Al Moutmir,

an innovative digital offer for an agile, resilient and sustainable agriculture

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ABOUT AL MOUTMIR INITIATIVE

As a historical partner of farmers, OCP remains strongly committed alongside the entire ecosystem in order to support the transformation of the sector in Morocco and more broadly in Africa and around the world. The objective is to contribute to the emergence of inclusive agricultural development models that create values and sustainable impacts. In partnership with the Ministry of Agriculture, Fisheries, Rural Development and Water and Forests and through Al Moutmir initiative, the OCP Group mobilizes its team in order to support farmers as closely as possible, especially small holders. It therefore continuously stimulates innovation with the different actors of the agricultural sector to respond with agility to the challenges of agriculture and to help find new adapted and accessible solutions for all.

It is in this sense that Al Moutmir has designed and implemented a multiservice offer based on the scientific approach to ensure the sustainability of this offer, and on digital technologies as a key lever to increase the impact and serve a maximum of farmers across the Kingdom: best in class products and solutions, agricultural extension services (soil testing, training, demonstration platforms, monitoring and support), «user friendly» technological solutions and a capacity building program. The team's ambition is to endow farmers with the tools they need to move from a subsistence activity to a profitable and sustainable business.

Innovative digital solutions for a more resilient and sustainable agriculture

Willing to contribute to the development of an agile, more resilient and sustainable agriculture, OCP, through the Al Moutmir initiative and its technological partners, works daily to integrate digital services and to take advantage of its multiple benefits.

Al Moutmir offers a wide range of innovative digital solutions for the benefit of the farmer, especially the small one, and the agricultural ecosystem in general.
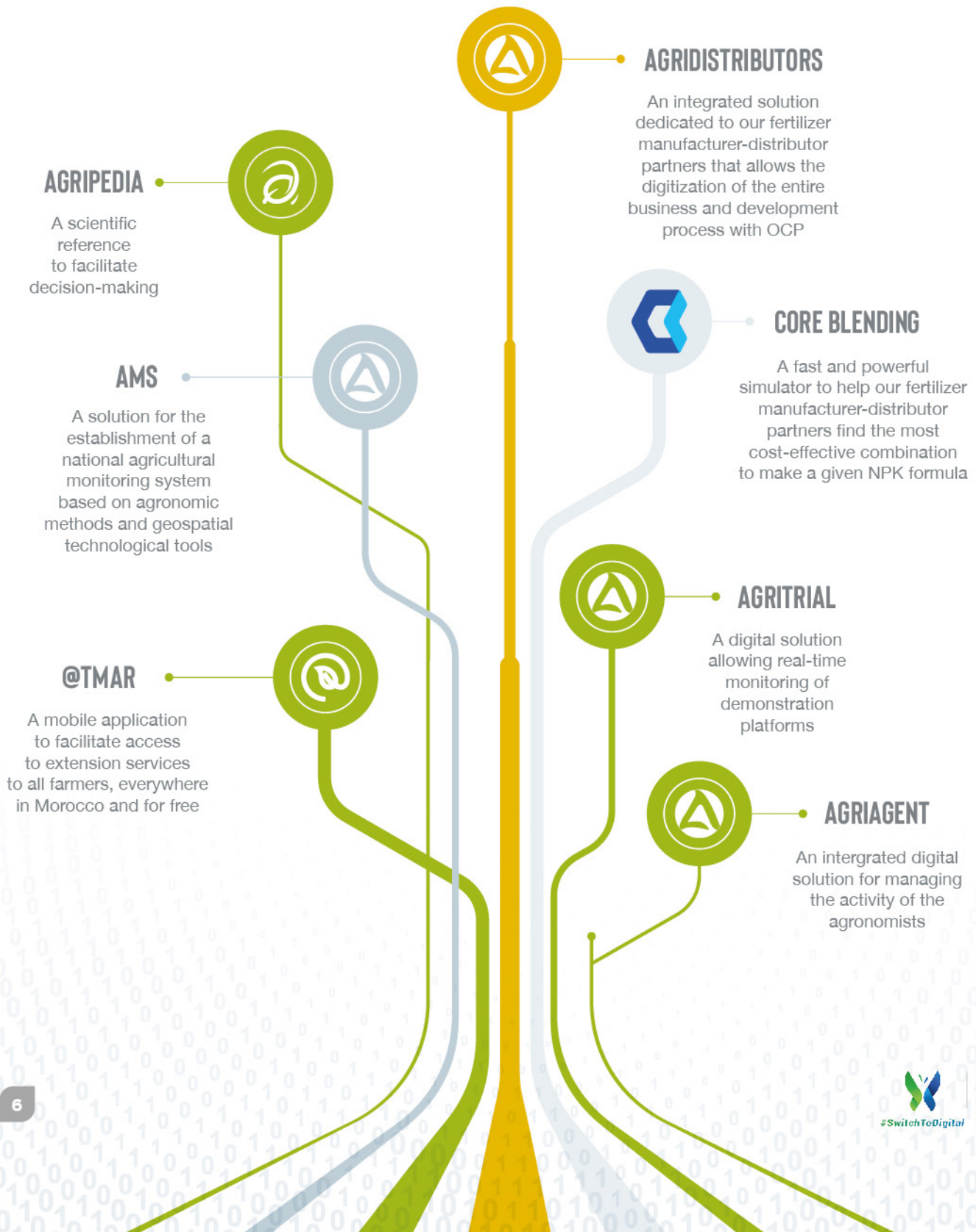
Based on advanced technological concepts and models such as artificial intelligence, satellite imagery and mathematical mode-ling, theses digital solutions offered by Al Moutmir and its partners, aim at offering customized and precise scientific recommendations, at the right time, for everyone and free of charge.
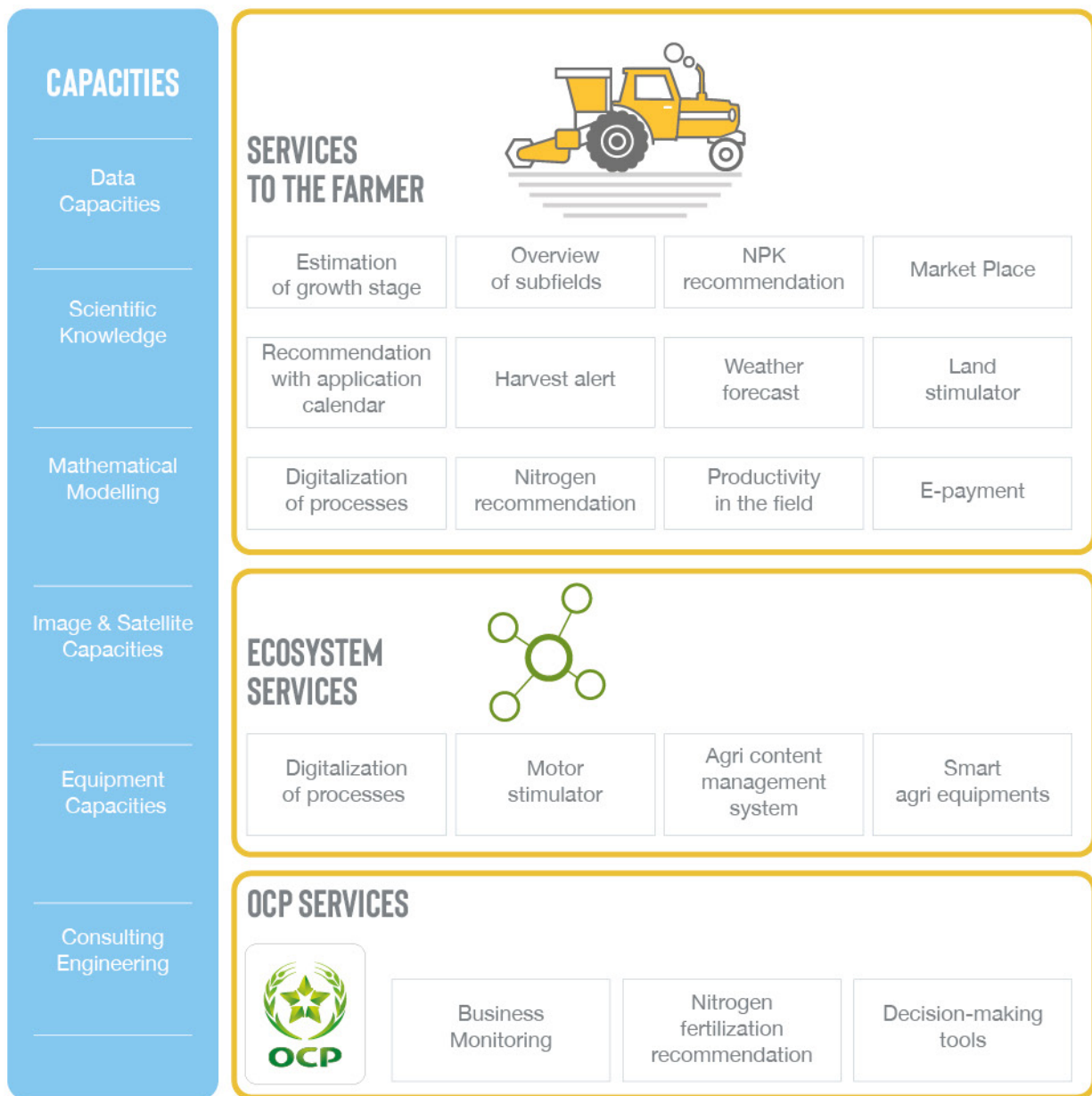
Thus, the services made available to the farmer cover the entire crop cycle and equip him with tools for analysis, simulation and decision-making in his daily activity.

These solutions improve also the farmer's autonomy and provide him with support to organize his actions for more efficiency and above all agility.

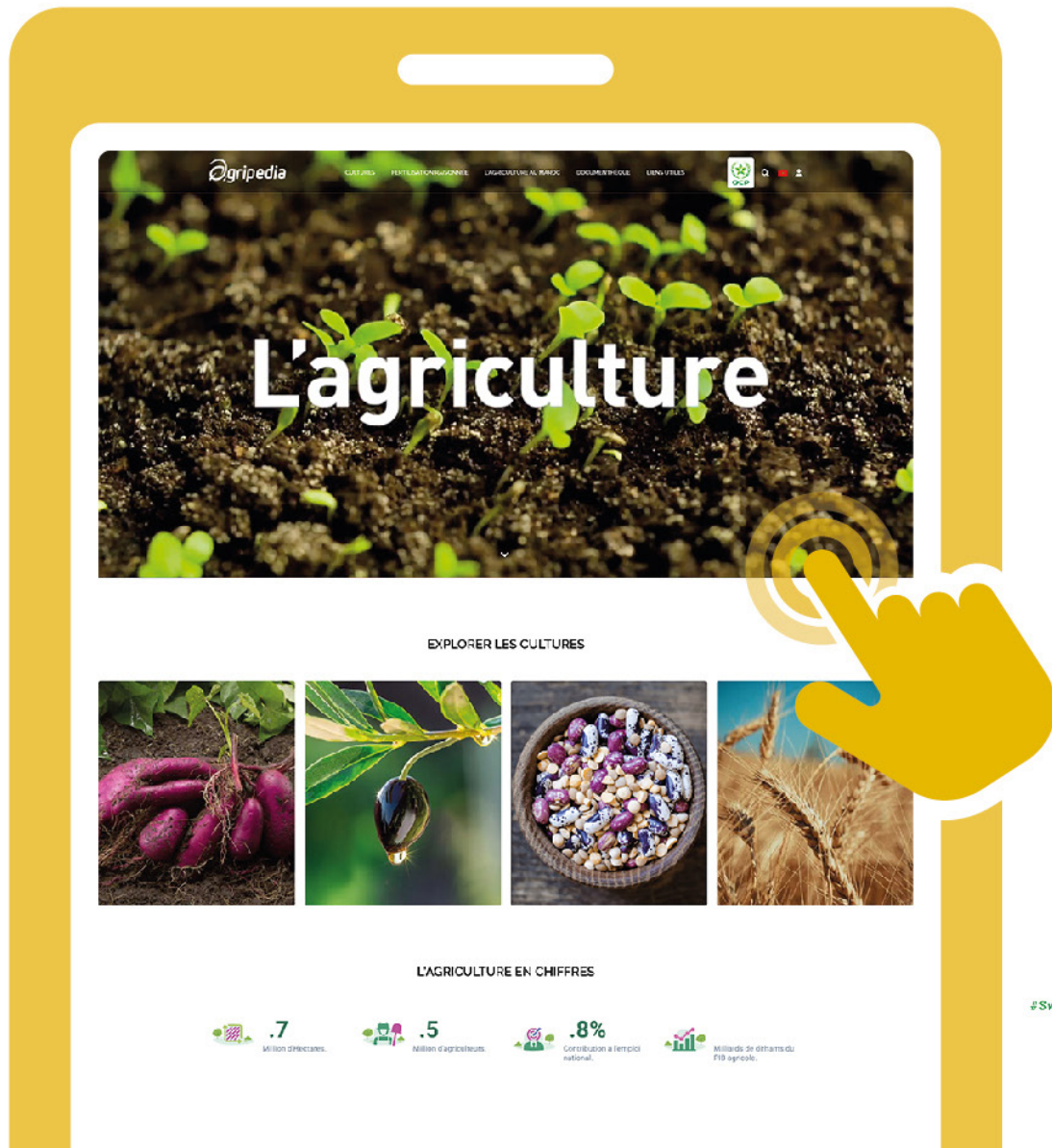# A varied and customized digital solutions offer

AGRIDISTRIBUTORS

An integrated solution dedicated to our fertilizer manufacturer-distributor partners that allows the digitization of the entire business and development process with OCP

AGRIPEDIA

A scientific reference to facilitate decision-making

CORE BLENDING

A fast and powerful simulator to help our fertilizer manufacturer-distributor partners find the most cost-effective combination to make a given NPK formula

AMS

A solution for the establishment of a national agricultural monitoring system based on agronomic methods and geospatial technological tools

AGRITRIAL

A digital solution allowing real-time monitoring of demonstration platforms

@TMAR

A mobile application to facilitate access to extension services to all farmers, everywhere in Morocco and for free

AGRIAGENT

An intergrated digital solution for managing the activity of the agronomists

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AL MOUTMIR

STRONG AND ANCHORED DIGITAL CAPACITIES

CAPACITIES

- Data Capacities
- Scientific Knowledge
- Mathematical Modelling
- Image & Satellite Capacities
- Equipment Capacities
- Consulting Engineering

SERVICES TO THE FARMER

Estimation of growth stage	Overview of subfields	NPK recommendation	Market Place
Recommendation with application calendar	Harvest alert	Weather forecast	Land stimulator
Digitalization of processes	Nitrogen recommendation	Productivity in the field	E-payment

ECOSYSTEM SERVICES

Digitalization of processes	Motor stimulator	Agri content management system	Smart agri equipments

OCP SERVICES

Business Monitoring	Nitrogen fertilization recommendation	Decision-making tools

Digital solutions to strengthen the resilience of the farmer, especially the small one

agripedia

An encyclopedia of agronomic knowledge available to everyone, with one click!

A true scientific repository made available for free to agronomists, farmers and students, Agripedia is a web platform that aggregates the agronomic knowledge and facilitates the sharing of a very rich agronomic content.

Cultural guides, didactic videos, animated illustrations are among the references made available to users according to their needs. Several crops are presented at the platform.

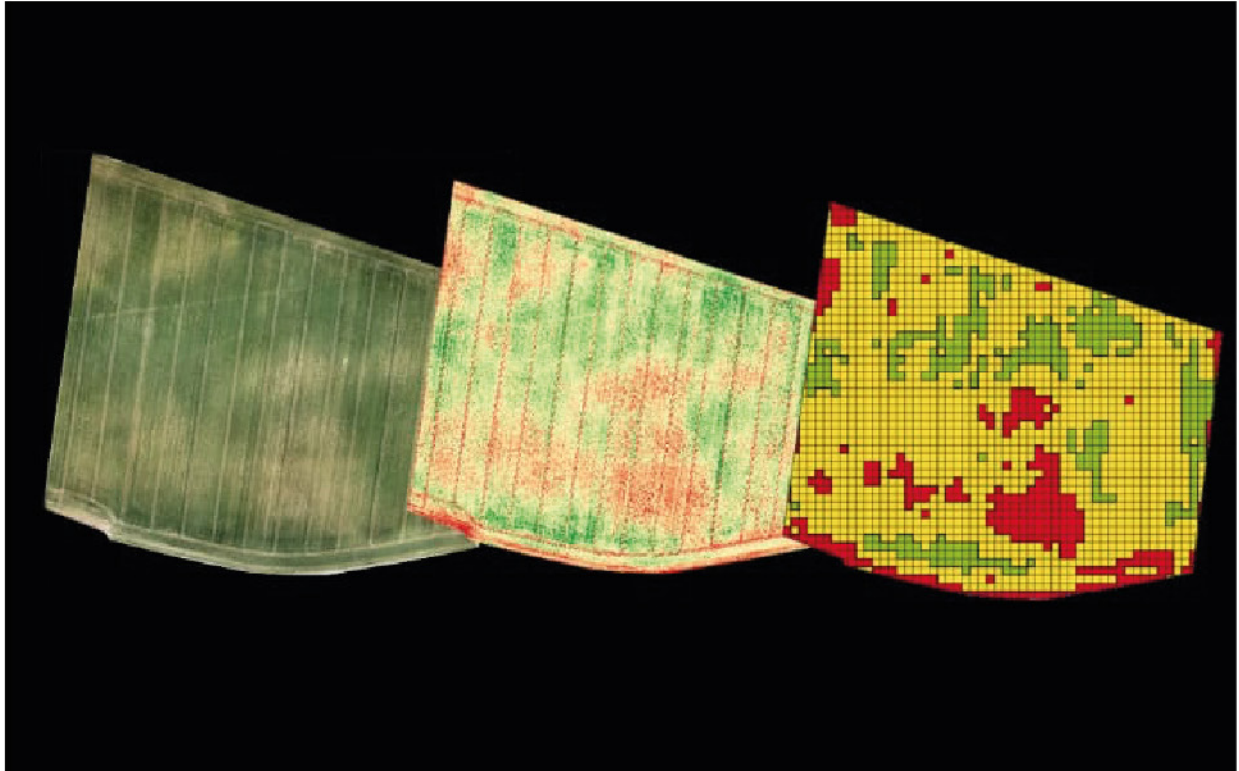#SwitchToDigital | AL MOUTMIR

AMS

For a more agile agriculture

The AMS solution (Agricultural Monitoring System) enables the implementation of a national operational agricultural monitoring system. It is based on agronomic methods and geospatial technological tools as well as agronomic observations reported from the field.

The AMS solution covers:

- estimating the crop area at the beginning of each agricultural campaign;
- monitoring the state of vegetation throughout the development cycle;
- evaluating cereals productivity for each agricultural campaign.

On the other hand, AMS offers agronomic monitoring and advisory services to farmers based on agronomic experimentation and information gathered by remote sensing.

@@tmar

Extension services everywhere in Morocco, for everyone and for free!

In order to extend its local support to all farmers everywhere in Morocco, OCP launched in November 2019 the first mobile application for extension services in our country.

Developed with and for farmers, @tmar aims to make scientific information available to all, while facilitating decision-making related to their agricultural activity, particularly on the technical, agronomic and economic aspects.

Accessible to everyone with one click, this application, which meets the real needs and concerns of farmers and especially small holders, has 7 available services.

Mustapha Akram, a farmer using @tmar to identify a pest that attacked his o... Dar Ould Zidouh - Fkih Ben Saleh

@tmar

1 TRACK
MY FIELD

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

2 NPK
RECOMMENDATION

Provides 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 service helps in economic decision-making. It enables farmers to calculate the potential benefits of their crops taking into account all agricultural operations.

4 MARKET
INFO

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

5 WEATHER
FORECAST

Provides farmers with precise information on agricultural weather in real time in order to take the right decision.

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.

New

7 REQUEST
FOR FINANCING

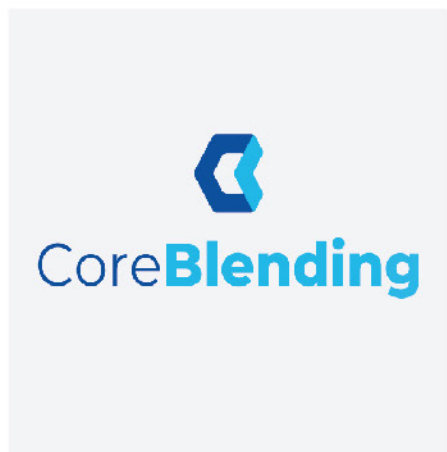This service enables farmers to access agricultural financing solutions.

With personalized support for each farmer, @tmar already covers several of the most common crops in Morocco: cereals, pulses, arboriculture and vegetables.The application is available in Arabic and French and can be downloaded for free from the App Store and Google Play.

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Facilitates the delivery of NPK Blend fertilizers to farmers in sufficient quantities and at affordable prices.

Agridistributors is a web application dedicated exclusively to our fertilizer manufacturers and distributors to facilitate their daily work. It has two distinct components:

- modelling the operational process with the manufacturers-distributors to automate decision-making;

- educational and technical tools adapted to the activities on which distributors can rely to effectively carry out their daily activities (the regulatory aspect and Core Blending).

Core blending is a fast and powerful simulator developed exclusively for our fertilizer distributors-manufacturers to help them find the most cost-effective combination of inputs (DAP, TSP, KCL, SOP, CAN, Urea, etc.) to make a given NPK formula.

This model takes into account the chemical and physical compatibility between the different inputs and their availability in stock. It also offers the possibility to expand the list of inputs by setting other products of the same category (P, N and K). The ultimate goal is to assist our partners to produce and deliver fertilizers to farmers at optimum costs.
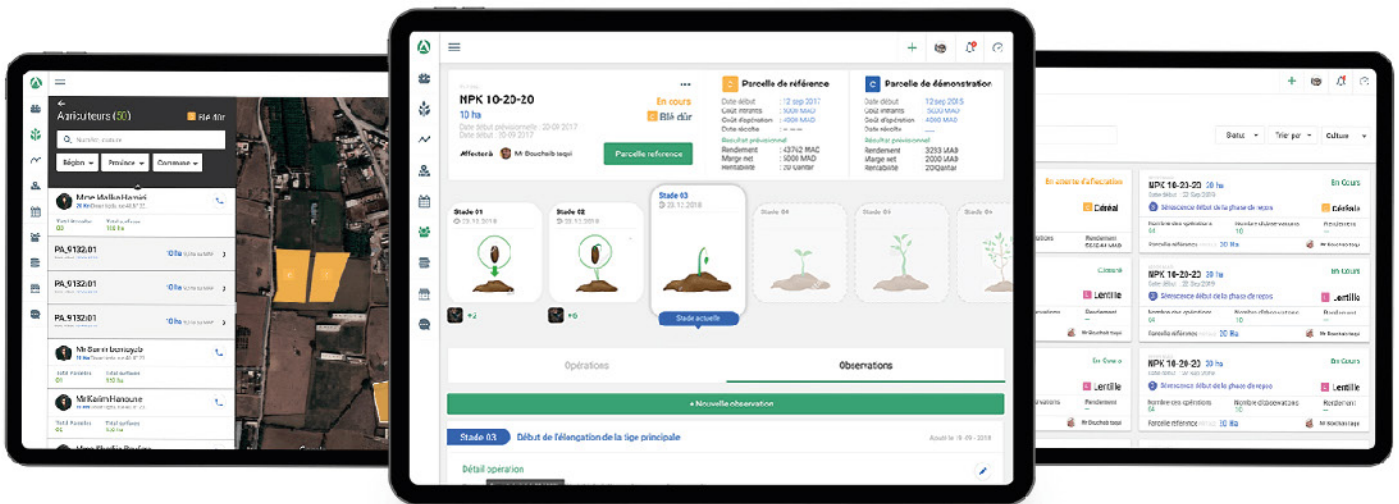
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AGRITRIAL

Digitization of agronomic management to capitalize on field returns and promote sharing with the ecosystem

The digital solution Agritrial enables the digitalization of the agronomic management of the demonstration platforms. It allows the feedback and monitoring of information in real time on the evolution of these platforms.

Agritrial also allows the capitalization on the agronomic knowledge gathered at the level

of each demonstration platform. This agronomic and economic knowledge is made available to the scientific, economic and academic ecosystem.
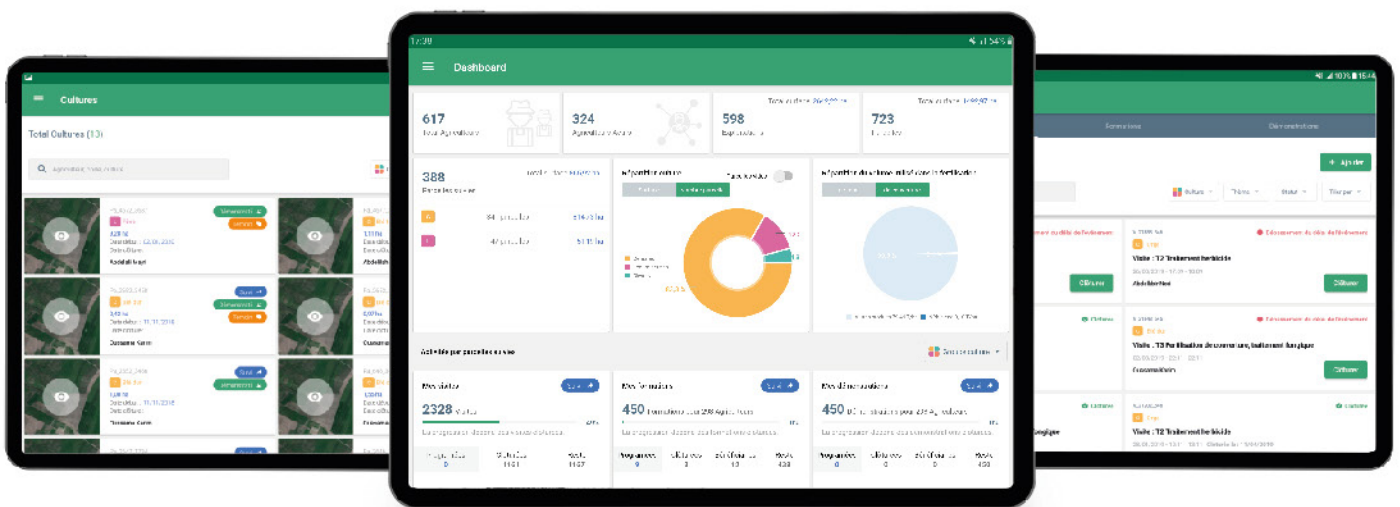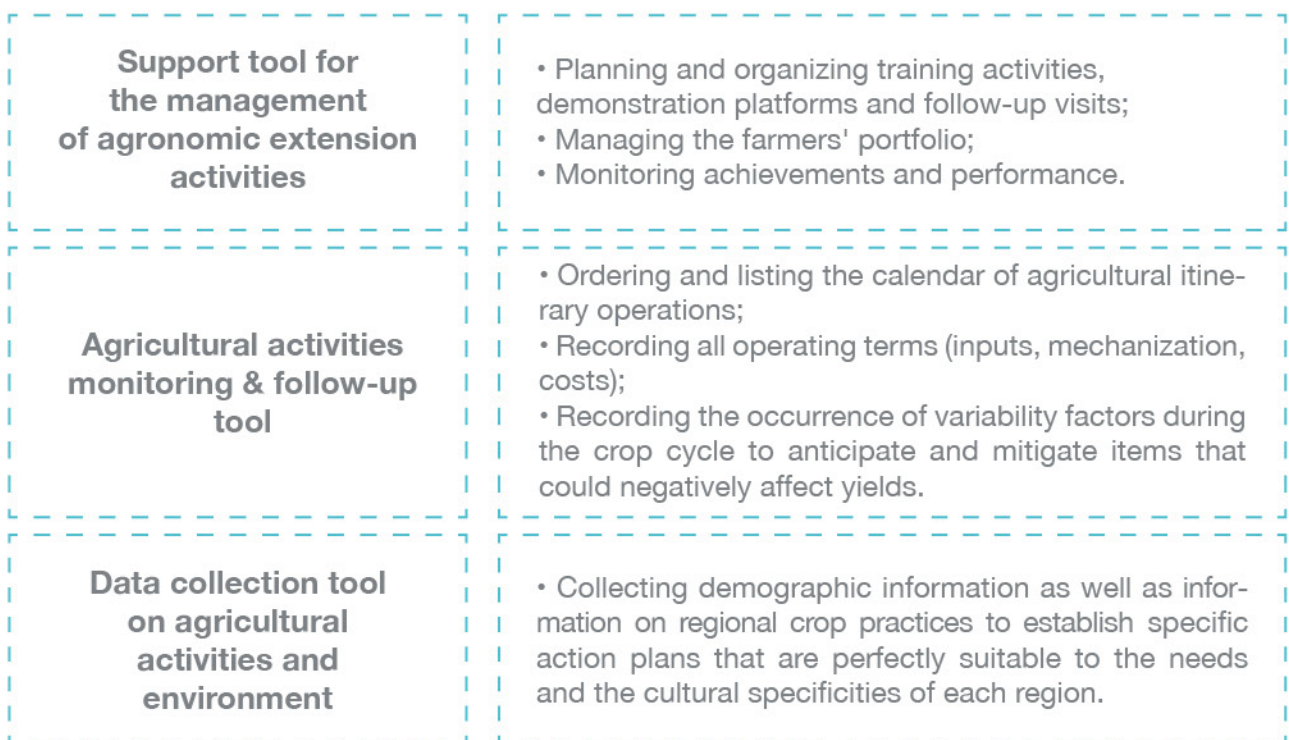
The objective is to share and capitalize on facts in order to bring customized solutions adapted to farmers needs.

AGRIAGENT

An integrated management solution for Al Moutmir team activities: farm advice, crop operations and farm cost accounting, yield management and monitoring.

Objective: real-time monitoring of field activities and performance evaluation.

Support tool for the management of agronomic extension activities	• Planning and organizing training activities, demonstration platforms and follow-up visits; • Managing the farmers' portfolio; • Monitoring achievements and performance.
Agricultural activities monitoring & follow-up tool	• Ordering and listing the calendar of agricultural itinerary operations; • Recording all operating terms (inputs, mechanization, costs); • Recording the occurrence of variability factors during the crop cycle to anticipate and mitigate items that could negatively affect yields.
Data collection tool on agricultural activities and environment	• Collecting demographic information as well as information on regional crop practices to establish specific action plans that are perfectly suitable to the needs and the cultural specificities of each region.

OCP

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For a more resilient and sustainable agriculture

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Al_Moutmir - المثمر   Al_Moutmir   Al Moutmir