

OCp GROUP LAUNCHES ITS NEW "AL MOUTMIR LI KHADAMAT AL QORB" OUTREACH INITIATIVE TO BETTER SUPPORT FARMERS

- **This outreach initiative includes a mobile soil analysis laboratory, demonstration platforms, and a training and support offering adapted to the needs of farmers.**
- **It mobilizes about thirty agronomists permanently established in 20 of Morocco's provinces.**
- **As a key driver of prosperous and sustainable agriculture, the scientific process is at the heart of the approach.**

September 25, 2018.

OCp Group continued its commitment to Moroccan farmers by launching a new outreach initiative dedicated to the delivery of its global offer in the municipality of Had Lebkhati, in the province of Safi, on Tuesday, September 25. The "Al Moutmir Li Khadamat Al Qorb" initiative is a component of OCp Group's "Al Moutmir" program, which is an important part of the company's commitment to the development of Morocco's agricultural sector. For the 2018-2019 crop year, this outreach initiative includes targeted actions in nearly 28 provinces aimed at providing diversified support to farmers.

Focused on the farmer as a real agent of change, the initiative relies on the scientific approach as a key driver of prosperous and sustainable agriculture. Based on a partnership approach, this initiative involves the sector's different stakeholders (such as the Ministry of Agriculture, Maritime Fisheries, Rural Development, and Water and Forests, institutions, researchers, distributors, resellers, farmers, etc.) and draws benefit from each depending on their type of contribution.

The initiative includes a mobile soil analysis laboratory that operates in the different provinces supported by the program. It also incorporates an experimental program that provides support for training and information on agricultural best practices. The program, called "Agri-Platforms," involves the deployment of 1000 demonstration platforms for the current campaign

"Al Moutmir Li Khadamat Al Qorb" is supported by a team of agronomists in charge of regional commercial development aimed at promoting the use of adapted fertilizers as part of high-quality technical operations. The team is based in different Moroccan provinces and works with farmers on a daily basis, providing agricultural training, demonstrations, monitoring, and support. They offer customized and tailor-made support to farmers in the regions in which they operate, based on the product offering that is available in Morocco through OCp Group's manufacturing and distribution partners. Provincial meetings began on September 25 in the context of this approach. They touched on more than 28 stops focused on the cultivation of cereal and leguminous crops, olive trees, and fresh produce.



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In addition to the mobilized human resources, OCP makes significant scientific and technological resources available to farmers, including a scientific reference system adapted to each stage of technical operations and a mobile laboratory that travels all over the different regions to carry out free and nearly instantaneous soil analyses. As a true accelerator of development, digital technology plays a central role in the initiative by facilitating the transfer of scientific knowledge to farmers and contributing to prosperous and sustainable agriculture.

