



AL MOUTMIR INITIATIVE

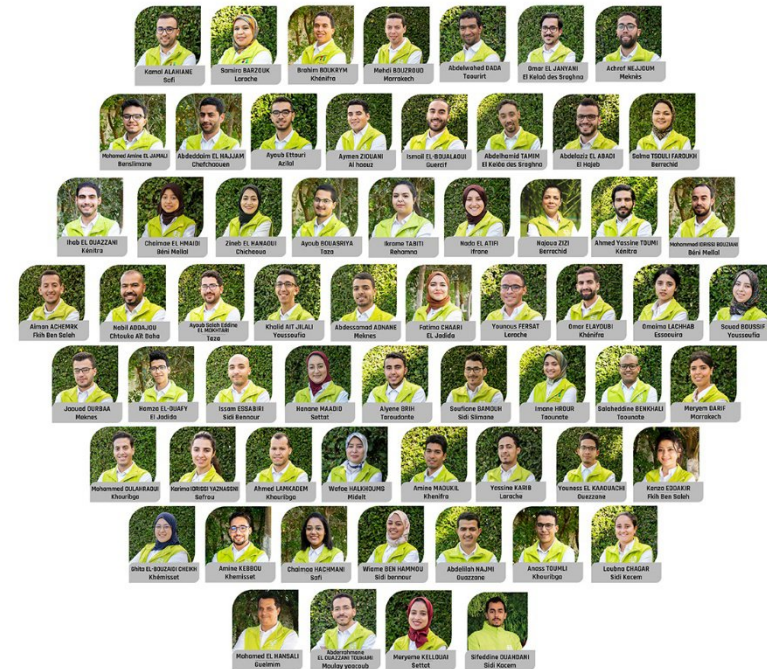
International Workshop for Farming Systems Design

31th October 2022

WHAT'S
AL MOUTMIR
INITIATIVE



- An integrated farming development model endowed by OCP and meant to support the sector transformation.
- A team with approximately 100 agronomists established with rural communities.
- A tailor-made portfolio of products and services delivered door to door with cutting edge technologies.



AI Moutmir strategic axes



Contribute to the UM6P agenda for better research/field synergies

Link between applied research and the farmer



Strengthen our positioning in sustainable agriculture

Conservation agriculture, water management, carbon sequestration ...



Provide a range of customized solutions that meet the needs of the rural communities

Farmers, Cooperatives, young leaders & women ...



Strengthen our leadership in digital and develop new capabilities

Digital capabilities to support our digital farming strategy to better serve farmers & the ecosystem

WHAT WE DO?

Accelerating innovation for farmers and nature

Shift towards full NPK

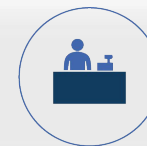
Fertilizers supply



Sourcing fertilizers



NPK blending units



National fertilizer retailers program

Building capacities

Farming development



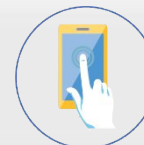
Scientific backbone



Outreach engineering



Farmer Capacity building



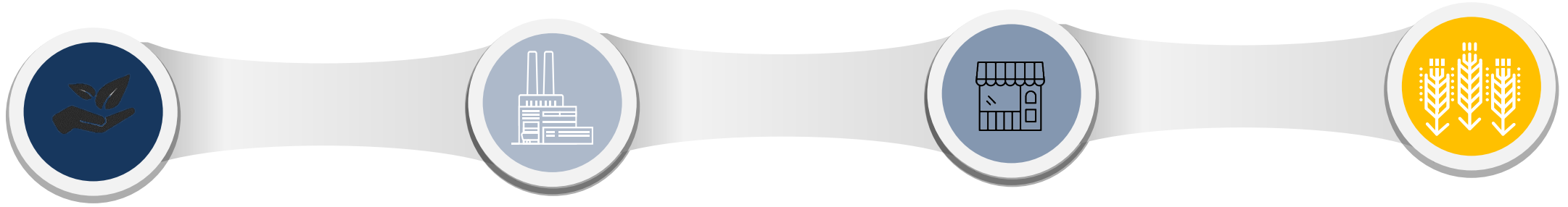
Data collection



Test & Learn

Different targets but complementary programs

Stakeholders needs & Al Moutmir Capacity Building program



Stakeholders	Extensionnists	Fertilizer industry	Input retailers	Farmers
Needs	Soil knowledge & extension tools Scientific findings: soil & plants Good agricultural practices	Scientific findings & best practices Blending norms & capabilities	Extension tools & agronomic support	Customized products Good agricultural practices & technology transfer Access to market
Al Moutmir Contribution	Soil knowledge: Fertimap, Al Moutmir soil analysis offer, Training of Trainers	Scientific NPK recommendations Customized NPK blending capabilities: Smartblender Distributors certification Technical workshops Agri-distribution platforms	Dedicated capacity building program for retailers Smartblender platform	Dedicated capacity building program (farmers, cooperatives, young leaders & women) Soil health (analysis & recommendation) Demonstration platforms for GAP No-till program Digital apps: Taswiq & @tmar Online farm training platform GAP promotion programs (SM & CE)
<p>Dedicated agronomist team Win-win partnerships</p>				

For farmers, cooperatives & women with a focus on the gender capacity building to fill the gap in knowledge access to transform farming

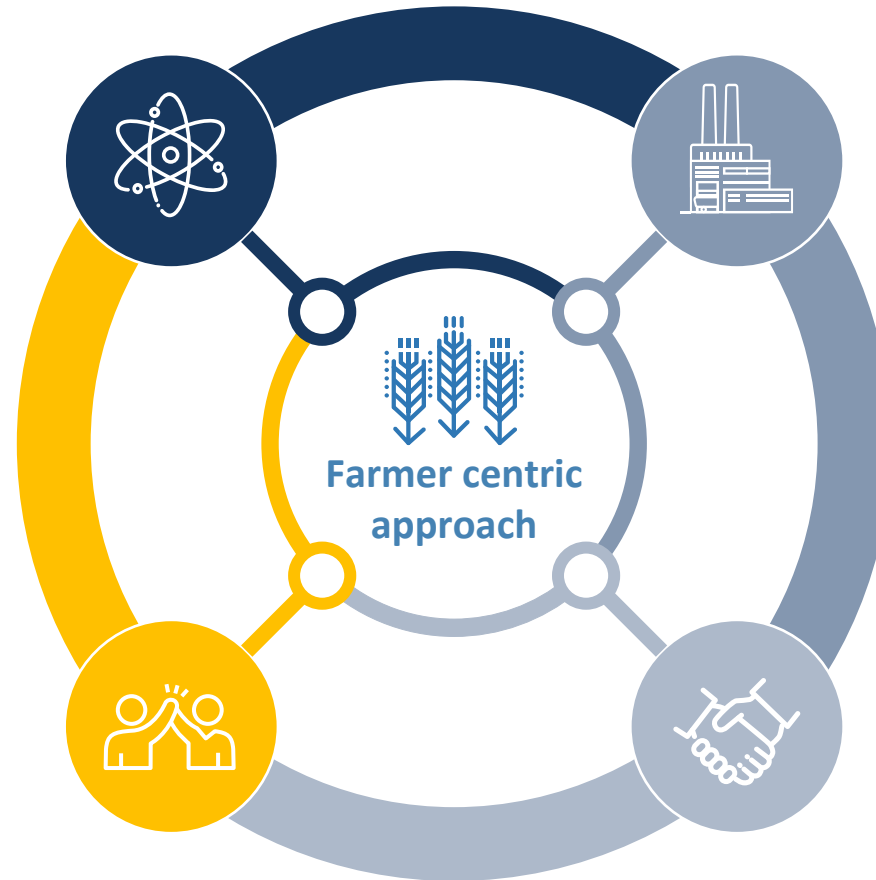
Science & research
Knowledge transfer

The bridge between applied research and farmers through a data driven content

Al Moutmir Team

Stimulating advice & innovation support

PhD program, trainings & experts mobilization



Fertilizer industry

Building capabilities for customized products

Retailers program
Distributors certification

Partnerships

Collaboration for adapted & innovative solutions

Smart-blender equipment



Enablers:

proximity, partnership, openness, digital tools to broaden the outreach and also to capitalize on the knowledge and ensure a sustainable “share”



Promoting Sustainable Plant Nutrition

+ 200 000 ha managed under **4R** fertilization program.

+ 80 000 free **soil testing** brought in to the door of farmers.

+ 24 000 ha managed using **no-till system**.

7% to 26% increase of **water productivity** in vegetables crops.



Enhancing Farmers Yield & Profitability

HIGHER YIELDS

+ **21%** for cereals

+ **25%** for pulses

+ **22%** for olives

HIGHER PROFITABILITY

+ **20%** for cereals

+ **47%** for pulses

+ **22%** for vegetables



Beneficiaries

+70 000

farmers directly connected to our agronomists

+ 400 000

are supported through @tmar with 7 services



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