



# URBAN AGRICULTURE IN CASABLANCA (Morocco)

## ACTION BRIEF

CODE: CAS-AB6

## URBAN AGRICULTURE AND HEALTHY FOOD PRODUCTION

TOPICS:  
RESOURCES  
CAPACITIES

### CHALLENGE

---

The province of Nouaceur is one of three provinces in the Grand Casablanca region. Situated 25 km to the west of Casablanca, it consists of three municipalities (Bouskoura, Dar Bouazza, Nouaceur) and two rural communes (Oulad azzouz, Oulad Salah).

With the increase of formal and informal settlements and a progression of urban lifestyles in the area, the value and appreciation of agricultural land use and activities decreases. The retreating agricultural land use challenges the provisioning of the local population and the high demand of the urban population for fresh regional products such as vegetables, herbs and milk. Resources spoil and the dependency on the

supply of nourishment through urban facilities increases.

The development of a healthy lifestyle approach towards modern food production, including a code of practice and appropriate climate-sensitive technologies, presents the challenge in the area. Within the newly urbanising area, the generation of new incomes for local farmers through effective training on innovative commercialisation methods and the enhancement of an entrepreneurial spirit among the participants is a challenge as well as a strategy. City farming shortens transportation distances and contributes to mitigation strategies.

### ACTION

---

The pilot project created a transferable model for organic food production going hand in hand with an educational and training program for the local farmers.

The concerned private initiative in Dar Bouazza occupies about 0.7 ha of agricultural land and produces organic herbs, fruits and vegetables while adopting a healthy, energy-efficient, climate-sensitive and pesticide-free production. The farm moreover serves as a training centre for the farmers in terms of innovative and healthy production systems, innovative commercialisation methods and further valorization of the final produce.

The program comprises three main axes:

-Axis 1 Sensitisation: 10-year farmer training program which consists of training new methods of healthy food production

-Axis 2 Training and support: Establishment of training centres all over Casablanca as laboratories for experimentation and practical work

-Axis 3 Realisation: Product marketing and distribution systems among city dwellers through the creation of labels and the refinement of marketing channels

The food basket program demonstrates the possibility to create a sustainable and strong local economy based on an organic, healthy food production.



Distribution of the food baskets



Sale of the organic products (herbs)

## RESULTS

### STATE OF IMPLEMENTATION:

- Two cycles of training of farmers have been carried out with great interest by the farmers and further demand by the local population.
- A cooperation between farmers was developed, which pack together fresh agricultural products and deliver it to the city centre and to an organic food company.
- New contacts have been established and a weekly routine of distribution is facilitated.

### LOCAL USERS / TARGET GROUPS:

- Local farmers are cooperating, which is a traditional activity in the area
- They also earn an extra income and stabilise their income situation due to the focus on a new food branch.
- The upper middle class urban population is a target group of the action, as the demand for fresh local products is the highest among them.

### IMPACTS:

- Local actors have become more aware of the potential of the food production as an income source and as a contribution to healthy living conditions.
- 70 farmers have been trained throughout the two cycles of agricultural training.
- The reputation and interest in farming as a job increases and is appreciated once again.
- The nourishment of the local population is becoming healthier as the population is more sensitised.

## CONTACT

Project: Urban Agriculture as Integrative Factor of Climate-Optimised Urban Development  
Web: [www.uac-m.org](http://www.uac-m.org)

- The farming activities are better valorised and the sales and commercialising abilities are improved.
- The activity has contributed largely to an awareness raising for the numerous interactions between healthy food and ‘healthy landscape’.

### MULTIPLICATION:

- The label and distributing associations are now well-known in the region, as well as within the city, through their regular activities.
- Due to the connection of training cycles in Dar Bouazza and Ouled Ahmed as well as through exchange with the activities in the valley, the pilot project has been serving as a reference on organic food production and urban-rural linkages programs, giving the opportunity for other projects within and outside the Casablanca region to embrace this concept.

### LONG-TERM CONSOLIDATION:

The commercialisation of a distribution system of organic products in terms of an innovative and transparent model process cycle that involves production information and close co-operation with producers, consumers, watchdog certificate institutions, and partnerships enterprises needs time and capacities. Consequently, the next step before the end of the project is to promote the creation of an economic model to increase the incomes as well as to further support the training of farmers and trainers in organic agriculture.

SPONSORED BY THE



Federal Ministry  
of Education  
and Research



[www.future-megacities.org](http://www.future-megacities.org)

