**Description:** Investment project in the milk sector to establish efficient dairy farming practices enhancing dairy farmers' income and resilience while being more environment-friendly: Promotion and usage of smart water consumption fodder crop, restoring soils' quality. Use of organic fertilizers to enhance water retention capacity. Use of solar energy to cool down milk.

**Specificity:** Environment-friendly production modernization while respecting the environment

**Impact:** Sustainable 30% increase in volume production two years after the launch

**SCOPE**

- **MOROCCO**
- 10,000 breeders and milk producers

**BUDGET**

- **Investment:** €7 M until 2020

**IMPACTS**

- **Agricultural productivity:** +30% in milk production volumes two years after launch
- **Climate change:** Carbon sequestration
  - Sustainable energy
  - Water savings / Soil conservation
- **Sustainable dev. goals:** +10% increase in farmers income
  - Improved climate hazards resilience

**PLAYERs**

- **Donors:** DANONE
- **Partners:** giz

**NEXT STEPS**

Program extension to 30,000 breeders and milk producers after 2020

**RESULTS**

- Quality improvement / traceability / governance / infrastructure modernization
- Training of farmers and collection centers' managers to share best practices in breeding and quality control
- Dairy cow yield improvement and drop in production costs