



AL MOUTMIR

The OCP model to better serve farmers

LEARN

REACH

EMPOWER



The agricultural sector can be a more efficient provider of jobs and a more effective instrument for ensuring the best living and settlement conditions in rural areas. This is the reason we are calling for a consolidation of the gains made in the agricultural sector including the creation of new job and income generating activities, especially for young people in rural areas.

Extract from the speech of
His Majesty King Mohammed VI,
October 12th, 2018



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committed
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AGRICULTURE IN MOROCCO

a field of great potential ...



1,5
million
farms



8,7
million hectares
Utilised Agricultural Area



+39%
jobs at
the national level



14%
contribution
to GDP



74
billion MAD,
contribution to
national economy



12 À 25%
national exports

Source: Agriculture du Maroc - 2018 - Ministry of Agriculture, Fisheries, Rural Development and Water and Forests

... But that faces important challenges.



71%
of farms are smaller
than 5 hectares



74%
NU* potential
consumed by
3 dominant crops
(Cereals, Pulses
and Olive trees)



19%
irrigated area



66 Kg/Ha**
low and unbalanced
use of fertilizers



45%
fertilizer adoption rate



weak market
connection

* Nutrient Unit

**Nutrient Unit, source INRA 2018

OCP, A PARTNER COMMITTED TO UNLOCK THE POTENTIAL OF AGRICULTURE IN MOROCCO

As a historical partner of agriculture, OCP remains strongly committed alongside the entire ecosystem in order to support the transformation of this sector not only in Morocco but in Africa at a larger scale and around the world. Our goal is to contribute to the emergence of inclusive agricultural development models that create sustainable value and impact. In a partnership approach with the Ministry of Agriculture, Fisheries, Rural Development and

Water and Forests, OCP Group, through Al Moutmir initiative, mobilizes its teams in order to support farmers, especially small ones. It therefore continuously stimulates the innovation loop with the different driving forces of the agricultural sector to respond with agility to the challenges of agriculture and to help find new adapted and affordable solutions for all.



OUR CONVICTION

Encourage the development
of an economically viable
and sustainable agriculture!

We are convinced that agriculture should no longer be considered as a social activity but rather as a real economically viable and sustainable business.



AGRICULTURE



BUSINESS



OUR LEVERS



Establishment of an agricultural proximity development model. Our goal is to contribute to promoting the emergence of a profitable and prosperous agriculture.



Development of an integrated offer based on scientific research and innovation.



Mobilization of technical and human resources.



Using digital technologies as a key driver for more proximity.



Market Connection.







A FRESH IMPETUS TO AGRICULTURE

AL MOUTMIR, A MULTI-SERVICE OFFER TO BETTER SERVE FARMERS

Launched in September 2018, Al Moutmir is a multi-service offer including innovative and personalized solutions to better support farmers, especially small ones. This initiative focuses on promoting best agricultural, technical and governance practices, and in particular balanced fertilization as a real lever for improving productivity and preserving natural resources.

Al Moutmir includes best in class products and solutions, agricultural extension services (soil

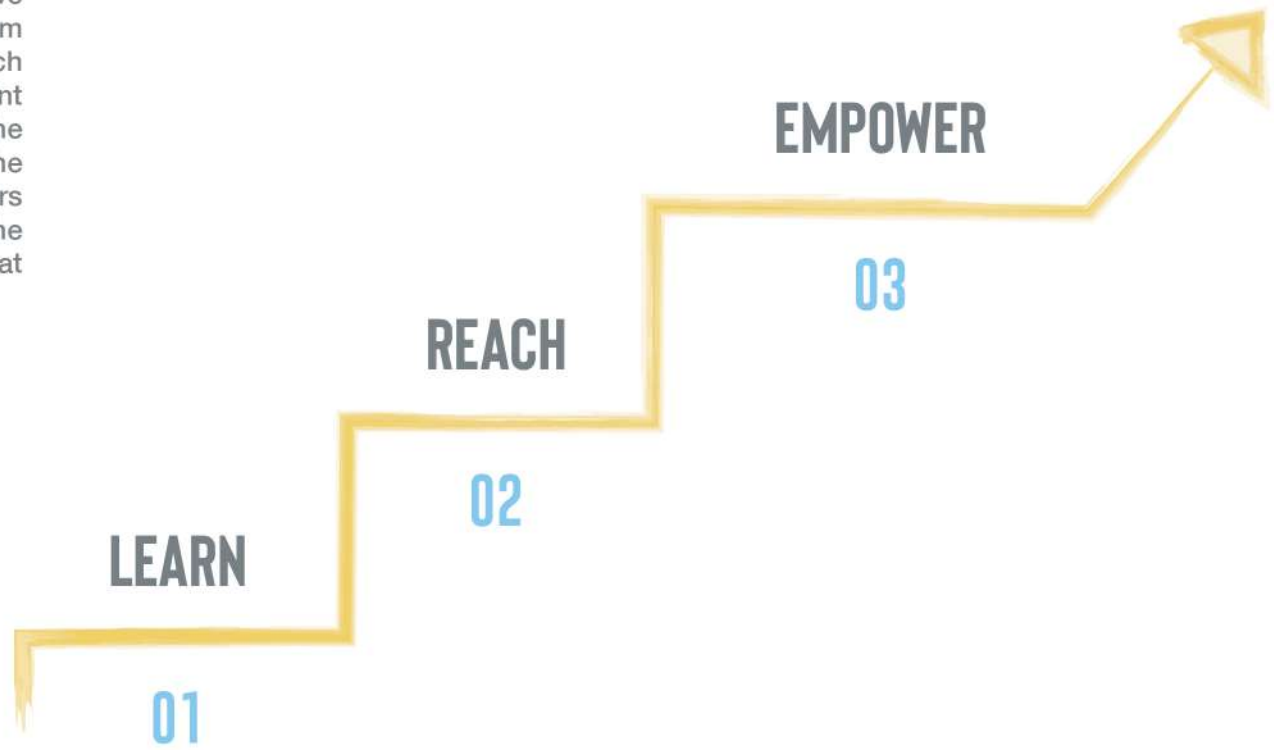
testing, training, demonstration platforms, monitoring and support, etc.), user-friendly technological solutions as well as a capacity building program for farmers, rural women, cooperatives and young leaders. The team's ambition is to provide farmers with the tools they need to move from a subsistence agriculture to a profitable and sustainable business. The scientific approach is at the heart of all the Al Moutmir offer to ensure the sustainability of the initiative.

FIND OUT MORE



OUR APPROACH

Al Moutmir is based on a participative and inclusive approach. We go into the field, we connect with communities, we learn from close relationships with the ecosystem, which then allows us to develop and implement customized solutions with and for the farmers. We thus continuously stimulate the innovation loop with the various stakeholders to respond with agility to the challenges of the ecosystem and bring out new solutions that are adapted and accessible to all.



AL MOUTMIR RELIES ON 3 MAIN PILLARS:



SCIENTIFIC APPROACH

To ensure the offer sustainability



Logos of OCP, Mohammed VI University, and other partners are displayed over a background image of a green field under a blue sky.



THE FARMER,
real agent of change



PARTNERSHIP APPROACH

To develop co-built solutions with and for the ecosystem





Harvesting of a no-till platform.
Sidi Kacem

THE AL MOUTMIR INITIATIVE BENEFITS FROM THE UNWAVERING SCIENTIFIC SUPPORT OF THE MOHAMMED VI POLYTECHNIC UNIVERSITY OF BENGUERIR

Having positioned the scientific approach at the heart of its strategy and projects, Al Moutmir benefits from the scientific and operational support of the Mohammed VI Polytechnic University of Benguerir. This best-in-class support covers all the components of the initiative and the mobilization of national and international agronomic experts who provide their knowledge and scientific support. The Mohammed VI Polytechnic University of Benguerir support also includes the training of Al Moutmir teams and the entire ecosystem with which we interact during the implementation of the initiative, as well as the provision of cutting-edge infrastructures: soil testing laboratories, experimental farms, innovation platforms, incubators and many other levers. Thanks to its national and international network of partnerships with scientific research institutions, the Mohammed VI Polytechnic University of Benguerir works on a daily basis alongside the Al Moutmir team and the agricultural ecosystem in Morocco and more broadly in Africa. The objective is to address the challenges of agriculture in our continent and to contribute to the emergence of inclusive agricultural development models that create sustainable value and impact.



Professor Mohamed El Gharouss
Mohammed VI Polytechnic University of Benguerir

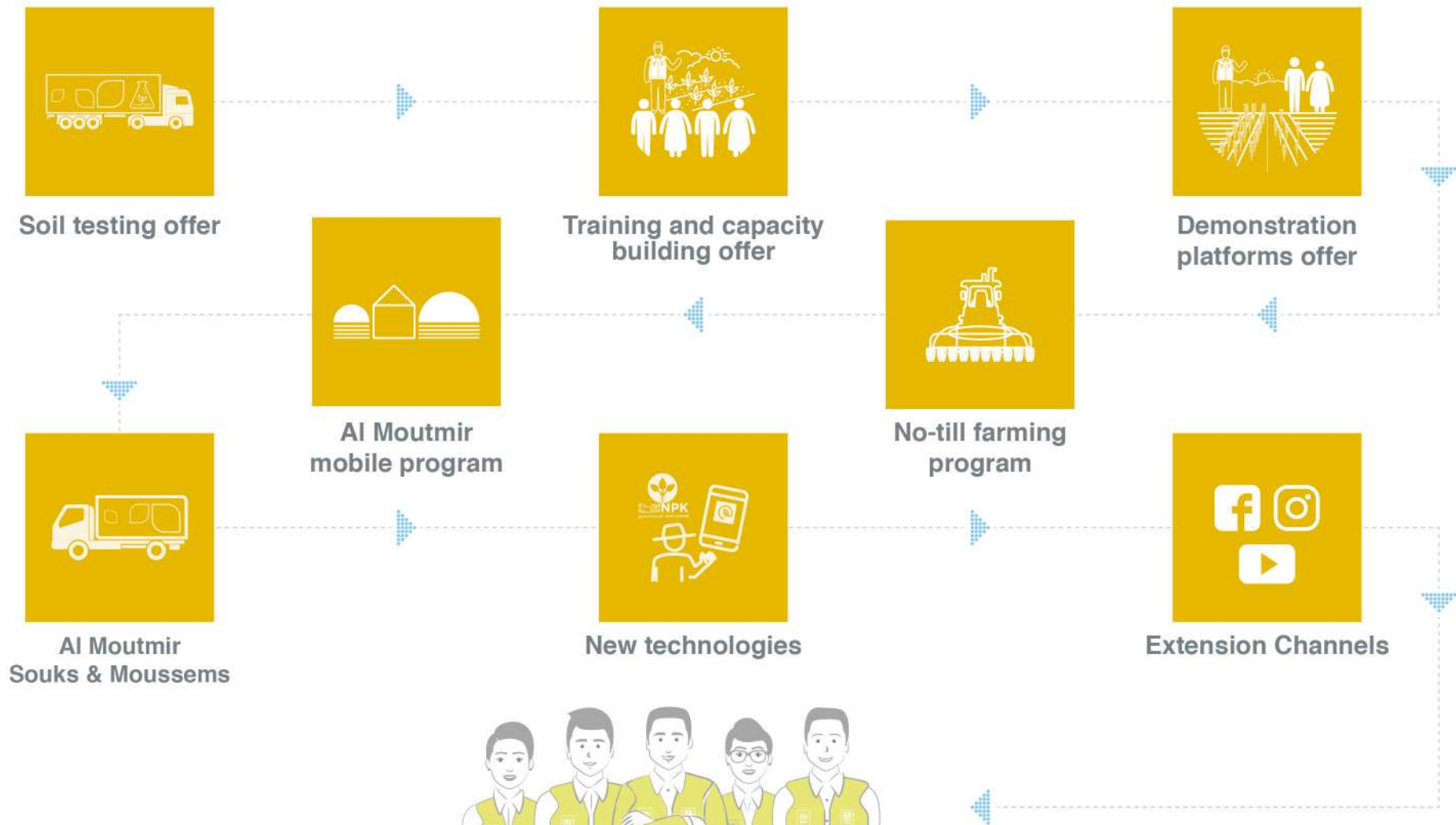


The Mohammed VI Polytechnic University of Benguerir
flagship of applied research and innovation for
the development of a resilient and sustainable agriculture.



OFFERS AND SERVICES

AI Moutmir consists of a multi-service offer of innovative and customized solutions.



Agricultural engineers permanently settled in different areas of the Kingdom

SOIL TESTING OFFER

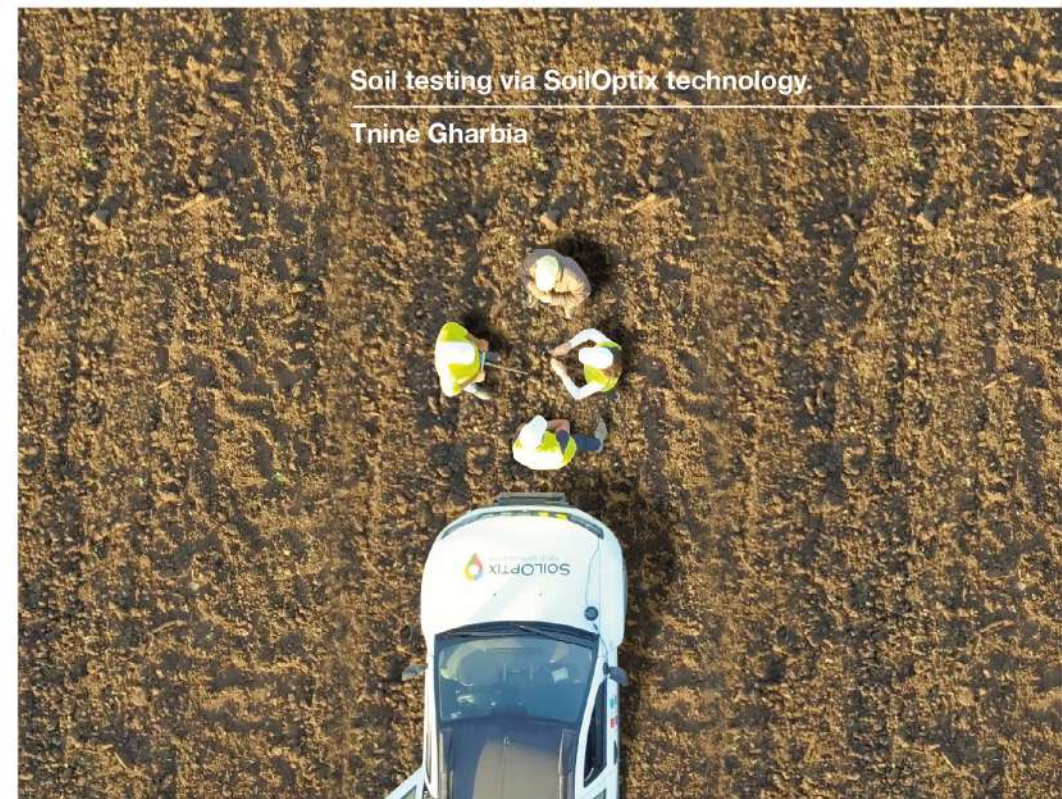
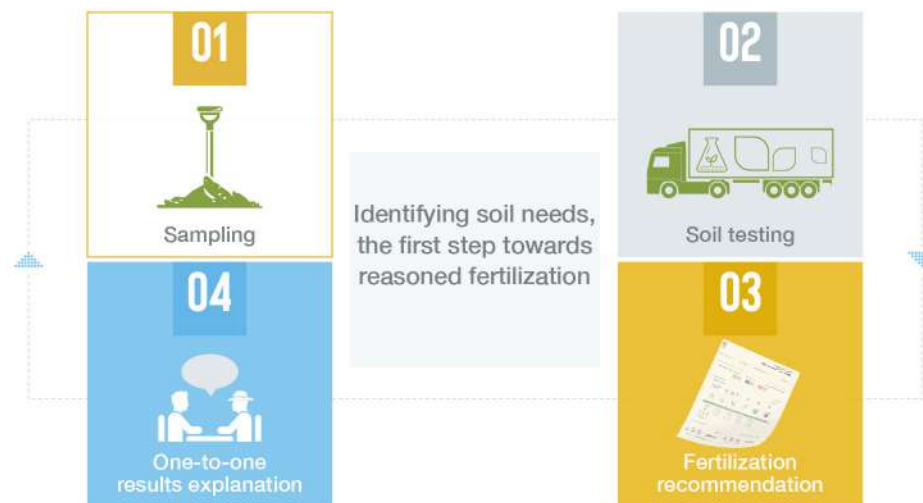
It all starts with identifying soil needs

Al Moutmir program brings a scientific offer close to farmers through mobile laboratories which travel across Morocco and carry out free soil testing. Other tests are also carried out at Mohammed VI Polytechnic University in Benguerir and other national laboratories.

Aware that soil testing are the first step towards reasoned fertilization, OCP mobilizes its human and technical resources to support farmers and allow them to carry out sampling in a scientific manner.

In addition to soil testing, the Al Moutmir team is watching over the

introduction of new technologies for soil mapping such as SoilOptix. This technology aims to provide detailed maps representing the physical and chemical properties of soils. The method is based on gamma radiation measurements and more precisely on natural radioactive elements in the soil.





Al Moutmir mobile laboratory on tour in different provinces of the Kingdom.

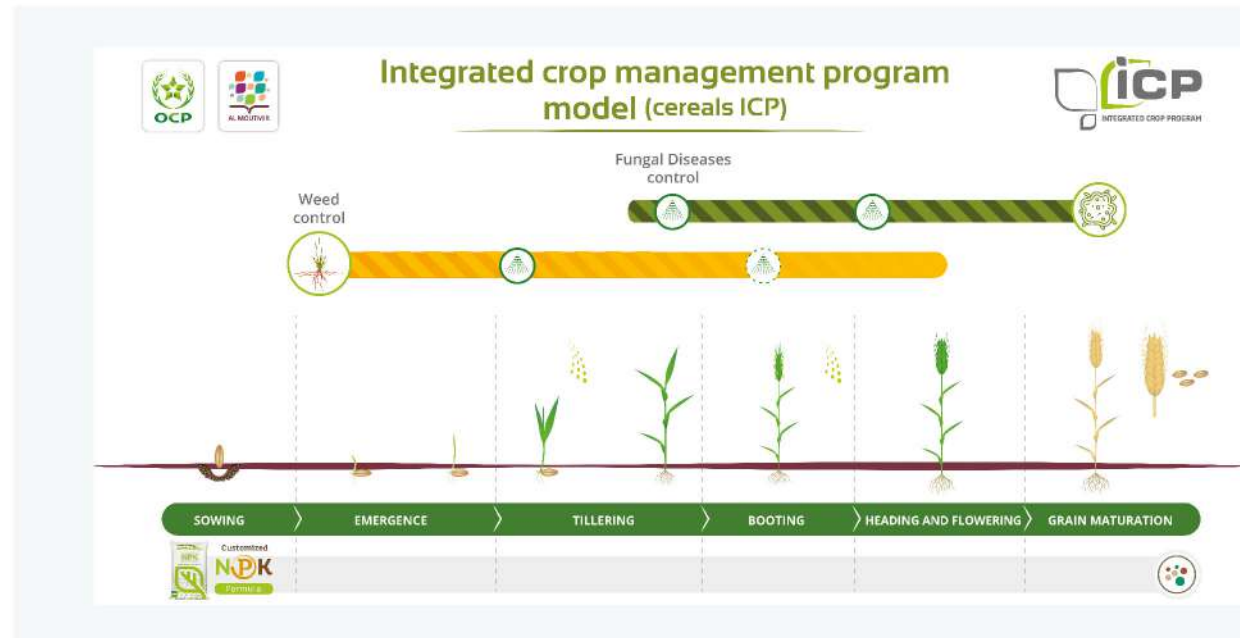
FIND OUT MORE



DEMONSTRATION PLATFORMS OFFER

Because seeing is believing!

Over 6000 demonstration platforms were conducted since the launch of Al Moutmir program. Through Al Moutmir program, OCP has set up a range of demonstration platforms in different provinces of Morocco covering several crops (cereals and pulses, arboriculture, vegetables, etc.). The platforms are indeed a powerful vulgarization tool for demonstrating scientific recommendations and agricultural innovations. Co-constructed and implemented in partnership with the agricultural ecosystem, and in particular the scientific ecosystem (INRA, IAV, ENA UM6P), these platforms are installed in the fields of volunteer farmers and allow to demonstrate the considerable impact of adopting best agricultural practices on the yield and quality of agricultural production, the income generated and also on the balanced consumption of fertilizers. Each platform relates to the application of adapted inputs and adequate agricultural techniques, from the soil tillage to harvesting. This allows, as the culture cycle progresses, to compare the impact of good practices versus the average



practices of localities or regions. The objective is to create an emulation and induction effect carried by the farmers who hosted these demonstration platforms who become ambassadors of good practices and guarantors of the continuity of this initiative. 100% funded by OCP, these demonstration platforms benefit from close scientific

monitoring provided by Al Moutmir agricultural engineers and experts mobilized from Mohammed VI Polytechnic University of Benguerir and various national scientific institutions. An Integrated Crop Management Program (ICP) is run for each platform and covers the different stages of the crop.

FIND OUT MORE



**Wheat demonstration platform.
Exchange between the agronomist
and the farmers.**

Maaziz - Khemisset

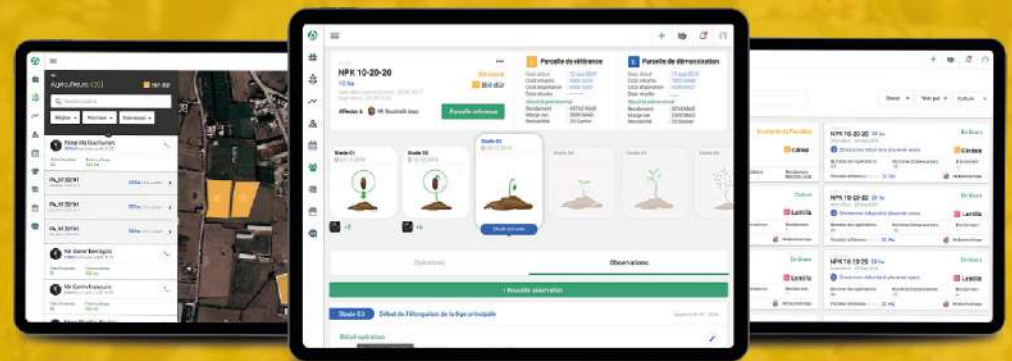


A 100% digital monitoring

In order to build on the feedback from the demonstration platforms and facilitate the sharing of this feedback with the ecosystem, AI Moutmir team developed a digital application called "Agritrial". It enables the digitalization of the agronomic management of demonstration parcels and real time feedback of detailed information on the evolution of platforms (phenological stages, colors, stress, size, photos & videos of plants, etc.). All this information is available to the scientific, academic and economic ecosystem. It is also the subject of annual symposia within the framework of AI Moutmir Open Innovation Lab with the participation of the key players in the sector.

DIGITAL SOLUTION

AGRITRIAL





Almond demonstration
platform monitoring

Midelt



FIND OUT MORE



Al Moutmir mobile program
Cereals & Pulses.

El Hajeb

AL MOUTMIR MOBILE PROGRAM

Mobilizing large resources for small farmers!

Al Moutmir mobile program is a device that criss-cross Morocco and supports the daily work of agricultural engineers. It includes extension workshops, individual feedback sessions on soil testing results, in addition to meetings with our fertilizer manufacturers, distributors, and retailers, Smart Blender demonstrations and question & answer sessions conducted by scientific experts.

**3 TARGETED
CROP FAMILIES:**

cereals & pulses,
arboriculture and vegetables.





AL MOUTMIR SOUKS AND MOUSSEMS

An agile system to reach farmers from remote areas

Al Moutmir Souks and Moussems sets out to meet farmers in the souks and moussems (rural festivals), crucial crossroads where farmers share and exchange about their agricultural concerns. It seeks to support them before the launch of each crop cycle.

Several convertible trucks visit the weekly souks (rural markets) as well as the most important moussems in order to identify farmers' needs and assist them in their decision-making as far as the choice of inputs and agricultural practices are concerned.



FIND OUT MORE



Souks and Moussems Van heading to Taounate.



MECHANIZATION AND EQUIPMENT OFFER

Concerned by the support of farmers throughout the agricultural value chain, Al Moutmir offers a range of services focused on mechanization and the provision of agricultural equipment.





Al Moutmir Mechanical Workshop
Khouribga

AL MOUTMIR MECHANICAL WORKSHOP

Produce locally to optimize costs

In collaboration with the Ateliers Centraux of Khouribga and Mohamed VI Polytechnic University in Benguerir, Al Moutmir has set up a mechanical workshop with the objectives of managing agricultural machinery fleet and exploring existing technologies. This workshop is also an incubator for start-ups operating in the agricultural field. It provides them with the tools and training they need to prototype customized mechanical equipment and solutions that are viable and easy to produce locally at lower costs and closer to small farmers.

NO-TILL FARMING OFFER

For an agriculture more resilient to climate change!

A pillar of conservation agriculture, direct sowing consists in using suitable seeders with zero tillage, thus preserving the soil, water stocks and microbial soil life. Al Moutmir no-till farming program aims to accelerate the adoption of this practice on a national scale as a key lever of the new agro-ecological tran-

sition model of agriculture in our country. The aim of Al Moutmir initiative is to significantly support this momentum and thereby accelerate the adoption of no-till farming at the national level as a key lever to increase the resilience of agriculture to climate change.

AL MOUTMIR NO-TILL PROGRAM LAUNCH PHASE



10 000
hectares
to cultivate



2 000
beneficiary
farmers



+35
seeders
made available
to farmers



600
dedicated
demonstration
platforms



35
beneficiary
cooperatives

Harvesting operation in
a no-till platform.

Meknes

FIND OUT MORE



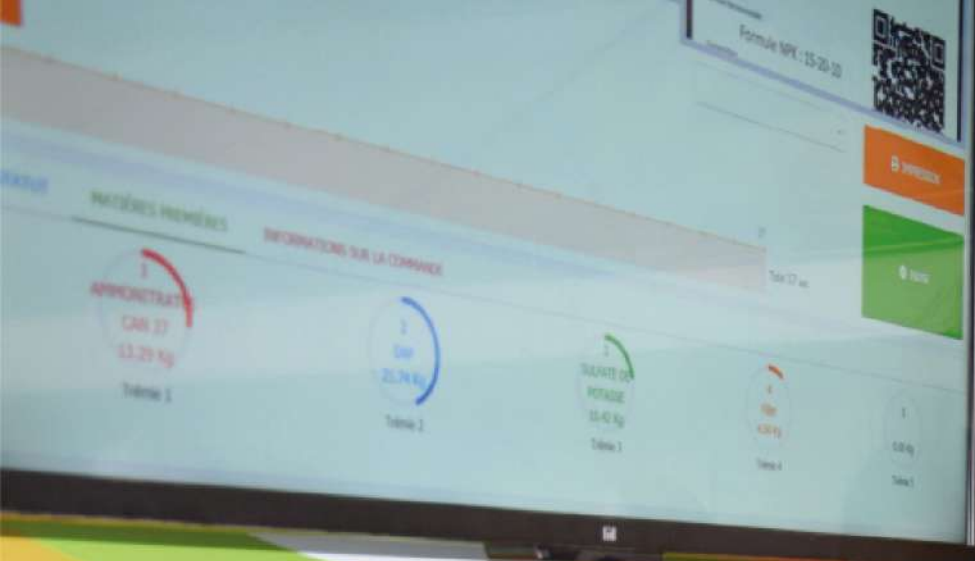
THE SMART BLENDER: FOR A CLOSE AND CUSTOMIZED NPK BLEND OFFER

In order to meet the objective of optimizing natural resources and the adequate use of N, P and K nutrients, OCP introduced Smart Blender technologies towards the end of 2018. This technology consists in manufacturing NPK-Blend formulas for each agricultural plot based on its own soil testing results. The installation of Smart Blender production units in partnership with the fertilizer manufacturers, distributors and national aggregators partners, has now enabled the production of customized NPK Blend fertilizers at proximity units based closed to farmers in different provinces.



FIND OUT MORE





Smart Blender demonstration for farmers.

Kariat Ba Mohamed - Taounate



A MULTI-TARGET CAPACITY BUILDING PROGRAM

The success of agricultural transformation cannot be achieved without the farmer, the real agent of change. This is the reason why AI Moutmir initiative invests in people first. AI Moutmir has designed a multi-target and customized capacity building system allowing stakeholders to easily adopt the best agricultural practices and to move towards an agriculture that protects resources and creates impact and added value, especially financial one.

The capacity building offer benefits farmers, rural women, cooperatives and young leaders.

FIND OUT MORE





FARMER TRAINING OFFER

Training sessions are organized by Al Moutmir agronomists and scientific experts throughout the crop growth cycle from soil testing, sowing, fertilization and phyto-sanitary treatments to harvesting and storage. These trainings are given in the field at places that are close to farmers and also via the digital platforms including webinars and via WhatsApp.

Training materials adapted to each theme are shared with farmers in various formats.



Training around the olive tree.

Essaouira



Training in cereals and pulses.

Khemisset



Training in the cultivation of cereals.

Fkih Ben Saleh



WOMEN SUPPORT OFFER

ElleMoutmir

The objective of ElleMoutmir program consists in supporting active women in rural areas to reach the status of change agents by enhancing their activities, developing their individual and collective agricultural and entrepreneurial capacities and encouraging their networking for the realization of common and impacting actions.

FIND OUT MORE



Ms. Samira Oubella
President of the cooperative Femme Oasienne.

Guelmim

Elle MOUTMIR



Elle **MOUTMIR** includes four initiatives to meet the particular needs of rural women:



**WOMEN
FARMERS
PROGRAM**



**WOMEN
COOPERATIVES
PROGRAM**



**YOUNG
WOMEN
PROGRAM**



**WOMEN
AGRI-RETAILERS
PROGRAM**

COOPERATIVES SUPPORT OFFER

Acknowledging the important role of cooperatives in the emergence of new models of socio-economic development in rural areas and believing in their potential, AI Moutmir offers a program dedicated to building their capacities. AI Moutmir targets cooperatives and all professional organizations working in the production and the transformation of agricultural and local products. The objective is to support these organizations to become solid sustainable business models. The services offered to each cooperative meet its specificities: local agronomic support, reinforcing their technical capacities, business skills and soft skills, support for their equipment and

mechanization, support for business diversification and development, support for networking and implementation of joint actions and market access.

In addition to field support actions, AI Moutmir offers a range of distance learning services via AI Moutmir Youtube channel, WhatsApp, Facebook and webinars. Several initiatives are also being undertaken to facilitate the connection of cooperatives to markets: creation of Facebook accounts, implementation of E-commerce applications, development of product guides, etc.



Capacity Building



Networking



Market Connection

Cooperatives taking part in the conference
“Women Taking the Lead”.

Ethiopia



YOUNG LEADERS PROGRAM

Training for local leaders to perpetuate the offer and have a lasting impact!

This program targets young leaders in rural areas. It aims to support these talented and ambitious young people to become real agri-pre-neurs. A capacity building offer is carried on with our experts and covers not only training but also support for the creation of small businesses for agricultural services and access to markets.





برنامج الشباب الرائد

الشباب رافعة أساسية لتنمية
الزراعة ببلادنا

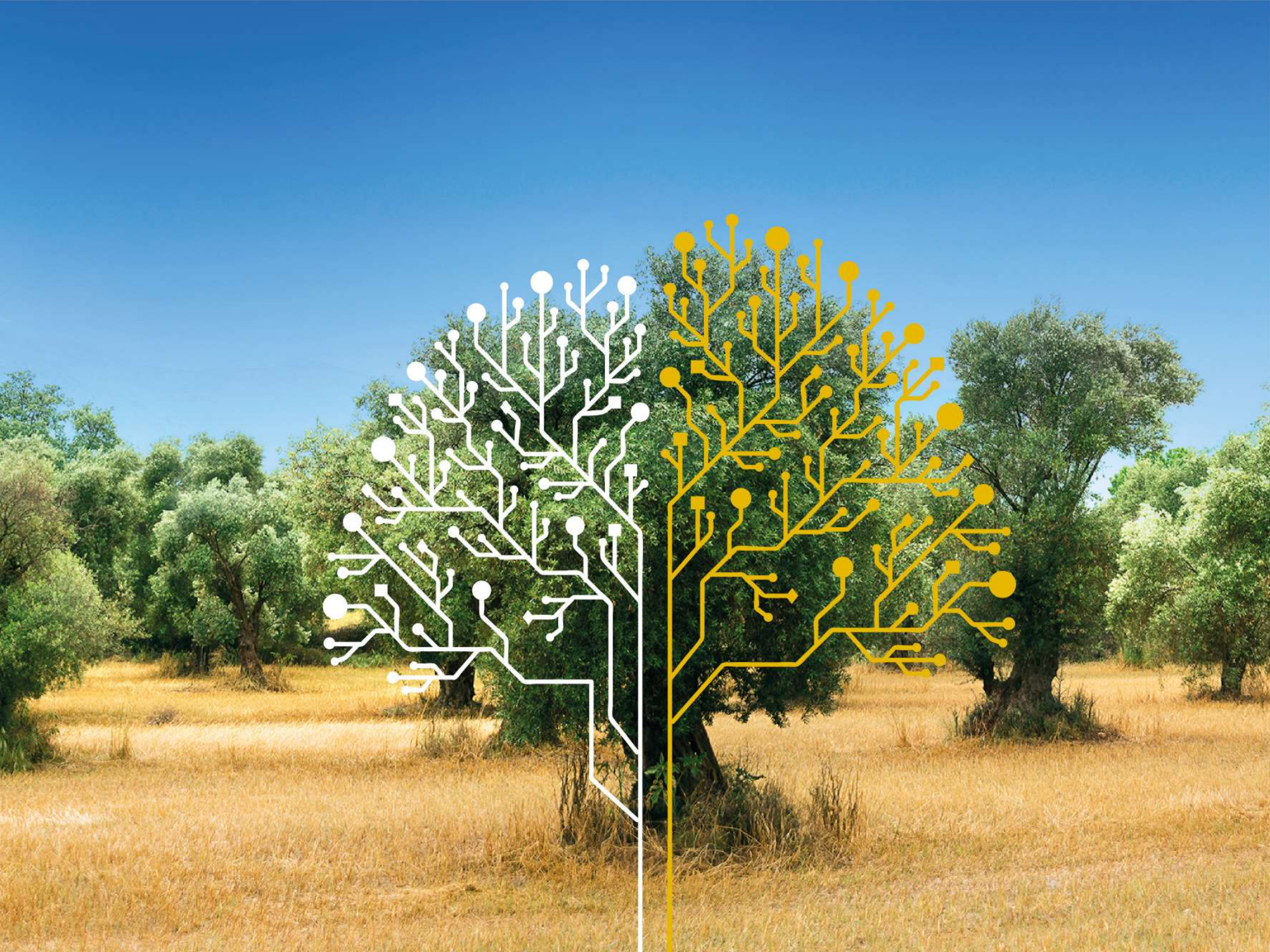


شبابنا منبع فقرنا و اعتزازنا



Young people benefiting from
the "Young leaders" program.

Midelt



A landscape photograph featuring several olive trees with silvery-green foliage and thick, gnarled trunks. The trees are set against a clear, bright blue sky. In the foreground, there is a field of tall, golden-brown grasses. A semi-transparent green rectangular box is centered over the image, containing white text.

**INNOVATION
IS AT THE HEART
OF OUR MODEL**

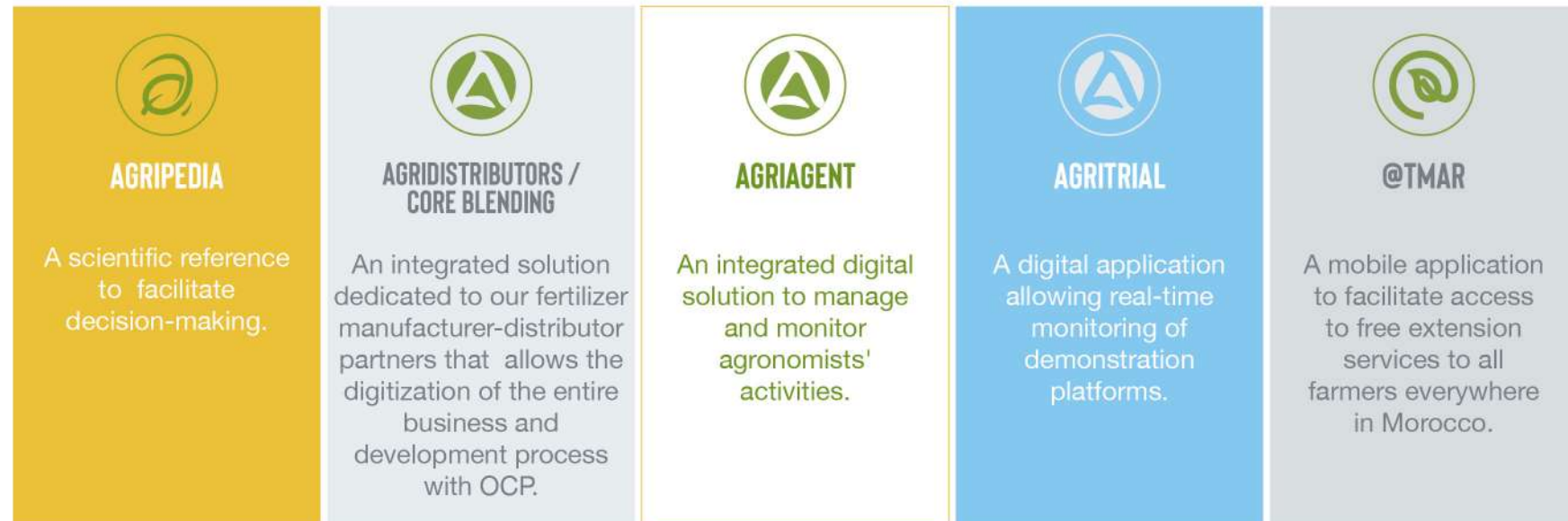
DIGITAL OFFER

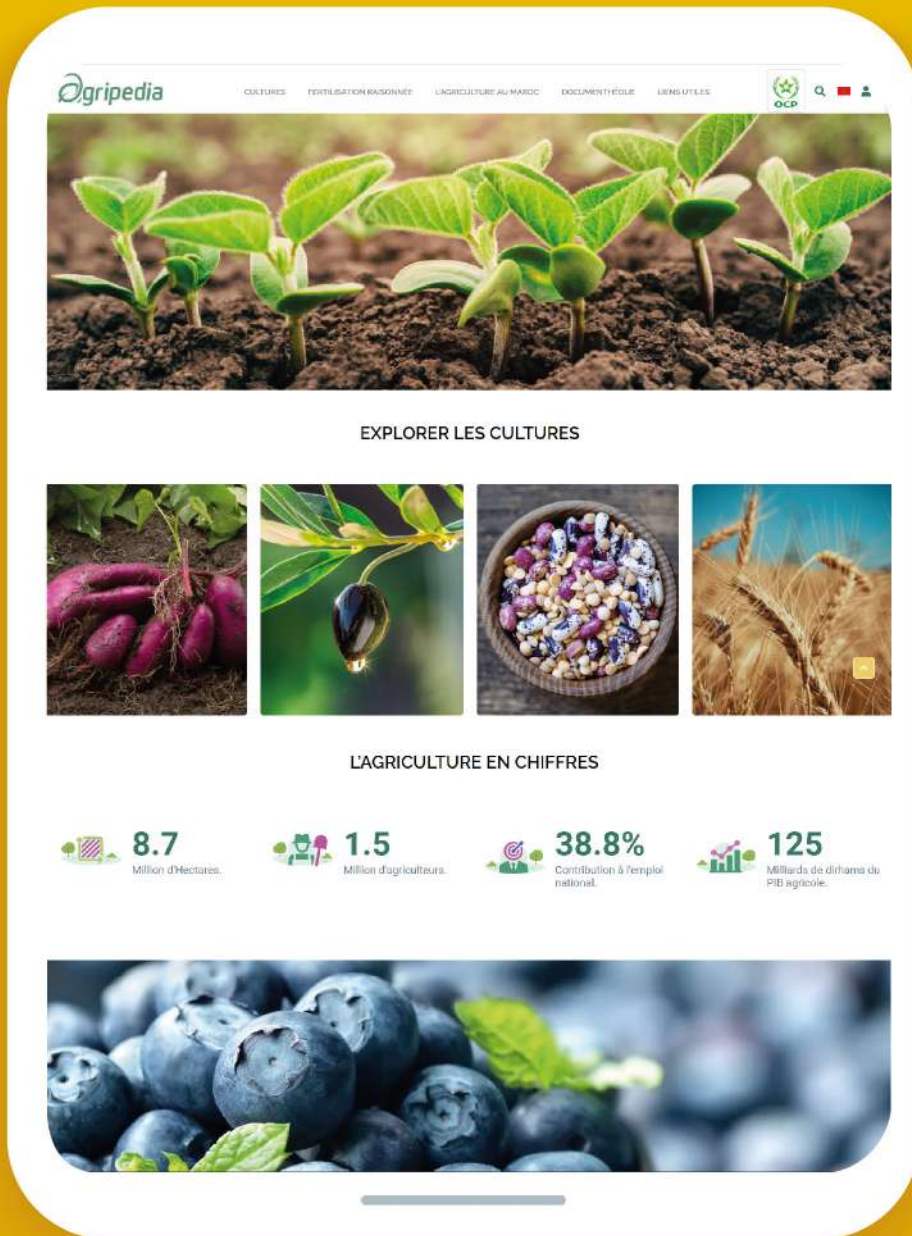
To support the different efforts and multiply the impact

New technologies are undeniably an excellent opportunity for the agricultural sector and an essential lever for opening up the most vulnerables in the sector. Aware of this potential, AI Moutmir has chosen to digitize the entire program. The use of digital tools not only makes it possible to capitalize on the collaboration between the team and the farmers but also shorten the distances. Based

on advanced technological concepts and models such as artificial intelligence and satellite imagery, these solutions make it possible to offer customized recommendations to each farmer according to his needs. AI Moutmir initiative thus offers a cutting-edge digital package that supports the farmer throughout the crop cycle.

DIGITAL OFFER





Agripedia

An encyclopedia of agricultural knowledge available at one click for everyone!

A real scientific repository available to agronomists, farmers and students for free, Agripedia is a web platform that aggregates the agronomic knowledge and makes it possible to share. Crop guides, instructional videos, static and animated illustrations are among the references made available to users according to their needs. The platform covers several groups crops with various supports adapted to each target (didactic videos, flyers, technical guides, etc.).



The extension services everywhere in Morocco, for all and for free!

Willing to extend its proximity support to all farmers and everywhere in Morocco, OCP launched @tmar, the new mobile application for extension services in Morocco. Developed with and for farmers, @tmar aims to make scientific information available to all, while facilitating decision-making related to their

farming activity, especially as far as the technical, agronomic and economic aspects are concerned. Accessible to all in one click, this application, which includes the real needs and concerns of farmers and especially small ones, has now 6 operational services.

1 TRACK MY FIELD

Farmers benefit from a customized monitoring of their crops, continuous assistance and recommendations adapted to the cycle and development of their crops.

2 NPK RECOMMENDATION

Provide farmers with the NPK formula recommendation best adapted to the needs of their soil, the intended crop and the expected yield.

3 PROFITABILITY SIMULATOR

This tool helps in economic decision making. It enables farmers to calculate the potential benefits of their crops taking into account all farming operations.



4 MARKET INFO

This service gives access to the prices of agricultural products (cereals, vegetables and fruits) in reliable and accessible markets.

5 WEATHER FORECAST

A service that provides farmers with precise information on agricultural weather in real time in order to adjust their decision-making.

6 DOCTOR CROPS

A plant disease recognition service based on real images taken from the field. It offers valuable information and the appropriate control strategy.




A farmer using @tmar to follow her olive trees.

Chefchaouen

FIND OUT MORE





The background of the image is a vibrant green gradient. In the upper-left corner, several dandelion seeds with their white, feathery parachutes are captured in mid-air, appearing to drift or fly across the frame. A solid light blue rectangular box is positioned in the center-right of the image, containing the text.

**KNOWLEDGE
IS ONLY
WORTHWHILE
THROUGH SHARING**

COMMUNICATION AND EXTENSION CHANNELS

In order to enable all farmers in Morocco to benefit from the Al Moutmir initiative, the team offers multi-media channels and interactivity on social networks through a dedicated Facebook page, a YouTube channel, a call center and radio programs that broadcast live “Sewlouna Njaouboukoum” sessions.

During these sessions, the experts answer farmers' questions. In addition, Al Moutmir YouTube channel broadcasts didactic videos presented by farmers, supported within the framework of the program, to share best agricultural practices.

FIND OUT MORE



+120 000
Facebook
page subscribers



+1 200
Instagram
page followers



DIDACTIC
VIDEOS
+200
videos on Al Moutmir
YouTube channel



RADIO
BROADCASTS
“Min ila al fallah”
(From to the farmer)
and “Daqiqat Al Moutmir”
(Al Moutmir Minute)



AL MOUTMIR DISTANCE
LEARNING PLATFORM



WEBINARS



EXTENSION VIDEOS
“ HAL TA3LAM? ”
(DID YOU KNOW?)



A CALL
CENTER
to handle farmers'
requests at any time

ENCOURAGE PEER TO PEER COMMUNICATION

Aiming to support a maximum of farmers, Al Moutmir initiated with voluntary farmers, a series of videos called "Min Ila Al Fallah". In each video, a farmer shares with his peers agricultural practices learned thanks to the support of Al Moutmir team.

These videos, being in Darija, Moroccan Arabic, and

coming from the farmer, are a great success. They have facilitated Peer-to-Peer learning and fostered the adoption of best farming practices.

Broadcast on Al Moutmir YouTube channel and relayed on Facebook, these videos enlarge the scope of agricultural extension.



THE DYNAMIC FORCES

Al Moutmir brings together all the driving forces that are interested, directly or indirectly, in the development of the agricultural sector. In this framework, the program launched the exchange platform Al Moutmir Open Innovation Lab.

AL MOUTMIR OPEN INNOVATION LAB

An exchange platform par excellence

OCP launched in July 2019 an exchange and sharing platform called Al Moutmir Open Innovation Lab. This initiative is part of the exchange dynamic initiated by OCP with the various actors involved in the development of agricultural sectors in our country. The objective is to explore innovative models for the dissemination and sharing of scientific and technical knowledge with farmers who can foster the development of prosperous and sustainable agriculture. Several meetings are planned throughout the year around different themes: demonstration platforms, women, youth and the attractiveness of the rural environment, capacity building, etc.





Participants in the second edition of the Al Moutmir Open Innovation Lab dedicated to rural women.

Benguerir

Collaborators of Act4Community supporting farmers.

Khouribga





ACT4COMMUNITY

When OCP mobilizes its collaborators to serve the farmers

Al Moutmir enjoys great support from volunteering OCP collaborators working within the Act4Community initiative. A citizens' initiative launched by OCP in 2016 to encourage the volunteering of its collaborators in the service of local communities. Several collaborators are daily mobilized alongside Al Moutmir team to better serve farmers in different localities.

Each volunteer provides support based on the scientific framework and the support of Al Moutmir teams. In a very short time, collaborators launched several initiatives: training sessions, support in the fields, mechanization offers, monitoring and advice. Hence, the community supporting farmers is growing everyday and interest in agriculture is becoming more and more important. This reflects the willingness of all to support farmers, especially small ones, to take up the challenges of the sector and to look ahead towards a better tomorrow together.



AL MOUTMIR IS ABOVE ALL A HUMAN ADVENTURE

Al Moutmir relies on important infrastructures as well as technical and financial means, but it is also and above all a human adventure carried by passionate men and women. A team that takes up the challenge of developing rural areas, conveying knowledge and building farmers' capacities.

A human force of young agricultural engineers, men and women, mostly from the National Schools of Agronomy, motivated and proud to fulfill their duty of supporting farmers to become real agents of change. Young committed resources who embody "the Green Generation" as dreamed by our country.





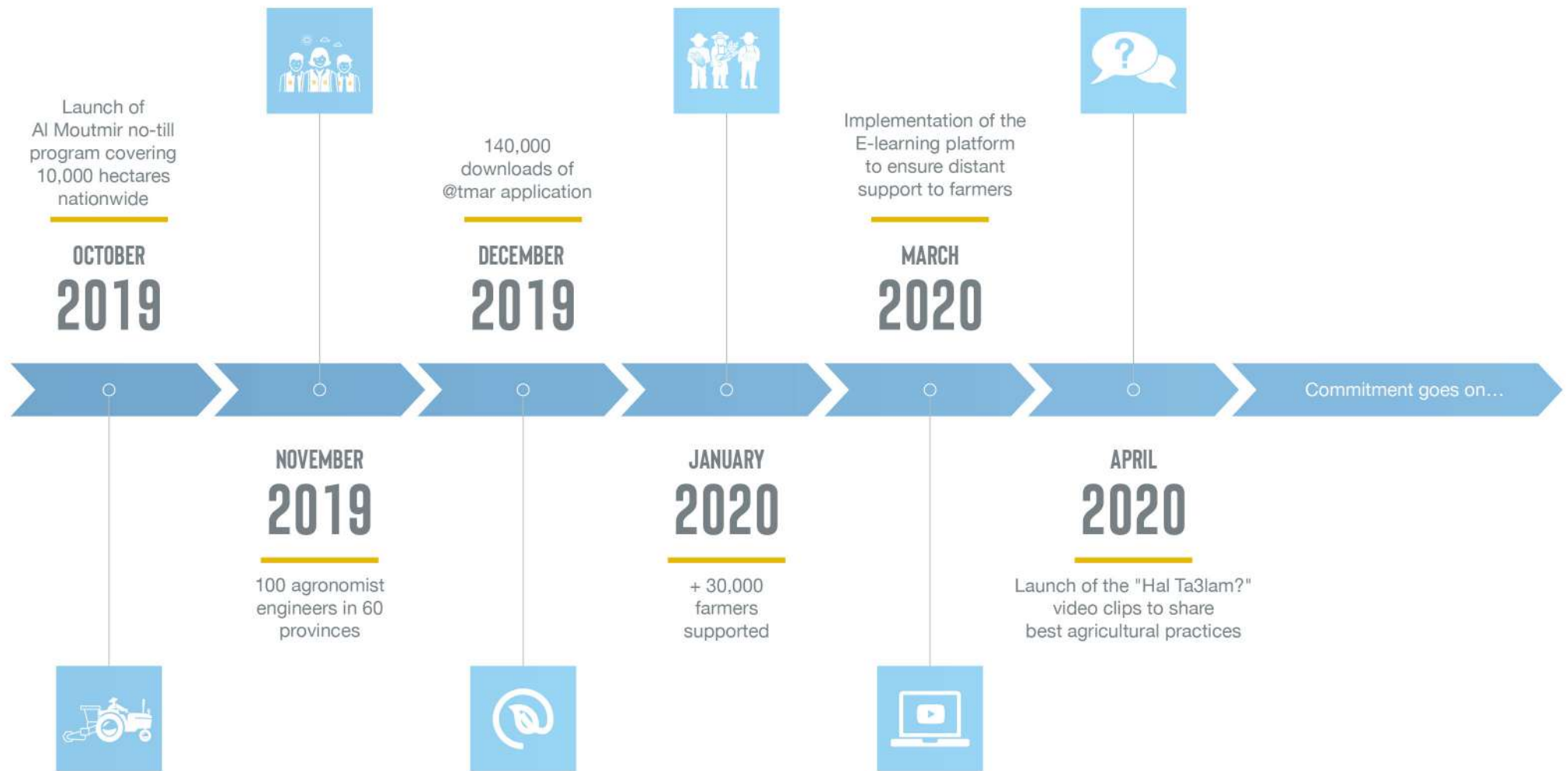
A TEAM OF YOUNG AGRONOMIST ENGINEERS MOBILIZED TO BETTER SERVE OUR FARMERS





AL MOUTMIR TIMELINE







AL MOUTMIR



For a more resilient and sustainable agriculture

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