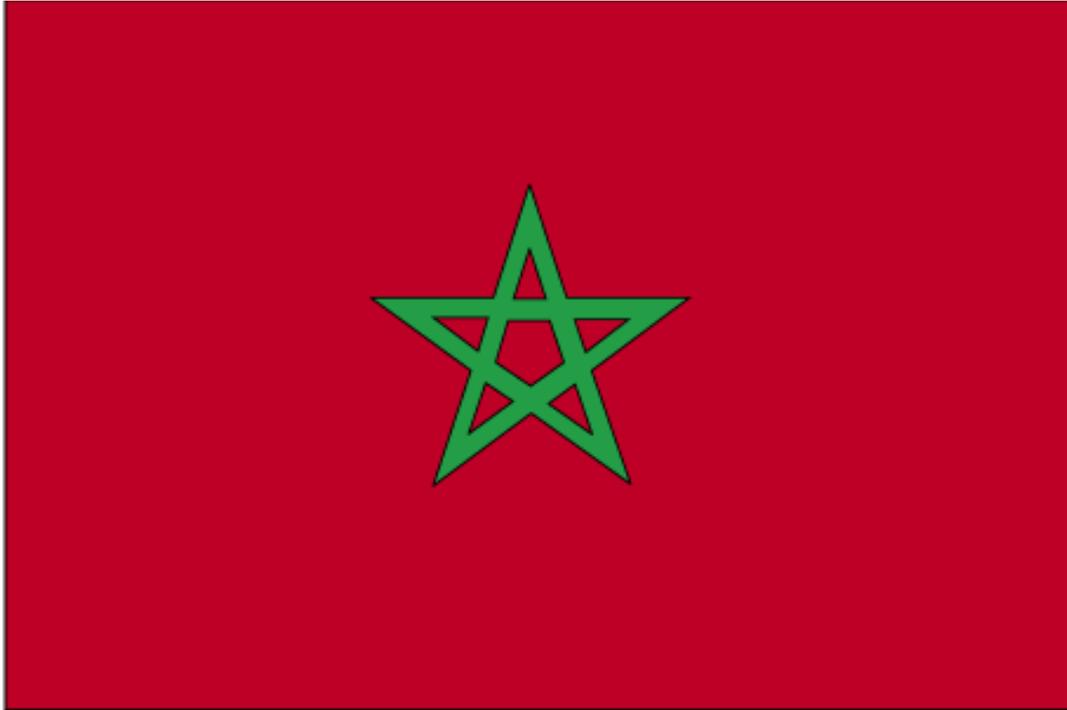


# Agricultural Development Plan



## *“Moroccan Goat Producers Literacy Program”*

Cami U., Trent V., Rachel R. and Shannon B.

May 7, 2008

## **Executive Summary:**

Literacy is crucial to the success of individuals in both their career aspirations and their quality of life. Strong literacy skills are closely linked to the probability of having a good job, decent earnings, and access to training opportunities. According to the National Adult Literacy Survey, literacy is “using printed and written information to function in society.” The term has come to take on broader meaning, standing for a range of knowledge, skills and abilities. It’s explained in the article “Literacy Counts” that individuals “with weak literacy skills are more likely to be unemployed or, if employed, to be in jobs that pay little or that offer poor hours or working conditions.” According to the CIA World Fact Book, in Morocco 65.7% of men age 15 and over can read and write. The literacy rate of women is even more shocking at only 39.6%. The world fact book also quoted Morocco as having an unemployment rate of 15% in 2007.

Agriculture makes up 40% of the labor force in Morocco and presents room for development. In effort to raise literacy, lower unemployment and support local production agriculture The Moroccan Goat Producers Literacy Program is being proposed.

To accomplish this, the program intends provide a female weaned goat kid to each child. With cooperation and funding from several organizations including Heifer International. Our project will take place in the city of Zagora and the rural areas surrounding it. This area will serve as a 3 year test site to gauge the effectiveness of the program before launching it nationwide in Morocco.

Each one of the participants will be required to participate in the 6 month program to improve their literacy. They will also be required to give the first nanny kid back to the program in order to support another child in the program. During the six month period which each child receives their female kid goat to take home and keep under their care each participant will enroll in an education program to educate them on how to take care of the animal and improve their literacy along the way. The cost for the first year is estimated to be \$1575.

One goal of the project is to give the knowledge and skills to the young producers to make them successful. All final products that come from the goat (meat cuts, skins, ect.) will have the MGP (Moroccan Goat Producers) label on it so people are aware of their contributions to Moroccan literacy and education

### **Introduction**

To improve the literacy of the children from ages 13-18, we are organizing an animal project that provides a female weaned goat kid to each child. Our project will take place in the city of Zagora and the rural areas surrounding it. Zagora is a town in the valley of the Draa River in Souss-Massa-Draâ, southeastern Morocco. It is centrally located with a few other small towns within walking distance. The program will involve cooperation and funding from several organizations. This area will serve as a 3 year test site to gauge the effectiveness of the program before launching it nationwide in Morocco. Each one of the participants will be required to participate in the 6 month program to improve their literacy. They will also be required to give the first nanny kid back to the program in order to support another child in the program.

The program will encourage the inclusion of women and men equally as women play a significant role in agriculture. According to The Food and Agriculture Organization, “about 57% of women are engaged in agricultural activities, mainly in the areas of livestock (67.8%) and horticulture (46.2%).” The FAO also states that in Morocco women contribute more than 50% of the agricultural labor; in particular, 63% of the labor in livestock.

### **Getting the Animals**

The aims of this cooperation is to secure enough nannies for 20 initial participants, an additional 30 for the following year for new recruits, and a total of 50 for the third year. The increase of participants from each previous year will be done in order to learn from our experiences and set-backs with fewer than the end target participant numbers before the program goes nationwide to other rural areas. Each nanny selected will show sound structure and genetics to assure that reproductive health is guaranteed for the success of each participant’s project. Each nanny will also be selected from breeds that are characterized for their dairiness and will come from rural Morocco. It is pertinent that each animal be evaluated by an individual that specializes in veterinary science that can administer the appropriate vaccinations. Each incoming animal from an outside area will also be observed in quarantine for a period of 1 week before being introduced among other goats that are part of the program. An additional 8 animals will be owned at all time and cared for by a designated care person who is supervising the program. Five of these goats will be nannies in case of an accidental death of one of the child’s projects. The other three will be billy-goats selected especially to serve for

breeding for the children’s project animals. Any of the remaining nannies belonging to the program will be kept to produce offspring for subsequent years projects in order to save money on the purchases.

**Table 1** calculates the prices for these animals at \$60 for the price of a nanny kid and \$30 for the price of a billy kid. The prices include initial feeding and technical support in the first month and also the necessary vaccinations.

**Table 1: Animal costs when purchased**

	<b>Nannies for Children</b>	<b>Program Nannies</b>	<b>Program Billy-Goats</b>	<b>Total Cost</b>
Year 1	20	5	3	<b>\$1575</b>
Year 2	30	5	1	<b>\$2125</b>
Year 3	50	5	1	<b>\$3325</b>
<b>Total Cost</b>	<b>\$6000</b>	<b>\$900</b>	<b>\$300</b>	<b>\$7025</b>

These costs are preliminary estimates. Through our partners in this program we hope to secure animals at a lower cost.

**The housing of the goats**

Our goals are to have the animals housed at the participants’ homes. The program goats will be well housed using local methods to always provide an example



[http://farm2.static.flickr.com/1054/1470097744\\_c353d34909\\_m.jpg](http://farm2.static.flickr.com/1054/1470097744_c353d34909_m.jpg)

for the students. The last thing we need is for any of the program goats to get loose and become a menace to the community.

### *Our Partners*

It is important to have several partners to guarantee the success of this project. One of our main partners will be Heifer International. According to their website, they have no projects in any Islamic countries except for Pakistan. Morocco is an excellent place to begin receiving the acceptance of Middle Eastern countries, whereas it is very open to westerners. We will offer Heifer International recognition for the project and we will work to present the benefits to the Middle East of the Heifer International program. They in turn will help sponsor the program and help train our staff to solidify our programs with their vast experience in these similar projects. So to sum things up, they will receive recognition for a program that they helped form and have the opportunity to open up more projects in the Middle East—all of this without having to place staff in the country, because we will be providing the staff.

We are also going to apply for grants through US AID and receive some guidance through the Department of Agriculture. It is also pertinent that we work with Ministry of Agriculture, Rural Development, Water and Forests of Morocco. Our partnership with them is very important to guarantee the success of the program. They will help by sponsoring the staff that will undertake the project and provide data for the benefit of the goat project. We estimate that we will require \$60,000 for paying of two staff members who will work on the project. We will also, through US AID and the Moroccan Ministry of Agriculture, receive volunteers through the extension service's work.

## **Literacy Program**

Literacy is crucial to the success of individuals in both their career aspirations and their quality of life. Strong literacy skills are closely linked to the probability of having a good job, decent earnings, and access to training opportunities. According to the National Adult Literacy Survey, literacy is “using printed and written information to function in society.” The term has come to take on broader meaning, standing for a range of knowledge, skills and abilities. It’s explained in the article “Literacy Counts” that individuals “with weak literacy skills are more likely to be unemployed or, if employed, to be in jobs that pay little or that offer poor hours or working conditions.” According to the CIA World Fact Book, in Morocco 65.7% of men age 15 and over can read and write. The literacy rate of women is even more shocking at only 39.6%. The world fact book also quoted Morocco as having an unemployment rate of 15% in 2007. It is our goal to improve the literacy rates of Morocco by focusing on one community at a time. In order to have a more focused project, we have decided to run a test trial in Zagora for three years, before we implement the project nationwide.

Heifer International will be used as both an animal education project model and a way of funding our program. While the majority of the education materials can be donated, some funding will be required to ensure the success of our project. The target age range for our literacy program participants will be teenagers from about thirteen to eighteen. During the six month period which each child receives their female kid goat to take home and keep under their care each participate will enroll in an education program to educate them on how to take care of the animal and improve their literacy along the way.

Parent approval and motivational support is a key component to having a successful program. It is in the child's best interest to become well educated with a primary focus on production agriculture. A concern we have is that parents will not be interested in having their children participating in such a program. Education is not a primary component of Morocco's culture, especially for women and children. It will be stressed that this as an opportunity to improve their child's future and provide them with skills that will help their families' small scale farm production.

Throughout the six month program, all children who want to interact will be expected to first meet with our project supervisors and go through a screening process. There are certain criteria that must be met in order for them to receive a kid (baby goat). First of all, they must be able to provide suitable shelter for the animal. They must also have ways to properly feed the goat for the entire six month period in order to have it market ready by the end of the program. It is important that the participants be dedicated to the program and have an active interest in the project. To start off, twenty people will be selected to partake in our animal/literacy project. Once we have chosen the "students," they will be asked to meet at our foundation just outside of town. This is where the students and their parents will meet all our supervisors and translators who will overview the project.

Similar to that of the Heifer International program, the kids will be expected to meet twice a week and advance through the course with increased knowledge from each meeting. There will be two on-sight advisors to help monitor the children and their animals, while teaching the weekly meetings. These volunteer advisors will have spent a significant amount of time becoming well associated with the community. They will

spend as much time as possible getting to know their students and their families, without interfering with their daily lives and work schedules. Ideally, the volunteers would have a basic understanding of the Arabic language, but there will be a paid translator available to aid in communication between students and teachers. Any extra volunteers sought out through US AID and the Moroccan Ministry of Agriculture will be helpful but not required. Heifer International and these other organizations are a crucial component to the success of our program because they will be sponsoring, funding, as well as promoting our projects. We have estimated that it will cost approximately \$60,000 to pay our advisors and translator over the six months. All education materials (booklets, paper, pens, and technological devices) will be donated by the previously listed sponsors.

For the first two weeks, the students will be taught the basics of how to feed, bathe, and care for their animal, and how to recognize signs of sickness. The advisors will take the students out to get some supervised hands-on experience with the goats. This will familiarize them with the animals before turning them over into the children's personal care. On the third week the goats will be distributed to their designated homes and the students will be fully responsible for their projects.

Each student will receive an education packet which will contain each week's meeting lessons. The children will be split into two different groups depending how much they can read and write. The less advanced (or younger) children will be lead by one advisor while the rest will be taught by the second and they will be taught according. For the first half of the session, the students will work on basic writing and reading skills. They will participate in group discussions and games that will improve their knowledge

of educational concepts. As they progress through the lessons, they will become better able to understand more complex lessons.

The second half of each meeting will focus on agricultural matters such as production agriculture in their country as well as others around the world. The foundation for instruction will be based off the goat projects that the kids are involved with. They will be taught how to market these animals and how to manage more than just a single animal for later in their lives. The knowledge and skills that the students will take from this program will help their families, communities, and eventually their country by increasing food security in their area. Ideally, the students will share information of new advancements in operating farms and livestock and these techniques will be implemented throughout the region.

If nothing else, this program will not only educate the participants themselves but their friends and family as well. Children of these less developed countries do not have many opportunities to increase their knowledge of agriculture and other basic concepts. They spend the majority of their time either working or caring for siblings which leaves little time for hands on experience that can be both fun and very beneficial for everyone involved. Because the country has a tremendous amount of small scales farms and livestock operations, it is imperative that young adults develop skills that will increase productivity. Anyone can be taught to read and write but it is the hands-on interaction with the animals that will benefit these kids the most.

At the end of the six months, the children's goats will be sent to a special market with increased premium rates, designed to promote the literacy rates of Morocco's young adults. The kids will be required to attend the market sales and meet with their individual

sponsors. This will help them by increasing outside personal involvement with people of production agriculture. Once they have completed this last step of the program, they will receive a certificate that verifies they were a part of our program.

### **Marketing**

Goats are raised with very little supplemental grain and with minimal shelter, and are an easy-care animal. The ideal management issues for a gaining goat enterprise are parasite control, predator control, and marketing. It is important that this project educates about good management and good marketing. Goats can be an enjoyable enterprise to young adults and can be profitable. One goal of the project is to give the knowledge and skills to the young producers to make them successful.

About 63 percent of red meat consumption worldwide is goat meat and is a main source of food for the Moroccan culture and other neighboring countries. Goat meat is a part of a number of social and religious traditions. As a result, there is a lot of seasonality in the demand for goat meat. Two of the main demand peaks occur in early spring and late fall. This coincides with the religious holidays of Ramadan and Eid. There is a mandate for specific carcass sizes that vary within each market segment.

The size classes that are generally demanded are 30 lbs, 60 lbs, 90 lbs, and 150 lbs. These weight classes are on a live weight basis. Prices are set so it is important for producers to understand how the market works and how to get all gains of production. Producers will acquire all information about the markets in order to profit from the Moroccan Goat Producers.

Profit is gained for all goat producers by retailing goat meat (slaughter) in a market and the sale of breeding stock. The primary market for goat meat is to the Muslim

and Islamic cultures. This market will consist of direct sales to consumers and to the food markets in the larger cities such as Rabat. Sales will take place with any processor with a developed market that wishes to support the literacy and education of Morocco's young adults. All final products that come from the goat (meat cuts, skins, ect.) will have the MGP (Moroccan Goat Producers) label on it so people are aware of there contributions to Moroccan literacy and education. Sales to the consumer, the food market, and the processor will be done directly through Moroccan Goat Producers so we can teach the young producers about marketing and product management. Buyers that are interested can also make contact with producers throughout the country. The young producers will benefit from a hands-on education and an increased kidding seasons and marketing their goats over a longer time frame to get premium prices. Producers may also find potential in marketing to distant markets (Portugal and Spain) and to eventually provide consistent volume to many food markets.

### **Timeline**

The animal project will begin this next spring and will continue for three years before deciding if the project shall be opened nationwide.

### **Evaluation**

Every quarter there shall be a conference between members of our staff, Heifer International, the Moroccan Ministry of Ag, and US AID workers to find ways that the program can be adapted to better serve. The staff will also be responsible for frequent

visits to the participants homes to discuss the growth and care of the project animals.

Data shall be kept from these visits for the quarterly conference.

The main evaluation shall be done at the end of the 3 year trial test to identify how feasible it is to have the program expand nationally.

## Works Cited

- Education Matters. "Literacy Counts" Statistics Canada. 6 May 2008.  
<<http://www.statcan.ca/english/freepub/81-004-XIE/200404/lit.htm>>
- The Food and Agriculture Organization. "Role of Women in Agriculture." 15 April 2008  
<[http://www.fao.org/docrep/V8195e/v8195e01.htm#P12\\_846](http://www.fao.org/docrep/V8195e/v8195e01.htm#P12_846)>.
- Harwell, Lynn, and Frank Pinkerton. "Marketing Channels for Meat Goats." Goat World.  
© 2008. 1 May 2008.  
<<http://www.goatworld.com/articles/marketing/marketing.shtml>>
- Heifer International. "Global Education Resource Kits." Heifer International. 2008. 3  
May 2008 <<http://www.heifer.org/>>.
- Heifer International. "Heifer Projects Worldwide." Heifer International. 2 May 2008.  
<<http://www.heifer.org/>>.
- Heifer International. "Ending Hunger, Caring for the Earth." Heifer International. 2008. 2  
May 2008. <<http://www.heifer.org/>>.
- "Morocco Literacy 2008 ." The 2008 World Factbook. 12 Feb. 2008. 31 Mar. 2008  
<<https://www.cia.gov/library/publications/the-world-factbook/geos/mo.html#People>>
- Pinkerton, Frank et. al. "Meat Goat Production and Marketing" Langston University Goat  
Research Extention. © 2000. 5 May 2008.  
<[http://www.luresext.edu/goats/library/fact\\_sheets/m01.htm](http://www.luresext.edu/goats/library/fact_sheets/m01.htm)>
- Virginia Department of Agriculture and Consumer Services. "Goat Marketing  
Strategies." © 2008 5 May 2008.  
<<http://www.vdacs.virginia.gov/livestock/goatmarketing.shtml>>