INDUSALIM – A Market-Oriented Margarine Producer in Morocco

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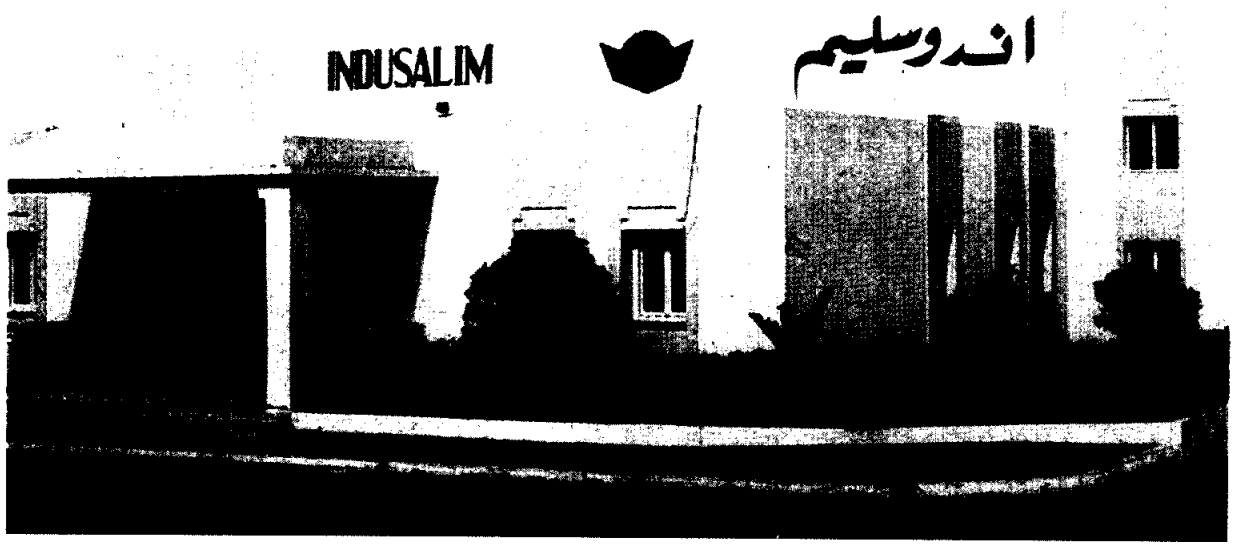
Established in 1987, INDUSALIM launched its first product during the same year. This product was a soft margarine made from vegetable oils and was introduced to the Moroccan local market. INDUSALIM's manufacturing factory is located about 70 km from Casablanca which is the biggest economic centre of Morocco.

Today, INDUSALIM is equipped with modern and highly competitive manufacturing and processing facilities, specially for making soft vegetable margarine. It has also set up a quality control laboratory to monitor and evaluate the quality of the margarine produced.

INDUSALIM can be proud that it is able to satisfy the market requirements and to provide the clients' specific needs – this sums up the corporate quality policy of INDUSALIM. When the President of INDUSALIM, Mr. Fossi, was asked about the overall quality policy of the company's products, he replied as follows:

"Over and above the performance of our equipment and human potential, we give a particular importance to the choice of raw materials, and bring all the required care to their qualitative analysis in order to obtain product of an excellent quality".

He further added, "With all these factors, INDUSALIM has become a real reference, consolidating its place as the first producer of a soft vegetable margarine in Morocco. This structure has added to the will to always go further, giving us the opportunity in the export market. And we have succeeded to commercialize our products in the Arab nations and most of the Maghrebian countries, so we are proud to contribute to the United Maghreb Association (U.M.A) edification, and to be a leader within that sphere. By virtue of all these performances, we have been acknowledged as the best industrial project for the past five years, and received the first investment trophy for the 'large-scale industry category in 1991'.



Office and Factory of INDUSALIM

TABLE 1. TYPES OF MARGARINES CURRENTLY PRODUCED BY INDUSALIM

Types	Brands	Purposes	Sizes
1. Margarine for Household	FLORITA	For cakes and various cake mixtures	Pack: 24 χ 250 g or 12 χ 500 g cartons : 5 & 10 kg
2. Professional Margarine	a) MAGDOR PATISSIER b) MAGDOR CROISSANT c) MAGDOR GARNITURE	For pastry For pastry For cooking	Cartons of 5, 10 15, 20 and 25 kg
3. Soft Vegetable Margarine	MAGDOR & STARTINE	For cooking and pastry with low cholesterol content and rich in essential fatty acids	Pack : 24 χ 250 g or 12 χ 500 g Cartons : 5 and 10 kg
4. Edible Vegetable Fats and Ghee	MAGDOR	For fried foods, biscuits, wafers chocolates and preserving.	Cartons: 5, 10, 15, 20, and 25 kg Drum : 200 kg Others : as requested by customers

Margarine Production Line

INDUSALIM has made its way resolutely towards the future. It is always listening to the market requirement which is a continuous process for improvement.

INDUSALIM does not hesitate to introduce changes and to diversify its production to conform with the latest know-how, which ensures its continuous development.

With all these winning factors, this well-performing company is poised for a promising future. It has incorporated palm oil products in its margarine formulation and has purchased a hydrogenation unit for installation. Mr. Fossi indicated that the unit will be used to modify vegetable oils for use as starting materials for margarine to improve the quality of the currently produced margarine.

Discussion held recently between Mr. Fossi and PORIM officers had generated some ideas for him to improve his current products *(Table 1)*. These include a suggestion for the manufacture of a *trans*-free margarine using palm oil products. By blending palm oil products having relevant slip melting points, namely palm stearin, palm olein, palm oil or palm kernel oil, a *trans*-free margarine could be produced. INDUSALIM is considering this to improve its existing products and has in mind to produce two types of margarines. The hydrogenation facility will be used to make industrial margarine. By blending palm oil products, a *trans*-free margarine will also be formulated to produce household margarines. Mr. Fossi added "this *trans*- free margarine will be marketed as a table margarine mainly to replace butter for our existing outlets". "Hence", he further continued, "we shall start with our Morocco market first, and then we extend to the neighbouring markets in the other Maghreb countries".

United Plantations (Unitata) – A Company Profile

Ahmad Ibrahim

Palm oil is well known worldwide for its versatility in applications. It can be used in almost all the known oils and fats products, without much need for further modification. One attribute of palm oil which makes all this possible is its unique semi-solid nature. Through a simple fractionation process, the solid and liquid fractions can be separated quite easily. The liquid fraction, for example, which is commercially available as the RBD palm olein, makes excellent cooking oil and frying fat.

Many attribute this superior performance to its balanced fatty acid composition plus the rich presence of natural anti-oxidants. The solid fraction on the other hand which is widely marketed as RBD palm stearin or the softer palm mid-fraction is popularly used as a natural hard stock in the manufacture of solid fats products such as margarine and shortening. It is also more economic because hydrogenation is often unnecessary when palm oil is used in such products. And ever since the news spread about the negative health implications of *trans* fatty acids, which are present in significant amounts in hydrogenated fats, many margarine and shortening manufacturers have been persuaded to switch to palm oil.

If palm oil is versatile as an oil, then many agree the United Plantations Group (UP) can be considered versatile in the palm oil business. UP, as it is widely known among palm oil enthusiasts locally and internationally, is not only actively involved in almost all the commercialisable aspects of palm oil,