



PROPRIM

MOROCCAN CITRUS | PRODUCER & EXPORTER

Premium Moroccan Citrus, Grown From Soil to Shelf.

Vertically integrated producer, packer and exporter based in Souss-Massa, Morocco. Supplying premium citrus to professional buyers across Europe, North America, Russia, Africa and the Middle East.

1,200 ha

Farmland

22,000 T

Export Capacity

30+

Years Experience

6

Global Markets

CERTIFIED TO INTERNATIONAL STANDARDS

GlobalG.A.P.

BRC / BRCGS

SMETA / Sedex

HACCP

BSCI

OUR COMMERCIAL BRANDS

GLORIOSA

Fresh Pro Prim

EMERAUDE

MAHDIA

A vertically integrated Moroccan citrus exporter

From orchard management to reefer loading and worldwide delivery

PROPRIM is rooted in the fertile Souss-Massa region, at the heart of Moroccan citrus production. With more than 30 years of experience, modern packing infrastructure and recognized international standards, PROPRIM manages citrus programs from farming to export documentation and delivery.

Control from soil to shelf

Our integrated model gives buyers one accountable partner for production, harvest, packing, quality control, cold chain, documentation and shipment follow-up.

Strategic export location

Our packing station in Ait Melloul is close to the Port of Agadir, with export routing through Agadir and Tanger Med for flexible market access.

Our Integrated Supply Chain



Core Values

Equity

Client Centricity

Innovation

Sustainability

Dynamism

Farm land

1,200 ha of premium orchards

Packing

Modern sorting and calibration

Traceability

ERP-supported product follow-up

Energy

Sustainable practices and efficiency

Premium Moroccan Citrus Portfolio

Conventional and selected organic programs available

Clementines

Oct - Jan

VARIETIES

Nules, L'Orogrande, Sidi Aissa, Clementine Fine

KEY STRENGTH

Sweet, aromatic and easy to peel, with strong consumer appeal.

Nour Mandarins

Dec - Feb

VARIETIES

Nour

KEY STRENGTH

Premium Moroccan mandarin with attractive colour, sweet taste and winter demand.

Nova Mandarins

Nov - Jan

VARIETIES

Nova

KEY STRENGTH

Rich flavour, juicy texture and strong colour for fresh commercial programs.

Nadorcott / Afourer

Jan - Apr

VARIETIES

Nadorcott / Afourer

KEY STRENGTH

Deep orange, aromatic, high Brix and strong shelf-life for export.

Ortanique

Feb - May

VARIETIES

Ortanique

KEY STRENGTH

Distinctive late mandarin-orange hybrid with a rich flavour profile.

Orange Range

Nov - Jul

VARIETIES

Navel, Salustiana, Washington Sanguine, Valencia, Maroc Late

KEY STRENGTH

Fresh consumption and juice programs with an extended season window.

Lemons

Sep - Feb

VARIETIES

Eureka

KEY STRENGTH

Bright colour, high juice content and versatile use for retail and food service.

Melons

May - Aug

VARIETIES

Sangria, Fiesta, Calsweet, Royal Sweet

KEY STRENGTH

Selected seasonal melon programs prepared to customer specifications.

Programs can be adapted by variety, calibre, packaging, brand and destination.

Main citrus calibres: full range on request. Packaging options include cartons, nets, trays, custom labels and private label programs.

Certified Quality, Responsible Production

Food safety, traceability, ethics and consistent export standards

PROPRIM operates according to recognized international standards required by professional importers, retailers and fresh produce distribution networks. Our quality approach covers fruit selection, packing, cold chain, documentation and final loading control.



GlobalG.A.P.

Good agricultural practices and farm-level traceability.



BRC / BRCGS

Food safety standards for packing and export operations.



SMETA / Sedex

Ethical trade, labour, health, safety and environment.



HACCP

Food safety risk analysis and control.



BSCI

Social compliance and responsible business practices.



Organic

Selected organic citrus programs available.

Why Choose PROPRIM?



Vertically Integrated

One partner, direct control and full traceability from orchards to port.



Flexible Commercial Terms

FOB Agadir/Tanger, CIF and DAP programs according to buyer needs.



Fast Turnaround

Packing station near Port of Agadir, supporting efficient pack-out to vessel loading.



Premium Quality Assurance

Consistent calibres, colour, firmness, Brix and packaging controls.



Extended Citrus Season

Clementines, Nour, Nova, Nadorcott, Navel, Valencia and Maroc Late from October to July.



Long-Term Partnership

Responsive communication, documentation follow-up and program planning.

Global Reach - Professional Citrus Programs

Supplying importers, wholesalers, retail program operators and distributors

Europe

France, Germany, Spain, Netherlands, Scandinavia and other EU destinations.

United Kingdom

Retail, wholesale and food service supply programs.

North America

USA and Canada, including East and West Coast programs.

Russia & CIS

Direct reefer container supply to selected destinations.

Africa

West, Central and East African markets.

Middle East

UAE, Saudi Arabia, Qatar, Kuwait and selected regional destinations.

Logistics & Commercial Terms

Packing Station

Ait Melloul, Souss-Massa

Export Ports

Agadir and Tanger Med

Incoterms

FOB / CIF / DAP

Packaging

10 kg, 15 kg, nets, trays, private label

Calibres

Full range on request

Cold Chain

Reefer loading and temperature control

Get in Touch

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Ready to source premium Moroccan citrus? Samples and price lists available upon request.