

THE FEASIBILITY STUDY OF A PROGRAM TO SECURE CEREAL PRODUCTION FOR FOOD SOVEREIGNTY IN THE SAÏSS PLAIN: THE CASE OF SOFT AND DURUM WHEAT

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This study assesses the feasibility of a program to secure cereal production in the Saïss plain. In a crucial agricultural context, the main objective is to determine the technical and financial feasibility of the program. The methodology involved estimating wheat growers willingness to pay for a cubic metre of water using a logit model, a technical analysis of production and irrigation costs, and an in-depth financial analysis. The results show strong farmer support, with 100% approval and 92% willing to contribute financially. In financial terms, the total investment cost is around 650 million dirhams, with positive profitability indicators (IRR of around 11%, NPV of 708 million dirhams, payback period of seven years), confirming the project's feasibility. The implementation of this program could significantly boost the region's food security and economic development.