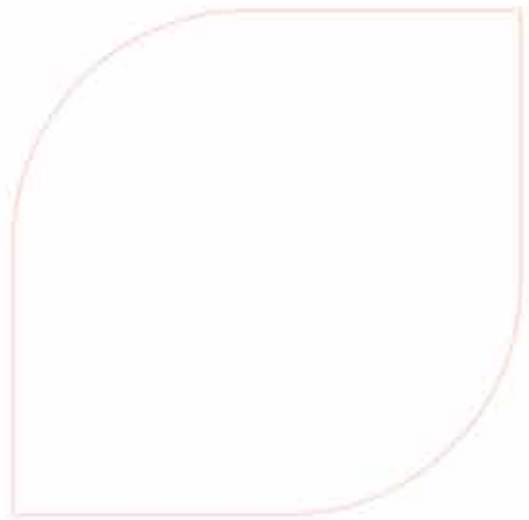
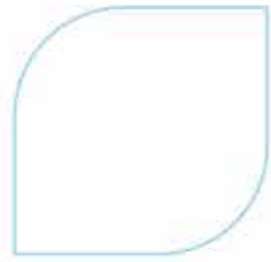




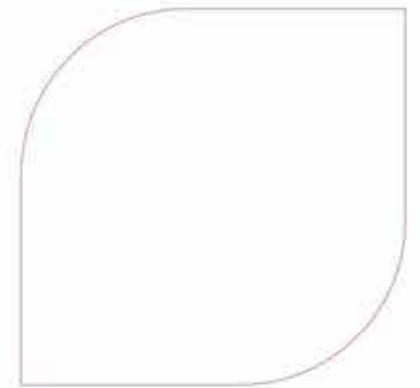
OCP-Al Moutmir

ACTIVITY REPORT
2019-2020





OCP-Al Moutmir
Activity report
2019-2020





His Majesty King Mohammed VI May God Glorify Him

Needless to say, in the current circumstances, support must be given to this highly important sector. Moreover, the implementation of all farming projects should be accelerated.

These measures should boost investment, promote employment, contribute to the development of our agricultural production and facilitate the integration of professionals in rural areas, in line with the new farming strategy.

Extract from the speech of
His Majesty King Mohammed VI
October 9th, 2020



Fatiha CHARRADI

Vice President
Local Market-Farming Development
OCP



2020 is a special year marked by the health crisis caused by COVID-19 and the lockdown that imposed unexpected challenges on the whole world and called into question our ways of life, production and consumption. As a committed player, OCP was naturally mobilized alongside farmers by making the most of its resources and know-how to enable them to respond pragmatically and with resilience to the challenges of this pandemic.

The OCP-AI Moutmir team developed an integrated action plan capitalizing on the different initiatives incubated within the Group to mitigate the impact of the pandemic on farmers.

Beyond technical and scientific support, maintaining contact and being present for the community during this difficult period was and remains our priority.

Our history with farmers is that of a common destiny. Farmers are our clients, our partners and our close family. Beyond our actions, we have a contract of trust with this community. Farmers are at the heart and we serve them with abnegation.

The OCP-AI Moutmir team, aware of the negative impact that the pandemic had on marketing channels, especially for cooperatives, has set up a support plan to introduce cooperatives to digital technology.

At the same time, we have continued our commitment to the development of the sector through the implementation of an expanded network of Smart Blenders to cover more than 30 sales points of sale.

Our sincere thanks to the farmers and all our partners who have contributed to the development of the initiative, mainly the Ministry of Agriculture, fisheries, Rural Development, Water and Forests, and our scientific, technological and industrial partners for their commitment and mobilization to co-construct and maximize the impact on the field.



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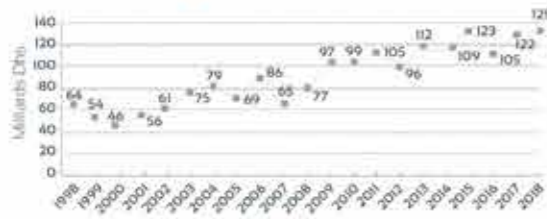


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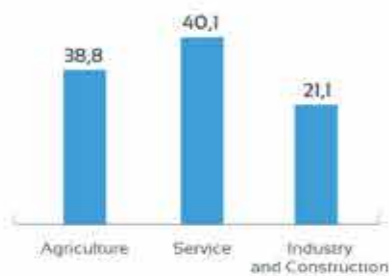
Agriculture in Morocco

AGRICULTURE IN MOROCCO, A KEY SECTOR...

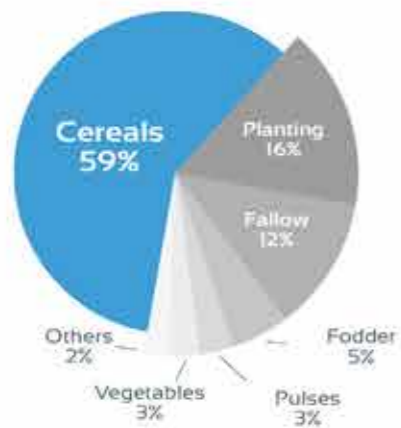
Gross Domestic Product of the agricultural sector



Employment structure according to economic sector (%)



Distribution of UAA* depending on the type of use



An important contribution to economic growth

Agricultural activity is one of the key pillars of the Moroccan economy. Agricultural contribution to national economy is considerable with 74 billion dirhams, corresponding to 14% of the Gross Domestic Product (GDP).

Agricultural exports represent between 15 and 21% of global exports.

An important job provider

In rural areas, almost three quarters of the working population get their income from this sector. The agricultural sector is one of the main providers of employment.

Use of Utilised Agricultural Area

Covering nearly 8.7 million hectares, the utilised agricultural area is rich in agro-climatic systems that allows it to produce a very wide range of agricultural products.

The size of the cereal area (59% of the UAA) as well as the fallow land (12% of the UAA), testify to the enormous possibilities of intensification and reconversion.

This potential is also reflected by the profitability gap related to the use of land: while cereals monopolize 59% of the UAA and only contribute 18% of the overall value of agricultural production, vegetables, with only 3% of the UAA contribute 21% of the overall agricultural production.

This shows the impressive potential for growth, further reinforced by the national food demand and that of our trading partners.

... DESPITES ITS DIFFERENT CHALLENGES

Agriculture in Morocco faces several challenges.

Limited water resources

Of the 29 billion m³ of useful rainfall that the country receives on average annually, the hydraulic potential that can be mobilized, in the current technical and economic conditions, is estimated at 20 billion m³ of which 16 billion from surface water and 4 billion from groundwater.

This very important rate, considering the material possibilities of the country, was reached only thanks to a permanent mobilization behind the policy of dams which gave today its fruits.

Land fragmentation

71% of the farms are less than 5 hectares, they represent only 24% of the total arable land.

Low and unbalanced use of fertilizers

The average rate of crop nutrient use in Morocco is estimated at 66 kg (N + P₂O₅ + K₂O)/ha. It varies from 0 in dry areas to 1200 kg (N + P₂O₅ + K₂O)/ha in irrigated areas. One third of fertilizer consumption is used by sugar crops, citrus and vegetable crops and vegetable crops, which occupy less than 5% of agricultural land. Cereals, which represent 75% of the cultivated area, account for about 43% of the total tonnage. On average, only 45% of farms use fertilizers.

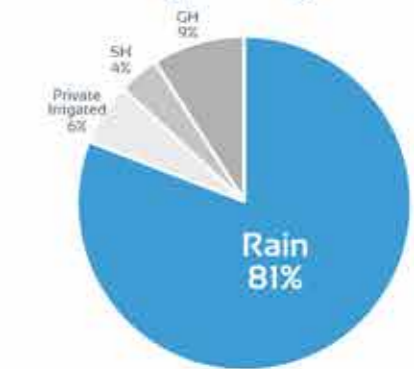
In fact, and in a context of climate change, the rationalization of natural resource management is becoming an imperative. The farmer is required to optimize all production factors, it is necessary to allow him to make a satisfactory margin by providing him with adequate tools so that he can live with dignity from his agricultural activity.

Weak market connection

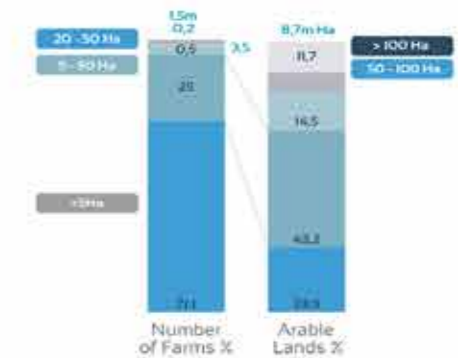
The marketing of agricultural products is the biggest challenge that adds to production for all farmers.

In particular, this challenge represents the weak connection of farmers to the market, the disorganization of markets and the multitude of intermediaries between the producer and the consumer, which significantly impact

Distribution of UAA according to the type of irrigation



Soil fragmentation



World fertilizer consumption**



GREEN GENERATION

For a resilient and eco-efficient agriculture

The new strategy for the development of the agricultural sector called «Green Generation» aims at consolidating the achievements made under the Green Morocco Plan (PMV), and this, through the adoption of a new vision and the establishment of modern means to serve the agricultural sector.

From now on, it is a roadmap spread out to 2030 and based essentially on a rigorous assessment of the

Green Morocco Plan as well as an exhaustive inventory of the sector regardless of the various developments of the national and international context. However, this strategy aims to consolidate the achievements of the last ten years, while giving priority to the human element, to make emerge an agricultural middle class able to play an essential role in the socio-economic balance of the rural environment.

*Utilised Agriculture Area
Source: Agriculture in figures 2019 - Ministry of Agriculture, Fisheries, Rural Development and Water and Forests

**Source : INRA 2018



THE 2019-2020 AGRICULTURAL SEASON

A campaign marked by drought, accentuated by COVID 19



The 2019-2020 agricultural season in Morocco was marked by several challenges, including drought and Covid-19.

Final production of the three major cereals was estimated at 32 million quintals, down 57% compared to an average year under

the Green Morocco Plan (75 million quintals) and down 39% compared to the previous season, which was an average year for cereal production (52 million quintals).

The cereal area sown for this season is 4.34 million hectares.

The national cereal production is as follows:

17,7

million Qx
of soft wheat

7,9

million Qx
of hard wheat

6,4

million Qx
of barley

Rainfall during the 2019-2020 agricultural campaign to the end of May 2020 was limited to 239 mm, which is 31% below the 30-year average (348 mm) and 19% below the previous season (295 mm) at the same date.

The rainfall of this season was also characterized by a poor temporal distribution. Thus, only the emergence stage of the cereals benefited from adequate rainfall, while tillering and bolting

suffered from dry periods of 20 and 40 days respectively, which resulted in a decrease in the harvested area. The lack of tillering and bolting resulted in low yields from areas that resisted the rainfall deficit.

The late rains in April and May favored local grain filling in mountainous areas, without any significant effect on the large cereal-growing areas, whose production cycle has already been completed.

THE FERTILIZER MARKET IN MOROCCO 2019-2020

Successful shift to 100% NPK blend



The 2019-2020 agricultural season has seen the continued collaboration between OCP and its fertilizer manufacturer-distributor partners. The latter have deployed all the efforts to meet the Moroccan market's demand in NPK-Blend fertilizer.

The Moroccan market has been oriented since 2017 towards adapted fertilization, spearheaded by the eleven regional formulas from the Soil Fertility Map that OCP and the Ministry of Agriculture, Fisheries, Rural Development and Water and Forests have ordered from the national scientific consortium INRA-IAV-ENA.

The agricultural season has seen the overall production of manufacturers-distributors and the marketing of a new volume of 424,000 tons of NPK-Blend.

This tonnage is divided between the 11 recommended regional formulas and

the distributors' own formulas (formulas developed and marketed by the latter), 80% of the NPK-Blend was made up of recommended regional formulas and 20% of the partners' own formulas.

All the formulas produced were enriched with potassium, with a minimum of 10% K₂O.

On the other hand, OCP is supporting its partners in building their capacities in terms of operational mastery of techniques and technologies of Blending.

In this sense, a Technical Committee is established. It is composed of technical and operational managers as well as partners who meet regularly to discuss technical issues.

In this context, OCP has organized visits to Benchmark for the benefit of partners manufacturers-distributors.



02

**OCP, a partner committed
to unlock the potential of
agriculture in Morocco**

OCP, A HISTORICAL PARTNER OF FARMERS

As a historical partner of farmers, OCP remains strongly committed alongside the entire ecosystem in order to support the transformation of this sector not only in Morocco, but in Africa and around the world as well. Its goal is to contribute to the emergence of inclusive agricultural development models that create a lasting value and impact.

In a partnership approach with the Ministry of Agriculture, Fisheries, Rural Development, Water and

Forests, OCP Group, through OCP-AI Moutmir initiative, mobilizes its teams in order to support farmers, especially small ones, as closely as possible. 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 accessible solutions for all.



OCP-AI MOUTMIR, A MULTI-SERVICE OFFER TO BETTER SERVE FARMERS

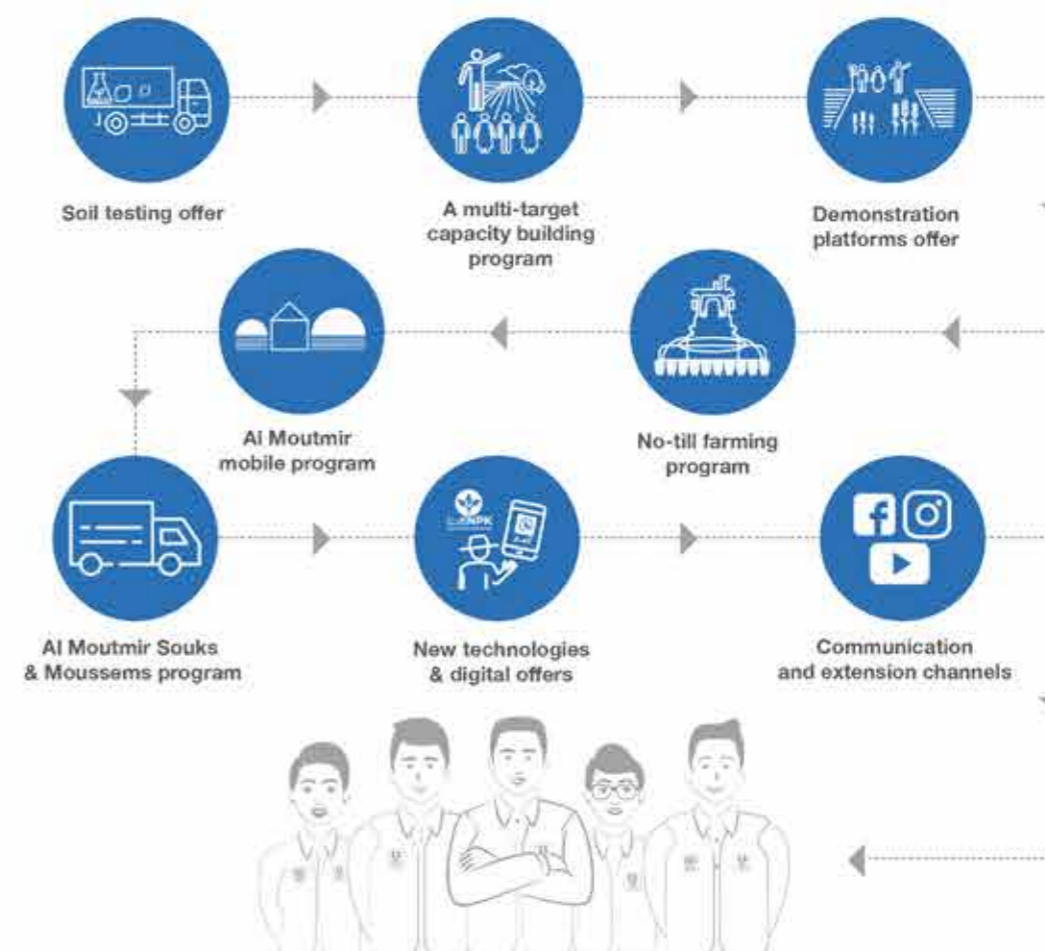
Launched in September 2018, OCP-AI Moutmir is a multiservice offer including innovative and customized solutions to better serve farmers and especially the small ones. This initiative focuses on promoting the best agricultural, technical and governance practices and in particular balanced fertilization as a real lever for improving productivity while preserving natural resources.

OCP-AI Moutmir includes best in class products and solutions, agricultural extension services (soil testing, training sessions, 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.

It aims at providing farmers with the tools they need to move from a subsistence to a profitable and a sustainable business.

The scientific approach is at the heart of OCP-AI Moutmir offer to guarantee the sustainability of the initiative.



A TEAM OF AGRONOMIST ENGINEERS

The beating heart of the OCP-AI Moutmir initiative, young engineers mobilized to serve farmers on a daily basis



OUR MISSION

Encourage the development of an economically viable and sustainable agriculture.

**AGRICULTURE
=
BUSINESS**

5 LEVERS



Best in class products and solutions

- 100% NPK adapted
- Regional and provincial NPK formulas
- Specific Smart Blender formulas
- Retailers Program



Extension and knowledge transfer services

- Soil testing
- Trainings
- Demonstration platforms
- No-till farming
- Direct marketing
- Communication and extension channels



Digital solutions

- Agriagent
- Agripedia
- @tmar
- Agridistributors



Market Connection

- Financial ecosystem
- Short distribution channels
- Digital solutions for professional organizations



Capacity Building

- Women
- Cooperatives
- Young leaders



REACH

Reach for OCP-AI Moutmir means going to the field and meeting the driving forces of the rural world: farmers, women farmers, young entrepreneurs, actors of cooperatives, local authorities, associations, manufacturers, scientists, etc.

Our main objective: meet these stakeholders, listen to them, understand them in order to design and implement adapted farming solutions together.

To reach is to be permanently based as close as possible to farmers, to live with communities and to co-develop with them farming solutions.



LEARN

Learning for OCP-AI Moutmir means living as close as possible to farmers, knowing their challenges, needs and expectations in order to be able to offer them tailored solutions.

Learning is also achieved by capitalizing on lived experiences, highlighting success stories, valuing tangible and intangible capital and bringing it to life.

Learning implies also working in good collective intelligence with the various stakeholders acting for the development of the agricultural sector, developing synergies, promoting consultation and sharing.



EMPOWER

Empower means providing farmers with the necessary means to fully assume their role as actors of change: build their capacities through training and connect them to the market to enable them to generate sustainable value.

At OCP-AI Moutmir, growth is extended by capitalizing on the success stories of local champions and enhancing the successes of the women and men who drive the development of agriculture in our country.

OCP-AI Moutmir relies on local leaders to perpetuate the model and ensure its sustainability

OCP-AI Moutmir is based on an inclusive approach aimed at creating sustainable value for the entire agricultural ecosystem. The success of this approach depends on the unwavering commitment of all stakeholders who are involved on a daily basis to generate positive impact despite the challenges of the sector. These agents of change and ambassadors

invest themselves daily alongside the OCP-AI Moutmir team in order to create sustainable impact and generate tangible and intangible value. Our approach is based on the identification of local leaders who benefit from an integrated program of support and capacity building to ensure the succession and sustainability of the offer for maximum impact.

OUR REFERENCIAL IS SCIENTIFIC

The scientific approach is at the heart of the OCP-AI Moutmir initiative to ensure the sustainability of the offer. Our sources: the recommendations of the Moroccan Soil Fertility Map as well as the results of soil testing carried out at the mobile laboratories and at the laboratories of Mohamed VI Polytechnic University and national partner laboratories.

In order to share the information, the OCP-AI Moutmir team has developed the Agripedia platform. This website includes an aggregated

scientific repository, made available to everyone according to their needs: agronomist engineers, farmers, students and the large public. The platform brings data relating to different cultural practices (technical guides, thematic flyers, demonstration videos, etc.). The website is developed in Arabic and French versions.



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, OCP-AI 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 OCP-AI 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 OCP-AI 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.





03

**OCP-AI Moutmir:
very satisfactory results**

OUR RESPONSE TO THE COVID-19 PANDEMIC



Harvest of a cereal demonstration platform of no-till farming - Sidi Smail - El Jadida - May 2020

OCP, more than ever mobilized with its historical partners, farmers, during these difficult times of COVID-19

OCP has naturally mobilized its resources and know-how to enable farmers to respond pragmatically and resiliently to the challenges of this pandemic. The OCP-AI Moutmir team has thus developed an integrated action plan capitalizing on the different initiatives incubated within the Group. An action plan adapted to the situation to mitigate the impact of the pandemic

on farmers and help them stay on course and even take advantage of the situation.

Beyond the technical and scientific support, maintaining contact and being present for the community during this difficult period was and remains our priority.



COVID-19 awareness campaign in the field - Khouribga - March 2020

Protecting our team and farmers from COVID-19, our priority

Since the beginning of the Covid-19 pandemic, the OCP-AI Moutmir teams have deployed very quickly in the rural environment and this, in the strict respect of hygiene and security measures recommended by the Ministries of Interior and Health. In support of the public authorities, they have launched awareness and prevention campaigns either through radio channels or social networks or in the field.

Spontaneously, our agronomists joined the awareness-raising actions carried out by associations and local authorities in the

rural villages via cars equipped with sound megaphones. They also shared live advice videos via WhatsApp with farmers and through AI Moutmir's social media platforms. A large awareness campaign was launched on the Facebook page and relayed by our communities. Social distancing and hygiene tips were presented by the agronomists and farmers as well. Several radio capsules were also broadcast to raise the awareness of farmers.





A field commitment to ensure the continuity of OCP-AI Moutmir offer and support farmers

Aware of the socio-economic stakes facing the agricultural sector, and the additional challenges imposed by the Covid19 pandemic, OCP-AI Moutmir team remained mobilized alongside farmers throughout the lockdown period. The engineers supported farmers in their daily activities: monitoring of demonstration platforms, cereals and pulses, tree and vegetables crops, monitoring of the no-till platforms especially during the harvest and storage period, etc.

The teams continued to support farmers and monitor the demonstration platforms in the different provinces of the Kingdom and gave advice to farmers on disease treatment and fertilizer application, cereal harvesting, vegetable crop harvesting and storage techniques.

As part of the retailers program, OCP-AI Moutmir team carried out awareness-raising actions for our retailers partners in order to preserve their health and to ensure the delivery of fertilizer to farmers in good conditions.

Remote support was made possible thanks to the digital technologies

Despite the lockdown conditions, the OCP-AI Moutmir team has continued to support a maximum number of farmers throughout the Kingdom via digital tools. In addition to @tmar, the agricultural extension service mobile application, the OCP-AI Moutmir team has set up a range of other digital solutions. A free e-learning platform was launched via the OCP-AI Moutmir YouTube channel. This allowed farmers to continue training throughout the crop cycle, without interruption. The channel contains several trainings in local dialect, Darija. The team has also launched training via WhatsApp and Facebook where the agronomists regularly exchange with farmers on the status of their crops and guide them according to their needs. Several lives were organized on Facebook and led by experts who answered the various questions of farmers. Many webinars were also animated by our institutional, scientific and industrial partners.



Short supply channels, supporting cooperatives to take advantage of the economic situation

Aware of the negative impact that the pandemic had on the marketing channels, especially for cooperatives, OCP-AI Moutmir team has set up a support plan aimed at introducing cooperatives to digital technology in order to explore new marketing models with shorter circuits. Several webinars have been organized for the benefit of more than 400 cooperatives around various topics: e-commerce platforms, commercial Facebook accounts creation and the management of Internet users interactions, the preparation of promotional materials and the products on sale, etc.

The team has also mobilized a community of young computer graphics volunteers to assist cooperatives in the production of promotional materials: visual identities, flyers, product guides, etc.. And this a spirit of solidarity that has marked our Kingdom at different levels during this multi-challenge situation and especially for vulnerable populations.



HIGHLIGHTS



Capacity building program: computer graphic designers volunteers mobilized alongside the cooperatives

Aware of the importance of e-commerce to connect cooperatives to customers, especially in times of lockdown, OCP-AI Moutmir has mobilized a network of volunteers to support cooperatives in the development of logos and product guides to facilitate their integration into digital platforms.

A series of webinars on e-commerce was also organized by experts and partners of the initiative. The first editions were a great success with the participation of over 200 cooperatives.



OCP-AI Moutmir visits FERTINAGRO in Spain

OCP supports its partners in strengthening their capacities in terms of operational mastery of blending techniques and technologies. In this sense, a Technical Committee has been set up. It is composed of technical and operational managers of the partners and meets to discuss technical issues.

In this perspective, OCP organizes Benchmarking visits for the benefit of manufacturer-distributor partners. The year 2019-2020 has seen the organization of an important visit to FERTINAGRO in Spain.

Launch of the OCP-AI Moutmir distance learning platform

In order to overcome the distance constraints imposed by the COVID-19 pandemic, the OCP-AI Moutmir team has set up a new distance learning offer called «OCP-AI Moutmir li attakwin aan bouaad».

This platform hosts so far nearly 200 thematic trainings carried out by the agricultural engineers. It also includes videos and animations to allow farmers a better support and a timely response to their various questions.

Support is also made possible via the YouTube channel, WhatsApp and the OCP-AI Moutmir Facebook page.



OCP-AI Moutmir takes part in #4RCanadaAfrica

The OCP-AI Moutmir model was presented at the international conference #4RCanadaAfrica by Ms. Charradi Fatiha, VP Local Market-Farming Development.

A particular focus was put on the role of innovation in the implementation of an agile and sustainable agriculture.

4Rs OF NUTRIENT STEWARDSHIP

Economically, Environmentally & Socially Sustainable Crop Nutrition



The 4Rs promote best management practices (BMPs) to achieve cropping system goals while minimizing field nutrient loss and maximizing crop uptake.

4R Principles of Nutrient Stewardship



RIGHT SOURCE
Matches fertilizer type to crop needs.



RIGHT RATE
Matches amount of fertilizer to crop needs.



RIGHT TIME
Makes nutrients available when crops need them.



RIGHT PLACE
Keeps nutrients where crops can use them.

HIGHLIGHTS

The No-till farming Program: very satisfactory results

The OCP-AI Moutmir team presented the results of the 2019-2020 campaign of no-till farming platforms during the 3rd edition of OCP-AI Moutmir Open Innovation Lab that took place as a webinar on May 20th, 2020. The results recorded at the level of the platforms are very encouraging despite the scarcity of rainfall recorded this year.

More than 100 people took part in the webinar: farmers, cooperatives, researchers, institutional and no-till farming experts from various national and international organizations (ICARDA, APNI, Mohammed VI Polytechnic University of Ben Guerir, etc.).



Cooperatives, towards socio-economic models that are more resilient and agile

In the framework of the 6th edition of OCP-AI Moutmir Open Innovation Lab, the OCP-AI Moutmir team organized a webinar on July 3rd, 2020 under the theme: «Cooperatives towards more resilient and agile socio-economic models».

More than 200 people joined this edition: professional organizations, partners, experts, and agronomists as well as several actors who intervene in the cooperative field in Morocco.

This webinar aimed at highlighting cooperatives and emphasizing the key role they play in the social and solidarity economy. It was an opportunity to discuss the challenges faced by cooperatives, including access to markets especially in times of crisis, to highlight the role that digitalization plays today to connect cooperatives to end customers and to promote the establishment of short distribution and consumption channels.



The network of Smart Blenders is expanding

More than 30 points of sale dedicated to the Smart Blender are now operational in different provinces, close to farmers throughout the Kingdom. This solution consists of two components: the recommendation software and the Smart Blender production unit.

The recommendation software has been 100% developed by OCP's engineering teams, and it allows the generation of NPK Blend fertilizer formulas adapted to the needs of soils and crops. The Smart blender production unit then produces these specific formulas according to blending standards.

This makes it possible to compensate for exports while maintaining an ideal level of fertility and productivity.

The Smart blender solution provides only the amount of nutrients needed for the development of the crop, thus improving yields and optimizing fertilization costs.

The annual capacity of the Smart Blender mixing units is 5,000 tons, which can cover up to 20,000 hectares of arable area.



The Cereals and Pulses Demonstration Platforms Program 2019-2020: Results that live up to expectations

As part of the 4th edition of OCP-AI Moutmir Open Innovation Lab, OCP presented the results of its demonstration platforms program dedicated to cereals and pulses crops during a webinar held on June 3rd, 2020.

More than 70 participants contributed to the success of this webinar and a strong mobilization of the whole ecosystem: institutions, researchers, fertilizer distributors, cooperatives, associations and farmers.

The analysis of the data collected at the different stages as well as the preliminary results of the yields obtained at the level of the 1,764 demonstration platforms showed a significant improvement compared to the control plots.



Presentation of the results of the demonstration platforms for vegetables, a lever for a modern, sustainable and resilient agriculture

OCP presented the results of the vegetables demonstration platforms for the 2019-2020 campaign piloted by OCP-AI Moutmir teams during a webinar held on Tuesday, June 30, 2020.

More than 90 people participated in this edition: farmers, professional organizations, economists, agronomists, experts, partners and several other speakers who all share the concern for the development of a modern agriculture, sustainable and resilient to climate change and crises.

Among the topics discussed during the panels led by renowned experts: « vegetable crops in soil-less », « precision fertilization of vegetable crops », « overview of the situation of vegetable crops in the Agadir area », « integrated control of vegetable crops respecting the environment », « the importance of custom fertilization for the development of the vegetables sector at the national level thanks to soil testing and the Smart Blender which allows to produce a specific fertilizer for each soil and according to the need of each crop », as well as a session on the experience of OCP-AI Moutmir in the rationalization of the use of the inputs.

OCP-AL MOUTMIR INITIATIVE KEY FIGURES



+30 000
farmers supported



+30 000
soil tests



+20 000
hectares of no-till farming



10 000
training sessions for farmers



4 000
training sessions for rural women



200
localities visited by OCP-Al Moutmir mobile program



+30
operational sales points



+430
Souks & Moussems visited



+200
young leaders supported



+400
cooperatives supported



+4 000
Demonstration platforms



A team of
+100
agronomist engineers



Presence in
44
provinces



Equipment of
26
sales points for women
retailers of agricultural inputs



BEST IN CLASS PRODUCTS ET SERVICES



Supporting the shift in the consumption of NPK Blend fertilizers



The Smart Blender, just to produce customized fertilizers



Retailers training and equipment program

SUPPORTING THE SHIFT OF THE NATIONAL CONSUMPTION TOWARDS CUSTOMIZED AND ADAPTED FERTILIZERS

Support the adoption of the regional NPK blend recommended by the soil Fertility Map

OCP and its manufacturer-distributor partners continue their support to the sector through the supply of the national market in regional NPK fertilizers.

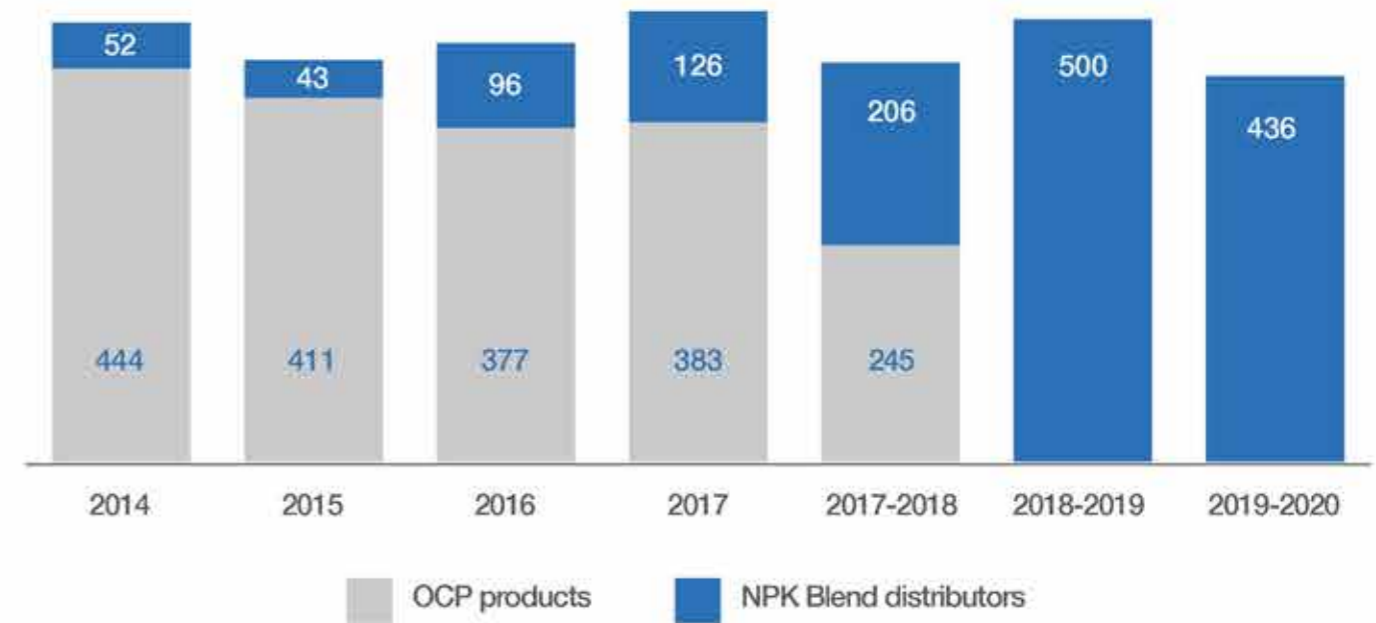
Indeed, OCP's supply of the market is based on the provision of our distributor-manufacturer partners, within the framework of package contracts, of phosphate fertilizers produced by OCP, but also of potassium and nitrogen fertilizers.

Formulas, based on the recommendations of the Moroccan Soil Fertility Map, are manufactured by OCP's manufacturer-distributor partners who have «Bulk-Blending» technological equipment.

Then, these fertilizers are sent to the different regions of the Kingdom and marketed through a national network of retailers who contribute to supply farmers with adapted fertilizers as close as possible and under the best conditions.



Package contracts between OCP and its distributors



11 formulas

Regional NPK Blend fertilizers

now available following the recommendations of the Morocco Soil Fertility Map

CEREAL

- NPK 10-30-10
- NPK 10-20-20
- NPK 08-22-10

OLIVE

- NPK 10-15-25
- NPK 15-20-10
- NPK 15-20-25
- NPK 10-20-30

PULSES

- NPK 10-30-10
- NPK 05-30-20
- NPK 10-30-20
- NPK 10-25-15

THE SMART BLENDER NETWORK

More than 30 shops for a local and a customized NPK Blend offer

As a committed player in plant nutrition, OCP has made rational fertilisation its spearhead. The OCP Group, via its OCP-AI Moutmir initiative, has set up a customized fertilization offer called «Smart Blender».

Indeed, in order to go further towards the natural resources optimisation and the adequate use of N, P and K nutrients, OCP introduced in late 2018 the Smart Blender technology.

This technology aims to produce customized NPK formulas according to the macro- and micro-nutrient requirements of the plant, based on soil testing and yield potential.

Thus, this solution makes it possible to provide

a well balanced nutrition that is adapted to the crop and the plant.

In addition, the Smart Blender solution focuses on a scientific approach that promotes the use of personalized and customized fertilizers. It is a real lever for improving productivity, preserving natural resources and optimising the fertilization cost.

The deployment of the Smart Blender units in partnership with fertiliser manufacturer-distributors and national aggregators has enabled the production of customized NPK Blend fertilizers in local units based as close as possible to the farmers. More than 30 points of sale are now operational in different regions of the Kingdom.



Smart Blender points of sale - Kariat Ba Mohamed - December 2019

National geographical coverage of the Smart Blender





SMART BLENDERS KEY FIGURES 2019-2020



+30

Smart Blenders points of sale

NPK

400

formulas produced



22 000

hectares covered

THE RETAILERS' TRAINING AND EQUIPMENT PROGRAM

More collaboration for more progress.



Equipped retailer point of sale

He plays an important role in the dynamic of promoting best agricultural practices in the rural environment.

Proudly committed for expanding and diversifying its outreach support, the OCP-Al Moutmir initiative has made available to retailers an equipment package for 150 points of sale with tarpaulins, counters and pallet trucks.

It is now a successful collaboration allowing the enrichment of the concertation platform and the quality monitoring between the various actors for the benefit of farmers, especially small ones. Indeed, the OCP-Al Moutmir initiative has developed an offer dedicated to these partners retailers based on:

- the development and provision of appropriate didactic display materials by region and by speculation;
- the development of points of sales for better service through the provision of equipment;
- the implementation of a continuous training and capacity-building program on various topics, including the composition and the finished products delivered by the profession as well as good handling and storage of fertilisers in situ and other points of sales management training.

Considered as a true prescriber and influencer of farmers' practices, the local retailer is a key link in the agronomic pyramid.

TESTIMONIALS



Redouane Oubiba
Retailer - El Kelaâ des sraghna

The training courses have enabled me to retain my client portfolio and to hire new ones looking for additional services such as support and technical advice.



Ghzani Bouchaib
Retailer - Chtouka - El Jadida

I acquired knowledge via remote training which enabled me to better manage my point of sales, especially financial aspect.



Madani Abdessalame,
Retailer - Oued Zem – Khouribga

I have noticed a great change among the farmers of the region. From now on, they distinguish fertilizers by their composition and not by the colour of the bag as before.



Equipped point of sale - Labkhatj - Safi



Equipped point of sale - Boulaouane - El jadida



Training of retailers on sustainable fertilization
El Kelaâ des sraghna



Equipped point of sale - Oulad Zmam - Fkih Ben Saleh



Equipped point of sale - Lamaacha - Safi



Equipped point of sale - Souk Sebt - Fkih Ben saleh



Equipped point of sale - Sidi Bouathmane



Equipped point of sale - Benguerir



THE INTEGRATED EXTENSION OFFER



Monitoring the growth parameters of a cereal demonstration platform - Sidi Kacem - February 2020

Soil analysis offer

As the first step towards rational fertilization, soil testing is an essential step towards a sustainable agriculture.

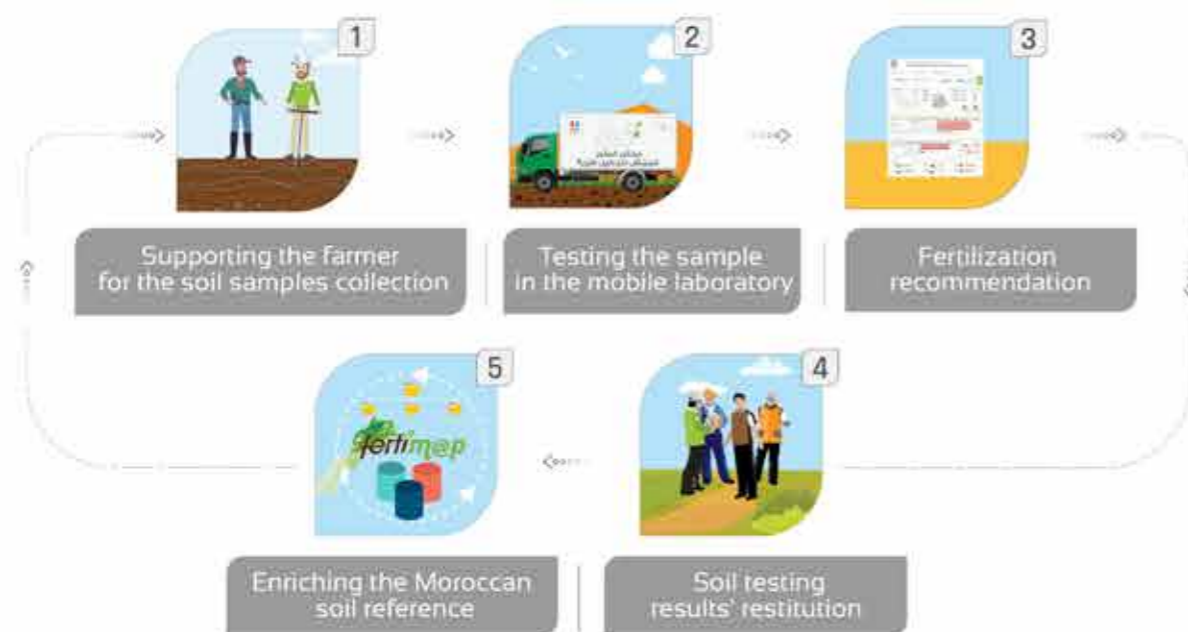
This is the reason why the OCP-AI Moutmir initiative is placing soil testing at the top of its offer. It brings an integrated offer covering the different processes, from sampling to the personalized restitution of fertilisation recommendations to each farmer. Including the delivering of the sample to the mobile laboratory, testing it and reporting the test results.

This turn-key service allows farmers to assimilate good soil testing practices through practical demonstrations in their fields.

The use of digital technology to capitalize on the data collected by the mobile soil testing laboratories is one of the strong points of this system, which aims to enrich the Moroccan soil database and provide the ecosystem with precise data on a local scale to facilitate agricultural decision-making.



The mobile soil testing laboratory on its way to a village - Taounate



Men and women mobilized to better serve small farmers

The OCP-AI Moutmir soil testing offer mobilises infrastructures, technical and financial means thanks to the OCP support, passionate men and women who guarantee this challenge of development of the rural environment, the transfer of knowledge and the strengthening of farmers' capacities.

A team of agronomic experts and researchers supports the OCP team and guarantees the services offered by the mobile laboratories.

Provided with a high value pedological and agronomic knowledge, first-in-class technical resources and digital platforms to facilitate the data management in real time and thus enrich the Moroccan soil database. These teams are mobilized in the field despite the challenges imposed by the circumstances.

TESTIMONIALS



“

Mounir Baalal
Louad Lakhder - El Kelaâ des sraghna

I was able to improve the size and weight of the olives in my field by adding the right amount of fertilizer recommended by my soil testing.

”



“

Bouallala M'barek
Ouad Imloul - Rehamna

Soil testing allowed me to know the salinity level of my soil and consequently I was able to choose a vegetable crop that was tolerant and adapted to this type of soil and the expected yield was satisfactory.

”

THE DEMONSTRATION PLATFORM PROGRAM

Excellent Agricultural outreach: seeing is believing

Through the OCP-AI Moutmir Initiative, OCP has set up a range of demonstration platforms in different provinces of the Kingdom and covering several crops (cereals and pulses, arboriculture, vegetable crops). The platforms are indeed a powerful tool for the dissemination of scientific recommendations and agricultural innovations.

They are co-constructed and implemented in partnership with the agricultural ecosystem and in particular the scientific ecosystem: the National Institute of Agronomic Research (INRA), the Agronomic and Veterinary Institute Hassan II (IAV), the National school of Agriculture of Meknes (ENA) and the Mohammed VI Polytechnic University of Benguerir. These platforms are installed in the

fields of volunteer farmers and demonstrate the considerable impact of adopting best agricultural practices on the yield and quality of agricultural production, the income generated and vegetables on the rational use of fertilisers. Each platform focuses on the application of the best operations and techniques, from tillage to harvest.

The demonstration platforms allow, as the crop cycle progresses, to compare the impact of good practices versus the standard practices of localities or regions. The objective is to create an emulation and induction effect by the farmers who have hosted these demonstration platforms, true ambassadors of good practices and guarantors of the continuity of the effort.

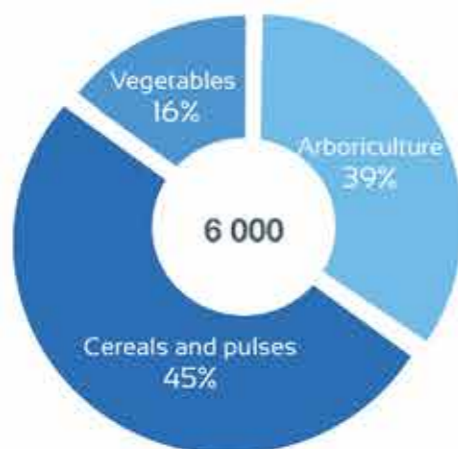
An integrated, sustainable and extensible model

The demonstration platforms benefit from a scientific monitoring by the agronomic engineers of OCP-AI Moutmir and the experts mobilized from the different national scientific institutions.


The demonstration platforms also ensure the introduction of the best agricultural products and


techniques to enable farmers to adopt the best agricultural practices, as well as to the introduction of products with very high added value.

The demonstration platform program is supported by best-in-class partners who collaborate with the OCP-AI Moutmir agronomists.



Distribution of demonstration platforms by crop family (since the initiative was launched)





In order to capitalize on the returns from the platforms and facilitate the sharing of this feedback with the ecosystem, a digital application has been set up by the OCP-AI Moutmir team.

«Agritrial» allows the digitisation of the agronomic management of the demonstration plots and real-time feedback of detailed information on the evolution of the platforms (phenological stages, colours, stress, size, photos & videos of the plants etc.). This pool of information is made available to the scientific, academic and economic ecosystems and is the subject of annual symposiums within the framework of OCP-AI Moutmir Open Innovation Lab with the different actors of the sector.

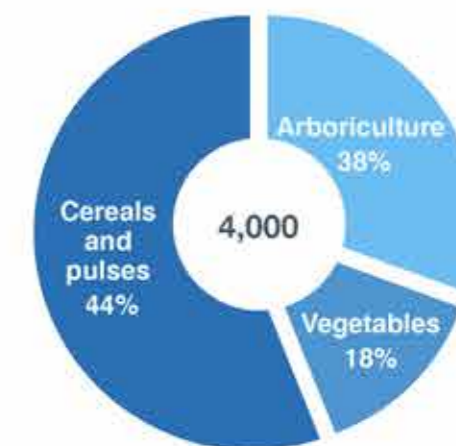
This tool could also be used by the different institutions that conduct trials and demonstrations and would feed a national collaborative platform open to students, researchers and actors who have an interest in the sector.

The OCP-AI Moutmir demonstration platforms 2019-2020

4,000 platforms for the 2019-2020 demonstration platform program

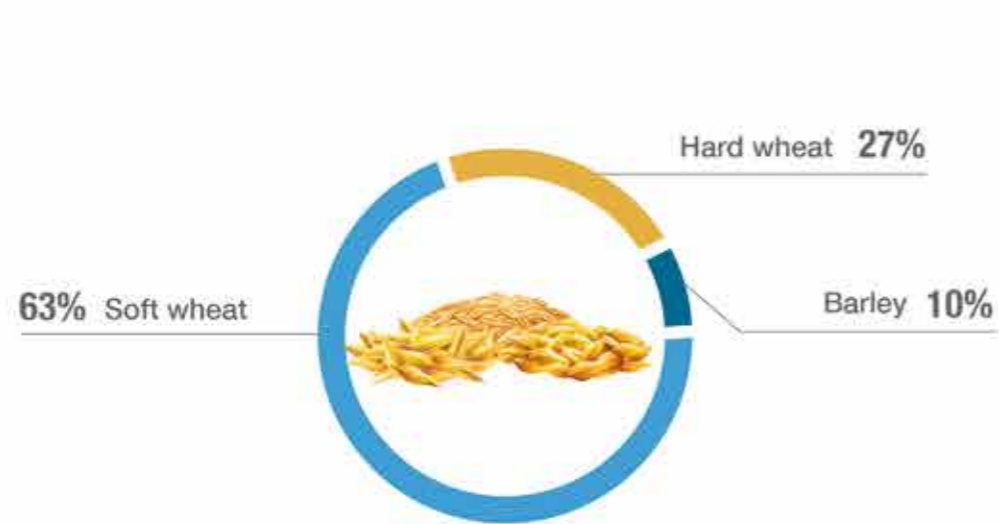
The 4,000 demonstration platforms launched during the 2019/2020 crop season have covered several crops in the different agricultural provinces of Morocco (cereals and pulses, arboriculture and Vegetables).

An agronomic and scientific approach taken by our agronomists and experts has been followed for the elaboration of ICP (Integrated Crop Program) for each crop taking into account the specific agro-climatic conditions of each production area. Regular scientific monitoring of these demonstration platforms has been carried out by the teams of agronomists to assess the agronomic performance of each yield component.

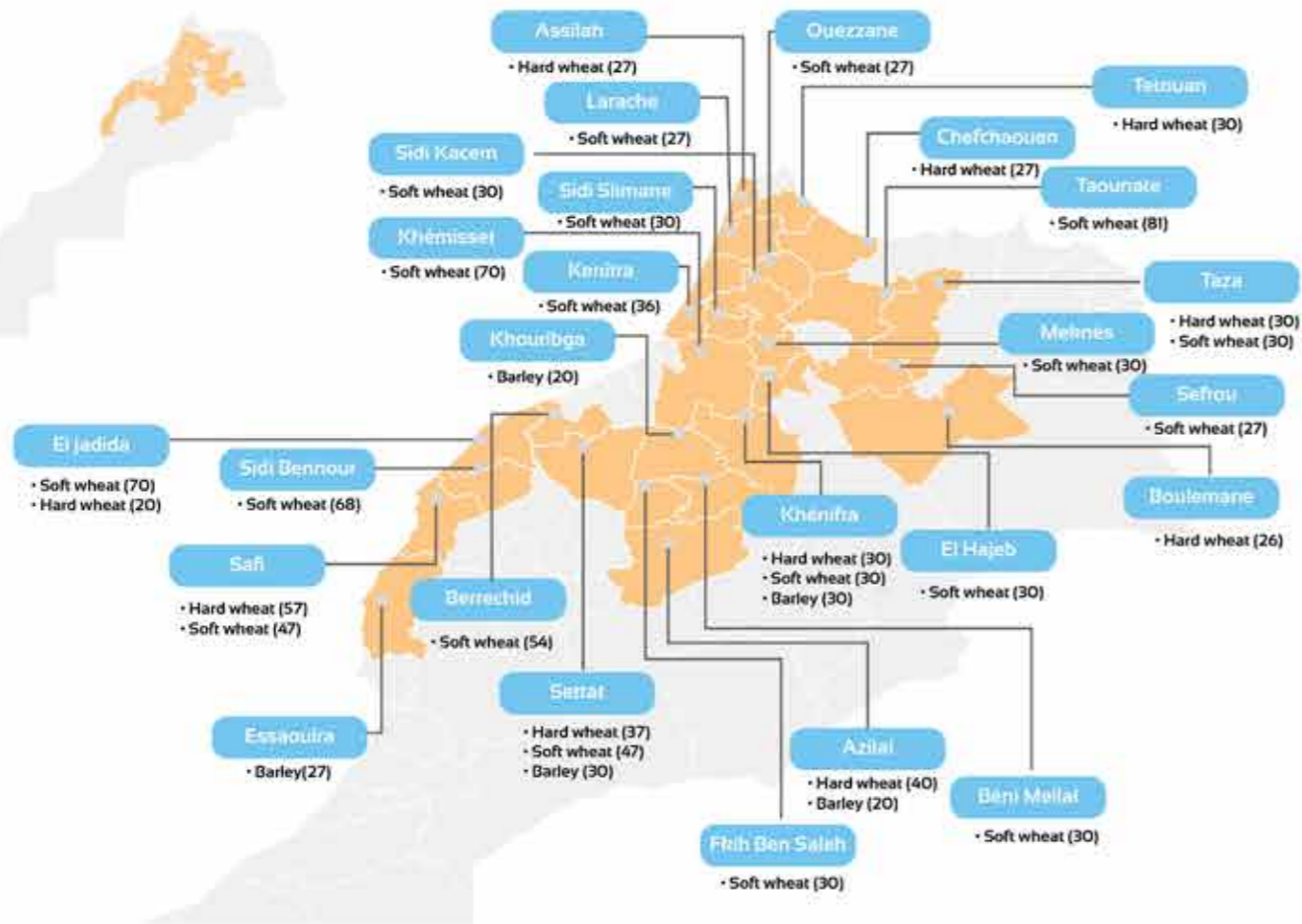


Demonstration platforms distribution by crop family (2019-2020 season)

Distribution of cereal demonstration platforms:



Distribution of cereal demonstration platforms by crop

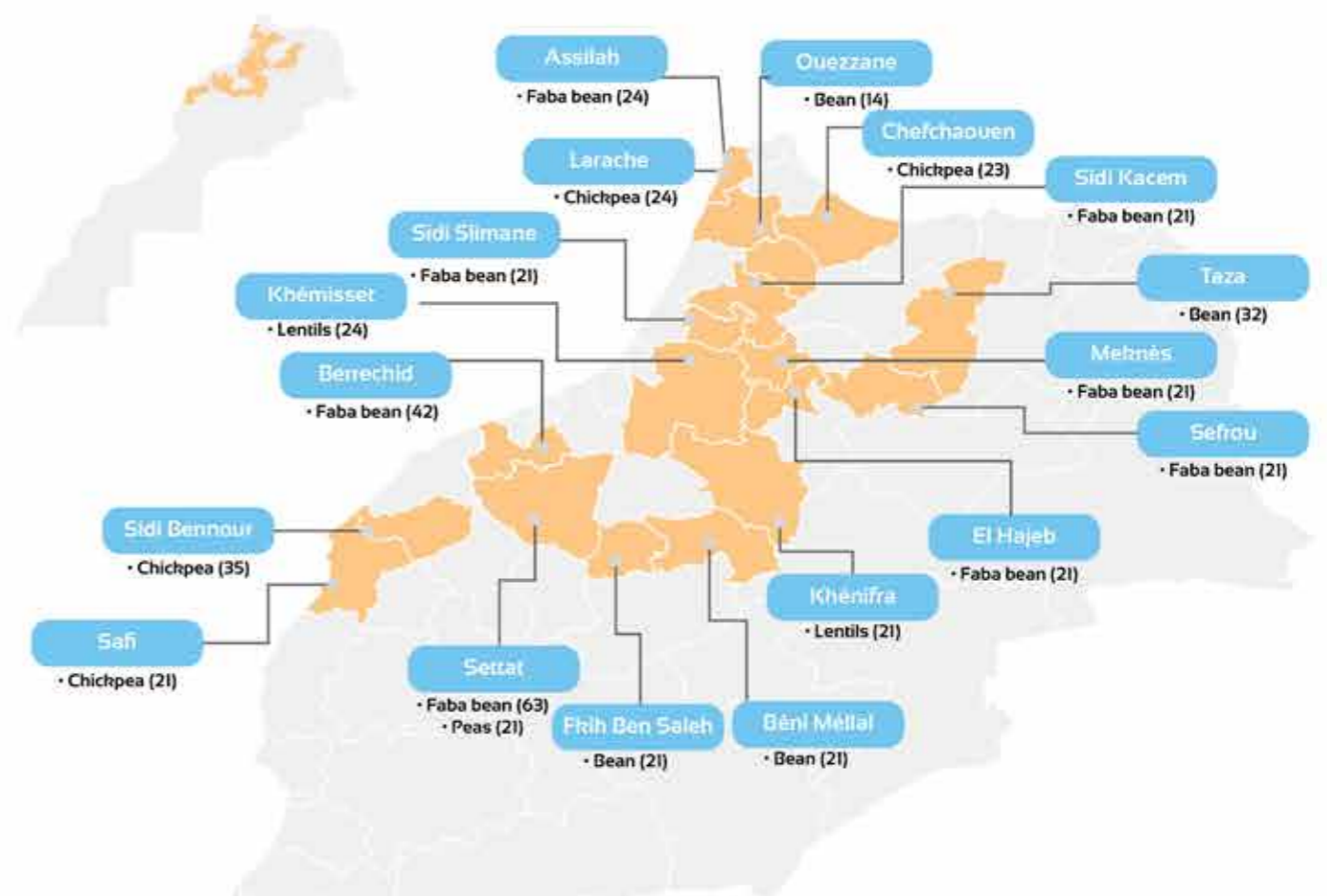


Distribution of cereal demonstration platforms across the different provinces

Distribution of pulse demonstration platforms:



Distribution of pulse demonstration platforms by crop



Distribution of pulse demonstration platforms across the different provinces

Integrated Crop Program (ICP)

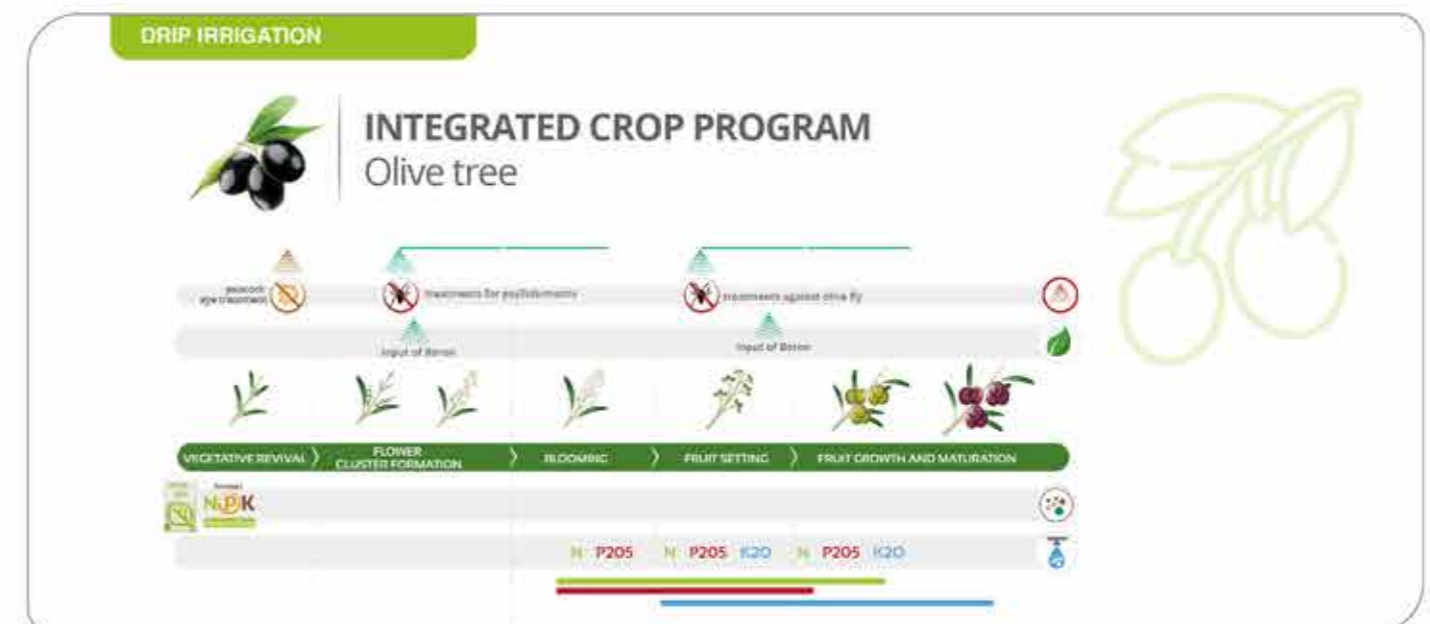
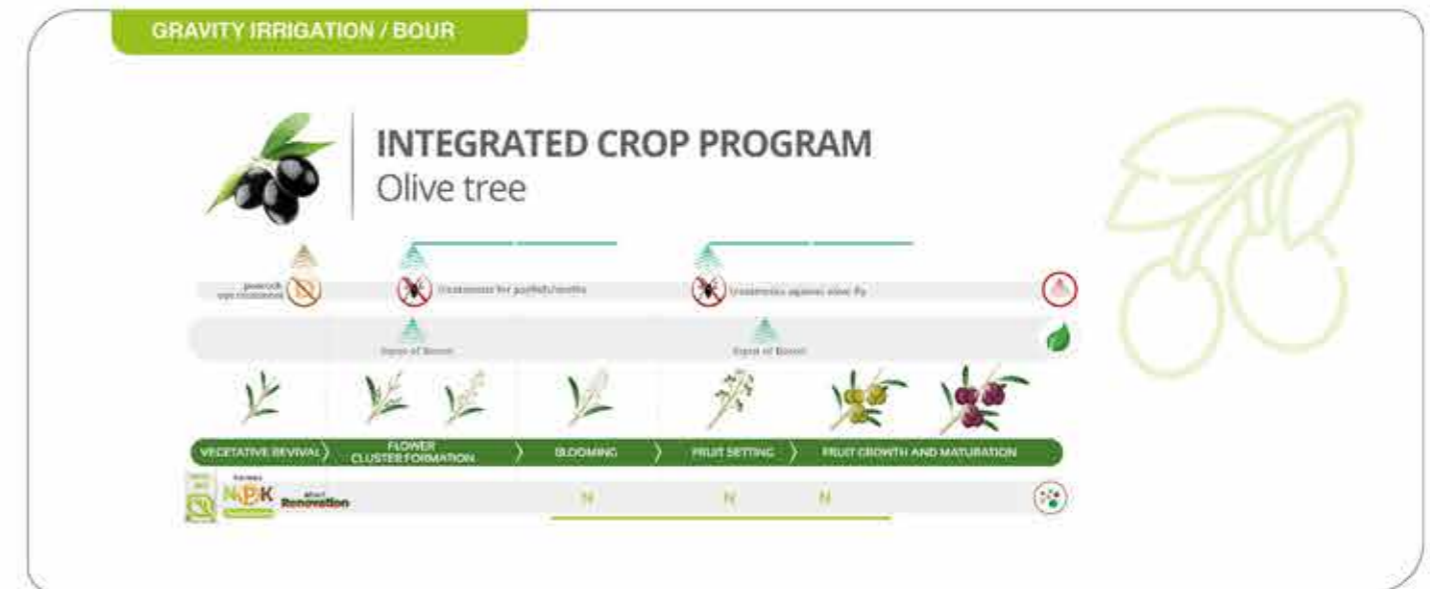
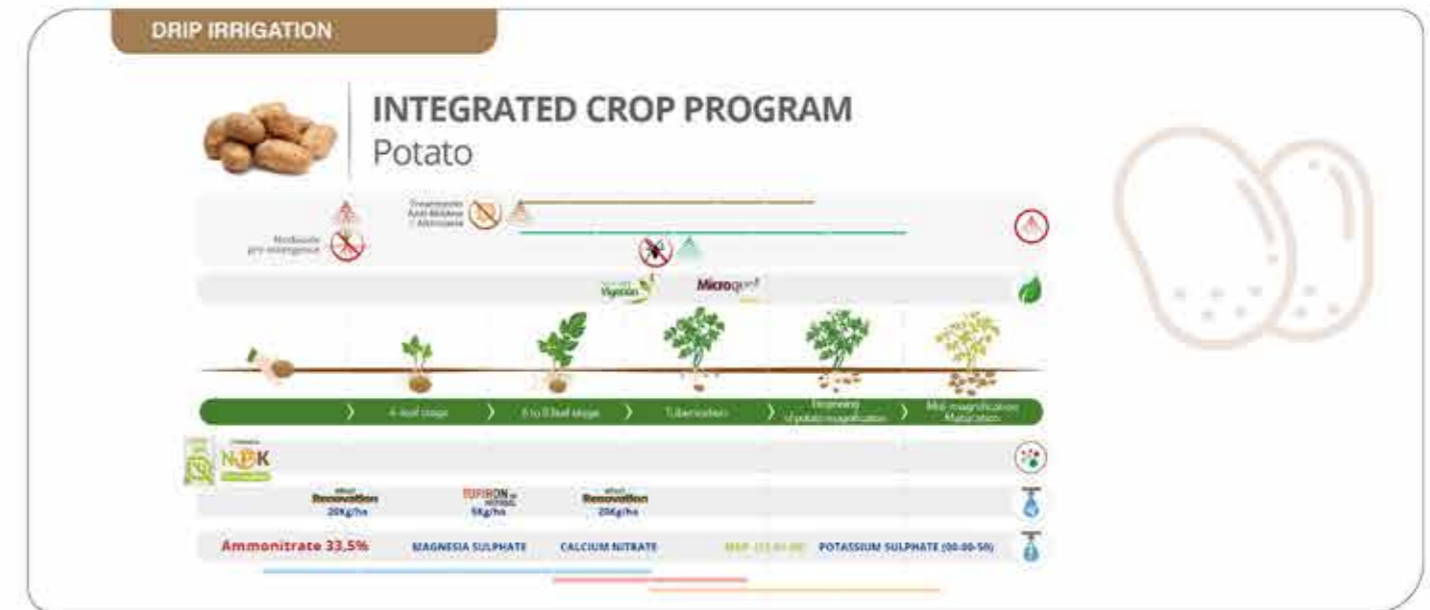
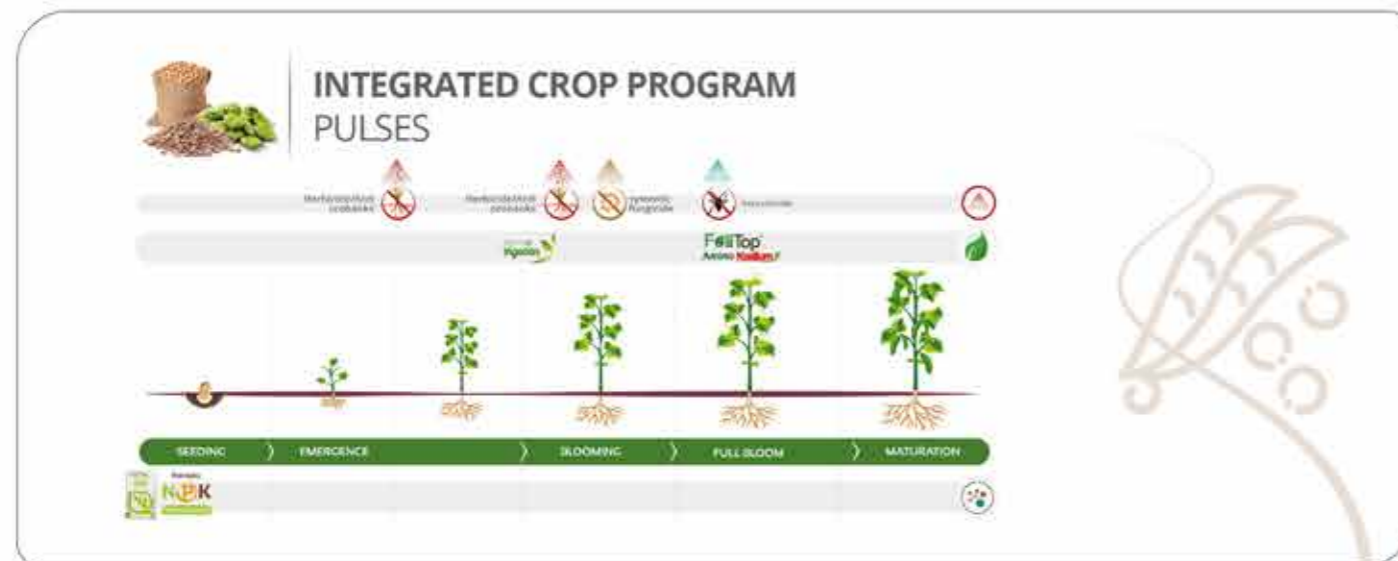
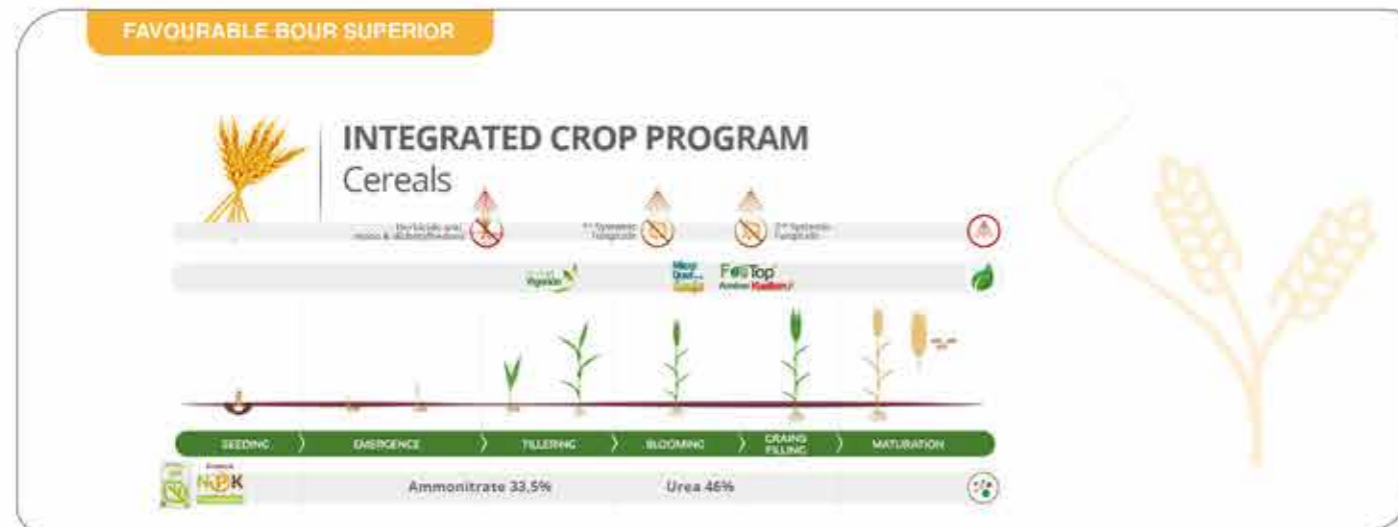
The technical itinerary adopted in the demonstration platforms is based on integrated crop management, (ICM). Each program is based on 4 pillars:

- Rational management of irrigation water: the control of irrigation according to the needs of the crops and the particularities of each plot.
- Customized fertilization: nutrient requirements are recommended in accordance with the soil testing results and the adoption of specific base fertilizer formulas as recommended by testing and manufactured by the Smart NPK fertilizer production unit (Smart Blender).

- Integrated crop protection: the adoption of a pest control system that uses a combination of methods that meet economic, ecological and toxicological requirements.

- The use of speciality products (specific fertilizers and biostimulants): the stimulation of natural processes, whether root or aerial, to improve and enhance nutrient uptake, nutrient efficiency, tolerance to abiotic stresses, and crop quality.

The design of an ICP is the result of a collective reflection of the different actors in order to put in place a suitable ICP adapted for each crop, type of management or agro-climatic zone.



KEY FIGURES FOR CEREAL AND PULSE PLATFORMS 2019-2020 SEASON



+2863
Cereal & Pulse platforms monitored
since the launch of the program

Results of the cereal and pulse demonstration platforms 2019-2020 season

7 treatments (ICP) have been adopted for cereal crops, namely

- the standard regional formula
- the regional sulphur formula
- the standard specific formula
- the specific sulphur formula
- the regional formula + Duramon UF N
- the regional formula + Duramon Kg.

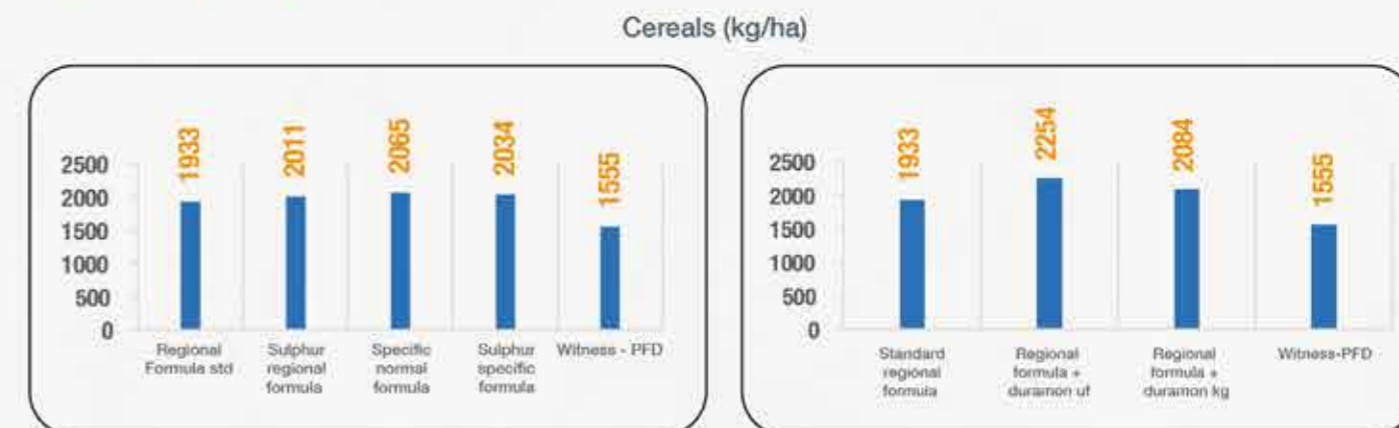
As for the pulses, 4 treatments are were:

- the standard regional formula
- the regional sulphur formula
- the standard specific formula
- the specific sulfur formula.

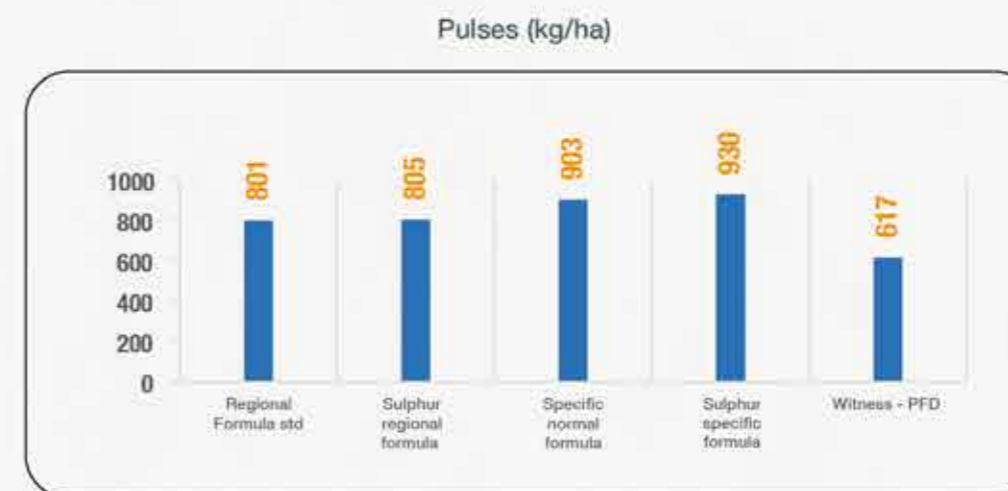
The plots subject to these treatments are adjoined by a control plot that follows the farmer's usual practices.

The cereal and pulse demonstration platforms had a significant impact on several levels: yields, grain quality, vegetative aspect and resistance to water stress.

Impact on grain yield:



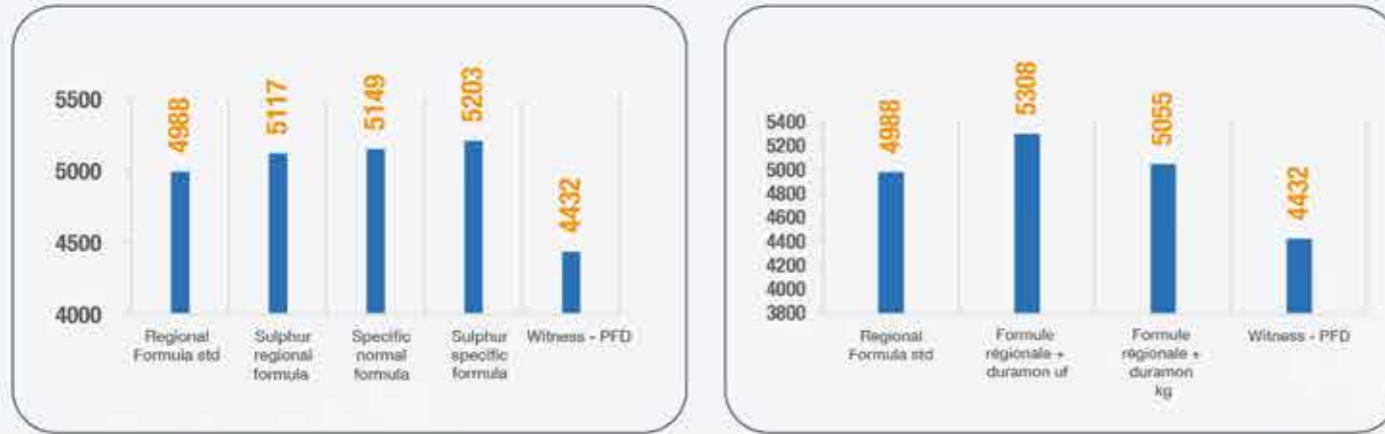
Depending on the treatment considered for cereals, the grain yield gain varied from 24.3% to 45% compared to the control plot.



Grain yields in the pulse demonstration platforms exceeded those of the control plots by 30% to 50%.

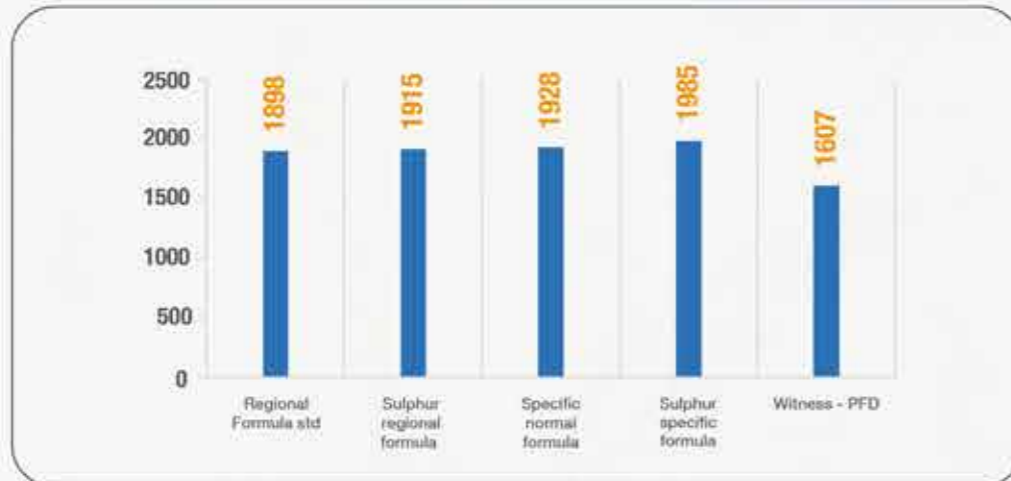
Impact on organic yield:

Cereals (Kg/ha)



The organic yield of the cereal demonstration platforms exceeds that of the control plots by 12.5% to 22.5%.

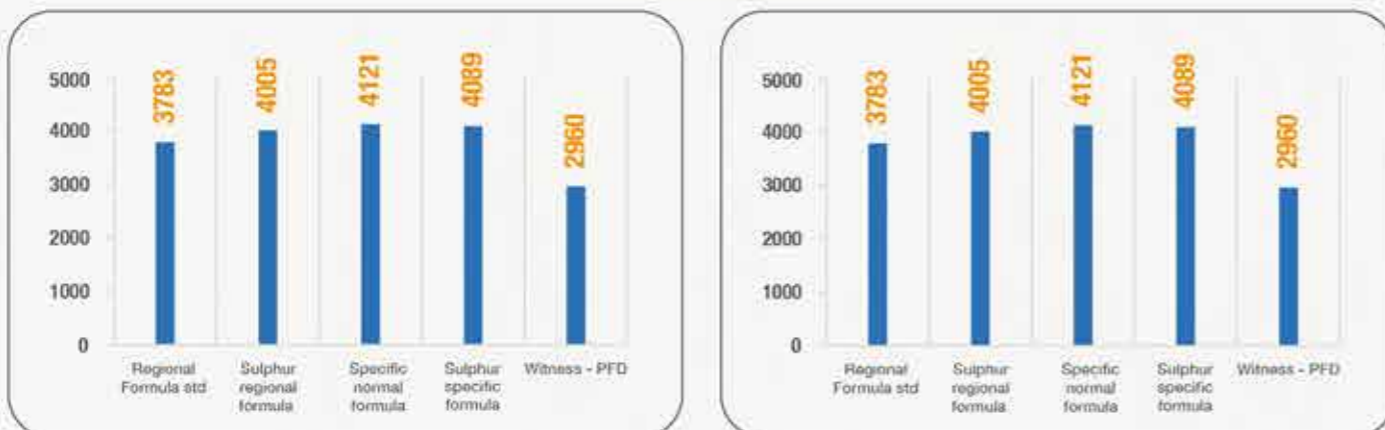
Pulses (Kg/ha)



The organic yield of the pulse platforms exceeded that of the control plots by 18% to 46.5%.

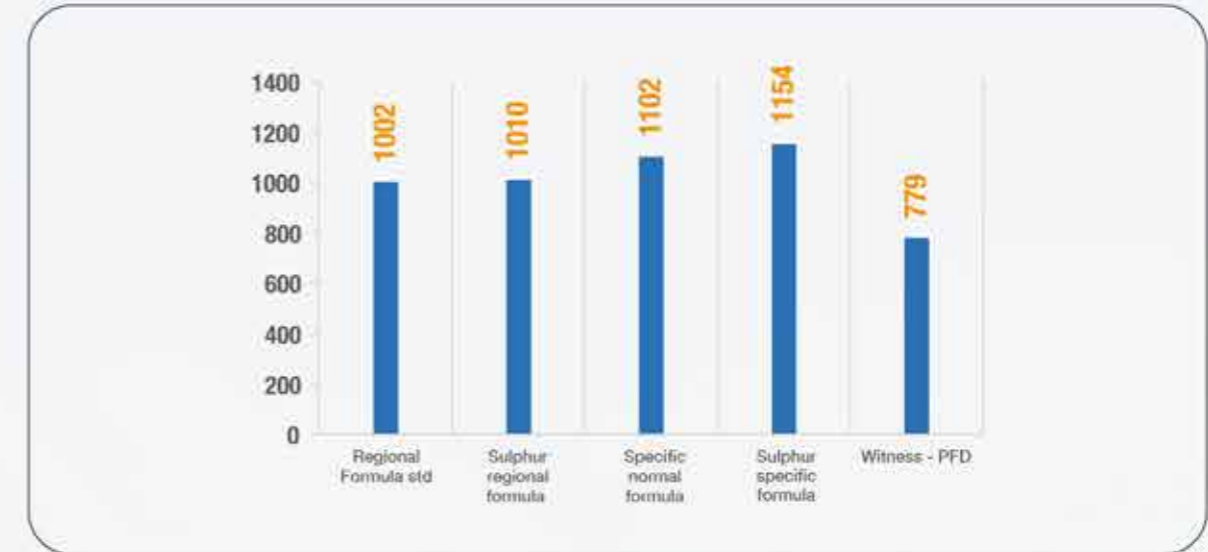
Profit margin:

Cereals (MAD/ha)



The profit margin at the cereal platforms exceeds that of the controls by a relative gain between 27% and 45%.

Pulses (MAD/ha)



The profit margin at the pulse platforms exceeds that at the control plots by a relative gain ranging from 28% to 48%.

Impact on grain quality and straw quantity

We observe a higher quality of grains compared to the farmers' control plots. The technical management of cereals and pulses adopted allowed to generate more straw, which has a positive impact on the breeding in arid environment.

Impact on vegetative appearance and resistance to water stress

Whether on the vegetative aspect or on the resistance to water stress, the platforms managed by the OCP-AI Moutmir teams differed significantly from the control plots.

Impact on the consumption of NPK Blend fertilizers

Convinced by the conclusive results obtained in the framework of these demonstration platforms, farmers have adopted the regional NPK formulas which have replaced their usual fertilizers.

KEY FIGURES FOR VEGETABLE AND PEANUT PLATFORMS 2019-2020 SEASON



42,2 T/Ha
Yield



18,2%
Gain



449

farmers



713

demonstration
platforms



10

regions



27

provinces



75

communes

Results of the vegetable demonstration platforms 2020 season

The formula adopted at the vegetable crops demonstration platforms is the specific formula plus soluble cover fertilizer and biostimulants.

The vegetable crop demonstration platforms recorded a significant impact on several levels: yields, size and quality of fruits and vegetables.

Impact on performance:

The yields of the vegetable demonstration platforms exceeded those of the controls by an average of 22%.

Potato (t/ha)



Onion (t/ha)



Zucchini (t/ha)



Squash (t/ha)



Melon (t/ha)



Watermelon (t/ha)



Tomato (t/ha)



Niora (t/ha)



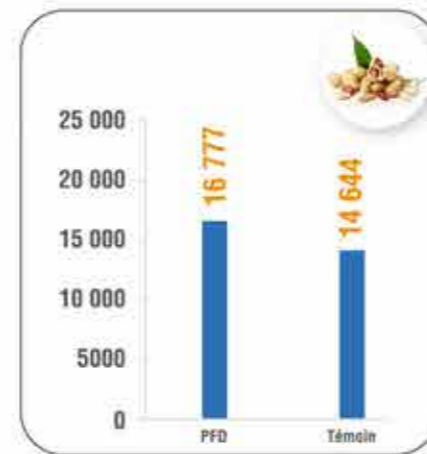
Green bean (t/ha)



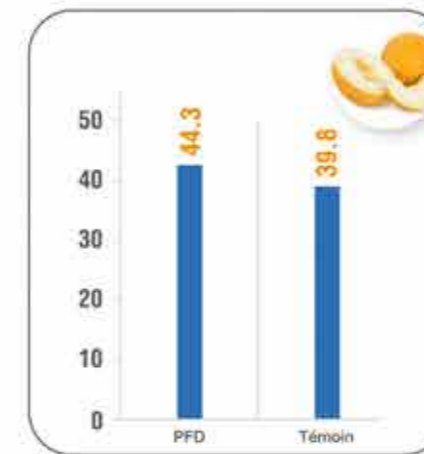
Grain yield in (kg/ha)
Peanut



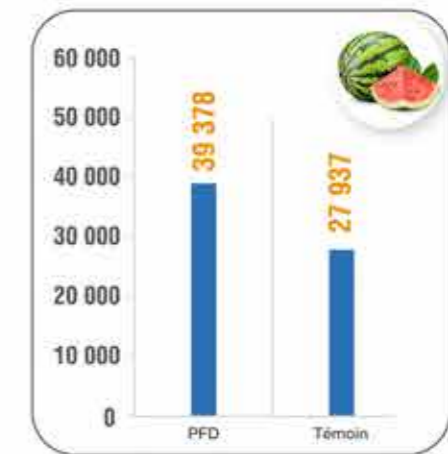
Organic yield in (kg/ha)
Peanut



Melon (MAD/ha)



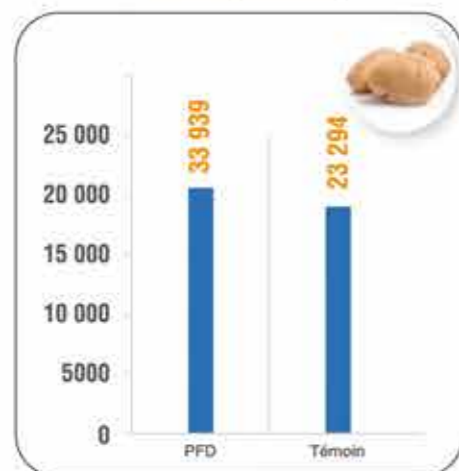
Watermelon (MAD/ha)



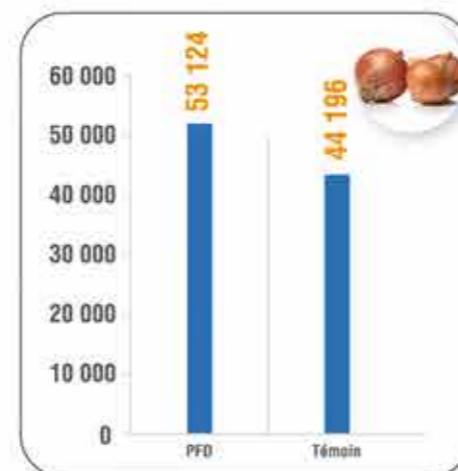
Profit margin:

The profit margin on vegetable crop platforms exceeds that on controls by relative gain of 60% on average

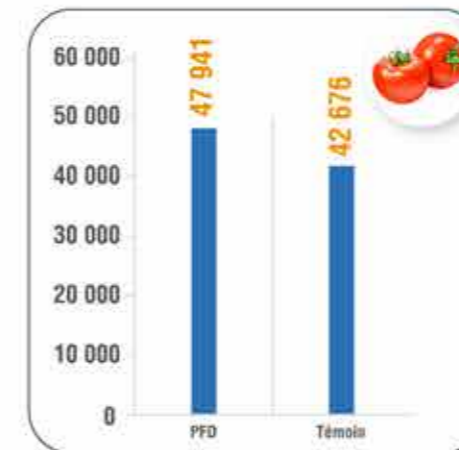
Potato (MAD/ha)



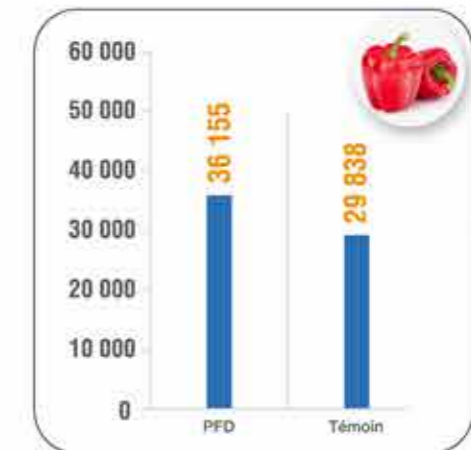
Onion (MAD/ha)



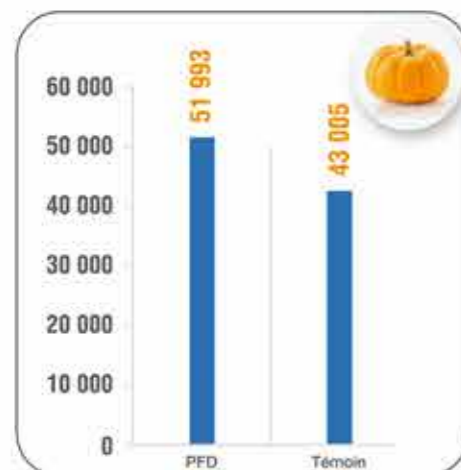
Tomato (MAD/ha)



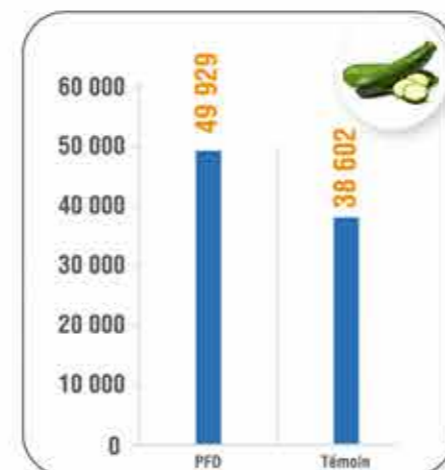
Niora (MAD/ha)



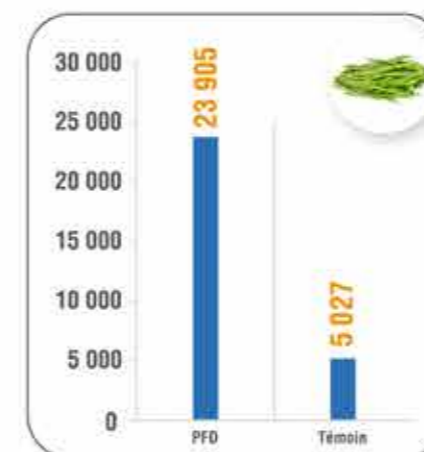
Squash (MAD/ha)



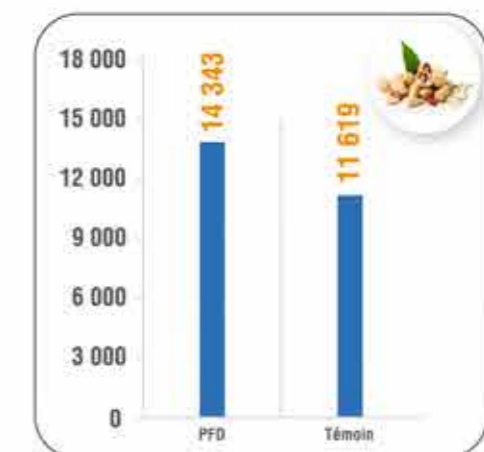
Zucchini (MAD/ha)



Green bean (MAD/ha)



Peanut (MAD/ha)



KEY FIGURES FOR THE OLIVE TREE PLATFORMS

2019 - 2020 SEASON



5,75 T/Ha
Yield



34%
Gain



750

farmers



1 195

Demonstration
platforms



regions



30

provinces

Results of the olive demonstration platforms

2020 season

The formula adopted at the olive demonstration platforms is the specific formula plus soluble cover fertiliser and biostimulants.

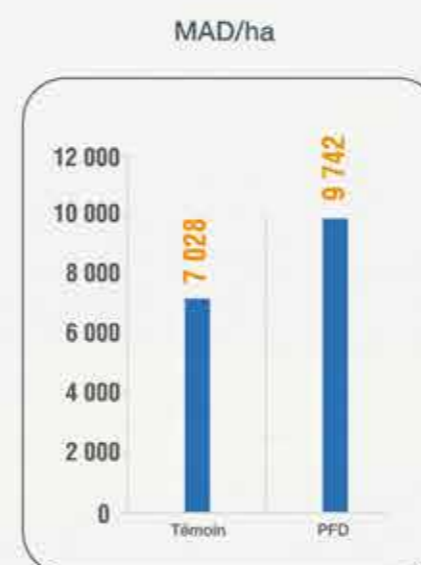
The olive tree demonstration platforms recorded a significant impact on several levels: yields, olive and oil quality, vegetative aspect and resistance to water stress

Impact on yield:



The yield of the olive demonstration platforms exceeds that of the controls by 33.7% on average.

Profit margin:



The profit margin at the olive platforms exceeds that of the control plots by a relative gain of 38.6%.

TESTIMONIALS



“

Ghazala Abderrahim
Farmer - Ouargui – El Kelaâ des sraghna

The weight of the fruit and the quality of the oil were remarkably better than those of the last few years thanks to the program advised by the agronomist during all my olive tree cycle.

”



“

Hicham Mekkaoui
Farmer - Chtouka - El Jadida

The use of basal fertilizer for vegetable crops has become a common practice among farmers in the this was not the case before. The results of the PFDs have facilitated the adoption of appropriate practices and techniques.

”



“

Yassine Kssiba
Farmer - Atouabet - Safi

The technical itinerary of the potato advised by the OCP-AI Moutmir agronomist engineer has allowed me to have a better yield while reducing my operating costs.

”

IMAGES



Restitution of soil testing olive tree - Labrikyne - Rehamna



Potato demonstration platform in Aghbalou (Midelt), September 2020



Harvesting of a demonstration platform of cereals - Sidî Kacem



Monitoring of an olive tree demonstration platform - Atouabet - Safi



Monitoring of a vineyard demonstration platform - El Jadida



Olive tree demonstration platform - Jaafara - Rehamna



Monitoring of a cereal demonstration platform at the emergence stage Atouabet - Safi



Installation of a watermelon demonstration platform - El Hajeb

THE NO-TILL FARMING PROGRAM

For a more resilient and sustainable agriculture

In the context of climate change and the scarcity of rainfall, it is necessary to reflect on territorial models of agro-ecological transition in agriculture that can implement varied and complementary adaptation measures.

Within this framework, OCP launched in October 2019 its no-till farming offer with the involvement of a panoply of agricultural associations and cooperatives on a national level. This initiative is part of OCP's efforts to contribute to the promotion of measures to adapt Moroccan agriculture to climate change through resilient agricultural development.

The objective of the OCP-AI Moutmir initiative through its no-till farming program is to significantly support this momentum and accelerate its the adoption on a national scale as a key lever of the new agro-ecological transition model of agriculture in our country.

The no-till farming is an agricultural production system that consists of seeding without prior tillage. One of the 3 fundamental pillars of conservation agriculture, the no-till allows the preservation of the soil and its microbial life as well as water stocks.

The analysis of data collected at different stages as well as preliminary yield results obtained when comparing several no-till demonstration platforms with conventional management showed a significant improvement at all stages, namely:

- An average of 12% in terms of settlement density;
- 10 to 30% difference in plant density;
- More than 28% difference in grain yield and more than 31% in organic yield;
- Savings in costs, especially those related to tillage and seedbed preparation from 900 to 1200 dhs/ha;
- Improvement of the profit margin by more than 47%.

This was in spite of the difficult climatic conditions of this agricultural season (2019-2020), characterised by low and irregular rainfall in all agro-climatic zones.

It should be noted that in the Bour favorable, favorable and mountainous zones, yields in some no-till demonstration platforms exceeded those conventional by 210%.



KEY FIGURES FOR THE NO-TILL FARMING

PHASE 2
2020 - 2021



+20 000
hectares
cultivated area



4 000
farmers



+40
seeders made available
for the farmers



+700
demonstration
platforms



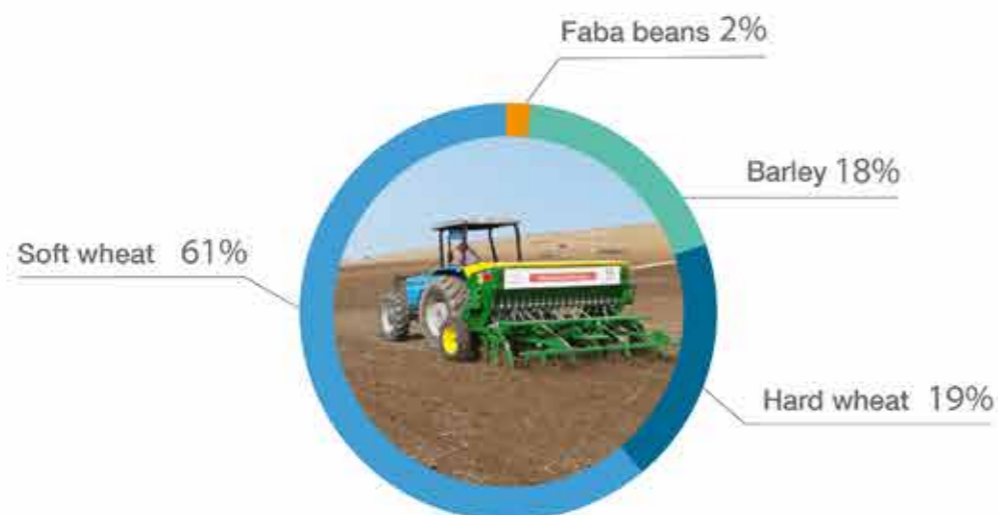
+40
cooperatives
partners



23
provinces

Distribution of the No-Till farming platforms by crops.

The distribution of the platforms was done in accordance with the national vocation as 61% of soft wheat, 19 and 18% respectively for hard wheat and barley and 2% for faba beans.



A considerable impact on yields besides natural resources

During this season, the comparison of vegetative states and yields obtained in the adjoining fields clearly confirmed the success of the no-till system, by showing positive differences compared to the conventional system.

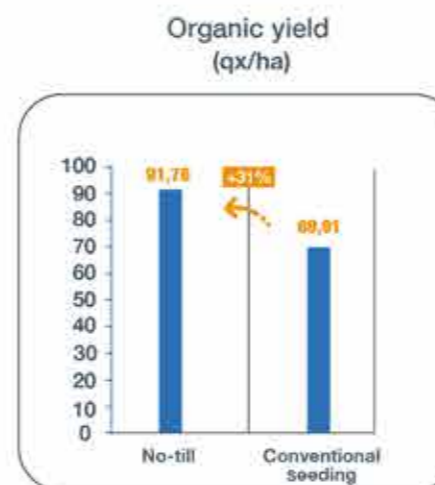
- Net improvement in the emergence rate by 12% on average across national platforms.
- Reduction of tillage costs from 900 to 1200 DH/ha, i.e. more than 80% of the global cost dedicated to tillage and seedbed preparation.
- Reduction of seed costs from 100 to 130 DH/ha, i.e. 30 to 35% with real improvement potential that could come from the farmers' adoption of recommended doses.

- An average of 10% improvement in crop canopy
- High tolerance to water stress at tillering and bolting stages with early in heading in unfavourable Bour areas.
- Limitation of water loss through evaporation and better use of soil water reserves.
- Improvement of the profit margin by more than 47%.

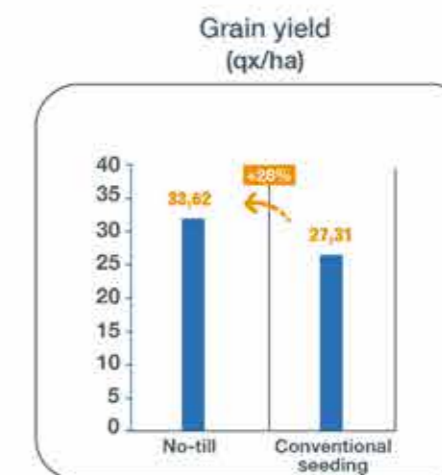
No-till adoption results at the demonstration platforms level



Impact on yield:

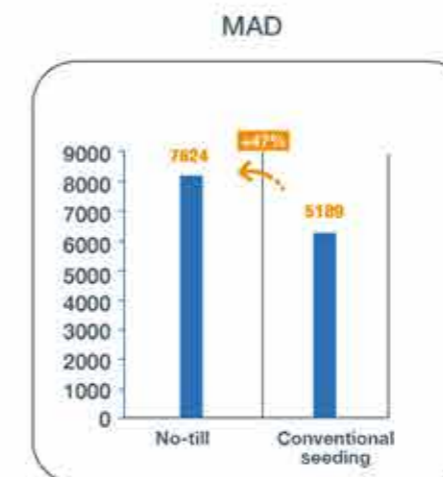


Improvement of the organic yield by more than 31% on average



Grain yields in the no-till demonstration platforms were 28% better than the conventional system

Profit margin:



The improvement in yields and the reduction in costs at the no-till demonstration platforms have increased profit margins by an average of 47% compared to conventional farming

It is noted that both the no-till and conventional demonstration platforms received the same ICP. The only difference was the use of tillage and seedbed preparation in the conventional demonstration platforms.

TESTIMONIALS



Redouane KALAI
Farmer - Mkansa - Taounate

This is the first time I am adopting the no-till technique. I had heard about its advantages in the Gharb region, but we didn't have any seeders in our region to try it.

Thanks to the OCP-AI Moutmir initiative, a seeder was made available to us and we benefited from awareness-raising and training sessions about the technique and its advantages, especially after having had low yields last year, due to the low rainfall. The impressive results recorded despite the scarcity of rainfall will encourage me to always adopt this technique.



Rachid LAGZIRI
Farmer - Ain Dfali - Sidi Kacem

This year I opted the no-till for common wheat following the recommendations of the OCP-AI Moutmir team.

I am pleasantly surprised by the results obtained, especially with such low seeding dose (1 q/ha, i.e. half the dose adopted in conventional seeding).

I reduced my expenses and this allowed me to spare money to invest in spring pulses (more than 1000 dhs/ha).



Chakir Maaizi
Farmer - Sidi Smail - El Jadida

At the beginning, I was doubtful about the success of the no-till system introduced for the first time in my village, but the yields obtained were satisfactory despite the difficult climatic conditions.

IMAGES



Installing a demonstration platform for common wheat in the commune of Beni Quolla in Ouezzane - November 2019



Installing barley demonstration platforms in the commune of Ouled Abdoune in Khouribga - December 2020



Assistance by the AI Moutmir team during the installation of a demonstration platform in Sidi Bennour - November 2020



Installing a barley demonstration platform in Settatt - November 2020



Common wheat demonstration platform in Taounate - October 2020



Barley no-till platform in Taourirt - November 2020



Installing a barley demonstration platform in El Youssoufia - November 2020



Installing a Common Wheat No-till Demonstration Platform in Ouezzane - November 2020

THE OCP-AL MOUTMIR ITINERANT PROGRAM.

Mobilising big resources for small farmers



OCP-Al Moutmir mobile program for cereals and pulses - Fkih Ben Saleh - December 2019

OCP-Al Moutmir mobile program supports the daily work of the agronomic engineers deployed in all the provinces of the Kingdom.

The program takes place over 3 days in each province and welcomes more than a hundred farmers supported per day.

A rich and varied program is led by agronomists, experts and scientific, industrial and media partners.

Demonstration sessions are first organised to explain to farmers the best way to take an homogeneous soil sample.

Explanatory sessions are also scheduled at the mobile laboratory. Each participating farmer is taken care of by an agronomist who explains the results of his soil tests and the appropriate fertilisation recommendations.

Workshops with our fertiliser manufacturer-distributor-retailer partners are organised in order to bring the farmer closer to the product.

Questions and answers led by experts and broadcast live on YouTube and Facebook to allow other farmers who could not attend to benefit from the exchange.

The farmers also attend Smart Blender demonstration sessions to inform them of the benefits of this production unit being deployed near them, and which enables them to benefit from customised fertilisers and thus reduce their fertiliser-related expenses.

The Smart Blender also allows them to save water and soil resources by applying the right amount of at the right time.

KEY FIGURES FOR THE OCP-AL MOUTMIR MOBILE PROGRAM

2019 - 2020



22
Organized events



+8 000
farmers



+100
beneficiary
cooperatives



3
major crop families: cereals
& pulses, arboriculture and
vegetable crops.



+10 000
free soil testing



22
Visited provinces



+200
localities covered



+80
hours of live
broadcasting



+100
radio reports

The second edition of the "OCP-AI Moutmir mobile" program.

OCP Group has continued its commitment to Moroccan farmers by launching in September 2019 in the commune of Jemaat Seheim, in the province of Safi, the second edition of its program dedicated to farmers «OCP-AI Moutmir mobile program». This program reflects OCP Group's commitment to the development of the agricultural sector in Morocco. This second edition of the proximity device has accompanied the 2019-2020 agricultural season by carrying out targeted actions in 22 provinces to offer a diversified support to farmers throughout the technical itinerary.

During this second edition, the program visited 22 provinces, i.e. 200 high-potential localities throughout the Kingdom, with the participation of more than 8,000 farmers and the carrying out of 10,000 soil testing.

The 2019-2020 edition targeted three types of crops: cereals and pulses, arboriculture and vegetable crops.

This second phase made it possible to broaden the scope of the program by targeting other crops such as palm and apple trees in addition to olive trees, and by integrating new provinces. Indeed, the OCP-AI Moutmir mobile program has criss-crossed the provinces of Safi, Tnine Gharbiya, Oued Zem, Fkih Bensaleh, Sidi Kacem, Souk Larbaa, Laksar Lakbir, Taounate, Ouazzane, Sefrou, Essaouira, El Kelaa, Haouz, Azilal, Taza, Guecif, Meknes, Khenifra, El Hajeb, Chefchaouen and Midelt.

This edition also saw more than 80 hours of live broadcasts on the YouTube channel of the «Sewlouna Njaouboukoum» session in order to share informations to a maximum number of farmers. The digital at the heart of this edition also saw the presentation of @Imar, the new mobile application available to farmers for free.



OCP-AI Moutmir mobile program of the olive trees in Sidi Bedhaj Lhaouz - January 2020

IMAGES



Restitution of the results of the soil testing at the Fkih Ben saleh's mobile program - October 2019



Sewlouna Njaouboukoum session at the mobile program in Lkelaa - December 2019



Soil sampling and collecting during the mobile program in Azilal - January 2020



Mobile program in Khenifra - February 2020



Audiovisual space at the mobile program in Souk larbaa - October 2019



Testing of soil samples during the mobile program in Chefchaouen - February 2020



Visit to the Digital space during the mobile program in Essaouira - December 2019



Stands of the partners distributors of NPK fertilizer during the mobile program in Meknes - January 2020



Visit of the Smart Blender during the mobile program in Lhaouz - January 2020

KEY FIGURES SOUKS ET MOUSSEMS

2019 - 2020

THE SOUKS AND MOUSSEMS PROGRAM

To be closer to farmers

In launching the OCP-AI Moutmir Souks and Moussems, the team wanted to go to meet farmers in remote areas. The objective is to be at the farmer's side at the right time and in the right place.

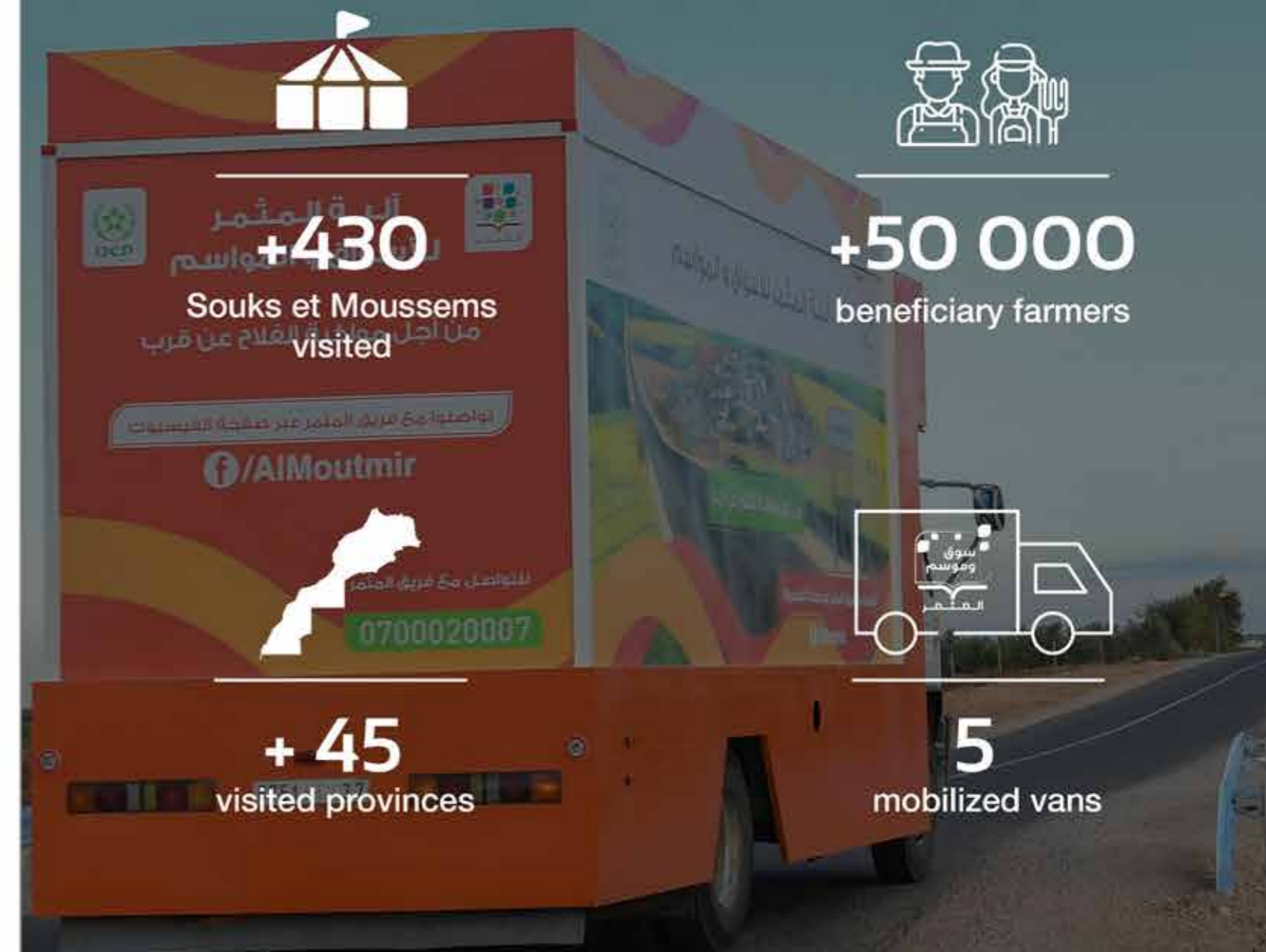
Indeed, the program aims to support the farmer before the start of each crop cycle: identify his needs, support him in the choice of inputs and in the farming practices that he wishes to deploy in order to increase his yields.

This system also facilitates contact between farmers and the agronomists deployed in the field.

Thus, equipped vans criss-cross the weekly rural souks and moussems with the aim of listening to and exchanging with farmers. The agronomic engineers of each van discuss with farmers on several issues related to the needs of the crops cultivated in each of the provinces

visited, and also according to the cycle stage of the concerned crops. The program also aims to familiarize farmers with the various solutions made available to them within the framework of the OCP-AI Moutmir initiative (technical and digital solutions, etc.).

During the 2019-2020 agricultural season, the 5 equipped vans have crossed the weekly rural Souks and Moussems of Morocco with 430 stops in more than 45 provinces to meet more than 50,000 farmers throughout the Kingdom. Farmers were advised on how to adopt the best agricultural practices to increase their yields, but also to optimise their use of inputs and natural resources. The agronomic engineers of each van were able to discuss with the farmers several topics related to the needs of the crops cultivated in each of the provinces visited and also according to the stage of the crop cycle concerned.



IMAGES



Souk et Moussems program - Had Ksar El Kbir - Larache - December 2019



Souk et Moussems program - Bouderbala - El Hajeb - October 2019



Souk Ait Ishak - Khénifra - October 2019



Souk Sebt Ouaw Mana - Khenifra - October 2019



Souk et Moussems - Labrikiyin Rhamna - November 2019



Souk et Moussems - Guercif - February 2020



Souk Khenichat - Sidi Kacem - October 2019



Souk et Moussems - Khemiss Azilal - November 2019



Souks and Moussems device towards Sefrou - October 2019



**BUILDING FARMERS' CAPACITIES,
AS A KEY LEVER TO A SUCCESSFUL TRANSFORMATION
OF AGRICULTURE**



Monitoring a demonstration platform - Khenifra - February 2020

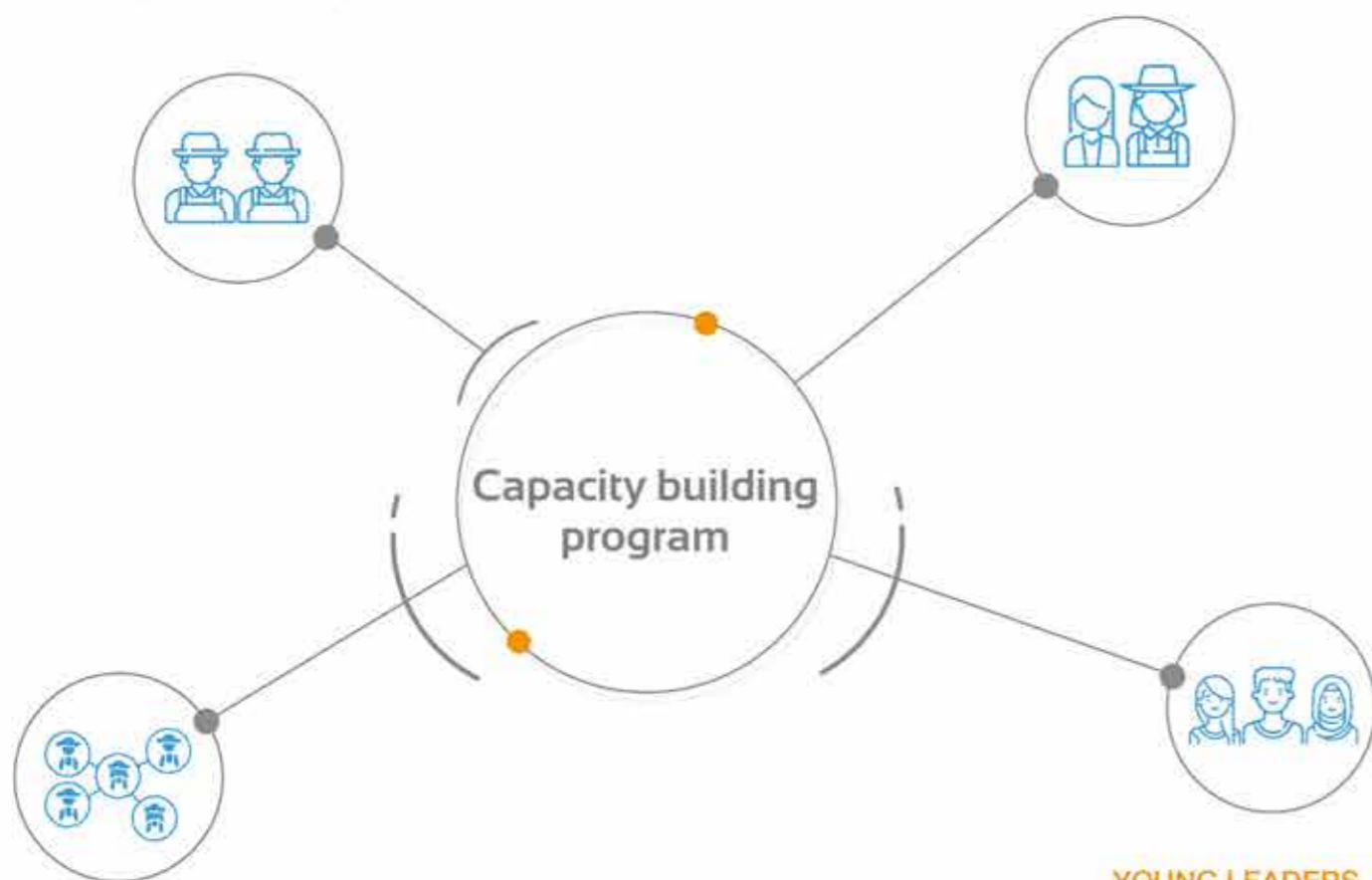
A MULTI-TARGET CAPACITY BUILDING OFFER

FARMERS

Customized training sessions along the technical itinerary of each crop system

RURAL WOMEN

to build technical and managerial capacities and soft skills



COOPERATIVES

in order to strengthen their leadership and connect them to the market

YOUNG LEADERS

to encourage the spirit of entrepreneurship and leadership among the youth

THE FARMER, A KEY PLAYER IN A SUCCESSFUL TRANSFORMATION OF AGRICULTURE

The success of agricultural transformation cannot be achieved without the farmer, who is a real actor of change. Therefore, the OCP-AI Moutmir initiative invests first and foremost in the human factor. This is how OCP-AI Moutmir is setting up a multi-targeted and customized capacity building program that allows actors to easily adopt the best agricultural practices and to project themselves towards a sustainable agriculture. Training and capacity-building programs are thus set up with and for the farmer.

The capacity building program led by the OCP-AI Moutmir team aims to support the farmer who is considered a real actor of change. This program is based on four strategic levers, namely: customized training, sustainability impact through local leaders, innovation

in approach and models, and impact multiplication via digital tools. The action plan for the deployment of this program is based on four axes: a training program for farmers, a training program for women «ElleMoutmir», a training program for cooperatives and a training program for young leaders.

In a year when the whole country in general and the agricultural community in particular, went through exceptional circumstances due to covid-19, digital platforms have been developed and implemented in order to maintain the support of the targets of this program.



YouTube channel, containing webinars and tutorials



Facebook page for sharing experience, exchanges and answers to questions from internet users



WhatsApp group for experience sharing, in response to the request of the beneficiarie



Digital solutions such as @tmar, and others to support the farmer as closely as possible

THE FARMERS' CAPACITY BUILDING PROGRAM

Continued commitment despite the economic context.



Fertilizing olive trees-Khenifra-June 2020

Convinced that the success of agricultural transformation depends on the farmer as the main change, training sessions were organised by the agronomic engineers and expert partners throughout the crop's growth cycle.

These trainings are provided locally, close to the farmers, in the field using the appropriate tools shared at the right time.

Despite the containment imposed by COVID-19, OCP-AI Moutmir team members continued to provide training through using the facilities previously established and tested by the OCP group.

Video advice shared via WhatsApp and through OCP-AI Moutmir platforms on social networks have been deployed for the benefit of farmers.

In addition, OCP-AI Moutmir has set up a question and answer platform on Facebook and gives advice to farmers on disease treatment operations, fertilizers and other topics.

The teams of the OCP-AI Moutmir initiative have also implemented a remote training system, via WhatsApp and Facebook, where agronomists regularly exchange with farmers on the progress of their crops.



KEY FIGURES FOR TRAINING

2019-2020



+645 000
participants



+1 000
participants in webinars



+72 000
Interactions

The emergence of innovative ideas and partnerships in time of crisis

TESTIMONIALS



“

Rachid Affi
Farmer - Boulaouane - El Jadida

I have attended training sessions on fertigation techniques. As a result, I manage my fertigation program better, without having any problems with clogging or fertilizer clumping in the mixing tanks.

”



“

Mohammed Ennajem
Farmer - Aguerd - Essaouira

I used to regularly apply cover fertilizers in an arbitrary way. Thanks to the training I've attended, I can now identify which fertilizer to apply, how much to use and when to apply it.

”



“

Abdelaziz Benazzouz
Farmer - Oulad Imlou - Rehamna

The problem of blooming and fruit setting of my olive trees has always affected my yield. Thanks to the training and the field schools I attended, I can better manage this problem.

”

IMAGES



Training of farmers - Aguerd - Essaouira



Training on the importance of soil testing
Jaafra - Benguerir



Restitution of soil testing for the benefit of farmers - El Jadida



Training for farmers - Taounate



Training of farmers - Dar Si Aissa - Safi



Trainings in the framework of the mobile program

THE WOMEN'S CAPACITY BUILDING PROGRAM



Accompagnement de la coopérative Bakhta Khouribga - Juin 2020

ElleMOUTMIR

Women as an essential lever for the development of agriculture

The ElleMoutmir program aims to support active women in the rural environment towards a posture of agents of change. It includes training to help them value their activities, develop their individual and collective agricultural and entrepreneurial capacities, and encourage them to network in order to carry out joint and impactful actions.

This program includes four initiatives to best meet the needs of rural women:

- **Program for women farmers:** this program includes local agronomic support for women farmers and farmers' wives in the different provinces of the Kingdom. It offers training sessions throughout the crop growing cycle, from soil analysis to harvesting and storage, including seeding, fertilisation and phytosanitary treatments.
- **Women's cooperative program:** This program targets women's cooperatives and professional organisations working in the agricultural and local products. The objective is to support them towards a solid and sustainable business. The

services offered include agronomic support and capacity building (technical, business skills, soft skills).

- **Young women's program:** This program targets young women active in rural communes with an entrepreneurial streak. It aims to support self-employment and the creation of businesses and cooperatives. The types of programs provided are specific to each identified target by offering support for identification of entrepreneurial opportunities, capacity building and technical & administrative support for the creation of the MSE or cooperative.
- **Women fertilizers' retailer program:** this program offers capacity building, networking and business development to women entrepreneurs in the fertilizer support for networking and the realization of joint actions, business actions, facilitation of business meetings with meetings with OCP-AI Moutmir partners and support for the diversification of products and services (Smart Blender, agronomic advice, tools, inputs, etc.).

THE CAPACITY BUILDING PROGRAM FOR COOPERATIVES



Assisting the women of the Dar Chafii cooperative as part of the ElleMoutmir program in Settat - March 2020

Based on the key role of cooperatives in the emergence of new models of development in the rural environment and believing in their potential, OCP-AI Moutmir proposes a program dedicated to capacity building. OCP-AI Moutmir targets cooperatives and all professional organisations working in the production and valorisation of agricultural and local products.

The objective is to support these structures towards a solid and sustainable business. The services offered to each cooperative are customized to its specific needs: local agronomic support, strengthening their technical capacities, business skills and soft skills, support for equipment and

mechanisation, support for diversification and business development, facilitation of networking and the realisation of joint actions in addition to access to markets.

The cooperative capacity building program includes a range of remote training services via the OCP-AI Moutmir YouTube channel, WhatsApp, Facebook and webinars. Several initiatives are also being implemented in order to facilitate the connection of cooperatives to markets: creation of Facebook pages, production of promotional materials (flyers, business cards, product guides), etc.

A dedicated action plan for cooperatives during Covid-19



+10
webinars organized



+60
cooperatives benefiting from the E-Souk platform



19
cooperatives benefiting from the cooplabs platform



100
Facebook pages created for the benefit of cooperatives



+540
participants

An exemplary partnership between ElleMoutmir and Act4Community



Shooting product - Coopérative Nada Oulad Frej - El Jadida



Training for women's cooperatives - Sidi Bennour



Training for women's cooperatives - Sidi Bennour



Visit to the Bassiss Alamal cooperative supervised within the framework of the AI Moutmir capacity building program



Meeting with the presidents of the agricultural cooperatives Sebt Gzoula - Safi



Bassiss Al Amal cooperative equipped with ovens



Training for women's cooperatives Dzouz - El Kelaâ Des Sraghna

Equipping cooperatives to help them add value to their products



Equipment of the Bakhta - Maadna - Khouribga cooperative

TESTIMONIALS



“

Hanane Kardoudi
Bassis Al Amal Cooperative - Jamâat Shaim - Safi

We had limited production capacity and could not meet our orders on time. With the supplied dryer, our customers are now delivered on time.

”



“

Amina Khadari
Hmyania women's cooperative - Oulad Si Bouhia - Sidi Bennour

In the past, we were focusing on the production to the detriment of the valorisation. Through some simple techniques presented during training sessions on adding value to agricultural products, we were able to add value to our products.

”



“

Zahira HAIBI
President of the konouz cooperative AABDA - Safi

The OCP-AI Moutmir initiative has accompanied us since its launch through an offer including training and support visits, and did not abandon us in the exceptional circumstances of the COVID-19 health crisis.

The OCP-AI Moutmir team has provided remote training for a group of cooperatives, on several themes, including e-commerce. In addition, through its sale platform, it has enabled us to continue our activity and to reach a wider customer base that goes beyond our main area of action.

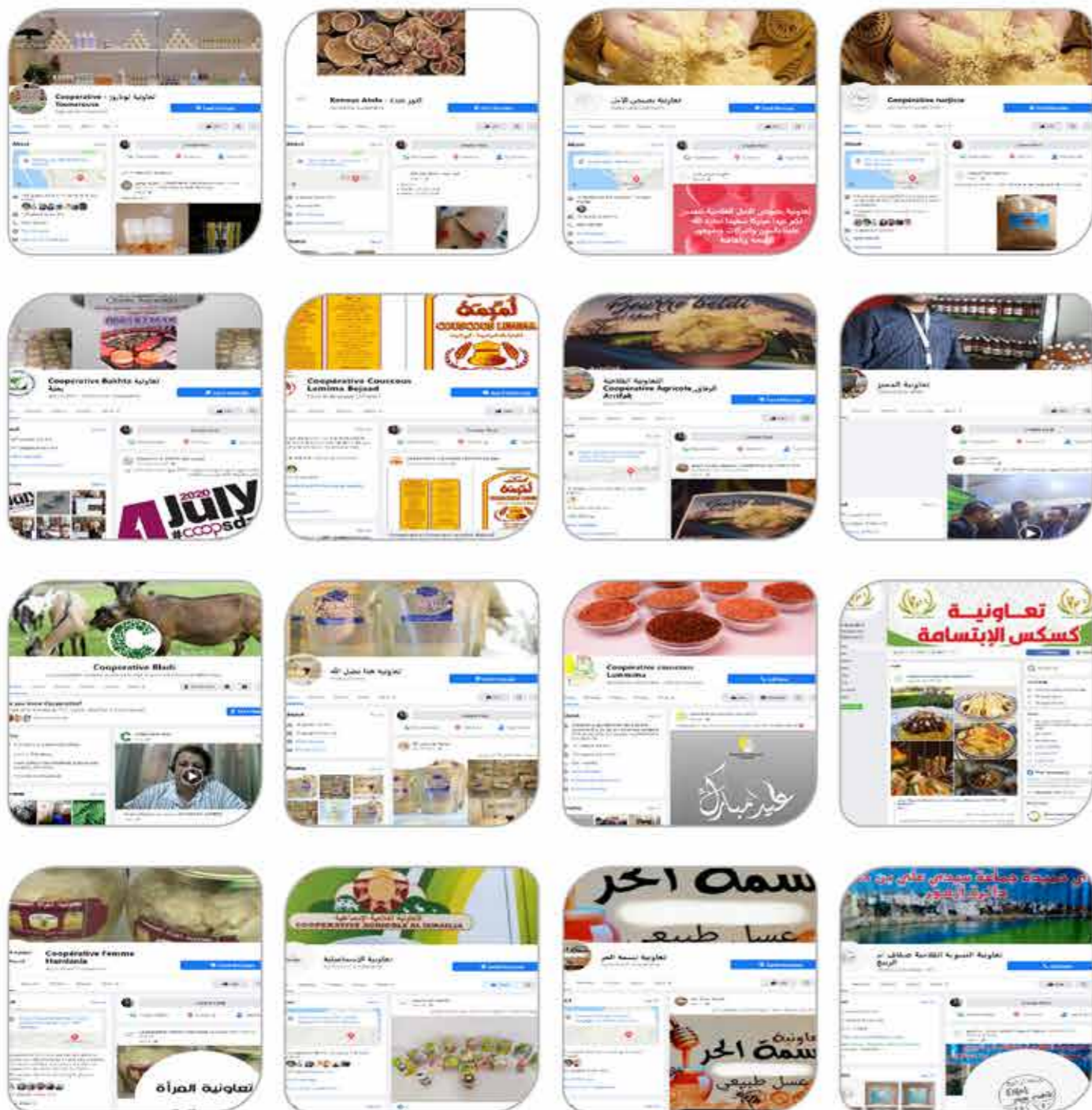
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Partnership with ODCO to support national cooperatives

In order to facilitate the connection of cooperatives to markets, actions have been implemented in close collaboration with ODCO in order to support cooperatives in the development and production of

promotional materials, including logos, business cards, flyers, the creation of Facebook pages, the setting up of an E-commerce application and the production of product guides.

Creation of Facebook pages for the benefit of cooperatives



Creation of logos, business cards, flyers and catalogues for the benefit of cooperatives



Al Moutmir always committed to better serve the cooperatives even during the lockdown

Despite the lockdown imposed by COVID-19, several agricultural sector webinars were organized for the benefit of more than 20 cooperatives and young promoters active in the agricultural sector on different themes: business skills and soft skills.

		
E-commerce	Certification	Smart Blender
		
Business plan	ONSSA	Accounting
		
Administrative and financial management	Source of funding	Recovery
		
Business start-ups	Packaging & labelling	Communication skills

THE CAPACITY BUILDING PROGRAM FOR YOUNG LEADERS



Training of young entrepreneurs during the Chefchaouen mobile program - February 2020

The capacity building program of young people accompanied 100 youth during the 2019-2020 campaign in the fields of agriculture, entrepreneurship and soft skills. Currently, the young leaders have become ambassadors of the program and influencers in their environment. For instance, 23 cooperatives have been reorganized and strengthened in production techniques depending on the region and the crop practiced.

These cooperatives operate mainly in olive pruning, apple pruning and seeding in conservation agriculture.

Lives on Facebook concerning current topics and facilitated by experts in different fields that offer oriented technical informations.

- A training platform dedicated to the dissemination of useful Informations at the right time and based on the needs of the target population; it is a platform for exchange

and sharing of experiences between the cooperatives, partners (ONCA, DPA...), experts and OCP-Almoutmir agronomists

- Training via WhatsApp provided by OCP-Al Moutmir agronomists. These trainings take place in different formats: audio, video, to answer back the different questioning of farmers and wich the objective is to listen actively and instantaneously by offering adapted and targeted solutions.

- Lives on Facebook around current topics and facilitated by experts in different fields that offer oriented technical informations.

- 18 webinars were organized on current topics that meet real needs and are led by specialist experts.



04

**Digital technology as a key lever
for a more resilient agriculture**

INNOVATIVE DIGITAL SOLUTIONS FOR A MORE RESILIENT AND SUSTAINABLE AGRICULTURE

In order to contribute to the development of an agile, resilient and sustainable agriculture, OCP, through the OCP-AI Moutmir initiative and its scientific and

technological partners, is working daily to bring digital technology and take advantage of its multiple benefits.



A diversified and customized range of digital solutions!

AGRIPEDIA

Scientific benchmark to facilitate decision-making.

AMS

An integrated solution for the establishment of a national agricultural monitoring system based on agronomic methods and geospatial technology tools.

@tmar

Mobile application to facilitate access to agricultural advice to all farmers, for free and everywhere in Morocco

AGRIDISTRIBUTORS

Integrated solution for our partners fertilizer manufacturer-distributors that digitalises the entire development process with OCP.

CORE BLENDING

Fast and powerful simulator to help our fertilizer manufacturer-distributor partners to find the most cost-optimal combination to manufacture a given NPK formula.

AGRITRIAL

Digital solution allowing real-time monitoring of demonstration platforms.

AGRIAGENT

Integrated digital solution for the management of the agronomists' activity



The mobile application that offers free farm advice for everyone

Committed to extending its proximity support to all farmers throughout Morocco, OCP has launched in November 2019 the first application for agricultural advice in our country.

This 100% Moroccan mobile application was designed and developed in its entirety by a national technical expertise. Agronomists, computer engineers, telecom engineers, solution architects, application designers and many others. All aware of the structural role that technology can play in the new model of rural development and all committed to meeting this challenge through real solutions and services.

One year after its launch, @tmar was able to support more than 150,000 farmers in their farming activities, especially in this period of health crisis caused by COVID. The application assist farmers to better manage their production on a scientific basis. The OCP-AI Moutmir team, through its Facebook page, has been able to assist farmers to accompany them in the appropriation of the services offered and to support the use of digital for all and everywhere in rural areas.



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

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 which 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

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

As a reminder, @tmar is available for free on Google Play and Apple Store.



OCP-AI Moutmir agronomist training a farmer to use the @tmar application - Larache

DIVERSIFIED OUTREACH CHANNELS

To bring scientific knowledge as close as possible to the farmers

The OCP-AI Moutmir initiative provides a diversified extension service to make scientific knowledge and best agricultural practices accessible to all farmers. It offers multimedia channels and interactivity on social networks through a dedicated Facebook page, a YouTube channel, a call centre and dedicated radio broadcasts.

The latter, broadcast live sessions of the «Sewlouna Njawboukoum» sessions, during which experts answer farmers' questions. The OCP-AI Moutmir community also benefits from agronomic advice shared by the initiative's agronomic engineers in the framework of the «Nassihat OCP-AI Moutmir» and via the didactic videos «Wach Aarafti?».

Promoting Peer to Peer communication



In order to multiply the impact among a maximum of farmers, OCP-AI Moutmir has initiated with farmers farmers that accompanies, a series of videos called «Min Ila Al Fallah». In each video, a

volunteer farmer is invited to share with other farmers good agricultural practices learned thanks to the support of the OCP-AI Moutmir team.

These capsules, being in Darija and coming from the farmer, have been a great success. They facilitated «Peer to Peer» learning and promoted the adoption of best agricultural practices by farmers. Broadcast on YouTube channel and relayed on Facebook, these videos help to broaden the reach of agricultural extension.

Wach Aarafti? Farm advisory for all



The main objective of the «Wach Aarafti?» is to popularise agronomic knowledge to farmers and the OCP-AI Moutmir community.

The topics covered in this motion design series are generally in response to

farmers' requests and questions.

Indeed, the launch of these extension capsules was focusing on No-till Farming, which has attracted a lot of interest from farmers on social networks. On the one hand, the results recorded in the no-till platforms and the advantages of this agricultural technique/practice. In addition, this motion design series will cover several themes and OCP-AI Moutmir offers in order to convey knowledge and popularize information.

OCP-AI Moutmir «li attakwin aan bouaad» remote training platform



To respond to the health constraints dictated by Covid-19, the OCP-AI Moutmir team has set up its new remote training offer called «OCP-AI Moutmir li attakwin aan bouaad».

This platform currently houses more than 40 thematic training sessions conducted by OCP-AI Moutmir agronomists, dealing with different topics and crops. It also gathers videos and animations aiming at allowing farmers a better support and a timely response to their various questions. The support is also provided via WhatsApp and the OCP-AI Moutmir Facebook page.

KEY FIGURES



+130 000
subscribers to the
Facebook page



+2 400
subscribers
to the Instagram page



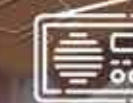
+3 500
subscribers
+200
instructional videos
on the OCP-AI Moutmir's
YouTube channel



+175
training sessions at
remote training
platform



+50
webinars themes



+7 000
radio broadcasts
"Daqiqat Al Moutmir".

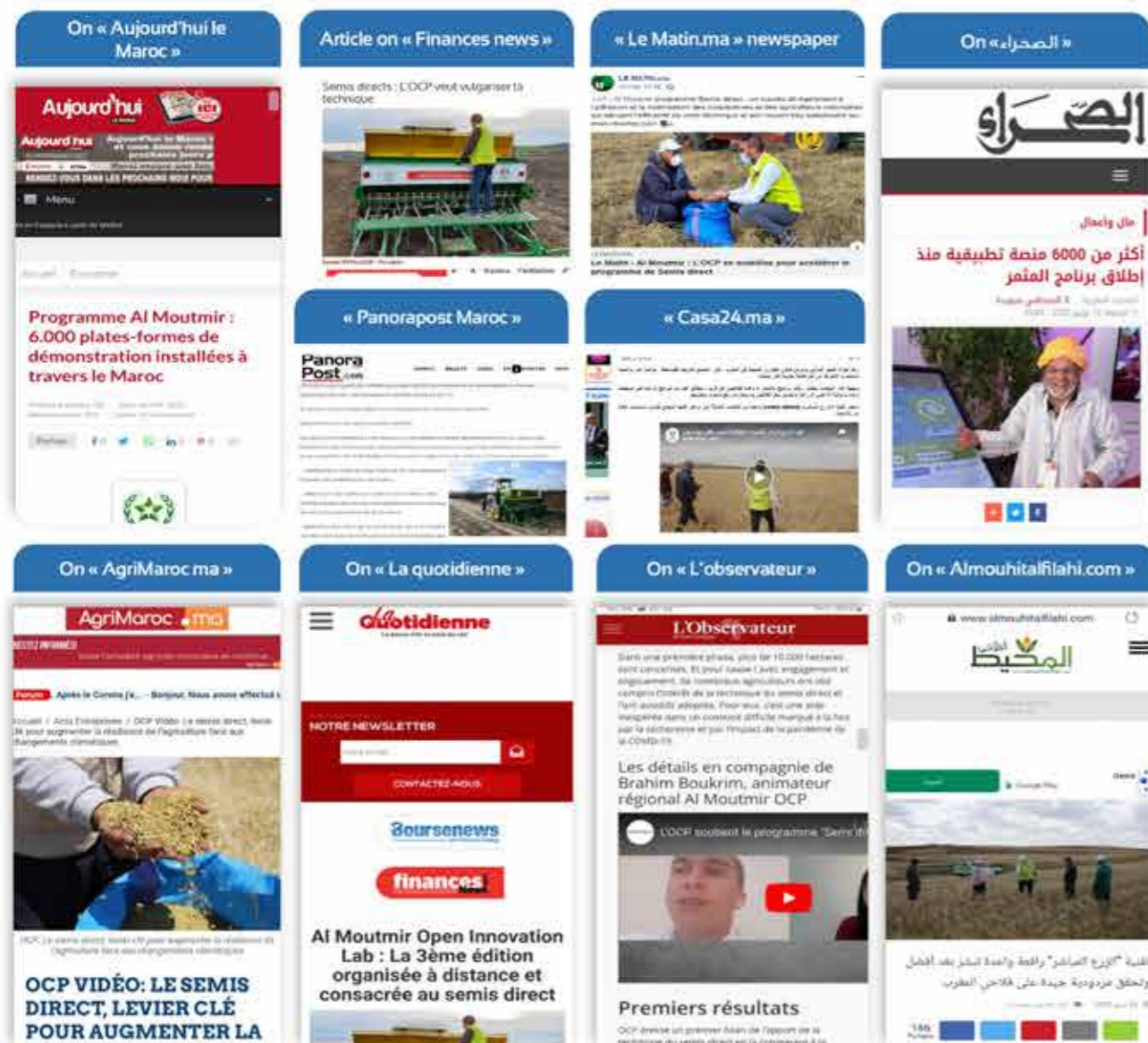


+70
Outreach videos
"Wach Aarafti?"
"Min Ila Al Fallah".
"Nassihat Al Moutmir"

OCP-AI MOUTMIR ON THE MEDIA

This OCP-AI Moutmir team, directly connected to the agricultural ecosystem has attracted a large interest from local, national and continental media. The team's activity has been relayed in a regular manner. A wide dissemination of agricultural advice and support has been possible thanks to the mobilisation of our media partners, especially in this year marked by the COVID19 pandemic.

This trust has allowed the farmer, especially the small one, to become even more aware of the initiative and its offers. It also facilitated the adoption of the scientific approach thanks to the testimonies of the beneficiary farmers and the success stories relayed by the media.



Report on the harvest of no-till PFDs and testimonies of farmers who have adopted this cropping system.

KEY FIGURES



+800
newspaper articles



20
passages on TV channels,
including
2
live broadcasts



+30
field visits by journalists



+200
web articles



+100
radio reportages

OCP-AL MOUTMIR IN PICTURES



Cooperatives Webinar on Quality - May 2020



Cooperatives Webinar on Quality - May 2020



National No-till Farming Webinar - May 2020



Integration day for new recruits at the Head Office OCP - Casablanca - December 2019



Sewlouna Njawboukoum session during the OCP-AI Moutmir itinerant - Azilal - January 2020



OCP facilitator talking with a farmer during a Souk & Moussems stop - Roumani - October 2019



Training for young leaders on project creation financing methods - Midelt - March 2020



Exchange between farmers and the agronomist Hamza El Ouafy during a demonstration platform El Jadida - February 2020



Training for agronomists and monitoring of demonstration platforms with the expert El Houssine El Mzouri - Khouribga - February 2020



Training for Agronomists - El Jadida - December 2019



Training for farmers in the province of Sidi Kacem on the importance of pruning and fertilization in the oliv tree cultivation. November 2020



OCP-AI Moutmir's Souks and Moussems device on its way to the souk of Sefrou - October 2019



Training farmers around the Smart Blender Kariat Ba Mohamed - December 2019

OCP-AL MOUTMIR IN PICTURES



National Webinar on Vegetable crops- June 2020



Awareness campaign against Covid-19 in collaboration with Local Authorities - Sidi Kacem - April 2020



National Cereals and Pulses Webinar - June 2020



OCP-AI Moutmir team proud of the Cereal No-till demonstration platforms' results of the farmer Lagziri Rachid - Sidi Kacem - May 2020



Exchange between the engineer Abdelilah Najmi and the farmer Wassim Stitou at a no-till cereals demonstration platform - Ouazzane - May 2020



Farmer Rachid Lagziri proud of his harvest of a no-till demonstration platform - Sidi Kacem - April 2020



Exchange between the OCP-AI Moutmir's agronomist and farmers on a cereal demonstration platform - Larache - May 2020



Accompaniment of rural women of the Dar Chafii cooperative - Settat - March 2020

Training on the technical management of cereals and pulses- Khenifra - December 2020



The Engineer Hanane Maadid evaluating the results of a cereal demonstration platform during harvest - Settat - April 2020



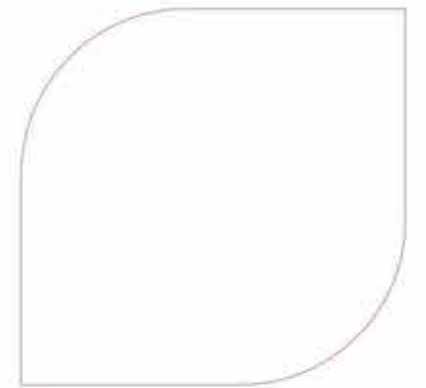
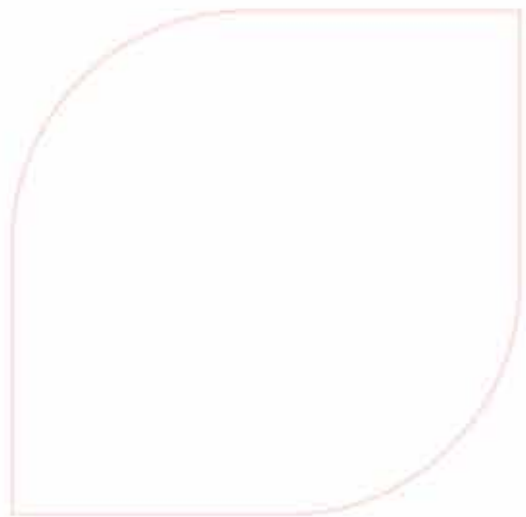
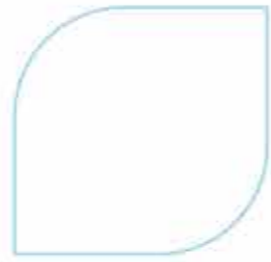
Explanations of soil testing to farmers during the Itinerant program - Safi - September 2019



Exchanges between the farmer Mohamed Karmassi and the agronomist Ayoub Salah Eddine El Mokhtari about the results of the cereal No-till demonstration platform - Taza - May 2020



Monitoring of the growth parameters of a cereal demonstration platform - Berrechid - February 2020





For a more resilient and sustainable agriculture

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