

المملكة المغربية
Royaume du Maroc



وزارة الفلاحة والصيد البحري
والتنمية القروية والمياه والغابات
Ministère de l'Agriculture, de la Pêche Maritime,
du Développement Rural et des Eaux et Forêts

DIGITAL POLE

OF AGRICULTURE,
FOREST AND
DROUGHT
OBSERVATORY

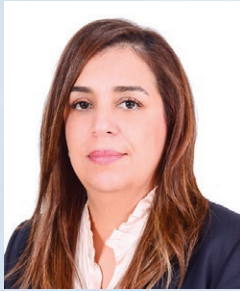


Digital Pole
OF AGRICULTURE, FOREST
AND DROUGHT OBSERVATORY




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الجيل الأخضر
GÉNÉRATION GREEN
2020 - 2030



The Generation Green strategy, which frames the Moroccan Agricultural policy for 2020-2030, aspires to pursue and foster the national agriculture modernization and digitalization dynamic. Digital technologies can improve agricultural practices, increase the efficiency and sustainability of agriculture, and help feed a growing population facing an increasing scarcity of natural resources. Thus, to accelerate the emergence of an inclusive, structured and cohesive agri-digital ecosystem, based on knowledge, useful technologies and needs-based innovation, the Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests has created the Digital Pole for Agriculture, Forest and Drought Observatory, administered by eleven public and private establishments and whose main mission is to coordinate and lead the shift towards an Agriculture 4.0, attractive to young people, draining investment and promoting the creation and development of competitive Moroccan start-ups at both national and international levels.

The Digital Pole, through its network of digital farms and its collaborative network of connected weather stations positions itself as a convergence hub, where public and private players, farmers, researchers, IT integrators and innovation drivers can gather to explore and exploit the opportunities offered by the BIG technologies of IoT, IA, drones, satellites and decision support tools in order to improve the production factors at each link of agricultural value chains.

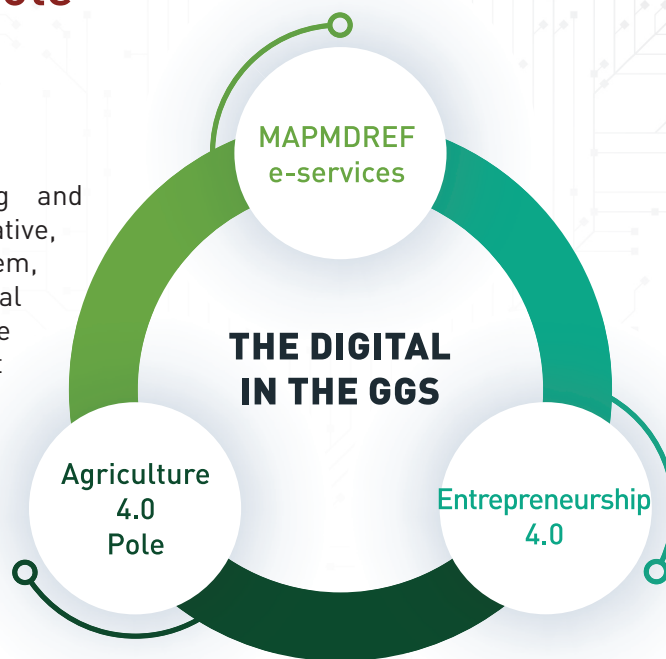
The large-scale deployment of the digital is now the big challenge. All together, we have the potential to achieve it!

Prof. Loubna El Mansouri
Director

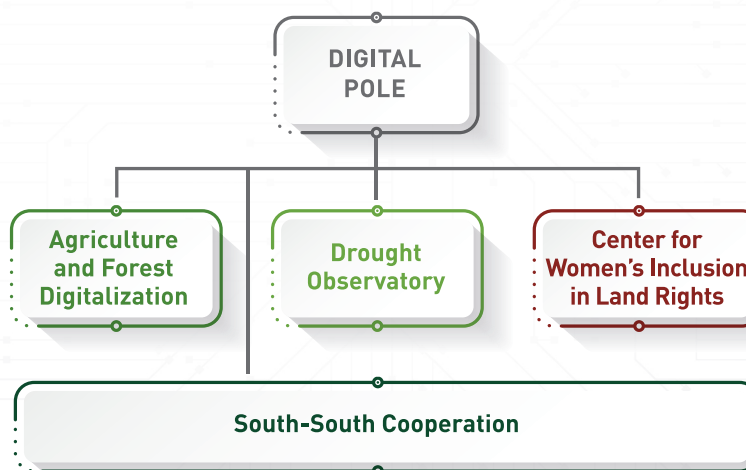


The Generation Green Strategy supports the creation of a Digital Pole

In a strategic objective of supporting and accelerating the emergence of an innovative, structured and cohesive agri-digital ecosystem, the GGS is adopting a three-dimensional segmentation of the space of action of the agricultural sector digital transformation. It calls for the creation of a new governance to coordinate and drive the shift towards Agriculture 4.0, in the form of a Digital Pole co-managed by key partners from the public and private sectors.



An enlarged vision of the MAPMDREF led to the creation of the Digital Pole of Agriculture, Forest and Drought Observatory with 4 business units.



Founding members of the Digital Pole

11 establishments
One vision

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Ministère de l'Économie et des Finances



• Our statement mission

Co-create by the Digital, a development opportunity for each individual and each link of agricultural value chains.



Our sub-missions according to our 4 business units

Agriculture and Forest Digitalization

- Boost the ecosystem of digital innovation and research in Agritech and promote its cohesion
- Serve as digital technologies watch and RDI support
- Promote digital education initiatives

Drought Observatory

- Produce and make available relevant information on the occurrence, development and forecast of drought episodes

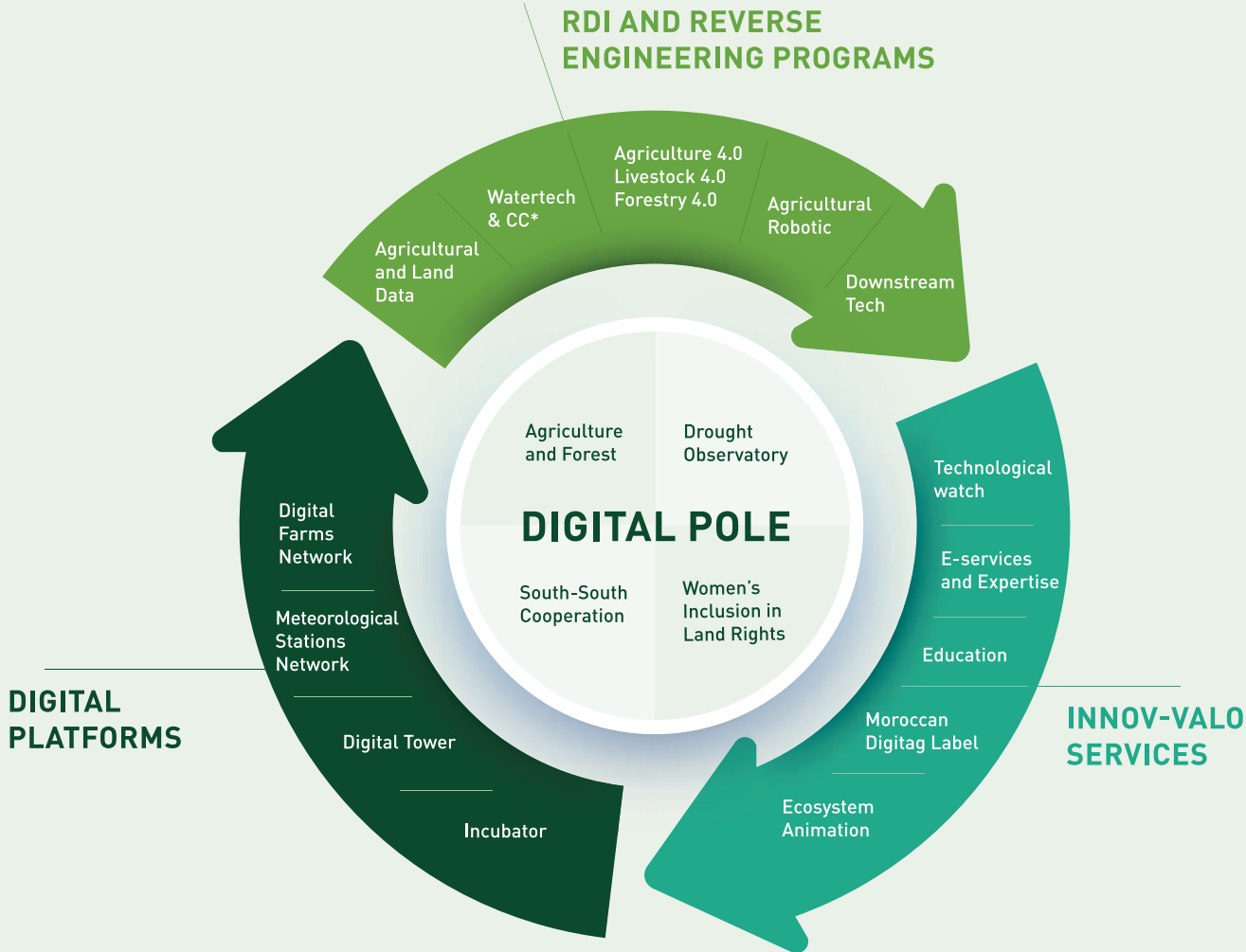
South-South Cooperation

- Promote and strengthen the agricultural sector development of the countries of the South through the exchange of experiences and resources sharing

Center for Women's Inclusion in Land Rights

- Set up a Gender Land Data Observatory, provide support to women in the exercise and defense of their land rights and to public policies for gender-sensitive land.

The Digital Pole offers RDI, Digital Platforms and Innovation Services



*CC : Climate Change

In answer to the GGS objectives



Agricultural income and Farmer's well-being

Agricultural productivity, resilience to drought and climate change, environmental impacts



preparedness to climatic hazards, yields, agricultural inputs prices and quality, selling prices, labor harshness, post-harvest losses, logistic costs, value chains traceability

Higher Yields and productivity

Lower Inputs Costs

Lower Charges and Labor Harshness

Higher Selling Prices, Better Access to Markets, Better Traceability

Higher Resilience to Droughts and Climate Change

Lower Inputs Amounts

Lower Post-Harvest Losses

- Untill **50%** of productivity gain by 2050
- A water consumption **divided by 3**
- Untill **30% to 50%** less amounts of inputs (fertilizers and phytosanitary treatments)

20% - 40% of optimization on post-harvest losses

25% - 50% gain on market value

Agriculture 4.0
Livestock 4.0
Forestry 4.0

Agriculture 4.0
Livestock 4.0
Forestry 4.0

Downstream Tech
Agricultural Robotic

Downstream Tech

Watertech & CC

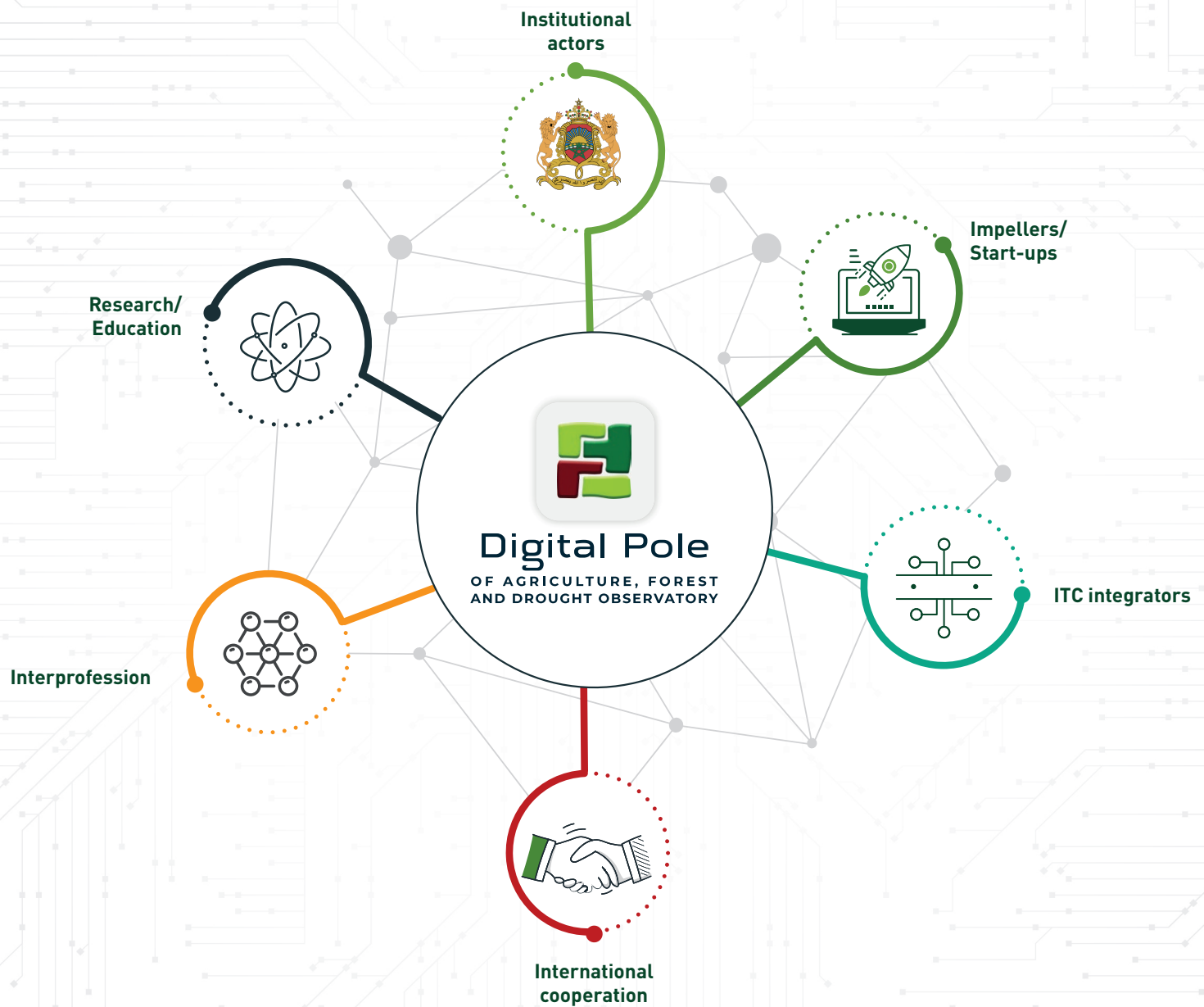
Watertech & CC

Agricultural Robotic

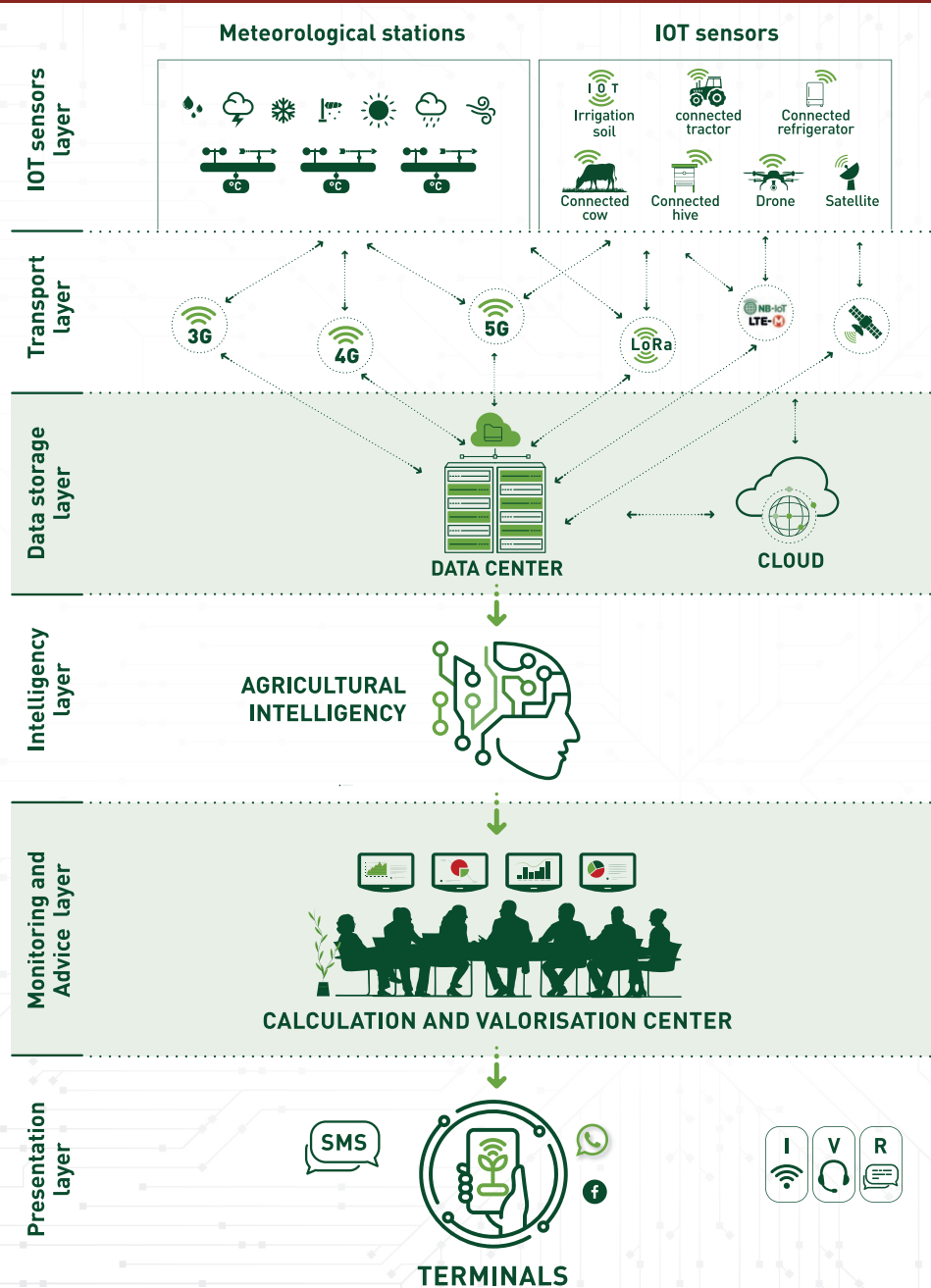
Digital Farms Network

Drought Observatory and Meteorological Stations Network

Within a cohesive ecosystem based on co-creation



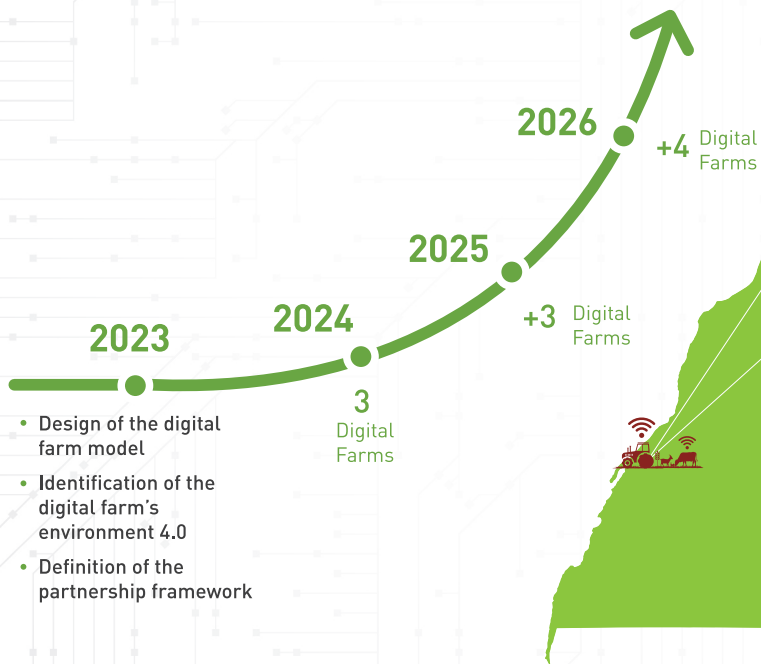
Through the implementation of a national environment 4.0



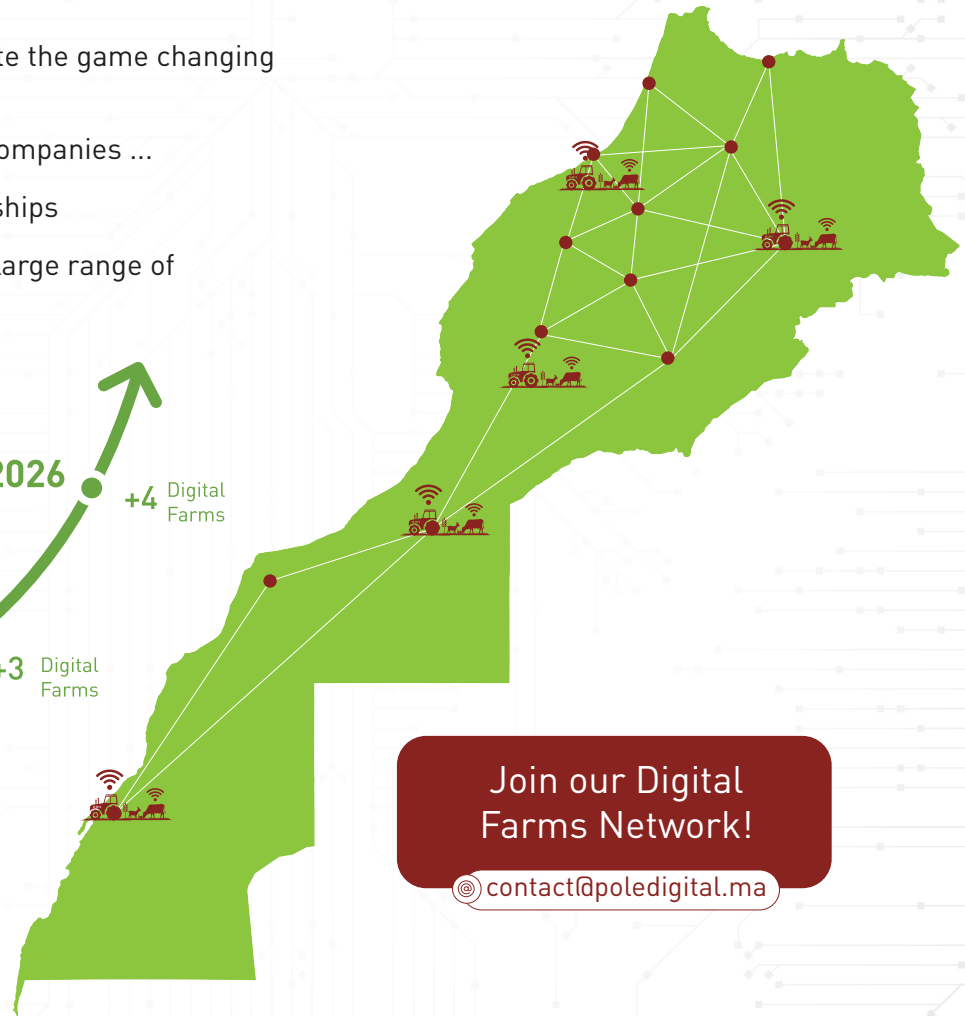
We are launching 3 digital platforms in 2023

1 Digital farms Network

- A space :
 - to test, validate and incubate the game changing technologies in agriculture
 - for farmers, researchers, companies ...
 - for Collaboration / Partnerships
- A large territorial coverage / a large range of agricultural commodities



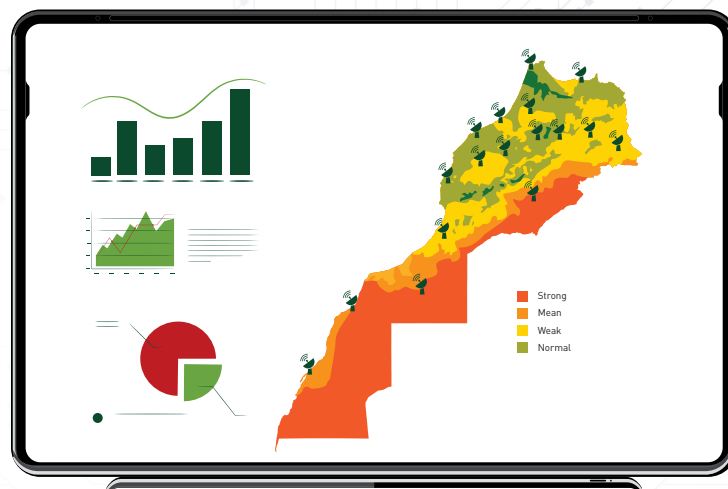
- Design of the digital farm model
- Identification of the digital farm's environment 4.0
- Definition of the partnership framework



Join our Digital Farms Network!
@contact@poledigital.ma

2 Drought Observatory

A key platform of the Digital Pole aiming to develop smart tools for drought monitoring and forecasting



2023

Scoping assessment, Drought Observatory Design and Partnerships

2 Studies & Selection of drought indicators

Construction of the Geo Data base & Valorisation

Drought Observatory Operationalisation, Governance and digital tower design

3 Collaborative network of meteorological stations

A national network providing agro-meteorological geoservices of information, warning and advice.

Subscribe to access weather bulletins !

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📍 IAV Hassan II, Madinat Al Irfane,
B.P 6202 - Rabat

📍 Route de Boulemane,
B.P 227 - Ifrane

☎ Tel: +212 (0) 661 166 128

✉ contact@poledigital.ma



📍 www.poledigital.ma

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