



# 2019 LANDMARKS







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**WHO ARE WE ?**



Al Moutmir is a multiservice offer carried by OCP, historical partner of agriculture. It aims to contribute to the emergence of a new model of sustainable and inclusive agricultural development.

We are a committed team, strongly mobilized to support Moroccan farmers as closely as possible, especially the small ones, who are the real actors of the economic development of our country.



# OUR MISSION

Rally all human and technical resources and technologies to encourage the implementation of the fundamentals of an economically viable and sustainable agriculture, an agriculture that creates impact and long-term value.

AGRICULTURE  
=  
BUSINESS



# OUR LEVERS





## BEST IN CLASS SOLUTIONS

- Full Blend 2.0 contracts package
- Retailors program
- OCP Smart Blender



## EXTENSION SERVICES

- Soil Analysis Mobile Laboratories
- Training program
- Demonstration platforms
- No-till farming platforms
- AI Moutmir Mobile Program
- AI Moutmir Souks and Moussems
- Agronomists



## DIGITAL SOLUTIONS

- Agripedia
- Agriagent
- Agridistribution
- @tmar apps
- Smart farming



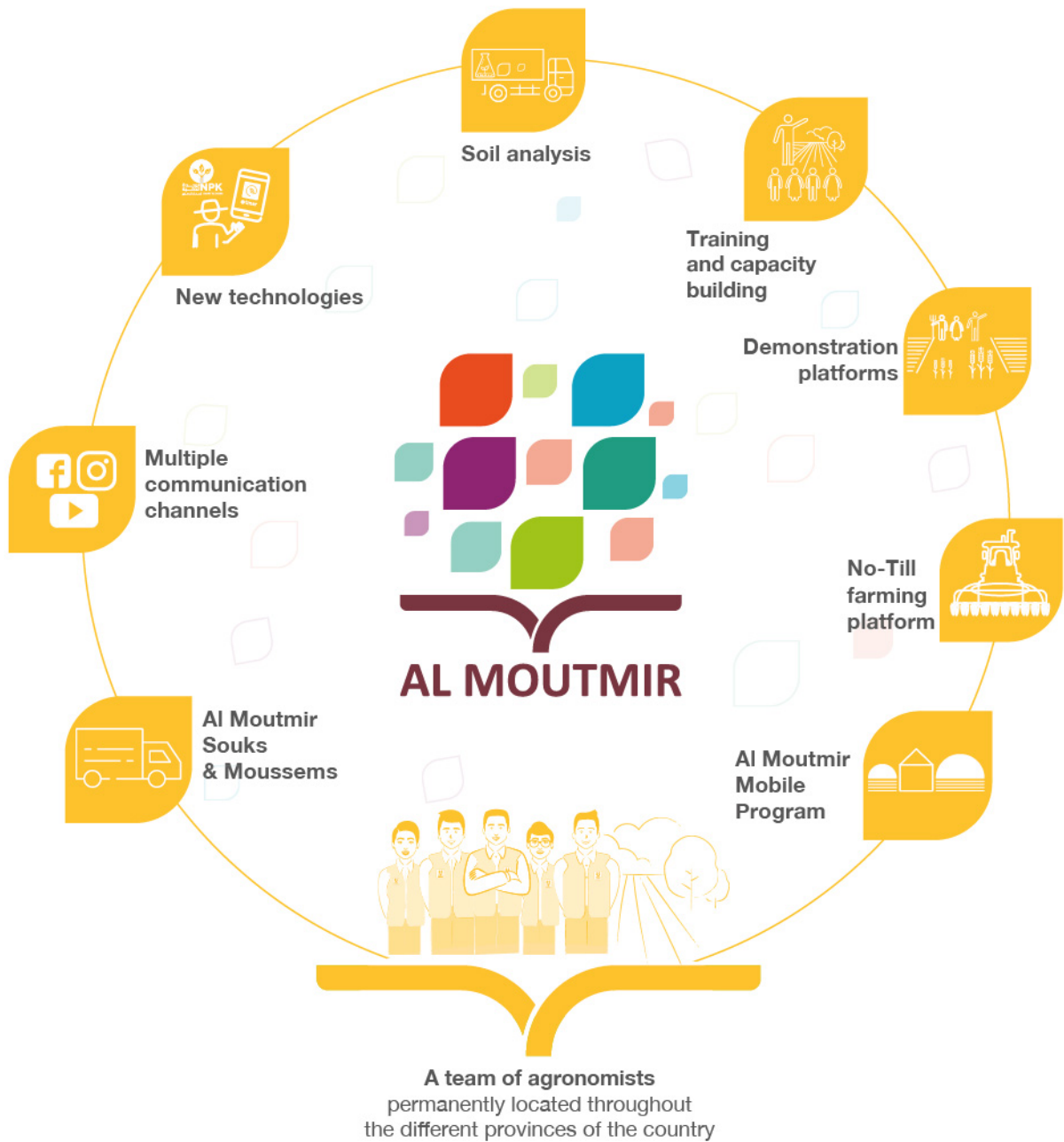
## THE FARMER AS REAL CHANGE AGENT

- *Elm* MOUTMIR program
- Cooperatives program
- Young leaders program



Al Moutmir, a multiservice offer of innovative and customized solutions to better serve farmers.

The program focuses on the promotion of best agricultural, technical and governance practices, in particular balanced fertilization as a real driver to improve productivity and conserve natural resources.




# 2019 KEY FIGURES


Over  
 **30 000**  
farmers accompanied

Over  
 **30 000**  
soil analyses

Over  
 **4 000**  
Demonstration platforms

Over  
 **600**  
No-Till farming platforms

Over  
 **200** locations visited by  
Al Moutmir Mobile  
Program

Over  
 **600**  
souks and moussems visited

Over  
 **30** Smart Blender  
Stores

Effective presence in  
 **60** provinces

Over  
 **100**  
agronomists located close  
to farmers in different  
provinces of the Kingdom

# A capacity building multi-target program

Over  
**10 000**  
trainings for **FARMERS**

Over  
**4 000**  
trainings for **WOMEN**  
as part of the  
*Elle* **MOUTMIR**  
program



A dedicated program to  
**YOUNG ENTREPRENEURS**



**A wide range of digital solutions to better convey scientific knowledge for everyone and everywhere in Morocco**



@tmar

Willing to extend its proximity support to all farmers everywhere in Morocco, OCP launched in december @tmar, the new mobile application for agricultural advice in Morocco.

Thanks to @tmar, agricultural advice is now available in Morocco, everywhere, for everyone and for free.

## 6 operational services



**Follow my Parcel**



**My NPK Formula**



**Weather Forecast**



**Price Monitor**



**Profitability Simulator**



**Doctor Crops**

Over **100 000**  
downloads in less  
than a month



# NPK SMART BLENDER

The smart blender for a customized NPK offer





Installation of local units dedicated to the production of customized NPK Blend fertilizers as close as possible to farmers.

Thanks to the Smart Blender, OCP contributes to encourage the manufacturing and use of environment friendly fertilizers that help farmers to improve yields. In partnership with our industrial partners and farmers, over 30 stores of customized NPK fertilizers opened in several provinces of the Kingdom.



# COMMUNICATION CHANNELS

Diversified communication channels to extend scientific knowledge and support to as many farmers as possible throughout the country



## DEDICATED FACEBOOK PAGE

Over

120 000

Fans

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## YOUTUBE CHANNEL

providing over a

HUNDRED

instructional videos

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CALL CENTER

A team mobilized to respond  
to farmers' requests permanently

## DEPLOYMENT OF THE AL MOUTMIR MOBILE PROGRAM IN 200 LOCALITIES

The provincial tour "Al Moutmir Mobile Program" took place during 9 months via the organization of several agricultural extension sessions including: One-to-one sessions to explain to farmers the results of their soil analysis and the fertilization recommendations; meeting with our distributors about NPK fertilizers; presentation of new technological solutions to facilitate decision making such as @tmar; demonstration sessions of the smart blender unit. These sessions are broadcasted live on Facebook and Youtube, in addition to question and answer sessions with our agronomic experts.



### DEMONSTRATION PLATFORMS PROGRAM: SEEING IS BELIEVING

The Al Moutmir demonstration platforms program, a real agricultural extension driver, goes from 2000 to 4000 demonstration platforms covering several provinces. New crops have been introduced this year such as palm trees, fig, Apple, peanuts, etc.

Customized fertilization programs are developed and deployed by agricultural engineers in partnership with our scientific and industrial partners.

## MECHANIZATION WORKSHOP: AGRONOMIC KNOWLEDGE AND MECHANICAL EXPERTISE MADE AVAILABLE TO FARMERS

The first mechanization workshop was held in Khouribga on January 18<sup>th</sup>, 2019. The event was organized in collaboration with OCP central workshops and Act4Community, and involved the contribution of agronomic and technical expertise. A great initiative that fosters internal collective intelligence in order to develop innovative mechanization solutions adapted to farmers' needs, especially small ones.



## PARTNERSHIP WITH COSUMAR IN ORDER TO PROMOTE CUSTOMIZED FERTILIZATION

Consolidation of the OCP / Cosumar partnership in order to encourage the use of customized fertilizers in the sugar industry. The pilot covers 500 ha of sugar beet in the Tadla region. OCP has made available to the 200 farmers a "Smart Blender" allowing the production of customized NPK fertilizers suitable for their soils and the needs of their crops. 60 customized NPK formulas have been produced using Smart Blender technology.

## PRESENTATION OF THE AI MOUTMIR INITIATIVE AT THE 9<sup>TH</sup> EDITION OF THE ARGUS FMB IN MARRAKECH

AI Moutmir team was invited to the Argus Africa Fertilizer (FMB) conference to present AI Moutmir initiative. The initiative aroused great interest among participants from the African continent. On this occasion, and in addition to his participation in the FMB, the Tanzanian Minister of Agriculture, Japhet Hasunga, visited the AI Moutmir Mobile Program that was stopping over in Guemmassa near Marrakech.



## PARTICIPATION IN THE INTERNATIONAL AGRICULTURAL EXHIBITION IN MOROCCO – SIAM FROM 16 TO 21 APRIL IN MEKNES

Fruitful discussions took place between AI Moutmir team and farmers from the four corners of the Kingdom in order to discover the new agricultural solutions developed by OCP Group in order to better serve them.

The new technologies booth was visited during the 6 days of SIAM and witnessed discussions about the digital solutions offered: the @tmar application, a range of agricultural and technical services, Agripédia, the scientific reference available at one click, in addition to other technologies developed to ensure a better service to our farmers.

## LAUNCH OF "AL MOUTMIR OPEN INNOVATION LAB" PLATFORM

On July 4<sup>th</sup>, 2019, DCP launched "Al Moutmir Open Innovation Lab" which is part of the exchange dynamic initiated by DCP with the various players involved in developing the agricultural sector. Its goal is to explore innovative models in different fields to promote the development of a prosperous and sustainable agriculture in Morocco and in Africa.

The first edition was devoted to models of demonstration platforms and witnessed the participation of over 500 experts and scientists from several national and international organizations. The second edition was organized on October 15<sup>th</sup> to celebrate rural women and explore ways to enable them to contribute alongside men to the design and implementation of the new development model for our country.



# HIGHLIGHTS

## "AL MOUTMIR" MODEL PRESENTED IN DUBAI AT THE "GLOBAL FORUM ON INNOVATIONS FOR MARGINAL ENVIRONMENTS "(GFIME)

Al Moutmir took part in the "Global Forum on Innovations for Marginal Environments" organized in Dubai from the 20<sup>th</sup> to the 22<sup>nd</sup> of November 2019 by the International Center for Biosaline Agriculture (ICBA).

Ms. Fatiha Charradi, VP Local Market-Farming Dev, took part in the opening panel and shared with the participants the DCP model with a focus on the drivers activated in order to optimize environmental yields on the basis of the scientific approach and the development of farming solutions adapted to each farmer. 300 participants from different backgrounds were present : research, university and academia, industry, politics, economics, and environment, etc.

## LAUNCH OF THE NEW "NO-TILL FARMING" PROGRAM TO HELP MEET CLIMATE CHANGE AND RESOURCE CONSERVATION CHALLENGES.

Launched in October, the "No-Till farming" program is part of OCP's efforts to increase the resilience of agriculture to climate change. For the first implementation phase of this initiative, 35 seeders were made available to agricultural cooperatives in different regions of the Kingdom. This first phase will cover an area of 10,500 ha.



## PARTICIPATION TO THE CONFERENCE "AFRICAN WOMEN TAKING THE LEAD" IN ETHIOPIA:

ElleMoutmir program took part in the first conference "Boosting Intra Trade: African women taking the lead" that was organized at the African Union Headquarters from the 3<sup>rd</sup> to the 5<sup>th</sup> of December 2019. Sponsored by OCP, this conference was marked by the participation of 5 cooperatives supported by ElleMoutmir, the capacity building program for women in rural areas. At this conference, Al Moutmir initiative was presented at the panel "cooperatives for women's empowerment: The Moroccan and Ethiopian experience for the benefit of South-South cooperation". The exhibition of Moroccan cooperatives was a great success, in only a few hours, the cooperatives sold all the products on display.



## AL MOUTMIR TAKES PART IN «THE WORLD AGRI-TECH INNOVATION SUMMIT» IN LONDON

OCP Group participated to the 7<sup>th</sup> edition of “The World Agri-Tech Innovation Summit” that took place in London, 15-16<sup>th</sup> October, around the theme: “Connecting Business and Innovation for a Healthy, Sustainable Food System”. During this conference, OCP presented its experience in the manufacturing of fertilizers and its vision concerning digital transformation in the field of agriculture.

In addition, Ms. Fatiha Charradi took part in the “Flexible Innovation” seminar and presented OCP Group vision as far as working in partnership with the agricultural technology ecosystem is concerned and the projects launched by the Group to reinforce agricultural development.



## LAUNCH OF @TMAR: A FREE FARMING MOBILE APPLICATION FOR ALL MOROCCAN FARMERS EVERYWHERE

Willing to extend its proximity support to all farmers and everywhere in Morocco, OCP, through Al Moutmir program, enriches its offer by launching @tmar, the new mobile application for farming advice in Morocco. Developed with and for farmers, @tmar aims to make scientific information available to all, while facilitating decision-making related to their agricultural activity, particularly as far as the technical, agronomic and economic aspects are concerned. Accessible to everyone on App Store and Google Play, this application takes into consideration the needs and concerns of farmers, especially small ones (follow my parcel, choosing the right NPK fertilizer, profitability simulator, weather forecast, market information, doctor crops, etc.) Easy and user-friendly, this package of services is based on advanced technological concepts and models such as artificial intelligence, satellite imagery that enable customized recommendations to each farmer according to his/her needs.



## OUR FARMERS, OUR PRIDE



**HAND IN HAND FOR A PROSPEROUS  
AND SUSTAINABLE AGRICULTURE**

