



Al Moutmir: OCP Model to Better Serve Farmers

As part of its commitment to agricultural transformation, OCP Group has set up a multiservice outreach initiative to better support and serve the farmer in September 2018. Called “Al Moutmir,” which means fruitful, this agile and integrated initiative reflects OCP’s commitment to help transform the agricultural sector.

Al Moutmir is based on three main pillars: the scientific approach, to ensure a sustainable supply, the partnership approach, to jointly

establish innovative agricultural development models through the participation of stakeholders in the agricultural sectors, and farmers themselves as real agents of change through the implementation of a capacitybuilding program aimed at farmers, women, cooperatives, and young leaders. The initiative comprises many services, including mobile soil testing laboratories that travel throughout the Kingdom in order to test soils directly on farms, a training offer on all crop management techniques

given by the Al Moutmir team with institutional partners, and demonstration platforms that help with training on agricultural best practices. The Al Moutmir initiative also includes a best-in-class digital and technological offer that includes a mobile application called “@tmar.” It features a range of assistance and technical support services for farmers such as climate data, fertilizer recommendations, farm management operational advice, profitability simulators, and market information on agricultural





product prices. This application is available to all farmers free of charge.

The offer also includes the services of the smart NPK Blend fertilizer production units (Smart Blender) that produce custom fertilizers. These production units use soil analyses and target yields to produce fertilizers tailored to each crop and soil type.

This initiative is carried out by over 60 agronomists deployed across over 40 provinces in Morocco and work daily with farmers, providing them with training, demonstrations, monitoring, and support.

A strong impact on farmers

In the short time since its

inception, the program has had a major impact on the agricultural world, reaching 10,000 farmers, including more than 1,000 women. In total, over 10,000 soil analyses were carried out in the mobile laboratory and in laboratories at the Mohammed VI Polytechnic University.

Al Moutmir has also made it possible to launch 2,000 demonstration platforms, including 1,000 for cereal and legume crops, 700 for olive trees, and 300 for fresh produce.

In addition to the training component, Al Moutmir is capitalizing on the momentum generated by the Act4Community initiative by launching Act4Farmers, an initiative that allows volunteer OCP employees

to implement actions that help farmers in different regions of the Kingdom. Volunteer employees are given the necessary tools to better help farmers with the support and expertise of agronomists, exhaustive scientific documentation for each crop, the Al Moutmir mobile unit, mobile laboratories, demonstration platforms, and training.

Technology is at the heart of Al Moutmir

Using digital technology, Al Moutmir intends to heighten its impact on farmers by increasing its reach, making its various services accessible and capitalizing on its achievements.

We can also mention Agridistributors, a software





used to manage the relationship between OCP and its partner-distributor network.

Agripedia is a digital platform that compiles OCP's agronomic knowledge for the benefit of farmers, agronomists, and OCP employees interested in agriculture. With a single click, users can access detailed scientific information on different crops according to their needs. Educational materials are used to make sharing best practices easy (instructional videos, graphics, technical guides, etc.).

Agritrials is an application that uses digital technology to manage demonstration plots and provides real-time descriptive information

on plant phenology and any threats they may face. It makes it possible to capitalize on demonstration platforms by providing a database that can be shared with the agricultural ecosystem with a view to exploring innovative models capable of fostering the emergence of prosperous and sustainable agriculture.

@tmar



@tmar is a multiservice mobile application developed by the OCP team to better support farmers.

It includes a wide range of services available to farmers free of charge, including weather information, plot monitoring, profitability simulators, and international agricultural market updates.

In a spirit of sharing, OCP intends to replicate this model in other countries or on other continents that are experiencing a similar agricultural transformation.

