



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

High Atlas Agriculture (HAA) aims to export organic farming products to generate a revenue stream that assists rural communities throughout the entire agricultural development cycle: nurseries, irrigation, training, organic certification and marketing. It will thus increase household incomes for rural families while preserving natural resources.



High Atlas Agriculture, Morocco

BUSINESS MODEL

HAA aims to certify and sell organic walnuts and almonds produced in the high Atlas Mountains, giving global buyers in Europe and the US direct access to the products. All profits from the sale of products, after farmers' and production costs, go to the High Atlas Foundation for reinvestment into community projects.


The enterprise also encourages entrepreneurship and facilitates fruit and nut tree plantations through training and education. This "nursery to export" agricultural project is replicable and can be extended to other regions and products in Morocco.


ENTERPRISE FAST FACTS

Location	Marrakech
Year founded	2011
Sector	Sustainable production and consumption
Product/Service	Organic farming products

CONTACT

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Social impacts:

- Training 150,000 people across 12 rural municipalities neighbouring the Toubkal National Park in business and agricultural techniques and project management.
- Changing the status of marginalised rural communities by improving the overall economic development of agriculture, lifting farmers and their families out of poverty.

Environmental impacts:

- Planting at least 700,000 trees via the High Atlas Foundation to capture 500 tons of carbon dioxide over five years, mitigating climate change and preventing soil erosion.
- Reducing the impact of pesticides and other chemicals used in agricultural production through organic farming.

Economic impacts:

- Offering responsible consumers an organic alternative to conventional walnuts and almonds.
- Federating entrepreneurs and cooperatives to increase their access to global markets for organic walnuts and almonds.
- Increasing income for walnut and almond farming families by 400 % on average over five years.

Generated revenue will be returned to farmers in the form of new community projects.

Scaling up activities:

- Organise a distribution pilot on the Moroccan market to build experience, contacts and customers, thereby ensuring that the product is ready for the export market.
- Explore the possibility of marketing the newly planted trees and of offsetting the emissions of transporting them to export markets.
- Implement this “nursery to export” agricultural project in other provinces and communities near national parks, to include the dozens of fruit trees and wild medicinal plants that can be certified organic for export.
- Create two federations of stakeholders, one in the province of Al Haouz and one in the province of Taroudant, bringing together groups of individual cooperatives and associations.



Partnership

• **High Atlas Foundation (HAF)** is an NGO dedicated to the development of disadvantaged regions. HAA is HAF's corporate fiduciary managing its agricultural and craft trade projects.

• **Commune Rural de Toubkal** provides access to the city's infrastructures, administration and local development activities. It also organises public meetings and meetings with potential business partners.

• **Wanamrou Association** supports local socio-economic development, bringing farmers together to work with the enterprise in the harvest and organic certification process.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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