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FROM - USAID/Ramada

SUBJECT - Narrative Statements on Accomplishments

REFERENCE - AIDTO CIRCULAR XA-1729

Short narrative statements on the five most significant Mission accomplishments for FY 1967 are given below.

1. Ramada Inns

Work got under way on an important tourist project involving American private enterprise in Morocco in FY 1967 as construction began on the first of a chain of eight motels in locations of outstanding tourist attraction. The formal opening of the first motel in Fez, scheduled for early March 1968, will represent the culmination of a series of efforts made by USAID/Morocco to open up avenues for cooperation in tourism between American private enterprise and Moroccan resources: In 1964, A.I.D. financed a feasibility study concluding that construction of a chain of motels would be a viable private enterprise project. Then efforts began to interest potential U. S. investors and to bring them together with the Moroccan Caisse de Depot et de Gestion (CDG) in a joint venture. The American investor is Ramada International of Syracuse. An A.I.D. Extended Risk Guaranty has been geared to cover 50 per cent of the firm's equity participation.

The chain will consist of eight sixty-room motels, fully air-conditioned with complete restaurant and recreational facilities. Total cost of the

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project is \$5.5 million, with equity participation of \$1.5 million held in equal amounts by Ramada International and the Moroccan CDG.

2. Operation Fertilizer

A program to improve wheat production through the use of improved seed and the application of fertilizer was undertaken in FY 1967 by the Government of Morocco with assistance by USAID. The program was based on an initial study by TVA, financed under an A.I.D. contract. Known as "Operation Engrais", the program involved the efforts of a second operational TVA team, under a PASA arrangement, the U. S. firm RTV International Incorporated, under an A.I.D. contract, which filmed a series of special telecasts emphasizing the value of the proper application of fertilizer, the Rockefeller Foundation in Mexico which contributed a number of high yielding wheat varieties for testing, and the efforts of USAID agricultural and extension technicians. In addition, a PL 480 Title IV loan was made to the Government of Morocco for 39,400,000 dirhams (\$1 - 5.02 DH) for farmer credit support, seed, tools, and fertilizer.

Approximately 447,070 acres were plowed, fertilized, and seeded - about 90 per cent of the planned goal. Unfortunately, drought conditions during the growing season prevented full benefits to the wheat crop. But the 1967 operation aroused enthusiasm and served as a valuable prototype for the FY 1968 operation now taking place. This year adequate rainfall has led to expectations of increased production.

In FY 1967 in addition to Operation Engrais, the USAID signed a 104-G loan for 13,903,000 dirhams for a separate fertilizer program run by the Moroccan Government which included crops other than wheat.

3. Promotion Nationale

Using food provided under PL 480 Title II as wages-in-kind, the U.S. assisted the Government of Morocco's Food for Work program, known as Promotion Nationale, to undertake an 18.9 million man-day work program which provided useful employment for an average of 100,000 unemployed and underemployed laborers. In FY 1967 Promotion Nationale labor constructed an estimated 3,000 miles of road, reclaimed 30,000 acres of land, constructed an estimated 100 miles of irrigation canals, and constructed more than 4,000 low-cost housing units in both rural and urban areas. FY 1967 food distributions for the Promotion Nationale program (including some prior year carry over stocks) totalled 94,891 metric tons of wheat.

4. Poultry Improvement

USAID financed poultry breeding stock, equipment, and technical assistance in management, operation, and preparation of extension material for the Government of Morocco's three poultry production centers during the past fiscal year.

One station at Oujda, stocked originally with 4,000 Rhode Island Red breeder hens and cockrels has already produced and sold 41,000 chicks to farmers in the area and is currently producing 4,000 to 6,000 chicks per month. The Meknes Station, stocked with 6,000 chicks hatched from eggs from the Oujda Station, will soon reach and maintain a production of 3,000 chicks per week. (3,000 of the 6,000 were sold to farmers in the area. 1,200 pullets are being retained for breeder stock.)

The USAID Poultry Advisor has assisted a Peace Corps Volunteer establish a demonstration unit at Bouknadel School in cooperation with the Ministry of Education. USAID furnished financial assistance from the Special Self-Help Fund. The chickens are a source of additional protein for the students, training in poultry production and management, and a source of income for the school cooperative. The unit currently supplies 216 eggs daily to the schools in the area. The success of this project has prompted the establishment of a similar project at Sefrou also in cooperation with the Peace Corps and the Ministry of Education.

5. Investment Promotion Center

After a preliminary study by an A.I.D. contract technician and with his continued assistance, the Government of Morocco decided to establish an Investment Promotion Center during FY 1967. Since then a Director has been chosen, offices in a central location opened, and formal operations are about to begin. The Investment Promotion Center is designed to service potential investment inquiries; for despite Morocco's present encouraging policy toward private investment, it has up until now been necessary for the potential investor to spend considerable time ascertaining which GOM offices held responsibilities of importance to his interests, and making corresponding contacts, in order to obtain the needed investment information.

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