



## Workshop on «Fertilizers Awareness and Soil Analysis» And «Communication Skills Workshop»

By generous invitation from OCP, the proceedings of «Fertilizers Awareness and Soil Analysis» and «Information Communication Skills» workshops were hosted. For the first time, during the path of AFA, such workshops are held. To highlight, AFA convenes the workshops in the great land of Casablanca, Morocco.

The three-day agricultural workshop «**Fertilizers Awareness and Soil Analysis**» tackled a number of crucial issues related to the agricultural system. The workshop goal was to identify the challenges encountering the agricultural sector, especially with reference to fertilizer field, and define adequate solutions and suggestions to overcome such challenges. It further aimed at improving and using fertilizers rationally and sustainably in a way increasing agricultural productivity, providing society with healthy and safe food, achieving suitable farmer income and fulfilling sustainable agricultural goals.

The workshop participants included agricultural and academic experts, representatives of Arab countries Ministries of Agriculture, number of AFA member companies' staff from sales and marketing departments in addition to chemical analysts and laboratories tech-

Casablanca: 28 – 30 October 2015

nicians.

The workshop program included various topics:

- Ideal usage of fertilizers
- Soil analysis
- 4Rs: Right fertilizer source, Right rate, Right time and Right place
- Agricultural maps
- Regional reports for some participating Arab countries: Morocco, Jordan and Saudi Arabia
- Basics of fertilizer needs calculation
- Challenges facing Arab farmers, fertilizers usage in Kingdom of Saudi Arabia
- Ministry of Agriculture, Rural Development and Maritime presentation on agriculture sector in Morocco and Green Morocco plan strategy
- Fertilization by irrigation: fertilization high efficiency technology
- Soil analysis as a method for rationalizing chemical fertilizer usage
- Approximation recommendation for crop fertilization in Morocco
- Nutrient management in olive orchards in North Africa





## «Communication Skills Workshop»



Parallel to the agricultural workshop, AFA organized a **training program titled «Communication Skills»**.

From one side, the program targeted the provision of required training, for people with special needs, on communication skills in order to be capable of effectively dealing with media means when delivering their message to the targeted audience.

From another side, the training program focused on developing a number of skills such as the delivery and drafting of media message effectively via different media means.

This pursuit is sought taking in consideration the strategic role played currently by media means with regard to comprehensive development and connecting economy and institutions with consumers and community development stakeholders.



Accordingly, this program achieved great success through participants' contribution in the agricultural caravan event and knowing how to cover such an event on the media level. It is noteworthy that the participants have commended the topics tackled.

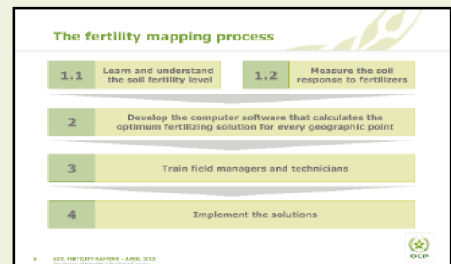
In such a framework, AFA gathered distinguished lecturers with experience in the media field from Faculty of Information, British University in Egypt.



The attendance in both workshops exceeded forty eight participants from member companies such as Jordan, Egypt, Qatar, UAE, KSA, Tunisia and Morocco.



# Agricultural Caravans



*Agricultural caravans are practical implementation of social responsibility towards agricultural community*

Aiming at providing workshop with the practical and applied nature of agricultural experiments, it was agreed to allocate the workshop second day for a field visit to the agricultural caravans, which is a successful initiative carried out by OCP in Morocco, 2015. OCP is considered to be the eminent partner of the Moroccan agriculture sector, through the «Green Morocco Plan».

OCP contribution emerges from the values of participation and openness adopted by OCP, working on improving the living conditions of thousands of people in Morocco and different areas of the world.

OCP activities are related to five main themes:

- Social development
- Agricultural development
- National and cultural heritage protection
- Training and research
- Reflection and strategy setting

OCP activities further exceed Morocco borders to touch on foreign countries conditions. It is thus committed to promote the south-south cooperation and fulfill local people needs.

The agricultural development program aims at setting and leading economic and social developmental initiatives in the agricultural sector. This is applied by improving smallholders' income and living standards, supporting agricultural good practices, preserving the environment, managing efficiently the financial contribution program related to Morocco agricultural development, developing the south-south cooperation with regard to food security and establishing strategic partnerships locally and internationally.

OCP essential projects include:

- Following up with Morocco smallholders in partnership with OCP fertilizers distribution through mainstreaming activities (experimental fields, training days)
- Providing agriculture extension service
- Accomplishing merged projects for agricultural development
- Organizing OCP caravans in Morocco and Africa
- Carrying out research and development activities

OCP contributes in developing the national agricultural sector via ambitious and fundamental scientific and practical programs, for instance the approval of soil fertility map by analyzing soil as a first step to



# Agricultural Caravans



ensure productive agriculture development. This program led to the establishment of soil information system, to tackle either soil main characteristics or natural resources classification as per geographical areas. It is an interactive system, through which information can be analyzed using the internet and user provided with adequate recommendations about the most significant crops; to ensure high productivity and best utilization of agricultural land in addition to rational fertilizer usage in quantity and quality.

During 2015, OCP launched in June the olive tree caravan, on four phases. 1400 farmers benefited from such caravan, more than eight pilot fields were identified and 12 tons of fertilizers were distributed free of charge. Another caravan has followed in September, which is the citrus caravan. It was also implemented on four phases, benefited 1400 farmer and more than eight pilot fields were identified.

With regard to the current third caravan, it is the grains caravan. 2800 farmers benefited from such a caravan, more than 32 pilot fields were identified and 24 tons of fertilizers were distributed free of charge. The caravan program included convening four work-

shops for the Moroccan farmers, as follows:

- **Agriculture Workshop:** it sensitizes farmers concerning the significance of agricultural cycle, soil preparation, seeding timings and the best related methods.
- **Fertilization Workshop:** it guides farmers to the necessary nutritional elements for crops, fertilization methodology, specifying the most important signs for main elements shortage, estimating soil nutritional elements and timing of application.
- **Protection Workshop:** it raises farmer awareness of weeds problems in addition to means and time of combating, identifying diseases that may affect crops and commonly harmful insects and means of protection.
- **Harvesting Workshop:** it guides the farmer to the adequate time for harvesting and the ideal method for harvesting and storage.

These caravans are accompanied also with health caravans for farmers' children. Free medical clinics were established to carry out medical checks for children eyes and teeth. Eye glasses were provided free of charge for people with special needs. It is worth noting that around 6000 child has benefited from such medical caravans.



Taking care of special needs



Paying due attention to farmers' children education



AFA Secretary General putting eye glasses for one of the farmers children.