



وكالة التنمية الفلاحية
AGENCY FOR AGRICULTURAL DEVELOPMENT



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**A KEY PLAYER FOR AGRICULTURAL
DEVELOPMENT**

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INTRODUCTION

The Agricultural Development Agency, is a powerful lever for agricultural development

With the launch of the publication of the Green Morocco Plan, a public institution, the Agricultural Development Agency, was established in 2009 under the tutelage of the Ministry of Agriculture, Fisheries, Rural Development, Water and Forests, with moral personality and financial independence. It is managed by a general manager who works

under the authority of a board of directors chaired by the Minister of Agriculture, Maritime Fisheries, Maritime Fisheries, Rural Development, Waters and Forests and includes among its members representatives of the government and representatives of farmers as well as independent representatives.

A MULTI-TASKING AGENCY

The Agency's main mission is to supervise and pilot the Green Morocco Plan, mainly by promoting agricultural investment, in particular the deployment of farmlands and the implementation of partnerships with investors, but also by inciting and promoting agricultural products through the agricultural aggregation, the development of solidarity agriculture projects, the promotion and marketing of local products and the development of sustainable agriculture that is resilient to climate change.



The Green Morocco Plan: An Integrated Strategy

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Since its launch in 2008, the Green Morocco Plan aims to make agriculture an engine of economic growth and an effective tool to fight poverty in the rural world. This integrated agricultural strategy was downloaded on a large scale, considering all fields, estates and national agricultural production chains. With its organized and responsible governance, the Green Morocco Plan created a new dynamic in the agricultural sector.

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I- SOLIDARITY FARMING AT THE SERVICE OF SMALL FARMERS

The second pillar of the Green Morocco Plan was devoted to the development of small agriculture in marginal and difficult areas, which include most exploiters as well as the most vulnerable and poor.

In this context, the Agency for Agricultural Development accompanies the regional directorates of agriculture throughout the second pillar project cycle by placing at their disposal project engineering mechanisms (models for the project card, a technical and economic reference for production chains, a model for a partnership agreement with professional organizations ...) and support in developing projects And the conclusion of agreements.

The Agricultural Development Agency also supervises and monitors projects that are in the pipeline by tracking the material and financial progress of the second pillar projects and completing periodic evaluations.

Encouraging solidarity agriculture and the participation of all beneficiaries

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To encourage solidarity agriculture, the state adopted a participatory approach with the various intervening parties, especially the beneficiaries, who were organized into professional organizations (associations or cooperatives, groups of economic benefit). This approach made it possible to re-balance production patterns between large and small exploits in order to increase and stabilize the income of farmers, especially the small ones.

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A key objective: enhancing the agricultural potential of farmlands

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As part of the implementation of the solidarity agricultural projects of the Green Morocco Plan, a program for the conversion of non-cereal areas into fruit trees was launched in order to develop the agricultural potential of the farmlands.

To enhance the potential of agricultural production, valorization units are set up for the benefit of small farmers covering the main agricultural types of production.

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II - INVESTMENT SUPPORT, ONE OF THE MAIN MISSIONS OF ADA

One of the key missions of ADA is to inform investors about the investment opportunities in the agricultural sector in Morocco. The ADA is also responsible for advising and guiding investors to help them succeed in their future agricultural investment projects.

The ADA also informs investors about the procedures of participation in the Public-Private partnerships as well as setting up agricultural aggregation projects. Also, the ADA provides information to operators on the financial state aids that are granted via the Agricultural Development Fund.

Effective support for investors

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The ADA supports investors in all their agricultural or agro-industrial projects. It provides them with practical information on the implementation process of their projects. The ADA ensures as well that investors get in touch with prospect partners in order to help them develop joint investment projects.

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III – THE PUBLIC-PRIVATE PARTNERSHIP, THE KEYSTONE OF AGRICULTURAL DEVELOPMENT

The public-private partnership is available in several forms: long-term lease (17 to 40 years depending on the type of the project) of agricultural lands for the benefit of investors who commit in a contractual framework with the State, to achieve agricultural investment projects in order to optimize these lands and promote employment opportunities in the rural areas.

These lands are awarded through public calls for tenders launched by the ADA and managed by an inter-ministerial commission. In addition, the ADA in collaboration with other institutional partners: The Rural Affairs Department (Ministry of the Interior), and the Endowments Department (Ministry of Endowments and Islamic Affairs) launches calls for tenders, for the lease of the Habous agricultural lands (endowments lands) and the collective agricultural lands whenever they are available for leasing.



IV – THE AGRICULTURAL DEVELOPMENT AGENCY (ADA), AN ORGANIZATION ACCREDITED BY CLIMATE DONORS TO SUPPORT SUSTAINABLE DEVELOPMENT

The sustainable development of the agricultural sector is one of the major concerns of the Agricultural Development Agency, which is reflected in the design, financing and supervision of various programs for mitigation and adaptation to climate change.

In order to achieve the objectives set out by the Moroccan Green Plan strategy in this area, the Agricultural Development Agency has a considerable advantage allowing it direct access to the various climate financial resources made available through the United Nations Framework Convention on Climate Change (UNFCCC) in particular the Adaptation Fund and the Green Climate Fund, to finance sustainable development programs.



Mobilization of climate funds



Through its accreditation by the Adaptation Fund (AF) in 2012 and the Green Climate Fund (GCF) in 2016, the Agricultural Development Agency could mobilize grants, for each project, up to \$ 10 million from the FA and \$ 50 million from the GCF.

These climate funds mobilized by the Agricultural Development Agency are used to strengthen the target vulnerable populations' resilience to climate change and reduce greenhouse gas emissions, thus contributing to a part of the objectives and commitments made by the Government of Morocco in as part of its Nationally Determined Contribution (NDC).



V-AGRICULTURAL AGGREGATION, AN INNOVATIVE CONCEPT

Introduced by the Green Morocco Plan, the agricultural aggregation is an innovative model of organizing small farmers around private investors or professional organizations that have organizational and managerial abilities. In fact, this model allows to overcome the constraints linked to the fragmentation of farmlands, while ensuring to the aggregated farms the possibility of benefiting from the modern techniques of production, financing,

as well as the access to domestic and foreign markets.

This form of organization is based on a win-win partnership between the productive upstream and the commercial and industrial downstream, based on contracts that are clearly defining the commitments of the two parties in the frame of well-identified agricultural aggregation projects.



The agricultural Development Agency, a mechanism for implementating the agricultural aggregation

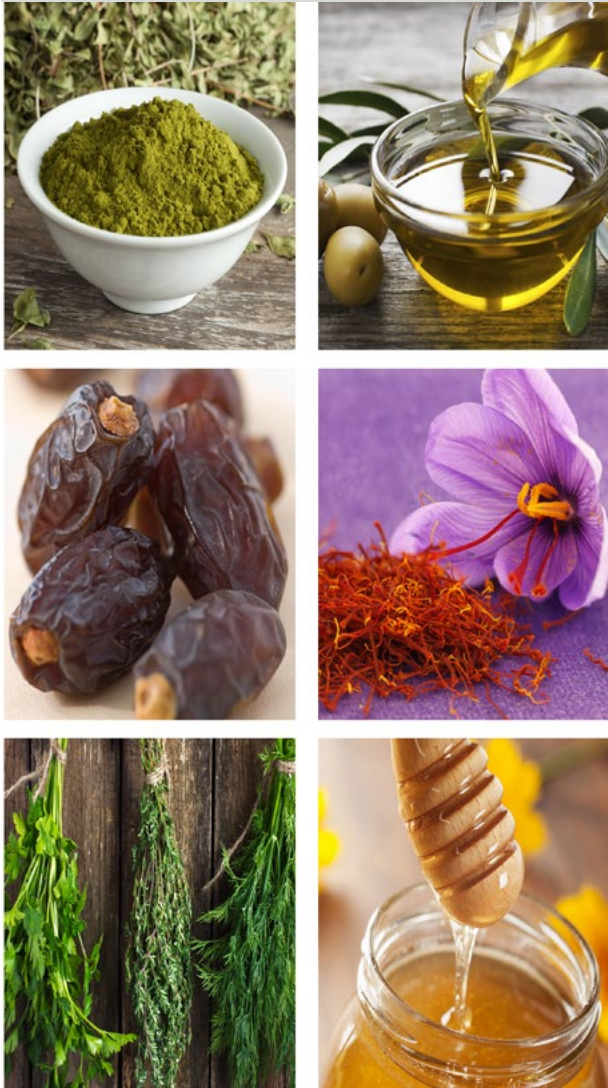
“ In order to develop the agricultural aggregation, the Agricultural Development Agency, in collaboration with the Regional Directorates of Agriculture, is responsible for fixing the framework conditions for agricultural aggregation (legislative and regulatory texts, incentive systems, etc.), but also for communicating around the concept of agricultural aggregation, in addition to prospecting and supporting potential aggregators for the implementation of new aggregation projects. The Agricultural Development Agency also ensures the monitoring and evaluation of the agricultural aggregation projects, as well as granting aggregation certificates to the benefit of aggregators and aggregées. ”



VI - THE AGENCY FOR AGRICULTURAL DEVELOPMENT AND THE PROMOTION OF LOCAL PRODUCTS

The Agency of Agricultural Development has many priority areas, among which are the promotion and marketing of local products. The ADA works tirelessly to facilitate the access of local products to various modern distribution channels, both on the local and international market. The agency also strives to emphasize the distinctive features of local products by means of a wide array of packaging variations and distinct marketing tools that preserve the Moroccan identity of local products.

To efficiently promote local products, the ADA has undertaken multiple actions that are aimed in particular at upgrading the producer groups of local products. For this same reason, a number of partnerships are formed to ease the promotion and marketing of local products. In addition, the ADA sets up logistics platforms and regional sales teams to foster the presence of local products on the national market, and particularly at the level of large-surface and medium surface stores.



The ADA also works for the promotion of local products on the international market. The moroccan agency does not only participate in events at the international level, but it also organizes moroccan contests for local products and elaborates communication programs above the line and below the line.





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