



# H'lib Bladi

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To build a sustainable milk production model in Morocco, H'lib Bladi improves the revenues of small farmers and milk collection centers while securing the volume and quality of the milk supply.



## KEY FIGURES

€ 2.56 M in funding

6336 T of additional milk produced each year

1,621 People with increased revenue (farmers, project staff, milk receivers)

Incorporating 14 million people, including 400,000 people in the dairy supply chain, 80% of Morocco's rural population depends on agriculture. However, milk production and supply are uncertain. La Centrale Laitière (Danone subsidiary) in Morocco needs to secure its milk supply, requiring higher volumes while also wishing to improve quality through a sustainable supply chain. With the support of Danone Ecosystem Fund, la Centrale Laitière and GIZ International, the H'lib Bladi project looks to improve both the volume and the quality of milk produced in Morocco by increasing the incomes and professional expertise of dairy farmers. By establishing durable and inclusive dairy hubs, it adds structure to the currently atomized supply chain. The project aims to demonstrate that sustainable milk production is possible and set new standards at national level, encouraging other stakeholders to roll these practices out nationwide.

H'lib Bladi creates jobs, empowers farmers and fosters environmentally responsible farming practices. La Centrale Laitière secures the volume and quality of its milk supply while supporting a long-term vision for supply security as well as multigenerational positive social impacts.

## PARTNERS

