AL MOUTMIR INITIATIVE
International Workshop for Farming Systems Design
31\textsuperscript{th} 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.
Al Moutmir strategic axes

Contribute to the UM6P agenda for better research/field synergies

- Link between applied research and the farmer

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

- Farmers, Cooperatives, young leaders & women ...

Strengthen our positioning in sustainable agriculture

- Conservation agriculture, water management, carbon sequestration ...

Strengthen our leadership in digital and develop new capabilities

- Digital capabilities to support our digital farming strategy to better serve farmers & the ecosystem
Accelerating innovation for farmers and nature

WHAT WE DO?

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**

- **Extensionists**
  - Soil knowledge & extension tools
  - Scientific findings: soil & plants
  - Good agricultural practices

- **Fertilizer industry**
  - Scientific findings & best practices
  - Blending norms & capabilities

- **Input retailers**
  - Extension tools & agronomic support

- **Farmers**
  - 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)

**Win-win partnerships**

- Dedicated agronomist team
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

AI 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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www.facebook.com/AlMoutmir/
www.instagram.com/al_moutmir/
twitter.com/al_moutmir