

Getting organized to better produce and to get a greater value

Context

Apples, a potential lever for local development

In 2008, the Green Morocco Plan made agriculture a national priority. Since then, the Kingdom has supported "small-scale agriculture" by heavily subsidizing productive investments (production, processing, storage) for farmers and their organizations.

In Rich district, Midelt province (Easter High Atlas), fruit production (apples, plums, walnuts ...), beekeeping and dairy production have been developing for several decades, alongside the traditional subsistence farming of the mountain oasis (cereals, traditional livestock).

Even though apple production is still recent, it has a very important place on farms in terms of surface area, income and employment. However, producers face difficulties in getting access to seedlings and quality inputs, technical management, storage and marketing. Existing cooperatives fail to meet these needs sustainably.

In this context, Fert has been working since 2014 to support Rich farmers and their cooperatives in the development of a high-quality services offer.

Objectives

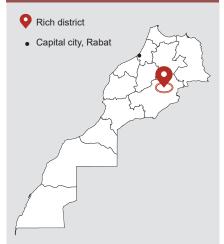
Improving farmers' technical-economic results and resilience

Consolidating and developing the training and advisory service (technical and management and advice)

Improving access to quality inputs (seedlings, fertilizers, pesticides, equipment...) technical and economic and getting a greater value for the production

Getting organized to collectively learn and secure the viability of services

MOROCCO



supported farmers

supported FOs or groups

of farm income comes from the apples' sales

+30% of gross marging in 3 seasons



Actions

A two-level accompaniment

Local advisors take action with farmers in 10 villages of Rich district through:

Farms' technical and management advice:

- Educational training and advising activities for apple producers: demonstrations, exchange visits, training, individual advice, group advice, technical and economic advice, trials, expertise mobilization...
- Training and facilitation of a relay-farmers' network. These activities
 deal with the different stages of the technical itinerary, including more
 sustainable practices, but also address post-harvest management
 and farm management

Local facilitation of producers' groups:

- Support to groups' initiatives: group purchases of seedlings, phytosanitary products and fertilizers ...
- Assistance in the organization and animation of the associative life
- Leaders' training
- Connecting farmers with inputs providers, service providers and other development organizations

News

August 2022 - Supporting farmers in preparing to market their apples



In August 2022, agricultural advisors estimated the yields in apples orchards. The assessment of production volumes, compared with the costs of the season, has enabled farmers to set gross margin targets and therefore price targets. The yield estimation completes the decision-making tools developed by the advisors with the Rich farmers and allows the later to better prepare for the negotiations to be conducted from the end of August to market their apples.

BUDGET:

70000€

Average annual budget (including Fert's accompaniment)

PARTNERSHIP:



CONTACTS:

Fert

5, rue Joseph et Marie Hackin 75116 Paris +33 1 44 31 16 70 fert@fert.fr www.fert.fr

Join Fert on Linked in

Fert is connected to the French professional grain growers organizations and is a member of the international alliance Agricord.



AGRICORD

