



# Wednesdays Berber market & Argan Cooperative



On Wednesdays in the village of Ida Ogourd locals do their weekly shopping and meet 'n' greet friends. This market is a friendly, family affair which takes place on a small hill.

Market-goers traditionally travel by donkey to get the goods they need for the forthcoming week : the "Donkey Parking Lot" surrounding the market is a sight to behold!

At the market you find vegetables, fruits, spices, tools, as well as various services that are offered : a blacksmith putting new horseshoes onto donkeys' hooves; a cobbler resoling shoes ; amusing barber shops, indeed!

As we stroll through the market we pick up interesting details about farmers' lives in this region accompanied by background information on Berber culture in the Haha province. We finish our tour of the market with tea as we observe the busy scenery.

Afterwards we visit an Argan cooperative to learn about the production of precious Argan Oil. We watch the Berber women at every step in extracting oil from the kernels of the Argan fruits using a delicate, traditional process done by hand.



**HIGHLIGHTS !**  
Discovering rural  
life and visit an  
Argan coopérative.

Half day

Departs : 9a.m Essaouira  
Lenght : walk on the market  
Level of difficulty : Easy  
Return : 12.30 p.m Essaouira