

Transitioning to Sustainable Milk Production by Empowering Moroccan Dairy Farmers



The Hlib Bladi project
Since 2015



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The Moroccan Milk Market at a Glance

260,000

people are employed in the Moroccan dairy sector,
making it a key component of the economy...



Moroccan smallholder dairy farmers play a central role
when it comes to securing
FOOD AUTONOMY and **RURAL LIVELIHOODS**

Indeed...

90%

of Moroccan dairy producers
are smallholders farmers



Yet...

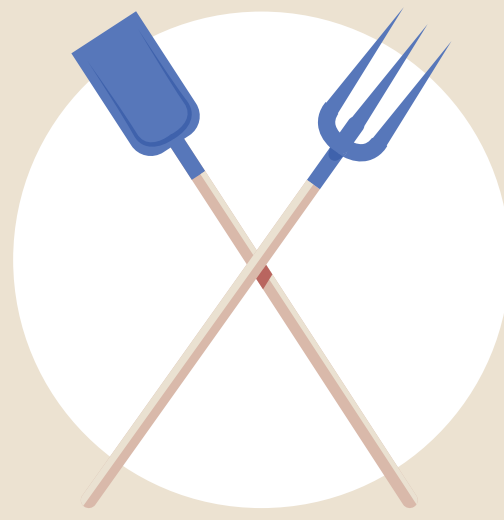


Dairy smallholders are faced with a range of **intertwined
environmental, economic and social challenges**



Impacts of climate change

- **Water scarcity:** Since September 2023, precipitation has been 70% below average, dams are now only 28% full and rain-fed agriculture represents 80% of cultivated areas but irrigated areas are also affected as pressure increases on ground water
- **Heat waves:** Record heat this winter, with the hottest January recorded in the kingdom since 1940



Lack of trainings on sustainable practices

- **Lack of training and education:** Many smallholders lack access to training and education on sustainable farming techniques, which can hinder productivity and efficiency



Challenging social realities

- **Gender Inequality:** Women often face limited access to resources and decision-making power
- **Generational Renewal:** Abandonment of the activity by farmers and youth due to the arduousness of the work and the lack of attractive and sustainable income
- **Difficult livelihoods:** Inflation and low profitability of farmers

... the following challenges have a direct impact on:



Livestock productivity & milk quality



Smallholders revenues, livelihoods and access to needed resources



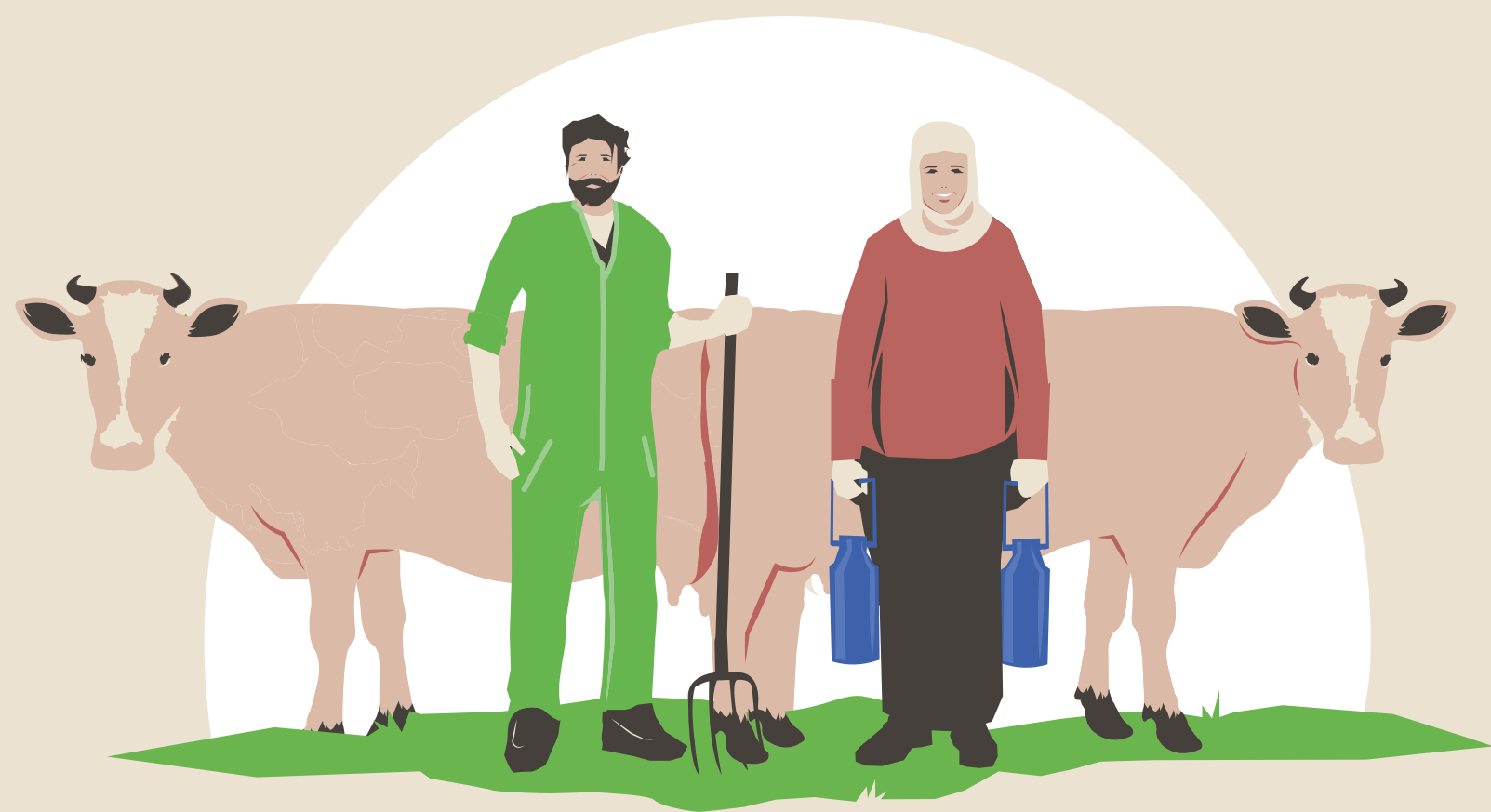
Climate change



To adress those challenges a coalition of public and private partners joined forces in 2015 to empower Moroccan smallholders

The **Hlib Bladi** project was born

How it Works at Farm Level

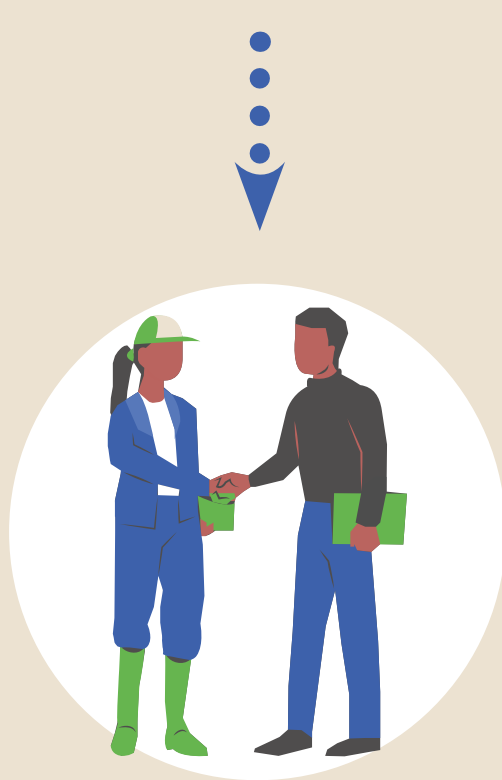


Moroccan smallholder farmers join the project and receive a comprehensive support through:



Collective training

- Trainings to enhance livestock productivity and milk quality: Feed, herd management, animal health, cow welfare, nutrition & reproduction
- Support for testing and deploying regenerative agriculture initiatives with environmental benefits (e.g. Agroforestry pilot)



Technical assistance

- Technicians perform day-to-day support to farmers to emphasize the best practices learned during the collective trainings



Farm upgrade

- Milking machines
- Drinking trough
- Renovation of barns
- Modernization of monitoring tools and digitalization of farms
- Feed autonomy

The project also identifies ‘High Potential’ farmers who may receive extra support from the project team:



Among the smallholders supported by the project, “high-potential farmers” are selected according to:

- their production capacity
- their potential to significantly increase their milk production through improved practices and infrastructure
- their willingness to adopt new farming techniques and environmentally responsible practices
- their engagement in their local community as they can become role models for other smallholders

Key Pillars to Support Smallholder Farmers Activities at Distribution Level

Postproduction activities

are of equal importance for the project success

[Postproduction activities: milk handling, collection, storage and transportation]

Leading to adapt & upgrade infrastructure to collect the milk



30 renovated Milk Collection Centers and development of associated Service Hubs

- Helps to aggregate milk in one place
- Helps to improve milk quality and decrease losses
- Supports and enhance farmers' activities by proposing in parallel: financial services and pre-school education
- Associated service hubs help to create the best conditions for farmers to thrive

Service Hubs



Feed



Social services



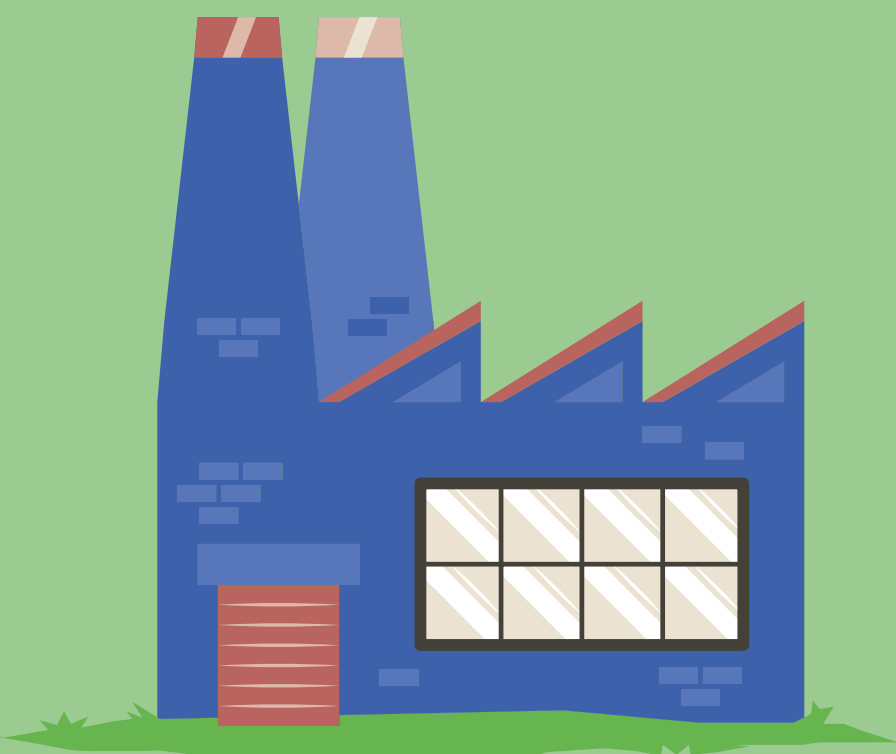
Technical training



Artificial insemination



Financial services



Milk transformed by Centrale Danone

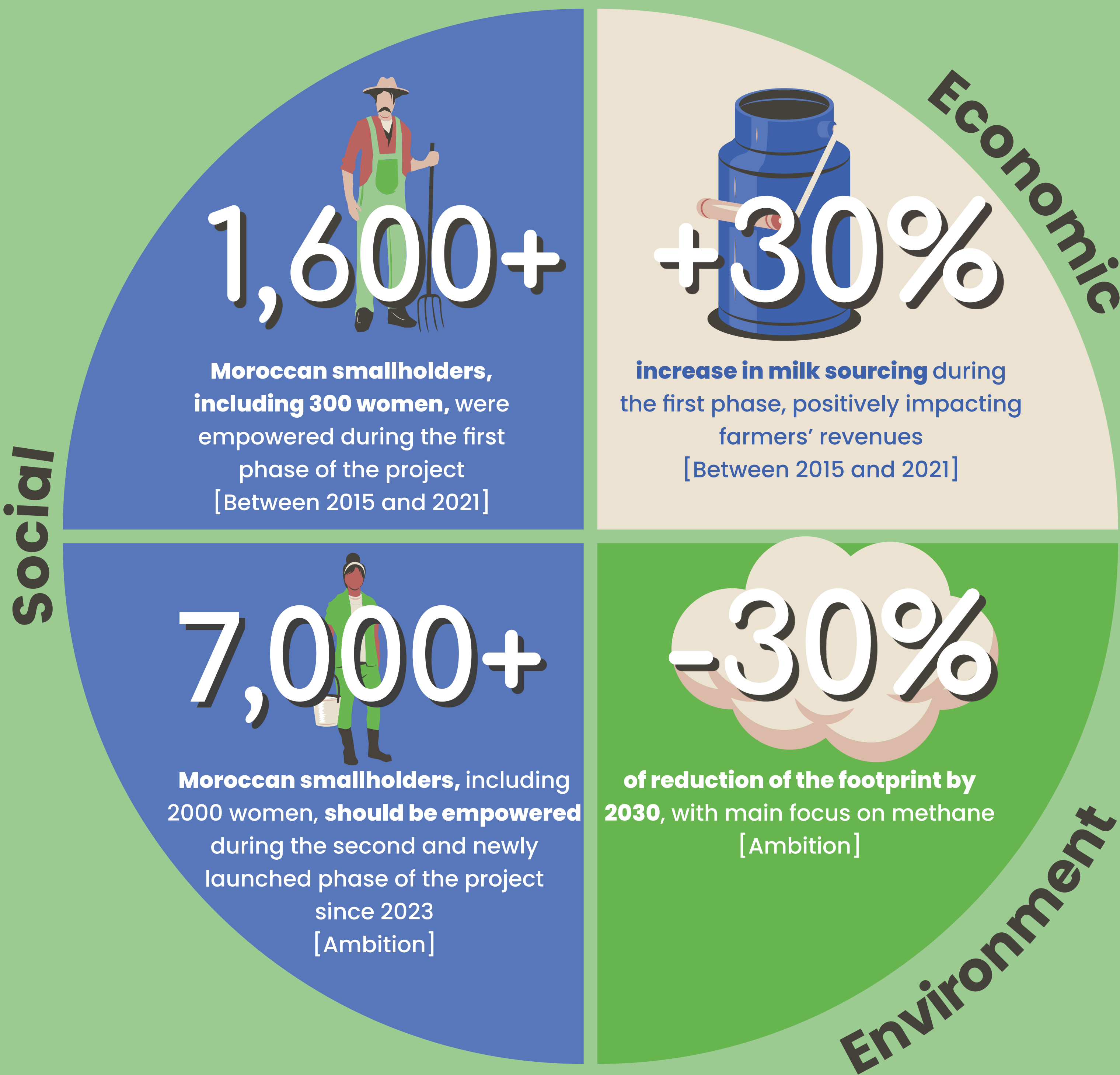


Empowering farmers helps to secure farmer's revenues & offers opportunities to grow their activity

Better farming practices to increase production and resilience

Sustainable dairy system to give farmers the context to thrive, strenghten the value chain, and ensure a more qualitative and quantitative milk sourcing for Centrale Danone

Leading to a Positive Impact on the Whole Ecosystem



“Before, there was so much I did not know. How to manage the milk, the dairy cows, how to feed them? We suffered a lot, and so did our animals. But my life and my work changed in 2016, when the Hlib Bladi project was created and offered us training and mentoring in cooperatives. Our farm wasn’t on the right track, but they knew how to guide us.”

– Jaouad, Moroccan smallholder farmer, Hlib Bladi Project