

# Increasing irrigation water productivity through supply chain management of agro food products: the case of dairy farming in the Tadla irrigation scheme (Morocco)

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## **Abstract**

Water productivity in agriculture is multi-faceted, difficult to apply beyond a mere physical interpretation of it, and common to a variety of disciplines, each one of them with its own interpretation of the scales of analysis, the objectives of the analysis and the terms of the indicators used. However, if one understands the pitfalls, the water productivity approach can be useful in a given situation – defined by a specific scale of analysis, a specific sub-sector or farming system, a spatial and temporal perimeter – to explore the potential of “improving” the productivity of existing water resources and produce more food per unit of water. In this paper, a cross-analysis of the management of the 100,000 ha Tadla irrigation scheme (Morocco) and the performance of the dairy supply chain, depending on this scheme, is undertaken to explore the possibilities of improving the water productivity through a better coordination in the irrigated dairy supply chain.

**Key words:** water productivity, supply chain, dairy production, irrigation