



QUALITY MANAGEMENT



Leadership and Engagement

We are unconditionally committed to deploy the necessary resources and means to consolidate our leadership and image of Outstanding Quality.



Effective listening to the voice of customer

We continuously deploy a 360° active listening system to our customers' voice in order to capture and satisfy both explicit and implicit needs and hence position ourselves ahead of market expectations.



Anticipation of market needs and evolutions

We durably drive the sustainable improvement of global agriculture with high added value thanks to our active participation & engagement in international organizations and attending the needs of local markets.



Development of capabilities

We ethically develop our Eco System's Human Capital and consider it an essential element for the continuity and sustainability of our Business, wherever we operate.



Efficiency of quality across the entire value chain

We sustainably nourish the world and fertilize the planet thanks to our obsession with maximizing added value and preserving natural resources.



Rituals of quality performance & continuous improvement

We genuinely challenge status quo to fuel our continuous improvement cycle for the sake of all our Stakeholders' interest.



OCP PRODUCT STEWARDSHIP STRATEGY

OCP is committed to the Outstanding Quality, and to be recognized as an important performer in product stewardship by differentiating its products and being the nearest to its customers, protecting its markets and delivering value to the business and to society.

As part of this commitment, OCP recognizes that the effective stewardship of products across the product value chains, from prospecting to the customer delivery and care is an inseparable part of its operational strategy.

OCP believes that being a recognized performer in product stewardship issues will create value for our Group, OCP also believes that its products contribute to sustainable development by contributing to sustainable communities, sustainable markets and a sustainable mines rehabilitation.



PRODUCT PORTFOLIO

We offer diverse fertilizing products customised to different agriculture needs to maximize the end to end efficiency.



QUALITY ASSURANCE

Our Teams are engaged to grant the Highest Product Quality all over the value chain, in terms of Customer & Regulatory requirements.



FARMER FOCUS

We believe that our responsibility is to support farmers in order to achieve a sustainable and performant solution. We develop customized fertilizers based on Soil analysis and research and enhanced by coaching farmers on the field.



NUTRIENT AVAILABILITY

Our products provide the highest available form of nutrients to the plant and crop development, optimizing Fertilisation and ensuring ecosystem sustainability.



CUSTOMER CENTRICITY

Over a century of being a market leader of fertilizing products, putting our clients at the heart of our vision and building a long term trust relationship.



LEAN INDUSTRY

More than 100 products are manufactured in our plants, ensuring Flexibility and satisfying market diversified demand around the world.



SMART FERTILIZER

A dedicated Business unit working with farmers to develop innovative Biostimulants solutions to increase nutrient absorption and tolerance to abiotic stress.



HAZARDOUS ELEMENTS FREE

Our Quality management system guarantees exclusively products free from any harmful components from design to delivery phase.



SCARCITY IN NATURAL RESOURCES USE

Our industrial activity is mainly based on natural raw materials, that are managed with scarcity and responsibility.



INNOVATION & TECHNOLOGY

Aiming to maintain the flexibility needed to better serve agriculture, OCP is investing yearly in R&D around 60 Million \$ to deliver Top notch technology and Smart Fertilizing products.