one time for every 5 years in small area. Each year the growers harvest from mid-October to mid-November.

The process start with the physical collection of safran flowers. Once the safran bristles have been taken from the flowers, the bristles are collected and put through a drying process to lower the humidity. The finished product is packaged and prepared for sale to clients.

The idea to start the Cooperative was to group small growers within an organisation of small producers. The Cooperative is specialized in producing safran and is situated in the Taliouine Est area of Taroudant. After several years of continuous member efforts, the Cooperative has developed a workplace and is valuing its product through certification. (Organic and Fairtrade).





Benefits of Fairtrade

The main purpose of the cooperative is to improve the social conditions of small producers and their families by giving value addition to their products in order to increase their income. The cooperative has been able to witness improvement in quality and quantity production through application of the Fairtrade standards and requirements.

The cooperative was certified by Fairtrade in 2017, through which it has been able to improve governance and the participation of members has also contributed to accountability and transparency leading to increased efficiency.

Social development projects have been undertaken in the society level through the Fairtrade Premium.

The Fairtrade network, permit to the cooperative to improve capacity of market presence, participating in market events, and received support services through Fairtrade Africa such as trainings, project funding, conventions and exhibitions.



Premium Projects

- Improve the quantity of safran production.
- Looking for a new trade relationship.
- Working to find financial aid to develop the new products.
- Supported cooperative members to improve their social situation.

Challenges and Proposed Solutions

- Climate change – adaptation, sensitization, mitigation
- Direct Marketing – linkage with buyers
- High cost of production.



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