

RURAL ECONOMY + GENDER

Rapid market analysis of Morocco's livestock feed sector

Market intelligence, institutional analysis and field evidence were combined to identify structural risks and credible employment pathways for women and young people.

12

QUALITATIVE INTERVIEWS

4

FEED-SYSTEM PILLARS

98%

IMPORTED PROTEIN INPUTS

3

EVIDENCE CONFIDENCE LEVELS

THE ASSIGNMENT

A proposed investment needed to distinguish attractive concepts from pathways that were technically feasible, institutionally navigable and compatible with real work conditions.

WHAT A&K DELIVERED

Market structure; institutional landscape; regional risk analysis; alternative-feed pathways; and a youth and women's employment roadmap with implementation safeguards.

EVIDENCE APPROACH

- Desk review of official, institutional and market literature
- Purposive interviews across feed production, livestock management, regulation, veterinary practice, labour and alternative-feed innovation
- Full anonymisation of informants and confidence-rating of field findings
- Triangulation of published quantitative evidence with operational accounts from the value chain

DECISION-RELEVANT FINDING

Field evidence pointed to logistics fragility and very limited raw-material buffers. Inclusion barriers were rooted not only in norms, but in work design, mobility, care constraints, isolation and physical conditions.

ANONYMISATION NOTE

Commissioning identity and informants removed. The 98% figure is drawn from published sector evidence cited in the underlying report.