



SUCCESS STORY

ENERGY EFFICIENT MODERNIZATION OF A DAIRY FARM

Laiterie de Joualla is a dairy farm located in Had Soualem with a capacity of 800 cows producing 8800 tons of milk a year. With the urbanization and rising incomes in Morocco, the dairy product consumption has increased over the years; yet many existing dairies still have obsolete and inefficient equipment. To face increased demand, rising electricity prices, as well as the heat stress on cows, Laiterie de Joualla decided to modernize its farm and sought MorSEFF's technical guidance on the evaluation of cost-effective and energy efficient measures.

The company invested a total of MAD 35 million (of which MAD 15 million eligible for MorSEFF financing). The investments included a tractor, modern automatic milking parlors, livestock buildings with natural ventilation, 2 cooling units of 8 and 12 CV, a bulk tank, mixers, separators, pumps, and efficient LED lighting.

The project should result in energy savings of 2.8 GWh/year (94.8 %) with an excellent payback of 1 ½ year. In addition, the GHG emissions reduction will amount to 1 782 TCO2e/year.



THE COMPANY

Agro-Industry- Dairy products
Location – Had Soualem , Morocco



INVESTMENTS

MAD 15 million (of MAD 35 million total)
Livestock buildings
Milking parlors
Cooling units
Bulk tank
LED
Tractor
Mixers, separators, pumps, etc.



PROJECT GOALS

Modernization
Increase productivity
Energy efficiency
Comfort



RESULTS

Energy savings: 2.8 GWh/year
% Energy savings: 94.8 %
Reduction in CO2 emissions: 1 782 TCO2e/year
IRR: 63.96 %
SPBP: 1.5 years

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