

## **P4b : 1 hour with Mohamed FIKRAT**

Morocco is a young country that exists since 12 centuries, nonetheless, it is very rich because of its culture and because of its abundant agricultural land.

The company COSUMAR was created in 1929; then already, 100 tons of sugar was produced daily; today, at least 3000 tons are produced per day. The company was able to make its supply chain evolve and adapted to present times; today, CONSUMAR has integrated a refining cycle for sugar which mainly coming from Brazil. This success was facilitated by high-quality collaborations, especially with the French company SAINT LOUIS.

CONSUMAR works with 80 000 farmers and has created 10 000 jobs in industry and services. They constantly focus on optimizing their use of water and on constructing partnerships with social associations. Three sectors of CSR are taken into account: economic, social and environment; and respecting the balance among the three. The stakeholders are the farmers, the stock holders and the consumers-clients. For a long time, the Moroccan government rendered impossible privatization in the sugar sector; CONSUMAR actively participates today to promote a more extended privatization. By implementing actions such as “Plan Maroc Vert” (Green Morocco Plan), CONSUMAR assumes fully their policy in responsible agriculture.

The company has chosen as a goal the optimization of the productivity of farmers, and has contributed to an average of 20% growth for each farmer. CONSUMAR assumes as its duty to offer to all Moroccan regions, sugar at the most affordable price. Moroccans are big consumers of sugar; the issue of the seasons in sugar production (sugar beetroots or cane) is thus a permanent concern. CONSUMAR has also decided to be involved in social projects; for example, “medical caravan”, a project which offers 500 free medical consultations, surgery on site, and workshops organized for children. The company also has actions for education: building schools, contributing to development of associations which mainly target students.

Major investments were done these past years to optimize use of water and of energy as well as to maximize the extraction of sugar in the plantations. Some key figures: 550 million euros of annual turnover, profit of around 45 million euros per year.

Future challenges in terms of CSR: a firm commitment to follow-up on their actions. Do what needs to be done in order that the belief and conviction in CSR be shared and carried out both inside and outside of the company.